



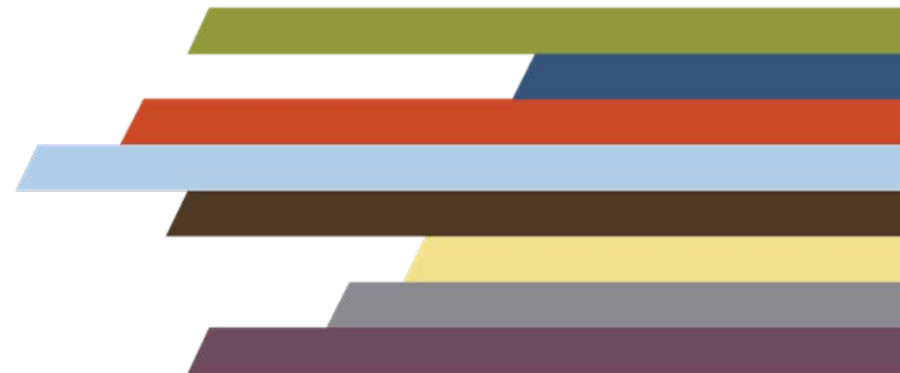
South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

September 1, 2020

People of Color Learning Community Session 2



This work is supported by awards
6UR1TI080205-02M002, SM081726 and
1H79SP081006-01 from the Department of
Health and Human Services, Substance Abuse
and Mental Health Services Administration.

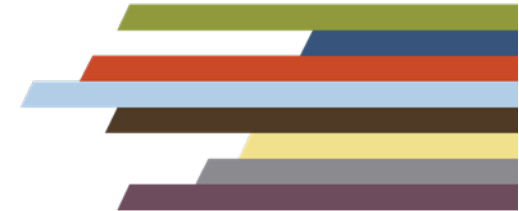


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Facilitator



Albert Gay
PTTC Associate

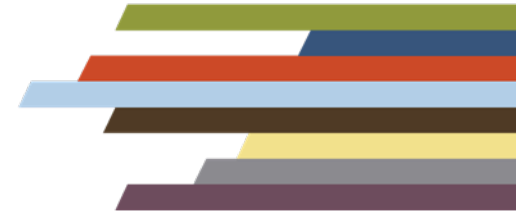


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Agenda

- Welcome
- Purpose/Objectives
- People of Color Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis of Prevention in Communities of Color (COC)
- Harnessing Data to Strengthen COC
- Questions and Discussion
- What's Next

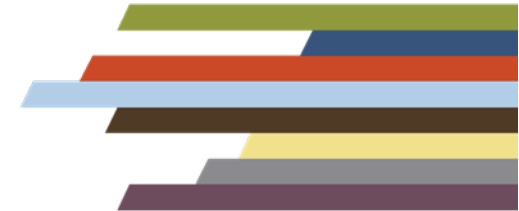


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



The Purpose

The purpose of the learning community is to share strategies for creating change that lead to positive outcomes in communities of color.



Objectives

Participants will be able to:

- Use SWOT analysis responses to create a Learning Community action plan.
- Describe the significance of collecting needs assessment and evaluation data in COC to build equity.
- Examine data to determine a community problem that guides prevention planning.

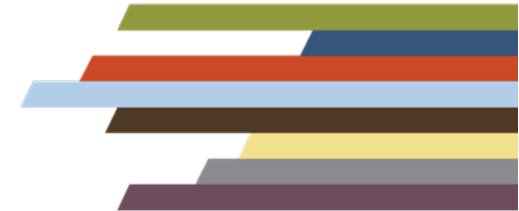


South Southwest (HHS Region 6)

