

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.

For training use only.

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.



Central East (HHS Region 3)

PTTC

LIVE

This webinar is now live.



It is being recorded.



Please remain muted.

Welcome

Central East PTTC Webinar

Identifying and Addressing Substance Use Trends in the United States and the Central East Region

Part 3: How to Determine Priorities and Develop a Public Health Response to Emerging Trends

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

Oscar Morgan
Executive Director

Deborah Nixon Hughes
Project Director

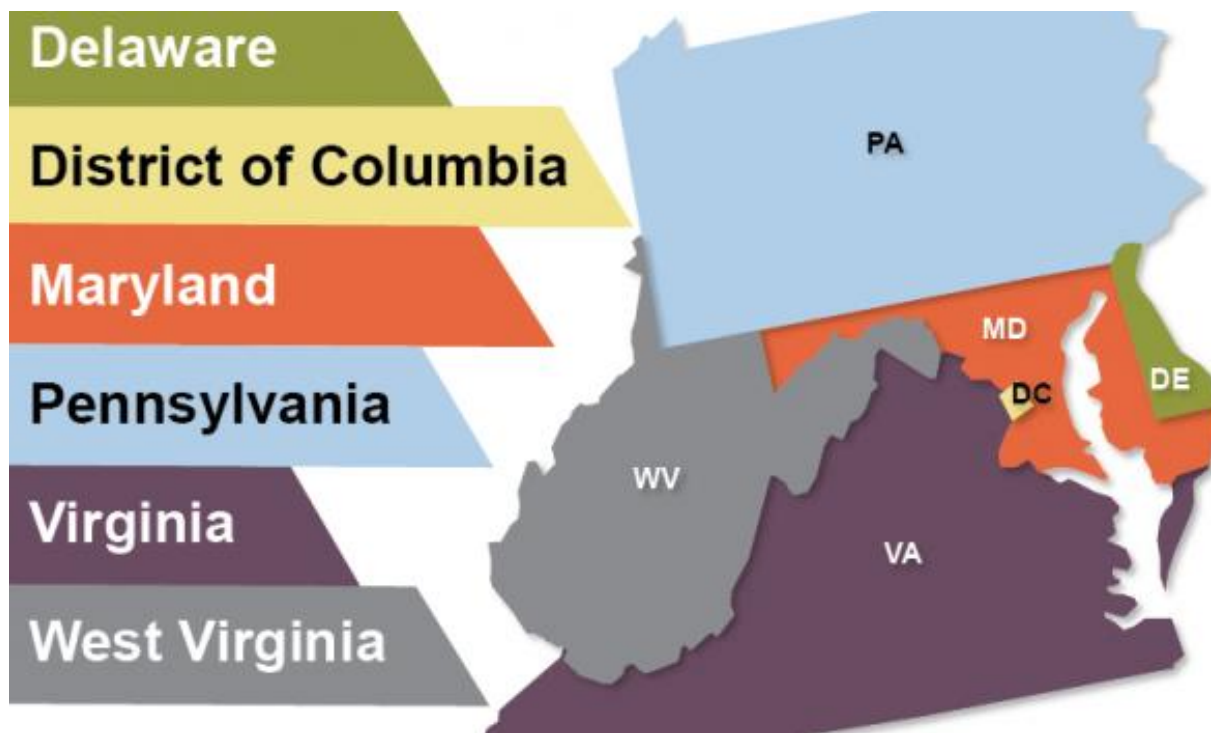


Central East (HHS Region 3)

PTTC

Central East Region

SAMHSA 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.



Central East (HHS Region 3)

PTTC

ethnicity spirituality
orientation practices
normalize experiences expression
standard create
Ethnic stories terror identity
race share injustices
change care Matter shootings
Racial education
space
seem normal
powerful
NASW self Black
gender affected Lives hate
Diversity uncertainty
sexual advocacy
religious competency
cultural
humility



Central East (HHS Region 3)

PTTC

PTTC Mission



To Strengthen the Capacity of the Workforce

1

To Deliver Evidence-Based Prevention Strategies

2

Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention Partnerships and Alliances

3



Central East (HHS Region 3)

PTTC

Services Available



Online Courses



Technical Assistance



Skill Based Training



Webinar



Toolkits



Facilitate Prevention Partnership & Alliances



Research Learning Collaborative



Newsletter



Technology Driven Models



Literature Searches



Virtual Meeting



Research Publication



Central East (HHS Region 3)

PTTC

Other Resources in SAMHSA 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



Central East (HHS Region 3)

PTTC



Central East (HHS Region 3)

PTTC

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

Identifying and Addressing Substance Use Trends in the United States and the Central East Region

Part 3: How to Determine Priorities and Develop a Public Health Response to Emerging Trends

Emily Patton

Senior Research Associate,
Carnevale Associates

Olivia Stuart

Research Assistant,
Carnevale Associates

March 26, 2024

SAMHSA
Substance Abuse and Mental Health
Services Administration

 **THE DANYA INSTITUTE**

Presenters



Emily Patton



Olivia Stuart



Central East (HHS Region 3)

PTTC



SCAN ME

Mentimeter Activity

What is your favorite color?

