Lobby Question

Why are you here today?

And/or:

Do you have a success story you would like to share?

Please write in the chat.

Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

The Power of Data in Prevention: Data Informed Decision Making

Presenters

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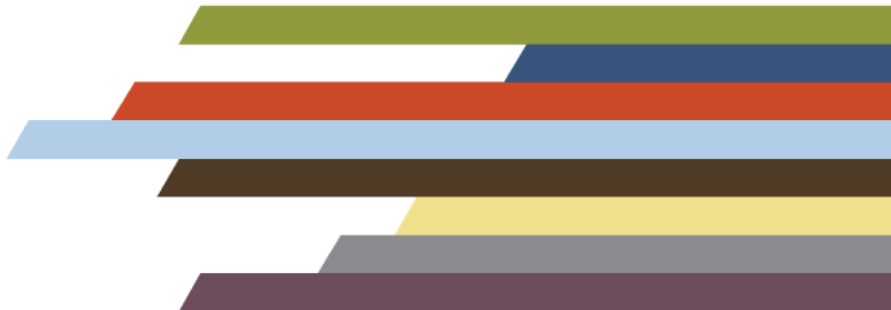
SAMHSA
Substance Abuse and Mental Health Services Administration



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At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D., served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration. The opinions expressed herein are the view of the presenters from the Northeast & Caribbean PTTC and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

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Presented in 2023.

This webinar is being recorded. Following the event, we will share the recording with participants and post on our website.

Evaluation

Please take the time to complete a brief evaluation:

https://ttc-gpra.org/P?s=727264

Your feedback is appreciated!

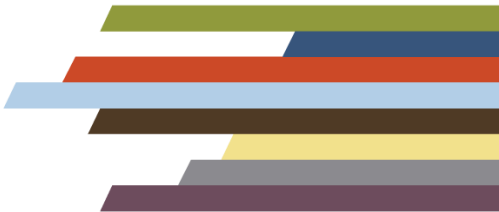
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



PTTC

Prevention Technology Transfer Center Network

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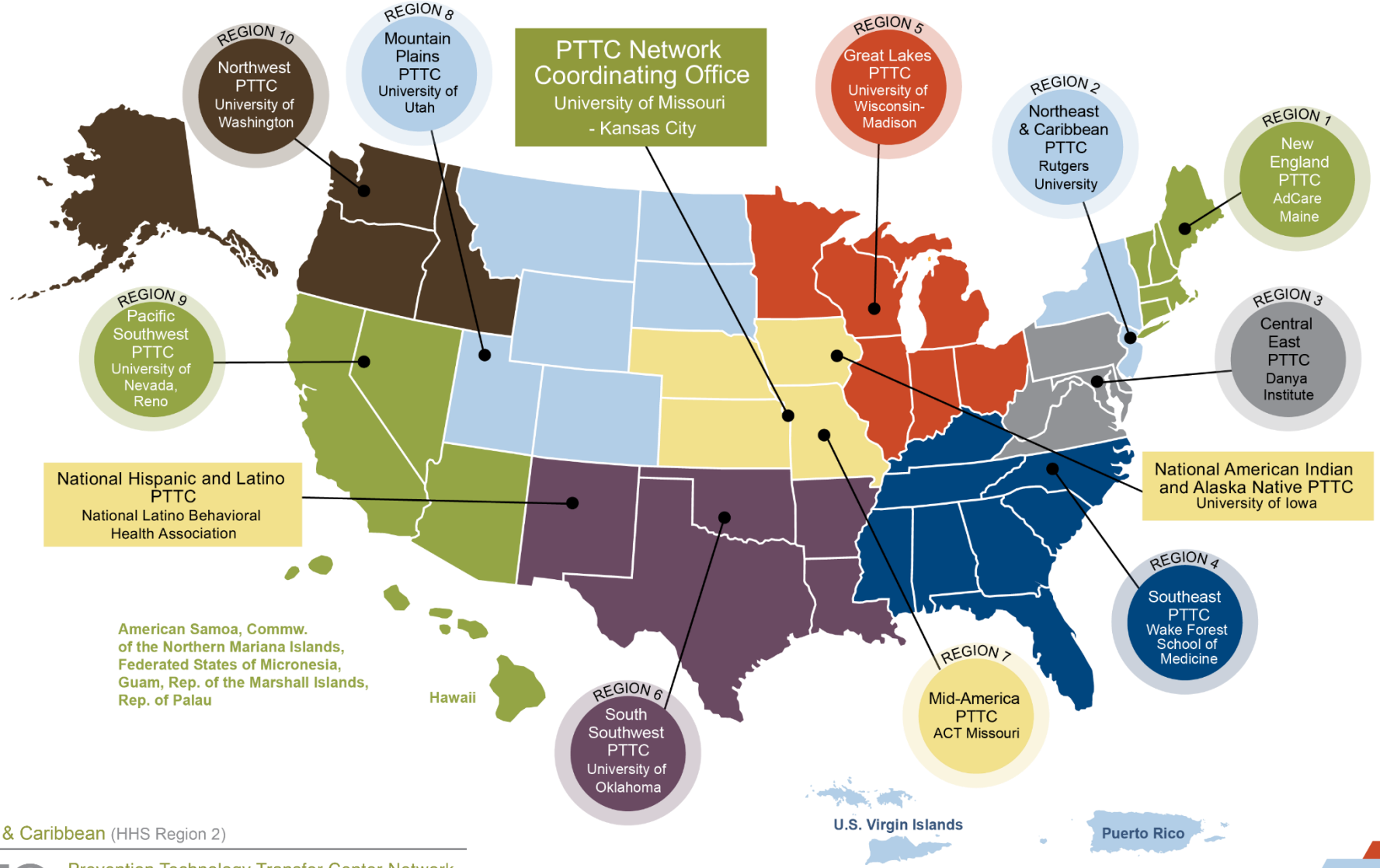
PTTC Network