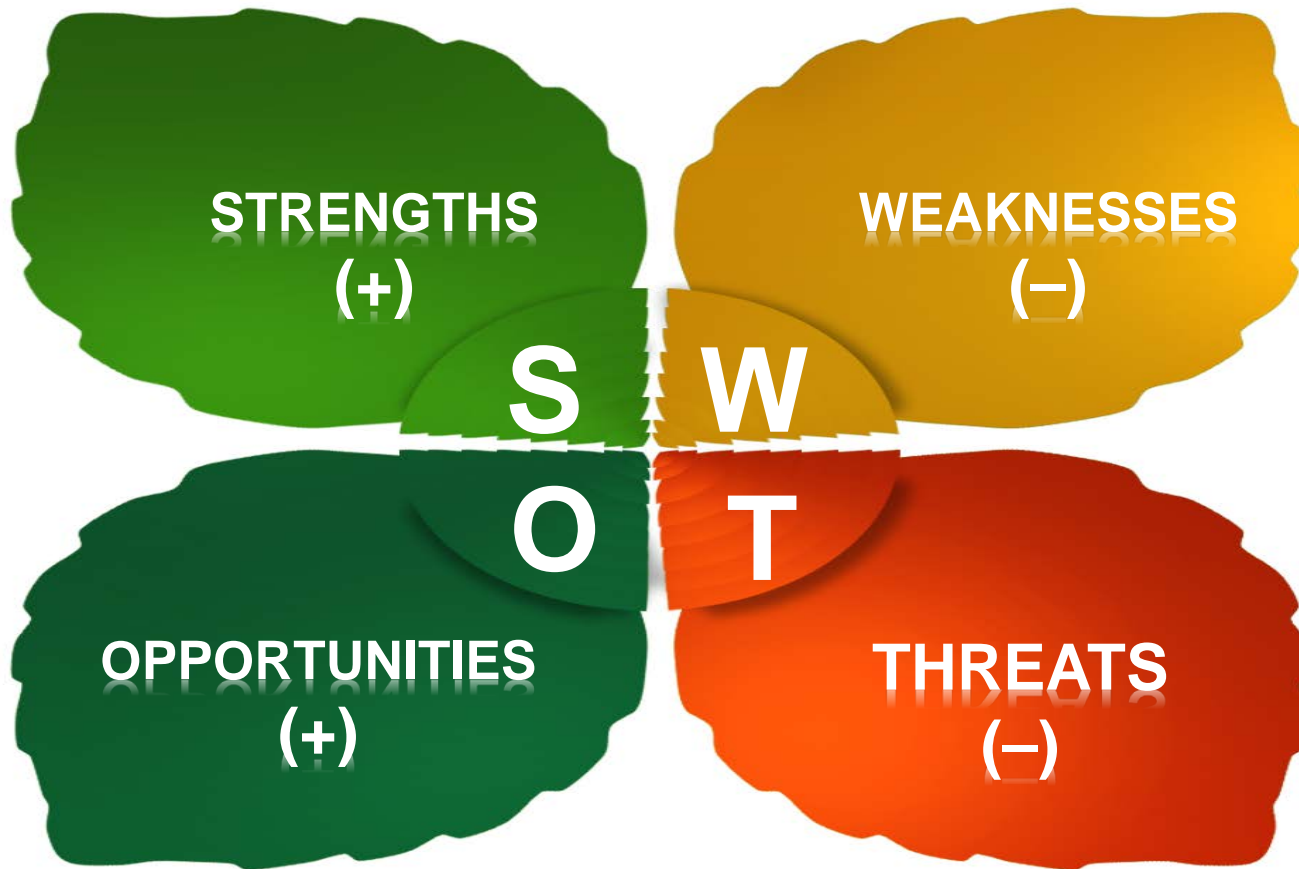
PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



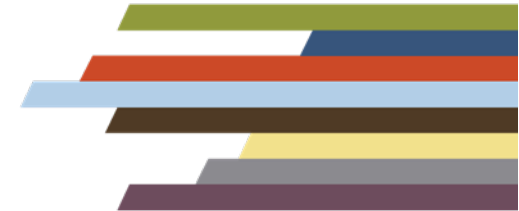
SWOT Analysis Follow Up



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Trainer



Steven Magallan, MS

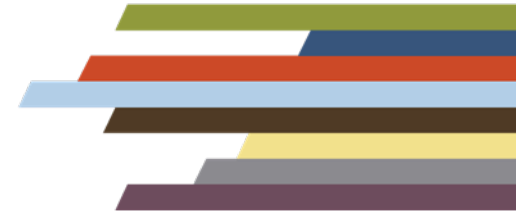


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Harnessing Data to Strengthen Planning in Communities of Color

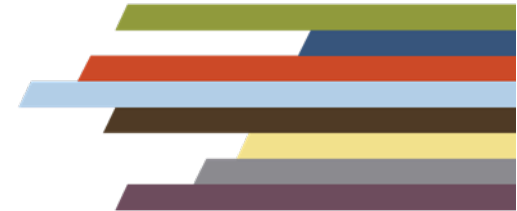


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Operational Uses of Data

- Strategic Planning
- Performance Monitoring
- Evaluation
- Research

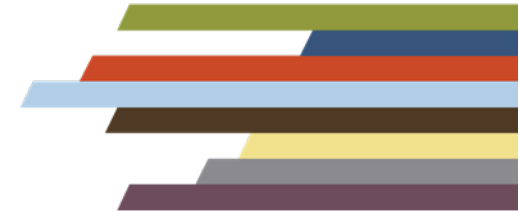


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Compare and Contrast



Strategic Planning

- Identify Needs
- Establish Goals
- Define Objectives
- Set Priorities
- Align Resources
- Provide Clarity, Direction, and Focus



Performance Monitoring

- Inputs
- Outputs
- Outcomes
- Fidelity
- Competency
- Capacity
- Effectiveness



Evaluation

- What worked
- What didn't work
- What was the impact of our efforts
- Provides Justification



Research

- Why it worked
- Why it didn't work

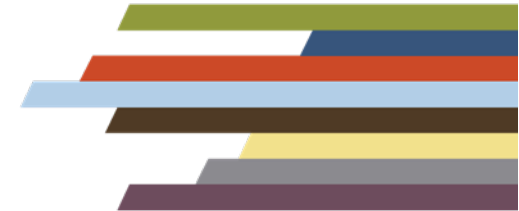


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Continuous Data Collection

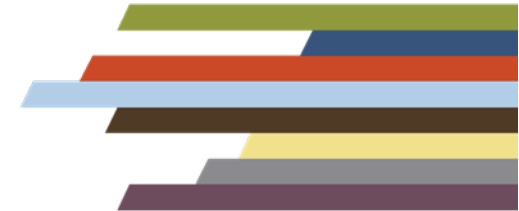


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Using Data to Control Narrative

Establish Relevance: Relating directly and significantly to the matter at hand.

