



SEOW Annual Activities Report

Presented to SPF PFS Management

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Prepared for Director Elizabeth Romero and the Delaware
Division of Substance Abuse and Mental Health

Alignment of the Delaware SEOW with SAMHSA Identified Core Tasks

The Delaware State Epidemiological Outcomes Workgroup (SEOW) collects, synthesizes, and makes accessible information on 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 2018/2019 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 has produced annual Epidemiological Profiles since 2007. These profiles report data on the consumption, context, and consequences of alcohol, tobacco, marijuana, opioids, and other illicit drugs. The 2019 Epidemiological Profile includes data on youth and adults from over 25 data sources. The following are among the sources used to identify primary prevention needs: Delaware School Survey, Behavioral Risk Factor Surveillance System, Delaware Household Health Survey, National Survey on Drug Use and Health, the National Survey of Children's Health, the Delaware Prescription Monitoring Program, Treatment Admissions Data, Youth Risk Behavior Survey, and the Youth Tobacco Survey. Depending upon the granularity of the data source, the report includes state, county, and zip code level data. The 2019 Profile also features special sections on topics

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



such as Gambling and Mental Health. In addition to providing data on the general population, the profile 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. A new chapter on Persons with Disabilities was developed for the 2019 edition.

In recent years, the team has sought and is responding to recommendations to enhance the value and “user friendliness” of the report. Initially, the profile consisted solely of charts and graphs depicting relevant data. Based on feedback from SEOW members, several years ago the team began to incorporate narrative discussion of some of the more significant data findings and their implications. Data in action segments have also been added to illustrate how this information can be used to support prevention policy and programming. In response to the requests of many stakeholders, the report concludes with a chapter on Protective Factors that appear associated with reduced risks. To support broader dissemination of the findings of the profile, the SEOW created two new products in 2018 available from the [SEOW website](#): an Epidemiological Infographics Series, featuring key takeaways regarding the substances tracked and special issues; and Epidemiological PowerPoint slides of the graphs and tables, downloadable for widespread use in presentations any interested prevention advocate. A limited number of hard copies of the 2019 report will be printed and distributed to key stakeholders, as they were in 2018.

[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. In addition to the annual epidemiological report and associated data products described above, these include [presentations](#) (with slides posted and ready for use by prevention advocates), infographics, [heat maps](#), other data visualization products, such as the [Youth Poly-Substance Use Venn Diagram](#), and two Gap Reports, one on [Parental Substance Use and Child Outcomes](#) and a second which will soon be posted on the SEOW website entitled “Behavioral Health and Disability in Delaware”. This Gap Report provides current data to show that persistent behavioral health disparities exist for this population. The report also provides definitions and prevalence estimates, as well as historical and social contexts for understanding the disability community and the barriers to access and inclusion that are all too common within health settings.

All the SEOW 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 promoted 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 and committees, 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 Delaware Healthy Mother and Infant Consortium, and the Health Fund Advisory Committee; nonprofit organizations such as the Latin American Community Center, Attack Addiction, and KIDS COUNT in Delaware; community coalitions and advocacy networks,



including Trauma Matters Delaware, Sussex County Health Coalition, the Beau Biden Foundation, 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 participated in the Delaware Youth Drug Prevention Curriculum Task Force to provide input on evidence-based prevention programming. The SEOW also provided data for the [My Healthy Community](#) dashboard, implemented by the Division of Public Health, on youth substance use data. The SEOW also provided feedback on additional data sources and elements that could be included in future updates of the dashboard.

