

OMNI TA Newsletter

Volume 25 | January 15, 2021

Tips for communicating with OMNI TA Team

As we start out a new year, the OMNI TA Team wanted to share some updates and guidance for connecting with our team.



- **Welcome back Jason!** Jason Wheeler (he/his) has re-joined the OMNI TA Team, and will be responding to emails and working with CSBs throughout the year.
- **OMNI Support email.** Using the OMNISupport@omni.org email address to communicate with the OMNI TA Team is the most reliable, quickest way to receive a prompt response. Our entire TA Team will be able to see your email, and will reply as soon as possible.
 - Please use the OMNI Support email, rather than OMNI staff's individual email addresses.
- **Phone calls.** Sometimes, an actual conversation is the best approach instead of long, complicated emails. However, if possible, depending on the situation, it would be helpful to either schedule a call or reach out through our OMNI Support email.
 - Given that OMNI is still working 100% remotely, utilizing online video platforms, like Zoom, are still the easiest ways for us to connect.
- **Contact person changes.** If there is a staffing change within your CSB that impacts your prevention evaluation work, please let OMNI know by emailing OMNISupport@omni.org! We want to make sure we are reaching out to the correct person for evaluation and data entry needs.
- **TA Team approach.** OMNI has a team of 5 evaluation TA's to support your prevention work. Although you worked closely with one TA throughout the Block Grant and SOR Roadmap process, any one of the TA Team members will be able to assist you with evaluation and data entry support this year. Working with a team means always having someone available to respond to your question!

CSB Community Forum Discussions



The OMNI TA Team will soon host community forums for CSBs to connect and learn from one another. Depending on the topic of the forum, staff from the DBHDS team may join the discussion as well.

The first forum in February will focus on OTC/stimulants to learn about strategies implemented in FY 19-20 among CSBs with OTC funding. Gail Taylor and Jennifer Farinholt will attend this first forum discussion. In future forums we hope to explore topics such as data tracking, environmental strategies, measuring media outcomes, and other topics suggested by you! Please note: these forums are dedicated to CSB

staff to check in with and learn from one another; the OMNI team is here to help facilitate these discussions.

We look forward to these quarterly community forums for CSBs to share successes and lessons learned. More details to come on the first forum discussion.

If you have additional ideas or topics for the Community Forums, please email OMNISupport@omni.org.

News You Can Use



Coalition Sustainability Training - Last Chance to Participate!

For those who missed the first session - there is **one more opportunity** to participate in the Coalition Sustainability Training! Topics will include Coalition Life Cycle; Infrastructure and Funding Considerations; Coalition People Power, including leaders and coalition members; Member Recruitment and Retention; and Next Steps.

To register for the training on **Thursday, January 21, 2021 from 1pm-4pm EST**, click [here](#).



CSB-Level Reports Ready to Customize

The OMNI TA Team proudly distributed the first-ever **CSB-level Block Grant Reports** in December! Focused on efforts from the 2019-2020 Fiscal Year, these reports contain key accomplishments of each CSB and are a great tool for sharing prevention work with local stakeholders and community members. The reports are accompanied by a TA sheet which will guide you in the final customization of the report.

Need further support? Feel free to reach out to the OMNI TA Team!



Coalition Readiness & Effectiveness Assessment

The **Coalition Readiness & Effectiveness Assessment** tool, a key activity of the current Block Grant cycle, is ready and available to all CSBs in the TA Resources folder in Box.com. Check out the Toolkit for guidance on administrating to your coalition members. If you're just interested in checking out the tool but not taking the survey, remember to use the [Preview Link](#), rather than the Live Link. This will prevent incomplete or test data from appearing in the system.

Questions? Check out the webinar in the Trainings & Webinars folder in Box.com or contact the OMNI TA Team.

Community Spotlight

Northwestern CSB: *Everyone Has a Role* Media Campaign

[Northwestern CSB](#) implemented the far-reaching ***Everyone Has A Role*** media campaign promoting different actions individuals can take to prevent the spread of the opioid epidemic. The successful campaign was shared through billboards, radio and TV ads, and social media. Ads feature interview snippets with people in recovery from opiate misuse, and has segments targeting prescribers to inform them on patients' paths to addiction, misuse in the home, the impact of trauma on addiction, naloxone use, and second chances to find recovery. Social media ads reached 46,588 individuals, with the most clicks from women ages 55+ and men ages 25-34 and 55-64. TV ads garnered over a half million impressions, and billboards delivered over 180,000 impressions per month as well.



Important Dates

January 21, 2021

- OMNI Coalition Sustainability webinar at 1pm

January 31, 2021

- Complete SOR Roadmap, including approval of SOR-funded strategies in the Plan Channel in PBPS

Quick Links:

[Demographics](#)[VA Prevention](#)[VASIS](#)[CPG's PBPS](#)

Calculator

Works! Portal

Dashboard

System

in

Data Entry
Guidelines

OMNI Support
Email

Success Story
Survey

BG Reference
DEP