- How substance use disorder (SUD) Affects Society
- How SUD Impacts Families
- How SUD Affects Crime
- SUD's Strain on Health Care Systems
- SUD's Strain on Employers and Co-Workers

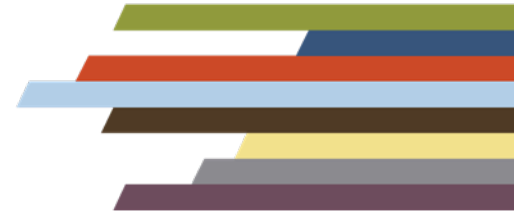


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Using Data to Control Narrative

Managing the Context: The interrelated conditions in which something exists or occurs.

How does mental illness affect substance abuse?

- An estimated 8.2 million adults aged 18 or older had both SMI and SUDs in the past year, and 2.6 million adults had co-occurring SMI and SUDs in the past year.

National Survey on Drug Use and Health, 2017

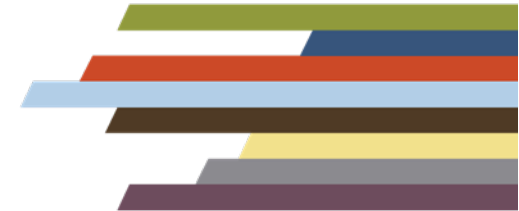


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Using Data to Control Narrative

What does a reentry program need to be successful?

- An estimated 85% of the prison population needs substance abuse treatment.

NIDA. 2020, June 16. Criminal Justice DrugFacts

- Only 11% receive it.

National Center on Addiction and Substance Abuse, Columbia University, 2014

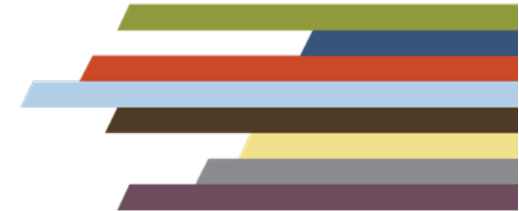


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Go to the Source

Archival Data – Quantitative and Descriptive

- Census
- Public Education
- Public Health
- Public Safety
- Annual [Organizational] Reports

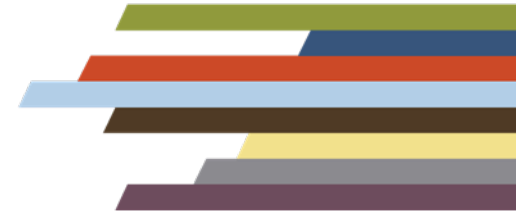


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Go to the Source

Ad Hoc Data – Quantitative, Qualitative, and Inferential

- Community Survey
- Youth Survey
- Focus Groups
- Past Research and Evaluation Reports.

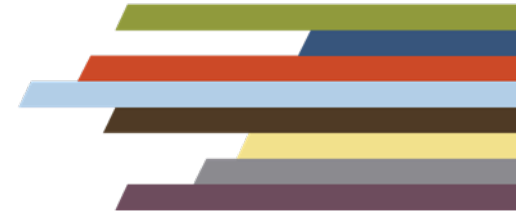


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Data Analysis

- Descriptive v. Inferential
- Quantitative v. Qualitative
- Anecdotal v. Empirical

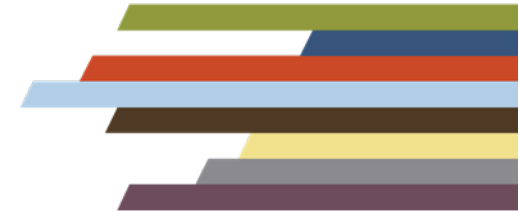


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Implications for COC

- Under-representation
- Language
- Accessibility and availability
- Implicit bias in data collection methods
- Distrust
- Misuse

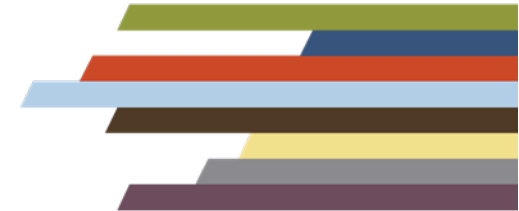


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Controlling the Narrative

- The majority of those killed by cops are not Black. 52% White vs 32% Black

(November 2016. American Journal of Preventive Medicine 51(5):S173-S187)

- 13% of the US population is Black.

(ACS, 2018.)

- Blacks are 2.5 times more likely to be killed by law enforcement.

