

OMNI TA Newsletter

Volume 59 | November 15, 2023

Updated Data Entry Guidance for Merchant Education



Merchant Education Data Entry: Counter Tools, Alcohol, Cannabis, Gaming/Gambling, Lock & Talk

Now Available in PBPS! The New Field to Count “Stores Visited” for All Merchant Education Strategies

We are excited to announce that a **new field for “Stores Visited” has been added to all Implement activities for Merchant Education strategies in PBPS**. These include Counter Tools, Lock and Talk – Merchant Education, Merchant Education (Alcohol), Merchant Education (Cannabis), and Merchant Education (Gaming/Gambling). Instead of entering one activity per store visited for each type of merchant education conducted, you can now enter **one activity per day for each type of merchant education conducted**, indicating the # of merchants visited in the new field.

To assist your teams in navigating this new process, we have created a brief one-page [Merchant Education Data Entry Guidelines](#) sheet and have also updated the [PBPS Data Entry Guidelines for BG and SOR on Box.com](#). The TA Team has also updated the Data Entry Notes for all Merchant Education strategies in your Data Entry Plans to reflect this change.

Here, we've provided a segment of the Data Entry Guidelines sheet for your reference:

- Set up a separate cohort for each merchant education strategy in the Plan Channel.
- Demographics for each cohort should reflect the entire population for the locality or localities in which you are implementing the strategy – *young children included*.
- Record one activity per day that you conduct merchant education in the ‘Implement Channel’ for each type of merchant education conducted.
- Using the newly added field, record the number of retailers who received that type of merchant education on the activity date for each respective strategy. This means that if you are conducting tobacco retailer visits and educating those same retailers on alcohol and gaming/gambling that day, you will record three different activities: One for Counter Tools, one for Merchant Education (Alcohol), and one for Merchant Education (Gaming/Gambling). For each of those three activities, you will record the number of stores who received that type of merchant education that day.
- Staff time spent on merchant education retailer visits during the same day can be added up and entered into the one activity that is being submitted for that day into Build Capacity (staff time).

Please reach out to the OMNI TA team with any questions. We hope this new feature will help ease the burden of data entry for your teams!

Recap of YAS Session #2

OBHW and the OMNI Team appreciates all of those who were able to attend the Young Adult Survey (YAS) Community Forum #2 on November 8th focusing on partnerships and recruitment of young adults. The recording, slides and supporting materials are available on [Box.com](#) for those not able to attend, or who would like to revisit some of the great tips, ideas, and to-do's that were shared. We had wonderful engagement, and we appreciate you sharing your experiences!



Survey Administration Planning: Partnerships

This month, the YAS Community Forum #2 discussed engaging community partners and approaches for recruiting survey participants. Here are highlights of topics discussed:

- Partnering with community organizations, businesses, and institutions to support with:
 - Marketing and reaching young adults
 - Providing incentives or swag
 - Locations for survey administration
 - Volunteers
- Proactive recruitment strategies and approaches for increasing survey response:
 - Outreach to young adult organizations, like clubs, sororities/fraternities, young professional groups
 - Plan out community events to attend
 - Asking participants to recruit others to take the survey ('snowball' effect)
 - Collecting paper surveys

Spotlights from Northwestern CSB and Virginia Beach CSB, as well as tips, ideas and questions throughout led to useful and informative discussions. Although we were not able to touch more on YAS Incentives as hoped, the topic will be covered in the next community forum. Please review the slides and materials to start preparing your CSB's incentive plan! Specifically, OMNI is asking CSBs to complete the following:

- Determine what your incentive plan and method will be
 - Manage distributions internally?
 - Connect with an external incentive management partner, like VCU?
 - Distribute items in person instead of gift cards?
- Create a custom Incentive Contact Form
 - Will collect your local survey participants' contact information to facilitate incentive distribution
 - Visit [Incentive Resources](#) on [Box.com](#)
 - Share link of electronic form with OMNI by December 1st.

The final YAS Community Forum #3 will be held **Tuesday, December 5th at 11am ET**. OMNI will share the final YAS tool and walk through the supporting materials. This will be the final session for CSBs to ask OMNI questions before the mid-January 2024 launch of YAS data collection! Plan on attending with your questions for OMNI or fellow CSBs so you can be fully prepared for a successful YAS 2024 implementation!

Resources You Can Use



Suggestion Box in PBPS

We would like to highlight that if CSBs have any comments or recommendations regarding PBPS, there is a dedicated space within the support ticket for you to express them. When creating a new support ticket, please follow these steps:

- 1) Select "System enhancement / new development" as the problem type.
- 2) In the "Description of Problem" field, kindly input your comments or suggestions.

Your feedback is important as it helps enhance and develop the system to better meet your needs. The more folks who request changes, the higher the likelihood of them becoming a reality!



National Methamphetamine Awareness Day

is on November 30, 2023! This day was established in 2006 by President George W. Bush to assist current meth users in getting the support they require and to inform the public about the harmful effects of this drug. On this awareness day, **the goal is to offer education and assistance to those who need it the most**. This a great opportunity for CSBs to highlight their stimulant prevention work.

Below are some educational resources on methamphetamine and National Methamphetamine Awareness Day:

- [National Methamphetamine Awareness Day](#)
- [Methamphetamine Drug Facts](#)
- [ONDCP Methamphetamine Plan Implementation Report, April 2023](#)
- [PowerPoint on Speedballing](#)

Additionally, CSBs can promote helplines such as:

- SAMSHA's National Helpline ([1-800-662-HELP \(4357\)](#) or [1-800-487-4889](#))
- R.O.S.S. 24/7 Helpline (844-307-1760 or 205-848-2112)

Community Spotlight!

Piedmont Community Services Board Youth Leadership Program and youth coalition CHILL M-HC kicked off Red Ribbon Week at the 2023 CCoVA Summit



Caption: Piedmont's Youth Coalition CHILL M-HC members Holden Hendricks, Charity White, and CHILL Coordinator Tobie Panos led a session at the 2023 CCoVA Summit.

Communities Helping to Improve Local Lives (CHILL) is a youth task force consisting of volunteer high school students making positive choices. Members must complete a 3-day training program that provides education about the dangers of ATOD use, presentation skills, and leadership training. The group meets monthly throughout the school year and participates in activities and events to present positive alternatives for youth.

Youth representing Piedmont Community Services Board and the CHILL M-HC from Patrick, Henry, and Franklin Counties joined coalition staff, members, and community partners at the Hotel Roanoke on October 23rd, 2023, for the 2023 Community Coalitions of Virginia (CCoVA) Summit Do Your P.A.R.T. (Prevention. Action. Resiliency. Thriving.) in addition to kicking off the national Red Ribbon Week October 23-31st, a week about awareness and being Drug-Free.

CHILL M-HC members Holden Hendricks and Charity White and CHILL Coordinator Tobie Panos led a session on why youth engagement matters and received a shout-out for their work from Nelson Smith, the Commissioner of the Virginia Department of Behavioral Health and Developmental Services.

Important Dates

December 5, 2023

- YAS Community Forum #3: Final Survey Tool and Supporting Materials

December 25, 2023 - January 1st, 2023

- OMNI Annual Office Closing

January 10, 2023

- **Data Entry Alert!** Enter Activity Data through 12/31/23 into PBPS for SOR and BG

March 6, 2023

- **Ethics Training** in Southwest Region - *contact your BHW Consultant for more information*

Quick Links:

Demographics
Calculator

VA
Prevention
Works! Portal

VASIS
Dashboard

CPG's PBPS
System



Data Entry
Guidelines

OMNI
Support
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