1. How do you determine reach?

Use this guidance to determine reach in each setting for PSE activities: <https://support.pears.oeie.org/customer/en/portal/articles/2572211-how-to-document-reach>

1. Do posters/signage count as a PSE activity?

No, UNLESS the information presented on the signs/posters are “prompts” intended to directly influence choices at the point of decision. An example of this type of “prompt” would be a poster indicating a discount on fruits and vegetables at a store, a sign at a school lunchroom salad bar that reminds students to create a salad, or signage near stairwells and bike/walk paths to encourage people to use the stairs or paths. Sometimes, point-of-decision prompts are not visual – it could also be someone at a school lunch line actively encouraging students to select healthier options.

Other types of posters and signage, for example, MyPlate posters, are considered indirect activities because they are providing education/information but are not directly changing actions at the point of decision. These types of posters and signage can be posted or distributed anywhere – for example, in a school classroom, or a community center where food isn’t even served. In contrast, a point-of-decision prompt is paired with something in the facility or environment that is already in place.

1. What is an example of an instance when it is alright to have two PSE entries for one site?

A school has an afterschool program on site. You’re working on improving school wellness policies but also improving food and beverage offerings in the afterschool program. Because you are doing work in two different settings (school and afterschool), it is appropriate to have one entry for each setting.

Other examples of multiple settings at a single site (and therefore more than 1 PSE entry for a site):

* A school that also has an early childcare/education site
* A large grocery store that also has a worksite wellness program for their low-wage workers
* A public housing complex that is also the location for a mobile produce stand

An example of when you would NOT to create two entries: if you are improving quality of PE classes at the school, as well as improving the salad bar used during school lunch. Both of these changes are happening during the school day and are intended for the students attending the school, so you would report both activities in one PSE entry, selecting schools as the setting.