Blue Pink Red Yellow Green Purple Other
(write in chat)



How to participate:

- Scan the QR code from a mobile device OR
- Click on the link in the chat OR
- Go to menti.com and enter the code at the top of this slide.

Learning Objectives

1. Describe how to conduct a needs assessment and overcome assessment challenges
2. Summarize techniques for prioritizing emerging trends
3. Explain the steps to addressing identified emerging trends through the SPF
4. Recognize how to use a public health approach to address emerging trends



Central East (HHS Region 3)

PTTC

Needs Assessments



DATA



KNOWLEDGE



ACTION



Central East (HHS Region 3)

PTTC

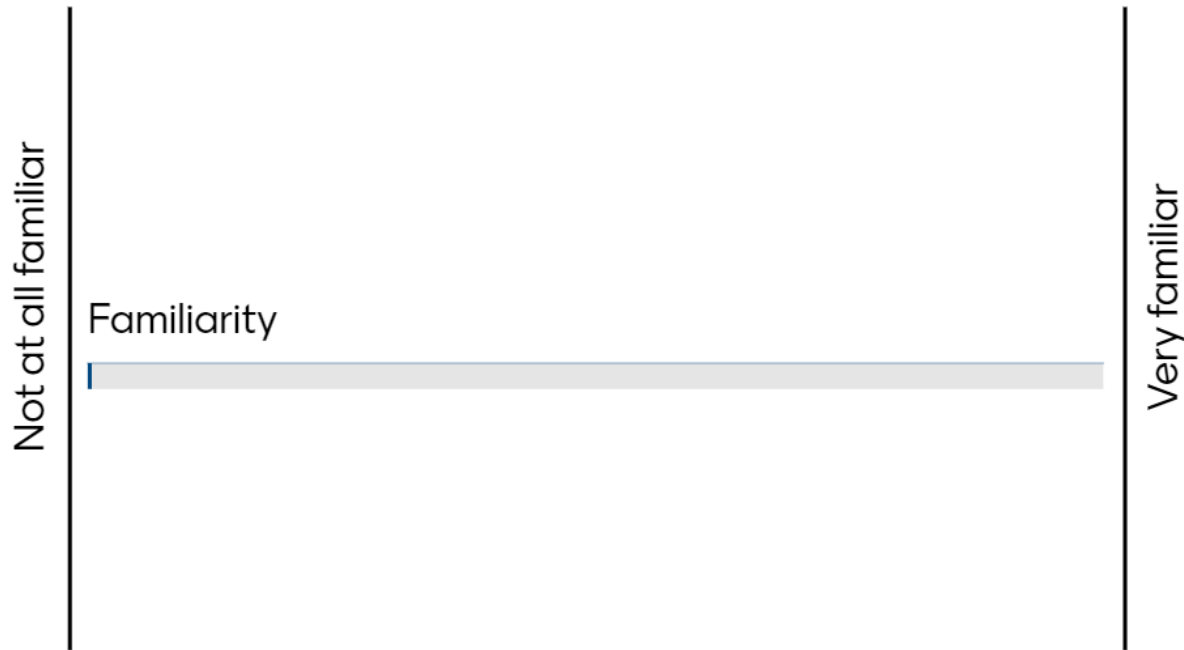
Mentimeter Activity

Join at menti.com | use code 7387 8819



SCAN ME

How familiar are you with conducting and/or participating in a needs assessment?



How to participate:

- Scan the QR code from a mobile device OR
- Click on the link in the chat OR
- Go to menti.com and enter the code at the top of this slide.

The Importance of a Needs Assessment

- Using data underpins the concept of delivering evidence-based prevention
- A needs assessment is how we obtain comprehensive data about our communities
 - The substance misuse issues in your community and who is being affected
 - The availability of resources in the community to address these issues and its readiness to engage
- Prioritizing our data guides strategic planning efforts as we address emerging substance use trends

