

This document describes the key steps to follow when reporting Environmental Strategies and Information Dissemination (ES/ID) services. Reflecting the organization of Minerva, reporting ES/ID involves creating a Program Profile, Activity Log(s), and entering Session Details.

- Read through this entire document **before** starting to enter data so you can identify the information you will need to create a Program Profile, create Activity Logs, and enter Session Details.
- Because there are many steps for reporting ES/ID services, this Reference document includes very detailed information. By reading it first, you can focus on the information specific to the service you are reporting on.

To report ES/ID programs and services in Minerva, we use a combination of CSAP Categories in the Program Profile, a data entry type in Activity Log(s), and CSAP Subcategory Service Code(s) in Session Details.

- In Session Details, each CSAP Subcategory Service Code includes one or more data points to be reported specific to that CSAP Subcategory Service Code.
- Because of this, it is important to identify the correct Category/Code combination before reporting in Minerva. Selecting the incorrect combination will lead to unexpected reporting fields when entering session details.
- This document includes three Tables that clearly identify which data to report for each CSAP Subcategory Service Code. A description of each Table is provided in conjunction with the Tables themselves. **Use the descriptions of data to be reported in these Tables to help determine the type of data entry to indicate in Question 16 when creating an Activity Log(s).**
- The Tables are:
 - Table 1: Definitions
 - Table 2: Guidance for Reporting Information Dissemination Services
 - Table 3: Guidance for Reporting Environmental Strategy Services

Step 1: Planning

1. **Create a Program Profile** in the Planning Module. For the Questions described below, follow this Reference Document when creating a Program Profile. For Questions not listed below, creating the Program Profile is similar for ES/ID as for other programs.
 - 1.1. Question 1: Choose **Environmental/Media Strategies** for all Environmental Strategies and Information Dissemination programs. The specific CSAP Category will be selected in Question 15 (see below).
 - 1.2. Question 2: Choose either the specific **program/activity name** or select **Other-Innovative**.
 - 1.3. Question 15: Choose either **Information Dissemination** or **Environmental** as the CSAP strategy category. Table 2 and Table 3 in this document separately list which CSAP Categories Service Codes are for Information Dissemination strategies and which are for Environmental Strategies.
 - 1.4. Question 18: Indicate the number of different types of activities you will use. This will depend on how the Program is going to be implemented and corresponds to the number of Activity Logs to create at the Implementation Stage. Distinct Activity Logs are needed as data is reported differently per CSAP Subcategory Service Code.
 - 1.5. Question 19: Indicate expected number of total sessions. For ES/ID, determine the expected number of total sessions based on the information provided in Table 2 and Table 3 which list by CSAP Subcategory Service Code whether to report on an ES/ID service for Each Session or as a Monthly Roll-Up.
 - 1.6. Question 20: Indicate expected total hours for all programs/activities. For ES/ID, determine the expected total hours for all programs/activities based on the information provided in Table 2 and Table 3 which lists by CSAP Subcategory Service Code whether to report a Session Length in Hours and Minutes or whether Session Length will equal zero (for activities with no direct contact with participants).
 - 1.7. Question 21: Indicate expected total unduplicated participants for direct services (i.e. Workgroups) and/or the total expected reach of Environmental/Media Strategies.
 - 1.8. Submit the Program Profile to DBHR for review. After review and approval by DBHR, move to Step 2.

Please see Example 1: Sample Program Plan on the next page.

Example 1: Sample Program Plan for Health Promotion (STN03-1, STN03-2, STN03-3)

Program Profile Questions	Sample Answer	Sample Answer	Sample Answer	Totals to Enter into the Program Profile
<u>Question 18.</u> Indicate the expected number of direct service program/ activity series (groups).	STN03-1: Health Promotion through Speaker Series One Activity Log for Speaker Series	STN03-2: Take Back – Secure Drop Box Sites One Activity Log for Secure Drop Box Sites	STN03-3: Take Back – Events One Activity Log for Take Back Events	3 Activity Logs
<u>Question 19.</u> Indicate expected number of total sessions (for all series/ strategy types (groups)).	One speaker every three months in SFY 2018 4 Sessions	Secure Drop Box Site will be open for 9 months in SFY 2018 9 sessions	One Take Back Events every three months in SFY 2018 4 sessions	17 Sessions
<u>Question 20.</u> Indicate expected total hours for all programs/ activities.	Each Speaker Series Event lasts for 2 hours. 4 Sessions at 2 hours each for a total of 8 hours	For a Take Back – Secure Drop Box Site, session Length is always zero.*	For Take Back – Events, session Length is always zero.*	8 hours
<u>Question 21.</u> Indicate expected total unduplicated participants for this direct service program/ activity or total expected reach of environmental/media strategies.	Expected reach of Speaker Series: 20 participants in 4 Sessions for a total of 80 participants	For a Take Back – Secure Drop Box Site, number of participants is not reported.*	Expected reach of Take Back – Events: 20 participants in 4 Sessions for a total of 80 participants	160 participants

