

# Please Share...

*If data were a wild animal, what kind of animal would it be?  
Why?*





## SEOW What?

### The Role of Delaware's State Epidemiological Outcomes Workgroup in Supporting Community-level Prevention Planning

Laura Rapp, Associate Scientist, Center for Drug and Health Studies

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# Technical Information

This webinar is being recorded and archived, and will be available to all webinar participants. Please contact the webinar facilitator if you have any concerns or questions.

The views expressed in this webinar do not necessarily represent the views, policies, and positions of the Substance Abuse and Mental Health Services Administration or the U.S. Department of Health and Human Services.

This training was developed under the Substance Abuse and Mental Health Services Administration's Center for the Application of Prevention Technologies task order. Reference #HHSS283201200024I/HHSS28342002T.

# Facilitator



**Jessica Goldberg**

Jess provides substance abuse prevention training and technical assistance services for the CAPT's Northeast Resource Team, serving as the state/tribe liaison to Delaware and New Jersey.

# Objectives

- Discuss the purpose of Delaware's State Epidemiological Outcomes Workgroup (SEOW)
- Describe resources the SEOW can provide to support community level substance use and misuse prevention efforts
- Identify available Delaware-specific data sources that can be used to strengthen local prevention planning and evaluation efforts

# Presenters



**Laura Rapp, PhD**  
SEOW Co-Facilitator and SPF-PFS  
Evaluator, Delaware



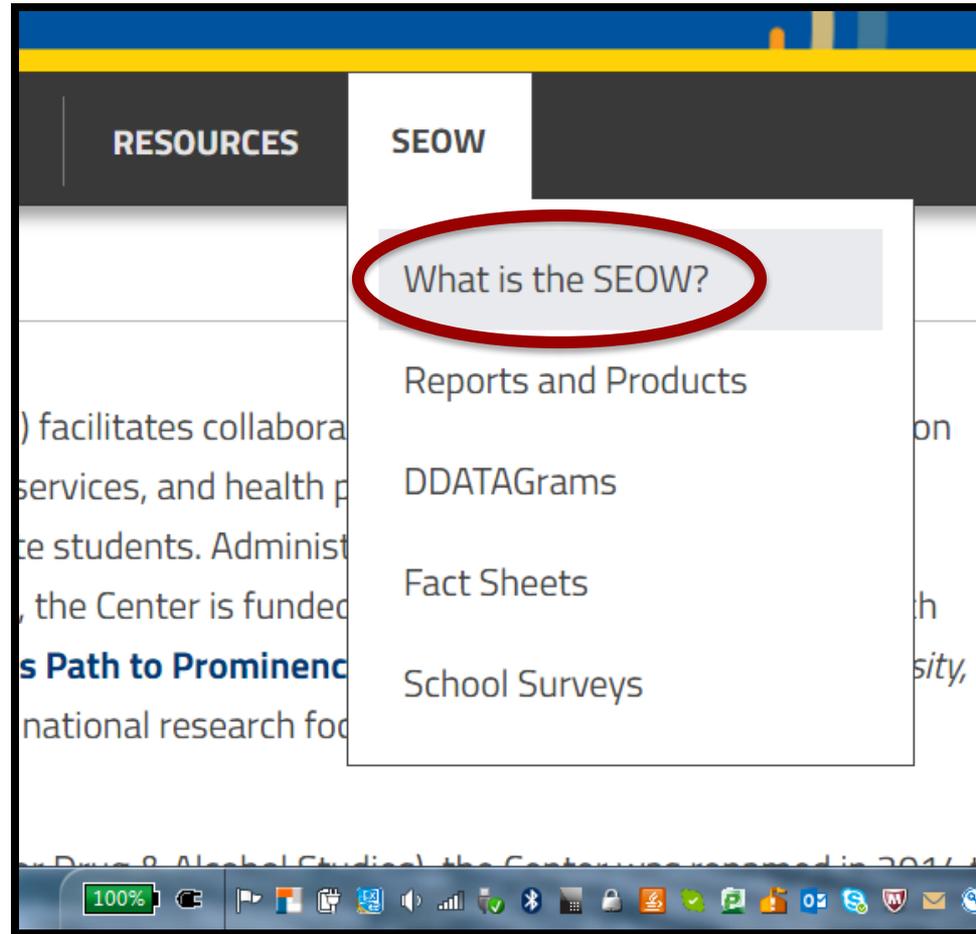
**Sharon Merriman-Nai, MC**  
SEOW Facilitator and SPF-PFS  
Evaluator, Delaware