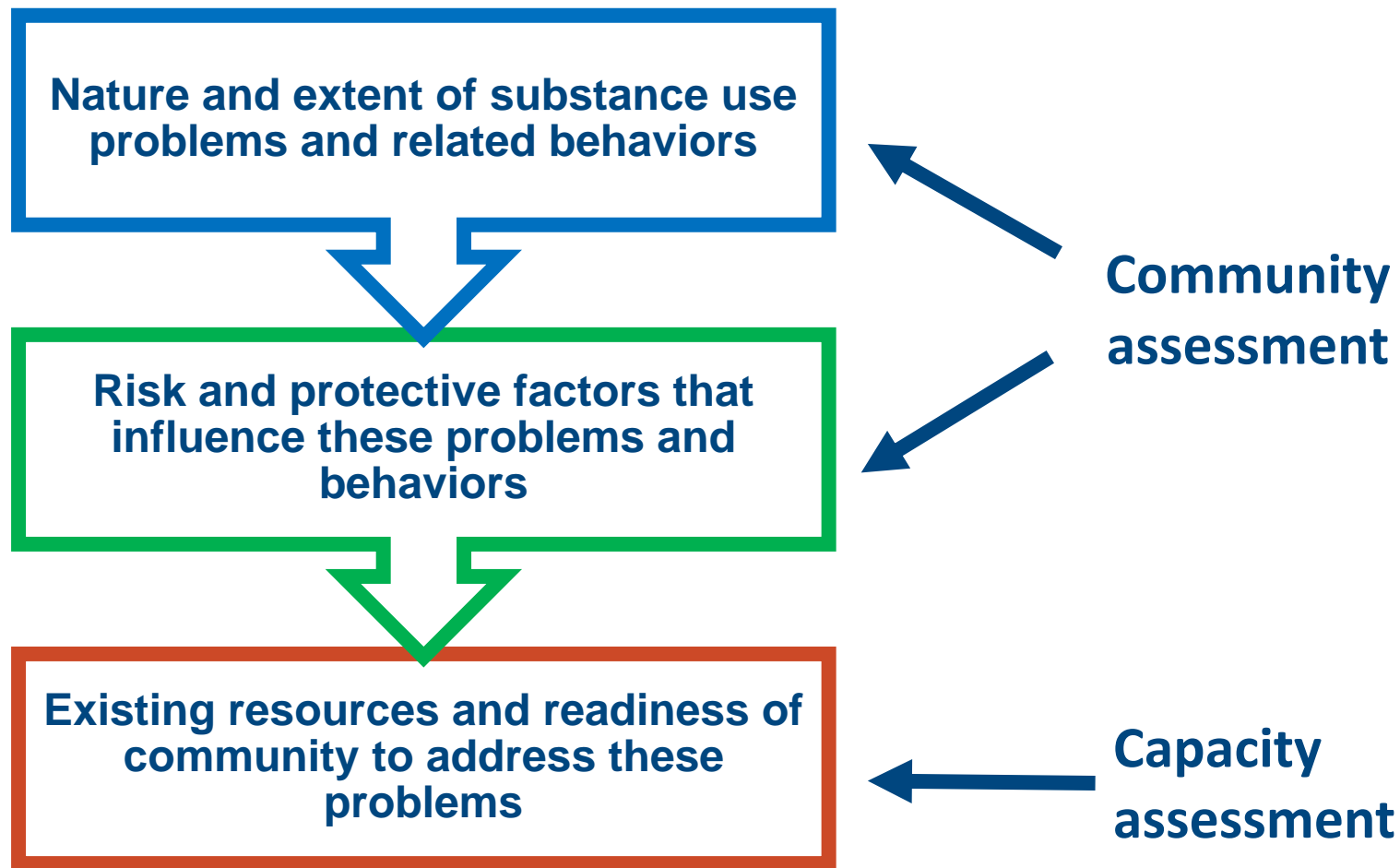


Types of Assessments

- **Community assessment:** Helps determine the current status of what is occurring in the community, detects any gaps so that you can focus on priority areas
- **Agency self-assessment:** Evaluates an agency/organization's performance against recognized standards in the field
- **Capacity assessment:** Assesses the agency's ability and infrastructure to generate and use evidence to better inform decisions and improve policies and services



Example of a Needs Assessment Process



Central East (HHS Region 3)

PTTC

How to Conduct a Needs Assessment

- **Step One:** Understand research on needs assessment topics
- **Step Two:**
 - Review existing, available data
 - Public data sets, previous assessments
 - Identify and seek access to other existing data
 - Other agencies and stakeholders
 - Collect and analyze new primary data
 - Interviews, focus groups, surveys
- **Step Three:** Prioritize data



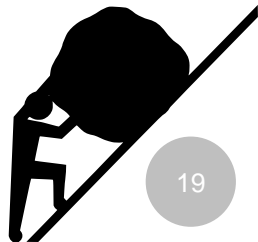
Common Challenges with Data

- Lack of resources to conduct own data collection
- Existing data not correctly collected
- Gatekeepers not willing/allowed to share data
- Data is available, but difficult to access
- Data not in readily usable forms
- Available data not directly relevant to current needs
- Outdated data or accompanied by misleading or incorrect analysis
- Lack of data other than prevalence data
- Lack of expertise at reviewing academic research



