

# Building Capacity for Local Data Collection

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Great Lakes Prevention  
Technology Transfer Center  
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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.

# Building Capacity for Local Data Collection

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# Who Is Here Today?

- Your name
- Role in prevention
- Organization
- City, State



# When I hear “data collection,” I feel...



# Learning Objectives

By the end of this session, participants will be able to:

- Understand the types of local data needed to conduct a prevention needs assessment and progress monitoring
- Identify partners that can help gather local data
- Identify strategies to increase capacity to understand and use local data effectively

# Why Collect Local Data?

Determine  
what  
needs to  
address

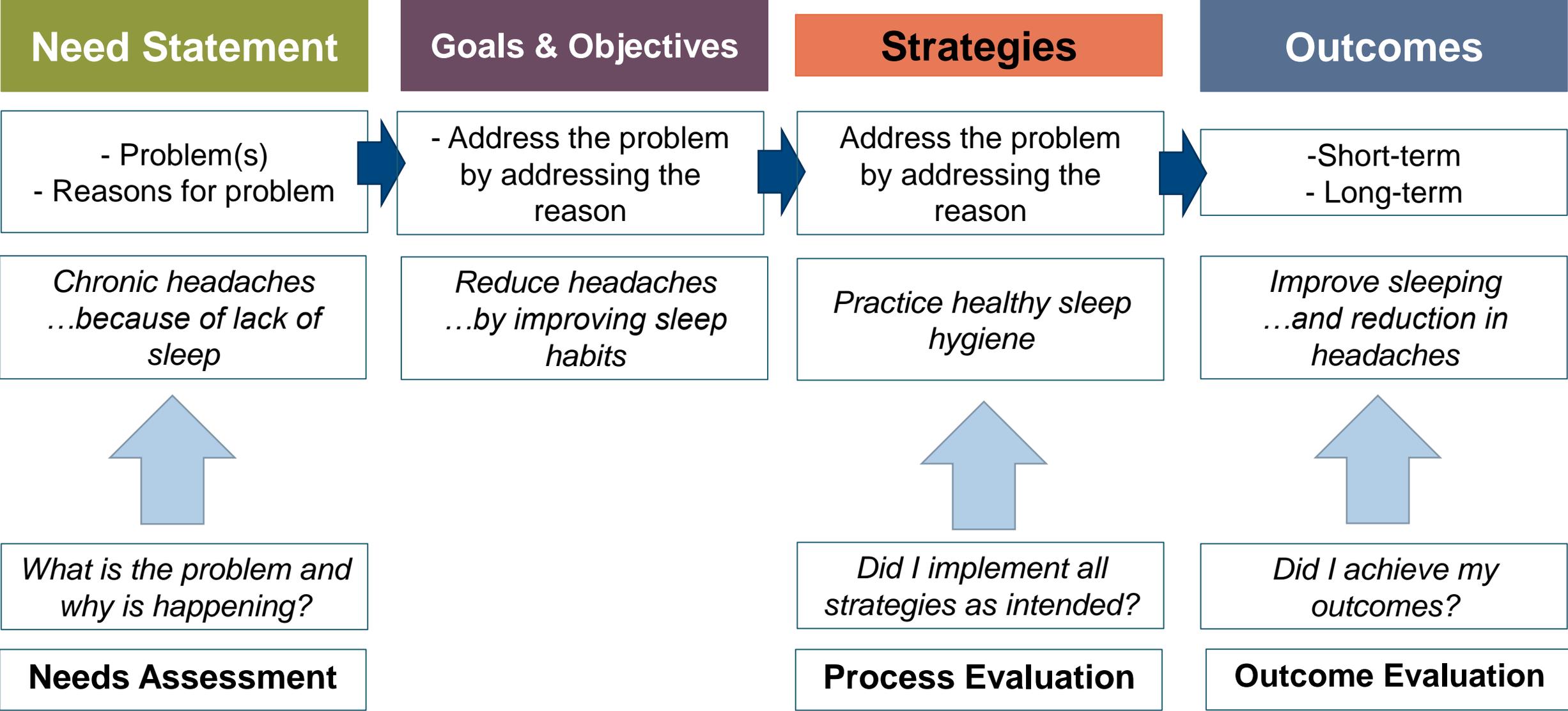
Document our  
efforts including  
adaptations