*** These variations in reporting requirements are described in more detail below in this Reference Document.**

Step 2: Implementation

2. **Create Activity Log(s)** in the Implementation Module. For the Questions described below, follow this Reference Document when creating an Activity Log(s). For Questions not listed below, creating the Activity Log(s) is similar for ES/ID as for other programs.
 - 2.1. **Create an Activity Log for each CSAP Subcategory Service Code.**
 - 2.1.1. For each Program, create the number of distinct Activity Logs needed to implement different aspects of that Program. A single Program may have multiple Activity Logs and each Activity Log may contain multiple Sessions (see Step 3: Session Details below). If the Program Plan includes different messages to be disseminated via different forms of media, create an Activity Log for each message and form of media.
 - 2.1.2. Question 2: Consider naming the Activity Log with the title of the message, if applicable.
 - 2.2. Question 8 through Question 13: Use these Questions to indicate the areas where this service will take place. Select **all that apply**, per your Action Plan.
 - 2.3. Question 16: Indicate how data will be entered for participants. Note that the three Mentoring data entry types are not to be used for Environmental Strategies and Information Dissemination.

16. Indicate how data will be entered for participants *

<input type="radio"/> Aggregate	<input type="radio"/> Individual participant
<input type="radio"/> Population reach	<input type="radio"/> Mentoring - match activities
<input type="radio"/> Mentoring - support activities	<input type="radio"/> Mentoring - group activities

- 2.3.1. **Aggregate**: Information on participants as a whole.
 - 2.3.1.1. Use Table 2 and Table 3 to determine, for example, if reporting is to be on numbers of visitors or numbers of items such as resource directories developed and/or disseminated – this requires an Activity Log with Aggregate data entry.
- 2.3.2. **Population reach**: A total population count, submitted along with one or more school districts. Demographics will be calculated by census tables, except for demographics for which census data was not available (see Step 3 for more information on the census tables).
 - 2.3.2.1. Use Table 2 and Table 3 to determine, for example, if reporting is to be on the number of people likely affected by a policy change or seeing or hearing a PSA – this type requires an Activity Log with Population reach data entry selected.
- 2.3.3. **Individual participant**: Information for each individual participant. If a Workgroup is formed to support the services – such as to develop printed materials – create an Activity Log for the Workgroup and report individual participation.
- 2.3.4. Click **Complete** to finalize the Activity Log(s) and proceed to Step 3.

Please see Example 2: Sample Activity Logs by Program on the next page.

Example 2: Sample Activity Logs by Program

Activity Logs to create for <u>Health Promotion</u> implemented as described in Example 1 (above).			
Activity Log Questions	Activity Log 1	Activity Log 2	Activity Log 3
<p><u>Question 2.</u> Name of Activity Log</p>	<p>STN03-1: Health Promotion through Speaker Series</p>	<p>STN03-2: Take Back – Secure Drop Box Site</p>	<p>STN03-3: Take Back – Events</p>
<p><u>Question 16.</u> Indicate how data will be entered for participants. <i>See Table 2 in this Reference Document for detailed information to help answer Question 16.</i></p>	Aggregate	Aggregate	Aggregate
Activity Logs to create for Public Service Announcement (PSA) <u>Development</u> (STN08)			
Activity Log Questions	Activity Log 1	Activity Log 2	Activity Log 3
<p><u>Question 2.</u> Name of Activity Log</p>	<p>Create an Activity Log per distinct PSA Message PSA Message 1: Under the Influence of You</p>	<p>Create an Activity Log per distinct PSA Message PSA Message 2: Start Talking Now</p>	<p>Create an Activity Log per distinct PSA Message PSA Message 3: Listen to Your Selfie</p>
<p><u>Question 16.</u> Indicate how data will be entered for participants. <i>See Table 2 in this Reference Document for detailed information to help answer Question 16.</i></p>	Aggregate	Aggregate	Aggregate

Activity Logs to create for Public Service Announcement (PSA) <u>Dissemination</u> (STN14)			
Activity Log Questions	Activity Log 1	Activity Log 2	Activity Log 3
<p>Question 2. <i>Name of Activity Log</i></p>	<p>Create an Activity Log per distinct PSA Message PSA Message 1: Under the Influence of You</p>	<p>Create an Activity Log per distinct PSA Message PSA Message 2: Start Talking Now</p>	<p>Create an Activity Log per distinct PSA Message PSA Message 3: Listen to Your Selfie</p>
<p>Question 16. <i>Indicate how data will be entered for participants.</i> See Table 2 in this Reference Document for detailed information to help answer Question 16.</p>	<p>Population reach</p>	<p>Population reach</p>	<p>Population reach</p>

Step 3: Enter Session Data

3. Create a Session using the **Add New Session** button (after creating one session, you can create new sessions using **Copy Session Details**).