Central East (HHS Region 3)

PTTC



Strategies to Overcome Challenges

- Identify data sources available to you and if there are overlapping sources if any turn out to be unavailable
- Have a clear data request
- Request data as part of a broader collaboration effort
- Understand relevant regulations and statutes
- Value qualitative data
- Contact local experts and researchers
- Consider more feasible data collection efforts
- Re-focus primary data collection efforts



Mentimeter Activity

Join at menti.com | use code 7387 8819



SCAN ME

Pick the correct order for the steps of a needs assessment:

- 1st | Prioritize needs assessment findings
- 2nd | Collect primary and secondary data
- 3rd | Analyze collected data to identify needs
- 4th | Identify existing secondary data sources
- 5th | Develop/finalize primary data collection tool

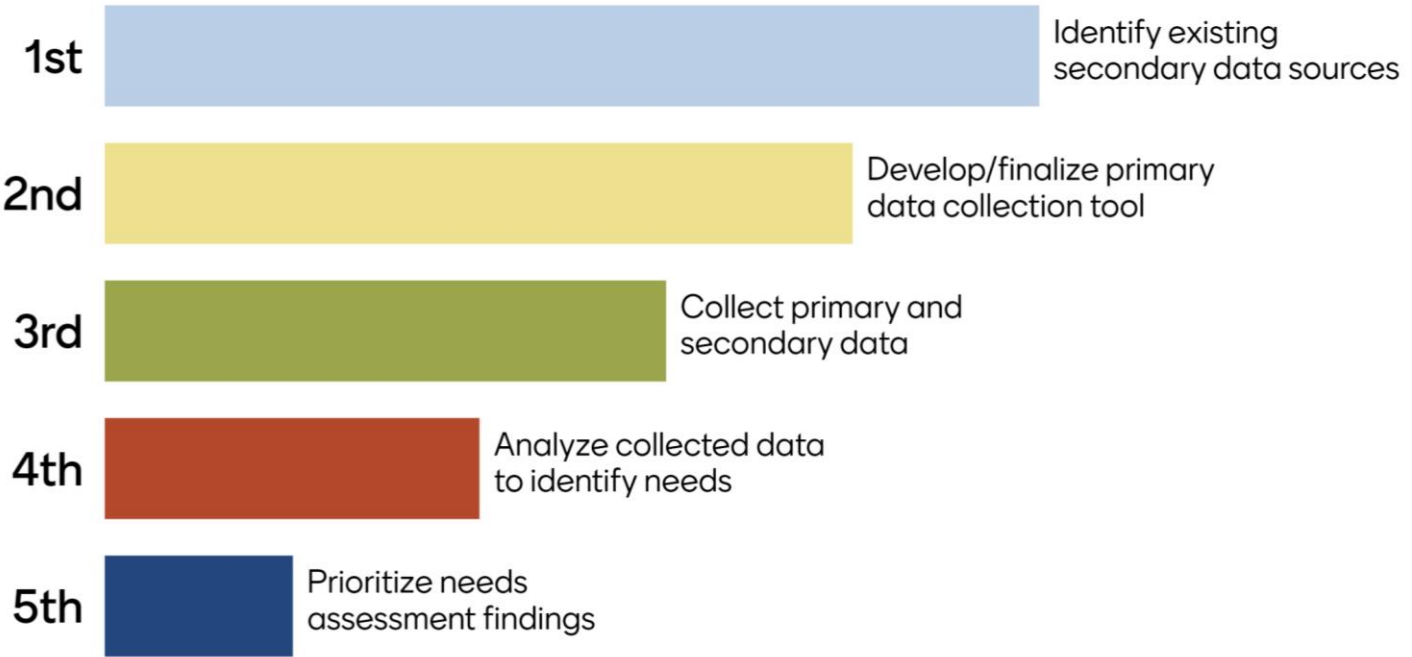
Results are hidden

How to participate:

- Scan the QR code from a mobile device OR
- Click on the link in the chat OR
- Go to menti.com and enter the code at the top of this slide.

