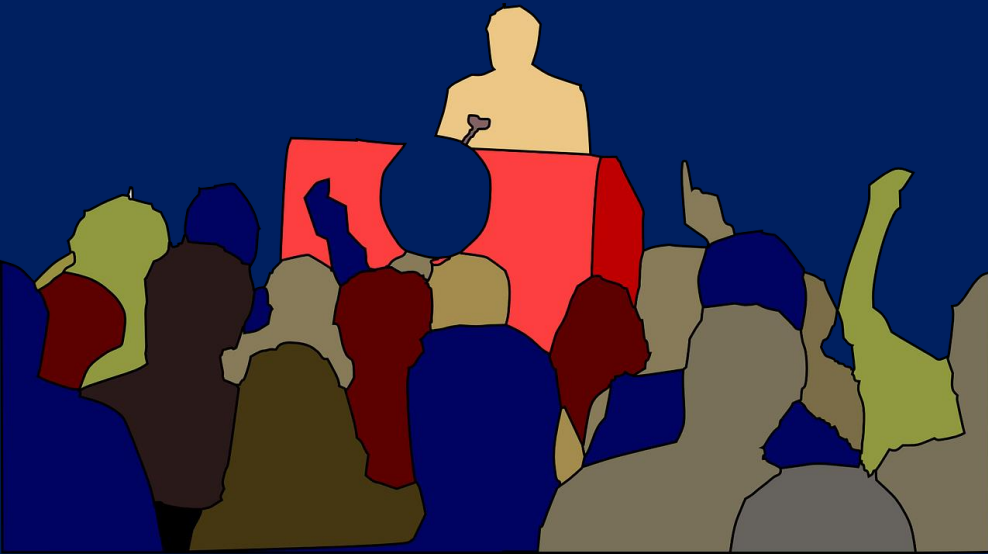


# Lobby Poll

Are there any new substance misuse problems or behaviors—  
COVID-19-related or  
otherwise—that are emerging in  
your community?

If so, how are you finding out  
about them?





Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

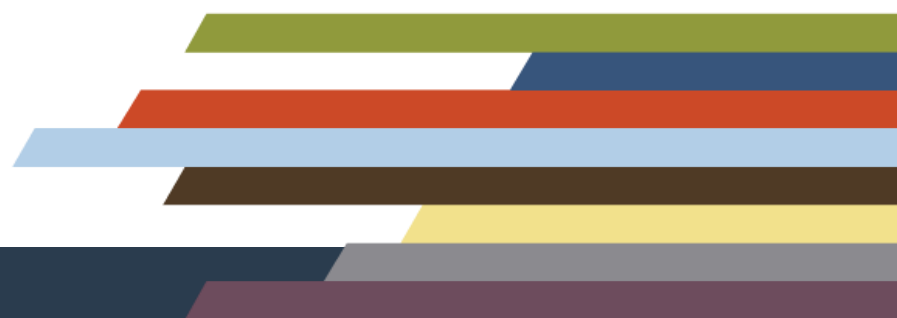
# Strengthening Data Collection Efforts to Respond to Emerging Prevention Priorities

Kristen Gilmore Powell, Director, Northeast & Caribbean PTTC, Rutgers University

Clare Neary, Project Coordinator, Northeast & Caribbean PTTC, Rutgers University

Carol Oliver, Director, Prevention Solutions@EDC, Consultant, Education Development Center

Cory Morton, Assistant Professor, Department of Social Work, University of New Hampshire



# Technical Information

This peer sharing call is being recorded.  
Following the call, we will share a summary of the call content with all participants. We will not share the recording.

Please contact the call facilitator if you have any concerns or questions.

# Presenters



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# Road Map

- Workshop data-related challenges to identifying emerging prevention priorities
- Explore ways to use geographic information systems (GIS) to organize data and reveal local substance use “hotspots”
- Ask experts to address common challenges to collecting data and using GIS