Tell our story,  
share our  
success

Determine  
if the  
program is  
working

Inform decisions  
about the future

# Theory of Change



# Start with Questions





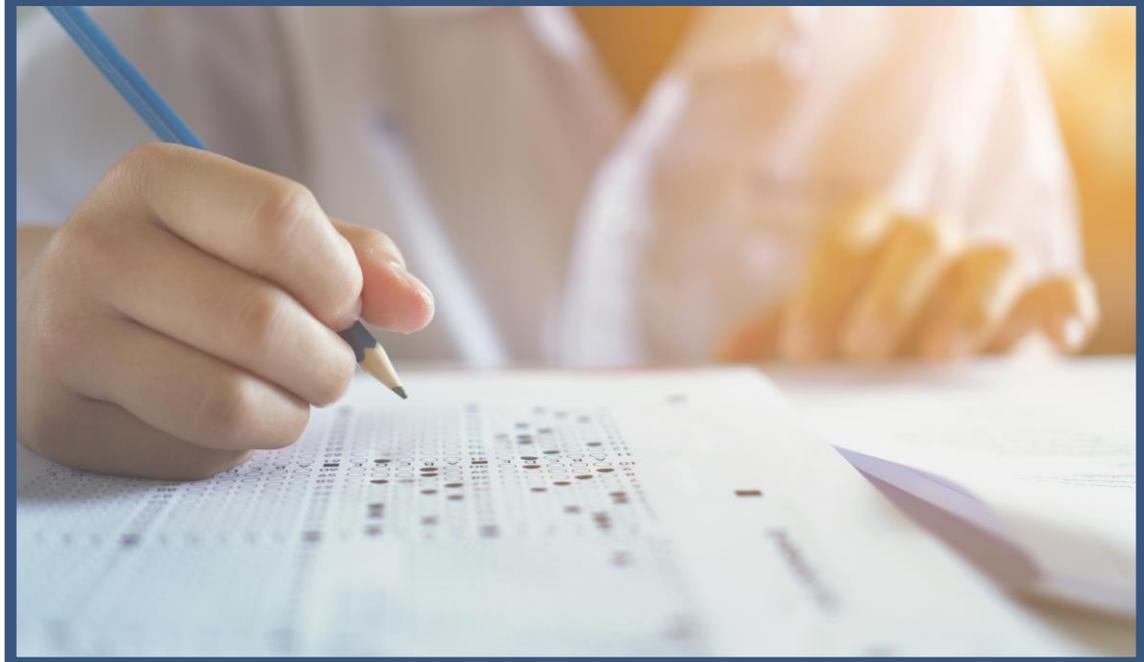
# Needs Assessment Questions

- What?
- Who?
- When?
- Where?
- How?
- Why?

# Your Challenges

What have been your challenges with each of these questions?

- What?
- Who?
- When?
- Where?
- How?
- Why?



