

### Community Prevention & Wellness Initiative (CPWI) Learning Community Meeting

### Division of Behavioral Health & Recovery April 27, 2016 9:00 a.m.-12:00 Noon



PO Box 45050, Olympia, WA 98504 | www.dshs.wa.gov

#### **CPWI LEARNING COMMUNITY MEETING**

9:00 – 9:10 a.m.	Welcome/ Introduce New Coordinators			
9:10 - 9:45 a.m.	DBHR/OSPI Updates			
	• HYS 2016 and LST Update (OSPI)			
	Tobacco Compliance Awareness / Retailer Education (Ray)			
	Prevention Expenditures (Sarah & Julia)			
	Training Updates and Reminders (Lucy)			
	New CPP Credential Congratulations (Lucy)			
	• De-Brief of 4.20 Parent Call to Action (Julee & Scott)			
	Prevention Tool-Kit (Julee and Ivón)			
9:45 – 10:25 a.m.	CPWI Community Survey Results (presentation and question/answer)			
	Seth W. Greenfest   Management Analyst, Office of Decision Support & Evaluation, DBHR			
10:25 - 10:40 a.m.	Workforce Development Survey Overview			
	Scott Waller   DBHR Prevention Systems Integration Manager			
10:40 – 10:45 a.m.	Invitation to join conversation			
	Jackie Berganio   Community Coordinator, King County Department of Community & Human Services Behavioral Health & Recovery Division			
10:45 - 11:00 a.m.	Community Sharing			
	Welcoming any meeting participant to share community/school news and progress			
11:00 a.m.	Adjourn			
<b>3RD- HOUR TRAI</b>	INING			
11:00– 11:30 a.m.	An Introduction to Positive Community Norms Dr. Jeff Linkenbach Montana Institute			
11:30 a.m. – Noon	Online Administration of Workforce Development Survey			

### OSPI UPDATES LIFESKILLS TRAINING UPDATES



Community Prevention

### 2016 Healthy Youth Survey

Registration open!! Ends June 30.

http://www.askhys.net/Registration/HowTo

- Check to see if your school is registered.
- If not, identify your school's HYS coordinator (school counselor? nurse?).
- Provide them with friendly reminder and contact info to receive the hidden link.

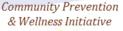
Susan Richardson susan.richardson@lgan.com

Quinn Reilly <u>quinn.reilly@k12.wa.us</u>



**Ray Horodowicz** 

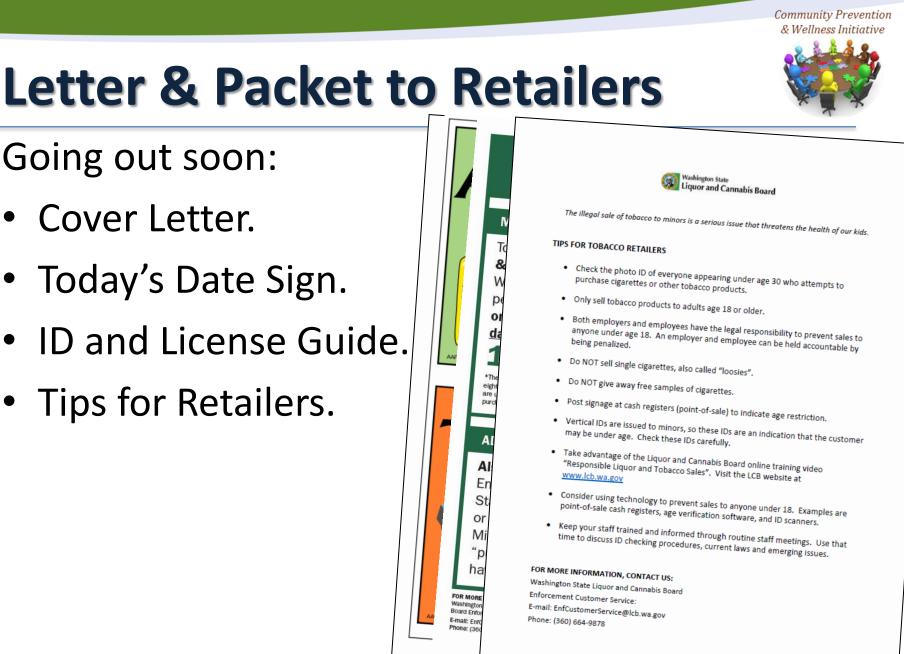
# SYNAR UPDATE & RETAILER EDUCATION







- **Synar** = Tobacco Compliance Checks.
- **20%** = Potential cuts to Federal Block Grant.
- **17.1%** = Synar Rate for 2015.

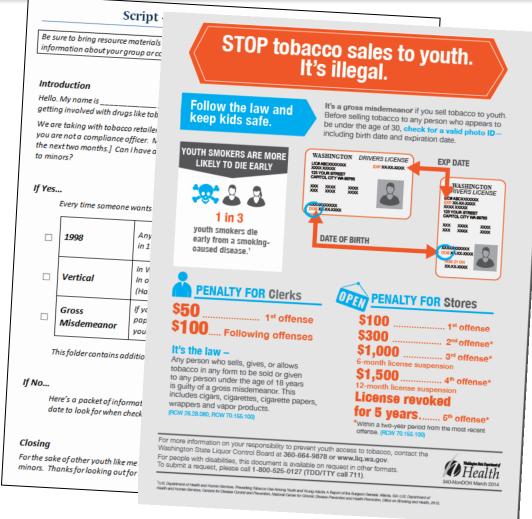


Going out soon:

- Cover Letter.
- Today's Date Sign.
- ID and License Guide.
- Tips for Retailers.

**Retailer Education** 

- Script.
- Materials.









### Where can I find this info?



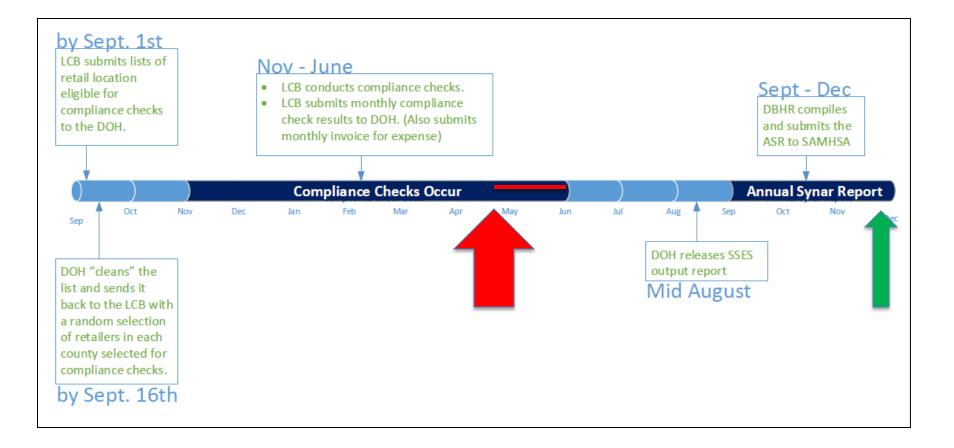


### Where can I find this info?

Home Prevention Headlines	Training	Learning Community	Learning Library	Who's Who in Prevention	Prevention Priorities	
Marijuana Abuse Prevention		e » <u>Prevention Priorities</u> »				
Mental Health Promotion		Tobacco Abuse Prevention				
Prescription Drug Abuse Prevention		ust 2012 the <u>Washington State</u>		A	ouncements:	
Prevention Efforts Related to Alcohol Privatization	update state p	Health Promotion Five-Year Strategic Plan was completed, and was most recently updated in November 2015. Tobacco misuse and abuse is identified as one of the state prior profession <b>Retailer Education Information</b>				
Prevention in State Tribes						
Tobacco Abuse Prevention	Retai	Retaile Community groups can play a key part in keeping tobacco and vapor products out of the hands of youth by reaching out to their local retailers. Here are some resources				
Underage Drinking Prevention	the har	Communit to help: the hands to help:				
🖸 SHARE 🖪 У 🖂	<ul> <li>Script</li> <li><u>Today's Date Sign.</u> (Usable until December 31, 2016.)</li> <li><u>Today</u></li> <li><u>ID and License Guide.</u></li> <li>Tips for retailers. (Will be posted soon.)</li> </ul>					
Quick Links	Have a retailer education success story to share? <u>Blog about it</u> on The Athena For					



### Why the rush?





### A word about the future...





### WHAT QUESTIONS DO YOU HAVE?









### Ray Horodowicz, Prevention System Manager <u>Ray.Horodowicz@dshs.wa.gov</u> (360) 725-1528



Sarah Mariani / Julia Havens

### **EXPENDITURES**



Lucy Mendoza

### **TRAINING UPDATES**



#### **Upcoming Trainings**

Training	Dates
Introduction to PAX Good Behavior Game By Dr. Dennis Embry, Founder and Senior Scientist of the PAXIS Institute	May 5 9 am – 4 pm Spokane, WA
Substance Use Prevention Capacity Building Workshop Improving EBP implementation and policy review skills	May 6 9 am – 4 pm Spokane, WA
Strengthening Families Program (English) FULL Fortaleciendo Families Facilitator Training (SPANISH)	May 16 – 18 (Puyallap) (FULL) May 25 – 27 (Wenatchee)
Spring Youth Forum	May 19 Great Wolf Lodge - WA
Substance Abuse Prevention Skills Training (WA-SAPST)	June 6-9 Lakewood, WA
Incredible Years	June 21-22 Pomeroy, WA
Coalition Summer Learning Institute	June 27, 28, 29 Lacey, WA
15 <sup>th</sup> Annual Mid-Year Training Institute	July 17-21 Las Vegas, NV
National Prevention Network Conference 2016	Sept 13-15 Buffalo, NY



### **Congratulations New CPP!!!**

### CARRIE MCKINLEY,

PANTHER COUNTRY COMMUNITY COALITION COORDINATOR - CUSICK, WA



Julee Christianson & Scott Waller

### DE-BRIEF OF 4.20 PARENT CALL TO ACTION



### 4.20 Parent Call to Action Lessons Learned

- Facebook considers marijuana an illegal activity, regardless of if it is a prevention messages
- Differing experiences for each coalition/organization that participated
- Effective tool for disseminating prevention messages





#### **EXADCA**<sup>\*</sup> Building drug-free communities.



Home > Resources > Coalitions in Action: Making the time to Educate Parents and Students about 420

#### Coalitions in Action: Making the time to Educate Parents and Students about 420

Coalitions are "re-mixing" what "420" means to youth, changing the perception that marijuana is not harmful, and are re-claiming April 20th from an unofficial marijuana smokers' "holiday."

The most widely accepted theory of "420's" origination is that in the 1970s, high school-age stoners in Northern California congregated at 4:20 p.m. daily. "420" has evolved into an unofficial marijuana holiday.

