



Northeast & Caribbean (HHS Region 2)

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



Central East (HHS Region 3)

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

Using Data to Tell Your Story: Advancing Prevention Efforts into the Future

Learning Lab Session 2

October 20, 2021

Thank you for joining us today.
We will begin promptly at **1PM** Eastern.

RUTGERS
School of Social Work

SAMHSA
Substance Abuse and Mental Health
Services Administration

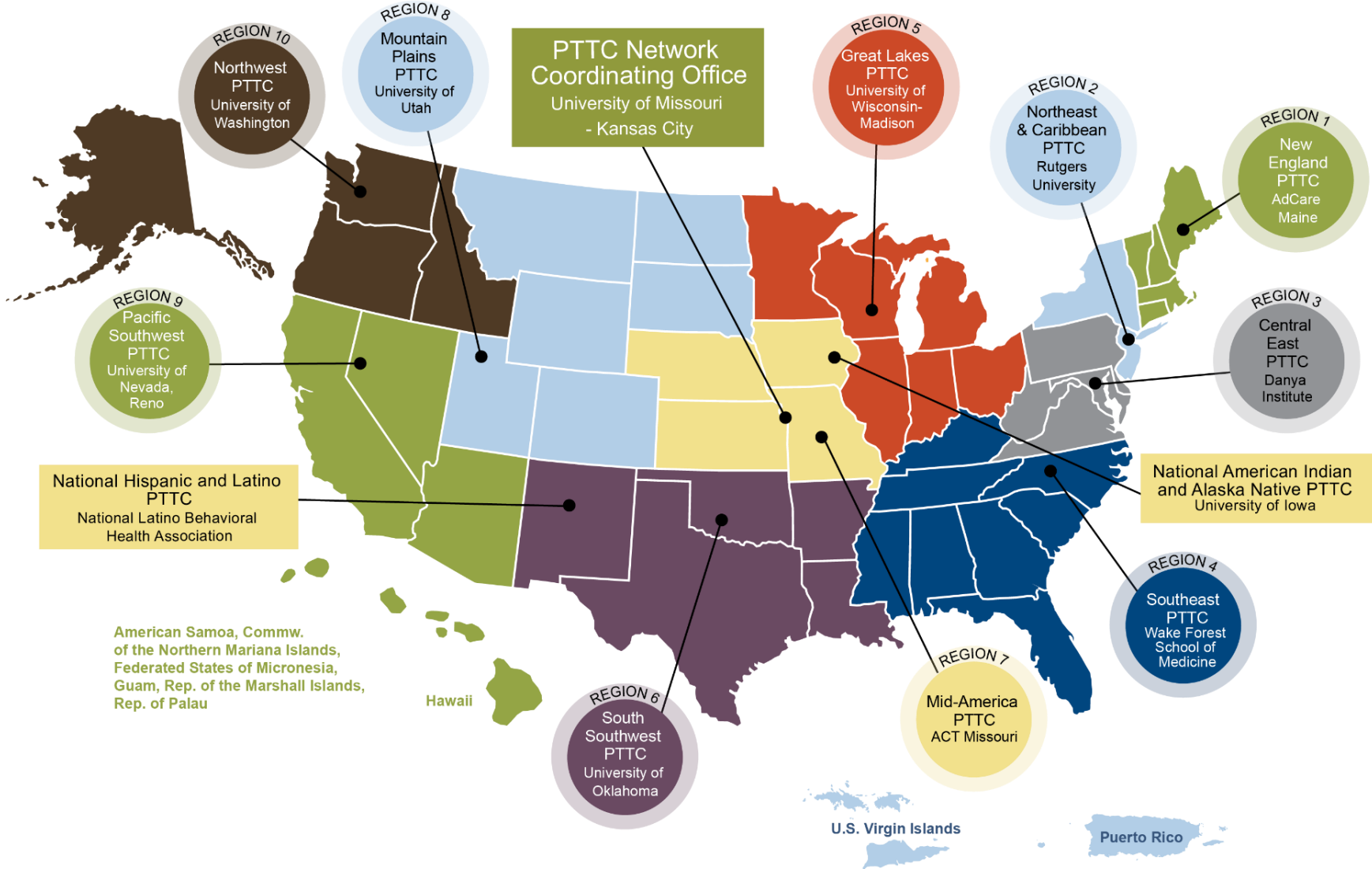
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The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

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

Housekeeping

- Please keep yourself muted when not talking.
- Please use the chat feature for questions and messages.
- There will be an overview followed by breakout into discussion groups .

Recapping Session 2

The Importance of Telling Your Story

Hi! I work with our town's prevention coalition, and...

