

# OMNI TA Newsletter

**Reminder: Community Readiness Assessments for Gaming & Gambling and Marijuana are due 9/30**

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## Social Media 101: Community Forum Recap

Thanks to all who joined our Community Forum on Social Media 101. We learned a lot together!

Here are the topics we covered:

- Social media definitions, best practices, and tips.
- In the community spotlight, Chesterfield shared details about how they successfully use social media for their Talk. They Hear You. campaign and for YAS recruitment, including how they use analytics to determine their reach. Highly practical advice!
- In response to questions about who and which ages use particular social media platforms, Jason shared an article from the Pew Research Center, [saved here](#).
- T provided a tour of all the important materials in the [OMNI TA Resources](#) folder on [Box.com](#). If you have not looked around the Resources folder in a while, take a visit! There is a library of prevention resources by topic, data entry guidance, all our newsletters EVER, and so much more!
- Jason shared a brief orientation to the [Activate Your Wellness Statewide Media Campaign](#). There are prepared branded [materials, posters and social media graphics](#) to make implementation easy for you, all housed on [Box.com](#).
- T gave updated data entry guidance on recording social media activities in PBPS.
- OBHW and OMNI shared important updates with the group, including upcoming OBHW site visits this fall.



The recording is available in the OMNI TA Resources section of Box, in the Trainings folder, along with a PDF of the slides, [linked here](#).

**Next steps:** Our TA Team is creating additional resources that highlight tips and best practices, including entering social media activities in PBPS. These resources will be posted in the OMNI TA Resources folder in Box.com soon. Stay tuned!

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## Update: PBPS Data Entry Guidance for Info Dissemination

To support improved and clearer expectations related to data entry in PBPS for information dissemination efforts, our team is happy to share some new guidance for CSBs!

### Media and Social Marketing Campaigns

CSBs implementing a **concerted media or social marketing campaign** (e.g. an information dissemination effort where you have developed consistent messaging and branding that has a prevention focus), should

**set up a specific campaign** to capture any and all implementations. This includes things like: Talk. They Hear You., We Don't Support Underage Use, a campaign educating parents about youth substance use or encouraging them to talk to their teen about substance use; a billboard; commercial; or public service announcement, etc. These are information dissemination efforts that are planned and targeting a specific audience. For these efforts, guidance is as follows:



- **For tracking social media reach/impressions**, enter one activity *per month* with the total reach for that campaign's messaging.
- **For materials handed out** in the community or at events, enter one activity per event or distribution of materials.
- **For large scale dissemination** like public service announcements, commercials, or billboards, enter one activity for the entire time that specific message is being publicized.
- In your activity description, please include details such as how you disseminated the information, what audience was targeted, and, if applicable, what date range you are reporting for (i.e. if you are reporting on a PSA that ran from September to December, include that information).
- Sometimes the demographics or reach is communicated in various ways - the general rule is always to use the lowest number, whether that is reach or impressions. This is to reduce the number of duplications recorded. If your impressions are greater than your target population in your catchment, use the demographics for your population.

#### CSB/Coalition Social Media and Website Messaging (including ad-hoc social media posts)

When tracking social media/website messaging that is **not** a part of a concerted media/social marketing campaign (explained above), you can include it in your CSB/Coalition Social Media and Website Messaging campaign, which all CSBs should have set up. For this campaign, guidance is as follows:

- Enter one activity per month with their total reach across your social media platforms for that month.
- Analytics can be communicated in various ways depending on the platform - again, the general rule is always to use the lowest number, whether that is reach or impressions. This is to reduce the number of duplications recorded. If your impressions are greater than your target population in your catchment, use the demographics for your population.
- In your activity description, please include details such as how many posts you made that month on each platform.
- Include the reach for each platform in the fields provided.

#### Community Events and Presentations

When distributing materials at an event or presentation, materials that are **not** part of a concerted media or social marketing campaign can be tracked using the "Materials Distributed" field (in the Media Details section), where you can enter the total number of materials that were handed out at that event or presentation activity. This can capture materials such as: a brochure for your CSB or other CSB promotional materials, informational leaflets about your coalition or programs, information about trainings you provide, and any other ad-hoc or random materials. These types of materials do not need to be captured in a separate campaign.