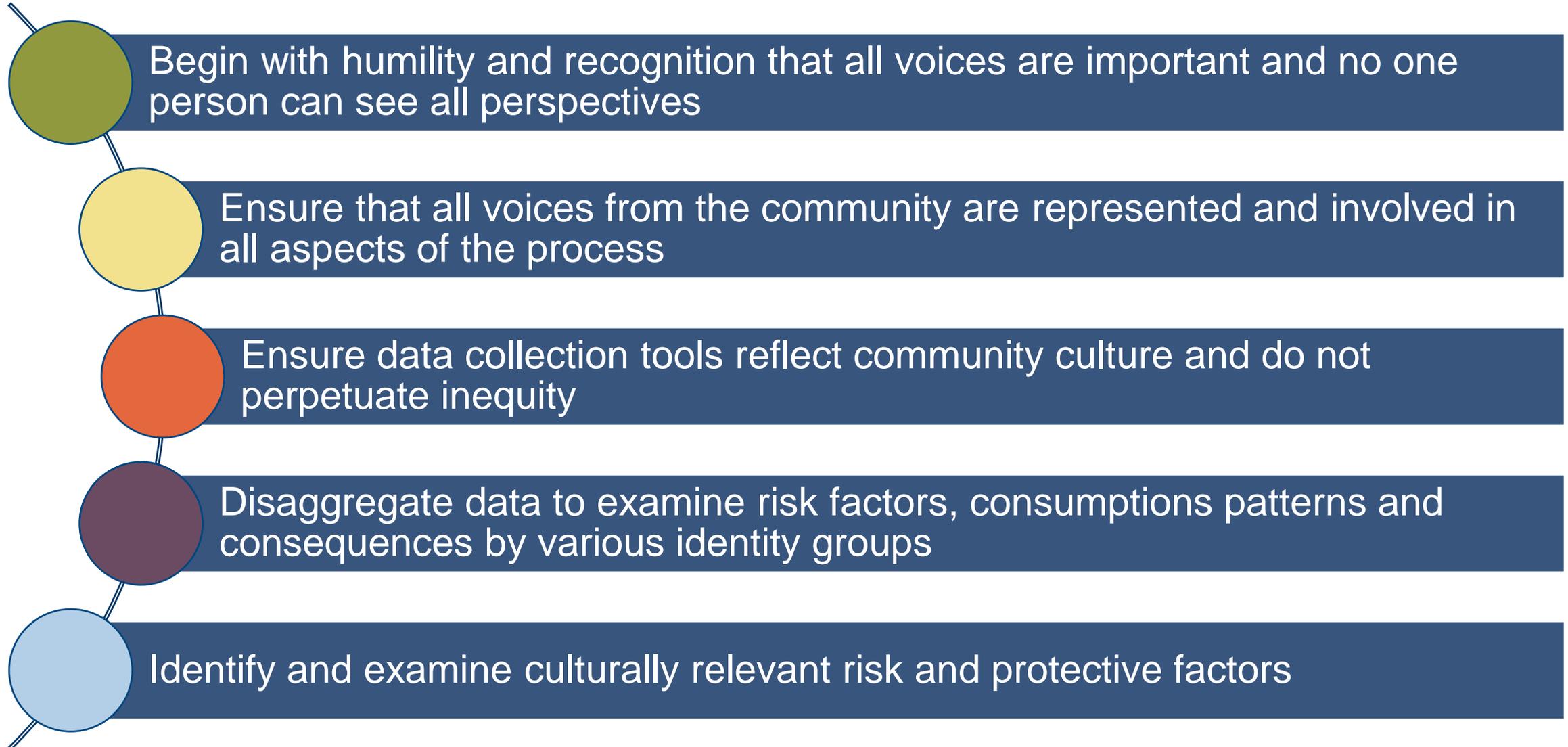
# Gathering Data



# How Data Savvy Are You?



# Culturally Competent Assessment Practices



# Data Collection Questions

What type of data?



How will you get data?



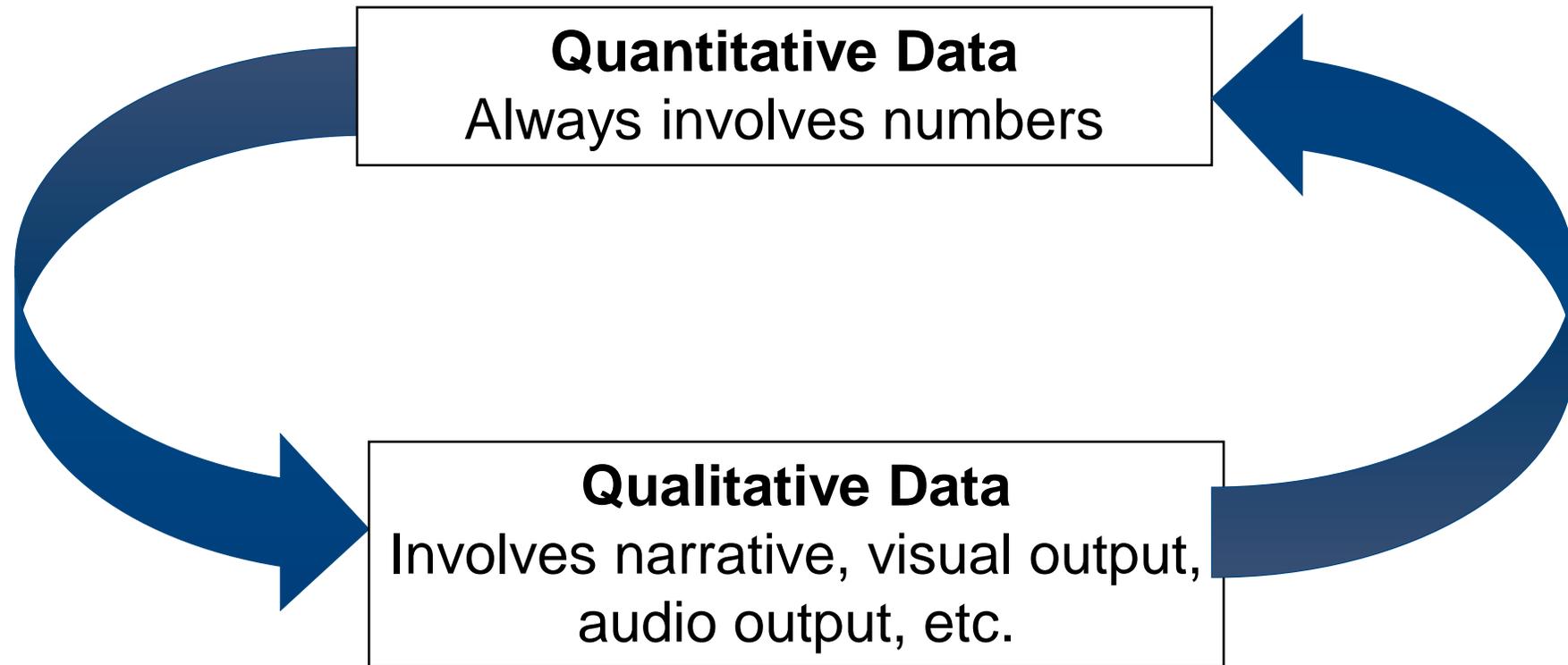
Who will you get data from?