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Learning Objectives

- Explain why we use data in our work
- Describe the difference between the terms data-informed and data-driven
- List common challenges and barriers when using data at the state and local levels
- Articulate data informed decision-making in each step of the Strategic Prevention Framework (SPF)

Setting the Stage:
Defining Data and its Power

Why data?

Understanding Problems and Related Behaviors

- **What** are the problems and related behaviors?
- **How** often are they occurring?
- **Where** are they occurring?
- **Which** populations experience them most?
- **What** are some of the consequences of these problems and behaviors?

Data-Informed Decision-Making (DIDM)

Data-Informed Decision-Making (DIDM) *gives reference to the collection and analysis of data to guide decisions that improve success. Another form of this process is referred to as Data-Driven Decision-Making, "which is defined similarly as making decisions based on hard data as opposed to intuition, observation, or guesswork." While "data driven decision-making" is a more common term, "data-informed decision-making" is the preferred term, since decisions should not be based solely on quantitative data.*

Data-Driven versus Data-Informed

- **Data-Driven:** The decision is made solely with the use of epidemiological data (magnitude, trend, severity)
- **Data Informed:** The decision is made with a combination of epidemiological data, other types of data, and/or other criteria
  - Other data may be community readiness survey findings, key informant interview themes
  - Other criteria may include changeability, political will

Defining Data

- What is/are data?
  - What counts as data?
  - What kind of data do different people like?
- Data informed vs data driven
- Data literacy
  - Should build comfort
  - Should increase fluency
  - Should lead to empowerment

Why employ a data-informed prevention planning process?

- We can save time and energy by targeting our efforts
- It’s easier to explain our ideas to others
- It lets us measure our progress over time
- We won’t be limited by our own perspectives and experiences

Why don’t we always use data in our planning?

Some of us are anxious around data.
But…

- Data is a gift
- You have something to contribute even if you aren’t a trained epidemiologist/evaluator
- Story finding and storytelling are what we do as humans

Illustrations by Storyset

What is your biggest data-related challenge and/or barrier?

Please write in the chat.

Common Challenges & Barriers

- Data quality, completeness, availability
- Lack of uniform reporting systems
- Insufficient or fragmented prevention infrastructure
- Lack of stakeholder buy in to a needs-based allocation process
- Limited understanding of the unique needs of specific cultural groups
- Short time frame for an involved process
- Turf
- History
- Politics and/or will/resources to collect primary data
- Dis-aggregation and small numbers

Data-Informed Decision-Making in Each Step of the Strategic Prevention Framework

Strategic Prevention Framework

STEP 1: Assessment

- **Participatory data collection and analysis:** WHO collects the information should be based on who makes up the community
- **Sources:** Primary vs secondary
- **Qualitative and quantitative data:** They can play **together** to deepen your understanding of your community

