OMNI

DEDICATED TO YOUR SUCCESS

2018 Block Grant Evaluation Summit

Agenda

- **Welcome & Introductions**
  - Icebreaker Activity
- **Understanding & Sharing Data**
  - What Data Do You Have?
  - What Does Your Data Mean?
  - Sharing Data with Different Audiences
- **2017-18 Review**
- **PBPS Data Reminders**
- **2018-19 Plans & Updates**
- **Wrap-Up**

OMNI Evaluation Team

- **TA Team:**
  - Julia Simhai
  - Cindy Vigil
  - Cheryl Winston
  - Ivonne Parra
- **Evaluation Team Lead:**
  - Eden Griffin

Icebreaker Activity

Stand up if your CSB…

Works on Social Norms Campaigns

Does Naloxone Trainings

Distributes Medication Lock Boxes

Has Youth Survey Data

Implements Lock and Talk

Understanding & Sharing Data

Training objectives

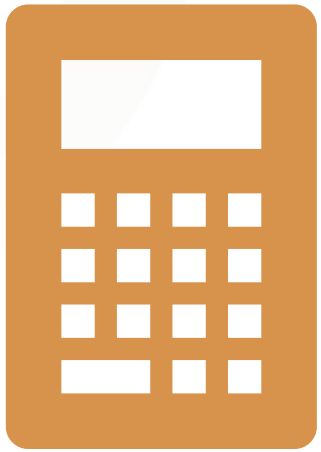
By the end of the training, participants will have the knowledge to:

- **Understand what your data is telling you**
- **Target your data for specific audiences**
- **Share your data in an impactful way**

What Data Do You Have?

Process Data:

- Strategies & programs implemented
- Numbers served
- Locations reached



What Data Do You Have?

Outcome Data:

- Pre/post surveys
- Curriculum evaluations
- Feedback or satisfaction surveys

Other Data Sources:

- Local & regional data
- YRBS/VYS/PRIDE data

What Does Your Data Mean?

Percentage of youth who currently use cigarettes

2013	2017
20%	15%

What Does Your Data Mean?

Percentage of youth who currently use cigarettes

20%	15%
2013	2017

Percentage point change:

- **Difference between the two numbers**
- **Subtract 20–15 = 5 percentage point change**

What Does Your Data Mean?

Percentage of youth who currently use cigarettes

20%	15%
2013	2017

Percent change:

- **Change as a proportion of original number**
- **Divide 5/20 = 25 percent change**

What Does Your Data Mean?

Percentage of youth who currently use cigarettes

20%	15%
2013	2017

Youth cigarette use decreased by:

5 percentage points

25%

What Does Your Data Mean?

Percentage of youth who have ever had a drink of alcohol

40%	60%
2013	2017

Youth alcohol use increased by:

~~5 percentage points~~

~~40 percentage points~~

20 percentage points

What Does Your Data Mean?

Percentage of youth who have ever had a drink of alcohol

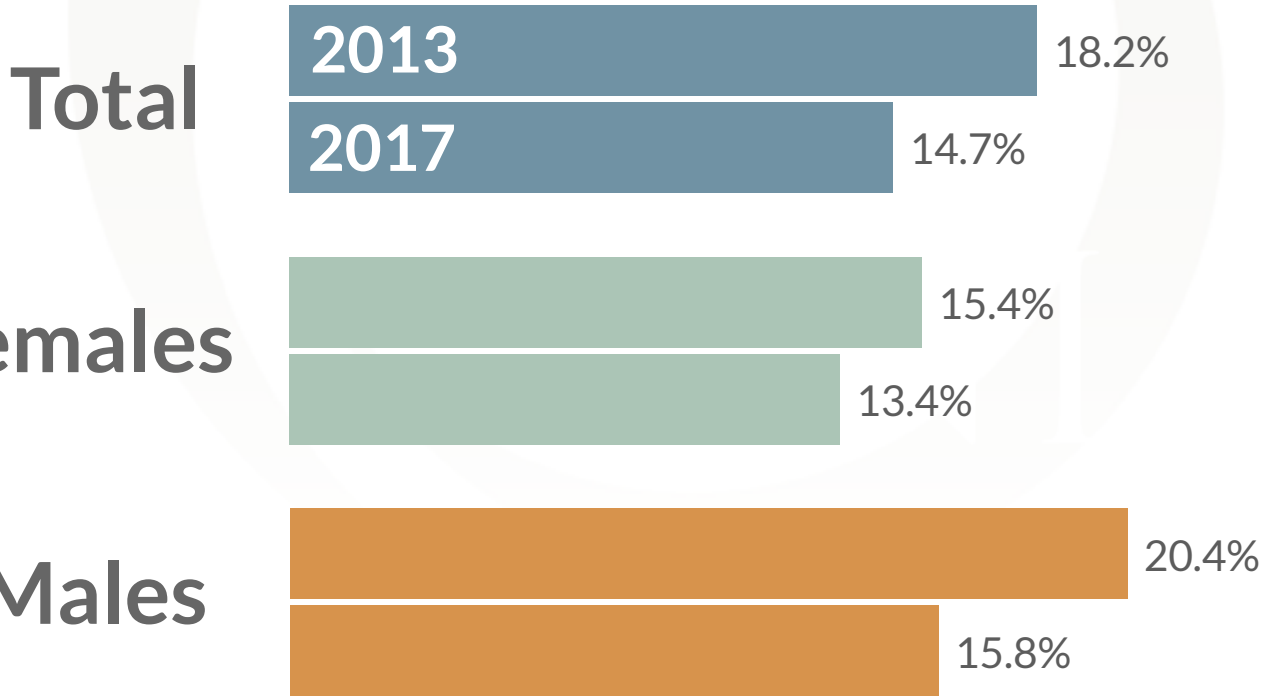
40%	60%
2013	2017

Youth alcohol use increased by:

~~10%~~ 50% ~~20%~~

What Does Your Data Mean?