When and how often will you get data?



# What Type of Data?



# Benefits of Qualitative vs. Quantitative

## Quantitative

- Standardized
- Succinct
- Easily aggregated for analysis
- Systematic
- Easily presented in small space
- Generalizability is widely accepted

## Qualitative

- Can help explain “why”
- Can reveal areas for refinement
- Can produce surprising information
- Can explain short-term outcomes
- Can help generate new ideas and/or theories
- Perfect for pilot testing!

# Using Mixed Methods

## Pros

Strengths of some methods compensate for weaknesses in others

Results may be useful to a variety of audiences

Results may be more credible to a variety of audiences

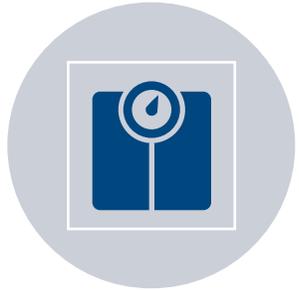
## Cons

May require multiple skills on your evaluation team

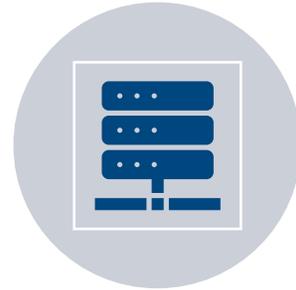
Cost is usually higher than single method evaluation

Risk of having contradictory or inconsistent findings

# How will you get local data?



Are there standard measures?



Are there existing data?



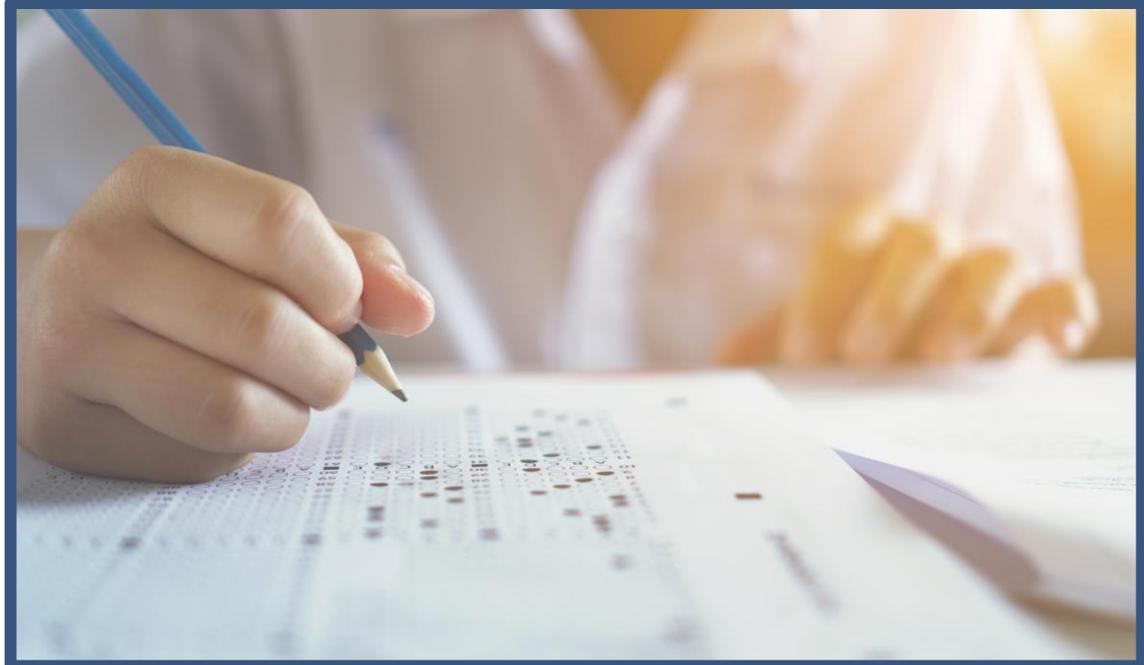
Are measures reliable?



Are measures valid?

# Your Local Data Sources

What are some of the local data sources you have used to inform your needs assessment?