# Agenda

- Introduce Delaware's SEOW
- Explore available SEOW resources and support
- Review data sources
- Practice using data effectively

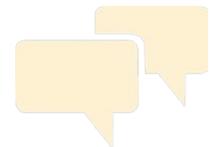


# The State Epidemiological Outcomes Workgroup



# Discussion Question

*What best describes  
your current relationship  
with Delaware's SEOW?*



# The Delaware SEOW

The SEOW collects, synthesizes and promotes the use of information on Delaware substance use, its precursors and its consequences to inform prevention policy, practice and programming in the state.

The screenshot shows the website for the Center for Drug & Health Studies. The header includes the center's name and navigation links for ABOUT US, PEOPLE, PROJECTS, PUBLICATIONS, RESOURCES, and SEOW. The main content area is titled 'WHAT IS THE SEOW?' and features a central diagram of the '5 Steps of the Strategic Prevention Framework' (Assessment, Evaluation, Implementation, Planning, Capacity) with 'Sustainability and Cultural Competence' at the center. To the right of the diagram is a text block describing the SEOW's mission and history. A sidebar on the left lists 'What is the SEOW?' and 'Reports and Products'.

CENTER FOR  
Drug & Health Studies

ABOUT US PEOPLE PROJECTS PUBLICATIONS RESOURCES SEOW

SEOW

What is the SEOW?  
Reports and Products  
DDATAGrams  
Fact Sheets  
School Surveys

CONNECT  
Make a Gift

WHAT IS THE SEOW?

**The State Epidemiological Outcomes Workgroup (SEOW)**

The State Epidemiological Outcomes Workgroup (SEOW), formerly known as Delaware Drug and Alcohol Tracking Alliance (DDATA), collects, synthesizes and makes accessible information on Delaware substance use, its precursors and its consequences to inform prevention policy, practice and programming in the State. The SEOW was formed and funded through previous State Incentive Grants, such as the Strategic Prevention Framework-State Incentive Grant (SPF-SIG) and continues through funding from Strategic Prevention Framework-Partnerships for Success Grant (SPF-PFS). One of the key elements of the SPF-SIG and now the SPF-PFS is to have a functioning SEOW, that produces data related products to key stakeholders and the community. In 2014 SEOW formed and convened two subcommittees: the **Data In Committee**, pertaining to the nature of data to be collected, and the **Data Out Committee** to provide input as to appropriate and effective patterns of dissemination of the data collected. The committees developed a list of data components to be collected and a grid for dissemination of data products, detailing diverse target audiences and appropriate data products to be sent to each.

5 Steps of the Strategic Prevention Framework

[www.cdhs.udel.edu/seow](http://www.cdhs.udel.edu/seow)

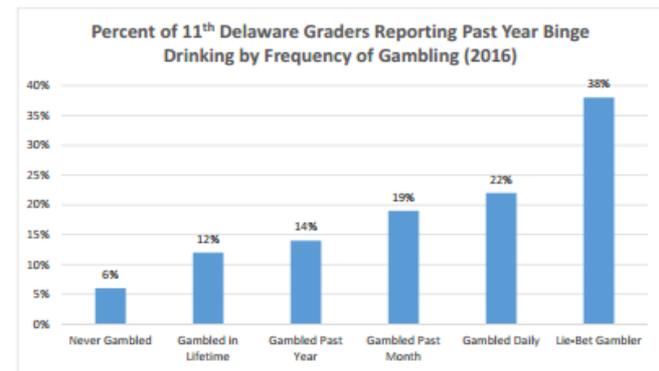
# Support the SEOW can provide

- Data-related products including:
  - DDATAGrams
  - Infographics
  - Fact sheets
  - Gap reports
  - Delaware epidemiological profile
  - Community profiles by sub-state planning area