Working with Imperfect Data

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Analyzing and Using Data

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Creating Your Community Story

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Yesterday's Learning Objectives

- Describe the importance of using data to tell your community's substance use story.
- Describe strategies for working with imperfect data to tell your community's story.
- List steps in the process of analyzing and using data to tell the story of your current and future prevention efforts.
- Identify ways to share your community story with key stakeholders to build prevention capacity.

Using Data to Tell the Story Well

- Data is the foundation of strategic planning. It tells us:
 - What problems are occurring in our communities?
 - How often, where, among whom, and why?
- We have to be able to ***personalize*** our data – that is, connect the numbers to the real people they describe.



What Data to Look For?

- Prevalence data
 - What substance misuse problems are happening in the community?
 - Where in the community are they happening?
- Risk and protective factor data
 - Why is this happening in the community?
- Capacity data
 - How capable are we of helping the community?
 - What resources and readiness do we have available?
 - Who can we work with to help the community?



Your Assessment Will Tell You...

The substance misuse issues in your community and who is being affected



The availability of community resources to address these issues and readiness to engage



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Assessment and Storytelling



Once you've found and reviewed your data...



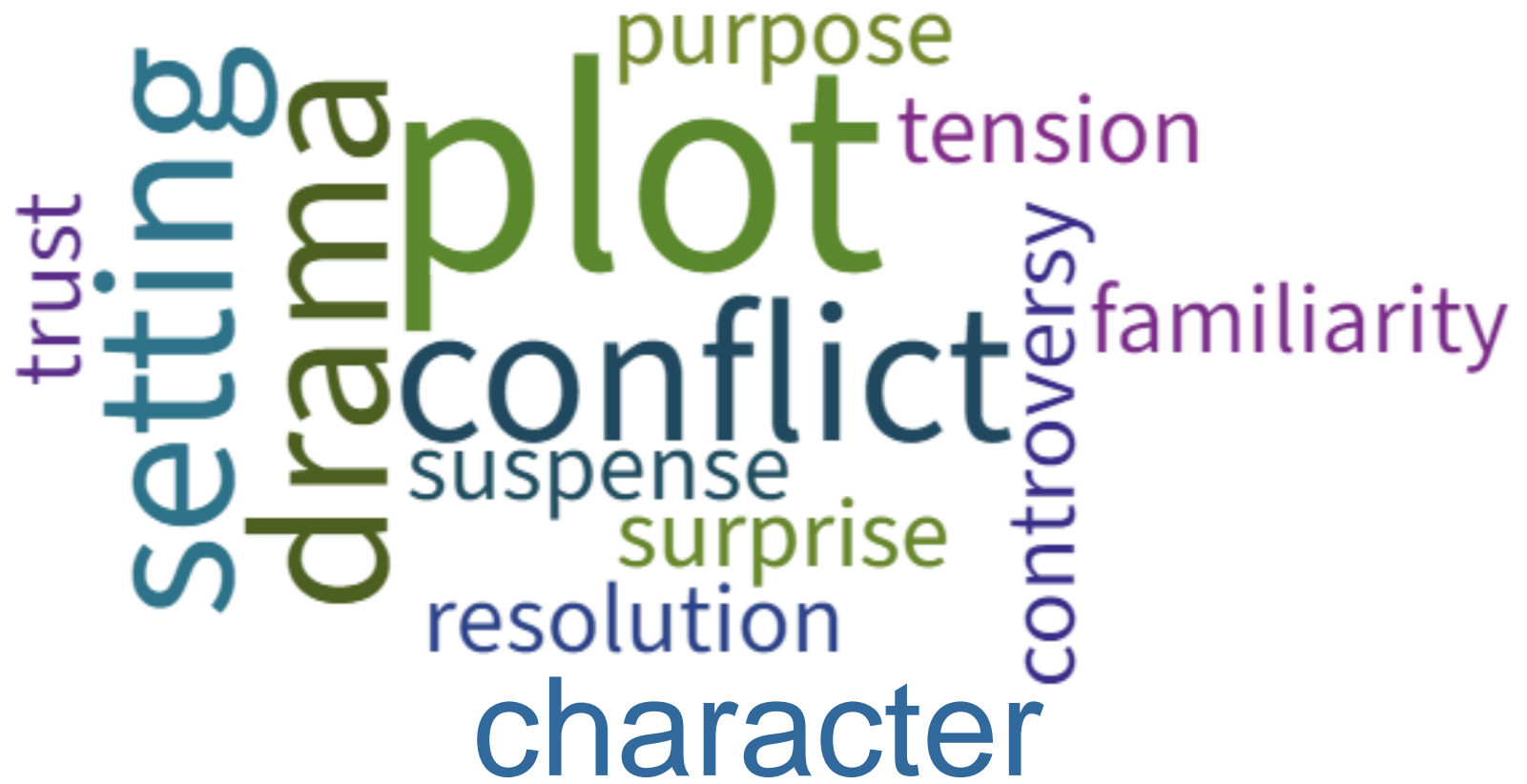
Consider who you want to share it with and for what purpose.