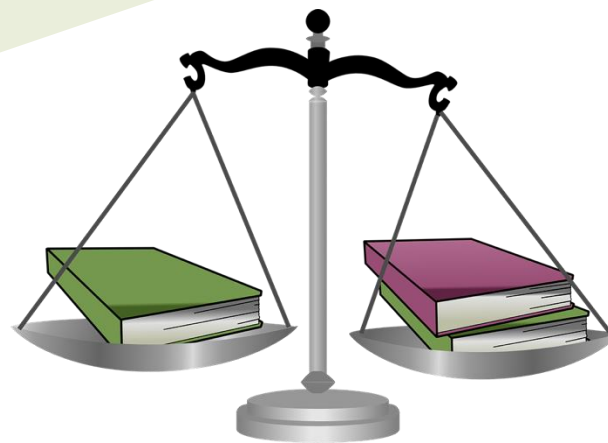
Mentimeter Activity

Pick the correct order for the steps of a needs assessment



Balancing “Need” vs “Want”

- Ideally, we want our needs assessment to be extremely robust. However, data-related challenges can hamper this goal
 - Important not to delay planning processes too much
- Understand what data is necessary to tell our story vs. what data is only tangentially relevant
 - Such as data only directly relevant to programs beyond our capacity to implement



Central East (HHS Region 3)

PTTC

Don't Forget to Assess Health Quality Metrics

- Addressing issues of equity means improving quality of care for more people
- Administrative: Accreditation, certification, audit, public reporting, funding, etc.
- Evidence of program or intervention effectiveness



Using Your Data Effectively

- Once you understand your data and have identified and corrected any issues, you can now begin to use your data
- There is no universal, best strategy for allocating prevention resources to address the trends in your area
- Each community needs to decide for themselves what course of action is most appropriate
- This requires the use of data prioritization techniques

Data Prioritization



Central East (HHS Region 3)

PTTC

Mentimeter Activity

Join at menti.com | use code 7387 8819



SCAN ME

What has your agency prioritized in the past when it comes to addressing substance use?



- Focused on the issues with the most severe harms
- Focused on the issues with the most widespread harms
- Focused on the issues where the greatest impact could be achieved
- Focused on the issues impacting the most disadvantaged populations
- Focused on all issues equally

How to participate:

- Scan the QR code from a mobile device OR
- Click on the link in the chat OR
- Go to menti.com and enter the code at the top of this slide.



Importance of Data Prioritization

- Once you have your data, need to figure out what it means.
 - What are the “biggest” problems facing the community--and how these defined (e.g., impacts largest number of people, consequences most severe)?
 - How do those problems compare to similar communities or to our state?
- Need a process for determining these answers
- This requires the use of data prioritization techniques



Central East (HHS Region 3)

PTTC

Data Prioritization Techniques (NACCHO)

1. Multi-Voting Techniques
2. Strategy Grids
3. Nominal Group Techniques (NGT)
4. The Hanlon Method
5. Prioritization Matrix



Multi-Voting Technique

- Helps to narrow scope
- Allows a problem which may not be a top priority of any individual but is favored by all to rise to the top



Grant Fund Ideas	Round 1 Vote	Round 2 Vote	Round 3 Vote
Printing Materials and Other Resources	XX	XX	
Community Trainings	X		
Furniture for Support Center	X		
School-based Outreach			
Purchasing Naloxone	XX	XXX	XXX
Identify and Use Evidence-based Best Practices Programming	XX	XXX	XXXXX



Central East (HHS Region 3)

PTTC

Nominal Group Technique

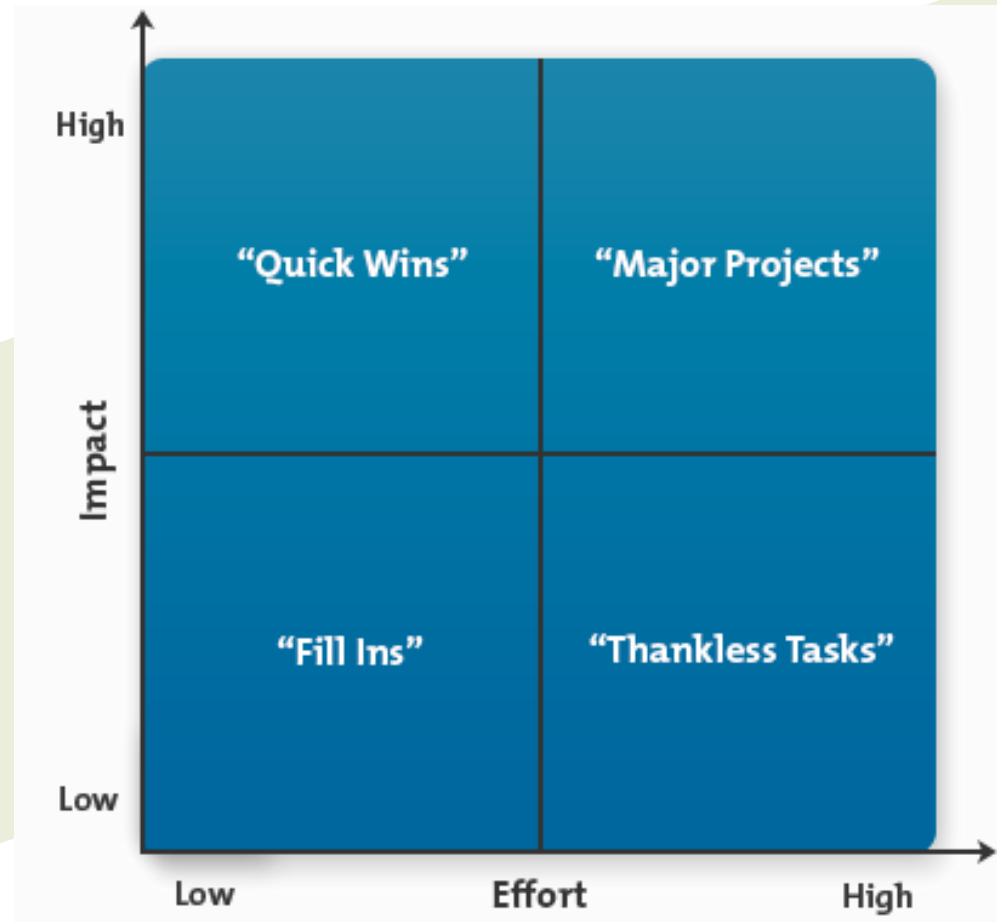
- Useful in early stages of prioritization
- Generate lots of ideas quickly
- Democratic process with input from all levels of the agency
- Can be used with the Multi-Voting Technique