[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 team presented relevant data at a number of public outreach and training events, including but not limited to: suicide data at the "S" Word film showing and panel discussion, held at an open community forum; YRBS data related to substance use and mental health among LGBT&Q students at the Nemours's Pride Resource Group; a workshop session at the 2019 Life Conference on mental health, substance use, and sexual behavior data illustrating the disproportionate risk borne by youth with disabilities. The SEOW also presented at the Delaware State Legislature's Kids Caucus, highlighting youth risk and protective factor data, disseminating copies of 2018 Epi report, and demonstrating the latest of interactive heat maps. For the second consecutive year, the SEOW presented a conference session with representatives of Trauma Matters Delaware at the SOAR/Biden Institute on Trauma, highlighting data on elevated rates of substance use and mental health challenges among people who experience ACES. The SEOW also sat on a youth town hall panel hosted by the Delaware Boys & Girls Club focused on violence and substance use prevention.

In an ongoing effort to collaborate with communities in data usage, the SEOW continues to routinely participate in and/or provide data and technical assistance (TA) to over 46 groups throughout Delaware such as Compass Red, the Governors Family Council Cabinet, the Delaware Afterschool Network, KIDS COUNT in Delaware, the Delaware Coalition Against Domestic Violence/Rape Prevention and Education State Leadership Team, and various school districts and other organizations. Throughout the past year, the SEOW provided data to at least 35 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, and Latin American Community Center, 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 Boys and Girls Club, Bellevue Community Center, and Wesley College as it applied for funds to prevent substance use among youth.



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 two times² and the winter meeting featured a presentation from Jen Donahue, from the Office of the Child Advocate, on Substance Exposed Infants. The summer meeting featured presentations from Amanda Bundeck, Epidemiologist from the Division of Public Health, on Delaware Violent Death Reporting System and Overdose Data as well as a demonstration of the My Healthy Community data portal.

Leveraging work that took place in the 2017/2018 contract year, 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](#) allow users to identify quickly areas in which substance use rates are higher, including e-cigarette use, and also provide trend data for that geographic area. The team continuously reviews and updates the [SEOW website](#), which serves as a repository for its data products, but also links to over 30 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 2018/2019 contract year, the SEOW website was visited almost 6,500 times and the [data resources page](#) was visited over 1,500 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 in Delaware, the Delaware Suicide Prevention Coalition, the Delaware Coalition Against Domestic Violence/Rape Prevention and Education State Leadership Team, the FASD Taskforce, the Delaware Healthy Mother and Infant Consortium, and Trauma Matters Delaware. 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. This is particularly meaningful as prevention specialists are

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



increasingly aware of the importance of addressing shared risk factors and fostering protective factors to address multiple social problems.

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 about 90 participants. The SEOW facilitators routinely 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 throughout this reporting period, there are several challenges to maintaining a robust and committed membership with a sustainable structure.

Strong representation on the SEOW continues to be a challenge in Delaware. Although the SEOW currently has approximately 80 representatives from 30 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. One step we have taken to encourage active participation in the semi-annual meetings is to provide a virtual option for participation through the Zoom platforms. Both meetings in 2018/2019 included Zoom web and teleconferencing which appears to have been well-received and generated higher levels of participation.

In Delaware, there are also have been persistent gaps in membership from the education and healthcare sectors. There is an ongoing effort to engage participation from the education sector at the State level through the Department of Education, and also at district and school levels. Members of the SEOW facilitation team are working with the Partnerships for Public Education and others to increase school and district level participation in several youth surveys as they yield tremendously valuable sources of data on substance use, mental health, and other risk behaviors. The team also continues to reach out to various representatives from the healthcare sector and to work collaboratively whenever possible (for example, by sharing data for the My Healthy Community portal, presenting at the Nemours Pride Group, participating in the data committee of Delaware Healthy Mother and Infant Consortium, etc.). This year we were successful in engaging a key member of the Mental Health Association of Delaware.

Another difficulty is the shift in federal funding around the SEOW and the Center for Applied Prevention Technologies (CAPT), which provided resources and TA to SEOWs through the country as well as coordinating peer sharing calls between SEOWs. 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. The CAPT contract with SAMHSA ended in 2018 and the



knowledge sharing has been decentralized. Likewise, shifts in funding the SEOW, from a federal level, have transpired. Fortunately, DSAMH is invested in continuing to fund the SEOW and its work and the SEOW looks forward to a strong relationship with DSAMH and providing stakeholders with data to make informed decisions.

