Notice: Recording began after webinar started

2

00:00:03.419 --> 00:00:18.525

It is really helpful documentation. So when you have time, please do look at the USDA snap at guidance, which you know updated yearly and in their overview section. They have quite a bit of detail and examples of that

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00:00:20.520 --> 00:00:33.060

But to sort of summarize from the guidance we can think about changes as.. and I keep doing this, of course, stands for policy systems and environmental change intervention.

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00:00:34.260 --> 00:00:35.280

So part

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00:00:37.080 --> 00:00:52.290

PSEs are part of a set of complimentary integrated elements which also includes education and marketing promotion and PSE changes, of course, facilitate conditions where the healthy choice becomes the easy and preferred choice.

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00:00:53.790 --> 00:01:01.650

So I think just to sort of cut to the chase, some of the confusion that we see happen is whether or not you're reporting

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00:01:03.360 --> 00:01:11.340

One of your activities as PSE change and versus something that's maybe part of your indirect activity.

8

00:01:11.970 --> 00:01:31.020

Reporting. And a lot of these have to do around that marketing and promotion element. So I just pulled up from the indirect activity module in PEARS, these two examples of interactive activity intervention channels, which include things that we

9

00:01:32.220 --> 00:01:43.230

We may have thought to have been PSE. For example that first one: hardcopy materials, which include things like that sheets flyers pamphlets activity books posters banners.

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00:01:43.650 --> 00:01:52.920

Postcards recipe cards. You may have seen these in the past as PSE change. And that has been updated so we're, we're doing a little bit more of

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00:01:54.030 --> 00:02:04.380

A distinct reporting here. So you have things like posters recipe cards. Those are now part of indirect and not PSE.

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00:02:05.220 --> 00:02:17.490

And another place where you might feel like there's some overlap point of sale or distribution signage like displays and window clings and retail stores. So again, this is something that will go under your indirect activity of reporting.

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00:02:18.120 --> 00:02:28.920

And not under. And we can talk a little bit more about this at the end if we have time, they just wanted to bring those up right off the bat, because there are a few questions around that.

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00:02:30.330 --> 00:02:38.730

Then the next thing I wanted to do was just to go over site vs setting because we do use those terms a lot this PSE module.

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00:02:40.020 --> 00:02:52.530

I think site is a little bit more intuitive; that of course is the physical location where your work takes place. So when you go in and enter your activities we have you select from.

16

00:02:53.850 --> 00:02:56.610

The approved site list or put in a new site.

17

00:02:58.440 --> 00:03:07.890

But a setting can sometimes be a little bit challenging to conceptualize. The setting is more about the type of work being done.

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00:03:08.670 --> 00:03:20.310

And we'll go into that in much more detail in just a few slides. And then finally I just wanted to sort of explain where we came up with the topic for today's webinar. So we

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00:03:21.810 --> 00:03:27.090

Pulled all the data from what you've already entered for fiscal year 18

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00:03:27.480 --> 00:03:40.440

And you guys are doing such an awesome job. We were so impressed. They're almost 600 entries in there already was five months left in the reporting cycle. So I think that's, that's awesome. And it was great to see that.

21

00:03:42.060 --> 00:03:56.220

And amongst those 600 entries that actually weren't that many errors or problems that the most frequent ones that we saw which apply to maybe, you know, just like 10 to 15% of the entries total were

22

00:03:56.910 --> 00:04:04.500

issues around choosing a setting around multiple entries for a single site or setting combination and I will define that later.

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00:04:06.030 --> 00:04:20.880

Choosing your stage of implementation and how that relates to filling in reach and changes adopted and then a few other things are on changes adopted so I'll cover these first two, and then I'll turn it over to Christina, who will cover the last

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00:04:24.060 --> 00:04:31.740

And this is meant to be kind of a brief webinar. So there are a lot, but this doesn't cover. We're not going to be going through things question by question.