3.1. Click 

3.1.1. **Question 1:** Enter the Date of Session. For a Monthly Roll-Up, use the last date of the reporting month. If reporting is per Each Session, use the actual date of service (see Table 2 and Table 3 for guidance by CSAP Subcategory Service Code).

3.1.2. **Question 2:** Enter a Session Name. Consider naming Sessions with the name of the Promotion, Event, Material, or Policy.

3.1.3. **Question 3 and Question 4:** Enter the Duration of Session (Hours) and Duration of Session (Minutes) or leave as zero (see Table 2 and Table 3 for Guidance by CSAP Subcategory Service Code).

3.1.4. **Question 5:** This is based on Question 15 in the Program Profile and cannot be edited.

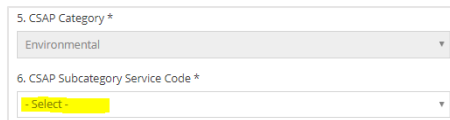
3.1.5. **Question 6:** Select the CSAP Subcategory Service Code. As there are multiple CSAP Subcategory Service Codes, ensure you are selecting the correct one for the service being reported on.

3.1.5.1. If the CSAP Category is **Information Dissemination**, only CSAP Subcategory Service Codes associated with Information Dissemination will be visible.



5. CSAP Category *
 Information Dissemination
 6. CSAP Subcategory Service Code *
 - Select -

3.1.5.2. If the CSAP Category is **Environmental**, only CSAP Subcategory Service Codes associated with Environmental will be visible.



5. CSAP Category *
 Environmental
 6. CSAP Subcategory Service Code *
 - Select -

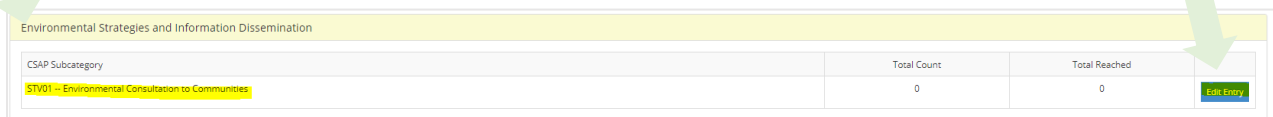
3.1.6. **Question 9 through Question 12:** Enter the address for the service. When reporting only services that do not have a physical address, such as Billboards or other forms of media, use the Coalition’s address for the location of the session.


3.1.7. Select **Save** to save the Session Details.


3.2. A series of Tables will be visible.

3.2.1. If applicable, enter Partner participation, Staff participation and direct/indirect hours, and/or Individual participation.

3.2.2. In the **Environmental Strategies and Information Dissemination Table**, the CSAP Subcategory Service Code indicated in Question 6 is visible (Step 3.1.5.1 or 3.1.5.2, above). Click the blue **Edit Entry** button to report data specific to this CSAP Subcategory Service Code (see Table 2 and Table 3).



Environmental Strategies and Information Dissemination			
CSAP Subcategory	Total Count	Total Reached	
STV01 - Environmental Consultation to Communities	0	0	

- 3.2.3. One or many **Environmental Strategies and Information Dissemination Questions** will be visible. Enter the data here to report on the Environmental Strategy or Information Dissemination. You may only have to report a subset of the Questions. Use Table 2 and Table 3 to determine which data to report. **Enter the number only, no comma – for example, enter 1000** (not 1,000).
- 3.2.4. For the following CSAP Subcategory Service Codes, if the service is part of a statewide media campaign check the box next to the name of the statewide campaign or type in the statewide campaign.
 - 3.2.4.1. Health Promotion (STN03),
 - 3.2.4.2. Printed Material Dissemination (STN11),
 - 3.2.4.3. Public Service Announcement Dissemination (STN14),
 - 3.2.4.4. Media Campaign Dissemination (STN16), and
 - 3.2.4.5. Speaking Engagements (STN17).
- 3.2.5. When done, Click  Save
- 3.2.6. The system will calculate a **Total Count, a Total Reach, or both**. This depends on the reporting requirements for the service.

Environmental Strategies and Information Dissemination			
CSAP Subcategory	Total Count	Total Reached	
STN08 -- Public Service Announcement (PSA) Development	1	0	Edit Entry

- 3.3. For Activity Logs with Aggregate data entry selected, the **Aggregate Table** will be visible and will show the number calculated as Total Count or Total Reach, listed as Total Participants. This is linked to the reporting requirements for the CSAP Subcategory Service Code being reported on. If the Aggregate Table is not visible, Step 3.3 does not apply.
 - 3.3.1. Report the required and optional demographic information in Aggregate Table for each demographic breakdown.
 - 3.3.2. Save this data via the red **Save Aggregate Data** button. If you navigate away from this page without saving, data entry will be lost.