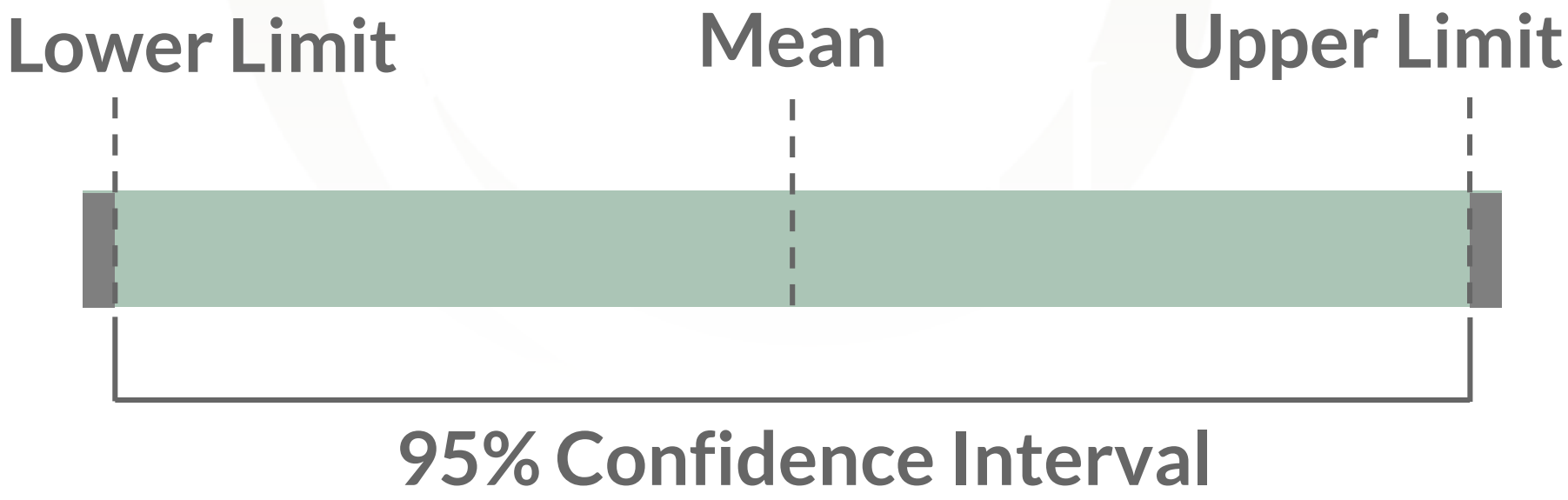
Percentage of youth who had alcohol for the first time before age 13



What Does Your Data Mean?

Confidence Interval

A range in which we think, with a certain confidence (e.g., 90%, 95%, 99%) the true value falls.



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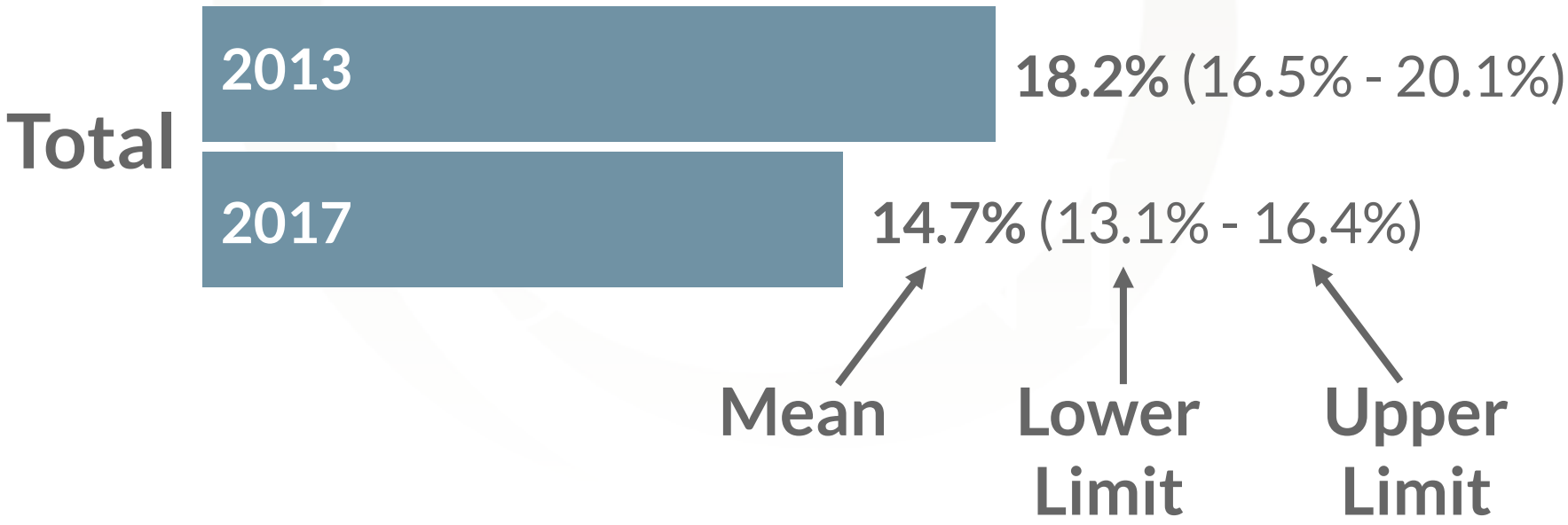

