![OMNI TA Newsletter](mountain landscape banner)

Young Adult Survey Spam

We are already one month into the YAS data collection! First, thanks to everyone working so hard to recruit respondents! We appreciate all of the tabling, emailing, and talking with partners about the YAS. Second, we have some highlights to share about fraudulent survey responses received so far.

OMNI works hard to feel confident in the quality of YAS data. We have guardrails in place like SlickText, custom links and codes for CSB events, and survey settings that make it harder for false responses to be recorded. Nevertheless, spammers still take the survey to try and get an incentive. OMNI robustly reviews all survey responses and removes all fraudulent data. We have removed hundreds of spam responses already, as we did in 2022. It is a labor of love, but we are doing our due diligence to ensure we have good data to represent all of the outreach efforts CSBs are doing.

How can you support this battle?
- Never share a QR code or a special event URL in social media or emails. Use only at your events in a controlled setting.
- Avoid social media posts with accompanying text that use the words "survey", "gift card", "incentive" or the like. Rather, let the social media graphic image (which contains all the needed information) speak for itself!
- If you have an incentive form contact survey, review the data frequently, and let OMNI know if you suspect any fraud responses. If you want a few tips and tricks, watch our Office Hours video. Some ideas include looking up IP addresses for out-of-country codes or disqualifying folks with out-of-state mailing addresses.
- Verify your incentive form contacts before sending a gift card. You can phone, email, or text and ask them to verify (report back to you) other information from the form they filled out (e.g., email them and ask them to tell you their mailing address or phone number provided).

We encourage CSBs to reach out to us if any spam is suspected in the incentive survey data. This can help us pinpoint bad data. As we continue our spam battle together, know that we sincerely appreciate your understanding of our tighter rein on survey link sharing and QR code settings (i.e., opening and closing them, protecting the codes, and so forth) to try and eliminate false responses. Thank you and here's to a future with more quality data!

Updated Data Entry Guidance for Merchant Education

We want to remind everyone that **a new field for "Stores Visited" has been added to all Implementation 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 implement 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 conduct tobacco retailer visits and educate 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 that 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!

Resources You Can Use

Build Capacity Problem Area Update

Problem areas are now available in the PBPS Build Capacity Channel! For any activity entered, you can now select which problem area the activity is associated with for your staff time instead of using the general "ATOD" problem area. This can be helpful for staff who are working on a certain problem area, such as problem gambling or cannabis.

If you have any questions about entering time in the Build Capacity channel, please contact Marfel Barnett at
marfel.barnett@dbhds.virginia.gov

YAS Response Tracking Dashboard

Thank you all for your patience as the OMNI team removes fraudulent YAS responses. The YAS response dashboard is now live on the Virginia Prevention Works! Portal. You will need to login to access the page. Once logged in, in the Members Home tab, you will find the 2024 Young Adult Survey Response Dashboard under resources.

This dashboard is updated twice per week. If you have any questions about the dashboard or how to navigate it, please reach out to the OMNI TA team.

ACEs Evaluation Updates

Now that we have started a new calendar year, the OMNI ACEs TA team asks all CSBs to enter any 2023 paper evaluation responses in Qualtrics as soon as possible.

Starting on March 1st, the OMNI ACEs team will remove 2023 as a dropdown option to prevent any data entry errors. In addition, per CSB request, the end message for the evaluation has been modified to "Thank you for completing the ACEs Training Evaluation! Please take a screenshot as proof of your completion." for any CSBs that want to use this as a process to provide trainees any applicable certificates.

Community Spotlight

New River Valley Featured on WDBJ7 to Promote YAS!

Mike Wade, Community Wellness & Outreach Coordinator at NRVCS, was recently featured on WDBJ7's "Hope @ Home" segment, discussing the significance of the Young Adult Survey and its potential benefits for CSBs and the state in gathering crucial data on mental health and substance use. In the interview, Mike underscored the vital importance of ongoing data collection and encouraged active participation from young adults to amplify their voices on relevant issues. Hats off to NRVCS for their proactive efforts in engaging potential participants and enhancing survey involvement!

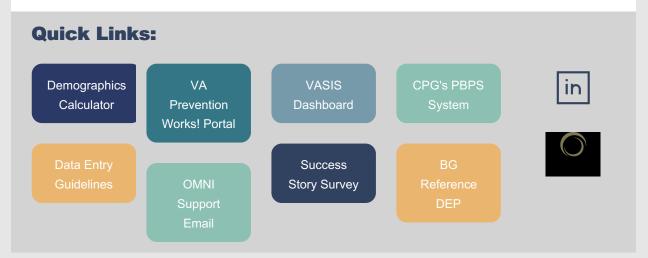You can watch Mike's full interview HERE.

Important Dates

March 6, 2024
- **Ethics Training in the Southwest Region *- contact your BHW Consultant for more information.***

April 10, 2024
- PBPS Data Entry due date

April 15, 2024
- YAS Data Collection ends

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