STEP 2: Capacity Building

- **Building data literacy** and opening our conversations
- How can we talk about and use data in such a way that people who are involved in or affected by the work have been **left out traditionally can be brought in?**

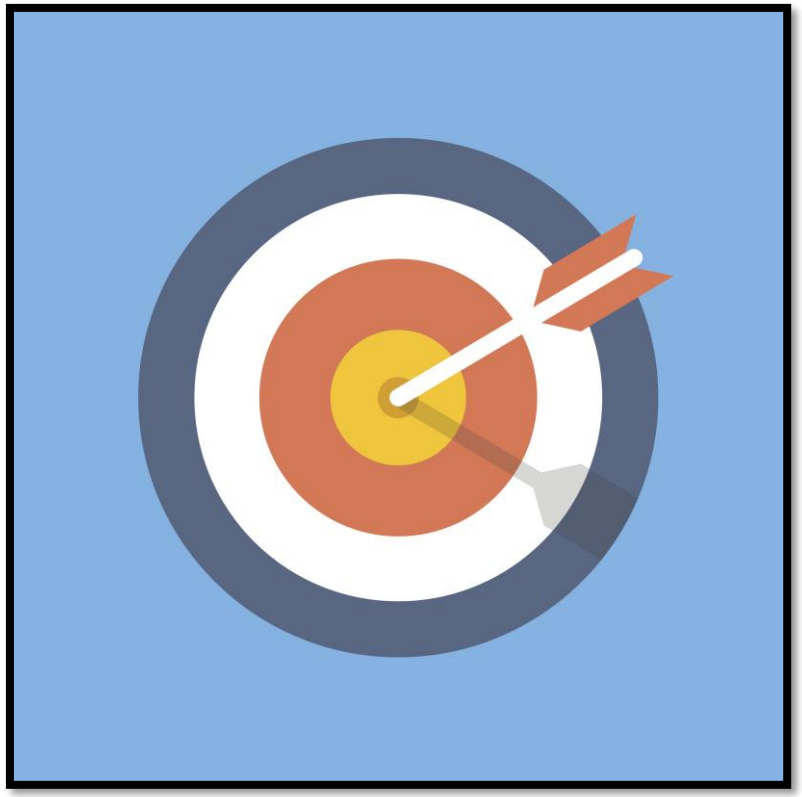
STEP 3: Planning

Our understanding will be richer with **multiple perspectives**:

- Participatory analysis/story-finding
- Participatory decision-making

STEP 4: Implementation

- **Benchmarking:** Setting measures collectively
- How will we know if we're hitting the mark?
- Messaging based on audience/effective storytelling
  - What do they trust?