(PNAS August 20, 2019 116 (34) 16793-16798; first published August 5, 2019)

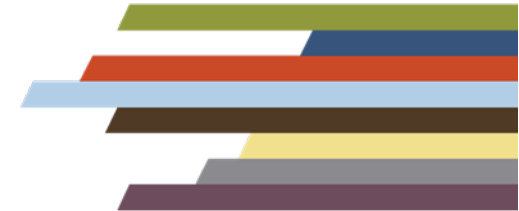


South Southwest (HHS Region 6)

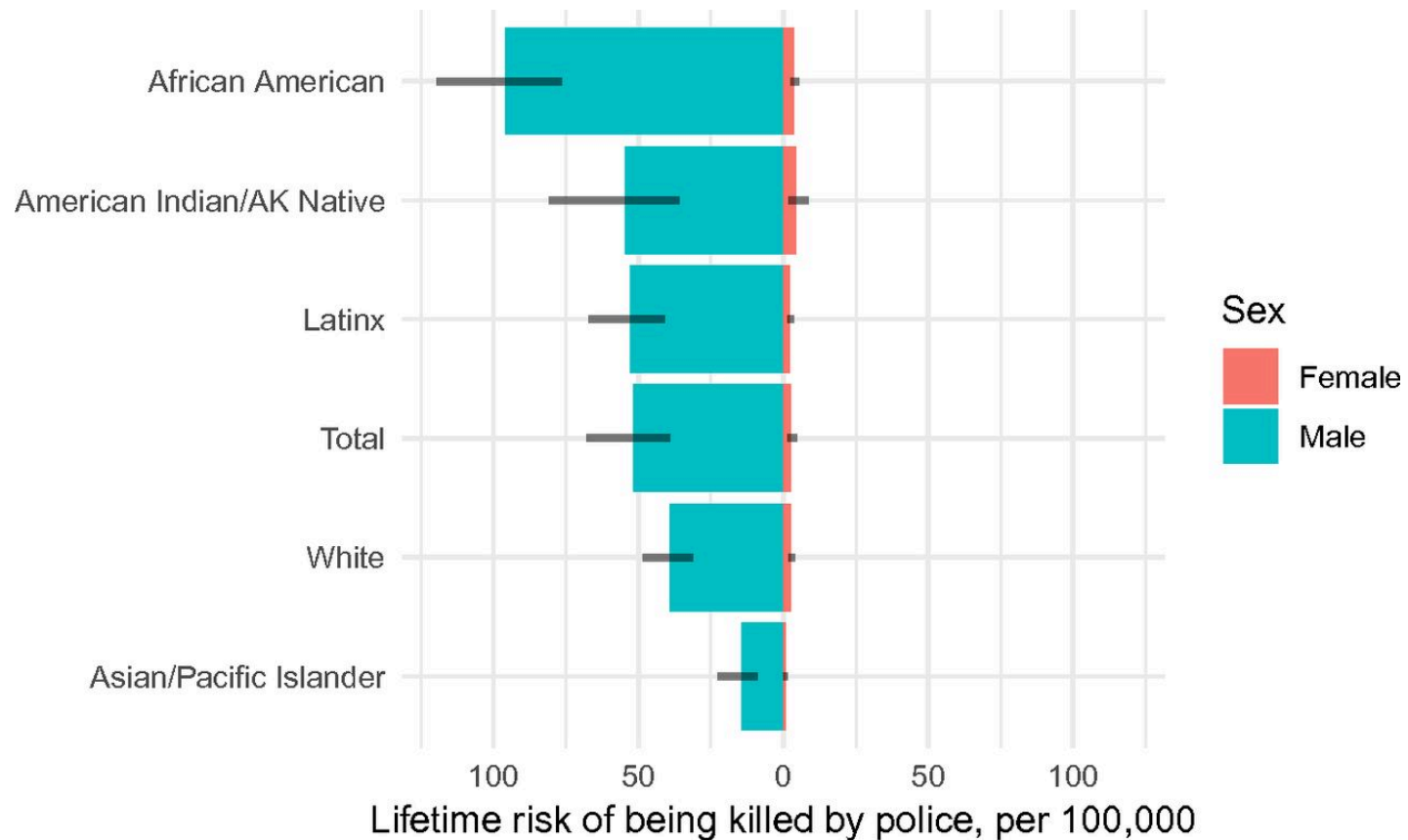
PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Risk of being killed by police use of force in the United States by age, race–ethnicity, and sex

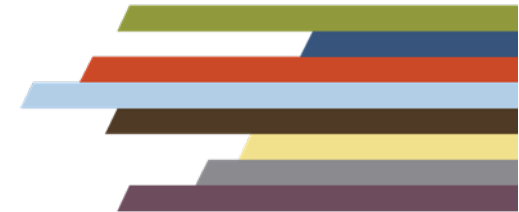


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Problem Analysis

Objective is to gain a better understanding of the problem(s) you want to address.

Step 1: State the Problem in Measurable Terms.

“In the past 30 days, 64% of grade 12 students have consumed alcohol.” Anytown Youth Survey, 2018.

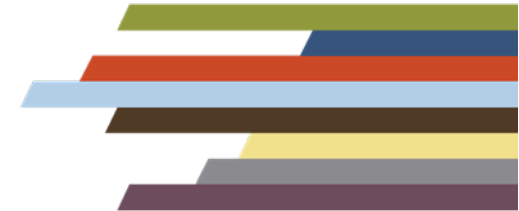


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Problem Analysis

Step 2: Identify Root Causes.

“37% of students don’t think drinking alcohol is wrong.”

Step 3: Identify Local Conditions.

“75% of adult population is employed in some segment of the liquor industry—production, distribution, sales.”

