

Virtual Direct Education

and

SEEDS 



September 2021

Effective as of FFY2021 - FFY2025, implementation of Direct Education (DE) is to be entered in the SNAP-Ed Electronic Data System (SEEDS) as either “Direct Education-Adult” or “Direct Education-Youth,” (both are Actions), not as an Activity. Entering DE as an Action allows for flexibility to support Policy, Systems, and Environmental changes in a way that is meaningful to the target audience and supports AZ Health Zone’s initiative to provide community-focused, multilevel health engagement interventions. DE and other SEEDS Actions must be connected to a SEEDS strategy and activity for the following focus areas: Active Living, Childhood, and Food Systems.

The Direct Education Action types must be linked to **one qualified and approved site** as the location. The site selected should be the one most relevant to your intent to implement. For virtual DE delivery, the selection of a site may not be as clear as in-person delivery. To help guide you through the selection process of virtual DE delivery site selection, please consider the following questions:

Intent	Why did you choose this area, location?
	Why are you doing this project?
Impact	How does this connect other work?
	Who will this impact

DE is the delivery of an **evidence-based curriculum** (see the [AZ Health Zone approved curriculum list](#)) to **actively engaged participants**. Any DE intervention must involve AZ Health Zone Health educator(s) and/or interactive multimedia. Multimedia is considered **interactive** if it provides a way for educators to respond to participants' questions or input throughout the educational session, allowing for a **person-centered educational experience**.

What is considered DE when delivered virtually:

- Live sessions conducted via conferencing and meeting platforms e.g., Zoom, GoToMeeting, Google Meet, etc.
- Pre-recorded lessons that are given to teachers or site leaders to distribute to their classroom or a specific group at the site. There **must** be communication and coordination between your agency and the partner agency (e.g., site leader, staff, teacher, etc.) throughout the curriculum series or before and after single session lessons; this allows the pre-recorded content to be considered interactive and actively engaging participants. Examples of communication and coordination efforts include, but not limited to:
 - Asking class participants what recipes they would like to make/see in food demonstrations.
 - Answering questions that arise from sessions.
 - Receiving participant feedback, pictures, or quotes.

Live sessions through social media platforms e.g., Facebook Live, Instagram Live, etc., in which **only the participants who attend the live session** (not viewing the recording later) can be counted as DE participants. Participants viewing the recording after the live session takes place **will not be counted as DE**. How to log this:

- Add participant data collection tools (e.g.: demographic cards, sign-in sheet via Google Forms or Qualtrics) into the chat during the live session, asking participants to provide this information during the session. Respond back to them in the chat that they completed the form. Close the response form after the session ends, and utilize the data from the form as the participant information.
- You can add the number of participants who watched later on SEEDS under social media.
 - For example, if you had 14 people who watched it in real-time and they filled out the participant sign-in sheet, these people would be included in DE. After the live session ends, the video remains on the associated Facebook account as a social media post. If, over the next month, that video gets five more comments and 25 more views, you can log those numbers in SEEDS under the social media Action. A best practice would be to log the Action one month after the live session so you are reminded to add the social media numbers about a month after the original post.

Other “How to Log in SEEDS” scenarios:

- To support impactful multilevel PSE efforts, it may be best to provide a DE series or single sessions to one specific site. However, if your DE is a community-wide or county-wide effort, it is important to report all targeted sites (e.g., sites where advertising occurred).
 - **Requirements for DE:** Since advertising through social media is broad and can reach individuals outside of your communities, you will need to include a question(s) on sign-in sheets/data collection forms asking participants to note where they heard about the class or if they belong to a certain qualified site. This will allow you to identify if you are reaching the target population and from what site(s) participants are coming. If this information cannot be determined, the intervention would need to be logged as an Event in SEEDS.
 - **How to log this in SEEDS:** If you can determine with what sites people are associated, you’ll need to make a DE SEEDS entry for every site. If you are unable to get this information, then you’ll need to log it in SEEDS under as an Event, and you are allowed to select all the sites.
 - Example: If 30% of participants sign in and list what site they are associated with, you’ll complete the corresponding DE SEEDS entry for those people; for the remainder, they’ll be included in the Event Action type entry.
- When teaching a virtual adult curriculum, it is common to have children present and/or participating in a curriculum activity (e.g., cooking along with a lesson’s food demonstration).
 - **How to log this in SEEDS:** If teaching an adult curriculum, children may not be counted and adults may not be counted when teaching a curriculum for children.

What is not considered DE when delivered virtually:

- Recording DE lessons and posting on YouTube or your agency's website without communication or coordination efforts with a specific site. This does not ensure the interaction necessary to actively engage participants and to be considered direct education. This could be considered a "Website" Action in SEEDS.
 - **How to log this into SEEDS:** YouTube videos will be logged as Action/Website. The "Number of Users" that SEEDS asks for will be the number of views. The "Number of Sessions" will always be one. It is recommended to set the "End Date" on SEEDS for one month after the video is posted so you can obtain a clear number of views.
- Utilizing youth curriculum with adult audiences with the intention of the adults teaching youth participants. This would be considered a Train the Trainer program or Training.
 - **How to log this into SEEDS:** This would be logged in SEEDS in the ECE and school health strategy, under the Staff Development, and only the adults would count.
- Using an activity(ies) or exercise(s) from curricula, without facilitating the full lesson in which it belongs (e.g., discussion questions from Around the Table). This is considered an Event in SEEDS.
 - **Other considerations:** If you are interested in using an activity/exercise from one curriculum when facilitating a different curriculum, please contact the AZ Health Zone Community Nutrition Specialist [Jennie Altman](#) to determine if this would be an allowable or unallowable modification. More information about the curriculum modification policy can be found in the [AZ Health Zone G&P Manual](#).
- Creating a live or pre-recorded food demonstration utilizing a recipe from curricula without facilitating the entire lesson in which it belongs. This would be considered an Event in SEEDS.
 - **How to log this in SEEDS:** After logging an event and the date of the event passes, you'll be able to add the number of adults and youth. Click on a button called Food Demo, and that will reflect that the event was a Food Demo.
- Providing any nutrition, health, or physical activity information that is not part of the [AZ Health Zone approved curriculum list](#). This could be considered an Event or "Materials Distribution" in SEEDS.

For more information on activities, strategies, actions, and navigating SEEDS, please refer to the [SEEDS User Guide](#) or contact the AZ Health Zone Local Agency Liaison, [Roel Ayala-Pena](#).

For more information on qualifying and approving sites, please refer to the [AZ Health Zone G&P Manual](#), or contact the AZ Health Zone Operations Coordinator, [Stacy Beauregard](#).