Environmental Strategies and Information Dissemination

CSAP Subcategory	Total Count	Total Reached	
STV07-3 -- Modifying A&T Advertising- Alcohol Compliance Inspections: Stakeholders		28	Edit Entry

Aggregate Data [Save Aggregate Data](#)

Total Participants: 28

Age breakdown of group

0-4	<input type="text" value="0"/>
5-11	<input type="text" value="0"/>

1. This Total is based on data reported.

2. System places the Total here automatically.

3. Enter specific information by demographic category.

4. Save when done and before closing session or leaving the page.

- 3.4. For Activity Logs with **Population reach** data entry selected, the **Population Reached Table** will be visible and will show the number calculated as Total Count or Total Reach, listed as Total Reached. The Total Reached cannot be edited. This is linked to the reporting requirements for the CSAP Subcategory Service Code being reported on. If the Population Reached Table is not visible, Step 3.4 does not apply.
 - 3.4.1. Select a school district or multiple school districts that encompass the geographic area(s) covered by the service. If expected school district(s) are not visible, amend the Activity Log to indicate the desired school district(s).
 - 3.4.2. The census table will calculate demographic data based on the school district(s) selected and for which U.S. Census data is available, and fill in the appropriate fields. These fields cannot be edited (shaded gray).
 - 3.4.3. For a small sub-set of these fields, U.S. Census data is not available. These demographic fields can be edited (shaded in white). Enter any known data.
 - 3.4.4. Save this data via the red **Save Population Data** button. If you navigate away from this page without saving, data entry will be lost.

Population Reached

Total Reached: 100

School Districts Reached (select all that apply):

- Centralia School District
- Griffin School District
- North Thurston School District /Wahkiakum County Indian School (K-8)
- Olyria School District
- Rochester School District
- Tenino School District
- Tumwater School District
- Yelm School District

Age breakdown of group:

0-4	8
5-11	9
12-14	6
15-17	4
18-20	3
21-24	5
25-44	26
45-64	26
65 and over	12
Age Not Known	0

Gender breakdown of group

1. System places the Total here automatically (based on data entered).

2. Select school district(s) in coverage area.

3. Enter demographic data not prepopulated by census calculator, if known.

4. Save when done and before closing session or leaving the page.

As noted previously, in Session Details, each CSAP Subcategory Service Code includes one or more data points to be reported specific to that CSAP Subcategory Service Code. Table 1, below, defines the terminology used in Table 2 and Table 3 of this Reference Document. Table 1 is a guide for Table 2 and Table 3.

Table 1: Definitions

<i>Data Entry</i>	<i>Description</i>
Session Length (H:M)	Session duration is required. Report session duration in H:M.
Session Length = 0	Session duration is not required. If a value other than zero is entered, an error message will appear and the value will default to zero.
Each Session	Report each session for a service. <i>Example:</i> Report each meeting of a Workgroup that is developing a PSA as a separate session.
Monthly Roll-Up	Report a monthly roll-up of all services for a reporting month. <i>Example:</i> Report the Number of Users of a Webpage as a Monthly Roll-Up.
R	Data is Required, but see Exception 1, Exception 2, and Exception 3 in this Table.
O	Data is Optional, but see Exception 1, Exception 2, and Exception 3 in this Table.
<p>Exception 1:</p> <p>One (R) followed by one or more (O)</p> <p>See Table 2 and Table 3 for information on when this exception is applicable.</p>	<p>Exception 1: When there are multiple Questions within the same CSAP Subcategory, the Question marked R is Required and Questions marked O are optional. Report the Required data and all known Optional data.</p> <p><i>Example:</i> If reporting on Take Back – Secure Drop Box Sites (STN03-2):</p> <ul style="list-style-type: none"> • Required: Number of New Secure Sites • Optional: Number of New Active Secure Drop Box Sites, the Number of Pounds Collected, and the Number of Pick Up/Destruction Trips.
<p>Exception 2:</p> <p>(C) within one CSAP Subcategory</p> <p>See Table 2 and Table 3 for information on when this exception is applicable.</p>	<p>Exception 2: When there are multiple Questions within the same CSAP Subcategory, any line may equal zero but at least one line must have a number reported.</p> <p><i>Example:</i> If reporting on Printed Material Development (STN05), report at least one and up to all three of the Number of Brochures Developed, Number of Posters Developed, and/or Number of Other Materials Developed.</p>
<p>Exception 3:</p> <p>Questions marked as (R/O)</p> <p>See Table 2 and Table 3 for information on when this exception is applicable.</p>	<p>Exception 3: When there are multiple Questions within the same CSAP Subcategory, any Question marked R/O is Required if that is the service to be reported on in the reporting month and other Questions within the same sub-heading are Optional.</p> <p><i>Example:</i> If reporting a PSA, only report for the media outlet used that month. If the service was for a Radio PSA and a Poster, only report on those two and disregard the rest.</p>

As noted previously, in Session Details, each CSAP Subcategory Service Code includes one or more data points to be reported specific to that CSAP Subcategory Service Code. Table 2, below, describes how to report Information Dissemination services. By reviewing Table 2 prior to planning, implementing, and reporting on a service you will be aware of the requirements for reporting on that service. See Table 1 for definitions of the terms used in Table 2.