# Collecting Data to Identify Emerging Prevention Priorities





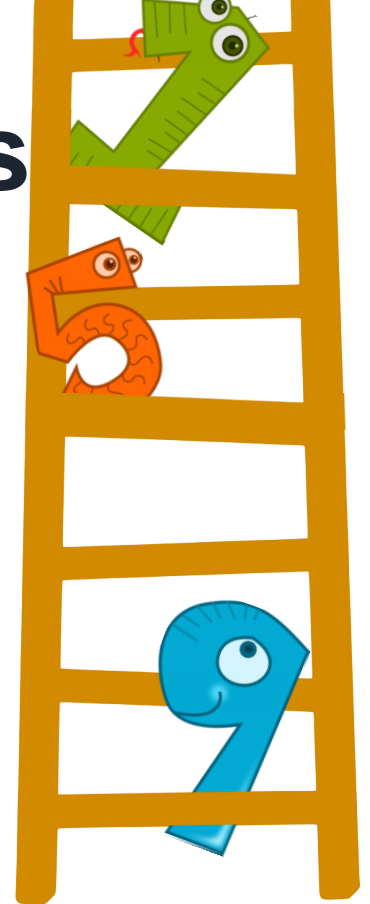
# Stages in the Needs Assessment Process

- Collecting data
- Analyzing data
- Interpreting data
- Presenting data to key stakeholders
- Using data to inform decision-making processes



# Common Data Collection Challenges

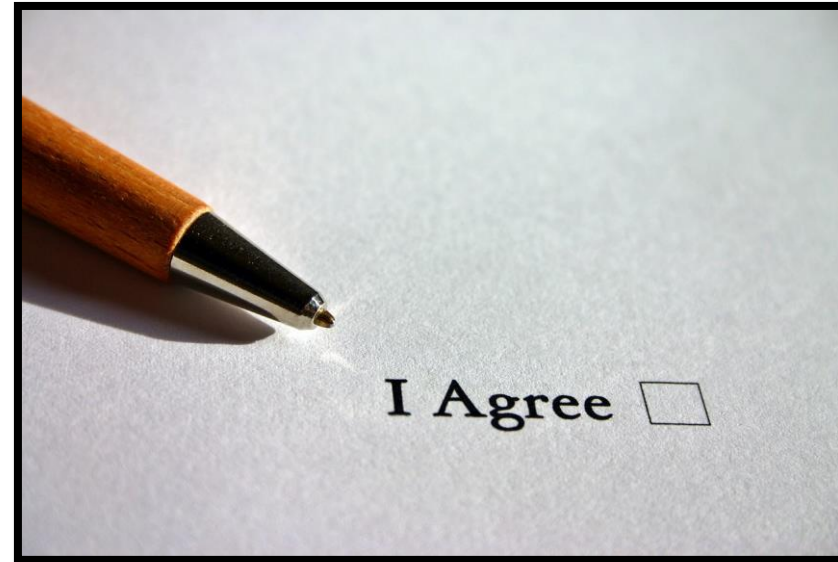
- Limited data (low response rates, not real-time)
- Overwhelmed systems during COVID-19
- Data sovereignty issues
- Active versus passive consent (schools)
- Data quality, completeness, and availability
- Respondents with limited computer skills or who have survey “burn out”
- Finding data on populations of focus (e.g., tribal communities, LGBTQ+ youth, young adults in college)



