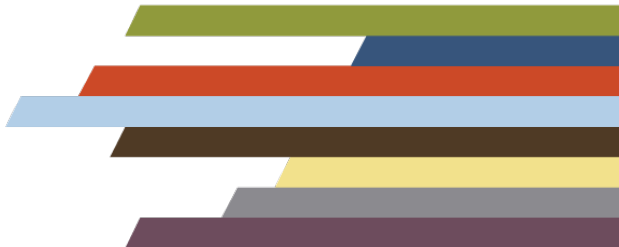
Lobby Poll

- Which type of data have you found data gaps in your needs assessment? (mark all that apply)
  - Consequence data
  - Consumption patterns
  - Target population (demographic) data
  - Intervening (risk/protective factor) data
  - Resource data
  - Community Readiness data
  - I don’t know



PTTC

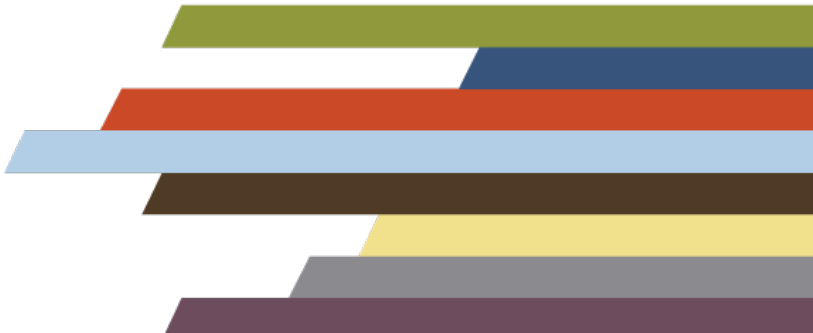
Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Completing the Data Puzzle: Identifying Data Gaps

National PTTC Data-Informed Decisions Working Group

September 9, 2020



The Webinar Is Now Live

- This webinar is being recorded and will be available for future viewing along with a copy of today's slides.
- The slides are shared in the chat feature

Technical Information

This webinar is being recorded and archived and will be available to all webinar participants.

This training was developed under the Substance Abuse and Mental Health Services Administration's Prevention Technology Transfer Center task order. Reference # 1H79SP081018.

For training use only.

Audio

- Audio will stream through your computer or device
  - If you prefer to call in, the phone numbers are included in your registration confirmation.

- If you are experiencing technical difficulties, please be sure that your audio is properly connected via phone or computer. Calling in through your phone may be helpful.

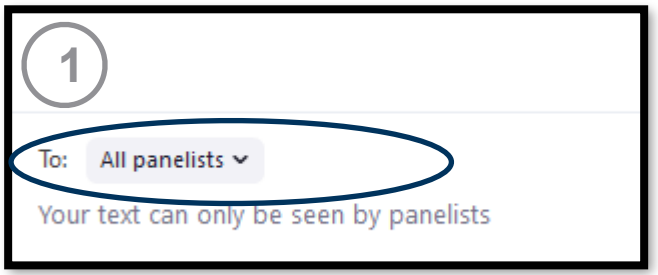
Chat and Q&A

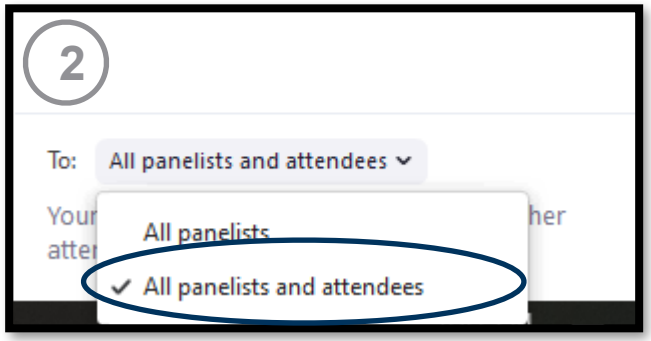
- Please use the chat feature for comments or questions we welcome your thoughts and hope for a rich conversation in the chat.
- You may also type questions for our presenters at any time during the presentation in the Q & A feature
- We may ask our presenters to answer questions throughout the presentation, and we will host a Q & A session after the slide presentation.

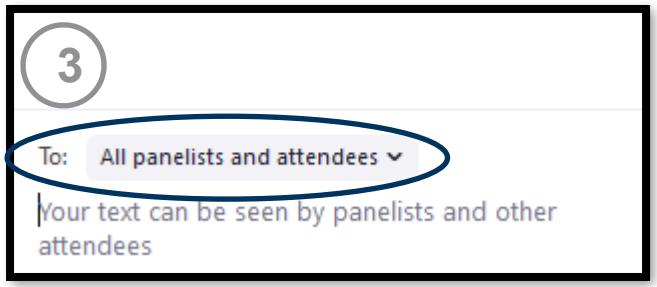
Chatting in Zoom Webinar

To ensure all attendees see your comment or question please do the following:

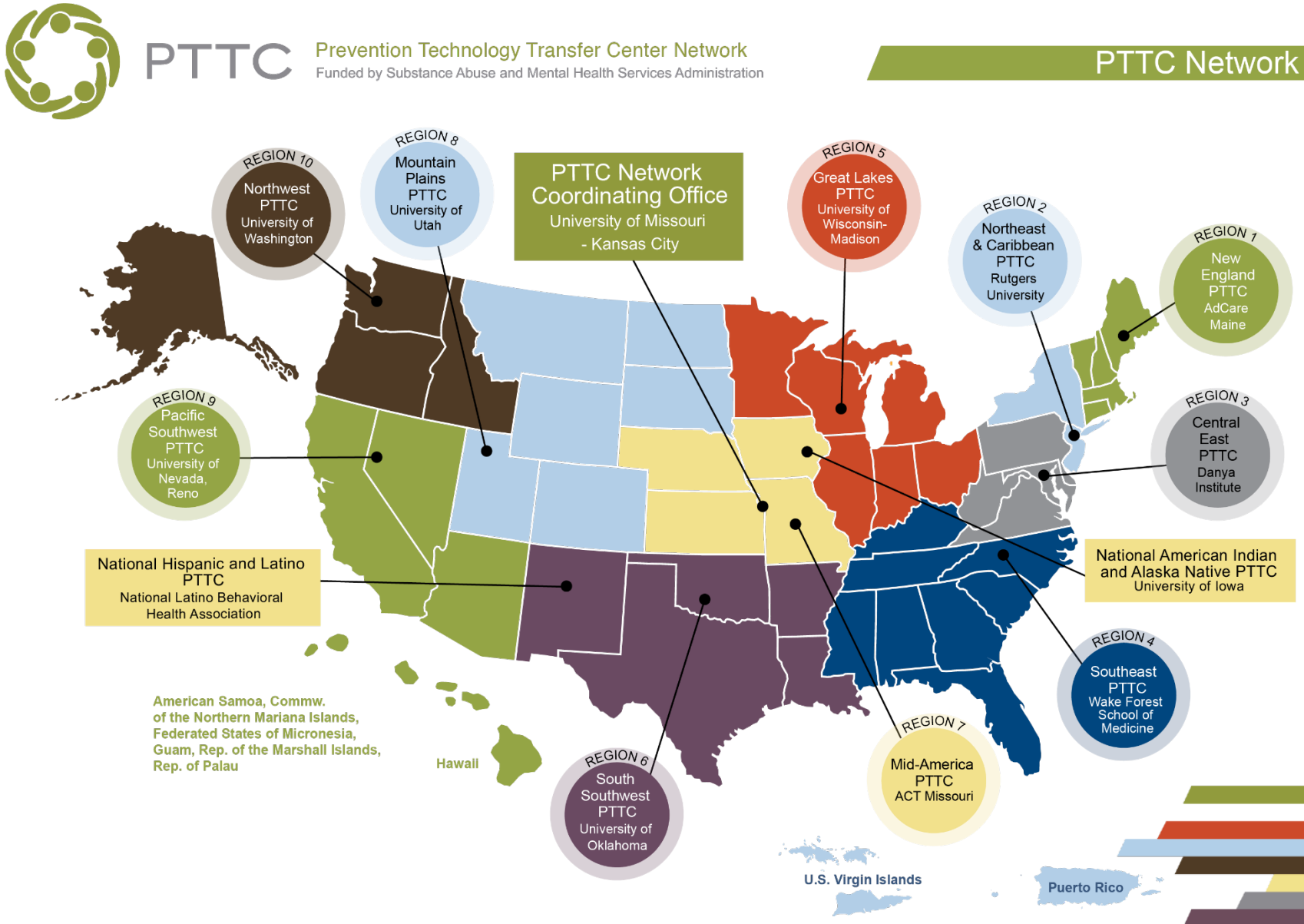
1. Go to “To:” at the bottom of the chat feature
2. Select the down arrow next to “All Panelists”
3. **Select “All panelists and attendees”**
4. The bottom should now read To: All panelists and attendees







PTTC Network



Data-Informed Decisions Working Group

- **Mission**

The Data-Informed Decisions Working Group (WG) exists to develop learning resources, tools, and services for prevention professionals in order to improve their use of data in all aspects of prevention planning so that the use of data-informed decisions increases resulting in higher-quality prevention work.

Data-Informed Decisions Working Group

- Northeast and Caribbean PTTC (HHS Region 2)
- Central East PTTC (HHS Region 3)
- South Southwest PTTC (HHS Region 6)
- Pacific Southwest PTTC (HHS Region 9)

Today's Presenters

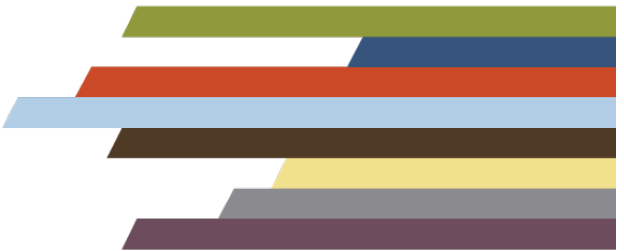
Alyssa O'Hair
MPH, MA, CPS

Beverly Triana-Tremain
PhD, CLSSGB

Learning Objectives

At the end of this webinar, participants will be able to:

1. Identify data gaps
2. Leverage buy-in to obtain resources needed to fill data gaps over time

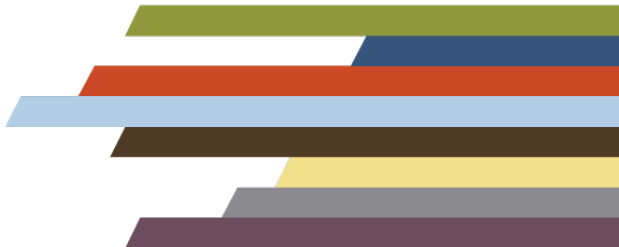


SPF Step 1: Assessment

What Data Gaps?

Six Core Data Areas of Fidelity to SPF[1]

1. Consequences
2. Consumption patterns
3. Target populations
4. Intervening variables
5. Prevention resources and infrastructure
6. Community readiness

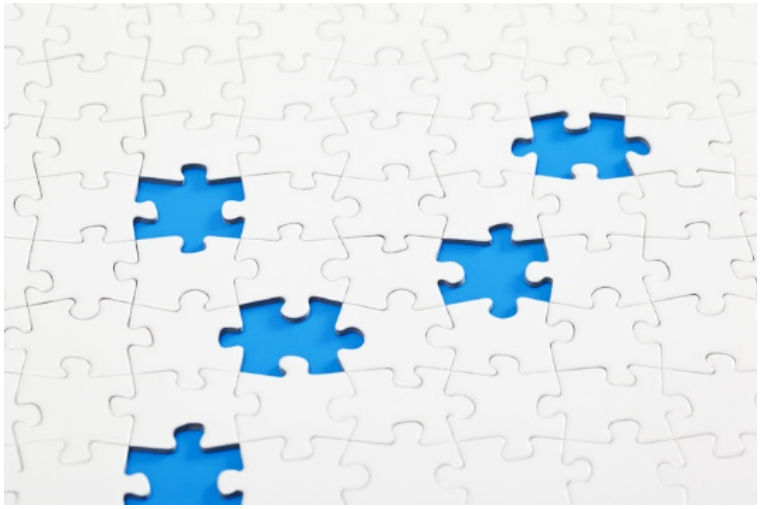


Why worry about data gaps?

- In the chat box, please share your ideas about why we should be concerned about data gaps

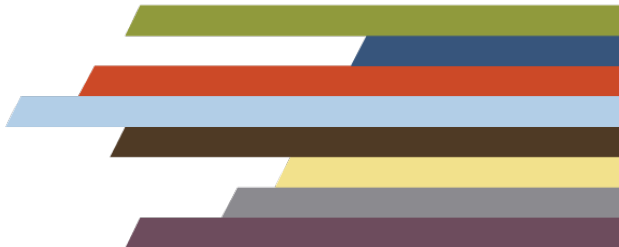
Why worry about data gaps?