Table 2: Guidance for Reporting Information Dissemination Services

Service Code	CSAP Subcategory Name	Report Session Length	Report Period	Information Dissemination Questions (per session)	R O C R/O
STN02	Health Fair	Session Length (H:M)	Each Session	1. Enter Number of Estimated Visitors to Table/Booth	R
STN03-1	Health Promotion General	Session Length (H:M)	Each Session	1. Enter Total Number of People Reached	R
STN03-2	Take Back - Secure Drop Box Sites	Session Length = 0	Monthly Roll-Up	1. Enter Number of New Secure Drop Box Sites	R
				2. Enter Number of Active Secure Drop Box Sites (Include New)	O
				3. Enter Number of Pounds Collected	O
				4. Enter Number of Pick Up/Destruction Trips	O
STN03-3	Take Back - Events	Session Length (H:M)	Each Session	1. Enter Number of Visitors to Table/Booth or Event	R
				2. Enter Number of Pick Up/Destruction Trips	O
				3. Enter Number of Reverse Mailers Distributed	O
				4. Enter Number of Lock Boxes Distributed	O
				5. Enter Number of Pounds Collected	O
STN04	Audiovisual Material Development <i>Note: For videos that are <u>not</u> PSAs.</i>	Session Length = 0	Monthly Roll-Up	1. Enter Number of Materials Developed	R
STN05	Printed Material Development <i>Note: Includes Toolkits if created locally. Toolkits count as 1 item if they are put together locally.</i>	Session Length = 0	Monthly Roll-Up	1. Enter Number of Brochures Developed	C
				2. Enter Number of Posters Developed	C
				3. Enter Number of Other Materials Developed	C

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STN06	Curriculum Development	Session Length = 0	Monthly Roll-Up	1. Enter Number of Curriculum/Curricula Developed	R
STN07	Newsletter Development	Session Length = 0	Monthly Roll-Up	1. Enter Number of Newsletters Developed	C
				2. Enter Number of New Websites Developed	C
				3. Enter Number of Webpages Developed for Existing Sites	C
STN08	Public Service Announcement (PSA) Development	Session Length = 0	Monthly Roll-Up	1. Enter Number of Radio PSAs Developed	C
				2. Enter Number of TV PSAs Developed	C
				3. Enter Number of Billboard PSAs Developed	C
				4. Enter Number of Newspaper/Magazine PSAs Developed	C
				5. Enter Number of Website/Social Media Posts PSAs Developed	C
				6. Enter Number of Other PSA Messages Developed	C
STN09	Resource Directory Development	Session Length = 0	Monthly Roll-Up	1. Enter Number of Resource Directories Developed	R
STN10	Audiovisual Material Dissemination <i>Note: For videos that are not PSAs.</i>	Session Length = 0	Monthly Roll-Up	1. Enter Number of Materials Disseminated	R
STN11	Printed Material Dissemination <i>Note: Includes Toolkits if created locally.</i>	Session Length = 0	Monthly Roll-Up	1. Enter Number of Brochures Disseminated	C
				2. Enter Number of Posters Disseminated	C
				3. Enter Number of Other Materials Disseminated	C
STN12	Curriculum Dissemination	Session Length = 0	Monthly Roll-Up	1. Enter Number of Curriculum Disseminated	R
STN13	Newsletter Dissemination <i>Note: This is information shared by the reporting organization (not posts by followers on social media, for example) and for general prevention or organization activities, not PSAs.</i>	Session Length = 0	Monthly Roll-Up	Webpages	
				1. Enter Number of Users	R/O
				2. Enter Number New Visitors	O
				3. Enter Number Returning Visitors	O
				4. Enter Number Unique Page Views	O
				5. Average Session Duration (Hours)	O
				6. Average Session Duration (Minutes)	O
				7. Average Time on Site (Hours)	O
8. Average Time on Site (Minutes)	O				

