



SEOW Annual Report

Presented to SPF PFS Management

Report Timeframe: October 2016 – September 2017

Alignment of DE SEOW with SAMHSA Identified Core Tasks

The Delaware State Epidemiological Outcomes Workgroup (SEOW) 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 in 2007 with SAMSHA support, subsequently funded through previous Strategic Prevention Framework-State Incentive Grant (SPF-SIG), and continues through funding from the Strategic Prevention Framework-Partnerships for Success Grant (SPF-PFS). During the 2016/2017 year, the SEOW provided substance use and related data to communities and state agencies in order to support data-based decision making. This report will outline some of those activities as well provide an overview of the major SEOW accomplishments and barriers encountered during this time period.

According to SAMHSA, the State Epidemiological Outcomes Workgroups (SEOWs) are groups of data experts and prevention stakeholders responsible for bringing data on substance misuse and related behavioral problems to the forefront of the prevention planning process. To achieve their mission, SEOWs are charged with the following four core tasks¹:

1. Identifying, analyzing, profiling, and sharing data from existing state and local sources;
2. Creating data-guided products that inform prevention planning and policies;
3. Training communities in understanding, using, and presenting data in an effective manner;
4. Building state- and local-level monitoring and surveillance systems.

The Delaware SEOW, during the report timeframe, completed or worked towards completing the four core tasks identified as described below.

SAMHSA Core SEOW Task 1: Identifying, analyzing, profiling, and sharing data from existing state and local sources

The most comprehensive activity completed in response to the first core task is the annual Delaware State Epidemiological Profile. The Delaware SEOW facilitator team created and disseminated the 2017 State Epidemiological Report, which consisted of major revisions from previous iterations of Epidemiological Reports. Indeed, the DE SEOW has produced annual Epidemiological Profiles for a decade, since 2007. These profiles contain data on the consumption, context, and consequences of alcohol, tobacco, marijuana, opioids, and other illicit drugs. The 2017 Epidemiological Profile includes data on youth and adults, from 17 different data sources. Some of the data sources used to identify primary prevention needs include the Delaware School Survey, Delaware Household Health Survey, the Delaware Prescription Monitoring Program, Treatment Admissions Data, Youth Risk Behavior Survey, Youth Tobacco Survey, Behavioral Risk Factor Surveillance System, Delaware Criminal Justice

¹ <http://www.samhsa.gov/capt/tools-learning-resources/data-prevention-planning-seow>



Information System, state and substate data from National Survey on Drug Use and Health, the new Delaware component of the National Violent Death Reporting System, Delaware Annual Traffic Statistical Report, and the National Poison Data System. The 2017 Profile also includes a special section on the Adverse Childhood Experiences (ACES) – a group identified by the SEOW as being at disproportionately high risk for substance use and other risk behaviors – as well as Mental Health and Protective Factors.

SAMHSA Core SEOW Task 2: Creating data-guided products that inform prevention planning and policies

In response to the second of SAMHSA's core SEOW task, the SEOW produced a plethora of products geared towards different audiences. These include monthly DDATAgrams (one-page sheets that focus on one data point), presentations, and a Gap Report, which provide assessments on gaps in services and programs for Delaware residents across the lifespan, as well as gaps in research and data to inform these services. These products were created and disseminated to State agencies to inform prevention planning and policies. The materials were electronically disseminated through the SEOW website, the SEOW distribution list and other networks, and via Twitter. The 2017 Gap Report discusses the challenges associated with collecting data on homeless youth, as well as the risks associated with youth homelessness, and relevant data pertaining to Delaware youth. Focusing more efforts on "moving data into action," the SEOW also created a policy brief that focuses on opioid and prescription drug abuse related policy in Delaware.

Beyond the development of data products, the SEOW responds to data requests and inquiries from State agencies and community groups to inform prevention planning and policies. Throughout the year, the SEOW provided data to DSAMH, DPH, DOE, DPBHS, the State Legislature, the Health Fund Advisory Committee, as well as community coalitions, schools, school districts, and colleges to inform decision-making. The SEOW also collaborates with partners to create these products and provide the most pertinent information. For example, the SEOW met with DHSS Secretary Dr. Odom Walker to discuss relevant data points and data sources, and presented how the SPF/SEOW could support DHSS priority initiatives. SEOW facilitators also met with Lt. Governor Bethany Hall-Long, who is coordinating statewide efforts to more comprehensively address behavioral health, to discuss using data to promote community engagement.

SAMHSA Core SEOW Task 3: Training communities in understanding, using, and presenting data in an effective manner

In regards to SAMHSA's third core SEOW task the SEOW, in collaboration with the CAPT, created and implemented a webinar to promote the role that the Delaware SEOW can play in supporting community-level prevention planning. Attendance exceeded expectation, participant discussion was robust, and evaluation results from the webinar were incredibly favorable. The event has been archived and shared with subsequent audiences.