#### http://www.cadca.org/resources/coalitions-action-making-time-educate-parents-andstudents-about-420



#### **Start Talking Now Metrics**

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6
# of people this post reached	2,298	2,135	2,788	1,404	203	766

	Baseline: April 7, 2016 – April 13, 2016	Post Campaign: April 15, 2016 – April 20, 2016
Number of Page views	69	309
Post Engagement	15 shares O comments	106 shares 7 comments

### **Start Talking Now Metrics**

- More women than men were reached
- The majority age reached were in the age range for being parents of teens
- Total likes increased by 25 during campaign
- Shares increased significantly compared to week before
- We had comments for the first time
- Average numbers reached and shares went up significantly during campaign



Community Prevention



### **4.20 Parent Call to Action**

Remember to report metrics by April 30<sup>th</sup>

https://www.surveymonkey.com/r/R876RB9

TODAY'S DATE: 4/20 TO JOSH TALK ABOUT NOT USING MARIJUANA

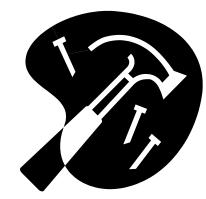


Julee Christianson & Ivón Urquilla

### **PREVENTION TOOL-KIT**

### **Prevention Tool-Kit Content**

- CPWI Communities, Tribes, and Community Based Organizations
- Prevention basics talking points
- Washington Healthy Youth Coalition brochure
- Information about using The Athena Forum
- Professional Development
- EBP list and explanation
- Prescription Drug Abuse





Community Prevention

### **Prevention Tool-Kit Use**

• Present to legislators



• Part of training of new coalition members and partners

Community Prevention & Wellness Initiative



### Poll:

#### Would you be interested in receiving support materials about policy advocacy, rulemaking, and local policy development?

- Yes
- No
- I don't know.



### Poll:

# Would you be interested in receiving support materials explaining prevention best practices?

- Yes
- No
- I don't know.



### Poll:

# Would you be interested in receiving more materials about environmental strategies?

- Yes
- No
- I don't know.



### **Ideas for Prevention Tool-Kit?**

- E-mail Julee Christianson at <u>chrisjc@dshs.wa.gov</u>
- Type them into the chat box



### **QUESTIONS?**



### The 2015 CPWI Community Survey

### Prepared by DBHR Decision Support & Evaluation

Presented by Seth W. Greenfest, Ph.D. Seth.Greenfest@dshs.wa.gov



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Today's presentation



Community Prevention

- What is the CPWI Community Survey?
- Findings from the 2015 CPWI Community Survey
  - Notes on the survey process
  - A state-level snapshot for 2015
  - State-level trends for 2012 2015
- Conclusions and Q&A



#### What is the CPWI Community Survey?



- Captures local attitudes about alcohol use,
- drug abuse, and prevention programming
- Used by coalitions to inform their prevention strategies
- Data is collected every year
- The survey is administered by community coalitions

## Fielding the survey in 2015



 Coalitions were given a "minimum number of required surveys" to complete, based on population

> 52 coalitions fielded surveys

## Fielding the survey in 2015



 Coalitions were given a "minimum number of required surveys" to complete, based on population

> **10,790** Total respondents

## Fielding the survey in 2015



 Coalitions were given a "minimum number of required surveys" to complete, based on population

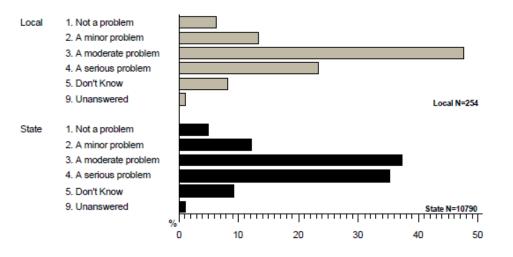
46

Coalitions exceeded minimum number of required surveys



### What we sent you ... a quick look

#### 01a. How much of a problem do you believe each of the following is among youth (6 - 12th grade) in your community? Alcohol use



	Local		State	
Answer	Count	%	Count	%
1. Not a problem	16	6.3	545	5.1
2. A minor problem	34	13.4	1309	12.1
3. A moderate problem	121	47.6	4034	37.4
4. A serious problem	59	23.2	3795	35.2
5. Don't Know	21	8.3	985	9.1
9. Unanswered	3	1.2	122	1.1

#### 4/28/2016

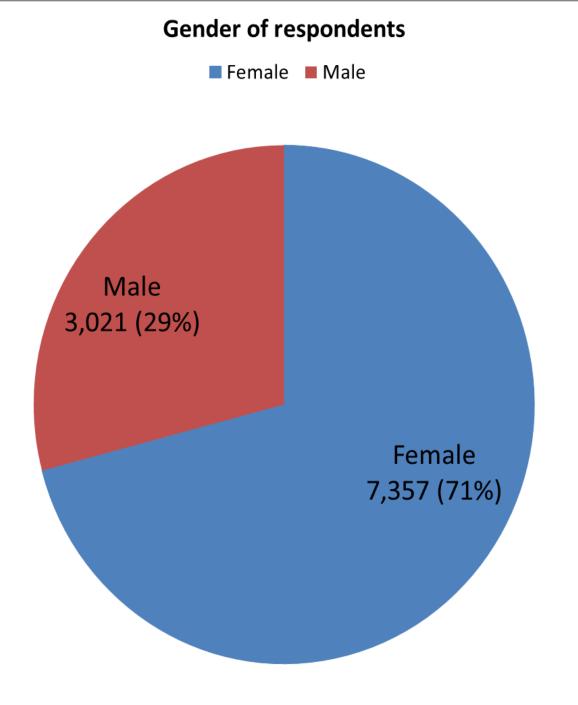


### Limitations related to survey data

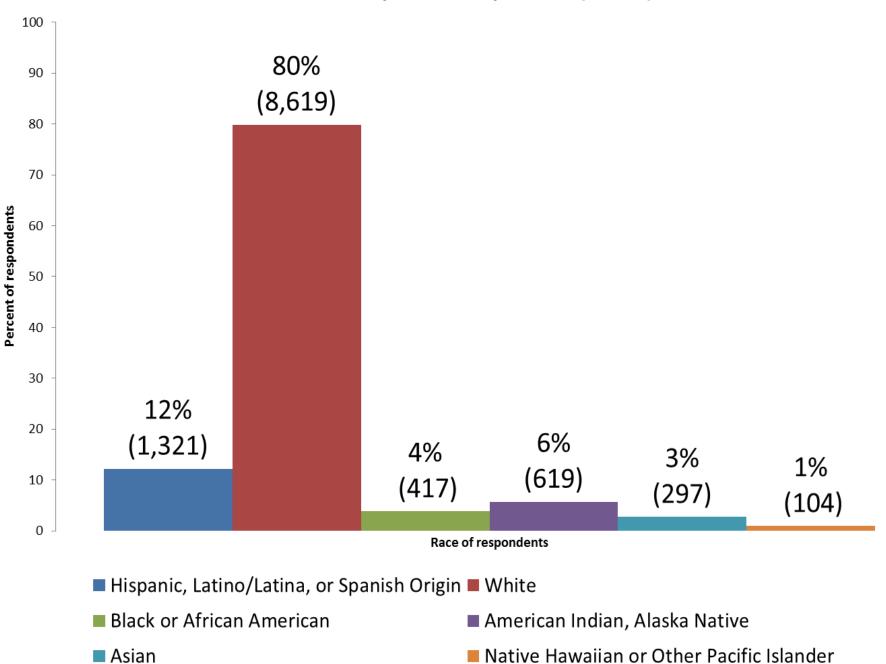
- Participants (AKA *respondents*) were recruited through a *convenience sample*
- As a result, there are some limitations:
  - Findings may not represent the beliefs of the entire target population in your region due to *selection bias*
  - We must be careful about comparing data across regions
- However, we <u>can</u> still note trends within regions and over time



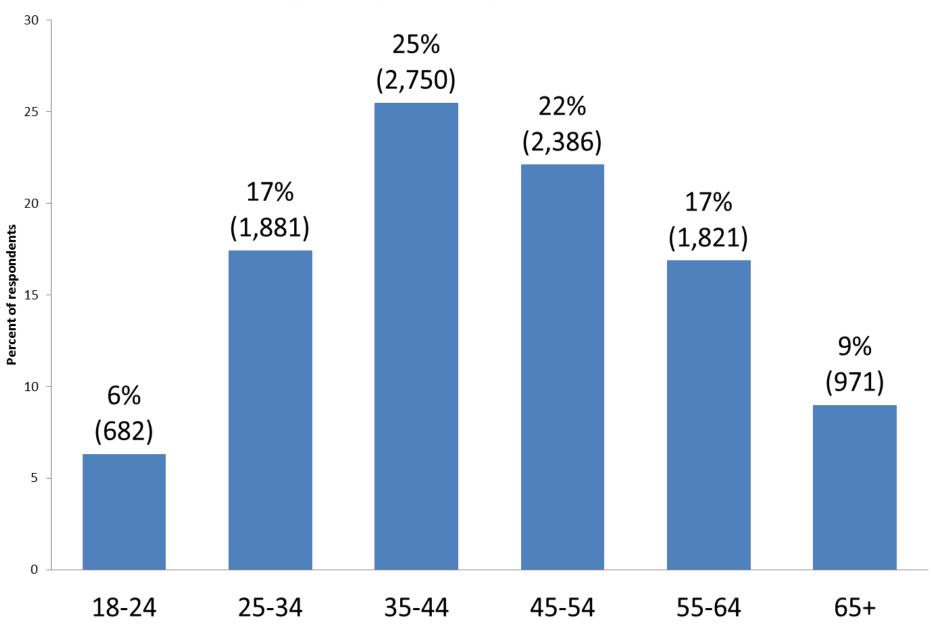
## 2015 State-level data Respondent Demographics