# Where to Find Data?

<b>Existing Data Sources</b>	<b>Original Data Sources</b>
School records	Surveys (e.g., parent survey)
Youth health surveys	Focus groups
Mental health screening tools	Key informant interviews
Hospitalization data	
Police/EMS data	

# Pros and Cons

Existing Data Sources	Original Data Sources
Save time and resources	Answers <i>your</i> questions
Does not add burden on subjects	Once you have it, you have access to it
Provides foundational information	Provides additional information
Often is based on robust instruments	Is specific to your population

**Doesn't have to be one or the other!**

# Existing Data at Multiple Levels



## National

- Government websites
- Survey-specific websites
- U.S. Census Bureau



## State

- Data warehouses
- State agencies
- Survey-specific websites
- Center for Disease Control and Prevention: Sortable Stats



## Local

- Health departments
- Treatment providers
- Police departments
- Schools/colleges

# Who Can Collect Local-level Data?

Type	Examples
Self-Collected	Teachers collecting data on lessons they taught
Self-Reported	Staff administer survey to students
Independent Observation	Program coordinator observes program implementation
Use of existing data	Evaluators uses school records
Participatory Action Research	Community members collect data on their own community

# Partners Essential to Local Data Collection

- Schools
- Youth serving agencies
- Local government officials
- Local health departments
- State level agencies
- Local emergency services
- Law enforcement
- Other?



# When and How Often To Collect Data

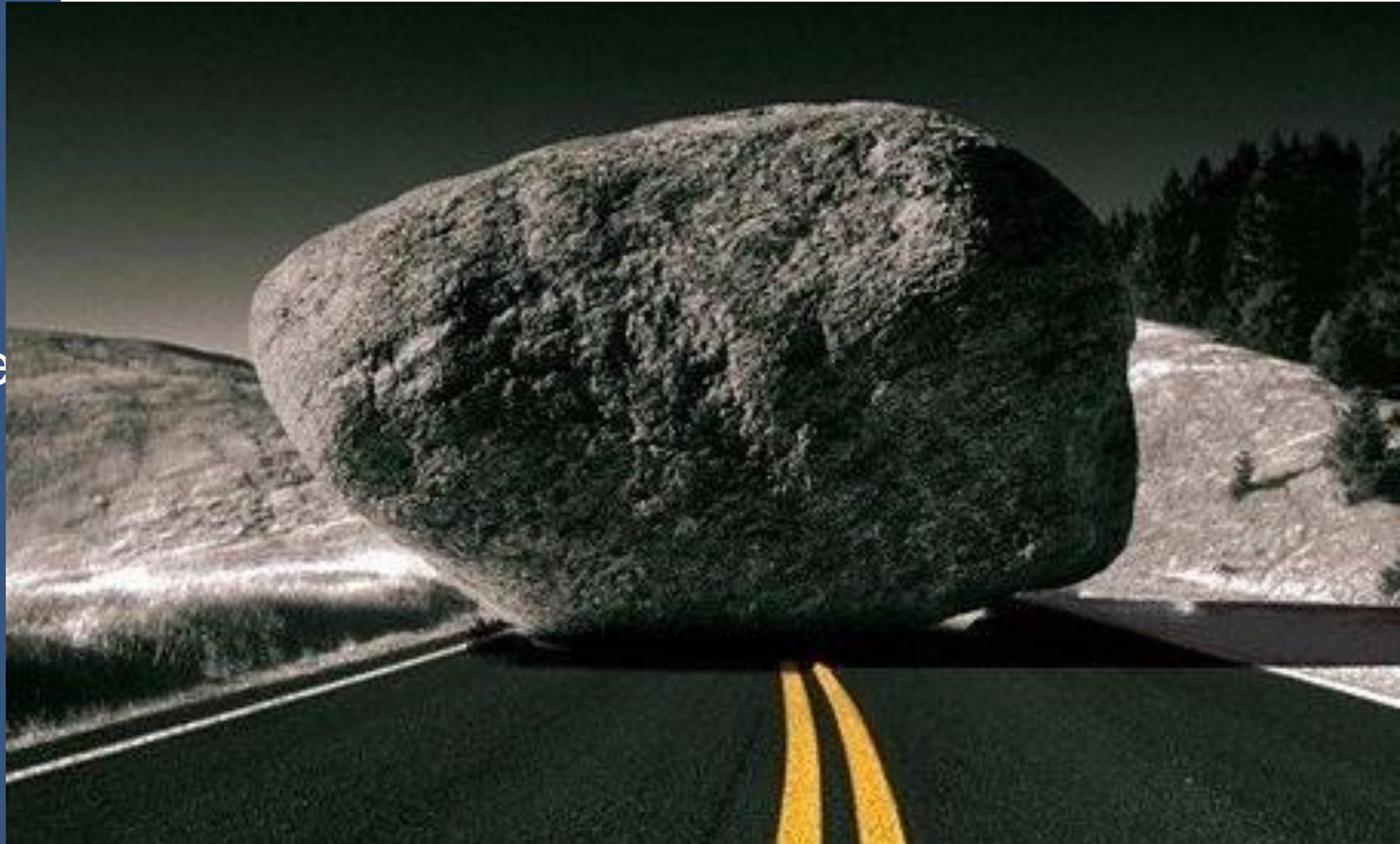
## Consider...