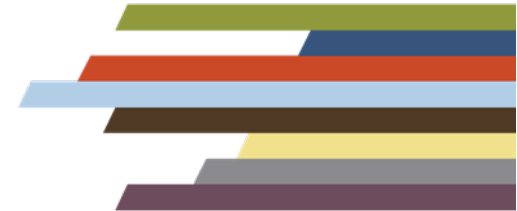


South Southwest (HHS Region 6)

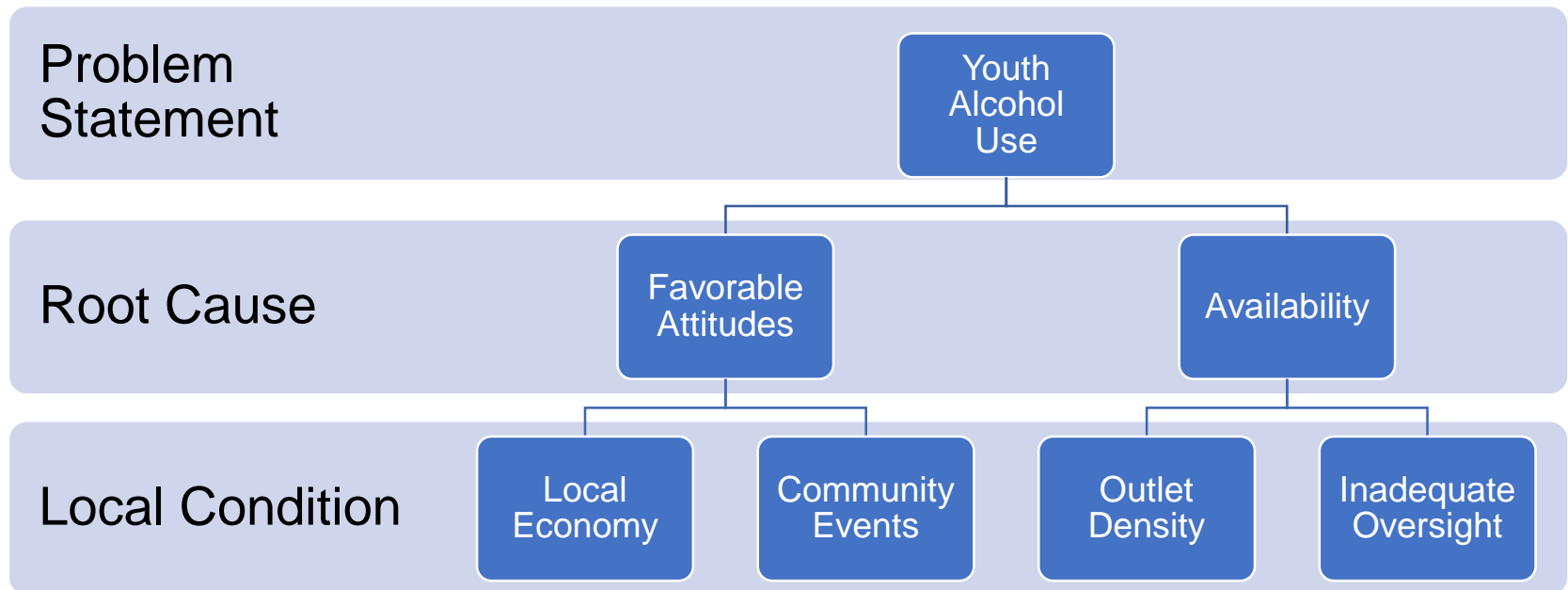
PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Problem Analysis

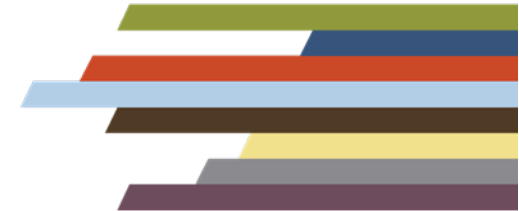


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Strategic Planning

“Strategic plans are all about why things need to happen.” - Mack Story

- Provides Clarity, Direction, and Focus
- Drives Your Organizational Alignment
- Articulates Your Contribution

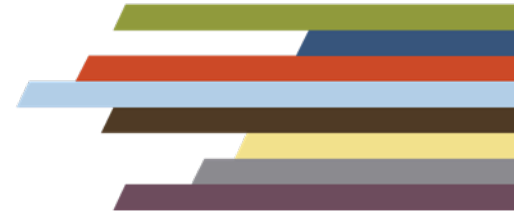


South Southwest (HHS Region 6)