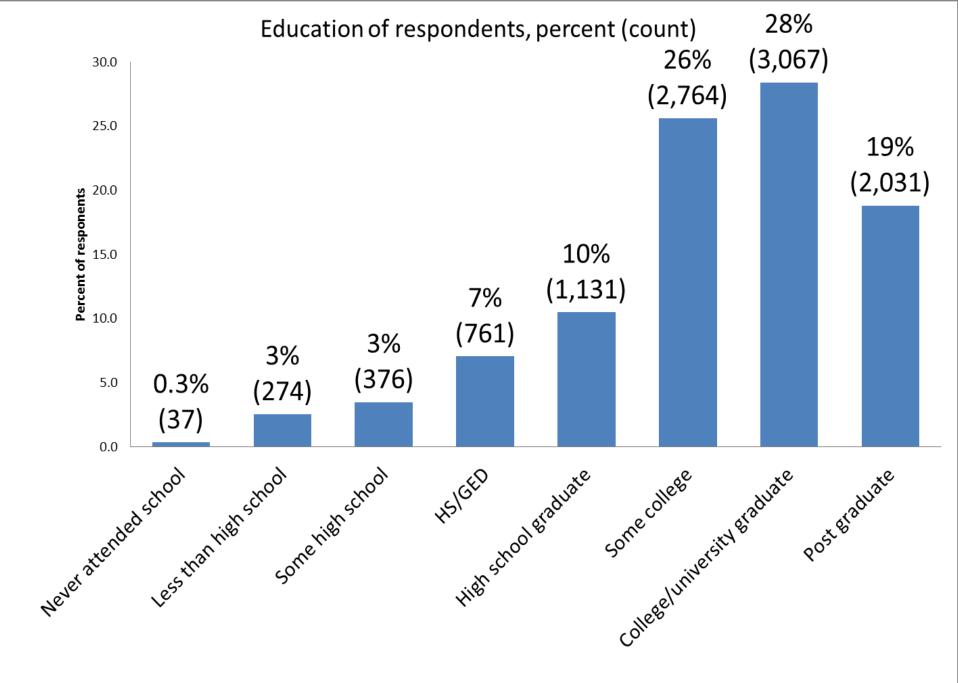
Race of respondents, percent (count)



Age of respondents, percent (count)

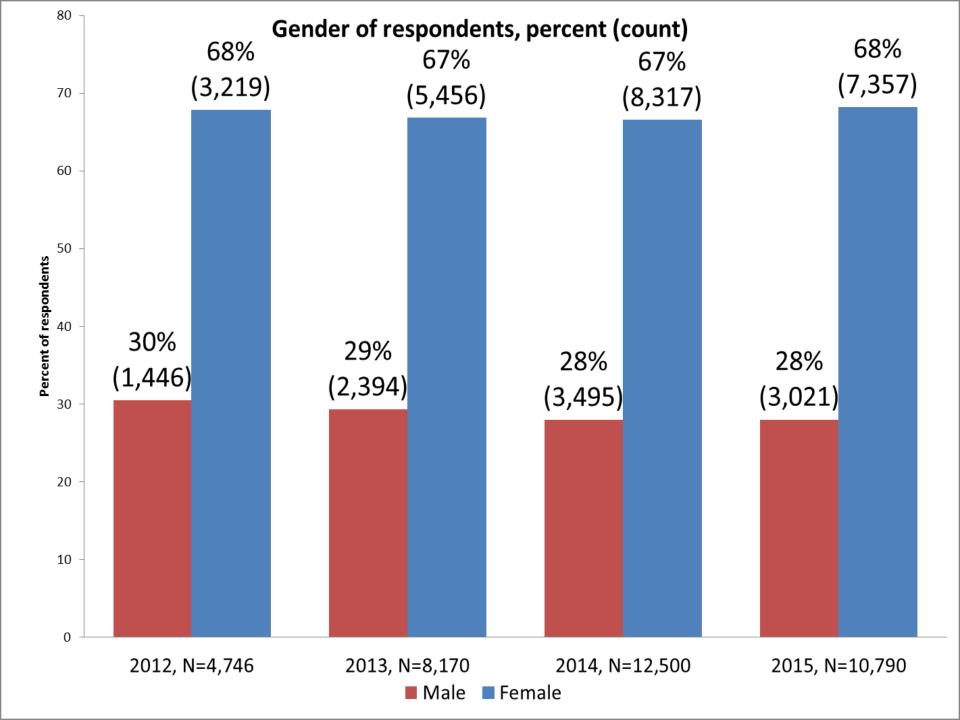


Age of respondents

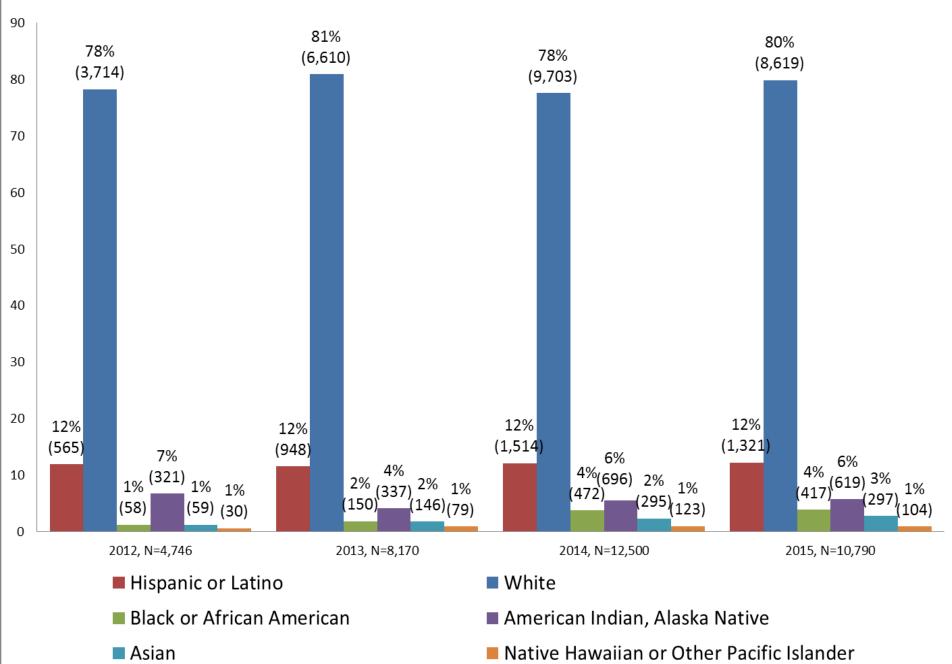


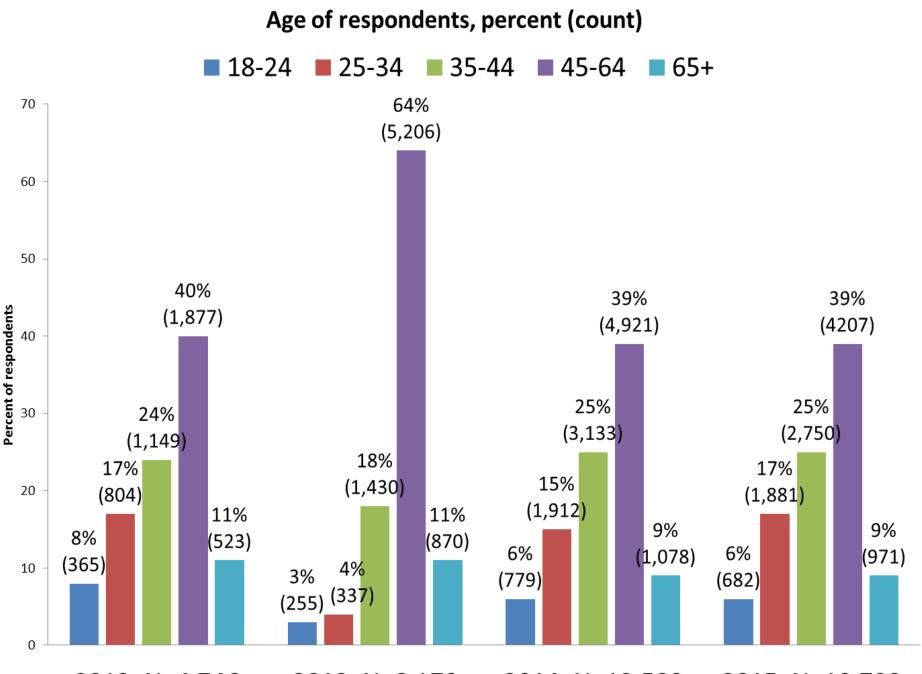


## 2012-2015 State-level data Respondent Demographics



### Race/ethnicity of respondents, percent (count)





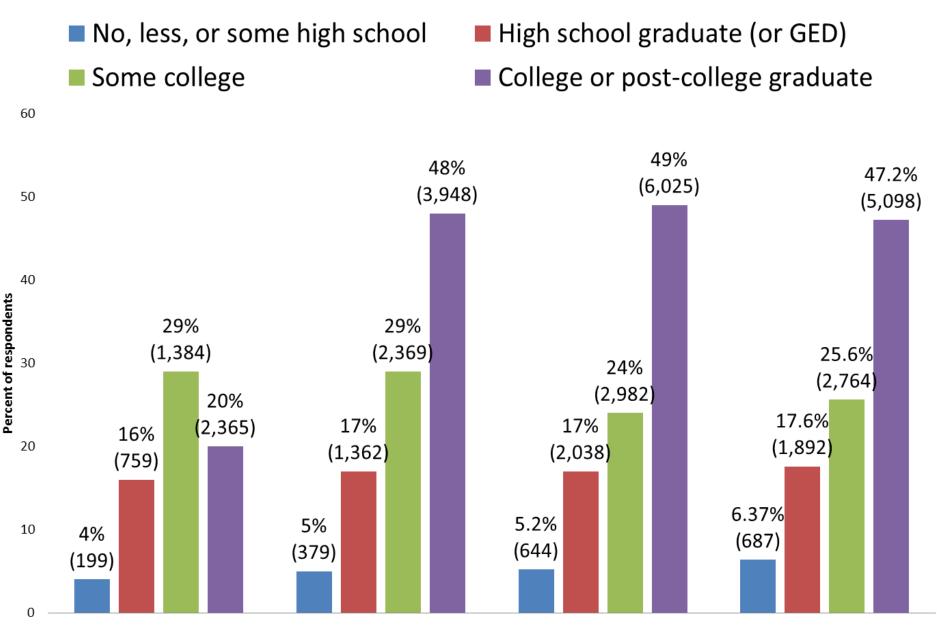
2012, N=4,746

2013, N=8,170

2014, N=12,500

2015, N=10,790

#### Education of respondents, percent (count)



2012, N=4,746

2013, N=8,170

2014, N=12,500

2015, N=10,790



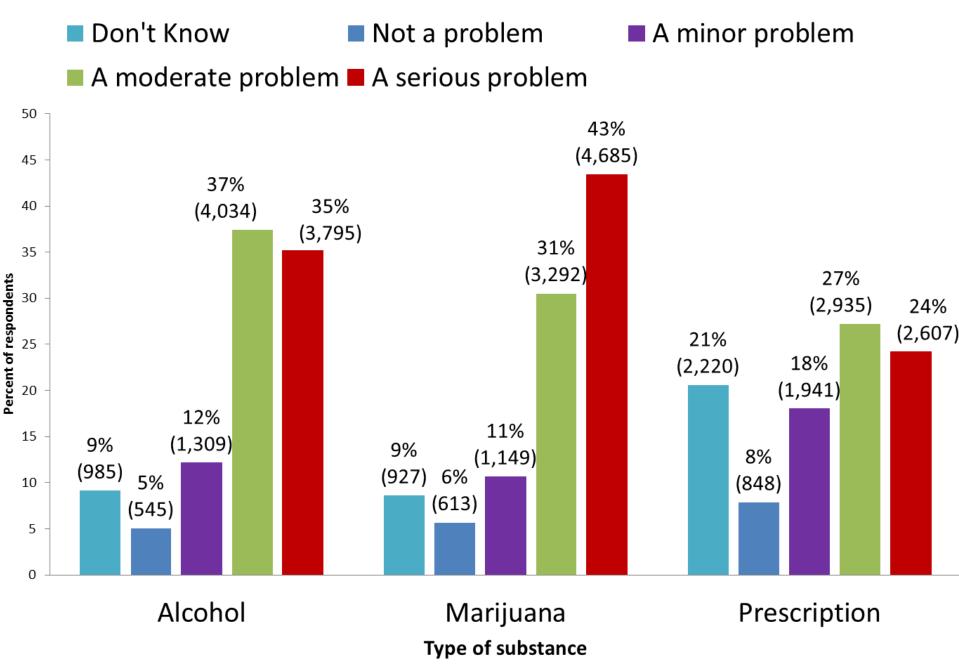
# 2015 State-level data Respondent Perception on Alcohol Use, Marijuana Use, and Prescription Drug Misuse



