

SEEDS Reporting Guidance

Actions are divided into four categories: Direct Education (DE) Actions, Policy, Systems, and Environmental (PSE) Actions, Social Marketing Actions, and Indirect Education Actions.

Direct Education Action

Any education provided using AZ Health Zone-approved curricula should be reported as direct education actions. It is not necessary to report the prep work, meetings, and/or relationship building that lead up to a direct education class/series. Utilize the "Notes" section for specific details.

Policy System and Environment (PSE) Actions

PSE Actions include Events, Meetings, Training, and Assessments action types. Actions should be reported when steps are made to achieve a PSE goal that will impact SNAP-eligible residents within an AZ Health Zone designated area of services. The area of impact can include a site(s), towns, cities, county, region, and/or statewide.

Stages of Implementation When entering data for events, meetings, and training action types for all activities except community engagement, SEEDS will ask you to choose the implementation stage of the action. The stages of implementation are: Planned Implementation, Adopted Changes, or Maintained Changes. Most actions will fall under Planned Implementation. This also means that some actions will be created to denote an adoption or a maintained change when the staff is not there. For example, a policy getting passed by a governing body.

PSE can be challenging and multifaceted, and it is difficult to know what stage to select. Please review the table below to help guide your selection.

Implementation Stages	Definition	Example
<i>Planned Implementation</i>	Prep work and development to implement a PSE change	Meeting with a transportation agency to improve a policy.
<i>Adopted Changes</i>	PSE changes are considered new if they are in a new site or a new type of change in a site that previously implemented changes.	The Transportation agency approves the improved policy.
<i>Maintained Changes</i>	PSE changes that were maintained during the current fiscal year, with the support of AZ Health Zone staff and/or SNAP-Ed funding	Supporting wellness policy implementation in the school after the school district passes the wellness policy.

Relationship-building and exploratory work are important. Relationship building can take multiple meetings before work is decided on. This type of work does not need to be reported. Actions should be made when work strives to reach for a specific PSE change. "Live reporting" is not necessary for relationship building. For example, introduction or discovery meetings primarily focused on how the AZ Health Zone can support a site(s) that do not lead to a specific ask or plan to conduct PSEs do not need to be reported.

Community Coordination is an activity that is only in the childhood strategy. For an action to be reported under community coordination, there must be coordination between:

1. The LIA,
2. a school/ECE site, and
3. an outside entity(s).

The third entity(s) must provide service to the site partner or community. SEEDS will ask who are/is the outside entity by pulling from your partnership list.

Other PSE Supporting Activities that Need to be Reported

Training action type should be reported whenever AZ Health Zone instructs on new skills to professional staff that provide direct services. Also, anytime a train-the-trainer model is used to teach AZ Health Zone-approved curricula.

Event action type: All events, whether attended, tabled, or hosted by AZ Health Zone staff, should be denoted with the event action type. One-time educational classes that do not use curricula should also be reported under the events-action type. Provide a note that explains the class and the topic taught. Most of these actions will be *Planned Implementation* as stand-alone classes and are not PSE changes.

Community Engagement action entries should describe actions that can be identified as consulting with, involving, collaborating with, and deferring to community members to inform, impact, and/or improve program implementation. When entering Community Engagement activities, users will be prompted to select the level of community engagement: **Consult**, **Involve**, or **Collaborate**. Entering a short note that describes the community engagement activity and the goal of the engagement is best practice.

Community Engagement Level	Example Activity
Consult	If your activity is a survey, focus group, or needs assessment.
Involve	For more activities where the community is more fully and consistently involved, like advisory groups.
Collaborate	If the community is engaged in coming up with planning and solutions, such as involving the community in writing CAPs

Social Marketing Actions

Social marketing actions are only for reporting comprehensive social marketing campaigns. This involves paid media and, most likely, a marketing firm. If you plan to do this type of work, please reach out to the SIT to help know what data points need to be collected.

Indirect Education Actions

All social media work not part of a comprehensive social marketing campaign should be listed as an indirect education action. Materials dropped off at sites is an indirect education action.