

Technical Information

SAMHSA

Substance Abuse and Mental Health
Services Administration

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

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Funding for this presentation was made possible by SAMHSA grant no. 1H79SP081018. The views expressed by speakers and moderators do not necessarily reflect the official policies of HHS; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

LIVE

This webinar is now live.



It is being recorded.



Please remain muted.



Welcome

Central East PTTC Webinar

Using Data in Your Grant Application

The Central East PTTC is housed at the Danya Institute in Silver Spring, MD

Oscar Morgan
Acting Executive Director

Deborah Nixon Hughes
Project Director



Central East (HHS Region 3)

PTTC

Each TTC Network includes 13 centers.



Network Coordinating Office

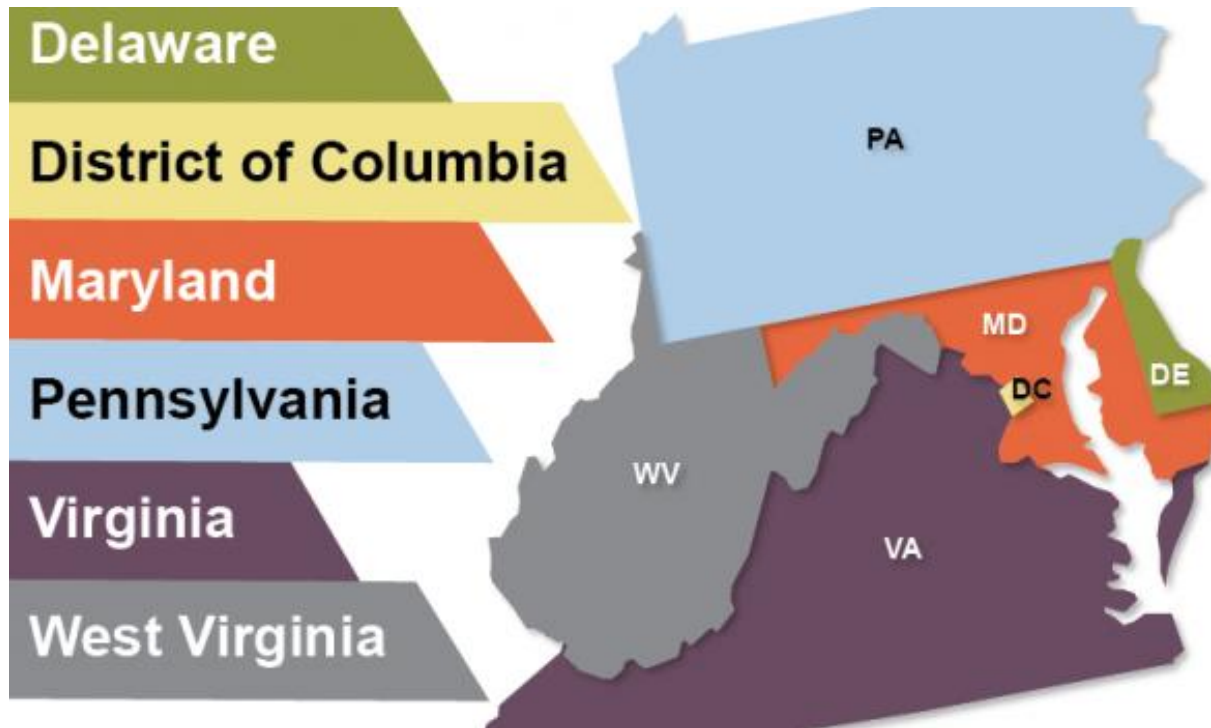
National American Indian and Alaska Native Center