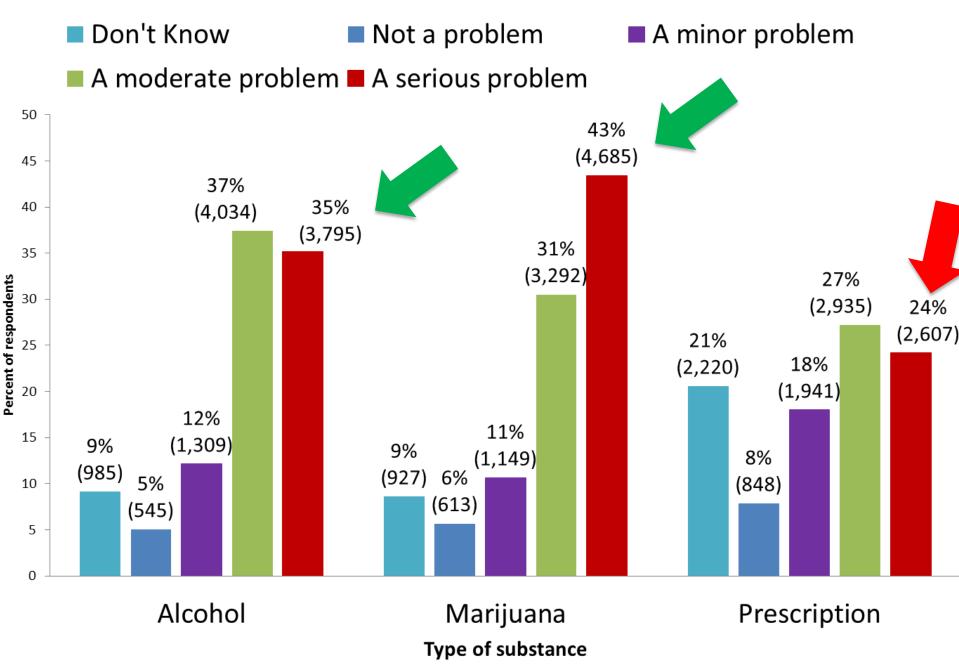
### 2015 State-level data

### Respondent Perception on Alcohol Use, Marijuana Use, and Prescription Drug Misuse

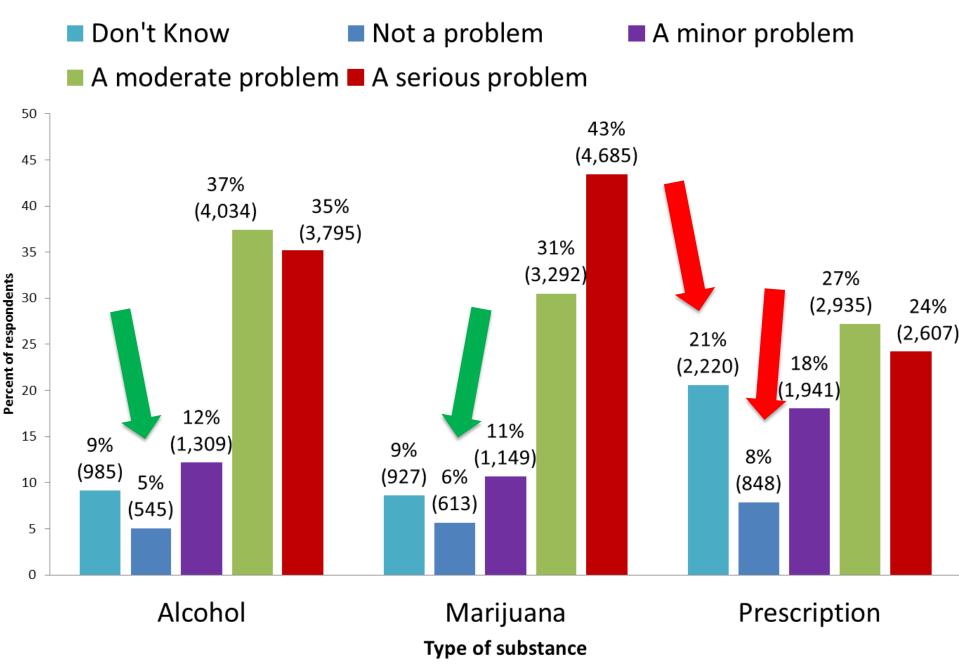
Perceptions of three substances, percent (count)



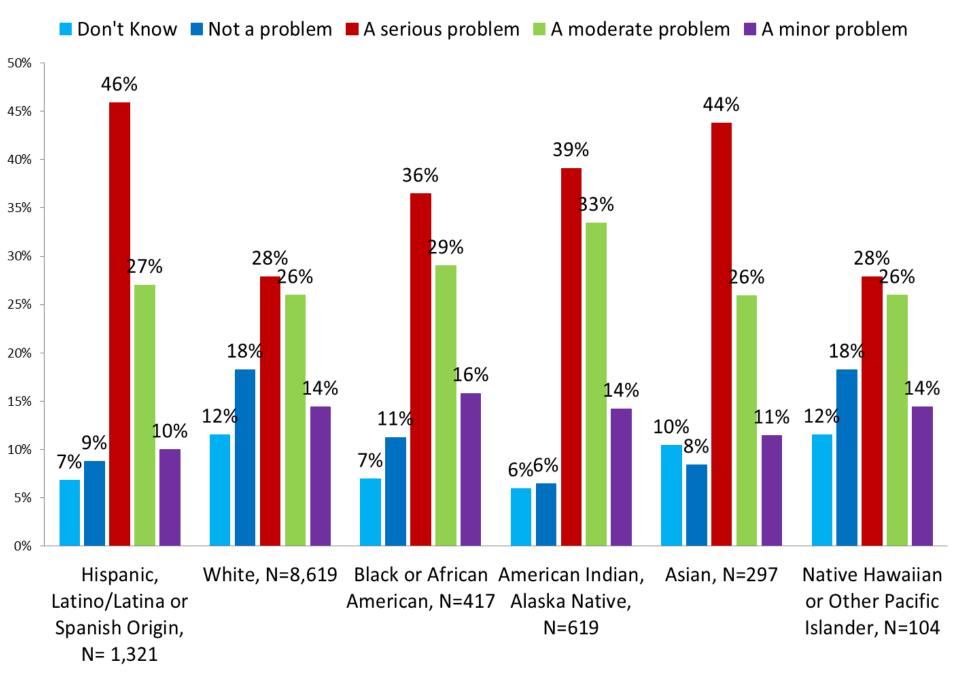
Perceptions of three substances, percent (count)



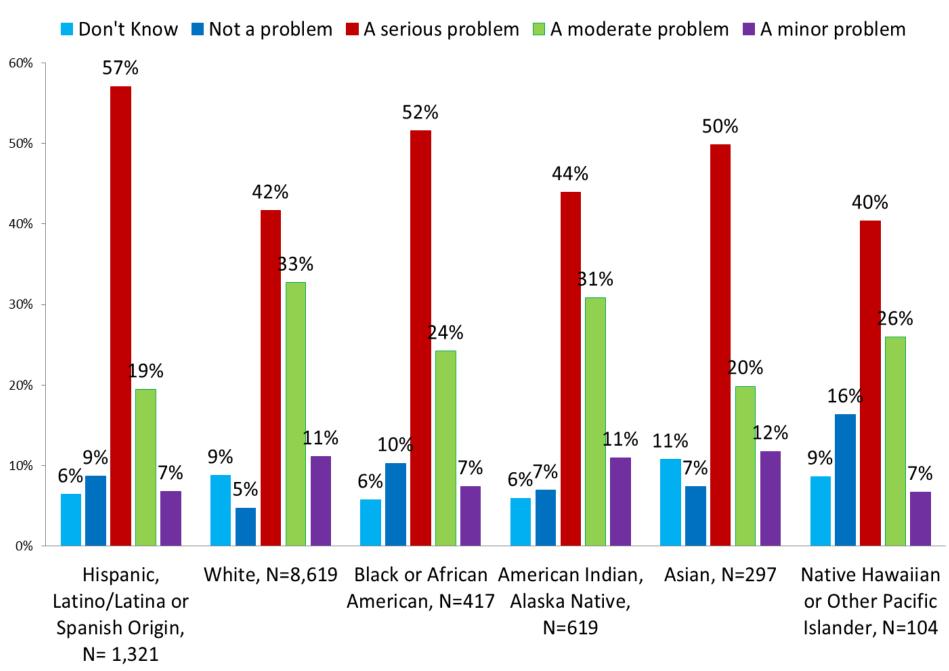
Perceptions of three substances, percent (count)