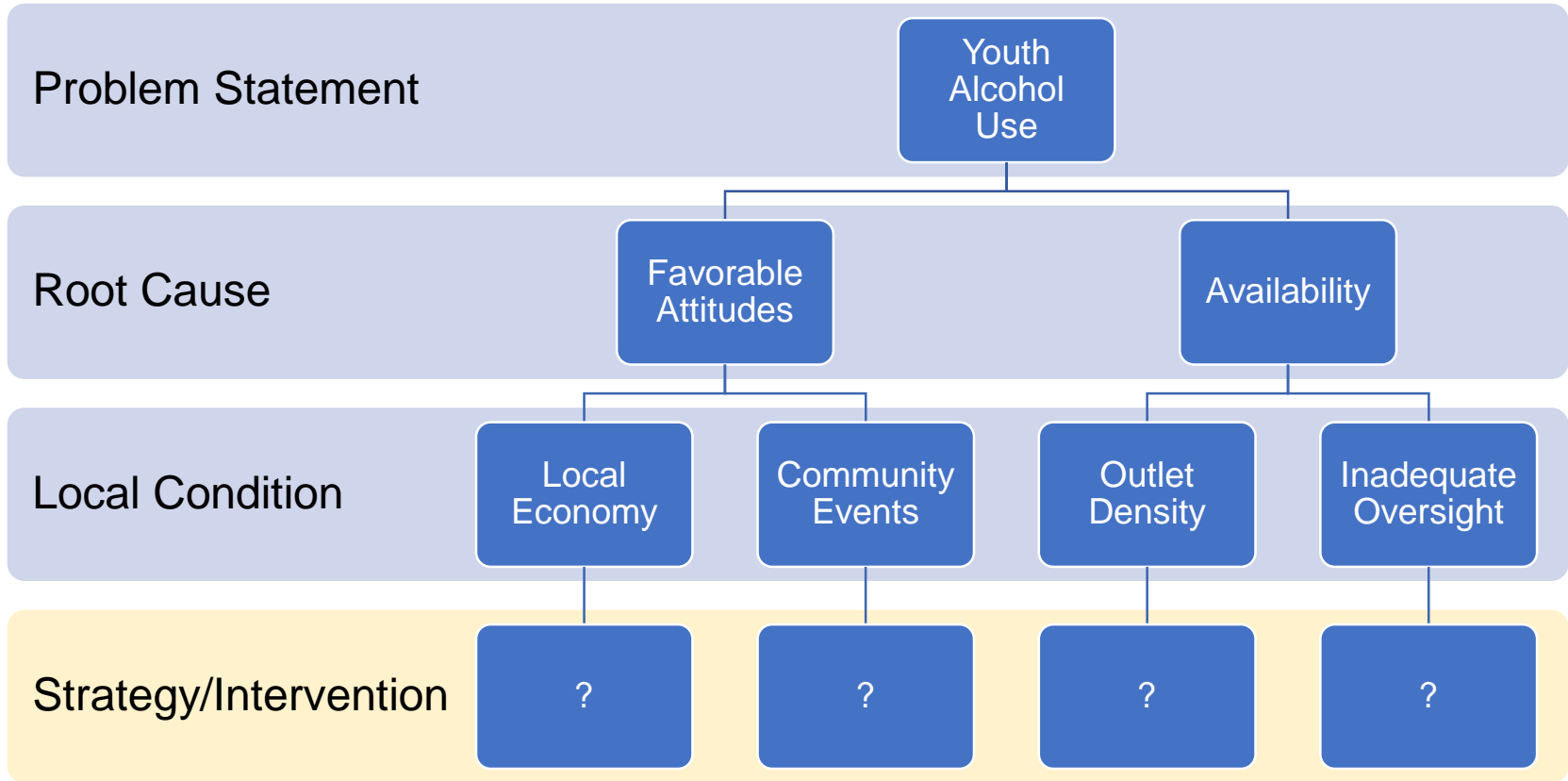
PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Data-Driven Planning

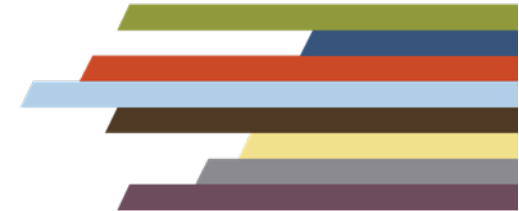


South Southwest (HHS Region 6)