- Each *Core Data Area* makes specific contributions
- All six areas together provide a complete view of your community
- If one or more areas are lacking, decision-making is more difficult



Urbana County, Any State

A Fictional Case Study

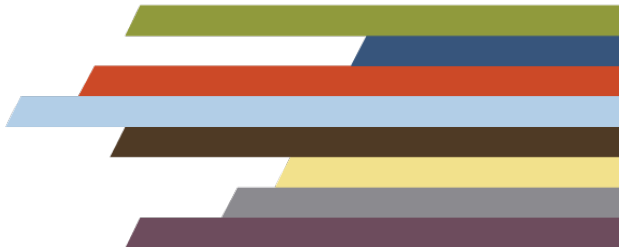


Introducing Urbana County, Any State

- Primarily rural, with one medium-sized urban community called Springfield
- Substantial wage gap between urban and rural citizens, as well as within Springfield
- Urbana is a “wet” county, its neighboring counties are “dry”
- A major interstate runs through county and city
- It’s a spring break destination

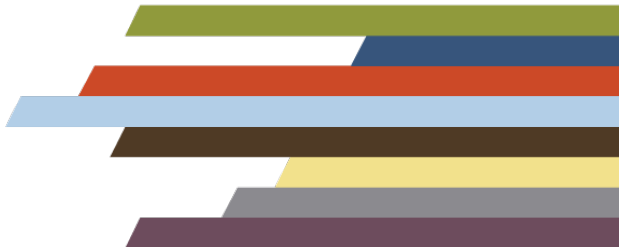
More about Urbana County

- Residents speak English, Spanish, and Tagalog
- Overall, population trends towards a younger age range
- Urbana County has two school districts
  - One more racially/ethnically diverse
  - One includes students from both urban and rural areas of the county



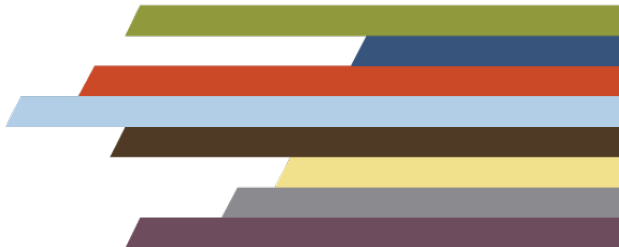
A little more…

- Springfield has a large hospital that serves all of Urbana County
- Law enforcement include:
  - City police department serves Springfield
  - County sheriff's office primarily serves rural areas



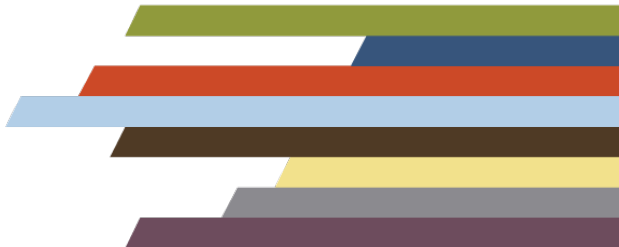
Prevention in Urbana County

- Urbana County Public Health Department (UCPHD) receives substance misuse prevention funding:
  - Pass-through SPF-PFS dollars from the state
  - Direct SPF-PFS funding from SAMHSA
- A local prevention coalition focuses solely on preventing opioid overdose deaths. UCPHD is a member of this coalition



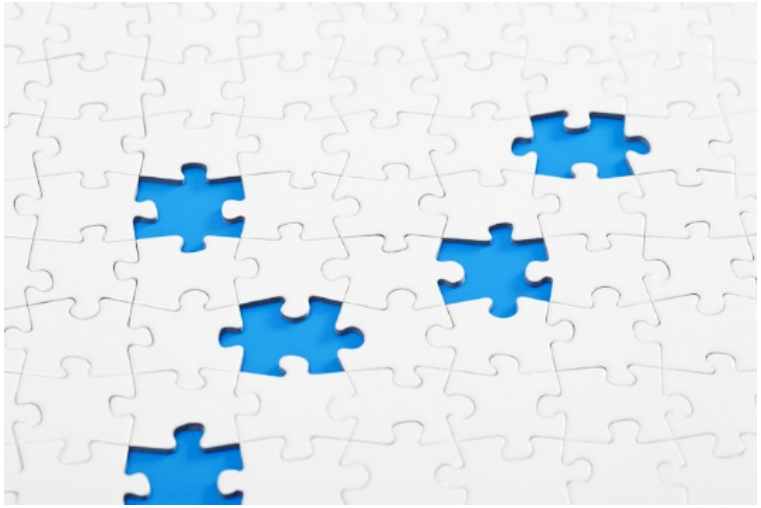
Why did they do a needs assessment?

- In response to receiving new SPF-PFS funding
- To expand the substance misuse profile beyond only opioid overdose deaths
- Previous needs assessments are missing key information due to staffing turnover
- Their needs assessment attempted to collect data on all six Core Data Areas



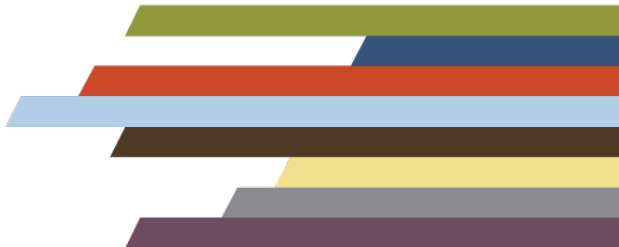
Checking for Missing Puzzle Pieces

(aka data gaps!)



Six Core Data Areas of Fidelity to SPF[1]

- Consequences
- Consumption patterns
- Target populations
- Intervening variables
- Prevention resources and infrastructure
- Community readiness



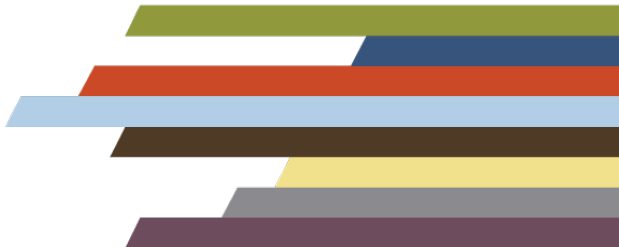
1. Consequence Data[1]

Definition

Data that show the harms and other costs of substance misuse

Examples

- Car accidents
- Poor academic performance
- Property damage
- Domestic violence
- Liver disease
- Cancer



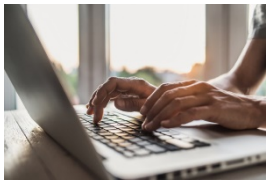
Urbana County's Consequence Data

Death
- Emergency department
- Medical examiner data
- CDC's WONDER
- Motor vehicle crash data

Crime
- Uniform Crime Reporting
- College crime reports
- Juvenile arrest data, substance-related
- First-responder call data