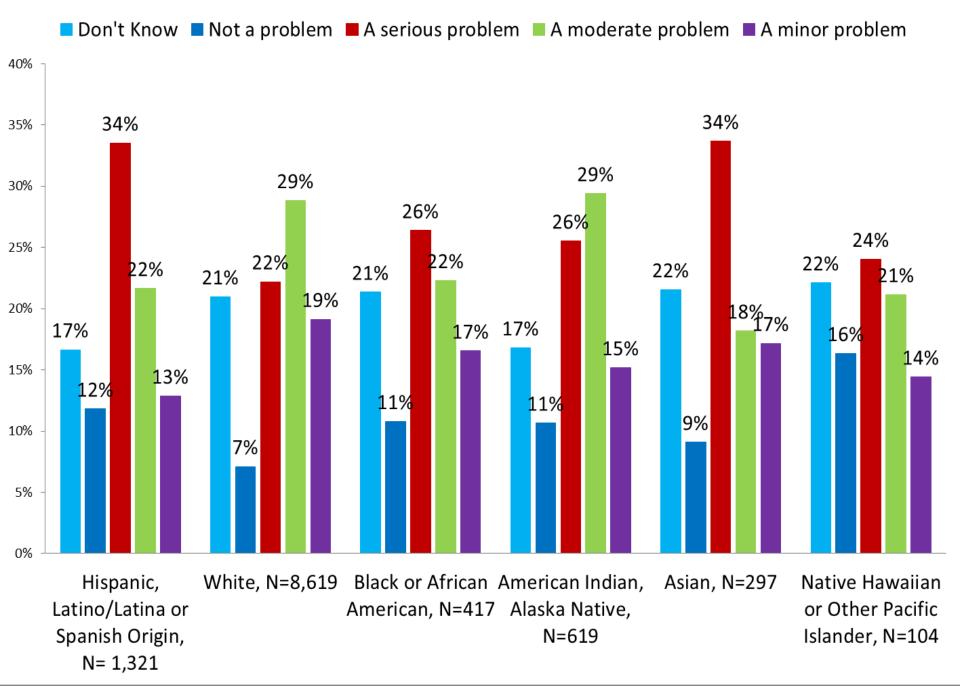
By race/ethnicity, perception of alcohol use (%)



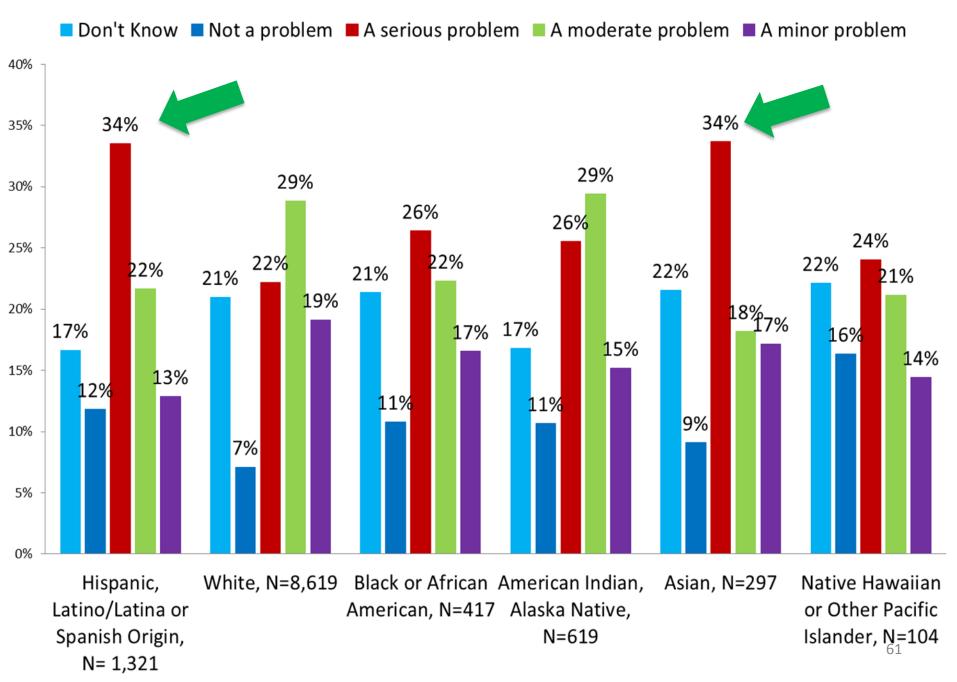
### By race/ethnicity, perception of marijuana use (%)



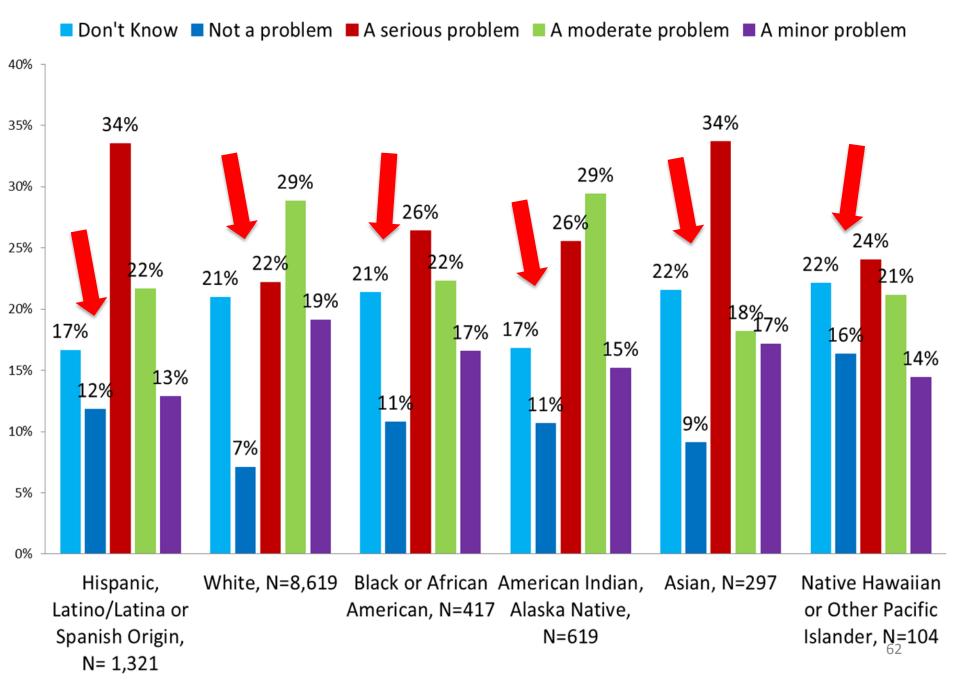
### By race/ethnicity, perception of prescription drug misuse (%)



### By race/ethnicity, perception of prescription drug misuse (%)

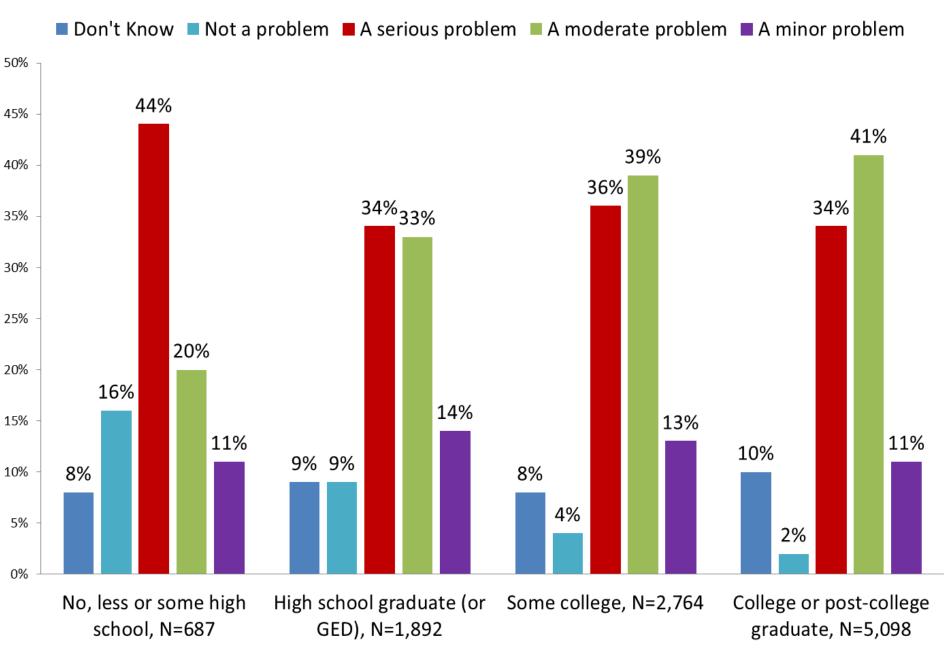


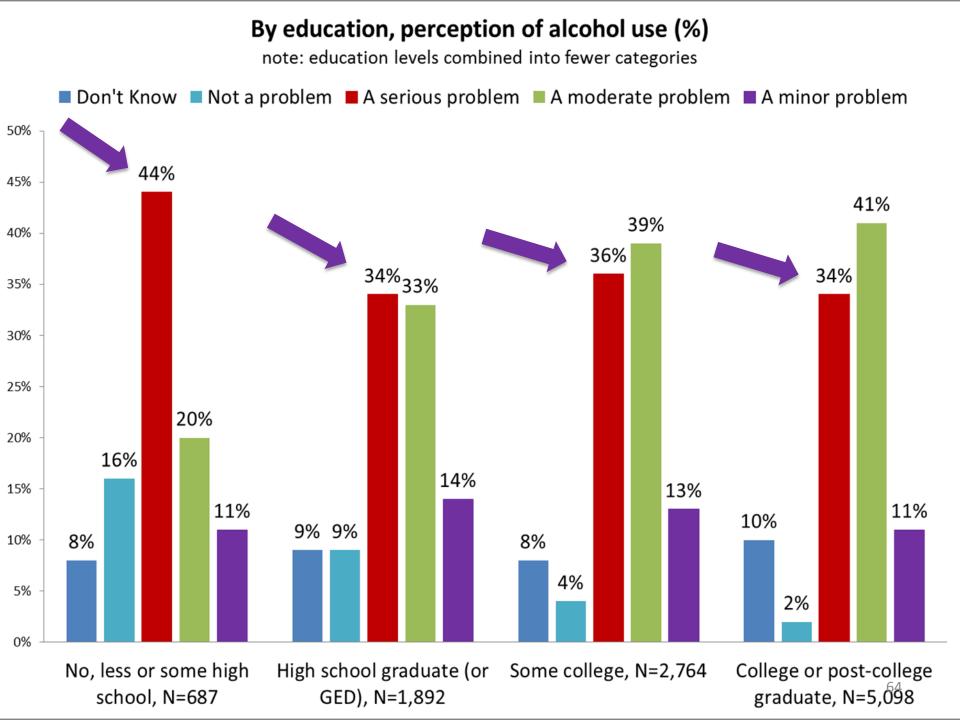
### By race/ethnicity, perception of prescription drug misuse (%)



By education, perception of alcohol use (%)