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00:04:32.280 --> 00:04:46.650

And I think you've seen these resources before but it bears repeating. There is a lot of help documentation out there and then other longer format training webinar videos that are available. One that is maybe a little bit more California specific that

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00:04:47.880 --> 00:05:08.340

was presented last August, I want to say. And then another one that KSU released more recently that is shorter and KSU of course is Kansas State University, and they are our partners who built the whole PEARS system and do all of the programming and

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00:05:10.020 --> 00:05:22.470

PEARS of course is now being used across the whole nation. So it's not just California anymore. And that means that any change that we make to the PEARS system needs to work for all the states.

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00:05:24.090 --> 00:05:35.460

Okay, so I think that is enough background and we can kind of move into some of the issues that we wanted to cover today. So the first one about choosing a setting so

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00:05:37.020 --> 00:05:43.680

And this appears in that very first section of the PSE module under general information.

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00:05:45.180 --> 00:05:45.990

And I think

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00:05:47.640 --> 00:05:59.010

The best way to think about this is to first consider all of the types of work that's happening at the site that you're reporting on and

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00:06:00.000 --> 00:06:12.600

Look over the list of the settings and just so that you know the list of the settings and that the exact wording of the settings come straight from the USDA framework. And so we weren't allowed

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00:06:14.190 --> 00:06:24.210

To change the wording very much because they wanted it to be, you know, very consistent with everything else that's out there so it helps to think of that list as

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00:06:25.500 --> 00:06:30.120

Example and categories as opposed to taking them literally

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00:06:32.910 --> 00:06:42.510

So once you've thought about your work look through that list of settings and the closest one. So, for example, farmers market which appears under shop isn't

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00:06:43.140 --> 00:07:04.230

Just farmers markets. That also includes produce in CSA’s and other places where you primarily by fresh produce. So if you're working for example at a school site, but you've added produce stands there your site is that school, but you're setting is actually farmers market.

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00:07:06.810 --> 00:07:18.660

And then finally, if you actually have PSE work that crosses multiple settings you would enter those as separate reports. So we want separate reports for each setting.

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00:07:20.730 --> 00:07:29.160

Of course, just to make things extra complicated. There are some exceptions: gardens, active transport, libraries, and youth organization.

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00:07:30.240 --> 00:07:40.410

They actually don't get reported as a separate setting, unless it's a standalone site. So for example, if you are working at a school and you're doing things with the school garden.

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00:07:40.920 --> 00:07:55.500

You would still report that as part of the school setting. But if you're working in a standalone community garden that's not attached to any particular site, then you would select that is when you would select the garden option because it's a standalone garden.

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00:07:56.520 --> 00:08:08.550

And I just wanted to mention that we're working on updating the help documentation for this particular question because we recognize that it could be expanded a little bit more, and maybe include a few more examples.

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00:08:11.010 --> 00:08:16.170

I wanted to bring up a few settings that are especially tricky. And I also wanted to note that I

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00:08:17.550 --> 00:08:24.540

Think the reason that some of these settings choosing a setting seems tricky is actually because the work that you guys do is so innovative.

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00:08:25.080 --> 00:08:33.930

So it doesn't may not, you know, fit that well to that list the settings that that USDA initially came up with. And that's actually. I mean, that's actually really great

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00:08:35.520 --> 00:08:57.870

OK, so my first example we've been seeing a few instances of mobile farm stands. So this is like fresh produce stand that is actually, that's actually like an a food truck or a school bus or something that makes it mobile so that they bring the produce stand to different locations.

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00:08:59.340 --> 00:09:08.190

And if you're scanning through the list, you will probably come across mobile vending and food trucks. First, but you'll see that that is actually under, under the eat

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00:09:09.750 --> 00:09:15.750

Domain, meaning that this is a place where you would buy something that's ready to eat like a restaurant.

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00:09:17.550 --> 00:09:28.830

And actually, the fact that it's a mobile produce stands is not so much the point. The setting is actually more about the fact that it’s a produce stand

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00:09:29.520 --> 00:09:39.060

And so that goes under farmers market. So there's that other kind of layer of trickiness where we don't say produce and anywhere on the sending list but farmers market is your closest

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00:09:39.510 --> 00:09:50.520

In this situation, if you're just distributing the fresh fruits and vegetables for free, then you would actually report this under food banks and food pantries… also a little bit tricky.