				Social Media	
				1. Enter Number of Social Media Posts (FB, Twitter, Etc.)	O
				2. Enter Number Followers	R/O
				3. Enter Number New Page Likes/Followers	O
				4. Enter Number Clicked Post/Tweet (From All Posts/Tweets that Month)	O
				5. Enter Number of People Who Reacted to Any Posts/Tweets (Liked/Shared/Commented)	O
				Other Media	
				1. Enter Number of Newsletters Disseminated	O
				2. Enter Number of People Email Blasts Sent To	O
STN14	Public Service Announcement Dissemination <i>Definition:</i> A public service announcement (PSA) or public service ad is a message in the public interest <u>disseminated by the media without charge</u> with the objective of raising awareness and/or changing public attitudes and behavior towards a social issue.	Session Length = 0	Monthly Roll-Up	Radio	
				1. Enter Number of People Reached by Radio PSAs Disseminated	R/O
				2. Enter Number of Radio Outlets that Distributed PSAs	O
				3. Enter Number Weeks Radio Ads Ran	O
				TV	
				1. Enter Number of People Reached by TV PSAs Disseminated	R/O
				2. Enter Number of TV Outlets that Distributed PSA	O
				3. Enter Number of Weeks TV Ads Ran	O
				Newspaper/Magazines	
				1. Enter Number of People Reached by Newspaper/Press/Magazine PSAs Disseminated	R/O
				2. Enter Number of Newspaper/Magazine Press Release PSAs Run	O
				3. Enter Number of Newspaper/Magazines that Ran PSA	O
				Billboards/Posters (continues on next page)	
				1. Enter Number of People Reached by Billboard PSAs Disseminated	R/O
				2. Enter Number of People Reached by Poster PSAs Disseminated	R/O

				3. Enter Number Weeks Billboards Ran	O
				Events	
				1. Enter Number of People Reached by Events	R/O
				2. Enter Number of Events	O
				Webpages (Per Month)	
				1. Enter Number of Users	R/O
				2. Enter Number New Visitors	O
				3. Enter Number Returning Visitors	O
				4. Enter Number Unique Page Views	O
				5. Average Session Duration (Hours)	O
				6. Average Session Duration (Minutes)	O
				7. Average Time on Site (Hours)	O
				8. Average Time on Site (Minutes)	O
				Social Media (Per Month)	
				1. Enter Number Followers	R/O
				2. Enter Number of Social Media Posts (FB, Twitter, Etc.)	O
				3. Enter Number New Page Likes/Followers	O
				4. Enter Number Clicked Post/Tweet (From All Posts/Tweets That Month)	O
				5. Enter Number Who Reacted To Post To All Posts/Tweets (Like/Shared/Commented)	O
				Social Media Display Ads	
				1. Enter Number of Website Clicks	R/O
				2. Enter Number of Ads	O
STN15	Resource Directory Dissemination	Session Length = 0	Monthly Roll-Up	1. Enter Number of Resource Materials	R
STN16	Media Campaigns Dissemination <i>Each message should have a distinct Activity Log.</i>	Session Length = 0	Monthly Roll-Up	Radio	
				1. Enter Number of People Reached by Radio Media Disseminated	R/O
				2. Enter Number of Radio Outlets that Distributed Media Disseminated	O
				3. Enter Number Weeks Radio Media Ran	O

				TV	
				1. Enter Number of People Reached by TV	R/O
				2. Enter Number of TV Outlets that Distributed Media Disseminated	O
				3. Enter Number of Weeks TV Media Ran	O
				Newspaper/Magazines	
				1. Enter Number of People Reached by Newspaper/Press/Magazine Media Disseminated	R/O
				2. Enter Number of Newspaper/Magazine Press Release Run on Media Disseminated	O
				3. Enter Number of Newspaper/Magazines that Ran Media Disseminated	O
				Billboards/Posters/Stickers	
				1. Enter Number People Reached by Posters/Stickers Disseminated	R/O
				2. Enter Number People Reached by Billboards Disseminated	O
				3. Enter Number of Weeks Billboards Ran	O
				Events	
				1. Enter Number of People Reached by Events	R/O
				2. Enter Number of Events	O
				Webpages (Per Month)	
				1. Enter Number of Users	R/O
				2. Enter Number New Visitors	O
				3. Enter Number Returning Visitors	O
				4. Enter Number Unique Page Views	O
				5. Average Session Duration (Hours)	O
				6. Average Session Duration (Minutes)	O
				7. Average Time on Site (Hours)	O
				8. Average Time on Site (Minutes)	O

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				Social Media	
				1. Enter Number Followers	R/O
				2. Enter Number of Social Media Posts (FB, Twitter, Etc.)	O
				3. Enter Number New Page Likes/Followers	O
				4. Enter Number Clicked Post/Tweet (From All Posts/Tweets That Month)	O
				5. Enter Number Who Reacted To Post To All Posts/Tweets (Like/Shared/Commented)	O
				Social Media Display Ads	
				1. Enter Number of Website Clicks	R/O
				2. Enter Number of Ads	O
STN17	Speaking Engagements	Session Length (H:M)	Report Each Session	1. Enter Number of People Attended	R
STN18	Telephone Information Services	Session Length = 0	Monthly Roll-Up	1. Enter Number of Calls into the Help Line	R

As noted previously, in Session Details, each CSAP Subcategory Service Code includes one or more data points to be reported specific to that CSAP Subcategory Service Code. Table 3, below, describes how to report Environmental services. By reviewing Table 3 prior to planning, implementing, and reporting on a service you will be aware of the requirements for reporting on that service. See Table 1 for definitions of the terms used in Table 3.