Academic data
- Grades
- Graduation records
- Truancy and drop-out

Use Disorders data
- Treatment admission data from local treatment centers



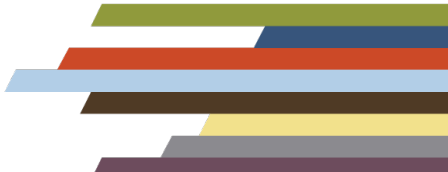
2. Consumption Patterns[1]

Definition

Data that describe the ways in which substances are used

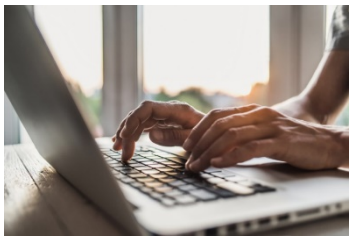
Examples

- Types of substances used
- Frequency of use
- Quantity consumed
- Method used
- Age of initiation of use
- Timing of use (holidays, events)



Urbana County's Consumption Pattern Data

- School survey
- National Survey on Drug Use and Health
- Drug seizures data from DEA
- Youth Risk Behavior Survey (YRBS) at county level; neighboring county YRBS data available
- Alcohol Sales Tax Data



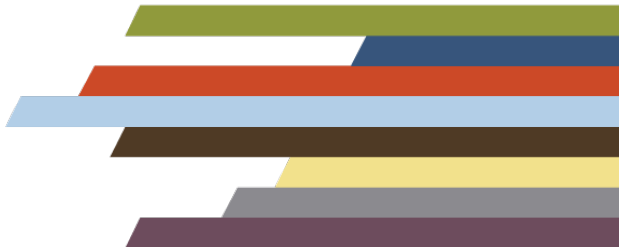
3. Target populations[1]

Definition

Data that describe the population or community. It helps prioritize specific groups to focus prevention efforts on.

Examples

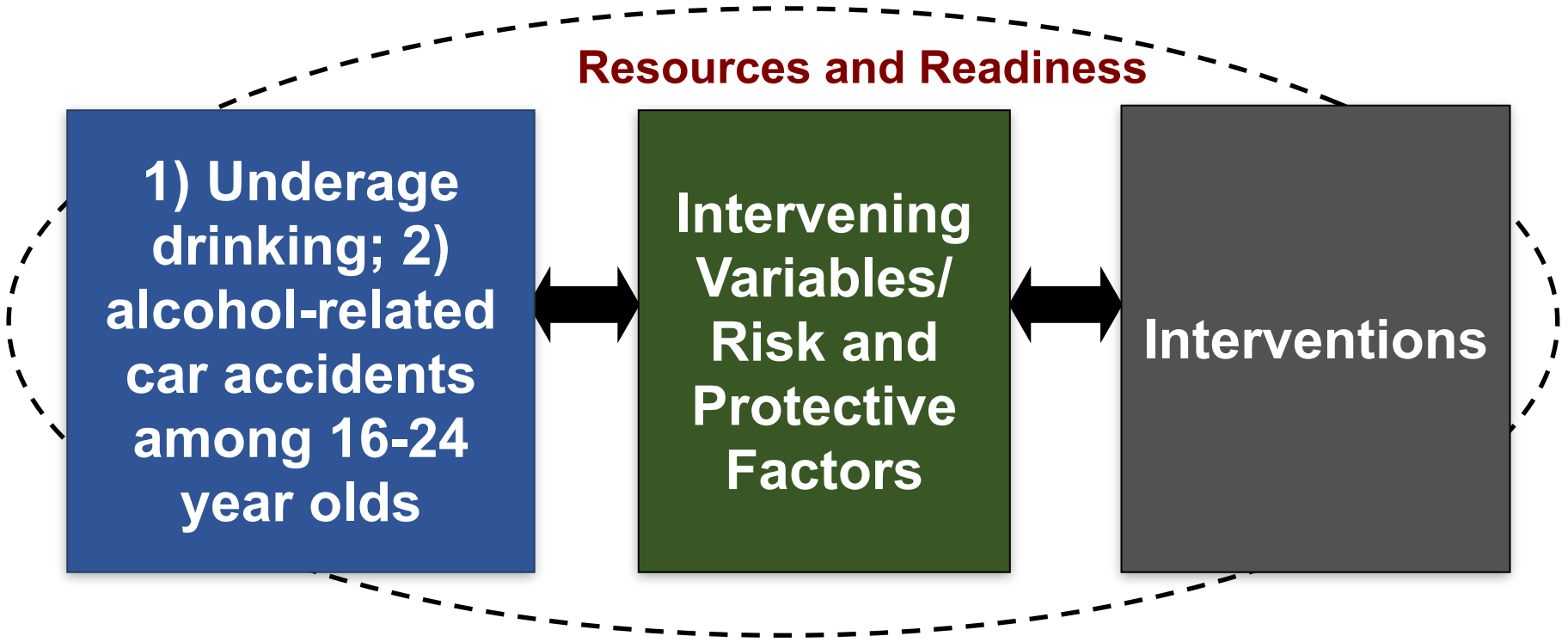
- Age
- Gender
- Sexual orientation
- Race/Ethnicity
- Military/Veterans
- Urban/Rural



Urbana County's Target Population data

- Age
- Grade level
- Gender

UCPHD Needs Assessment Results



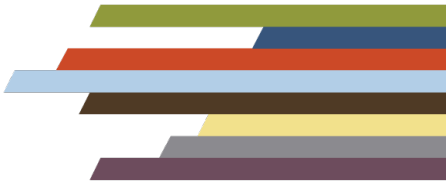
4. Intervening Variables[1]

Definition

Factors that precede and increase (risk) or decrease (protective) the likelihood of one misusing a specific substance.

Examples

- Family management problems
- Low cost of alcohol
- Community laws and norms favorable to use
- Recognition for positive behavior



Urbana County's Intervening Variables

- Retail Access
  - Alcohol Retail Compliance Check Data from law enforcement
  - Alcohol Retailer Licensing Records
- Perception-related Risk Factors
  - Perceptions of parental disapproval
  - Perception of risk or harm
  - Perceptions of peer disapproval

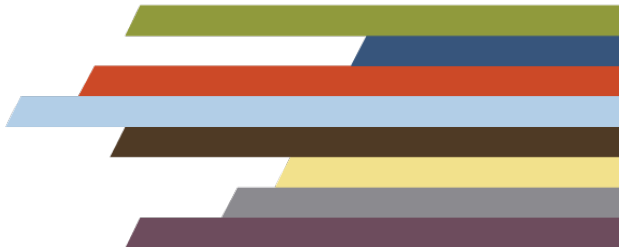
5. Resources and Infrastructure[1]

Definition

Human, fiscal, and organizational needs of a coalition or similar group to function effectively