Then, craft a compelling narrative so people will listen.



Elements of an Effective Story



Small Group Discussions

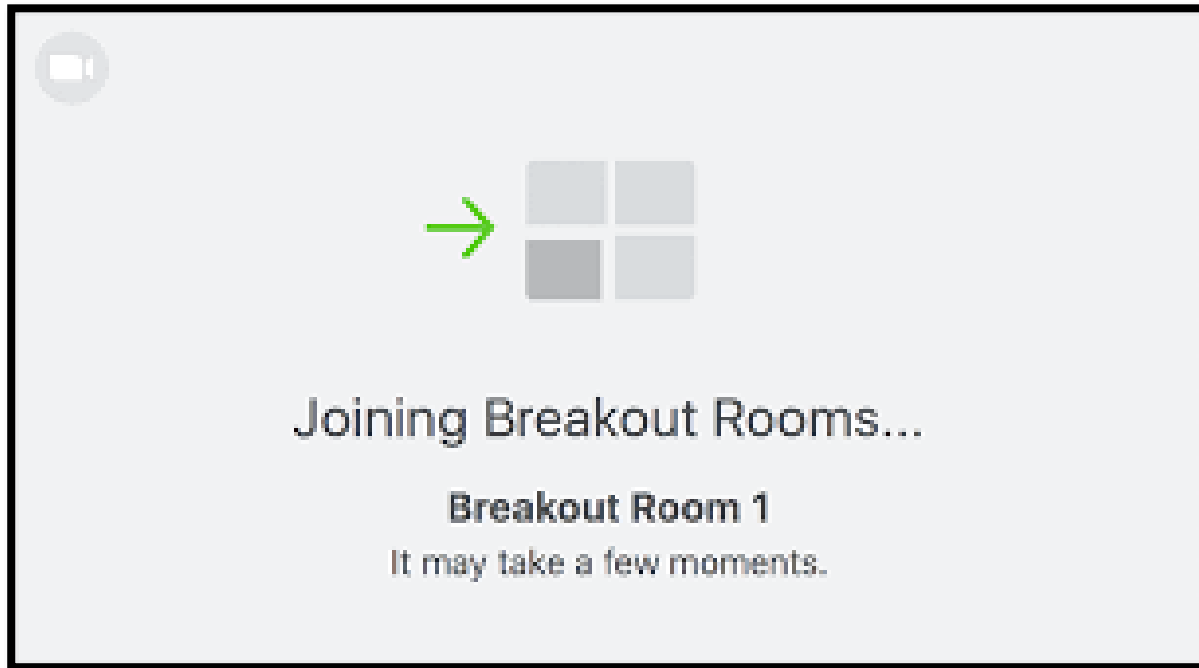


Breakouts

Facilitator: 1 per group

Participants: 10-12 per group

Topic: Using Data to Tell Your Community's Story



Breakout #1 Questions

1. What data do you have that provides a current snapshot of substance misuse in your community? What data do you have that tells the story of where your community has been?
2. What is your goal for telling your community's story related to substance misuse? What do you hope to accomplish?
3. To what audience(s) will you tell your story? What do they care about?
4. What aspects of your story will your audience(s) find most compelling?

Breakout 1

20-minute Discussions



Breakout 1: Debrief



Breakout #2 Scenario 1

ABC Community Coalition has identified underage alcohol use and electronic vapor product (EVP) use as its two biggest substance misuse-related problems. Youth engage in these behaviors at higher rates than nearby communities and than the state as a whole. Prevalence of use has also been increasing over the past six years, according to student survey data collected in 2019. The coalition has prioritized two risk factors driving both alcohol and vape use – community norms favorable toward use and social access to alcohol and EVPs.

What other data or information should the coalition collect to be able to tell its story as completely as possible?

Breakout #2 Scenario 2

ABCC Coalition plans to create data presentations about its two priority problems: underage drinking and electronic vapor product use. The presentations are for members of key sector groups: law enforcement, healthcare professionals, municipal government and members of the school administration.

What kinds of information/data would each audience be most interested in learning about? Use rates? Rates of problem behaviors and related consequences? Risk and protective factors?

Breakout 2

20-minute Discussions



Breakout 2: Debrief

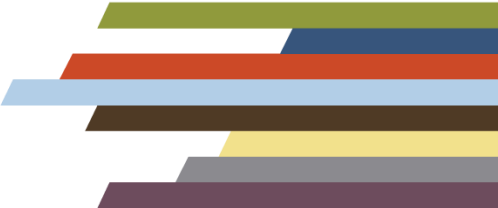




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Northeast and Caribbean PTTC website:
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