

**Introduction**

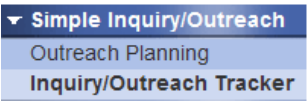
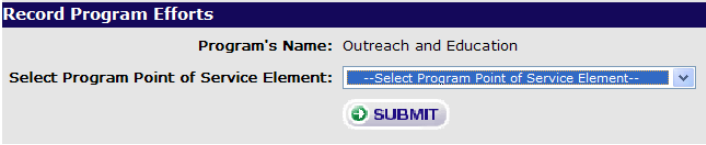
This job aid is intended to provide a quick reference guide for the basic steps to enter Outreach and Education activity and access forms in SMART FACTS related to the following topics:

- Group Education Sessions
- Community Events
- Media Airings

For instructions to enter simple inquiries or one-on-one counseling sessions, see the Simple Inquiries and One-on-One Counseling Job Aid. For detailed instructions and comprehensive explanations on policies and data entry, see the SMART FACTS Operations Manual, i.e. Appendix C.

**Entering Outreach and Education activity in SMART FACTS:**

To enter Outreach and Education activity, take the following steps.

Step	Action
1	Select <b>Outreach &amp; Education Program</b> (if not already selected).
2	Click <b>Simple Inquiry/Outreach</b> on the right, then click the <b>Inquiry/Outreach Tracker</b> sub-topic. 
3	Select the <b>Point of Service Element</b> from the drop-down menu and click <b>Submit</b> .   The following 5 categories are mandatory for the OIG Report: <ul style="list-style-type: none"> <li>• Simple Inquiries (covered in a separate job aid)</li> <li>• One-on-One Counseling (covered in a separate job aid)</li> <li>• Group Education Session</li> <li>• Community Outreach / Education Event</li> <li>• Media Outreach Activity</li> </ul> A sixth category, Dissemination Activity, is <b>optional</b> and is available for SMP use as determined by each individual SMP. See the <b>Dissemination Activity job aid</b> and / or recording.
4	Complete all applicable fields and notes explaining details of the outreach/education activity (details on following pages).
5	Save your work. <ul style="list-style-type: none"> <li>• <b>Save &amp; Close</b> = saves your work and closes this entry.</li> <li>• <b>Save &amp; Record Similar Effort</b> = saves your work and allows you to enter another entry of the same type.</li> </ul>

Community Outreach and Education Events

Field	Tips for Data Entry
Contact Location/Method	Usually <i>in person</i> , change as appropriate.
Date of Contact	Although it is not yellow, this field is required for the OIG report.
Date of Next Contact	<b>Not</b> required / not used by SMPs.
Estimated number of people reached (New Value)	Number of people who visited your exhibit. Do <b>NOT</b> count entire attendance for events at which your SMP was only one participating guest organization of many.
Primary County (New Value)	County where the event was held
Coverage (New Value)	Select the appropriate options from the drop-down menus.
Type of Event (New Value)	
Session Conducted By (New Value)	
In-kind contributions	Dollar equivalent of free or donated products or services (explain in notes). <ul style="list-style-type: none"> <li>Do <b>NOT</b> include volunteer efforts or donations here; see instead SMART FACTS Operations Manual.</li> </ul>
Notes	Use to further explain data entry, i.e.: <ul style="list-style-type: none"> <li>If <b>Other</b> is selected in any field</li> <li>If <b>in-kind contributions</b> are entered</li> <li>As desired for your SMP's reference, i.e. the name of the event</li> </ul>

Group Education Sessions

Field	Tips for Data Entry
<i>Most fields here are the same as Community Outreach / Education Event</i>	<i>See above for any fields not explained in this section.</i>
Primary / Secondary Audience	Select the appropriate options from the drop-down menus. If only one audience and/or topic, select same choice for both.
Targeted Beneficiary Population	
Primary / Secondary Topic	

Media Airings


Field	Tips for Data Entry
<b>Many fields here are the same as Community Outreach / Education</b>	<i>See above for any fields not explained in this section.</i>
<b>Contact Location/Method</b>	How the media airing was submitted.
<b>Media Strategy (New Value)</b>	Select the appropriate options from the drop-down menus. <ul style="list-style-type: none"> <li>• Media airings must be published or aired to be considered an event (not simply developed).</li> </ul>
<b>Number of airings</b>	Enter the total number of times the Media Airing was actually aired. <ul style="list-style-type: none"> <li>• Do <b>NOT</b> indicate the number of people receiving the media.</li> <li>• For web media do <b>NOT</b> count the amount of hits to the site or article.</li> <li>• To count multiple airings of radio or TV PSAs, you must have supporting documentation of these multiple airings from the radio and TV stations.</li> <li>• If an SMP event leads to media coverage, you can count the Media Airing in addition to the event.</li> <li>• Billboards and bus ads are counted as an airing per billboard/bus and per day.</li> <li>• Articles that appear in print and on the media’s website can be counted as one airing for the printed and one for the website article.</li> </ul> <p>See SMART FACTS Operations Manual, Appendix C for additional guidance and examples.</p>

**Accessing Forms in SMART Facts**

Two main Outreach and Education forms are available in SMART FACTS:

- 1) The **Statewide Outreach Plan**
- 2) The **Outreach Tracking** form

To access these forms in SMART FACTS, take the following steps:

Step	Action
1	Select <b>Reports</b> from the right side navigation bar, then select the <b>Letters, Forms &amp; Reports</b> sub-topic. 
2	Scroll down until you see the <b>Outreach and Education Forms</b> list on the left side of the page.
3	Click on the name of the form you wish to view and/or print.
4	When asked <b>Do you want to open or save this file?</b> a) Select <b>Open</b> to view and/or print the form. b) Select <b>Save</b> to save the form to your computer.
5	To print, click on <b>File</b> in the upper left corner, then select <b>Print</b> .

**SMP Resources: Outreach & Education**

Resource	Purpose	Access Instructions
SMART FACTS Operations Manual, Outreach and Education chapter AND Appendix C	Outreach and Education Program in SMART FACTS	<a href="http://www.smpresource.org">www.smpresource.org</a> > Resources for SMPs > SMART FACTS > SMART FACTS Operations Manual
SMART FACTS Training	Recordings, job aids, and handout related to Outreach and Education in SMART FACTS	<a href="http://www.smpresource.org">www.smpresource.org</a> > Resources for SMPs > SMART FACTS > SMART FACTS Training
SMP Group Education Training	Provides presenters with skills & resources to present the SMP message consistently across the country	<a href="http://www.smpresource.org">www.smpresource.org</a> > Resources for SMPs > Training > SMP Group Education Training
Additional Outreach and Education Materials	Outreach materials developed by other SMPs are available in the Resource Library	<a href="http://www.smpresource.org">www.smpresource.org</a> > Resources for SMPs > Resource Library
The SMP Resource Center (The Center)	Policy guidance and questions about SF data entry and the SF Manual	E-mail: <a href="mailto:sengelken@smpresource.org">sengelken@smpresource.org</a> , <a href="mailto:hflory@smpresource.org">hflory@smpresource.org</a> , or <a href="mailto:gpaulson@smpresource.org">gpaulson@smpresource.org</a> Call: 1-877-808-2468