Project Focus for FY2020	1st Choice Score =3	2nd Choice Score =2	3rd Choice Score =1	Total Score
Improve interagency communication and collaboration	3	3	2	17
Engage stakeholders and community groups	1	2	1	8
Review internal practices to see how we can streamline the project and refocus spending	1	2	4	11
Research and implement evidence-based best practices programming	3	1	2	13
Hire additional staff to better meet the needs of clients and increase capacity	2	1	2	10
Develop new materials that can reach wider audience	2	3	1	13



Strategy Grids

- Shifts an agency's focus to addressing issues that can yield the greatest results
- Achieve maximum results with limited resources
- Focuses the plan of action



The Hanlon Method

- Creates an objective list of priorities based on baseline data and numerical values
- Uses a rating scale (1-10) based on the
 1. Size of the problem
 2. Magnitude of the problem
 3. Effectiveness of potential interventions



P.E.A.R.L Test

- Calculates using priority scores to determine the top priority(ies)



Central East (HHS Region 3)

PTTC

Hanlon Method Example

- A large county wants to implement a community prevention program
- They conducted a needs assessment of the community
- They found 6 target areas and rated them using established criterion
- The county applied the PEARL test to each target area, 5 passed
- They calculated the priority scores of the remaining 5
- They ranked their top 3 target areas based on scores

Target Area	Size (A)	Seriousness (B)	Effectiveness of Intervention (C)	Priority Score (D) (A+2B)C	Rank
Young Adult (18-24) Fentanyl Use	6	9	8	192	1
Youth Vaping	9	4	7	119	3
Young Adult (>35) Alcohol Misuse	9	6	8	168	2



Prioritization Matrix

- A commonly used tool, the prioritization matrix is useful if there are many criteria or if only a single problem can be addressed
- Creates visual documentation of its process
- Rates each issue on how well it meets certain criteria. For example:
 - 3 = criterion well met
 - 2 = criterion partially met
 - 1 = criterion not met
- Criteria is weighted by importance. For example:
 - Criteria A = 0.75
 - Criteria B = 0.5
 - Criteria C = 0.25



Central East (HHS Region 3)

PTTC

Prioritization Matrix Example

A school board wants to see what prevention programming they should implement across their middle and high schools. They want to target youths in grades 7th-10th. Using data from their annual survey they focused on 3 prevention areas.

Criteria

- 4 = High priority
- 3 = Moderate priority
- 2 = Low priority
- 1 = Not priority

Weight of the criteria

- Criteria A = .25
- Criteria B = .5
- Criteria C = .5

Proposed focus for a school-based prevention program	Evaluative Criteria			Total Score	Rank
	Designed for youths aged 12-15 (.25)	Teachers can be trained and can deliver the program (.5)	Effectiveness of the Program (.5)		
Alcohol	2 x (.25)	4 x (.5)	4 x (.5)	4.5	1
Smoking & Vaping	3 x (.25)	2 x (.5)	4 x (.5)	3.75	3
All Substances	3 x (.25)	3 x (.5)	4 x (.5)	4.25	2



Central East (HHS Region 3)

PTTC

Bring Everything Together...



... Through Strategic Planning!