National Hispanic and Latino Center

10 Regional Centers (aligned with HHS regions)

Central East Region

HHS REGION 3



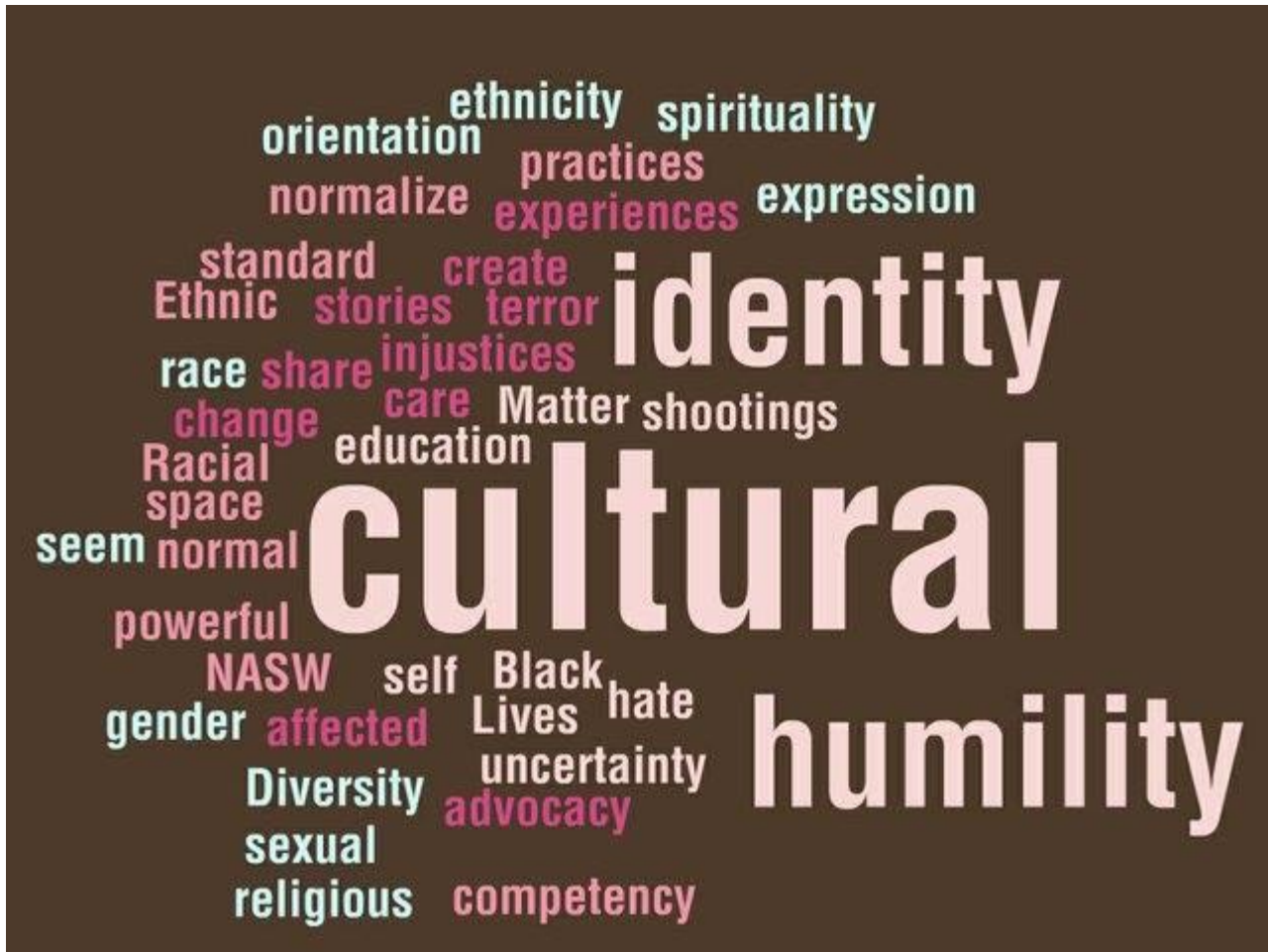
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

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



PTTC Mission

To Strengthen **the Capacity of the Workforce to Deliver Evidence-Based Prevention Strategies and Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention Partnerships and Alliances**



Central East PTTC Specialty Area

Engaging and Collaborating with Primary Care Providers for Substance Use Prevention



Eligibility

Behavioral health and health care providers, consumers, families, state and local public health systems and other stakeholders