- Reducing respondent burden
- Time of year, time of week, time of day
- One single data point vs. two vs. many
- Consistency across sites



# Challenges?

What challenges do you face (or have faced) in collecting the local data you need?



# **Understanding and Using Local Data Effectively**



# Always consider...

## **Assumptions**

- Assumptions before you look at data (e.g., “I believe that...”)

## **Observations**

- What you see in the data (e.g., “I can see that...”)

## **Inferences**

- What do we think observations mean (e.g. “I wonder if this means that...”)

## **Validations**

- Using multiple data sources to validate inferences (e.g., “Other data confirms that...”)

## **Implications**

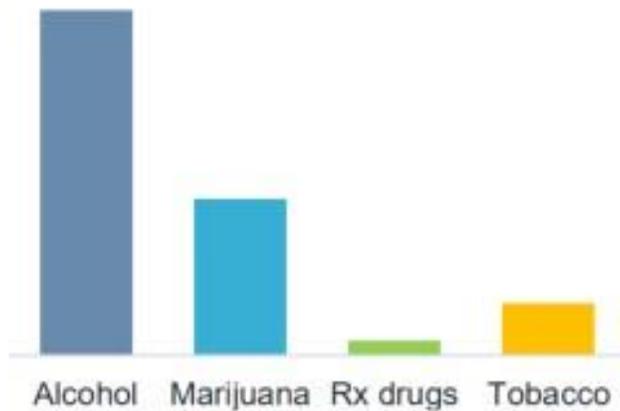
- What do we do about it (e.g., “based on the data I think we should...”)

# Ways to Communicate Data

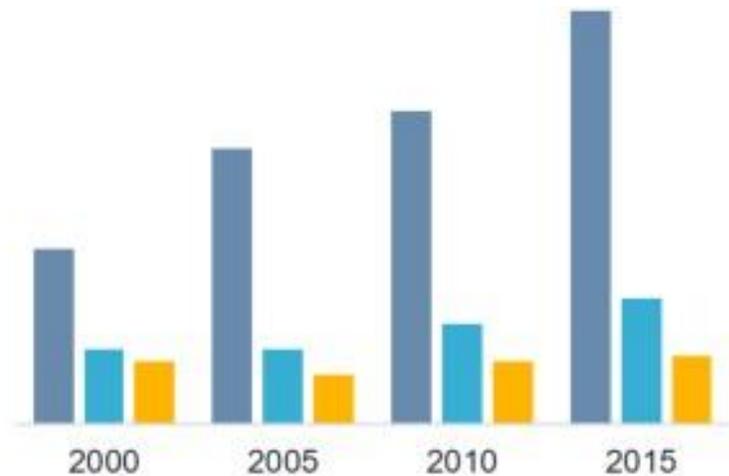
- Tables
- Charts and graphs
- Discussions
- Storytelling