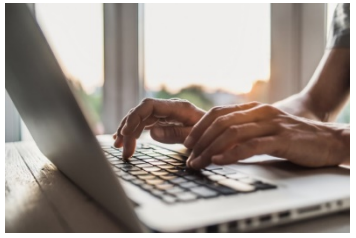
Example

- Trained volunteers
- Money
- Supplies
- Mission, vision
- Access to training/ technical assistance



Urbana County's Resources

- Local prevention coalition (working to preventing opioid overdose deaths)
- The UCPHD Leadership and strategic plan
- UCPHD staff in other divisions supportive
- The Community Health Improvement Plan
- The local police and sheriff's office
- Local MADD office
- Grant funding from new PFS and State Prevention dollars
- Many other strong partnerships



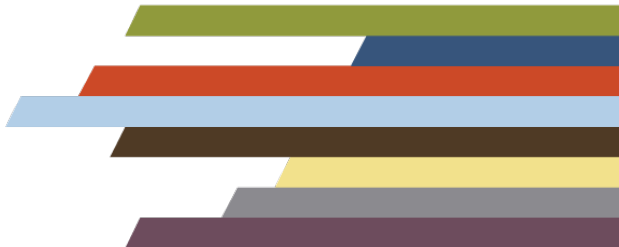
6. Community Readiness[1]

Definition

The degree to which a community is prepared to take action on an issue.[2]

Examples

- Tri-ethnic Center Survey
- GTO Survey

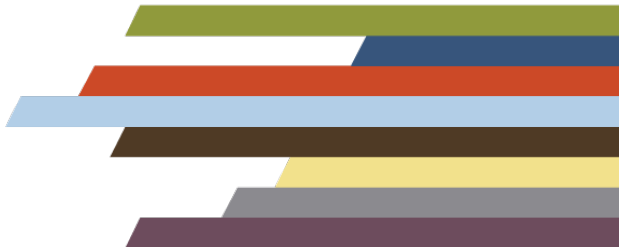


Urbana County's Readiness Data

Poll:

Where do you see the most ***substantial*** data gap(s) in Urbana County? Check all that apply.

- Consequence data
- Consumption pattern data
- Target population data
- Intervening variables
- Resources
- Community readiness
- I still don’t know!
- None! They have it all!



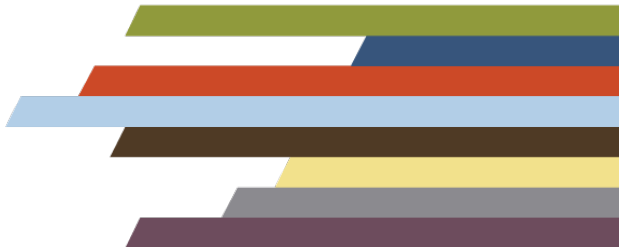
Summary of Urbana County data gaps

Strengths

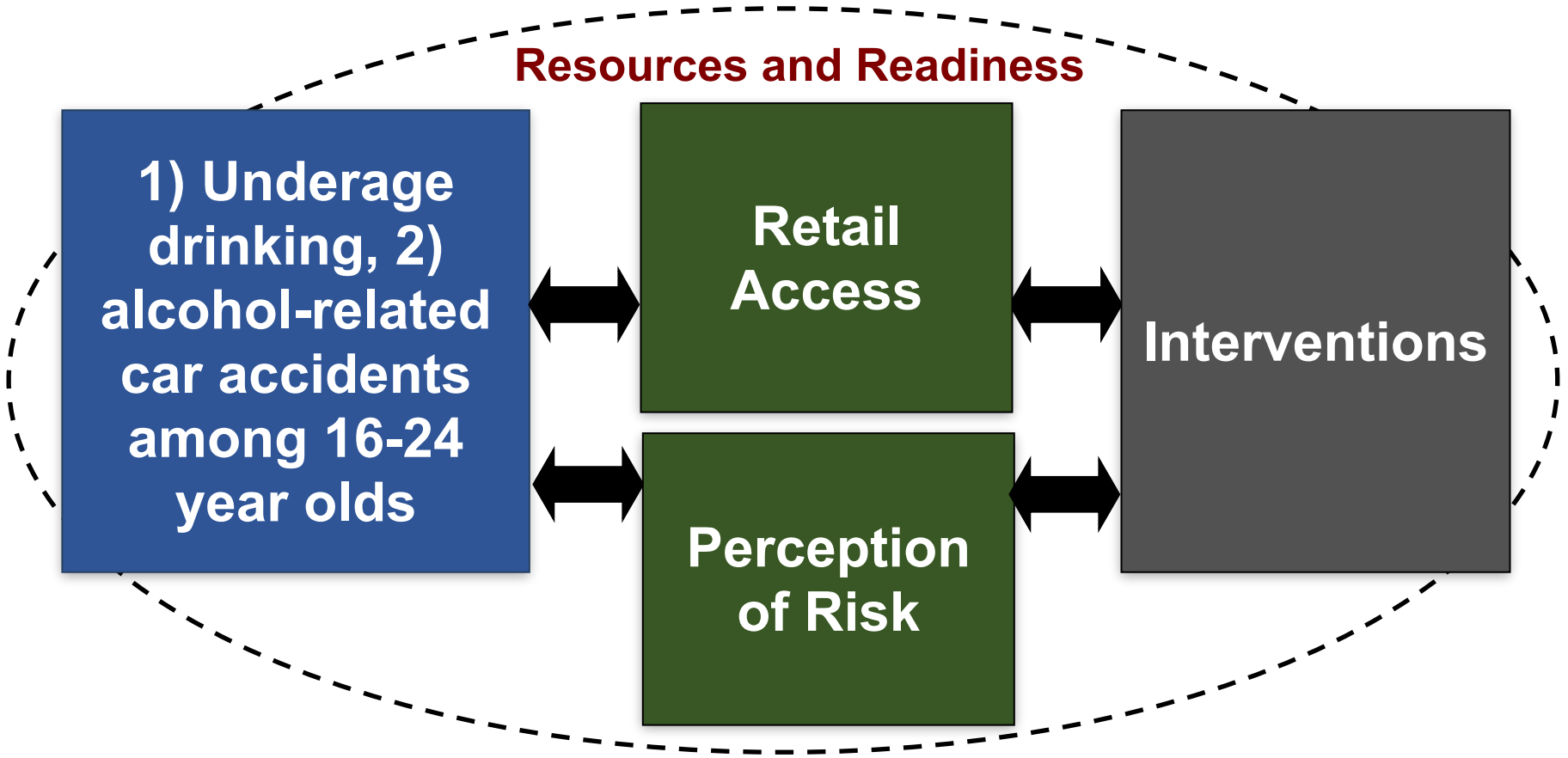
- Adequate data from reliable sources for consequence, consumption pattern, resources, and community readiness data

Gaps

- Very limited demographic
- Data on only a few intervening variables



UCPHD Needs Assessment Results

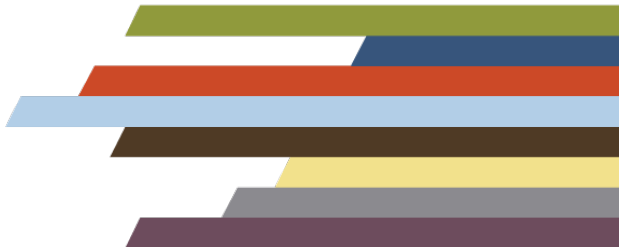


Leveraging Resources to Fill in Data Gaps

It starts with communication

Who do you need to communicate with?