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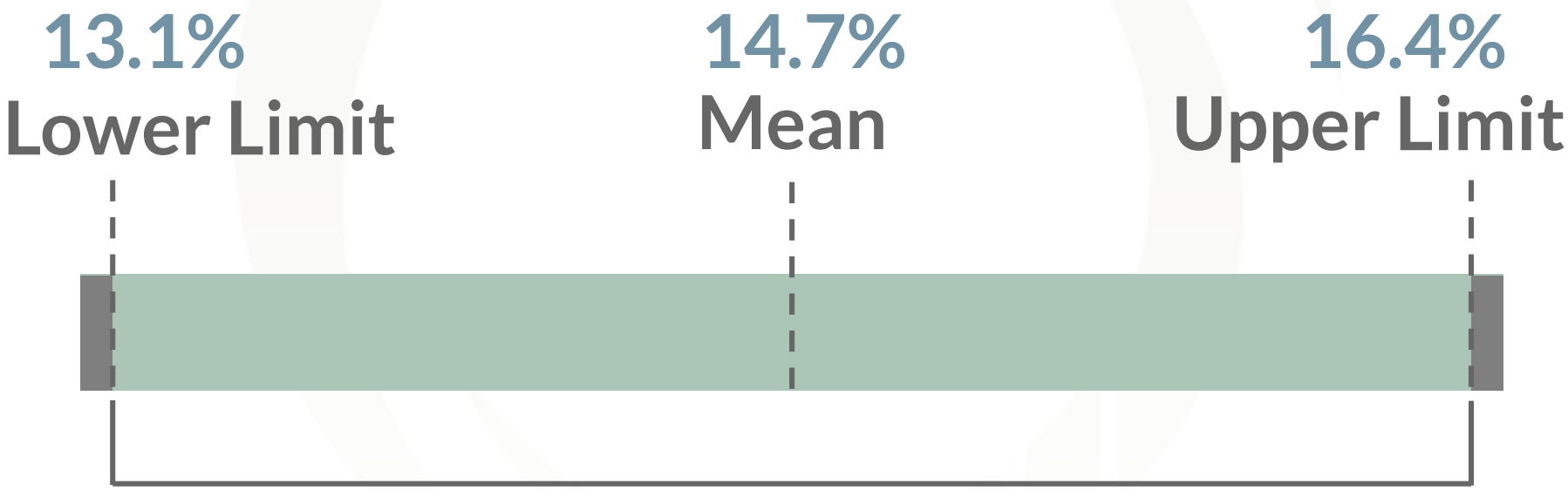
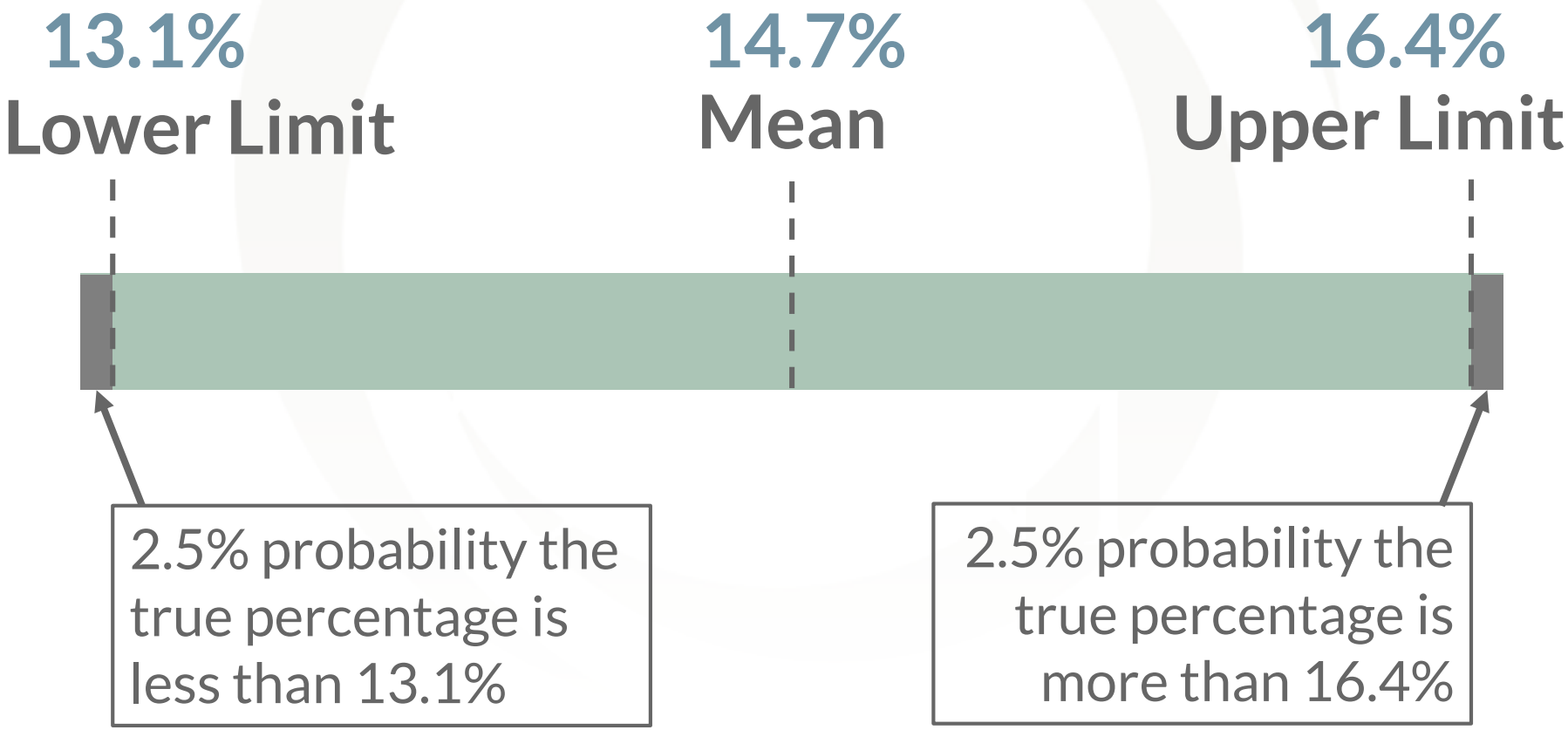