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 and is a key strength of the SEOW. The SEOW team 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, Delaware Coalition Against Domestic Violence/Rape Prevention and Education Leadership Team, Delaware Healthy Mother and Infant Consortium, Trauma Matters Delaware, etc. The SEOW continues to collaborate with KIDS COUNT in Delaware to provide data and input for the widely disseminated Annual Fact Book, and once again met to share data with the Delaware State Legislature's Kids Caucus.
- The team continues to refine and enhance the annual Delaware State Epidemiological Report, based upon feedback from SEOW members. The report includes data from a broad spectrum of sources, highlighting trends in the general population, but also emphasizing the needs of groups that experience disproportionate risk. This year, the report highlights data regarding disparities experienced by persons with disabilities. 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 2018 Epidemiological Report, the 2019 Report will be available online by chapter as well as one integrated pdf document to enhance the user friendliness of such a comprehensive document. Another new enhancement this past year was the creation of PowerPoint slides of the data graphs and charts so that any interested stakeholder can download and supplement their own presentations with these readily available tools.
- Two SEOW meetings were held engaging State partners. The first included a presentation on Substance Exposed Infants from the Office of the Child Advocate, and the other featured data on substance use and mental health from the Delaware Violent Death Reporting System, as well as a demonstration of the newly launched My Healthy Community portal. In order to expand participation, virtual participation options are available through the Zoom platform.
- The SEOW continually assesses the magnitude of the substance abuse related problems (consumption/consequences) in Delaware. From October 2018 through September 2019, the SEOW has conducted many activities assessing substance abuse related problems in Delaware



including updated mapping of substance use, now providing data that allows viewers to see the trends of consumption rates throughout the state over time. The SEOW produced two Gap Reports, one on Parental Substance Use and Child Outcomes, and the other on Persons with Disabilities. A Venn Diagram depicting the overlap of polysubstance use was also developed and widely promoted. This information is disseminated through many channels, which includes the @CDHSdelaware Twitter feed, website posts, emails, and during meetings with community members and stakeholders. The SEOW has also presented at numerous conferences and meetings, posting PowerPoints to more broadly disseminate this information.

- The team produced domain maps of survey items from the Delaware School Survey and the Delaware Youth Risk Behavior Survey. The domain maps are posted online and have been shared with the Delaware School Survey Advisory group. This tool allows prevention specialists to quickly identify indicators that may be valuable to their needs assessment and evaluation strategies.
- The SEOW proactively promotes the use of data through numerous data products, but also responds to customized 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	10 presentations and over 50 data request and data related technical assistance requests filled in 2018/2019
3. Plan	Identify priorities and inform policy makers	Factsheets for decision makers	Adherence to SEOW Logic Model State Epi Report; Infographics; 2 Gap Reports; Hotspot maps; Venn Diagram; Tweets; approximately 20 listserv posts; 90 people on listserv <i>Dissemination Survey was created in 2018/2019 contract year and will be implemented in 2019/2020 contract year</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 input in discussions on substances of focus at the community level. Met with the KIDS Department Youth Advisory and Advocacy Council, Health Fund Account; DE Youth Drug Prevention Curriculum Task Force, Governor's Family Council Cabinet, among others.
		Community SPF/data trainings	Over 40 trainings, presentations, and data technical assistance requests fulfilled in 2018/2019
5. Evaluation	Build community-level monitoring system by monitoring trends, creating networks, and enhancing capacity	Data/Monitoring system	Current system is disseminated through networks and at SEOW meetings.

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



Table 2: 2018-2019 SEOW Collaborators (September 2019):

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
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



Figure 1: DE SEOW Logic Model Progress [✓ or "In Progress" designates status for 2018-2019]