- Coalition members
- Funders (esp. if required data reporting)
- If an external or internal evaluator, need to communicate to coalition/agency director or other leadership
- Other stakeholders based on identified gaps



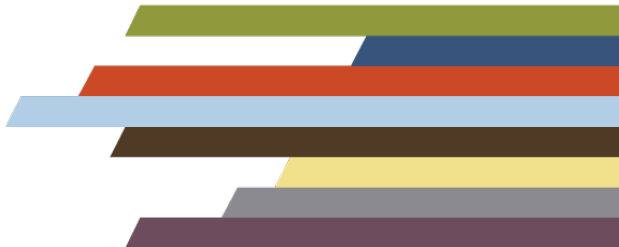
Chat Box Question

Who should Urbana prevention staff communicate with given their data gaps identified?

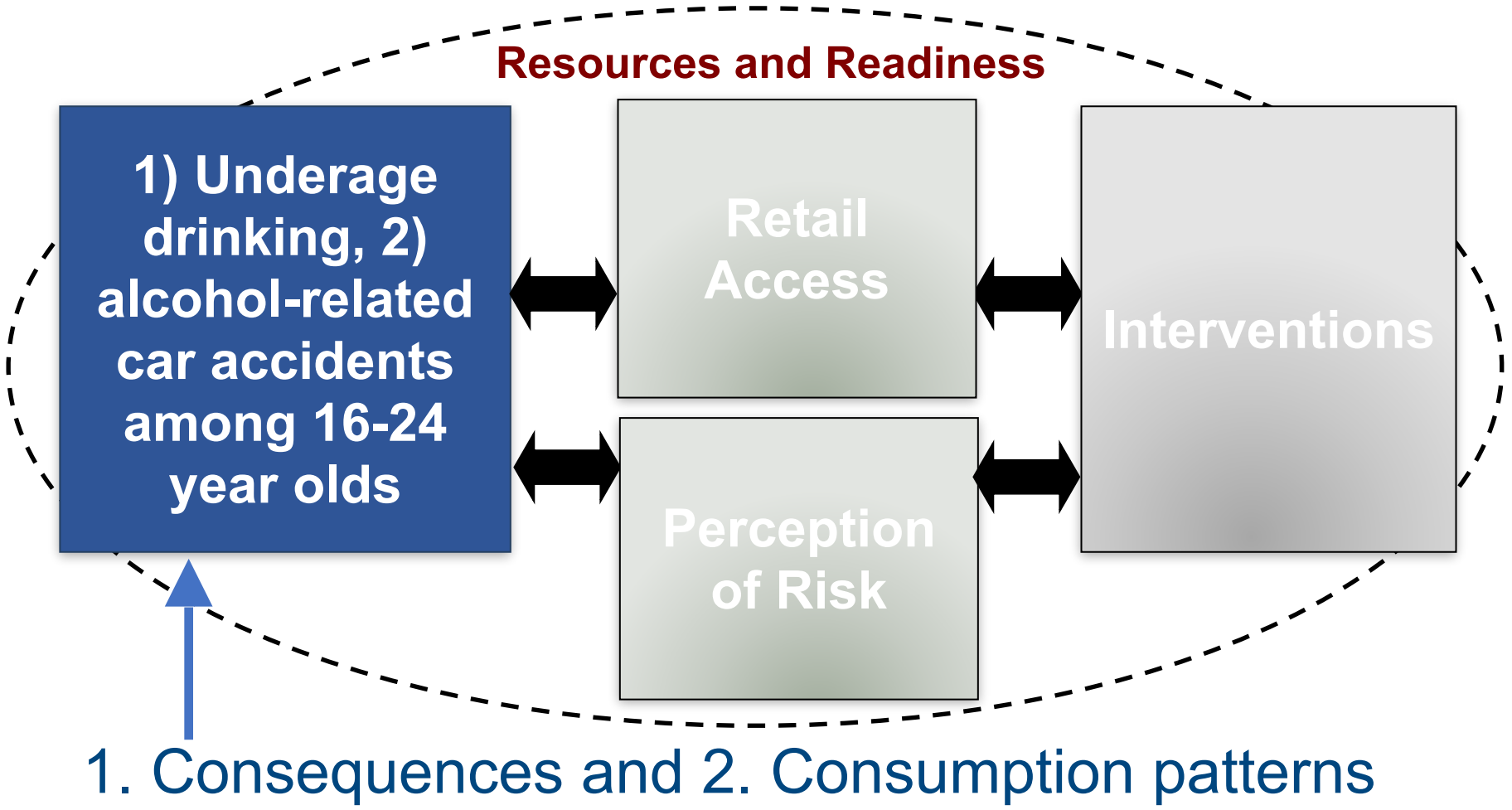
(reminder, they had substantial data gaps in their demographic/target population data and in their intervening variable/risk/protective factor variable data)

What do we communicate to our stakeholders?