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00:09:51.810 --> 00:09:54.780

Okay, so that's one that I wanted to bring up

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00:09:55.890 --> 00:10:02.520

And then the other one that we're starting to see a little bit more from year to year: our city wide planning efforts. So these are

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00:10:03.150 --> 00:10:13.230

Like zoning and citywide policy kinds of things that people are working on and I fully acknowledge that we don't have a great setting for this. Not even one that feels close

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00:10:13.710 --> 00:10:22.620

And so for now. We've been instructing people to put this under other neighborhoods setting where people live or live nearby and then

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00:10:24.030 --> 00:10:28.620

It'll bring up the field where you get to explain a little bit more so that where you would describe

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00:10:28.980 --> 00:10:29.940

What your city wide setting is

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00:10:35.430 --> 00:10:35.790

Alright.

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00:10:37.260 --> 00:10:54.210

So next I want to move on to this idea of having just one report per site setting combination. Sometimes we see that people are putting in multiple reports for a single site or setting combination. And what I mean by sites/setting combination. So that is

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00:10:55.350 --> 00:10:56.070

One site.

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00:10:58.290 --> 00:11:08.160

So like let's say it's a school site and you have school work being done, you have after school PSE work being done, if you even have some preschool PSe

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00:11:09.630 --> 00:11:11.400

That's all happened with this same school site

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00:11:12.090 --> 00:11:22.440

That same physical location. Those three things would get reported a separate pairs and trees. They are different sites and setting combinations.

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00:11:24.150 --> 00:11:35.610

And the problem with having multiple so if you have, if you have more than one school report for that school site.

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00:11:36.180 --> 00:11:46.200

What happens is because the way of the way the system was built it, it gets seen as a duplicate and it doesn't mean that it’s

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00:11:46.860 --> 00:11:55.200

right wrong; it isn't really a right or wrong way, as this sort of the way that the system was built and conceptualized so I think it's this, you know,

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00:11:56.010 --> 00:12:02.640

She did this last year, you know that we we might come back to you and ask you to help us combine the entries and I can definitely see why.

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00:12:03.660 --> 00:12:07.470

You might want to report these as separate report some common

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00:12:09.030 --> 00:12:12.540

Issues that I've seen, for example, if you work with multiple contractors

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00:12:13.530 --> 00:12:28.650

In this example, you might have different after school programs at a single school so it makes sense to have each of your contractors do their own reporting, but before the reporting year closes, we would ask you to then combine that into just one after school report for that school

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00:12:29.820 --> 00:12:39.600

Another time, this might happen is if your site reaches the different distinct groups of people. And so you do your tracking by those groups of people; totally makes sense.

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00:12:41.190 --> 00:12:47.220

I saw an example of this, where it was a standalone community garden. So that's the garden setting.

72

00:12:48.240 --> 00:13:01.410

But it's utilized by a preschool senior center and an after school program. So you might think, okay, I will make three different entries for that. But again, we would ask you to combine those all into one entry before the reporting closes.

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00:13:03.570 --> 00:13:06.510

Alright, so I think I

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00:13:08.430 --> 00:13:16.890

Might be kind of a tricky practice question, but it is one that is plausible. And I think we've actually seen it at a couple of different times

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00:13:17.670 --> 00:13:34.350

And it combines the concepts that I just covered. So what we're going to do is we'll leave this screen up so you can see the full wording of the question and then Christina will also launch a poll so that you can go ahead and select which answer you think is that

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00:13:38.970 --> 00:13:42.000

I'll go ahead and read the question out loud as well.

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00:13:43.140 --> 00:13:53.670

So let's say you're working at a single school site and you're working with the wellness committee to establish a healthy fundraising policy and have also been expanding that use of the school garden for nutrition education.