We are 95% confident the true percentage of youth who started drinking before age 13 is between 13.1% and 16.4%.

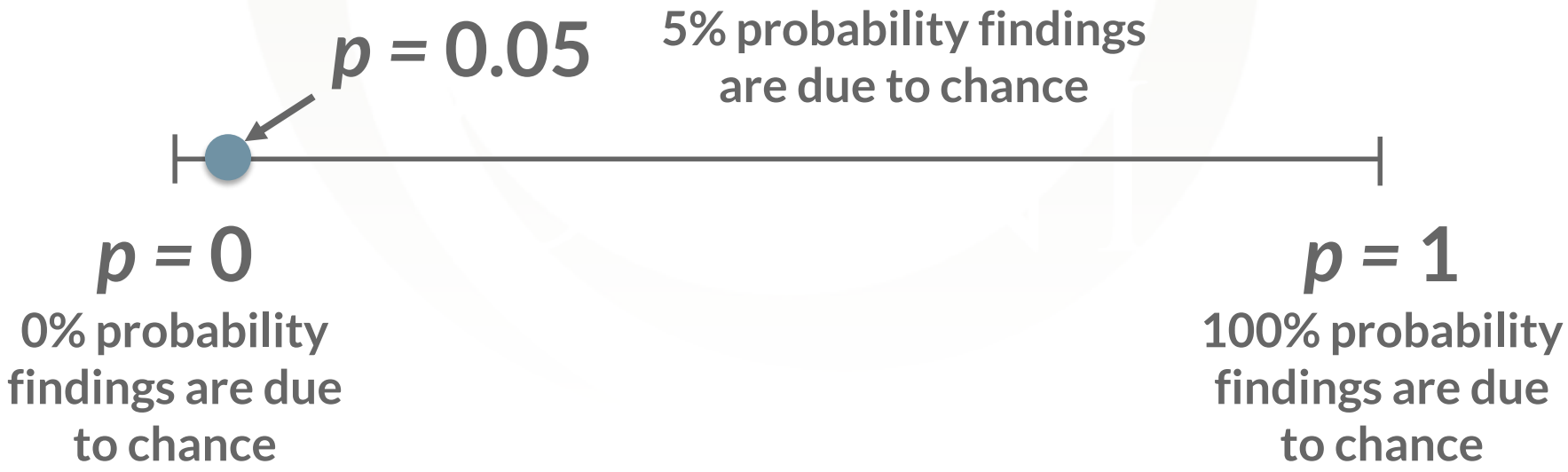
What Does Your Data Mean?



What Does Your Data Mean?

p-value

The probability that the findings are due to chance alone.



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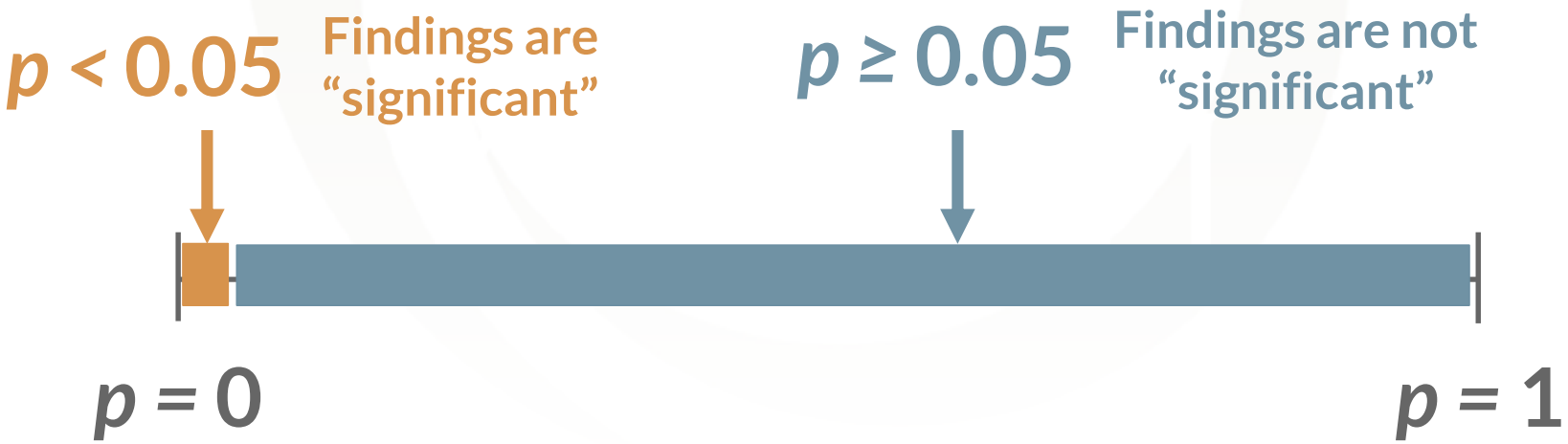