In an ongoing effort to collaborate with communities in data usage, the SEOW routinely participates in and provides data and technical assistance to groups such as the Delaware State Legislature Kids Caucus, the Delaware Teen Pregnancy Prevention Coalition, the Delaware Healthy Neighborhoods Data Committee, and other broad-based community prevention efforts. Throughout the past year, the SEOW provided data to at least 25 community agencies and coalitions, such as the Heroin Strategic Response Initiative, Community Engagement Initiative, Trauma Matters Delaware, New Castle County Addiction



Transition Committee, Healthy Neighborhoods SN4C, United Way, Child Protection and Accountability Commission, atTACK Addiction, Courageous Hearts, and local middle and high school schools. In addition to providing data, the SEOW also provided TA (in the form of one-on-one meetings, email support, teleconferences, and presentations) on assessment, planning, identifying data sources, using data in media campaigns, developing logic models, and choosing measurable outcomes. The SEOW provided data elements and technical assistance to community groups and to the State as they sought funding for substance use prevention efforts and evaluated needs and program impacts.

SAMHSA Core SEOW Task 4: Building state- and local-level monitoring and surveillance systems

The final of SAMHSA's core SEOW tasks is accomplished through ongoing collaboration and network development, as well as through the maintenance and enhancement of communication channels. Although the SEOW activities and achievements are reviewed in increments of individual contract years, the SEOW facilitator team maintains a long-term vision, and seeks to build on the progress made by the SEOW during the previous years. The SEOW facilitator team works throughout the year to ensure that the SEOW member network is comprised of committed stakeholders across sectors and representing interconnected systems who need to use, and wish to share, data to inform all phases of prevention. The SEOW meets to identify data needs, report on new data and new data resources, discuss data related issues, discuss emerging data trends, and make recommendations to guide the development and dissemination of SEOW products and tasks. During this contract year, the SEOW met two times² and featured presentations from Nemours Children's Health Services, Trauma Matters Delaware, KIDS COUNT in Delaware, the Delaware Household Health Survey's ACES data, The Delaware Council on Gambling Problems, and Youth Risk Behavior Survey data.

During the current reporting period, there was a great deal of emphasis on increasing the accessibility of State and local monitoring and surveillance systems, and enhancing the user-friendliness of data dissemination, so that community members, coalitions, and other interested stakeholders can easily access data to guide decision-making, program implementation, and evaluation of prevention efforts. The team continuously reviews and updates the SEOW website, which currently contains links and a brief description from over 35 different data sources and dashboards that can be used by anyone to inform all phases of prevention programming, implementation, and evaluation. The online data resources fall into four broad categories: school data resources, crime data resources, drug use data resources, and health data resources. The website also now includes a newly designed feature, News from the Field, that highlights free-standing reports and profiles.

Besides these data sources for which the SEOW has direct access, the SEOW directly partners with and has representation on other entities focused on data collection and dissemination in areas related to substance use and behavioral health. These include Kids Count Delaware, the Delaware Violent Death Reporting System, the Prescription Drug Action Council, the Delaware Suicide Prevention Coalition, the Delaware Coalition Against Domestic Violence, the Wilmington Coalition Against Violence, the Delaware Health Care Innovation Board, the IMPACT Tobacco Coalition, the DSCYF Advisory Committee, several groups of Delaware's State Innovation Model award including the Healthy Neighborhoods Data Committee, and a number of neighborhood coalitions. Of note, these organizations and groups cross

² meeting minutes were submitted to SPF Management as part of the contract deliverables



over different state Departments and Divisions and community groups in all three of Delaware's counties, providing direct access for the SEOW to data gatherers and policymakers.

In addition to the SEOW meetings, maintenance of the website, and partnering with other collaborators, the SEOW facilitators maintain ongoing communication through an electronic forum of over 84 participants. Every month, the SEOW facilitators share information regarding new Delaware data products, as well as national and regional data, online resources, reports of interest, evidence-based practices, and events.

SAMHSA also notes that SEOWs are responsible for completing specific tasks and developing specific products related to the core tasks identified above in order to support implementation of each of the SPF's five steps, as can be seen in *Table 1: SAMHSA Identified SPF Steps and SEOW Tasks Alignment with DE SEOW* (Page 6). As noted in the fourth column of Table 1, the Delaware SEOW products and tasks are aligned with the SAMHSA SEOW recommended products and tasks.

Major SEOW Barriers

Although the SEOW has had many accomplishments since its inception and during the reporting period of October 2016 and September 2017, there are several challenges to maintaining a robust and committed membership with a sustainable structure.