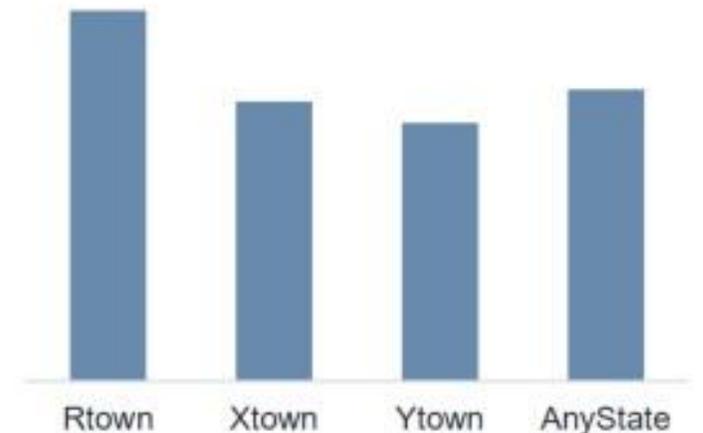
# Reviewing Consumption Data



**Which problem seems to be the largest?**



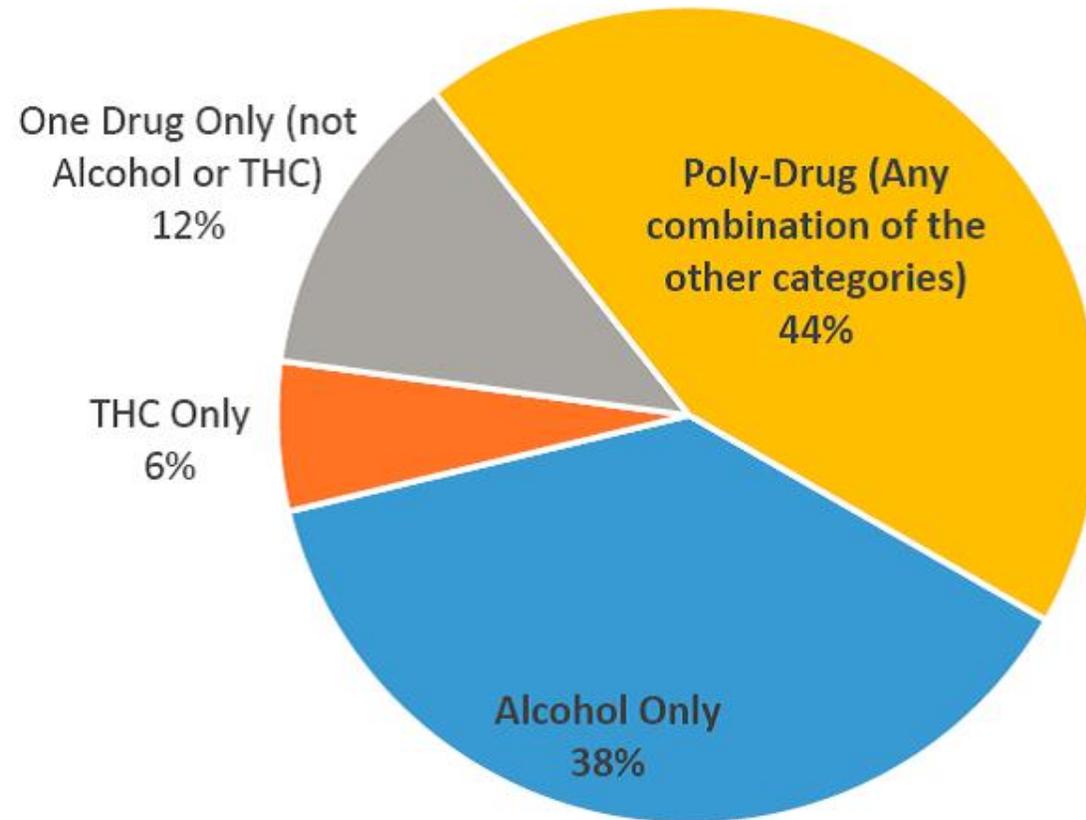
**Is the problem getting worse or better over time?**