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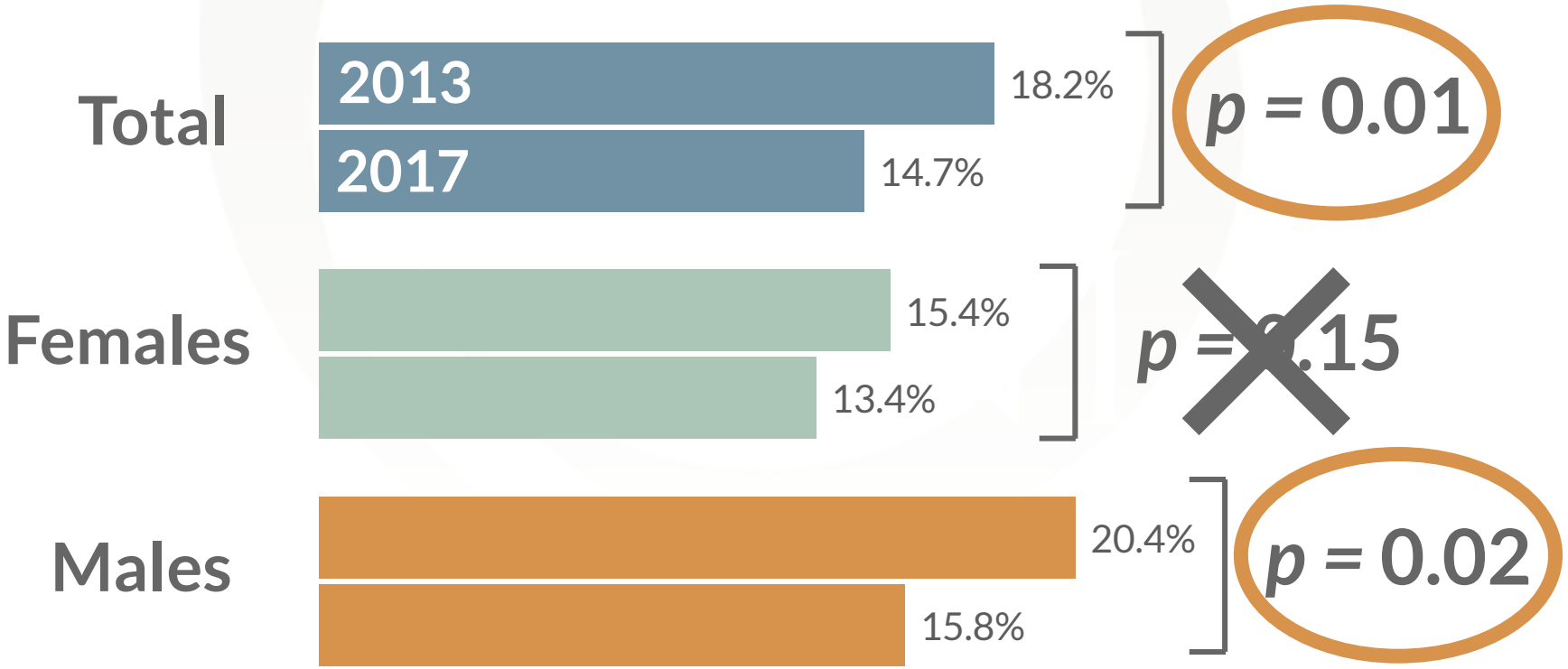


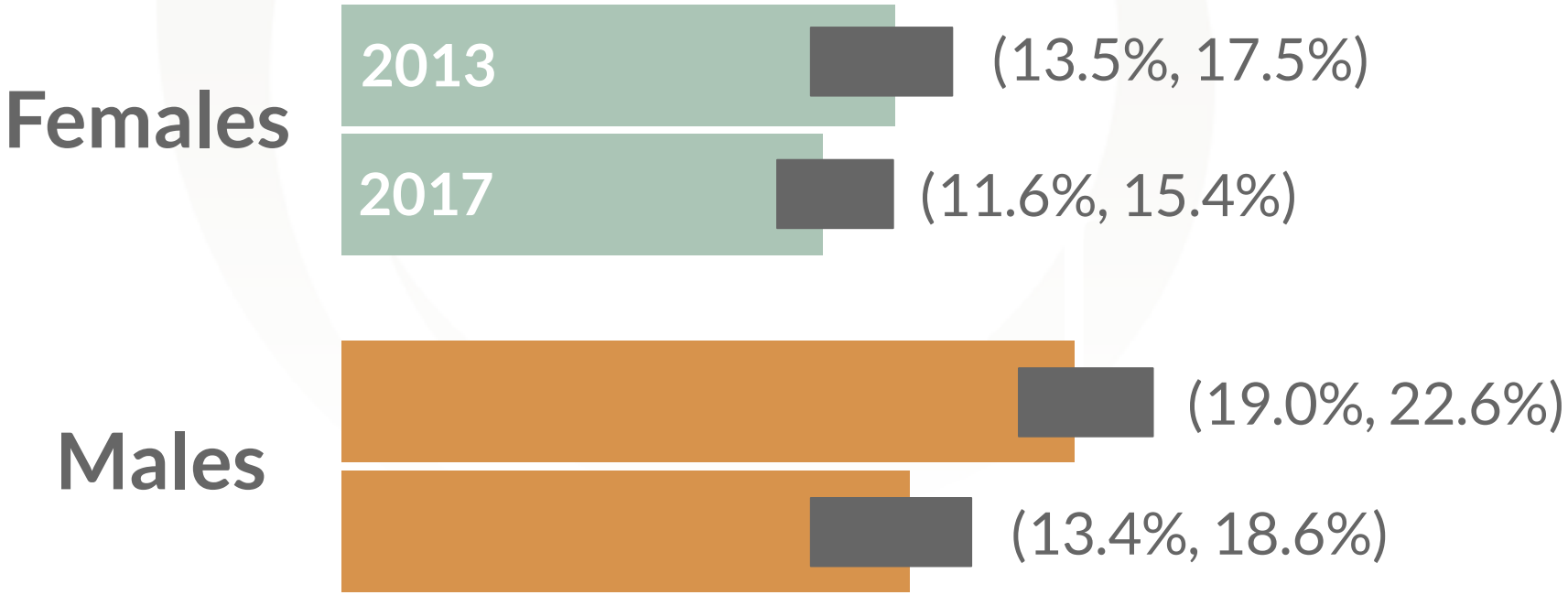
What Does Your Data Mean?