Central East (HHS Region 3)

PTTC

Strategic Planning

- Processes for identifying and implementing evidence-based prevention
 - Using data to establish goals
 - Using existing evidence to implement processes for achieving goals
 - Using new evidence to make adjustments
- Having evidence-based programs gives the greatest chance of success
- Use strategic planning to figure out how to address emerging trends



Mentimeter Activity

Join at menti.com | use code 7387 8819



SCAN ME

When was the last time your agency underwent a strategic planning process?

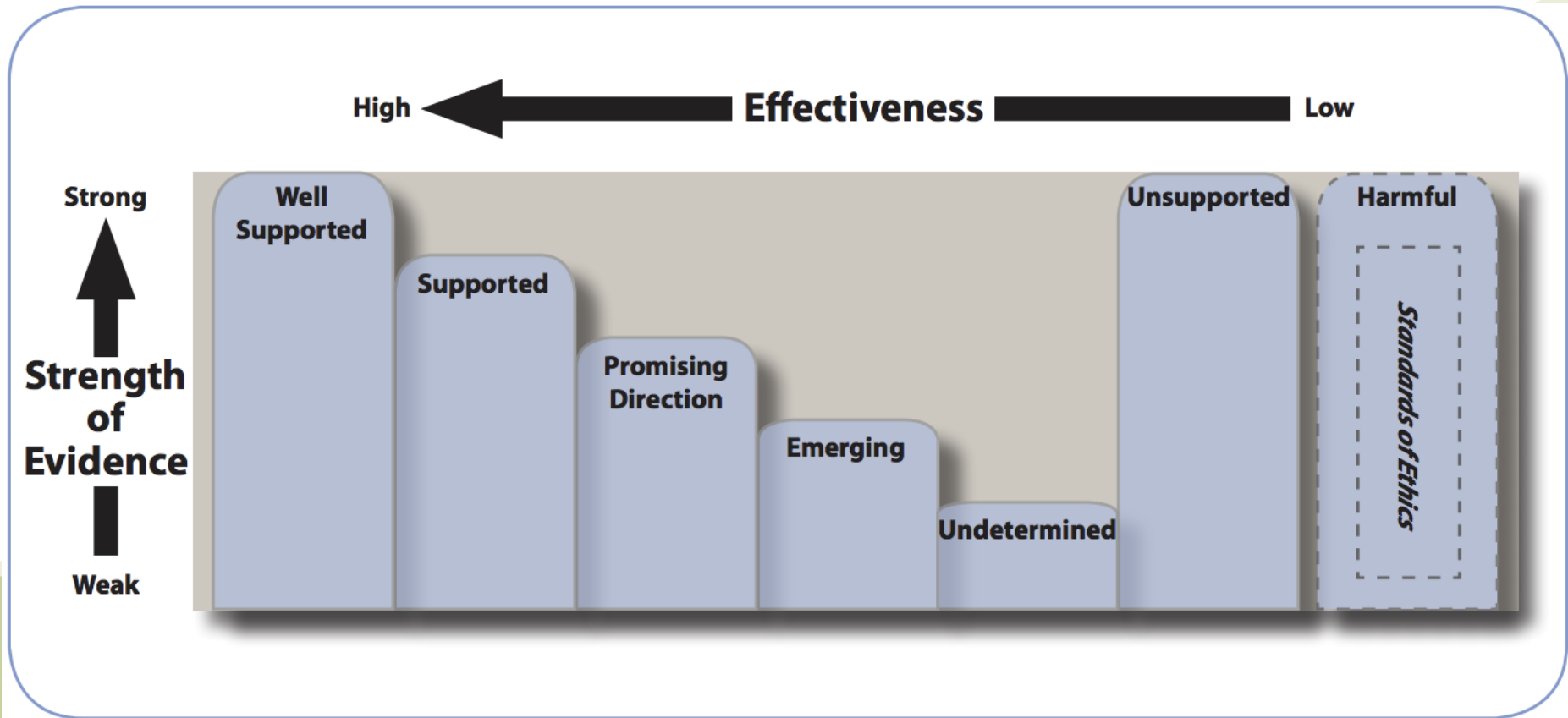
Currently going through the process	1-3 years ago	4-7 years ago	8+ years ago	Have never done strategic planning	Don't know
-------------------------------------	---------------	---------------	--------------	------------------------------------	------------

How to participate:

- Scan the QR code from a mobile device OR
- Click on the link in the chat OR
- Go to menti.com and enter the code at the top of this slide.



Strategic Planning Lets Us Better Follow the Continuum of Evidence!