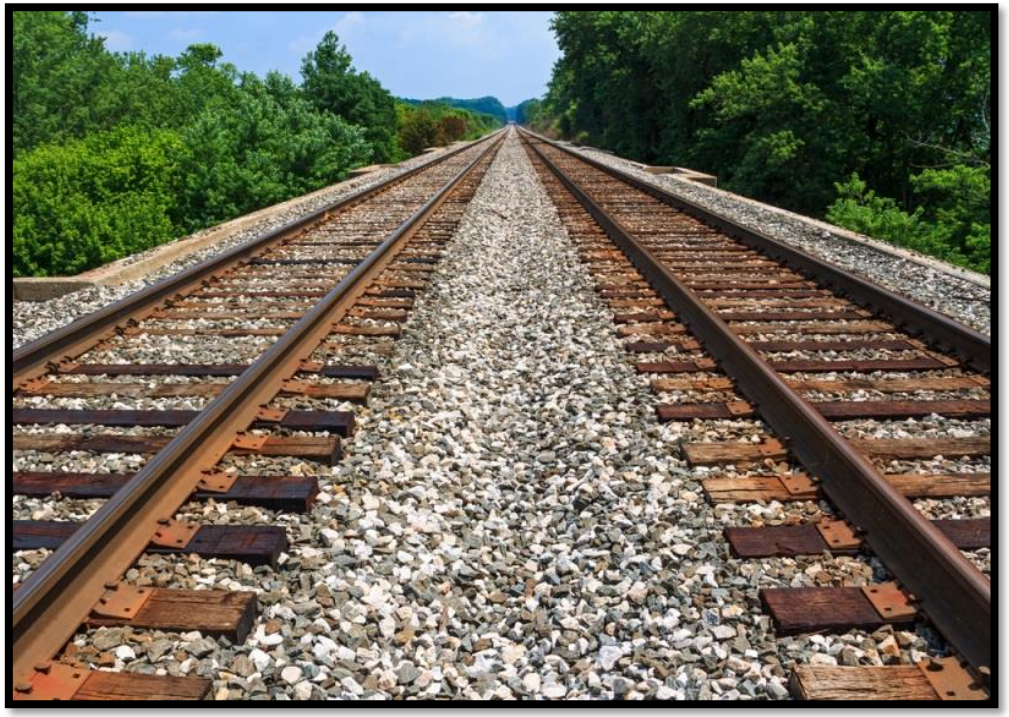


STEP 5: Evaluation

- Set **realistic** measures - how will you know what's changed?
- Short term outcome measures can inform quality-improvement (so we can change course based on data)
- Evaluation connects back to Assessment – assessment data are our baseline to inform process and outcome evaluation

Sustainability

- Use outcome data to decide what to sustain (we don't want to sustain what isn't working!)



Cultural Competence

- Every person is an expert about their own life
- “Nothing about us without us”
- Move at the speed of trust

Ethical Considerations

- Share findings with the community that provided it
- Share data ownership
- Assure that benefits of the work (funds, academic exposure, etc.) are shared equitably

SPF Can Go Off Course

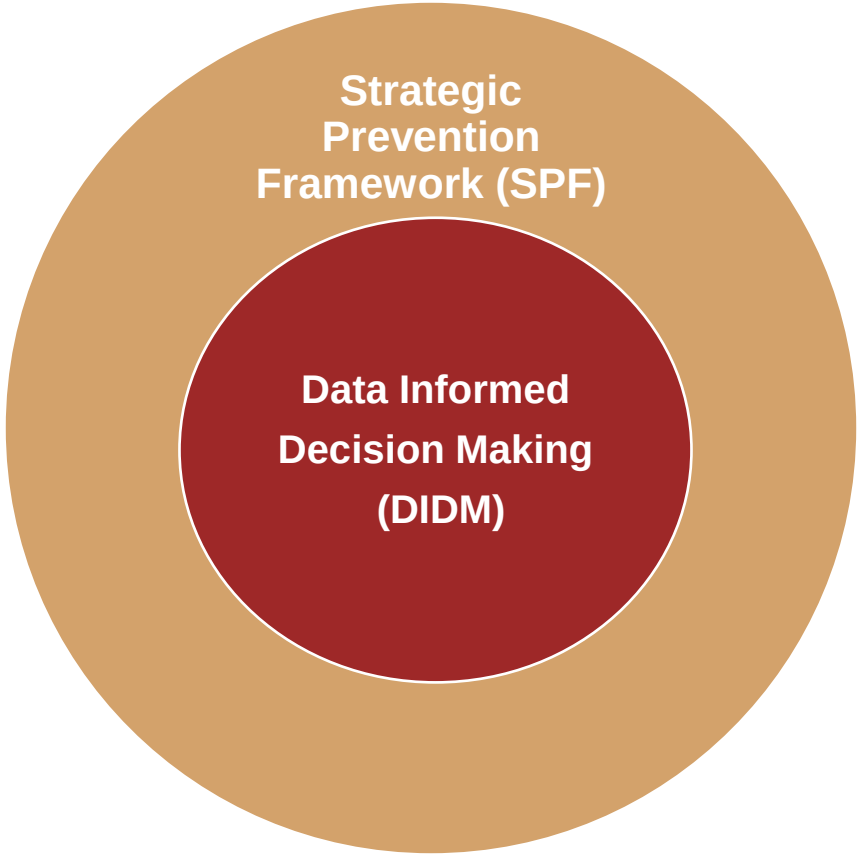
- When data are not used or not available
- When milestones / deliverables are not monitored
- When politics plays an inordinate role

Activity

Reflect on your states/tribes/jurisdictions. Think of one of your strategic plan and how well it aligns with local data and priorities. Think of other factors (e.g., political will, funding) that were considered.

1. What is one example that has good alignment?
2. Is there an example that is not as well aligned?

The Goal


Strategic Prevention Framework (SPF)
Data Informed Decision Making (DIDM)

Questions?

Evaluation

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Your feedback is appreciated!

Resources

- Checklist for Identifying Data Gaps
- Primary Data Collection Methods: A Review Sheet

Thank You!

If you have questions or comments, don't hesitate to contact:

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