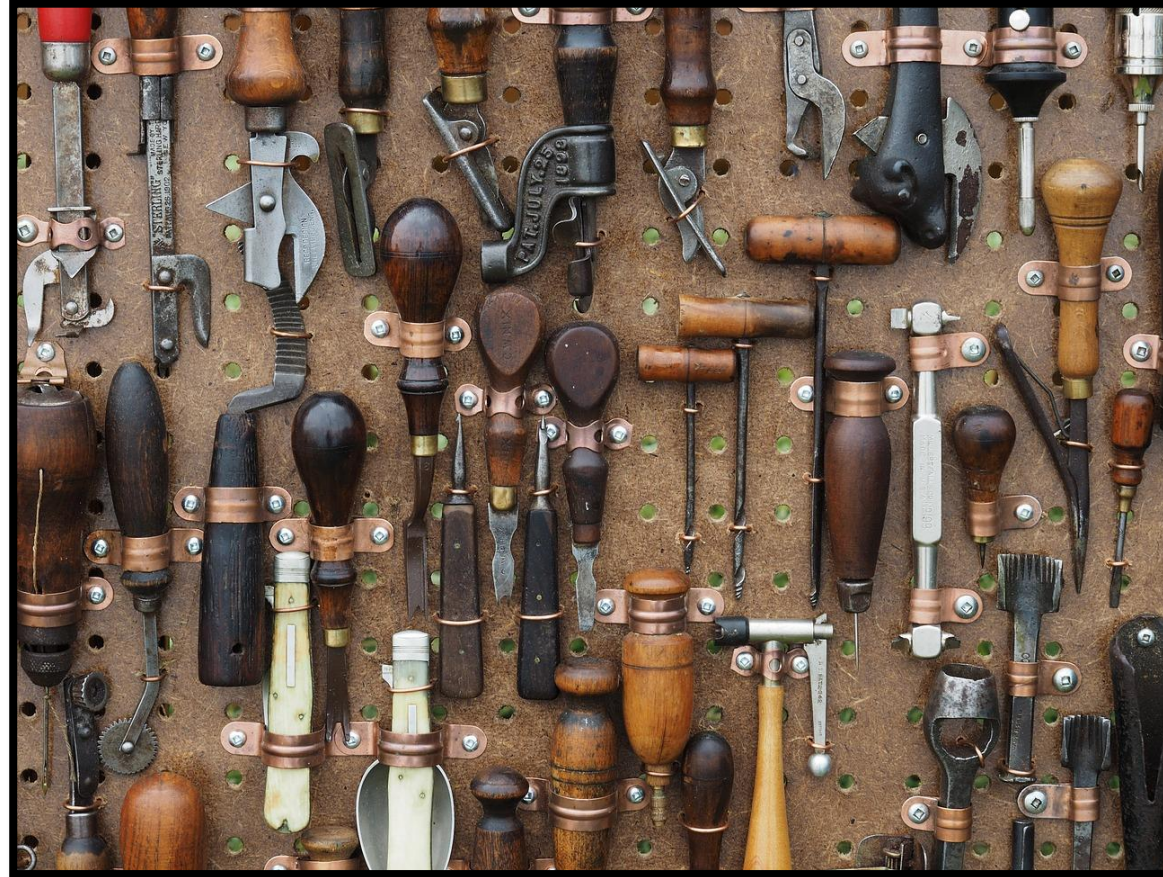


# Discussion Question

With which of the challenges from the previous slide do you resonate most?



# Workshopping Challenges



# What Do You Do With Your Data Once You've Got Them?



- Analyze it
- Develop a needs assessment report
- **Communicate with key stakeholders about findings**
- **Organize it (e.g., using GIS)**
- **Use it to select activities**

# Discussion Question

What is the most creative way you share data with community stakeholders?



# Using Geospatial Mapping to Organize Your Data

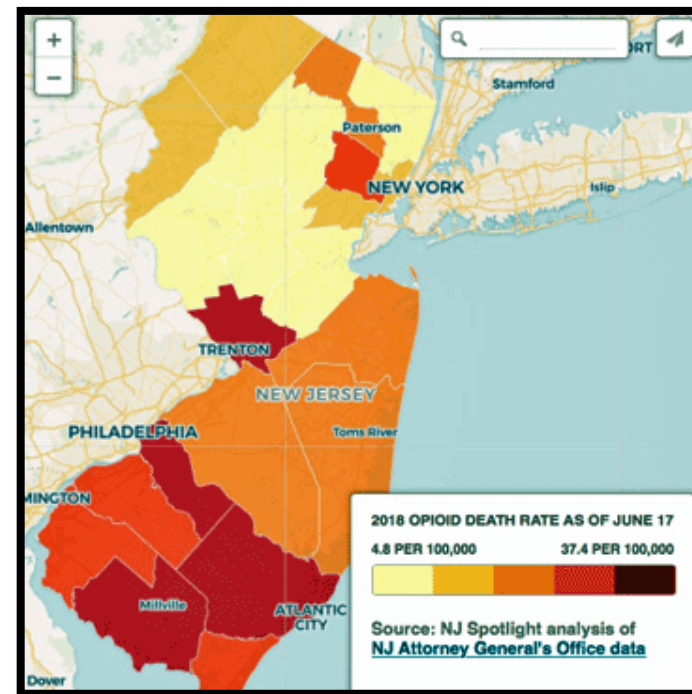




# Discussion Question

Have you used GIS to analyze  
your data?

If so, how have you used it?





# GIS: Data Sources

- US Census
- Public Data Requests
- GIS Data Warehouses
  - New Jersey (<https://gisdata-njdep.opendata.arcgis.com/> and <https://njogis-newjersey.opendata.arcgis.com/>)
  - New York: <http://gis.ny.gov/gisdata/>

# GIS: Web Applications

- ODMAP (<http://www.odmap.org/#how>)
- SAMHSA Behavioral Health Treatment Locator
  - Includes MAT providers
  - Information on sub-populations and language
- Open data cities
  - New Jersey: Jersey City & Newark
  - New York: Buffalo & NYC

# Thank You!

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

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# Evaluation

Please take the time to complete a brief  
evaluation:

<https://ttc-gpra.org/P?s=913527>



Your feedback is appreciated!