Percentage of youth who had alcohol for the first time before age 13

If the confidence intervals do not overlap, the two values are considered significantly different.

What Does Your Data Mean?

Percentage of youth who had alcohol for the first time before age 13



Understanding Your Data Example

Current Rx Drug Misuse – Virginia High Schoolers		
	2015	**2017**
Percent	16.2%	19.6%
Confidence Interval	(14.1% - 17.6%)	(18.4% - 22.0%)
p-value	0.03	

Is the change from 2015 to 2017 significant? Yes

Understanding Your Data Example

Current Rx Drug Misuse – Virginia High Schoolers		
	2015	2017
Percent	16.2%	19.6%
Confidence Interval	(14.1% - 17.6%)	(18.4% - 22.0%)
p-value	0.03	

Which statement is correct?

Rx drug misuse increased 3.4 percentage points

Rx drug misuse increased 3.4%

Activity

Understanding Your Data Worksheet

What Does Your Data Mean?

p-values aren't perfect

- Sample size
- Confidence interval
- Statistical significance ≠ programmatically meaningful
- Numbers represent real people – that's where the importance is!

Sharing Data

> Your data is the foundation of all kinds of great stories you can share…

- What is your story and how should you tell it?
- Who do you want to tell about it?

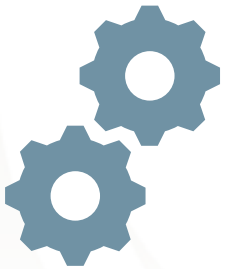
Who

- Know your audience
- Identify and target their priorities and interests
- Understand what you want from them in return

Telling YOUR Story

Everything that can be counted doesn't necessarily count; everything that counts cannot necessarily be counted.

Albert Einstein



How

Techniques of Data Sharing

Fact-based: appealing to reason

Emotion-based: appealing to emotion via analogies, narratives, anecdotes, stories

Positive outcomes: results of your work

Negative results: highlight new program area needs

Techniques of Data Sharing

40% of Virginia high schoolers do not have an adult to talk to at school.

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That is 154,000 youth – enough to fill the football and basketball stadiums at both UVA and VT.

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That is 154,000 youth – enough to fill the football and basketball stadiums at both UVA and VT.

"Every day on the bus a group of kids bullies me. I'm just too afraid to tell my parents, and wish I had a teacher at school that I could ask to help me."

Techniques of Data Sharing

Our nonprofit's tobacco prevention programming has reached over 5,000 youth in just the past five years.

Since we started, the tobacco use rate among these youth has dropped by 2 percentage points every year!

Techniques of Data Sharing

Our nonprofit's tobacco prevention programming has reached over 5,000 youth in just the past five years.

Since we started, the tobacco use rate among these youth has dropped by 2 percentage points every year.

However, data shows that our county still has higher youth smoking rates than our neighboring counties.

Techniques of Data Sharing

Fact-based: appealing to reason

Emotion-based: appealing to emotion via analogies, narratives, anecdotes, stories

Positive outcomes: results of your work

Negative results: highlight new program area needs

Activity

Sharing Your Data Worksheet

Break

Virginia Needs Assessment

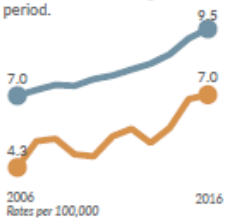
Priority Area: Alcohol

Alcohol is the most commonly used substance among youth and youth adults in Virginia. One-quarter of Virginia high schoolers (25%) report drinking alcohol in the past 30 days, which is significantly lower than the national average (30%). Since 2008, there has been a decrease in youth alcohol use, but rates remain high relative to other substances. The consequences of alcohol use, such as death and suicide, particularly affect males, 26-35 year-olds, and individuals living in Region 5 (eastern Virginia).

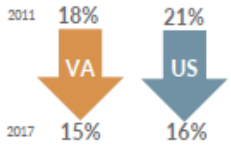
39%

of persons who die by suicide are **intoxicated at the time of death.**[1]

From 2006 to 2016, the **rate of alcohol-induced deaths** in Virginia remained below the national rate. However, both rates increased during the period.