- Secondary logic models can be selected to ensure all problem areas that were targeted by your efforts are reflected in the activity.
- Note: Brochures that have prevention messaging, such as a brochure about alcohol use in your community or the risks of underage tobacco use, need to be captured in their own campaign. Only brochures that do NOT have specific prevention messaging can be captured in the way outlined above. This may include information about services that are provided or upcoming events in the community.

We know data entry for these strategies can be confusing so we truly hope this guidance helps to clarify data entry in PBPS! If you have any questions about how this guidance applies to your CSB's work, please reach out to the OMNI TA Team.

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## News You Can Use



## Problem Gambling and Gaming Prevention Strategies in Box.com

Some CSBs are gearing up to prevent problem gambling and gaming in VA. OBHW and OMNI have been working on a resource to assist in strategy selection.

On [Box.com](#) in the Library folder, under Gaming and Gambling you'll find the Problem Gambling and Gaming Prevention Strategy Matrix.

It's currently under development by the OBHW workgroup and OMNI. **We welcome CSB input on this resource!**

## Save the Date!

### 2022 Block Grant Evaluation Summit December 5, 2022

The OMNI TA Team and OBHW are pleased to announce the Block Grant Evaluation Summit for 2022 will be in person! The summit will take place on **Monday, December 5th at Eastern Henrico Recreation Center**, from 10 am to 3:30 pm.

Please save the date! An invite with more details and a registration link will be sent soon.

## PBPS Trainings Sept. 27th, 28th, and 29th!

Many CSBs have hired new staff recently, and the PBPS system was revamped last year. Our colleagues at Collaborative Planning Group (CPG) have graciously arranged three user refresher trainings this month.

Register yourself and staff for a training using the links below:

1. Tues., **Sept. 27**, 9-11am ET: [Register in advance](#)
2. Wed., **Sept. 28**, 10am-12pm ET: [Register in advance](#)
3. Thurs., **Sept. 29**, 2-4pm ET: [Register in advance](#)

A member of our OMNI TA Team will see you there!

## Community Spotlight ASAC shares prevention messaging at TriPride Parade & Festival



Members of the ASAC Coalition tabling at TriPride in Bristol, VA in August 2022

Appalachian Substance Abuse Coalition for Prevention and Treatment (ASAC) members tabled at the historic 2022 TriPride Parade & Festival! Taking place in Bristol, VA, it was the town's first pride and spanned the VA/TN border. ASAC staff provided Narcan trainings to over 220 people--with a Prideful mannequin, no less!--and gave out Pride-themed suicide prevention materials to kids and adults attending the event. Thanks for sharing your prevention work with the LGBTQ+ community!

You can read their Facebook post about the event [here](#) and read local coverage of the event [here](#).

## Important Dates

### September 16, 2022

- Regional Suicide Prevention Initiative action plans due to OBHW

### September 27, 2022

- 9-11 am ET, PBPS Training, register [here](#)

### September 28, 2022

- 10-12 pm ET, PBPS Training, register [here](#)

### September 29, 2022

- 2-4 pm ET, PBPS Training, register [here](#)

### September 30, 2022

- End of SOR FY21-22
- Lock and Talk reports due to OBHW
- Regional Suicide Prevention Initiative end-of-year report due to OBHW
- Community Readiness Assessments for Gaming & Gambling and for Marijuana due to OMNI

### October 14, 2022

- All data entry for SOR-funded activities complete in PBPS

### December 5, 2022

- 2022 Block Grant Evaluation Summit at Eastern Henrico Recreation Center, 10 am to 3:30 pm

### Monthly

- Updated ACEs evaluation and Coalition Readiness and Effectiveness Assessment data available on Box.com.

## Quick Links:

Demographics  
Calculator

VA  
Prevention  
Works! Portal

VASIS  
Dashboard

CPG's PBPS  
System



Data Entry  
Guidelines

OMNI  
Support  
Email

Success  
Story Survey

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Reference  
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