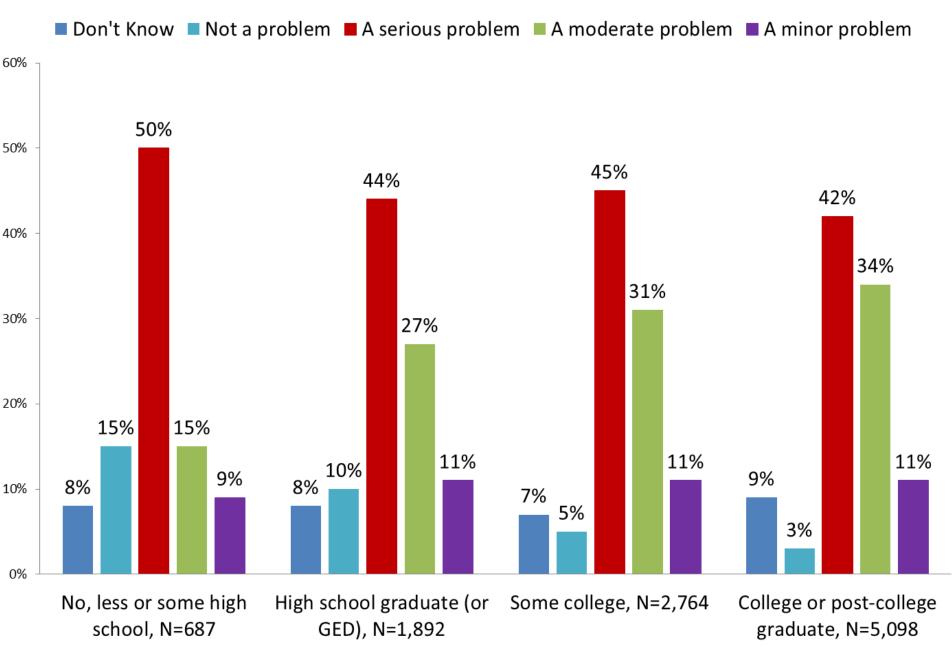
note: education levels combined into fewer categories

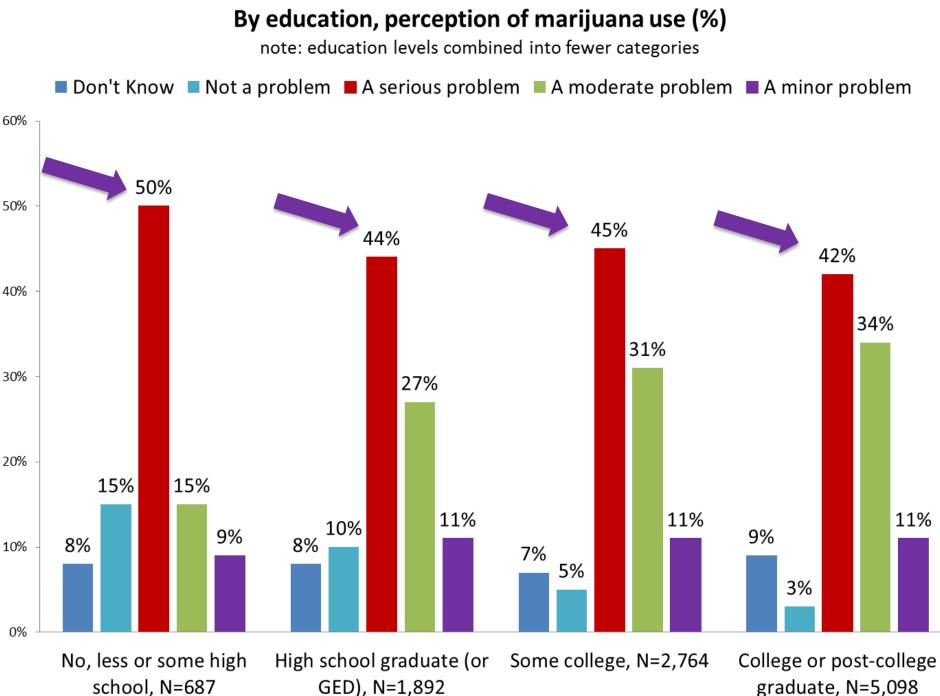




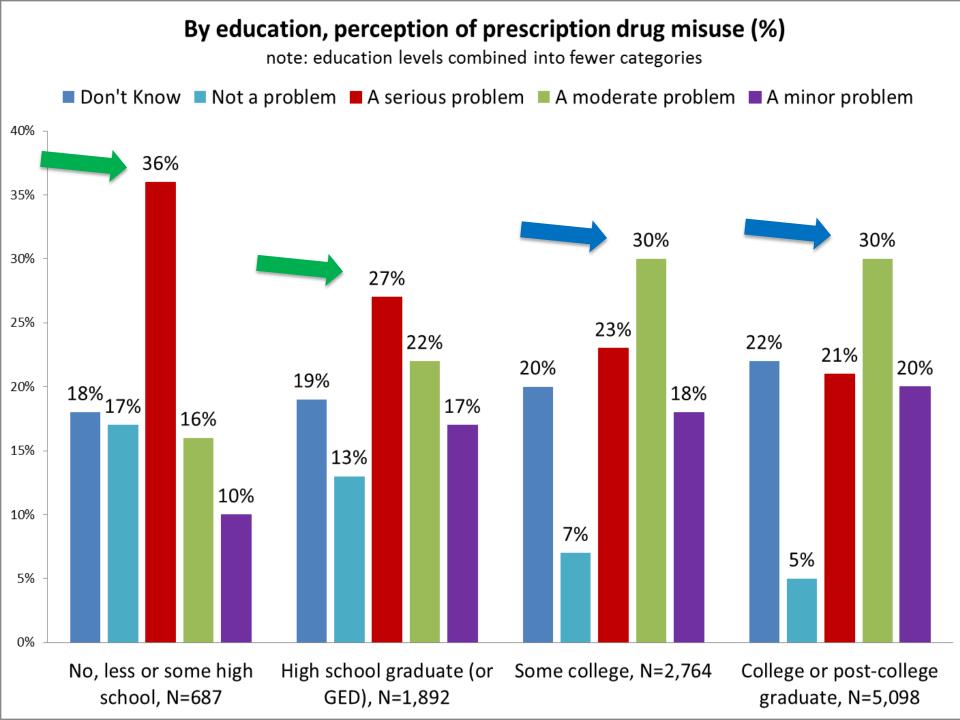
#### By education, perception of marijuana use (%)

note: education levels combined into fewer categories



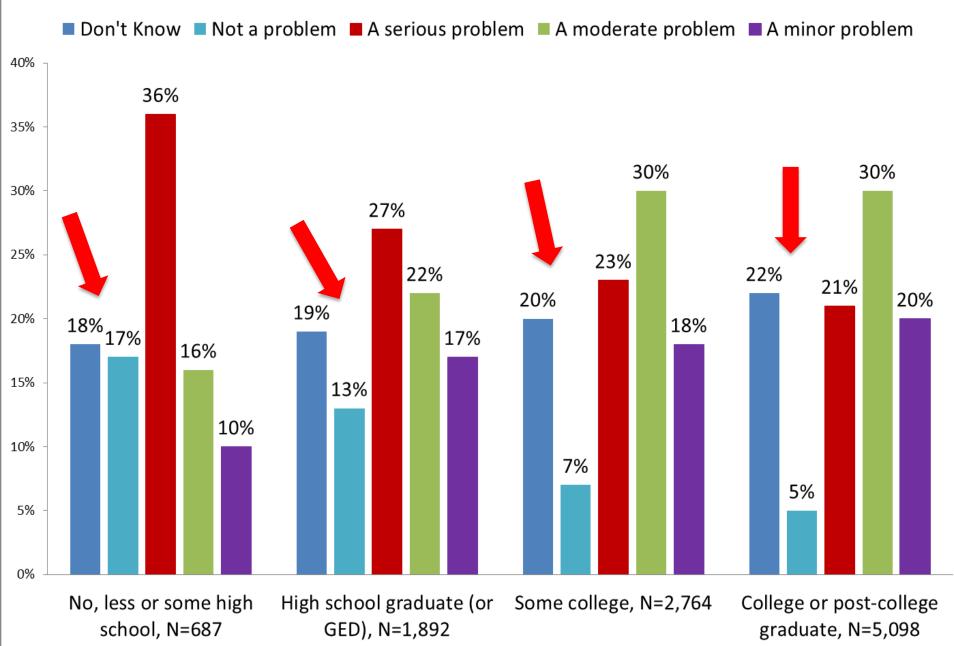


graduate, N=5,098



#### By education, perception of prescription drug misuse (%)

note: education levels combined into fewer categories



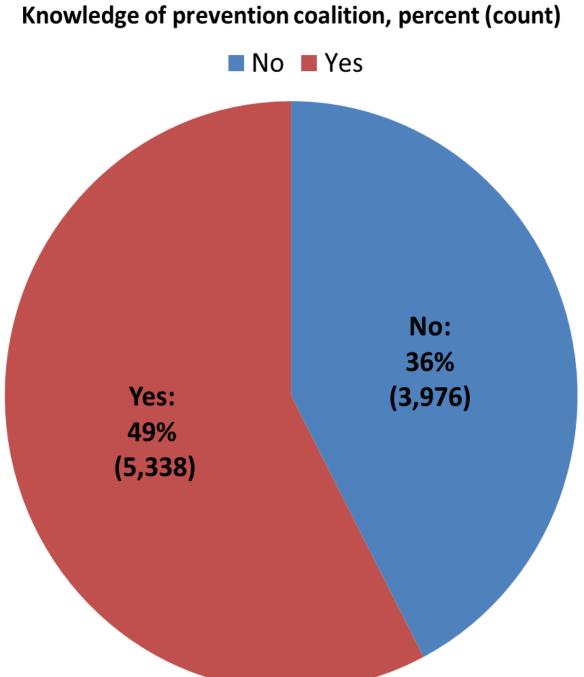


## 2015 State-level data Knowledge of Coalitions



## 2015 State-level data Knowledge of Coalitions

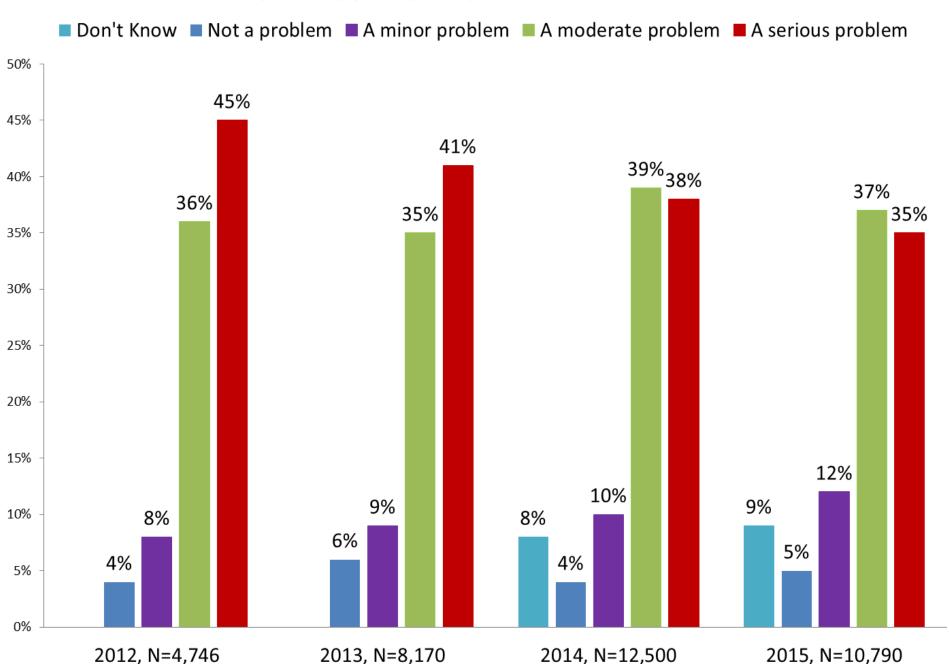
There is a group of volunteers in your	community	who are working to reduc	e youth			
alcohol and other drug use. Are you						
aware of this group/coalition?	Yes		Don't Know			