## Gambling Participation is associated with Past Year Binge Drinking among Delaware 11<sup>th</sup> Graders

With a focus on National Problem Gambling Awareness Month, the March DDATAGram highlights the association between binge drinking and gambling activity among Delaware 11<sup>th</sup> graders. As the chart illustrates, students who reported a higher frequency or problematic gambling behavior were also more likely to report binge drinking<sup>1</sup> in the past year. Gambling participation was categorized in several ways, with the most extreme behavior labeled as "lie-bet" gambling which occurred when respondents felt the need to bet more and more money, and had lied to people important to them about how much they gambled. Only 6% of students who reported they had never gambled reported binge drinking in the past year, whereas this percentage climbed to 38% in the lie-bet gambling group.



# Support the SEOW can provide

- Data presentations
- Data points for media or public awareness campaigns
- Technical assistance on finding and utilizing data for prevention planning and evaluation
- Analyses using Center for Drug and Health Studies data, as requested

# Discussion Question

*What types of SEOW support would you find most useful?*



# Navigating the SEOW website

<https://www.cdhs.udel.edu/seow>

**UNIVERSITY OF DELAWARE**  
College of Arts & Sciences

CENTER FOR  
**Drug & Health Studies**

ABOUT US | PEOPLE | PROJECTS | PUBLICATIONS | RESOURCES | SEOW

**SEOW**

What is the SEOW?  
Reports and Products  
DDATAgrams  
Fact Sheets  
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CONNECT  
Make a Gift

### WHAT IS THE SEOW?

#### The State Epidemiological Outcomes Workgroup (SEOW)

The State Epidemiological Outcomes Workgroup (SEOW), formerly known as Delaware Drug and Alcohol Tracking Alliance (DDATA), collects, synthesizes and makes accessible information on Delaware substance use, its precursors and its consequences to inform prevention policy, practice and programming in the State. The SEOW was formed and funded through previous State Incentive Grants, such as the Strategic Prevention Framework-State Incentive Grant (SPF-SIG) and continues through funding from Strategic Prevention Framework-Partnerships for Success Grant (SPF-PFS). One of the key elements of the SPF-SIG and now the SPF-PFS is to have a functioning SEOW, that produces data related products to key stakeholders and the community. In 2014 SEOW formed and convened two subcommittees: the **Data In Committee**, pertaining to the nature of data to be collected, and the **Data Out Committee** to provide input as to appropriate and effective patterns of dissemination of the data collected. The committees developed a list of data components to be collected and a grid for dissemination of data products, detailing diverse target audiences and appropriate data products to be sent to each.

[SEOW 2016 Annual Report.pdf](#)

# Discussion Question

*How could you envision using SEOW resources to inform your prevention activities?*



# Using Data Effectively



# Discussion Questions

*What are some ways that you've used data to guide your prevention planning efforts?*

*What challenges have you encountered with using data?*



# Ways to Use Data

**Assessment**  
Define substance use  
and misuse problems

**Capacity Building**  
Engaging appropriate  
stakeholders

**Evaluation**  
Track progress on  
outcomes

**Implementation**  
Educate decision-  
makers

**Planning**  
Strengthen strategic  
planning processes



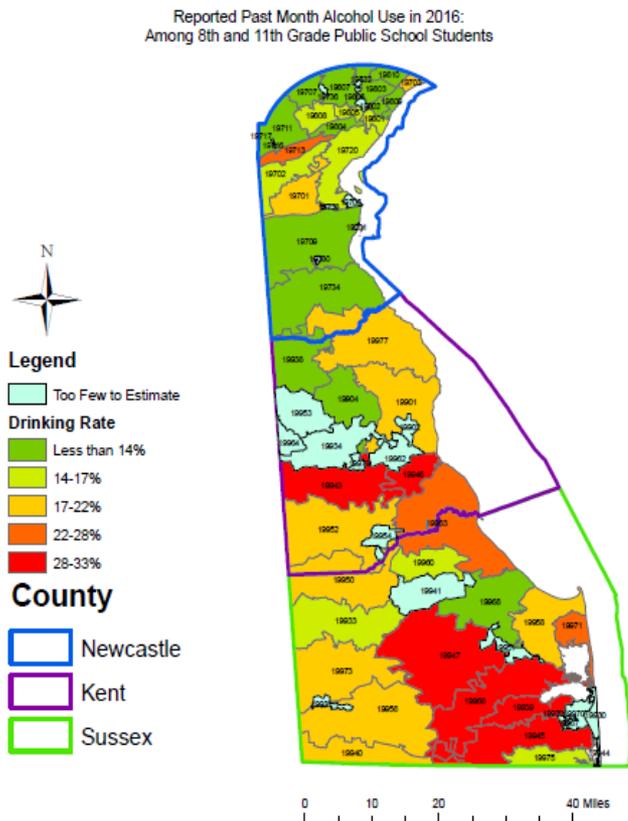
# Ways to Use Data (Cont'd)

