



SEOW Annual Activities Report

Presented to SPF PFS Management

Report Timeframe: October 2017 – September 2018

Alignment of the Delaware 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 the 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 2017/2018 year, the SEOW provided substance use and related data to communities and state agencies 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.

According to SAMHSA, 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 2018 State Epidemiological Report, which consisted of 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 2018 Epidemiological Profile includes data on youth and adults, from 21 different data sources. Some of the data sources used to identify primary prevention needs include the Delaware School Survey, Behavioral Risk Factor Surveillance System, Delaware Household Health Survey, the Delaware Prescription Monitoring Program, Treatment Admissions Data, Youth Risk Behavior Survey, Youth Tobacco Survey, Delaware Courts, Delaware Criminal Justice Information System, National Survey on Drug Use and Health, and the National Poison Data System. The

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



2018 Profile also includes special sections on topics such as Gambling and Mental Health. In addition to the general population it highlights unique populations, including Substance Exposed Infant Births (SEI), LGBT Youth, and persons who report experiencing Adverse Childhood Experiences (ACES) – groups identified by the SEOW as being at disproportionately higher risk for substance use and other risk behaviors. In response to the requests of many stakeholders, the report concludes with a chapter on Protective Factors which appear associated with reduced risks. Finally, the Epidemiological Profile, contains both State, substate, and zip code level data, depending on the data source.

[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 tasks, 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](#) (which include slides ready for use by prevention advocates), infographics, [heat maps](#), and a Gap Report, which provides 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. The 2018 Gap Report examines the involvement of the child family services system and its association with substance use and mental health concerns. All the data products created have been disseminated to State agencies and community partners 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. SEOW team members also share hard copies of select products at community, agency, and other meetings and training events with various stakeholders, highlighting salient data points as appropriate. Thus, the data is disseminated broadly year-round, throughout multiple networks and in various formats.

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: State agencies such as the Delaware Division of Substance Abuse and Mental Health, the Division of Public Health, the Department of Education, the Division of Prevention and Behavioral Health Services, the State Legislature, and the Health Fund Advisory Committee; nonprofit organizations such as Nemours Children’s Health System and KIDS Count in Delaware; community coalitions and advocacy networks, including Trauma Matters Delaware, the Beau Biden Foundation, the Teen Pregnancy Prevention Advocacy Board, etc.; and academic and research institutions, such as the Center for Research on Education and Social Policy, as well as other schools, districts, and institutions of higher education. The SEOW also collaborates with partners to create these products and provide the most pertinent information. For example, the SEOW met with the Division of Substance Abuse and Mental Health Director Elizabeth Romero to discuss relevant SEOW project work and data products and how the SPF/SEOW could support DSAMH priority initiatives. SEOW facilitators continue to meet 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](#)

Regarding SAMHSA’s third core task for the SEOW, the SEOW presented at the 2018 Delaware Prevention Forum on “Navigating Teenager Risk and Protective Factors using Delaware Data” to about 200 people. During this presentation, the SEOW presented on data mapping using data from DOE and the Wilmington Safe Haven program to show different after school networks throughout the State. Next, the SEOW overlaid that information with youth substance use data. The participants, representing



agencies and advocacy groups through the state, were provided with information on how data can be used to meet their needs in the community. Because of this presentation, more community agencies are engaging with the SEOW to add their information to an asset map of Delaware.

In an ongoing effort to collaborate with communities in data usage, the SEOW continues to routinely participate in and provide data and technical assistance (TA) to over 50 groups throughout Delaware such as the Delaware State Legislature Kids Caucus, the Delaware Teen Pregnancy Prevention Advisory Board, the Delaware Healthy Neighborhoods Data Committee, and other broad-based community prevention efforts. Throughout the past year, the SEOW provided data to at least 32 community agencies, state agencies and coalitions, such as the New Castle Prevention Coalition, Sussex County Health Coalition, United Way Pride Council, Boys and Girls Club of Delaware, Westside Health, and the Center for Research, Education and Social Policy, as well as 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, tele- and web conferences, and presentations) on assessment, planning, developing logic models, identifying data sources, selecting data indicators and choosing measurable outcomes, and using data in media campaigns. 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. For example, the SEOW provided data and assistance to the Criminal Justice Council as it applied for funds to prevent opioid abuse among youth. Additional examples of SEOW data dissemination and TA include a presentation to the State's Suicide Prevention Coalition highlighting the association between substance use risk and the likelihood of depression and suicidal ideation, and a collaborative presentation at the SOAR/Beau Biden Foundation Trauma Institute that highlighted increased risk for substance use among youth who have experienced adverse childhood events (ACEs).