Table 3: Guidance for Reporting Environmental Strategy Services

Code	CSAP Subcategory Name	Report Session Length	Report Period	Environmental Strategy Questions (per session)	R O C R/O
STV01	Environmental Consultation to Communities <i>Example: Town Hall Meetings/ Community Group Presentations</i>	Session Length (H:M)	Each Session	1. Enter Number of People Attended Presentation/Consultation (Excluding Elected Officials)	C
				2. Enter Number of Elected Officials Reached	C
STV02	Preventing Underage Sale of Tobacco and Tobacco Products-Synar Amendment	Session Length (H:M)	Each Session	1. Enter Number of People Trained	C
			Monthly Roll-Up	1. Enter Number of Stores Visited (i.e. Retailer education)	C
STV03	Preventing Underage Alcoholic Beverage Sales <i>Example: RVP, Beverage server training; Retailer education.</i>	Session Length (H:M)	Each Session	1. Enter Number of People Trained	C
			Monthly Roll-Up	1. Enter Number of Stores Visited	C
STV04-1	Establishing ATOD-Free Policies-NEW Policy <i>Session Name = Name of Policy</i>	Session Length = 0	Monthly Roll-Up	1. Enter Number of New Policies Established/Adopted/Enacted	R
				2. Enter Number of People Potentially Reached Within Area The Policy Covers	R
STV04-2	Establishing ATOD-Free Policies-Stakeholders <i>Session Name = Name of Policy</i>	Session Length (H:M)	Each Session	1. Enter Number of People Participate in Policy Stakeholder Meetings	R
				2. Enter Number of Elected Officials Reached (Not Counted Above)	O
STV04-3	Establishing ATOD-Free Policies-Training <i>Session Name = Name of Policy</i>	Session Length (H:M)	Each Session	1. Enter Number of People Trained/Educated	R
STV05-1	Changing Environmental Codes, Ordinances, Regulations and Legislation-NEW Policy <i>Session Name = Name of Policy</i>	Session Length = 0	Monthly Roll-Up	1. Enter Number of New Policies Established/Adopted/Enacted	R
				2. Enter Number of People Potentially Reached Within Area The Policy Covers	R

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STV05-2	Changing Environmental Codes, Ordinances, Regulations and Legislation-Stakeholders	Session Length (H:M)	Each Session	1. Enter Number of People Participated In Policy Stakeholder Meetings	R
				2. Enter Number of Elected Officials Reached (Not Counted Above)	O
STV05-3	Changing Environmental Codes, Ordinances, Regulations and Legislation-Training	Session Length (H:M)	Each Session	1. Enter Number of People Trained/Educated	R
STV06-1	Public Policy Efforts-NEW Policy <i>Note: For policy efforts related to marijuana, prescription drug misuse/abuse, opioid misuse/abuse and ATOD policy not falling within other subcategories.</i>	Session Length = 0	Monthly Roll-Up	1. Enter Number of New Policies Established/Adopted/Enacted	R
				2. Enter Number of People Potentially Reached Within Area The Policy Covers	R
STV06-2	Public Policy Efforts-Stakeholders	Session Length (H:M)	Each Session	1. Enter Number of People Participated in Stakeholder Meetings	R
				2. Enter Number of Elected Officials Reached (Not Counted Above)	O
STV06-3	Public Policy Efforts-Training	Session Length (H:M)	Each Session	1. Enter Number of People Trained/Educated	R
STV07-1	Modifying A&T Advertising-Alcohol Compliance Inspections-Policy Efforts	Session Length = 0	Monthly Roll-Up	1. Enter Number of Advertisement Placement Modified	C
				2. Enter Number of People Potentially Reached Within Area The Policy/Modification Covers	C
				3. Enter Number of Product Placement Modified	C
				4. Enter Number of People Potentially Reached Within Area The Policy/Modification Covers	C
				5. Enter Number of New Policies/Rules Established/Adopted/Enacted	C
				6. Enter Number of People Potentially Reached Within Area The Policy/Modification Covers	C
STV07-2	Modifying A&T Advertising-Alcohol Compliance Inspections-Compliance Checks	Session Length (H:M)	Monthly Roll-Up	1. Enter Number of Compliance Checks Completed	R