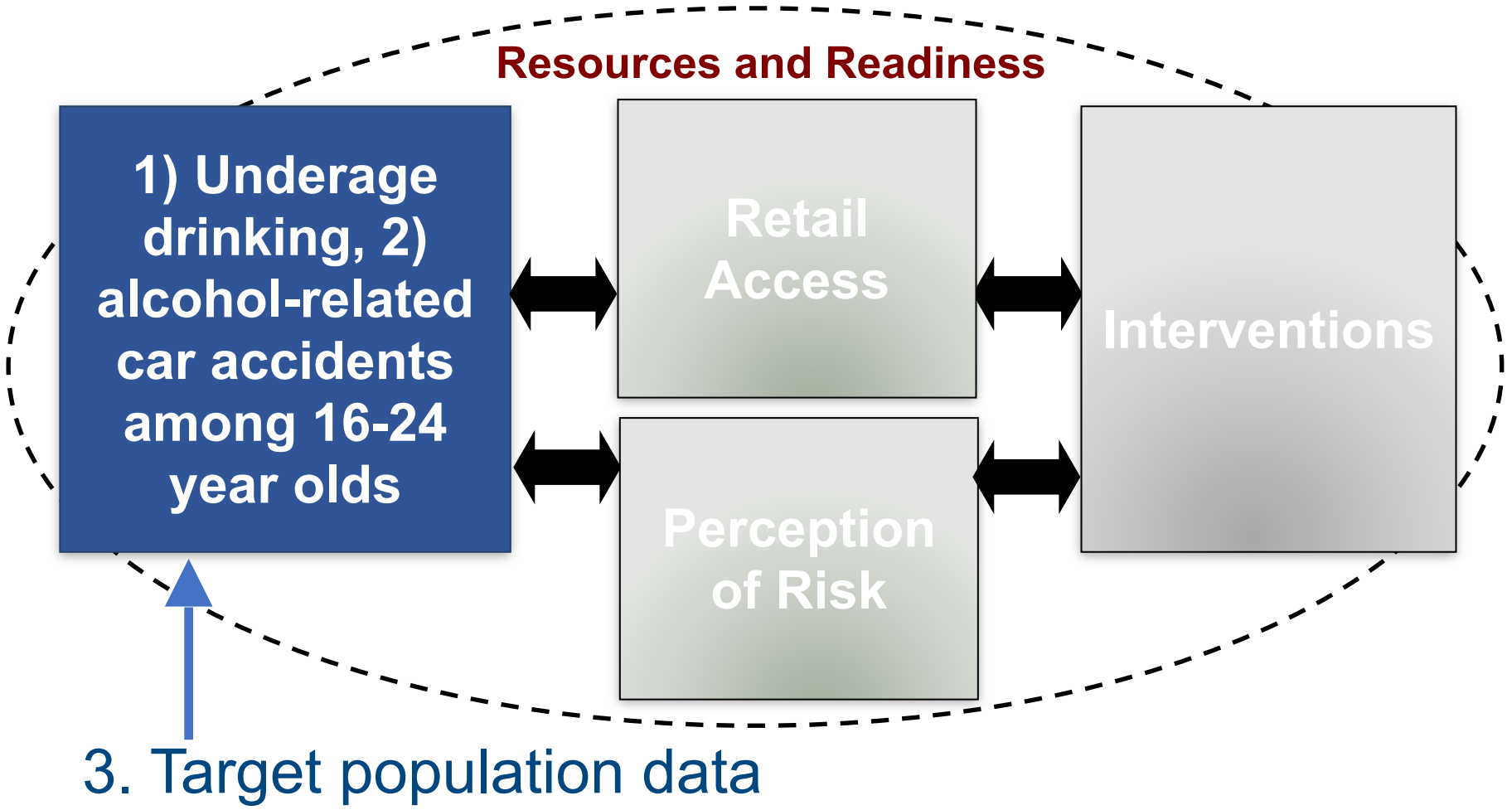
- Communicate about the Six Core Data Areas
- Explain what each contribute
- What information is lost if one is lacking? How does each contribute to decision-making?
- Discuss what various stakeholders can do to support additional data collection to address identified gaps