The percentage of youth in Virginia who had their **first drink of alcohol before age 13** has followed national trends and decreased significantly since 2011.



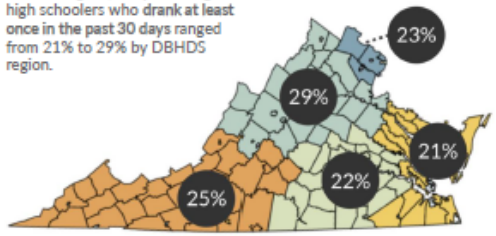
Among Virginians, in the past 30 days:

of underage youth had at least one drink

of young adults 18-25 binge drank[2] at least once

of all adults had at least one drink

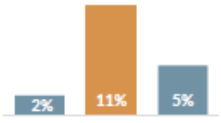
Across Virginia, the percentage of high schoolers who **drank at least once in the past 30 days** ranged from 21% to 29% by DBHDS region.



20%

of **intake cases for behavioral health** services report alcohol use, making it the most common substance of use among intake cases.

The percentage of **young adults** (ages 18-25) who **needed but did not receive treatment** for alcohol misuse in the past year is more than twice as high as adults aged 26 years and older.



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[1] Includes individuals with a Blood Alcohol Level (BAC) greater than 0%. [2] Binge drinking is defined as having four or more drinks of alcohol in a row for females or five or more drinks of alcohol in a row for males, within a couple of hours.

Prepared by OMNI Institute

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Virginia Needs Assessment

PRIORITY AREAS

Alcohol

Tobacco and Nicotine

Mental Health and Suicide

AREAS TO WATCH

Opioids

Marijuana

Cocaine and Meth

Virginia Needs Assessment

COMMUNITY INPUT AND ASSESSMENT

Strengths	Partnerships Coalition support Passionate staff
Weaknesses	Funding Staff resources Workforce skills
Opportunities	Emphasis on environmental strategies Resources to shift work
Threats	Cultural, social acceptance of substance use Alignment of funding

Virginia Needs Assessment

RECOMMENDATIONS

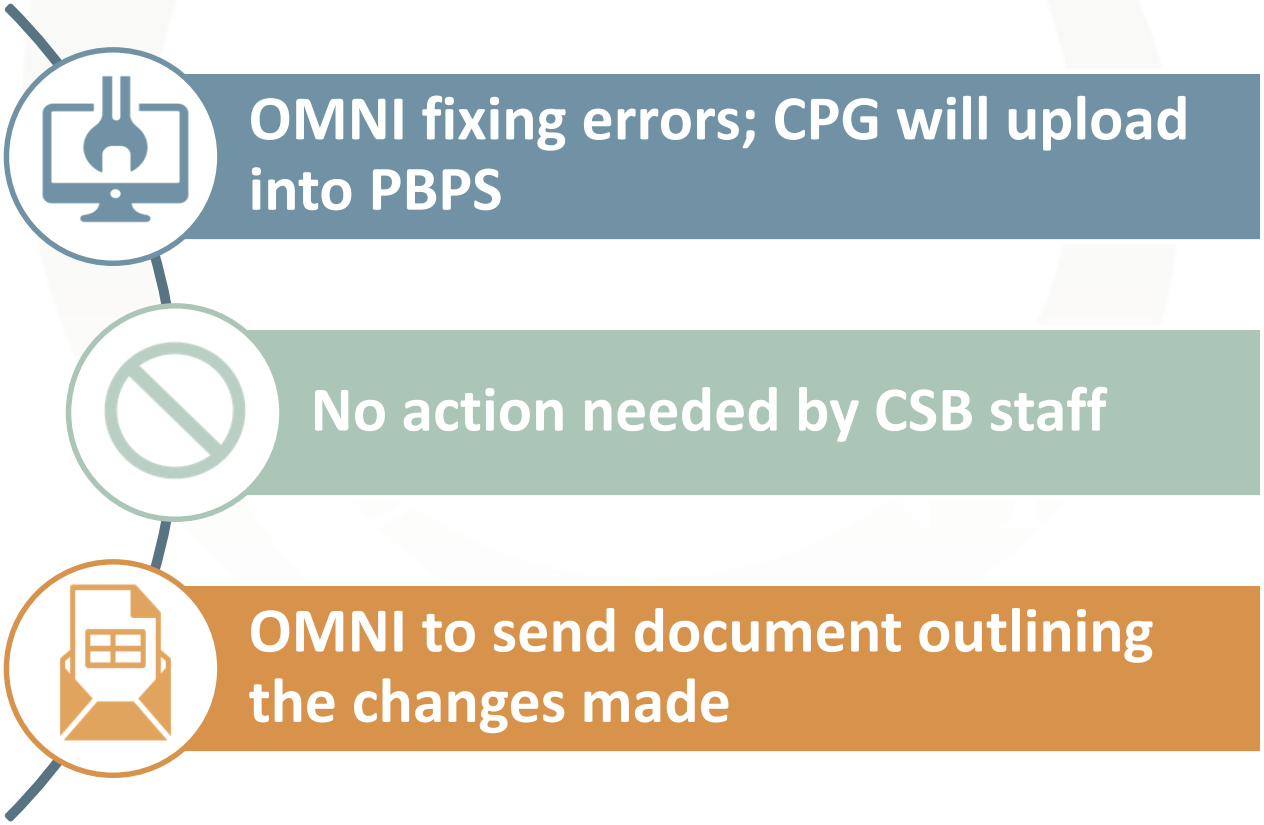
Fund Priority Areas	Strategies, outcomes Risk and protective factors
Build Capacity	Prevention workforce Training Peer learning opportunities
Lead Initiatives	Messaging Advocacy Collaboration and decision-making