- Bring people to the table to promote collaboration
- Support policy development efforts
- Highlight your “success stories”
- Make funding applications stronger
- Identifying groups at risk for experiencing health disparities



# Local Examples of Using Data Effectively: *Hotspot Maps*

The SEOW produced “Hotspot” maps of youth alcohol, marijuana, and prescription drugs use for Delaware by zip code.



- Delaware Alcohol and Tobacco Enforcement used those hotspot maps to decide where to focus their collaborative efforts, partnering with local high schools within hotspot zip codes to successfully implement substance use prevention programming.
- Wesley College also used those maps to identify the hotspots of youth substance use, and is proposing to conduct evidence based programming in schools to help prevent substance use.

# Local Examples of Using Data Effectively: *Trauma Grid*

- The “trauma grid” identifies indicators on the Youth Risk Behavior Survey that asked Delaware students about their exposure to a number of adverse childhood events (ACEs) and produced a presentation on the association of exposure to childhood trauma and increased substance use. This information:
  - Circulated widely through various statewide networks
  - Used in the KIDS COUNT in Delaware 2017 fact book as a special issue
  - Presented at the Delaware Kids Caucus in Spring 2017

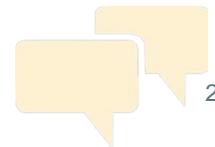
# Example: Trauma Grid

## 2015 Delaware High School Youth Risk Behavior Data

Trauma Indicator	N	% of Total respondent population		% of female respondents		% of male respondents	
<b>Violence Exposure</b>							
During the past 12 months, how many times has someone threatened or injured you with a weapon such as a gun, knife, or club on school property?	2,739	0 times	94	0 times	96	0 times	92
		1 or more	6	1 or more	4	1 or more	8
During the past 12 months, how many times were you in a physical fight?	2,714	0 times	79	0 times	84	0 times	75
		1 or more	21	1 or more	16	1 or more	25
During the past 12 months, how many times were you in a physical fight in which you were injured and had to be treated by a doctor or nurse?	2,725	0 times	96	0 times	97	0 times	96
		1 or more	4	1 or more	3	1 or more	4
During the past 12 months, how many times were you in a physical fight <b>on school property</b> ?	2,713	0 times	92	0 times	94	0 times	90
		1 or more	8	1 or more	6	1 or more	10
<b>Sexual Assault</b>							
Have you ever been physically forced to have sexual intercourse when you did not want to?	2,734	Yes	7	Yes	9	Yes	4
		No	93	No	91	No	96
<b>Dating Violence</b>							
During the past 12 months, how many times did someone you were dating or going out with physically hurt you on purpose? (Count such things as being hit, slammed into something, or injured with an object or weapon.)	2,673	Did not date	30	Did not date	28	Did not date	33
		0 times	64	0 times	65	0 times	63
		1 or more	6	1 or more	7	1 or more	5
During the past 12 months, how many times did someone you were dating or going out with force you to do sexual things you did not want to do? (Count such things as kissing, touching or being physically forced to have sexual intercourse.)	2,670	Did not date	30	Did not date	28	Did not date	33
		0 times	64	0 times	65	0 times	64
		1 or more	6	1 or more	7	1 or more	4