**Consistent with
Regional, State
and Local
Needs**

No cost

Data Driven

**EBPs provided
by Subject
Matter Experts**



PTTC Focus Areas

- Opioid/harm reduction strategies
- Suicide prevention and substance use overdoses
- Youth vaping/tobacco
- Youth alcohol and suicide
- Health equity and the elimination of disparities
- Trauma
- Workforce leadership development series-strategic planning/SPF; data-informed decision-making; environmental strategies



Other Resources in Region 3



Central East (HHS Region 3)

ATTC

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



Central East (HHS Region 3)

MHTTC

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



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Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Using Data in Your Grant Application

Daniel Webb, Ph.D.

www.catalyst-insight.com

www.catalystresearch.net

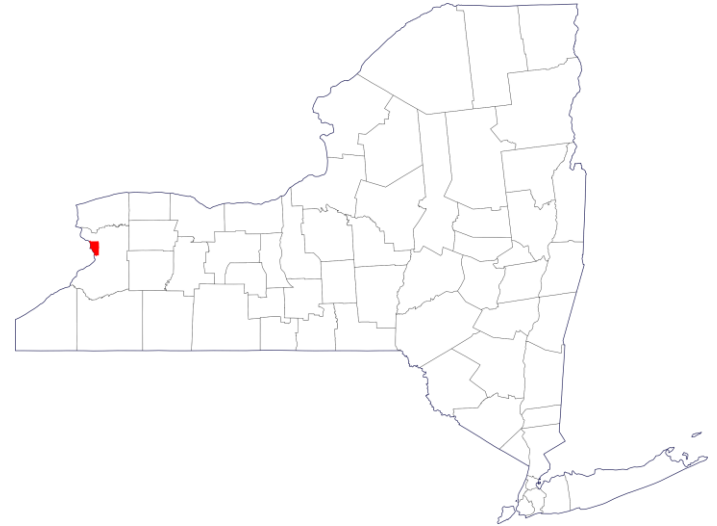
February 10, 2022



Presenter

Dan Webb, Ph.D.

- Co-owner, Catalyst Insight and Catalyst Research
- Headquartered in Buffalo, NY
- 18 years in the prevention field
- Expertise in grant writing, program evaluation, survey development, and data analysis/reporting
- Excited to be presenting today and looking forward to a great session!



Learning Objectives/Agenda

Welcome! Today we will...

1. Very briefly review the first two sessions of this series to provide context
2. Explain how data are commonly used in grant applications
3. Explore how to use state and federal data sources to support your grant applications
4. Review best practices for presenting data in your grant application



I. Review

In our first two sessions, we covered:

1. Commonly used grant terminology, how to find grant opportunities, and how to determine eligibility for grants
2. Making the grant application manageable, using your grant space wisely, and how to begin your community assessment

Assuming you are ready to move forward...

II. Data Use in Grant Applications



*“In God we trust, all others
bring data.”*

- W. Edwards Deming
Engineer & Statistician



II. Data Use in Grant Applications

How are data being used in the world of grants and public funding?

Data are now usually required to demonstrate need and evaluate efforts over time

- Quantitative data often prioritized over qualitative data (both types are important)
- Proxy measures can be used if direct data are unavailable
- Trend data increasingly valued
- Diversity in data sources/collection is a priority
- Evaluation built into most grants
- *Anecdote does not equal data*



II. Data Use in Grant Applications

Quantitative Data

- Information that can be measured and recorded in numerical format
- Address quantities of an item
- Often deal with larger sample sizes
- Surveys, incident logs, etc.

Qualitative Data

- Information that can be observed but not measured
- Address qualities of an item
- Often deal with smaller sample sizes
- Provide a depth of detail not available with quantitative
- Interviews, focus groups, etc.



II. Data Use in Grant Applications

Primary Data

- Information collected by the researcher
- Allow you to specifically address your research question
- Often difficult to collect due to resource constraints
- Surveys, focus groups, etc.

Secondary Data

- Information collected by someone else, usually as part of daily operations
- Available data may not match your research question
- Usually much cheaper to obtain than primary data
- Incident logs, tracking sheets, etc.