**How does the problem compare to other communities or the state?**

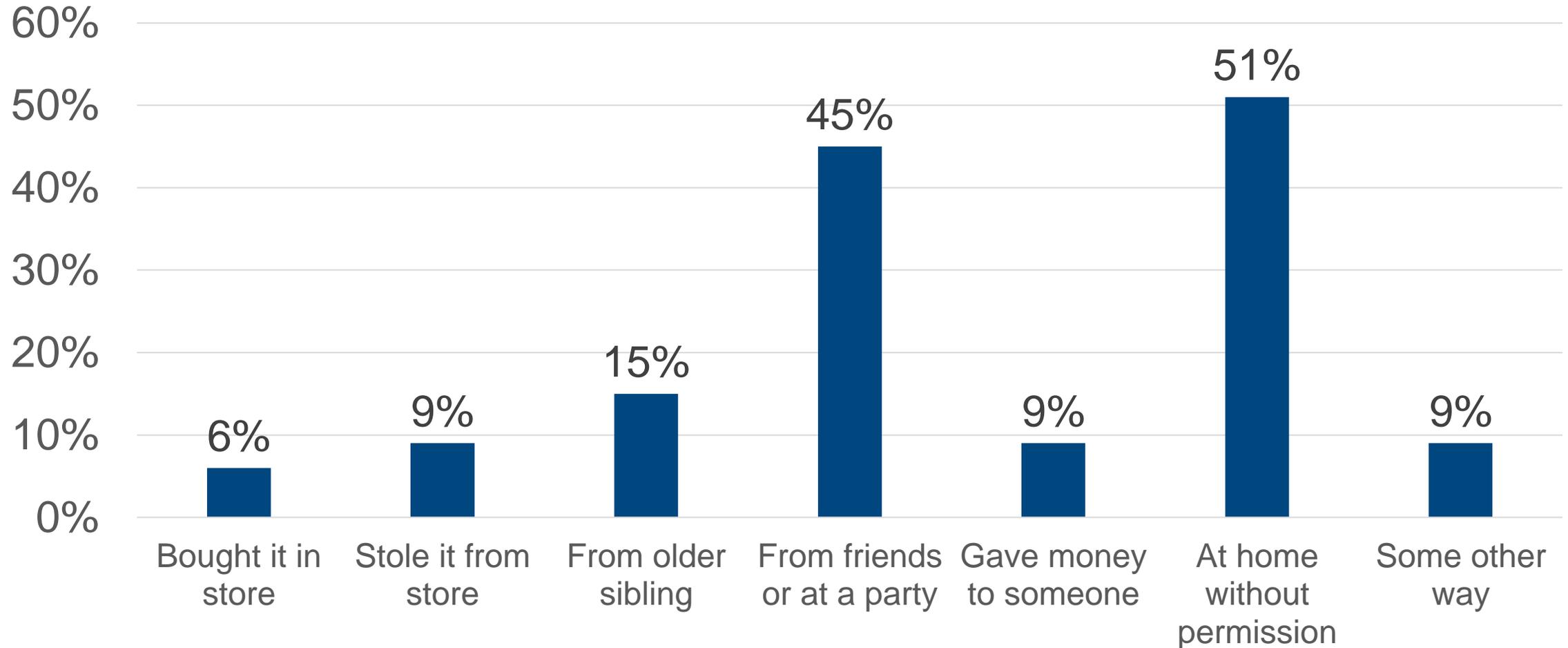
# Reviewing Consequence Data

Alcohol and Poly-Drug Use in Fatal Crash Involved Drivers, 2008-2016



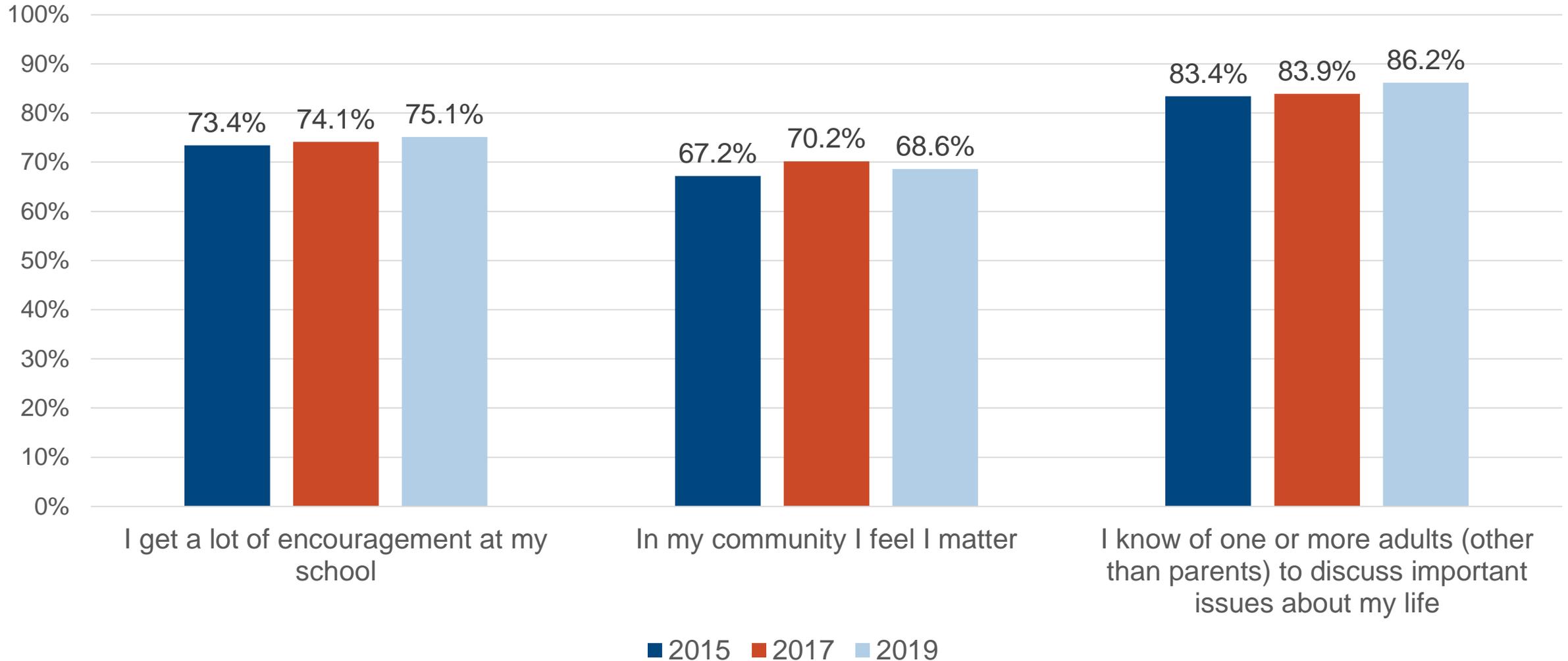
# Reviewing Risk Factor Data

Where Do Youth Get their Alcohol?



# Reviewing Protective Factor Data

High School Students Protective Factors



# Don't Do It Alone: Who Can Help?

- Professional evaluator
- College professors/students
- Staff
- Participants: Participatory Action Research



# Next Steps



What is one thing you learned or re-learned during today's training?



What is one action you can take as a result of this training?



Questions?

# Thank You!

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