Central East (HHS Region 3)

PTTC

SAMHSA's Strategic Prevention Framework

- Step 1: Needs Assessment
 - Step 2: Build Capacity
 - Step 3: Planning
 - Step 4: Implementation
 - Step 5: Evaluation
- Be mindful throughout of:
- Sustainability
 - Cultural Competence
 - Ethical Behavior



Central East (HHS Region 3)

PTTC

3/26/2024

Step 1: Incorporating Emerging Trends into Assessment

- Identifying emerging trends early through epidemiological surveillance
 - Can provide info on where, when, how often, and to whom problems are happening
- Assessing risk and protective factors
- Determining community capacity
 - Resources
 - Readiness
- Sharing findings with stakeholders and the community



Central East (HHS Region 3)

PTTC



Step 2: Incorporating Emerging Trends into Capacity

- Forging new partnerships to collaborate on ways to address emerging trends, such as:
 - Local government officials,
 - Faith communities,
 - Law enforcement,
 - Health care providers,
 - Community coalitions, etc.
- Raising community awareness about emerging trends
- Mobilizing community resources to respond to the issue



Central East (HHS Region 3)

PTTC



Step 3: Incorporating Emerging Trends into Planning

- Using assessment data to prioritize risk and protective factors associated with emerging trends
 - How much does this factor contribute to the problem?
 - Do we have the capacity to influence this factor?
- Identifying interventions that address (or can be adapted to address) emerging trends
 - Evidence-based
 - Conceptual fit
 - Practical fit



Central East (HHS Region 3)

PTTC



Step 4: Incorporating Emerging Trends into Implementation

- Deliver programs and practices that are responsive to emerging trends or their risk factors
- Ensure that strategies are meeting the needs of the community
- Continuously review and improve implementation to ensure programs and practices are:
 - Effectively addressing the issue
 - Not causing harm or creating new trends



Central East (HHS Region 3)

PTTC



Deliver programs and practices

Balance fidelity with planned adaptations

Retain core components

Establish implementation supports and monitor

Step 5: Incorporating Emerging Trends into Evaluation

- Identify which elements are working well (and not working well) to address emerging trends
- Track progression of the trends
- Obtain comparison data to determine impact of EBPs
- Advance public health and prevention science by sharing outcome data



Using a Public Health Approach to Address Emerging Trends



Central East (HHS Region 3)

PTTC

Public Health Approach

- Surgeon General's Report (2016):
 1. Understand that substance misuse and substance use disorders harm the health and well-being of individuals and communities.
 2. Coordinate and implement health reform and parity laws
 3. Fully integrate the continuum of services for substance use disorders with the rest of health care
 4. Implement highly effective community-based prevention programs and policies that already exist
 5. Use future research to guide the new public health approach (PHA) to substance misuse and substance use disorders

The PHA to Prevention

- Substance use can lead to, or co-occur with, other negative public health outcomes that public health seeks to address
- Keeping prevention siloed creates unnecessary barriers and inequities
- The public health approach (PHA) to prevention works to increase:
 - Collaboration between different partners, across fields, and interests
 - Implementation of evidence-based strategies to address all aspects of a person's health and wellness
 - Partnerships to implement large-scale interventions



Central East (HHS Region 3)

PTTC



Four Steps of a PHA

1

Define and monitor the problem

2

Identify risk and protective factors

3

Develop and test prevention strategies

4

Assure widespread adoption



Central East (HHS Region 3)

PTTC

Mentimeter Activity

Join at menti.com | use code 7387 8819



SCAN ME

What step of a PHA does your agency focus the most on as part of your prevention work?

Define and monitor the problem

Identify risk and protective factors

Develop and test prevention strategies

Assure widespread adoption

How to participate:

- Scan the QR code from a mobile device OR
- Click on the link in the chat OR
- Go to menti.com and enter the code at the top of this slide.

Best Practices for using a PHA to Address Emerging Trends

Implementing true epidemiological surveillance

Connecting priority issues to their underlying cause

Connecting program planning to underlying causes

Supporting pilot programs and expanding the evidence base

Sharing best practices and lessons learned with others



Central East (HHS Region 3)

PTTC

Conclusion

- It is vital to conduct a needs assessments to get a clear picture of the emerging trends in a community
- After prioritizing any emerging trends, it is important to begin addressing them quickly
- Following the SPF, or another strategic planning process, allows us to develop and implement evidence-based prevention approaches appropriate to the needs of the community
- Ensuring a public health approach to prevention can improve outcomes and has many other benefits



Central East (HHS Region 3)

PTTC

Q & A

Emily Patton and Olivia Stuart
epatton@danyainstitute.org
ostuart@danyainstitute.org

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

Danya Institute website:
www.danyainstitute.org

Deborah Nixon-Hughes, Director:
dhughes@danyainstitute.org

Danya Institute email and phone:
info@danyainstitute.org
(240) 645-1145

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.



Central East (HHS Region 3)

PTTC