# Discussion Question

*Where do you find  
data specific to  
Delaware or your local  
community?*



# Substance Use Data Sources

Data Source	Description	Sample	Data Collection	Geographic Level
<a href="#"><u>Delaware School Survey (DSS)</u></a>	Substance use, risk and health behaviors	5 <sup>th</sup> , 8 <sup>th</sup> and 11 <sup>th</sup> grade students	Annually	State, County, District, Zip code, School
<a href="#"><u>Youth Risk Behavior Survey (YRBS)</u></a>	Unintentional injuries and violence (including drinking and driving), tobacco use, alcohol and other drug use, mental health, bullying, healthy eating, sexual behaviors, relationship with parents, and various other health topics	Public middle school and high school	Every Two Years, Odd Years. 2015 is most recent data available	State, County
<a href="#"><u>College Risk Behavior Survey (CRBS)</u></a>	Variety of questions on substance use, gambling, personal victimization, relationships, gambling	College students	Annually	University of Delaware & Wesley College
<a href="#"><u>National Survey on Drug Use and Health (NSDUH)</u></a>	Tobacco, alcohol, and illicit drug use, perceived risk of use, serious mental illness, any mental illness, thoughts of suicide, major depressive episodes	12 and older	Annually but DE data are two years combined. 2014-2015 is most recent data available (reports). Interactive data (2012-2013).	State, Sub-state planning areas

# Substance Use Data Sources

Data Source	Description	Sample	Data Collection	Geographic Level
<a href="#"><u>Behavioral Risk Factor Surveillance System (BRFSS)</u></a>	Tobacco use, alcohol use, e-cigarettes, drinking and driving, general health status	Adults (18 and older)	Annually. 2015 is most recent data available	State
<a href="#"><u>Pregnancy Risk Assessment Monitoring System (PRAMS)</u></a>	Postpartum depressive symptoms, pre-pregnancy depression anxiety, alcohol use, tobacco use	Women who have had a recent live birth (18 and older)	Annually. 2011 is most recent data available	State
<a href="#"><u>Treatment Episode Data (TEDs)</u></a>	Demographic and substance abuse characteristics on admissions to treatment for abuse of alcohol and drugs	Those who have entered treatment centers that receive funding from the State (including Block Grant)	Annually. 2015 is most recent data available	State

# Finding Data: Scenario 1

A large, urban Delaware school district wants to focus their prevention efforts on populations that are at high risk. One member of the district's school board mentioned reading a news article that said that nationally LGBTQ kids are more likely to misuse substances than heterosexual kids.

*What data source(s) on the SEOW website would you reference to find out if that's true for Delaware?*



# Finding Data: Scenario 2

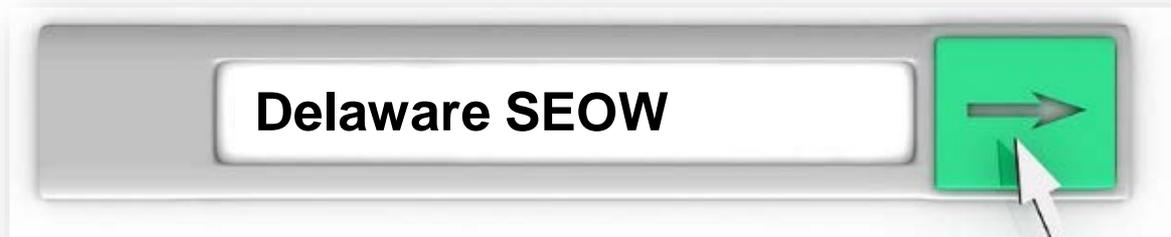
At a recent parent-teacher organization meeting, a parent raised the concern that youth just don't think marijuana is as harmful as they used to because states are legalizing it for medicinal and recreational purposes.