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00:13:54.240 --> 00:14:07.530

The school site also hosts two after school programs, one of which is focused on improving the quality of physical activity opportunities while the other one works on using that same school garden for nutrition ed and also for snacks for the students.

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00:14:09.660 --> 00:14:22.530

This year the schools also being used as a food distribution site, kind of like a food pantry for low income families with kids at the school. So the question is, how many reports and what settings should you enter into PEARS.

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00:14:24.720 --> 00:14:25.500

Okay, and

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00:14:25.560 --> 00:14:40.170

I will launch the poll now and leave it open for one minute, you should see a little thing come up on the screen and just choose A,B or C; you know the answer you think it is. And at the end, I'll show the results and will go over the answer.

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00:14:50.520 --> 00:14:59.070

I'm sure you guys figured this out already. But if you need to move the pole off to the side so that you can read the scenario description that you can do that.

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00:15:19.305 --> 00:15:20.250

10 more seconds.

84

00:15:28.860 --> 00:15:30.330

All right, I'm going to end the pole.

85

00:15:33.330 --> 00:15:37.470

And i'm going to share the results so that you'll see what everyone chose

86

00:15:41.070 --> 00:15:42.300

Janice, Can you see the results.

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00:15:42.570 --> 00:15:48.060

I can. All right, so it looks like most people chose the first option.

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00:15:48.090 --> 00:15:57.420

All this happens at a school so just thought one report and choose the school setting and then kind of even the other two options.

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00:15:58.560 --> 00:15:59.160

So,

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00:16:01.200 --> 00:16:08.220

I'll just go over the different response options and let me close this so that you can see the full screen again.

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00:16:11.670 --> 00:16:19.020

And that will first of all, the correct answer is actually C, but we can go through each one and I can explain why.

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00:16:20.370 --> 00:16:30.510

Those are not what we're looking for in terms of reporting. So yes, this all happens at the school, but they are doing.

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00:16:31.140 --> 00:16:45.060

Work that covers different settings. So in that first part of the description, that's the subscription of their school work. So yes, they would definitely do a school report.

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00:16:46.110 --> 00:16:59.190

A school setting report for that school, but they also have after school programs where they're doing work. So they would fill out another report for the after school work that they're doing.

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00:17:00.270 --> 00:17:12.480

And then finally, the school is being used as a food distribution sites. So they would fill out a third report for the food pantry or food distribution work that they're doing.

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00:17:15.810 --> 00:17:18.720

Option B isn't quite right, because

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00:17:19.860 --> 00:17:32.520

The garden is actually at the school. So you have report on the garden activities, they're doing that they're doing during the school day. And during the after school program within those to reports.

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00:17:33.810 --> 00:17:34.560

In each

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00:17:35.730 --> 00:17:48.360

For each of the settings there. There are always garden options that you can choose from. So if your garden work is happening at a site that has its own setting list, you would report the garden work under that main

100

00:17:49.380 --> 00:17:50.820

Site setting combination

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00:17:53.550 --> 00:17:53.910

Okay.

102

00:17:55.410 --> 00:18:02.700

So I think we'll move on so that we also make sure you have time for questions. And I'm going to turn it over to Christina.

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00:18:02.940 --> 00:18:11.910

Okay, and just so that I have control over the PowerPoint, I’m going to quickly share my version of the Powerpoint slides.

104

00:18:16.740 --> 00:18:17.130

Okay.

105

00:18:19.680 --> 00:18:28.140

So now we're moving on to stages of implementation and how you should report reach and change based on where you're at.

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00:18:29.850 --> 00:18:40.740

So if you're only in the planning and prep stage, you should not report reach and you should not report any changes yet because you haven't actually done anything in the setting that you're working in

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00:18:42.780 --> 00:18:51.660

So no reach, no changes if you're contacting sites or, you know, doing planning and preparation for implementation. There is

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00:18:53.100 --> 00:18:57.690

An exception in some of the changes drop down list.