[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 Delaware SEOW met three times², including a conference call, and featured presentations from the Delaware State Police on the Delaware Information and Analysis Center, the Medical Director of Project Engage from Christiana Care Health Services, as well as a data presentation on Delaware Prescription Monitoring Program Data. The SEOW conference call had a focused discussion on the [Opioid Use in Delaware Policy Brief](#) created by the SEOW facilitators in September 2017.

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



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. A popular and frequently used tool is the interactive [youth substance use maps](#) generated by the SEOW, which are designed to highlight protective factors and substance use rates among teenagers in Delaware. The “[heat maps](#),” which allow users to identify quickly areas in which substance use rates are higher, have been demonstrated at the annual statewide multidisciplinary Prevention Conference, with over 300 prevention advocates and specialists in attendance, as well as at community coalition meetings and advisory groups. The team continuously reviews and updates the [SEOW website](#), which currently contains links and a brief description from almost 40 different data sources, dashboards, and reports 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. Over the course of the 2017/2018 contract year, the SEOW webpage was visited about 5,000 times and the [data resources page](#) was visited over 1,600 times. Additionally, the SEOW routinely updates a “News from the Field” section featuring cutting edge reports and innovative resources.

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 Prescription Drug Action Council, the Delaware Suicide Prevention Coalition, the Delaware Coalition Against Domestic Violence, the FASD Taskforce, the Teen Pregnancy and Prevention Advisory Board, Trauma Matters Delaware, and the Addictions Action Committee. Of note, these organizations and groups cross 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. These collaborations afford the SEOW with the ability to leverage parallel prevention efforts which are key to coordinated efforts across domains and sectors, and long-term sustainability.

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 93 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 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 8). 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 2017 and September 2018, there are several challenges to maintaining a robust and committed membership with a sustainable structure.

Strong representation on the SEOW continues to be a barrier in Delaware. Although the SEOW currently has approximately 80 representatives of 25 organizations engaged in the SEOW work in Delaware



(Please See Table 2 for a list of current SEOW member organizations), just about half of them are actively engaged members, and staff turnover at various agencies means that there is a shifting composition even among the most committed organizations. From discussion with other SEOWs, it is apparent that this is not a unique problem to Delaware and is something that SEOWs struggle with throughout their work. In Delaware, there are also persistent gaps, particularly in terms of participation from the education and healthcare sectors. During the 2017/2018 contract year, the SEOW worked to form stronger partnerships with the medical community and, based on those efforts, Dr. Terry Horton from Christiana Care presented findings and engaged in a lively discussion during one of the SEOW meetings.

In efforts to improve the utility of the SEOW work and data products, the SEOW continued to engage in the regional SEOW peer sharing calls to gain insight and learn from other SEOWs experiences. 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, and with the CAPT contract ending, will be looking to take more leadership to ensure these regional calls take place.

An anticipated difficulty, alluded to above, is that the SEOW will lose the support of the former federally contracted CAPT. The CAPT provided a wealth of training and TA resources (tutorials, webinars, PDFs, and other tools) readily available online, and provided customized training and assistance upon demand. We hope that the shift to decentralized, regional TA will not limit the SEOW's impact.

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 10): sustainable institutionalized data surveillance system; increased knowledge of consumption and consequence data; increase in data-driven decisions at the community and state level; and, ultimately, 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, data utilization, and sustainability; and, gaps in research and services. Some of these entities included the DSAMH, DPH, DOE, DSCYF Advisory & Advocacy Council of the Department for Children, Youth, and Their Families, Healthy Neighborhoods, the City of Wilmington, and Trauma Matters Delaware. The SEOW collaborated with KIDS COUNT in Delaware to provide data and input for the widely disseminated Annual Fact Book.
- One major accomplishment was the continued improvement of the annual Delaware State Epidemiological Report. The report includes data from over 20 sources that create different chapters covering the major substance use areas as well as special chapters on Substance Exposed Infant Births (SEI), Gambling, LGBTQ Youth, Mental Health, Protective Factors, and Adverse Childhood Experiences (ACES) – a group identified by the SEOW as being at disproportionately high risk for substance use and other risk behavior. Based on feedback from



the SEOW members and data stakeholders, each chapter now has a corresponding infographic that highlights the major data related takeaways for that substance or area. Like the 2017 Epidemiological Report, the 2018 Report is available online by chapter as well as one pdf document, to enhance the user friendliness of such a comprehensive document.