Although the SEOW currently has approximately 70 listed members and strong representation from State and community organizations (Please See Table 2 for a list of current SEOW member organizations), just about half of that are actively engaged members, and staff turnover at various agencies mean that there is a shifting composition even among the most committed organizations. There are also persistent gaps, particularly in terms of participation from the education and healthcare sectors. However, we have recently engaged two members of the Department of Education who work in the area of adolescent health which is very promising for leveraging parallel prevention efforts. While healthcare *practitioners* are not often among the members participating in SEOW activities, representatives from Nemours are consistently engaged, support data collection efforts (in fact, sponsor the middle school Youth Risk Behavior Survey), and also share data with the SEOW network. It is particularly important to improve membership representation from the medical community given the growing emphasis on prescription drug misuse and abuse. It was also discussed how to tailor products to these groups to be most useful to them. It will be important to continue to discuss with the members other gaps in composition, and how to better engage representatives from these sectors.

As detailed below, Delaware SEOW facilitators were instrumental in initiating peer sharing calls with the goal of understanding how to improve the functioning of the State's SEOW and to better address these gaps, while seeking to implement strategies to sustain the group post funding.

Major SEOW Accomplishments

The SEOW has had a very busy year and we continue to make progress towards the short and long term goals of the Delaware SEOW, outlined in the SEOW Logic Model (Figure 1, Page 9): sustainable institutionalized data surveillance system; increased knowledge of consumption and consequence data; increase in data-driven decisions at the community and state level; and finally, the reduction in substance use, related risk behaviors, and consequences.



Although many of the accomplishments and activities have been noted throughout this report, the following is a recap of some of the major accomplishments and activities:

- Collaboration continues to be a strength of the SEOW. The SEOW met with different entities in Delaware to discuss the following: data needs and resources; Delaware surveys, ongoing strategies for data collection, and sustainability; and, gaps in research and services. Some of these entities included the CDC Division of Adolescent School Health, DPH, DSAMH, DOE, DSCYF Advisory & Advocacy Council of the Department for Children, Youth, and Their Families, Healthy Neighborhoods, and Trauma Matters Delaware. The SEOW collaborated with KIDS COUNT in Delaware to provide data and input on inclusion of at risk groups (ACEs) into the widely disseminated Annual Fact Book.
- One major accomplishment was an overhaul of the annual Delaware State Epidemiological Report. The revamped report includes data from over 17 sources that create eleven different chapters covering the major substance use areas as well new chapters on opioids, mental health, ACEs, and protective factors – all priority topics identified through consensus at the last SEOW member meeting in the previous reporting period. Based upon the recommendations of the SEOW members, the report now includes a narrative structure that provides background and overview information on Delaware and the individual topic areas, and allows readers to better understand the multitude of charts and graphs that showcase a wealth of data. The report also now includes “Data in Action” boxes that provide suggestions on how to move the data off of the page and into action at the community and State levels. Not only is the Profile available as one complete PDF, it is also available chapter by chapter online for easy navigation. We believe that these enhancements increase the user-friendliness of the product, and in turn will also increase its value and use among a spectrum of users.
- The Delaware SEOW facilitator team also initiated regional peer sharing calls with other SEOWs, as coordinated by the CAPT. The Delaware SEOW provided input on the topics covered in the regional peer sharing calls and, within this past year, two very productive calls have taken place that discussed trends in data, challenges encountered by SEOWs, and helpful resources and products. This group plans to continue meeting and move in the direction of a working group that will help define shared indicators across SEOWs.
- The SEOW continually assesses the magnitude of the substance abuse related problems (consumption/consequences) in Delaware. The SEOW, during October 2016 through September 2017, has conducted many activities assessing substance abuse related problems in Delaware including mapping of SPF-PFS hotspots and creating interactive GIS maps related to youth substance use, resources, and treatment facilities. The SEOW produced one Gap Report and one Policy Brief, each highlighting a major area of challenge in research, resources, and/or treatment. Each month the SEOW created and disseminated a DDATagram and, when possible, connected the topics to awareness months, such as Problem Gambling Prevention Month and Sexual Assault Awareness Month. Some examples include: changes in trend of driving under the influence; relationship between underage drinking and parents showing pride in their children; relationship between mental health and alcohol use; and gambling associated with past year binge drinking among Delaware 11th graders. This information is disseminated through many channels, which includes the @CDHSdelaware twitter feed, website posts, emails, and during meetings.