*What data source(s) could you review to see how the perception of marijuana use as harmful among youth (12-17 years) has changed over the past few years?*



# Recap

- Using data effectively can strengthen local substance use and misuse prevention planning and evaluation efforts.
- The Delaware State Epidemiological Outcomes Workgroup can provide various types of support to meet your data-related needs! Feel free to [contact the SEOW directly](#).
- Check out the SEOW [website](#) regularly and explore its many useful resources



# Looking Forward

*How can you use the information shared today in the next three months to strengthen your prevention efforts?*



# Questions?



# Contact Information

If you have questions or comments, please don't hesitate to contact:

The Delaware State Epidemiological Outcomes Workgroup

**Sharon Merriman-Nai**

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**Laura Rapp**

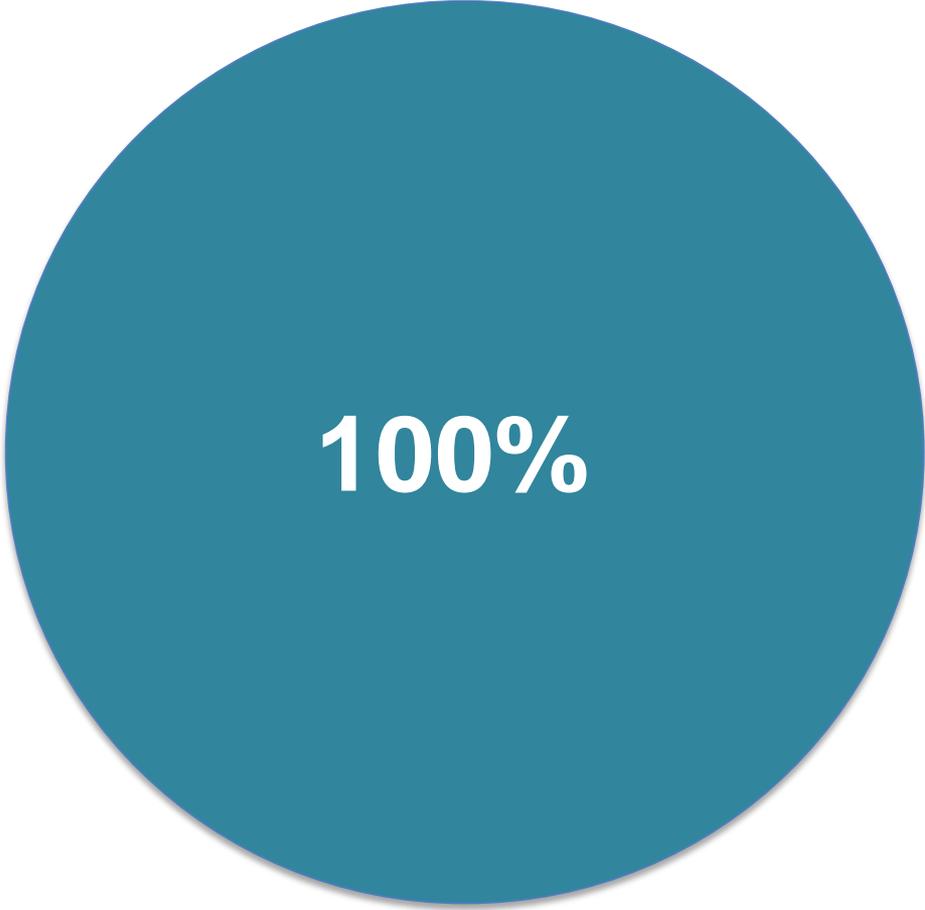
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# Thanks for Joining us Today!



100%

 Thank you!

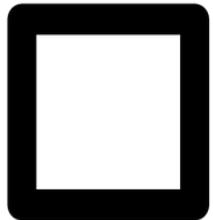
# Evaluation



Please complete a brief evaluation:



[https://www.surveymonkey.com/r/S  
EOW\\_What](https://www.surveymonkey.com/r/S_EOW_What)



Your feedback is appreciated!

# Image Sources

- Slide 1: <http://animals.nationalgeographic.com/animals/photos/baby-animals/> ;
- <http://www.cutestpaw.com/images/cutest-pics-of-baby-wild-animals/>;
- <https://www.pinterest.com/mediaco/wild-animals/>;
- <https://www.pinterest.com/pin/498703358710333525/>;
- Slide 7: <https://pixabay.com/en/photos/post-it%20notes/>
- Slides 8,10,11,14: <https://www.cdhs.udel.edu/seow>
- Slide 16: <https://pixabay.com/en/photos/chart/>;  
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