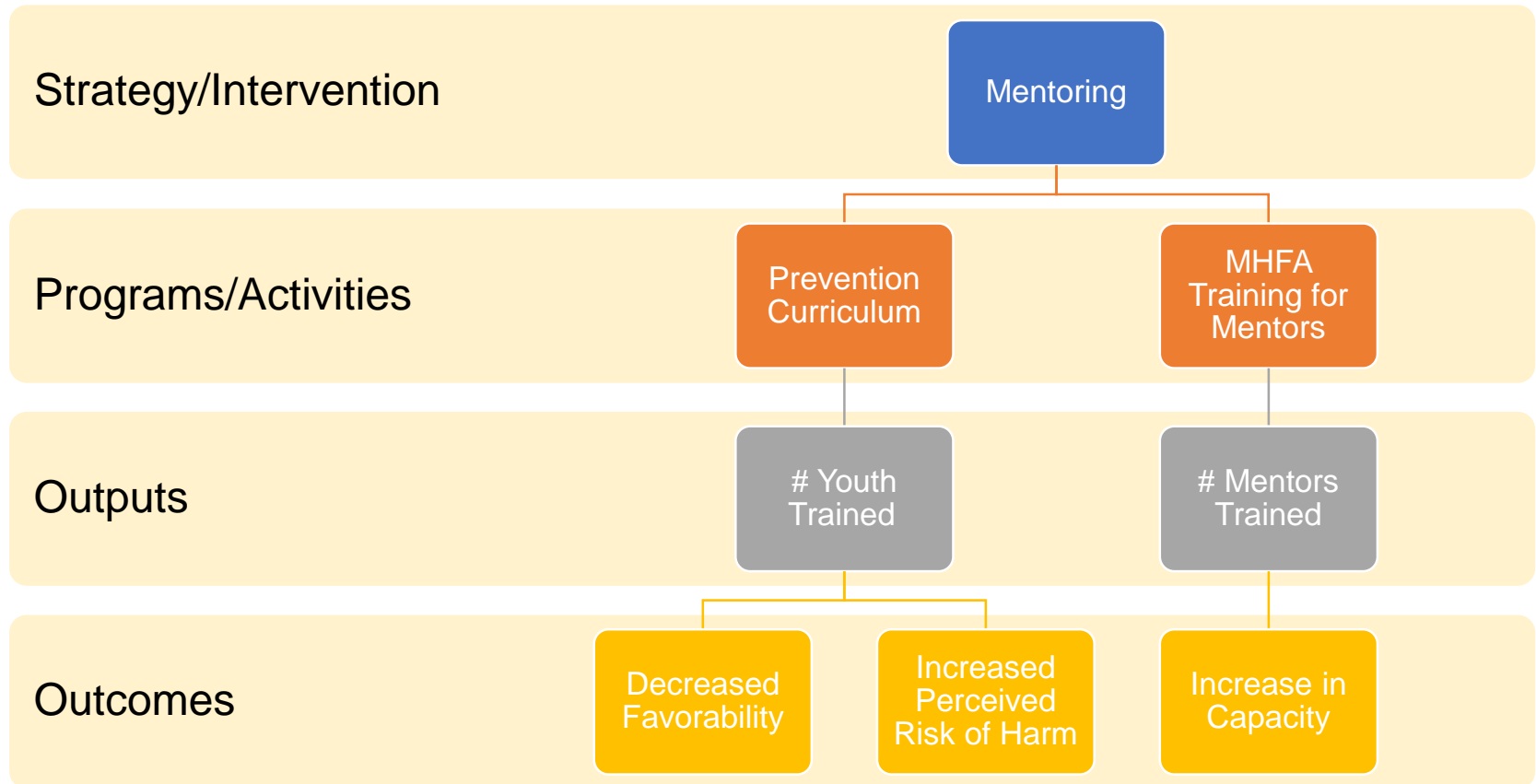
PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Data-Driven Planning

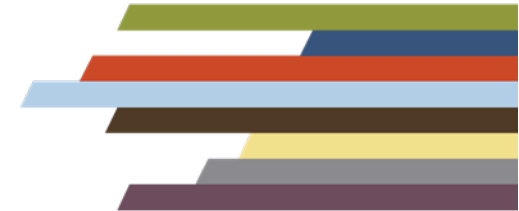


South Southwest (HHS Region 6)

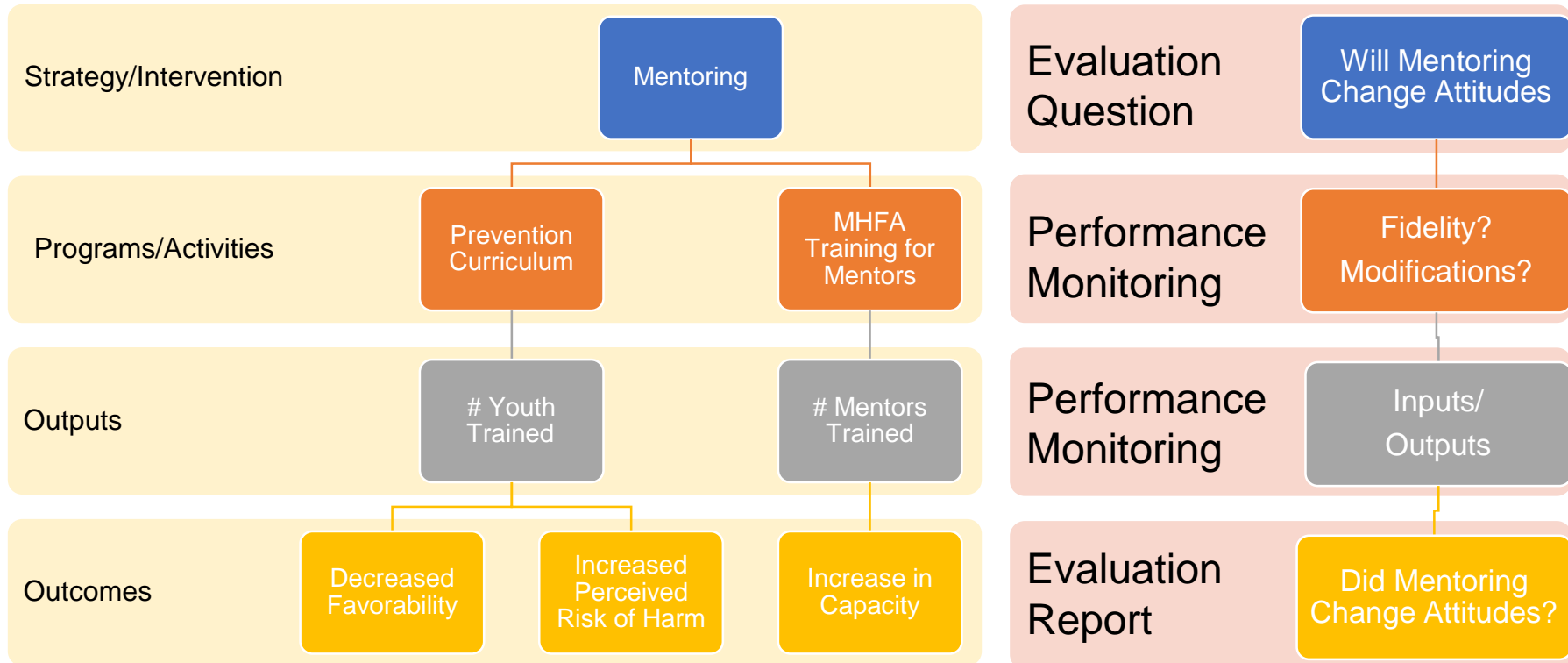
PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Data-Driven Planning