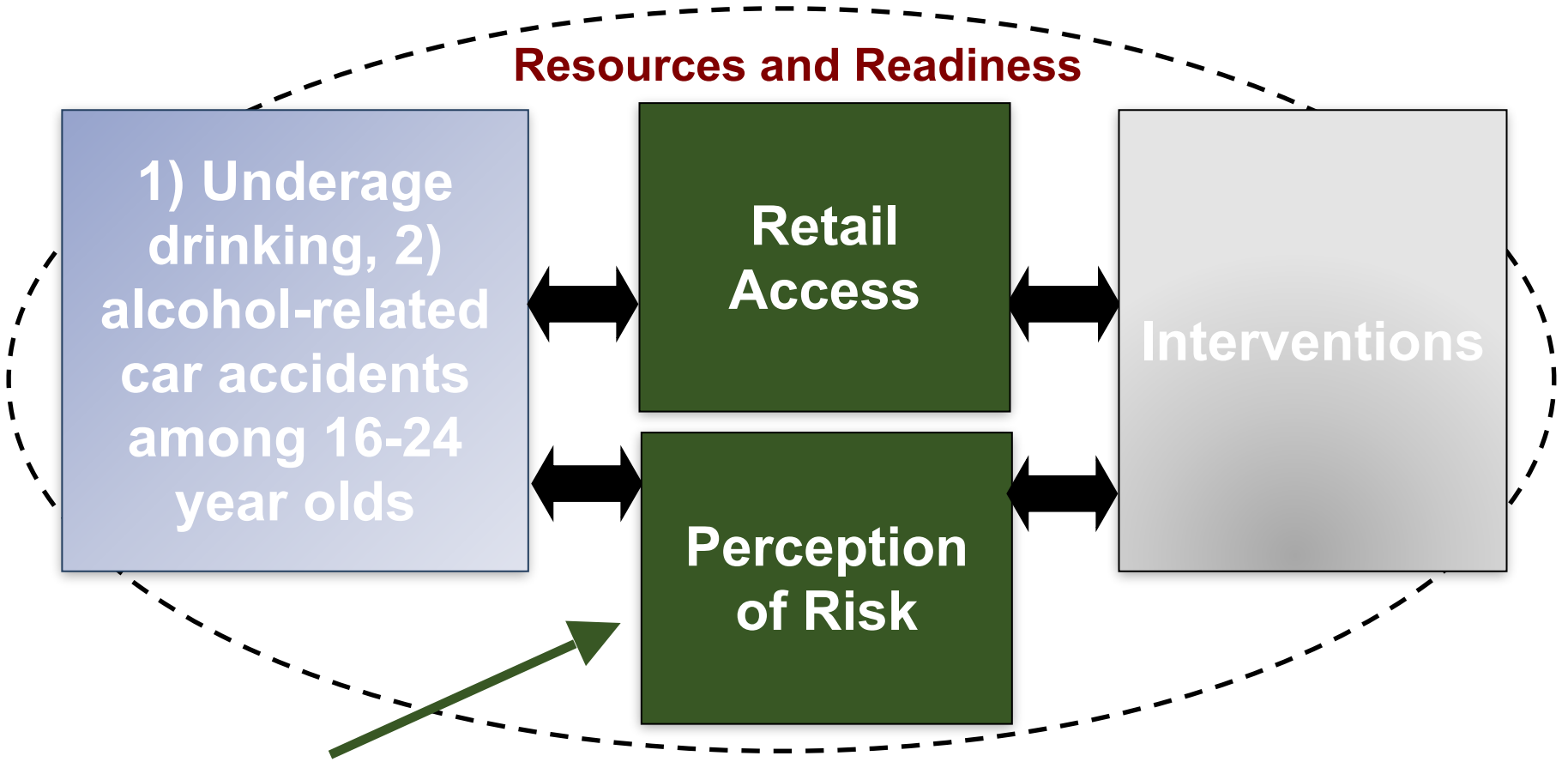
Contributions of Core Data Areas, 1 & 2



Contributions of Core Data Areas, 3



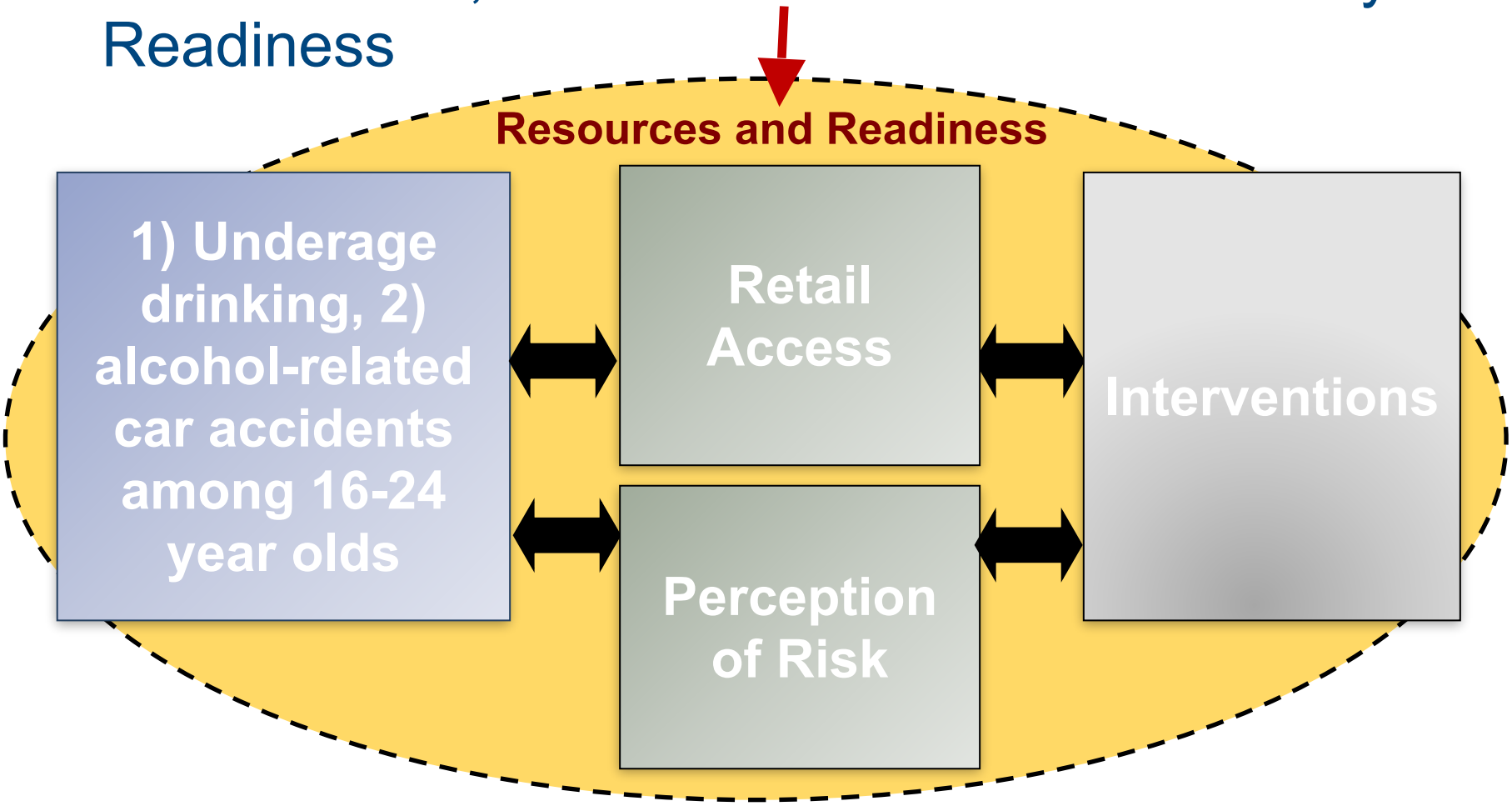
Contributions of Core Data Areas, 4



4. Intervening Variable (Risk and Protective Factor) Data

Contributions of Core Data Areas, 5 & 6

5. Resources, Infrastructure and 6. Community Readiness



So why is it important to identify data gaps?

- Transparency: Where are your decisions limited by a lack of data?
- Resources: what other resources (money, partners, etc.) do you need to fill data gaps?

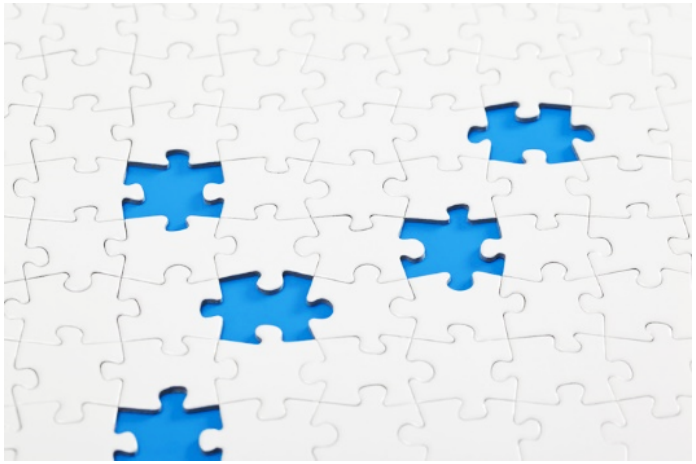
Questions?

Save the date!

Completing the Data Puzzle, Part 2: Filling Data Gaps

- Register here!
- October 21, 2020, 3:00 - 4:00 Eastern

  (2 pm CDT / 1pm MDT / 12 pm PDT / 11 am AST / 9 am HST)



Check out our Podcasts!

The Data-Dive Podcast Series

https://pttcnetwork.org/centers/global-pttc/data-informed-decisions-priority-area

Webinar Information

- In approximately one week, you will receive an email that will contain instructions on how to download and print your **certificate of attendance**.
- The webinar recording and slides will be made available on the PTTC website: **PTTCnetwork.org**.
- Please click on the **evaluation link** in the chat feature, your response helps drive the work of the PTTC Network, we appreciate your time and value your opinion.

References

[1]CSAP (2008). Assessing the Fidelity of Implementation of the Strategic Prevention Framework in SPF SIG-funded Communities. Unpublished report.

[2]Tri-Ethnic Center for Prevention Research, Colorado State University (2014). Community Readiness for Community Handbook (2nd Edition). Ft. Collins, CO.

Thank You