



## Key Highlights of the 2020 Delaware State Epidemiological Outcomes Workgroup Satisfaction Survey

In May 2020, the State Epidemiological Outcomes Workgroup (SEOW) facilitator team at the University of Delaware Center for Drug and Health Studies (CDHS) invited group members to share feedback on SEOW activities, services, and products. The online survey was designed to guide the team in future endeavors to better meet the needs of SEOW stakeholders. In all, 29 members participated. Respondents represented state and federal government, higher education, human/social service provider agencies, healthcare, prevention/advocacy/issue organizations, and volunteer organizations, and religious organizations. Almost half of the respondents were program administrators, managers, or directors and remaining participants included researchers, evaluators, statisticians, and health professionals. Just under half of respondents represented large organizations (of more than 250 employees), and the remaining represented varying sized smaller organizations. Respondents worked with a broad age range of clients and also represented organizations that worked with diverse populations, including non-English speakers and LGBTQ populations, and pregnant and perinatal woman. Several respondents did not work directly with clients. Respondents represented organizations addressing needs of rural, suburban, and urban populations, as well as varying geographic scopes of programming.

This report summarizes the findings of the survey.

### Key Takeaways

#### *Respondents Need for Data:*

The mission of the [SEOW](#) is to strengthen the data infrastructure for the field of prevention and to promote the use of data to support policy, programming, and evaluation. Therefore, it is not surprising that all who responded to the survey indicated that they use substance use, behavioral health, and/or health related data in their work, and it was a positive sign that nearly all (28 of 29) had visited the [SEOW pages](#) of the [Center for Drug and Health Studies \(CDHS\) website](#). In addition, three out of four respondents indicated using other sources of health data for prevention efforts. Respondents indicated that they had many needs for such data, but the most frequently cited reasons were:

- to increase knowledge or raise awareness (identified by 22 of 26 respondents);
- to plan/implement or evaluate programs or health services (20);
- to analyze, develop, or advocate for policy (20);
- to apply for funding (18);
- for research, training and teaching, and community engagement (13).

Of note, one of the respondents indicated that the data was used to inform the Delaware State Health Improvement Plan (SHIP). The vast majority of those who used these data resources found them helpful (24 of 25) and one found them to be somewhat helpful.

In terms of specific types of data resources used for various purposes, respondents reported a wide variety of uses of many data products. Overall, the Youth Risk Behavior Survey (YRBS) was the most frequently identified across all categories of use, followed by Delaware School Survey (DSS). Youth Tobacco Survey and College Risk Behavior Survey were also identified across all categories of use. SEOW heat maps were identified as a tool particularly accessed to increase knowledge and awareness, and for planning, implementation, and evaluation of programs. SEOW infographics were also frequently used products, most often used to increase knowledge or awareness, and in teaching or training, but also for research and community engagement. The SEOW annual epidemiological report was the next most frequently identified resource used, particularly to increase knowledge, following by planning, implementation, and evaluation of programs, and analysis, development, and advocacy for policy, research, and teaching. SEOW PowerPoint Slides were cited as very useful for increasing knowledge and public engagement. SEOW gap reports and policy briefs were most frequently identified as used for analysis, development, and advocacy for policy, along with the annual epidemiological report.

#### *Disseminating SEOW Data*

Nearly three-quarters of respondents indicated that they shared SEOW data through publications, reports, or by other means. Most commonly, respondents shared data with the general public (15 of 26 respondents). However, a majority of respondents also shared the data with government agencies (14), and half shared the data with educators and researchers (13). Almost one-third indicated that they shared SEOW data with legislators. Several clients responded “Other” and wrote in that they shared the data with client/families, medical providers through a statewide training manual, and the Sussex County Health Coalition.

#### *Requests for Data Assistance*

The majority of respondents (22 of 26) had asked for assistance from researchers at CDHS to obtain or analyze SEOW or CDHS data sources within the past two years. Each of the respondents who asked for it found the assistance helpful.

#### *Participation in SEOW Semi-Annual Meetings*

Eighty-five percent of respondents had participated in an SEOW Semi-Annual meeting, in person or virtually, in the past two years. Those who didn't participate identified the following barriers: travel time; meeting conflicts or timing issues; and being new to the group. One member noted that being able to join by Zoom or phone was helpful, along with getting the meeting on the calendar earlier.

### SEOW Social Media

Relatively few respondents (9 of 25) reported following the Center for Drug and Health Studies Facebook page and even fewer followed on Twitter (5 of 26).

### Recommendations for Improvement

Seven respondents provided open-ended comments that reflected positive perceptions of the SEOW and its activities. One member indicated referring:

*“many organizations to your website to keep up to date on health and social needs of adolescents and school aged children.”*

Another noted appreciation of the notifications of newly available SEOW products and relevant resources from other sources, along with links, and went on to identify the heat maps and PowerPoint slides as particularly useful in sharing data in presentations.

One respondent was particularly interested in the:

*“...continued and strengthened focus on shared risk and protective especially at the outer layers (i.e. community, policy, systems, environment, society).”*

Two summative comments reflect the value of collaboration within the prevention network in Delaware:

*“Thank-you for your work as a true partner and leader in Delaware's Prevention community.”*

and

*“The semi-annual meetings are great to share information and see others who are invested in similar and related topics.”*

Several recommendations were offered, including:

- having the SEOW co-host a forum to allow researchers to present relevant findings aimed at a broader audience of researchers, administrators and policymakers;
- to maintain a clearinghouse of papers and other products developed using the CDHS data;
- to promote daily dissemination of a slide or data point each day to the email distribution list to promote daily engagement.

### Conclusions and Potential Future Steps

The participation rate was approximately 32% of those invited to respond to the survey. It is reasonable to assume that those who participated already have a high degree of engagement

with the SEOW network, and this was reflected in their responses. This may not be helpful in terms of providing direction to expand the SEOW network, but it does allow for insights of those who are key stakeholders. Taken in conjunction with other metrics, such as ongoing feedback from those who reach out to the team for data, web page views and download statistics, etc., this information is valuable in ensuring that those who turn to the SEOW are having their data needs addressed.

Among the key takeaways, respondents expressed a wide array of data needs, and use of a wide array of SEOW data products to fulfill these needs. The majority of respondents also indicated that they share the SEOW resources widely among their various networks and for public outreach and engagement. We know from the responses provided that some of this dissemination has the potential for far reaching impact, as the information was incorporated into a statewide training manual for medical providers, was included in the statewide health improvement plan, and one-third of responders shared these materials with legislators.

Eighty-five percent of respondents report that they have reached out for data or related assistance within the past two years and every respondent found the assistance to be helpful. Data resources were widely considered helpful as well.

Respondents provided several recommendations for improved and expanded collaboration, such as opportunities for SEOW to co-host research forums with allied partners. There were also recommendations for increased, sustained (daily) dissemination of relevant data. In addition, the low rate of engagement on the available social media platforms suggests that this is an area where we can improve outreach a great deal. Enhanced social media would provide an opportunity for sustained and more frequent data promotion.

The SEOW facilitation team will review these findings to determine what recommendations may be feasible to undertake. Additionally, the team will consider the potential value of expanding data collection by posting the survey on the SEOW web pages in order to capture input from those who access SEOW products via self-service but who may not be involved directly with the SEOW network. Findings will be reviewed with the SEOW network at the upcoming semi-annual meeting.