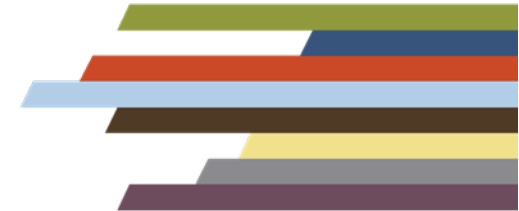


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Build Data Partnerships

What is a data partner?

A meaningful data partnership will share the load in identifying, collecting, analyzing, and reporting relevant, high-quality data.

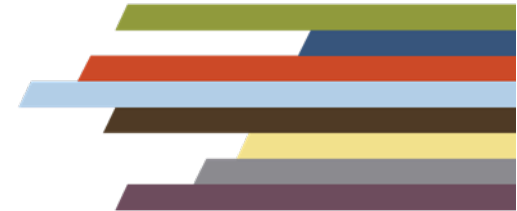


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Build Data Partnerships

- Multiple Sectors
- Establish a Point of Contact
- Establish a Schedule or Routine
- Written Agreements
- Mutually Beneficial



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Share and Report Results

Examples

- Executive Summaries
- One-page Summaries
- Data Visualization
- Newsletters
- Social Media



Handout

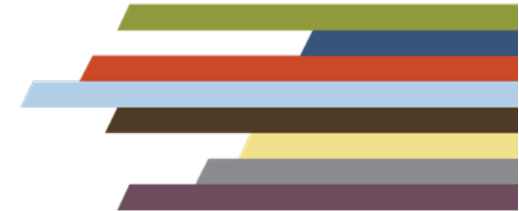


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Invest in Data

“..for every dollar a company spends on analytic,
it gets back \$10.66.”

Nucleus Research L111 - Technology Value Matrix 2H2011 – Analytics,
October 2011

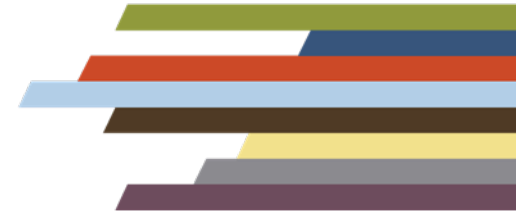


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration





Let's hear
from you!

Questions and Discussion

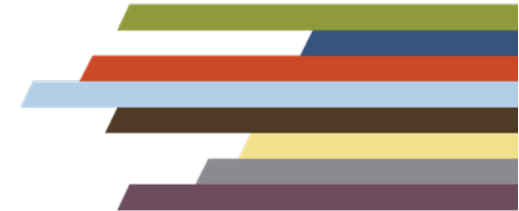


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



What's Next?

Please save the dates for the upcoming sessions.

- October 6, 2020
- November 4, 2020
- December 1, 2020

Time: 2:00 p.m. CT/1:00 p.m. MT

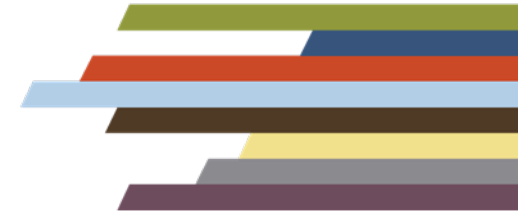


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Connect with Us!

PTTCNETWORK.ORG



Join our mailing list!



Watch the website for future events!



Download the resources from the website!



Use, provide feedback, share and promote the toolkit!



Check out the PTTC Pandemic Response Resources page



Ask us! Access TA from the PTTC

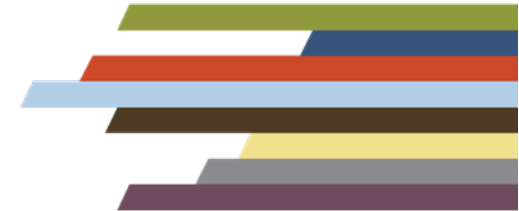


South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



If you have questions or comments contact

LaShonda Williamson-Jennings
SSW PTTC Co-Director

lwilliamson@ou.edu



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