- The SEOW welcomed Meisje Scales, SAMHSA CSAP Prevention Fellow, to the SEOW Team in Spring of 2018. Meisje, who had spent most of her fellowship at DSAMH working on the SPF PFS project, brought strong prevention knowledge to her work with the SEOW. During her fellowship, Meisje participated in creating data driven products for community members as well as initiated new data products on topics such as bullying and alcohol sources for underage drinking.
- The Delaware SEOW facilitator team continues to expand SEOW work beyond Delaware. The SEOW is very engaged in the regional SEOW peer sharing calls. The Delaware SEOW regularly provided suggestions for topics as well as feedback on agenda items for those calls. The Delaware SEOW actively participated in the discussions and provided examples from the First State. Additionally, The SEOW was asked by the Center for Prevention Technologies (CAPT) to provide technical assistance to the state of New Hampshire on health disparities data collection and utilization. In June, the SEOW fulfilled New Hampshire's technical assistance request.
- The SEOW continually assesses the magnitude of the substance abuse related problems (consumption/consequences) in Delaware. The SEOW, during October 2017 through September 2018, has conducted many activities assessing substance abuse related problems in Delaware including mapping of SPF-PFS hotspots and interactive GIS maps related to youth substance use, afterschool resources, and treatment facilities. The SEOW produced one Gap Report, which explores involvement with child family services system and its association with substance use and mental health concerns. Each month the SEOW created and disseminated a [DDATAgram](#) and, when possible, connected the topics to awareness months as well as topic areas that were being widely discussed at the National level. Examples include: mutual respect between teachers and students as a protective factor, impact of parental anger on substance use, sexting and substance use among high school students, changes to overdose deaths over the past few years, and trends in driving under the influence of alcohol and illicit drugs. This information is disseminated through many channels, which includes the @CDHSdelaware Twitter feed, website posts, emails, and during meetings. The SEOW has also presented and posted four downloadable PowerPoints addressing substance use on special topics or among populations at disproportionate risk, including students with disabilities.
- The SEOW proactively provides data and 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 and DSCYF to support their federal reporting requirements for the STOP Act as well as the SABG Plan. The SEOW also responded to multiple requests that focus on securing funding through grants. These requests included data requests TA requests, presentation requests, and requests for letters of support when entities applied for various grants. Over the contract year, the SEOW supported the CJC, DSAMH, DSCYF, DELTA State Leadership Team, DOE, UD Counseling Services, the Delaware Coalition against Domestic Violence, Nemours, and Westside Health among others. The SEOW also presented data to various groups throughout the State



including the Trauma Institute sponsored by the Beau Biden Foundation and SOAR, the School Survey Advisory Group, Advocacy for Trauma Informed Care Conference, DSCYF Building Bridges Prevention Conference, and the Kids Caucus of the Delaware State Legislature.

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 includes after school care program location
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 11 presentations and 42 data request and data related technical assistance requests filled in 2017/2018
3. Plan	Identify priorities and inform policy makers	Factsheets for decision makers	Adherence to SEOW Logic Model 12 DDATAGrams; State Epi Report; Infographics; 1 Gap Report; Hotspot maps; Tweets; at least 30 listserv posts; 93 people on listserv <i>Formal Dissemination Plan was outlined with input from the SEOW members. 2019 goal for finalization and implementation.</i>
		Dissemination plan	
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, DSCYF health disparities plan); Presented data to the Kids Caucus of the Delaware State Legislature; Met with Lt. Governor's Office to provide data for State planning purposes.
		Community SPF/data trainings	Over 50 trainings, presentations, and data technical assistance requests fulfilled in 2017/2018
5. Evaluation	Build community-level monitoring system by monitoring trends, creating networks, and enhancing capacity	Data/Monitoring system	Current system is disseminated through networks.

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



Table 2: 2017-2018 SEOW Collaborators (September 2018):

Member Organization	Organization Type
atTAcK Addiction	Community Coalition or Agency
Christiana Care Health Systems	Medical Community
Delaware Academy of Medicine	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 Afterschool Network	Community Coalition or Agency
Delaware Courts – Office of the Child Advocate	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 Information and Analysis Center	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 2017-2018]