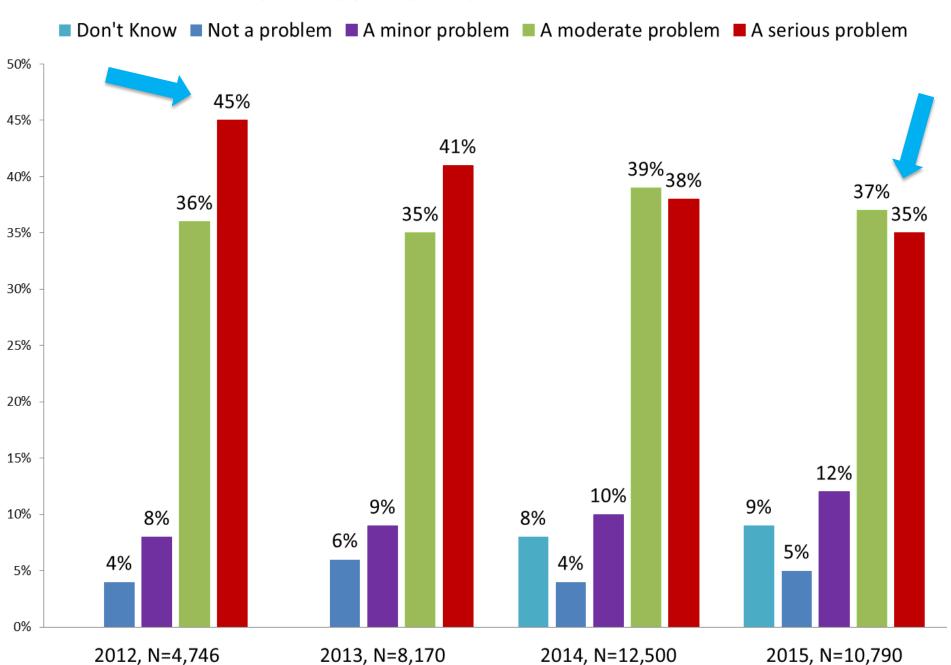


## 2012-2015 State-level data Respondent perceptions and knowledge of coalitions

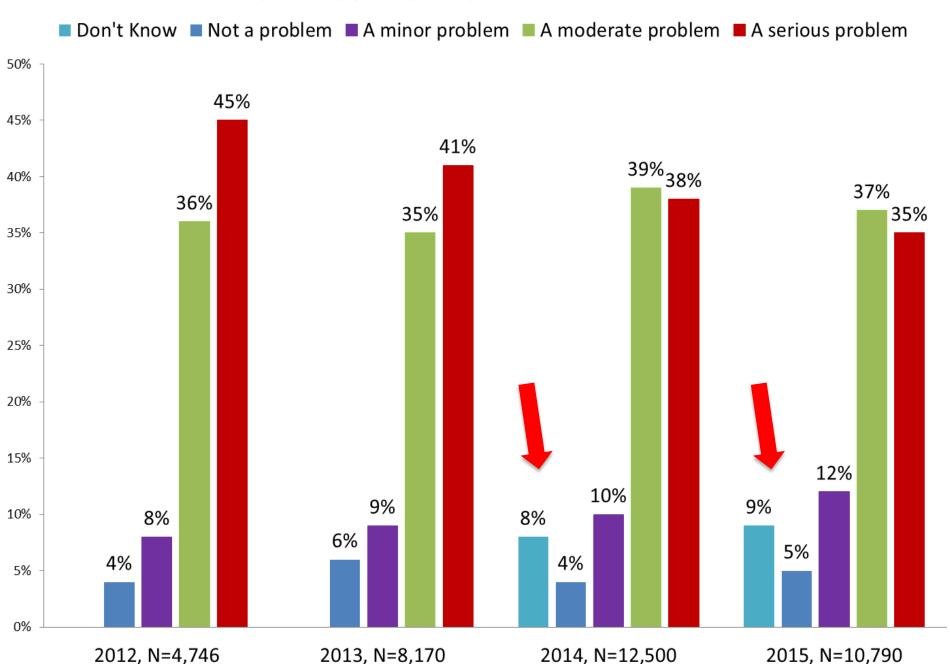
By survey year, perception of alcohol use (%)



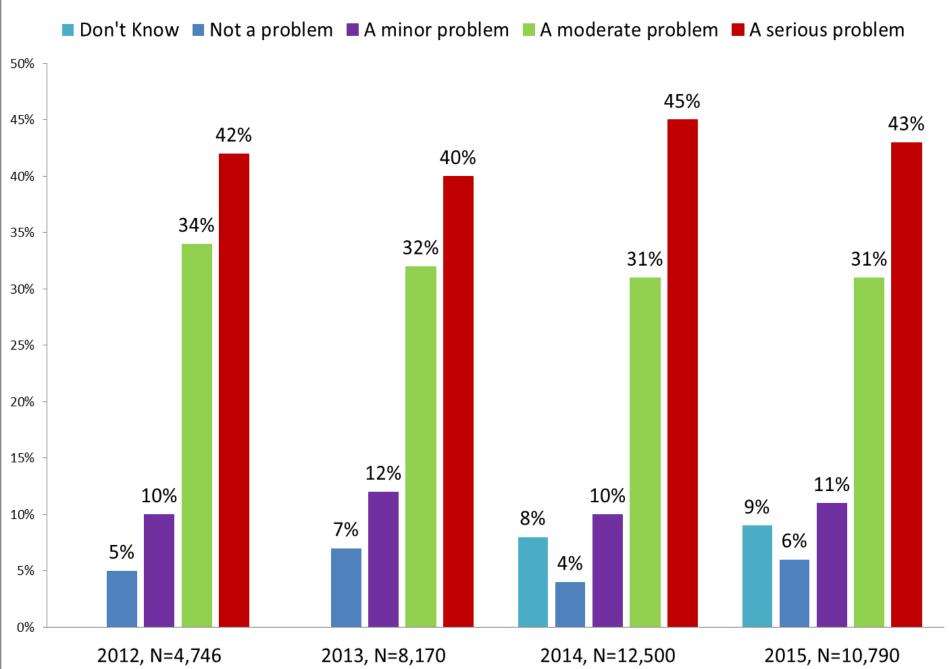
By survey year, perception of alcohol use (%)



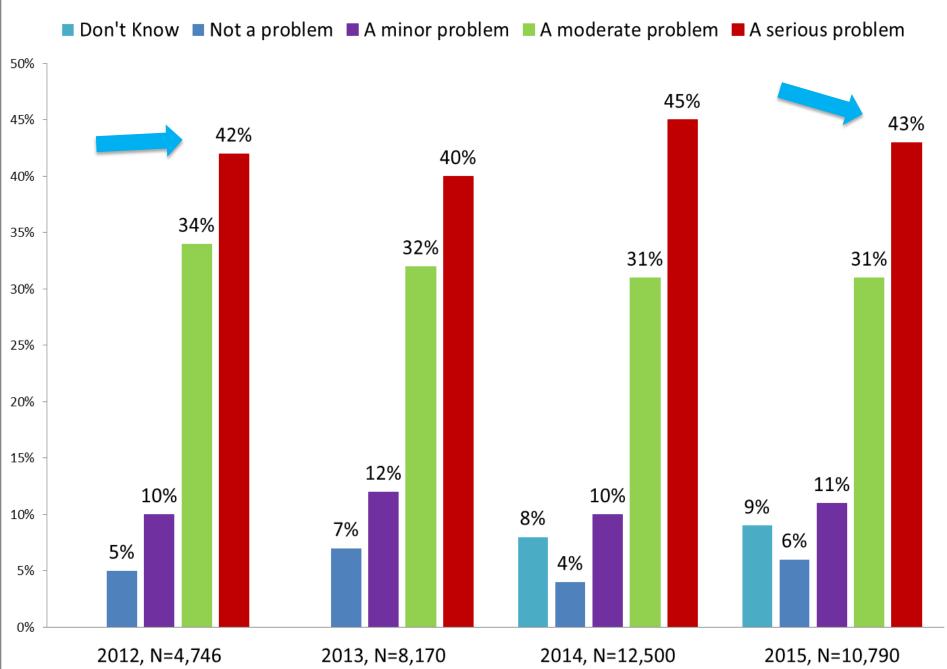
By survey year, perception of alcohol use (%)



By survey year, perception of marijuana use (%)

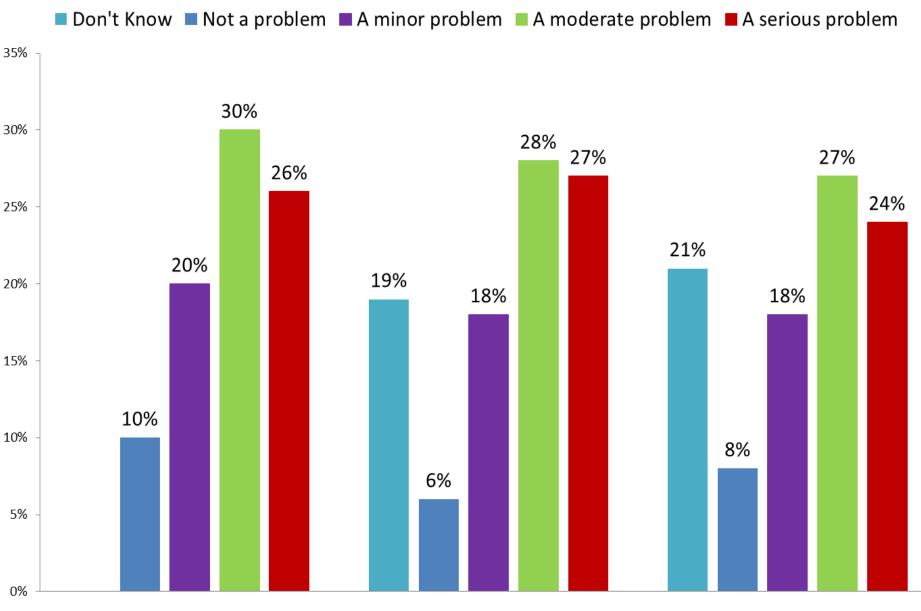


By survey year, perception of marijuana use (%)