2017-18 Review

360 MHFA/YMHFA classes trained over 2,100 community members● Over 5,000 youth completed Too Good For Drugs● Disseminated over 1,100 lock boxes ● Millions reached with messaging campaigns ● Over 5,320 pounds of prescription drugs collected● 12,000 youth completed LifeSkills ● Distributed over 7,000 drug deactivation pouches ● 148 REVIVE trainings equipped 2,300 people with life-saving skills ● Over 85 coalitions with more than 2,000 members

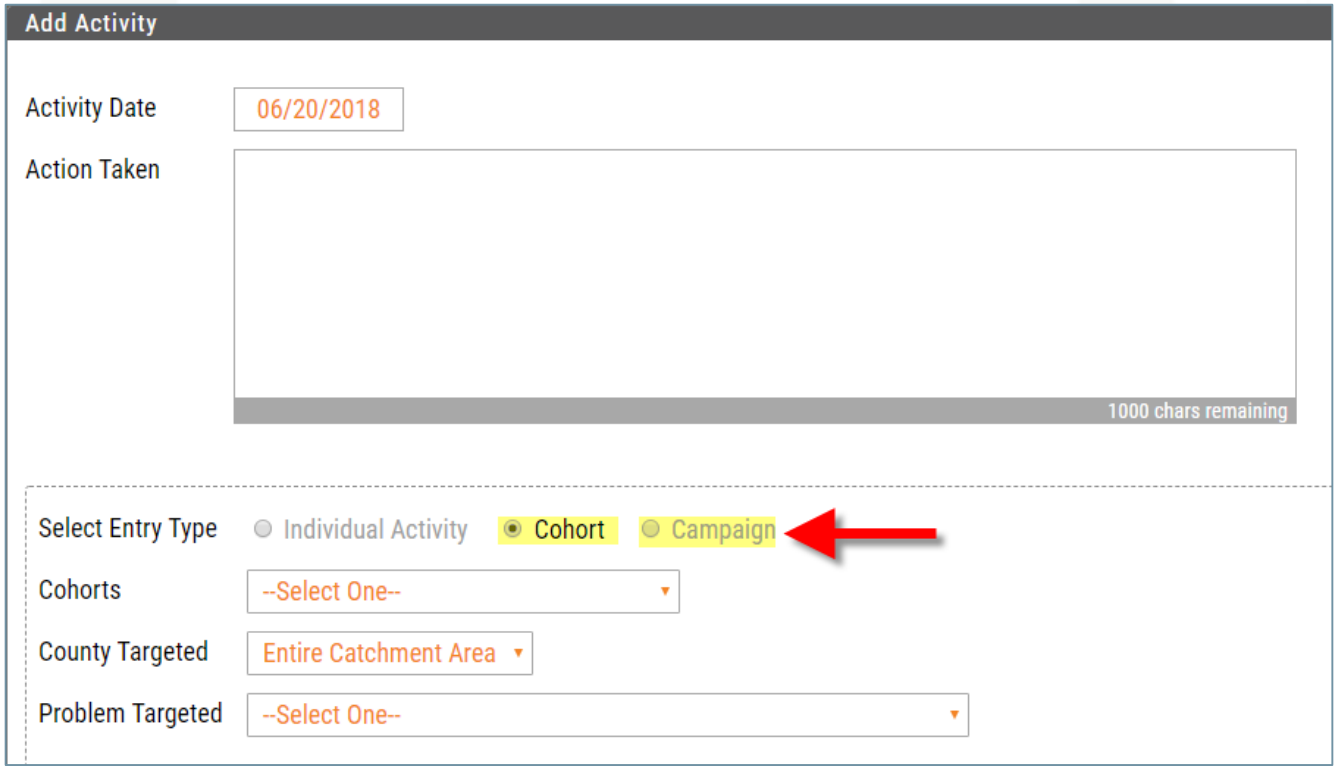
PBPS Data Reminders

2017-18 Block Grant Data Audit



PBPS Data Reminders

» Associate activities with a Cohort or Campaign.



PBPS Data Reminders

Build Capacity Channel	vs.	Implement Channel
▪ Planning activities or events ▪ Preparing for event or activity ▪ Grant writing ▪ Staff meetings ▪ Attending coalition or committee meetings		▪ Leading coalition meetings ▪ Holding an event or activity

PBPS Data Reminders

Have Data Entry Questions?

- **Contact OMNI for TA support!**
  - Number of implementations in cohorts
  - Counter Tools data entry
  - Lock & Talk
  - And more!

2018-19 Planning

PBPS

- Ongoing PBPS data entry

Needs Assessment

- Coalition Readiness Assessment
- Data update worksheet

Due Dec. 31, 2018

Measurement Plans

- Update with Intermediate Outcomes

Starting in 2019

Wrap-up

- **Ideas for future trainings and/or webinars**
- **Last chance for a one-on-one TA session tomorrow morning!**
  - See a member of the TA Team to sign up

THANK YOU FOR YOUR PARTICIPATION!

Please complete the evaluation form.

OMNI Institute
899 Logan Street, Suite 600
Denver, CO. 80203

www.omni.org
p. 303.839.9422 or 800.279.2070
f. 303.839.9420