- The SEOW proactively provides data and also responds to data requests from State and community agencies. Over 20 data sources are used annually by the SEOW and include the NSDUH, YTS, YRBS, DSS, CRBS, NPDS, BRFSS, TEDS, Overdose data, PMP, HDMP, DOE School Profiles, and more. The SEOW team provided data to the State for use in media campaigns as well as to DSAMH to support their federal reporting requirements for the STOP Act as well as the SABG Plan. The SEOW collaborated with the CAPT to provide data for an advanced Cultural Competency training, which will be implemented later in 2017. The Delaware SEOW facilitators have increased their efforts to raise its visibility within the State, and to share experiences with SEOW facilitators throughout the region to improve its functioning and enhance the potential for sustainability. Recently, the SEOW conducted a webinar, with support from the CAPT, to promote how the SEOW can and should be accessed in Delaware as resource for identifying and interpreting data for assessments, planning, and evaluation of prevention-focused effort. The Delaware SEOW also participated in the Delaware School Nurses Association Conference with the goal of data promotion; presented data on ACES and protective factors to the State Legislature’s Kids Caucus; etc.

Building upon these accomplishments, the SEOW will continuously reevaluate and refine data needs and seek relevant data sources, strengthen the membership network, and promote strategic dissemination of salient information vital to Delaware’s prevention efforts in the coming year.



Table 1: SAMHSA Identified SPF Steps and SEOW Tasks Alignment with DE SEOW³

SPF Step	SEOW Task	SAMHSA SEOW Product	DE SEOW Product/Task
1. Assess Needs	Identify key data sources as well as collect and analyze data to identify needs	State epidemiological profile	Annual State Epidemiological Profile
		Community epidemiological profile	Hot spot mapping of substance use by zipcode; ARC GIS Interactive mapping of substance use that also include treatment locations and prevention resource locations.
2. Build Capacity	Bring data gatekeepers together to share data and train communities to understand and use data	SEOW charter	Charter updated in 2014
		Community data trainings	At least 5 trainings and presentations in 2016/2017
3. Plan	Identify priorities and inform policy makers	Factsheets for decision makers	Adherence to SEOW Logic Model 12 DDATAgrams; State Epi Report; 1 Gap Report; 1 Policy Analysis; Hotspot maps, Tweets; at least 36 listserv posts; 75 people on listserv
		Dissemination plan	<i>Formal Dissemination Plan in progress. 2018 Goal.</i>
4. Implement	Allocate resources based on priorities and ensure understanding and application of SPF's data-guided process in communities	State prevention plan	Provided input to SABG plan as well as other substance use prevention efforts at the state level (SPF-PFS, SPF Rx); Met with head of DHSS and Lt. Governor's Office to provide data for State planning purposes.
		Community SPF/data trainings	At least 5 of trainings and presentations in 2016/2017
5. Evaluation	Build community-level monitoring system by monitoring trends, creating networks, and enhancing capacity	Data/Monitoring system	Current system is disseminated through networks. System and process under discussion at SEOW meetings to formalize and improve

³ <http://www.samhsa.gov/capt/tools-learning-resources/data-prevention-planning-seow>



Table 2: 2016-2017 SEOW Member Organizations (September 2017):

Member Organization	Organization Type
atTAcK Addiction	Community Coalition or Agency
Christiana Care Health Systems	Medical Community
Delaware Criminal Justice Council	State Agency
Delaware Coalition Against Domestic Violence	Community Coalition or Agency
Delaware Council on Gambling Problems	Community Coalition or Agency
Delaware Criminal Justice Information Systems (DELJIS)	State Agency
Delaware Department of Education	State Agency
Delaware Department of Health and Social Services	State Agency
Division of Medicaid and Medical Assistance	State Agency
Division of Public Health	State Agency
Division of Services for the Aging and Persons with Disabilities	State Agency
Division of Substance Abuse and Mental Health	State Agency
Delaware Department of Homeland Security	State Agency
Division of Alcohol and Tobacco Enforcement	State Agency
Division of Forensic Medicine	State Agency
Delaware Department of Services for Children, Youth and their Families	State Agency
Division of Prevention & Behavioral Health	State Agency
Trauma Informed Care	State Agency
Delaware Office of Controlled Substances	State Agency
Division of Professional Regulation, Prescription Monitoring Program	State Agency
Mental Health Association of Delaware	Community Coalition or Agency
Delaware Prevention Coalition	Community Coalition or Agency
Delaware State Police	State Agency
DEMCO	Community Coalition or Agency
La Esperanza	Community Coalition or Agency
KIDS COUNT in Delaware, University of Delaware Center for Community Research & Service	Research Center
Latin American Community Center	Community Coalition or Agency
Nemours Health and Prevention Services	Medical Community
Open Door, Inc.	Community Coalition or Agency
Wesley College	Higher Education
West End Neighborhood House	Community Coalition or Agency
University of Delaware, Student Health and Wellness Promotion	Higher Education



Figure 1: DE SEOW Logic Model Progress [✓ or "In Progress" designates status for 2016-2017]