II. Data Use in Grant Applications

Above all else, use data in your application that align with the stated problem(s) in your community.

- Example: Drug-Free Communities Grant
 - What historical data demonstrate how your community got to its current condition?
 - What are the current drug trends in your community?
 - What are the resulting problem behaviors in your community?
 - What are the root causes and local conditions in your community that drive substance use?



II. Data Use in Grant Applications

Example: Drug-Free Communities Grant

- What historical data demonstrate how your community got to its current condition?
 - Changes in socioeconomic conditions - poverty rates, educational attainment, population shifts, structural economic changes, etc.
- What are the current drug trends in your community?
 - Survey and focus group results; focus groups and key informant interviews; local law enforcement data; etc.
- What are the resulting problem behaviors in your community?
 - Focus groups and key informant interviews results; state or county data on substance-related incidents; local law enforcement data; etc.
- What are the root causes and local conditions in your community that drive substance use?
 - Specific mechanisms through which people access and/or use substances in your community; compliance checks; environmental scans; survey, focus group, interview data; law enforcement data; etc.



III. Data Sources for Grant Applications

There are several key sites you can use for almost any community project. These include:

- United States Census
<https://data.census.gov/cedsci/>
- FBI Uniform Crime Reports
<https://www.fbi.gov/services/cjis/ucr>
- County Health Rankings
<http://www.countyhealthrankings.org/>
- CDC WONDER
<https://wonder.cdc.gov/>



III. Data Sources for Grant Applications

Local Data Sources Inside Your Organization:

You can collect data yourself to help understand and substantiate community conditions

- Youth surveys (e.g., CLYDE, PNA, Pride)
- Youth and adult community surveys
- Youth and adult focus groups
- Youth and adult key informant interviews
- Environmental scans
- *In all cases, ensure that your instruments and data collection practices are inclusive and diverse*



III. Data Sources for Grant Applications

Local Data Sources Outside of Your Organization:

Use all of your social networks to see what is available through local organizations. Tips:

- Ask organizations for data *as soon as possible*
- Highlight the benefits of providing the requested data
- Be mindful of the existing workload of your contact(s)
- Offer to lend on-site support
- Offer to present the results of your analysis to the partner organization
- *Consider maintaining a list of organizations and the data they have on file*



IV. Presenting Data in Grant Applications

When presenting data in your application, be mindful of the grant reviewer. Best practices include:

- Follow the font and formatting guidelines in the grant notification
- Assume the grant reviewer knows nothing about your community
- Present data in a logical, concise format
- Briefly explain the data and how they tie to the issues at hand
- Use data that directly align with the grant section you are writing
- Use data that directly align with the overall purpose of the grant program



IV. Presenting Data in Grant Applications

Additionally, present data in a way that may be easily understood.

Example: Past 30-Day Substance Use

THIS

Past 30-Day alcohol use was 11.1% in Grade 8; 20.2% in Grade 10; and 34.5% in Grade 12. Marijuana use was 3.4% in Grade 8; 9.3% in Grade 10; and 16.7% in Grade 12

OR

THIS

Past 30-Day Substance Use	
Alcohol	Marijuana
Grade 8 – 11.1%	Grade 8 – 3.4%
Grade 10 – 20.2%	Grade 10 – 9.3%
Grade 12 – 34.5%	Grade 12 – 16.7%



IV. Presenting Data in Grant Applications

Other best practices include:

- Use tables when you can
- Do not include visuals (e.g., charts) unless allowed in the formatting requirement section of the grant
- Provide sources/citations for your data
- Use the most recent data you have available
 - Do not use data older than 3-5 years old unless absolutely necessary
- Use multiple data sources to triangulate issues
 - Survey data alone may be good, but they become more powerful with other data that support your “case”
 - Try to obtain 2-3 data points for each issue you describe in your application.



Contact Us



Central East (HHS Region 3)

PTTC

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

a program managed by



Central East PTTC website:

www.pttcnetwork.org/centraleast

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