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Submitter Information

Name: Nicole Finkbeiner

Address:

FSNE-UME

10632 Little Patuxent Pkwy, Suite 435

Columbia, MD, 21044

Email: nicole4@umd.edu

General Comment

Thank you for the opportunity to review and comment on the proposed changes to the EARS form!

Question 1a. Is there a particular source that all states should reference when identifying the number of SNAP-Ed eligible persons in their state? Identifying one would ensure consistent reporting (by source) across the country.

Question 1d. How should the number of eligible participants reached through PSE interventions be determined? In some instances, efforts to promote PSE interventions may be made but actual adoption may take more time to achieve. Does that mean that formative/pilot years do not get counted for this reporting purpose? Again, a bit of guidance here to ensure consistent reporting across states would be useful.

Questions 2a-2b and 3a-3b. It may be beneficial, in order to achieve consistent reporting across states, to suggest a way to universally "estimate" counts of participants or contacts. For example, SNAP-Ed in MD's estimated contact numbers are based on actual counts of participants attending the first session of any educational activity by the number of subsequent sessions, and actual counts of new, additional participants during subsequent sessions for any activity. Is this consistent with other states' estimation methods?

Question 5. The changes here re: delivery sites line up nicely with those cited by other sources as priority areas for service delivery (i.e. Western Region Evaluation Framework, etc.)

Question 6a-b. What is the criteria for determining whether direct education supports both social marketing initiatives and PSE efforts? It is likely that there will be a lot of interrelatedness here, and that the major differences will be in degree of support or connection between the two. Some concrete examples may help agencies understand more effectively how to make this determination (in other words, what degree of support would classify for a check mark in the "does support" box?).

Question 8. Some more clarity regarding how to report the number of PSE interventions adopted would be beneficial. It is quite possible that among a cluster of delivery sites (schools, for example), several but not all would adopt a PSE effort (a school garden, for instance). Ideally, how would this be reported - would each of those individual locations and their corresponding gardens be considered 1 single PSE adoption or would each site be considered separately?