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00:18:58.800 --> 00:19:08.670

This is an example of something that's an exception: took steps to establish a completely new healthy retail outlet that was not there before. So that

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00:19:09.000 --> 00:19:21.720

Can include if you're doing any work in policies, zoning, collaborating with partners, if this is one of the choices in your setting’s drop down list for changes adopted, then you can add this

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00:19:23.580 --> 00:19:25.860

It's kind of confusing apologize for that.

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00:19:27.030 --> 00:19:30.300

One thing that can help is if you look at the

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00:19:31.560 --> 00:19:38.640

PSE Word document that's available on the website. You can see in advance what changes adopted are available.

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00:19:39.690 --> 00:19:46.710

And we'll make sure to send out that link, or will put the link into this Powerpoint slide when we send it out to everybody.

115

00:19:48.000 --> 00:20:02.190

All right. And if you are past the planning and prep stage. So you're implementing changes, you're maintaining changes, or you’re doing some sort of follow up, then we do, you should have reach and changes adopted and if you need help.

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00:20:03.540 --> 00:20:11.520

Measuring reach then there are some resources that we can give you some guidance, because we know that based on the setting your in, it can be pretty hard to measure reach

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00:20:13.050 --> 00:20:13.410

Okay.

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00:20:14.640 --> 00:20:17.730

Now more changes adopted stuff.

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00:20:19.980 --> 00:20:33.990

We were looking through the changes write-in, so, you know, if you clicked other change because you didn't see something on the list in your setting you can write it in, we notice there are some common issues.

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00:20:35.160 --> 00:20:51.810

One reason for that is the list of changes gets updated from year to year, and as Janice mentioned earlier, things like marketing and display are no longer included in changes adopted for and should be instead put into indirect activities.

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00:20:53.130 --> 00:21:00.690

Again, you should familiarize with the list. There's a, you know, get a copy of the word document of the PSE whole module. So you can look through it.

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00:21:02.400 --> 00:21:03.630

Something we also saw that

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00:21:05.040 --> 00:21:06.750

For when people put in write-in

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00:21:07.920 --> 00:21:12.960

They could have been categorized into a preexisting change on the list. So just make sure that you're not missing it.

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00:21:14.010 --> 00:21:20.580

If you don't see your change on the list, ask yourself if you're reporting under the correct module or setting.

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00:21:21.900 --> 00:21:35.250

An example of when this can happen is if you're at a park and improving access to structured physical activity programs and also establishing a new food distribution site, you actually want to create two entries

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00:21:36.000 --> 00:21:47.220

don't enter both changes in PSE one activity. So you create one under you create one at the same site with Parks and Open Spaces as the setting. And then for that.

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00:21:48.270 --> 00:21:52.140

For that entry, you would have, improving access to structured PA

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00:21:53.820 --> 00:21:59.970

As a changes adopted and then you would create another one with food banks and pantries as the setting.

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00:22:00.480 --> 00:22:14.790

And put establishing a new food distribution site as changes adopted, I think it's called something else. But there is an option available for food banks and pantries you can use. So you use the same site but choose different settings for each entry.

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00:22:15.840 --> 00:22:26.430

If most of the information is the same, you can actually copy one of the entries and just change what needs to be changed. So that that would be the setting and the changes adopted and anything else that's specific to each category.

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00:22:27.630 --> 00:22:30.465

And if you've kind of gone through all these

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00:22:32.160 --> 00:22:38.430

Possibilities and realize that, “oh, we're still not finding the change adopted that we needed”

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00:22:39.780 --> 00:22:53.340

Then you can recommend additions. So we noticed, for example, in early childcare education that there is no nothing regarding lactation support, which is pretty common in that setting. So that's something that we want to add

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00:22:55.740 --> 00:22:57.600

And then if you do have any questions.

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00:22:58.740 --> 00:23:11.040

Or suggestions for recommendation, definitely email us. The next step after this webinar is to go review your own entries and fix any reporting errors, based on what you've learned today.

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00:23:12.120 --> 00:23:27.420

Contact us if you have any questions or suggestions and if you have any recommendations for KSU. They also sent out a feedback survey that closes on June 1st and you'll be able to access the link when we send out the slides.