

OMNI TA Newsletter

Volume 22 | October 15, 2020

A Note from Gail...

To echo what I mentioned during the Q&A session in September, I appreciate all of the flexibility, creativity and determination you all have shown this year. It is what makes prevention work so strong in Virginia! With that said, it is important to capture all of the hard work that you all are doing and how prevention is changing our communities through data...both in stories and quantitatively as I continue to respond to requests.



I value our partnerships with OMNI and CPG to help us better track and understand the impact of our work and you are a critical part of the partnership too! **I cannot emphasize enough the importance of meeting due dates for data entry so that our federal reporting deadlines can be met.**

Also, knowing we are all busy, data and evaluation is necessary to continually move prevention forward especially as I try and leverage more resources! Fair or not, the bar is so much higher for prevention and we have to show our outcomes...without them, we will not leverage more funding or gain the recognition that your work deserves!

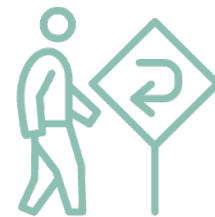
So please, I thank you ahead of time for working with OMNI and CPG to ensure we can do this together!

Many thanks!

Gail Taylor
Director, OBHW

Information Dissemination vs. Social Marketing

One of the most common TA questions we get is how to determine if a campaign should be classified as **Information Dissemination** (including social media) or **Social Marketing**. This has come up most recently in the context of implementing various Lock & Talk strategies. Here is a refresher on these concepts:



- **Information Dissemination** strategies aim to raise awareness and knowledge of the nature and extent of suicide, substance use, misuse, and addiction, as well as effects on individuals, families, and communities. It is one-way communication from the source to a target audience. The information shared **does not contain a behavior change request**. Examples: "It's OK not to feel OK," or "According to the CDC, suicide is the 10th leading cause of death in the United States."
- **Social Marketing** campaign strategies are those that aim to change or maintain how people behave – not merely what they think or how aware they are about an issue. Therefore, it tells a specific target population how to adopt or sustain a healthy behavior, or how to change or stop an unhealthy one. These strategies include a **specific behavior request** as part of the campaign's message, e.g., "Lock Guns. Lock Meds. Talk Safety". There are usually combinations of methods or formats used to get a particular message out.

If your campaign aims to increase awareness or knowledge, or change attitudes, you are doing information dissemination.

If your campaign aims to change behavior and includes a specific behavioral request, you are doing social marketing.

The important and key element when you are setting these campaigns up to ask, is: "What is our message,

to whom are we directing it (i.e., target population), and how are we doing so?"

OMNI's TA Team will work with you to identify the best campaign to use and provide guidance on entering the implementation data into PBPS. Please reach out to OMNISupport@omni.org with any questions.

News You Can Use



Update to Secondary Funder Selection in PBPS

If you've been active in the Plan Channel in PBPS lately, you may have noticed that the Secondary Funder selection has migrated! Previously selected in Implement, this move means you only need to set this once per strategy, facilitating fewer rejections. And worry not - previous selections made in Implement are still there!



Get the Box Drive for your Desktop

Did you know that you can [download Box right onto your desktop](#)? This allows you to access Box.com files directly from your File Explorer. Files will also open in the desktop version of Excel rather than Excel Online. Note: When editing files this way, only one person can have the file open at a time. Once saved and exited, files will automatically update in Box.com.



CSB Level Reports Coming Your Way Soon!

Being able to share data specific to your CSB can be a great way to engage stakeholders and community members in your prevention work. To help facilitate this process, the OMNI TA Team has been hard at work on developing CSB level reports for the 19-20 fiscal year. Look out for these reports coming your way soon!

Community Spotlight

MPNN Implements Lock and Talk Billboard Campaign

MPNN CSB Prevention Health & Wellness Division implemented a Lock and Talk billboard campaign for Suicide Prevention Week and Month in Gloucester county. This campaign has estimated weekly views of 52,884 and within the last six months an estimated 1,269,216 views! This campaign is reaching many people in Gloucester County, which has the highest number of suicide deaths in the CSB's catchment area.



Important Dates

November 13, 2020

- FY20-21 SOR Evaluation Roadmap completed

December 4, 2020

- FY20-21 SOR Plan Channel set up for OMNI review

December 18, 2020

- FY20-21 SOR Plan Channel approved by OMNI

Quick Links:

Demographics
Calculator

VA Prevention
Works! Portal

VASIS
Dashboard

CPG's PBPS
System



Data Entry
Guidelines

OMNI Support
Email

Success Story
Survey

BG Reference
DEP