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STV07-3	Modifying A&T Advertising-Alcohol Compliance Inspections-Stakeholders	Session Length (H:M)	Each Session	1. Enter Number of People Participated in Policy Stakeholder Meetings	C
				2. Enter Number of Elected Officials Reached (Not Counted Above)	C
STV07-4	Modifying A&T Advertising-Alcohol Compliance Inspections-Training	Session Length (H:M)	Each Session	1. Enter Number of People Trained/Educated	R
STV08-1	Modifying A&T Advertising-Tobacco Violations-Policy Efforts	Session Length = 0	Monthly Roll-Up	1. Enter Number of Advertisement Placement Modified	C
				2. Enter Number of People Potentially Reached Within Area The Policy/Modification Covers	C
				3. Enter Number of Product Placement Modified	C
				4. Enter Number of People Potentially Reached Within Area The Policy/Modification Covers	C
				5. Enter Number of New Policies/Rules Established/Adopted/Enacted	C
				6. Enter Number of People Potentially Reached Within Area The Policy/Modification Covers	C
STV08-2	Modifying A&T Advertising-Tobacco Violations-Compliance Checks	Session Length (H:M)	Monthly Roll-Up	1. Enter Number of Compliance Checks Completed	R
				2. Enter Number of Violations	O
STV08-3	Modifying A&T Advertising-Tobacco Violations-Stakeholders	Session Length (H:M)	Each Session	1. Enter Number of People Participated In Policy Stakeholder Meetings	C
				2. Enter Number of Elected Officials Reached (Not Counted Above)	C
STV08-4	Modifying A&T Advertising-Tobacco Violations-Training	Session Length (H:M)	Each Session	1. Enter Number of People Trained/Educated	R
STV09-1	Modifying A&T Advertising-Alcohol Violations-Policy Efforts	Session Length = 0	Monthly Roll-Up	1. Enter Number of Advertisement Placement Modified	C
				2. Enter Number of Product Placement Modified	C
				3. Enter Number of People Potentially Reached Within Area The Policy/Modification Covers	C
				4. Enter Number of New Policies/Rules Established/Adopted/Enacted	C
				5. Enter Number of People Potentially Reached Within Area The Policy/Modification Covers	C

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STV09-2	Modifying A&T Advertising-Alcohol Violations-Compliance Checks	Session Length (H:M)	Monthly Roll-Up	1. Enter Number of Compliance Checks Completed	R
				2. Enter Number of Violations	O
STV09-3	Modifying A&T Advertising-Alcohol Violations-Stakeholders	Session Length (H:M)	Each Session	1. Enter Number of People Participated in Stakeholder Meetings	C
				2. Enter Number of Elected Officials Reached	C
STV09-4	Modifying A&T Advertising-Alcohol Violations-Training	Session Length (H:M)	Each Session	1. Enter Number of People Trained/Educated	R
STV10-1	Promoting Establishment and Review of Substance Abuse Policies-New Schools Adopting Substance Abuse Policies-Policy	Session Length = 0	Monthly Roll-Up	1. Enter Number of New School Policies/Rules Established/Adopted/Enacted	R
				2. Enter Number of People Potentially Reached Within Area The Policy Covers	R
STV10-2	Promoting Establishment and Review of Substance Abuse Policies-New Schools Adopting Substance Abuse Policies-Stakeholders	Session Length (H:M)	Each Session	1. Enter Number of People Participated In Policy Stakeholder Meetings	C
				2. Enter Number of Elected Officials Reached	C
STV10-3	Promoting Establishment and Review of Substance Abuse Policies-New Schools Adopting Substance Abuse Policies-Training	Session Length (H:M)	Each Session	1. Enter Number of People Trained/Educated	R
STV11-1	Promoting Establishment and Review of Substance Abuse Policies-New Workplaces Adopting Substance Abuse Policies-Policy	Session Length = 0	Monthly Roll-Up	1. Enter Number of New Workplace Policies/Rules Established/Adopted/Enacted	R
				2. Enter Number of People Potentially Reached Within Area The Policy Covers	R
STV11-2	Promoting Establishment and Review of Substance Abuse Policies-New Workplaces Adopting Substance Abuse Policies-Stakeholders	Session Length (H:M)	Each Session	1. Enter Number of People Participated In Policy Stakeholder Meetings	C
				2. Enter Number of Elected Officials Reached	C

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STV11-3	Promoting Establishment and Review of Substance Abuse Policies-New Workplaces Adopting Substance Abuse Policies-Training	Session Length (H:M)	Each Session	1. Enter Number of People Trained/Educated	R
STV12-1	Promoting Establishment and Review of Substance Abuse Policies-Enforcement Initiatives-Policy	Session Length = 0	Monthly Roll-Up	1. Enter Number of New Policies/Rules Established/Adopted/Enacted	R
				2. Enter Number of People Potentially Reached Within Area The Policy Covers	R
STV12-2	Promoting Establishment and Review of Substance Abuse Policies-Enforcement Initiatives-Stakeholders	Session Length (H:M)	Each Session	1. Enter Number of People Participated In Policy Stakeholder Meetings	C
				2. Enter Number of Elected Officials Reached	C
STV12-3	Promoting Establishment and Review of Substance Abuse Policies-Enforcement Initiatives-Enforcement	Session Length (H:M)	Each Session	1. Enter Number of People Reached	R
STV12-4	Promoting Establishment and Review of Substance Abuse Policies-Enforcement Initiatives-Training	Session Length (H:M)	Each Session	1. Enter Number of People Trained/Educated	R