By survey year, perception of prescription drug misuse (%)

note: Question not asked in 2012

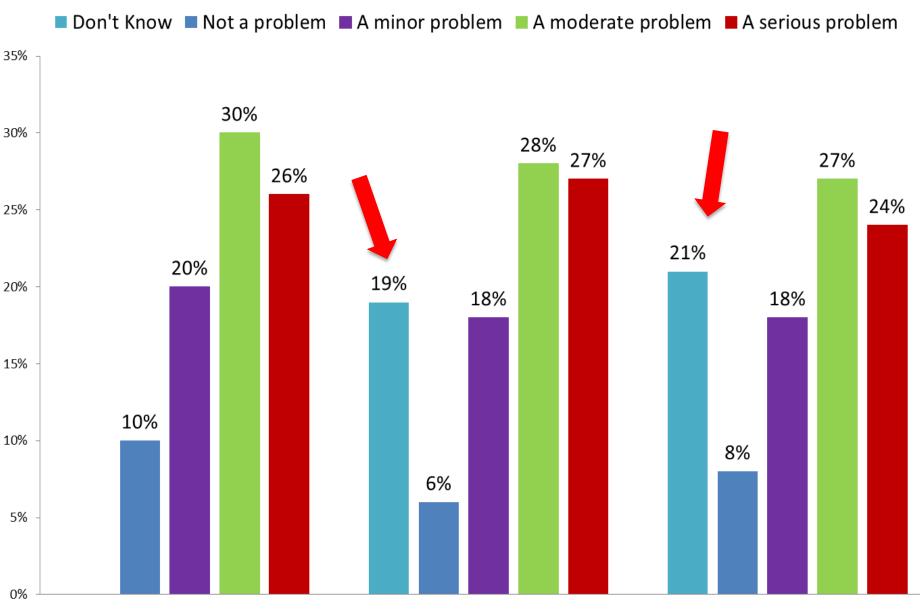


2013, N=8,170

2014, N=12,500

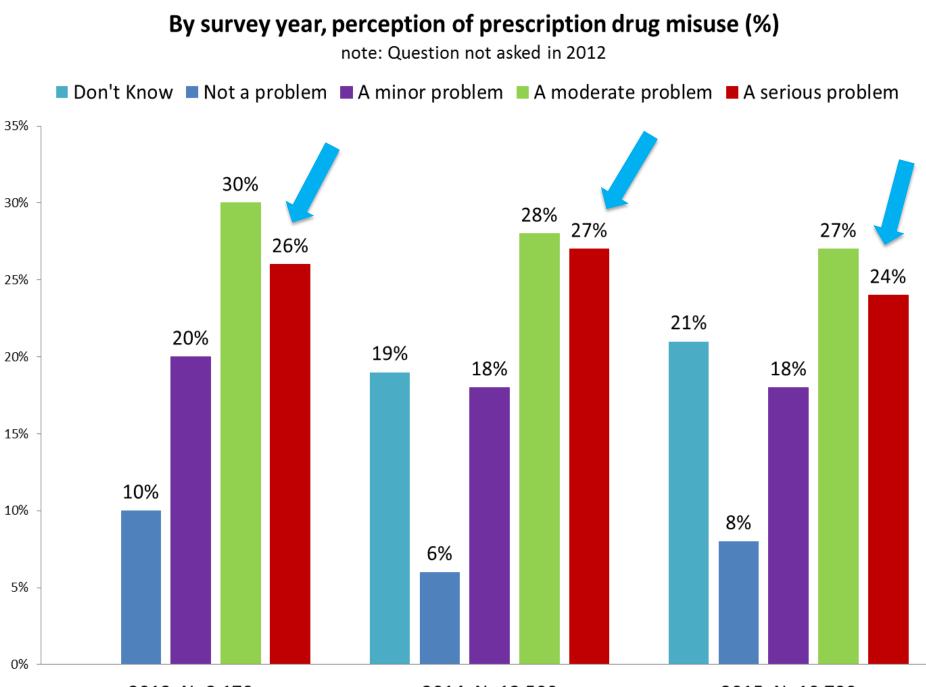
By survey year, perception of prescription drug misuse (%)

note: Question not asked in 2012



2013, N=8,170

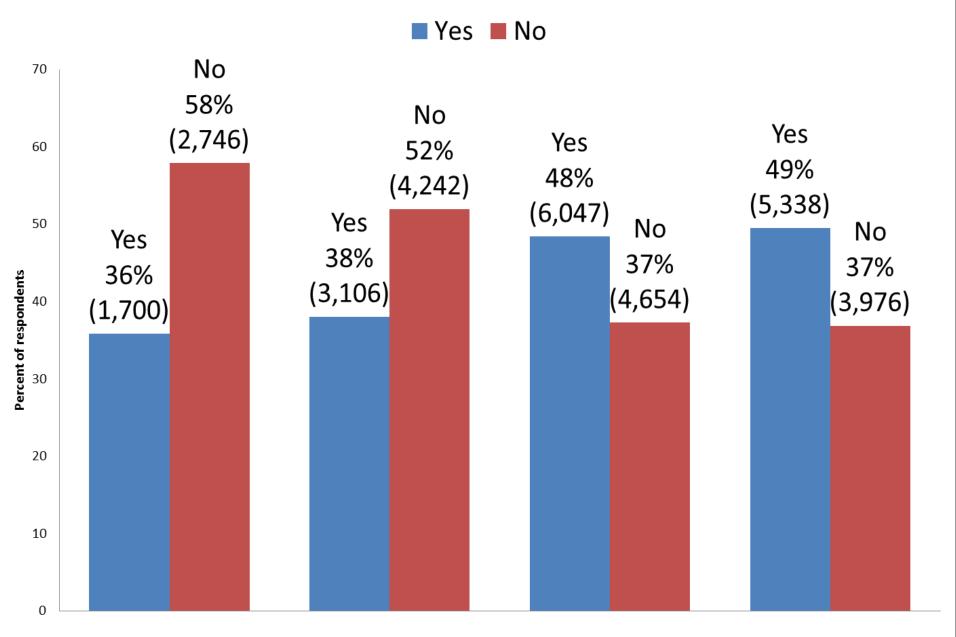
2014, N=12,500



2013, N=8,170

2014, N=12,500

Knowledge of prevention coalition, percent (count)



2012, N=4,746

2013, N=8,170

2014, N=12,500



## **Concluding Thoughts**

## Conclusion



Community Prevention

- Respondents are <u>more</u> likely to view alcohol and marijuana use as a problem
- Respondents are <u>less</u> likely to view prescription drug misuse as a problem
- Respondents are fairly evenly split on their awareness regarding local prevention efforts



## Conclusion

- Community coalitions did well with meeting goals regarding numbers of respondents
- However, participants were most likely White women with a college education.
  - Recruiting of survey participants could focus on individuals with lower education levels
  - Recruiting could also focus on other racial or ethic groups at all levels of education
- Questions?

### Thank you!

## Scott Waller | DBHR Prevention Systems Integration Manager WORKFORCE DEVELOPMENT

**SURVEY OVERVIEW** 



Community Prevention



#### Washington State Prevention Workforce Development Survey

Introduction



### Introduction to Washington State Prevention Workforce Development Survey

This survey is designed to measure how workers in Washington State are presently meeting competencies that are generally associated with prevention work.

### Measuring how workers in Washington State presently are meeting competencies that are generally associated with prevention work.

By participating in the survey you will also become eligible to win one of twenty \$25 incentives. The incentive awards will be selected randomly from all of the survey participants.

How long will it take to complete the survey?

### April 27, 2016

We estimate that it will take 25 - 30 minutes to compleScott. Waller

please clear adequate space on your calendar to take the survey from start to finish.



# Email this morning should have brought this link to you:

https://www.surveymonkey.com/r/WashingtonWorkforceSurvey2016

Second half hour of training time today has been intentionally left open so you can complete the survey during this meeting. Survey is open today and will remain open until May 18, 2016.



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## Edit

#### Washington State Prevention Workforce Development Survey

Introduction

Over the past several years prevention efforts in Washington State have changed dramatically. There are changes both in the amount of prevention work that is being done as well as what kinds of work and which elements of the work are prioritized. These kinds of changes have brought different people to prevention work than in the past. Additionally, the changes in prevention work have created the need for different kinds of training and technical assistance to make sure that people can be successful in their work.

The survey is largely based on prevention competencies developed by the International Certification and Reciprocity Consortium (IC&RC) and the Substance Abuse Mental Health Services Administration. There may be times in the survey where you don't understand the questions because the language is different than you use. Please do the best you can. If you do not understand the question, please select the response, "Does not apply to me".

#### Why should you participate?

By participating in the survey you will also become eligible to win one of twenty \$25 incentives. The incentive awards will be selected randomly from all of the survey participants.



#### How long will it take to complete the survey?

We estimate that it will take 25 - 30 minutes to complete the survey. It is not possible to start, stop, and then re-start the survey. So please clear adequate space on your calendar to take the survey from start to finish.

There is a display at the bottom of each page that will display the percentage of the survey that you have completed.

#### What questions will you be asked?

You'll be asked to respond to questions about a wide range of prevention competencies. We ask that you complete all the questions in the survey. If a question does not apply to you, choose the response option, "Does not apply."

#### How will your information be used?

Responses from this survey will be used by multiple state agencies - and other organizations - to identify training and technical assistance needs in the prevention workforce. Once those training and technical assistance needs are identified, the state agencies will each determine how they can best address the identified needs. In many cases, the agencies will combine efforts to address identified training and technical assistance priorities.



#### Let's start the survey!

#### \* Which of the following most accurately describes the level at which you do most of your prevention-related work.

- State (state agency, or, services you provide impact the entire state)
- Regional (sub-state level, but larger than a county, e.g., Educational Service District)
- ) County
- School district
- Sub-county (individual town or coalition)
- ) School building
- Tribe or Reservation
- Other (please specify)

Choose level at which you provide prevention services.

\* Which of the following statements is most true about you?

There are six (6) statements below that describe critical elements of several types of prevention-related jobs in Washington State.

Please read each of the statements and then select the one that is most like the prevention readed work that you do the questions you answer on the survey will be based on this response, so please **First one is CPWI** the prevention work you primarily do.

My work consists primarily of assisting coalitions and other organizations to assess pro**COALITIONS**, impering a coalition's meetings, membership and occasionally delivering services for a coalition (e.g. Community Prevention and Wellness Initiative (CPWI) coalition coordinators, Drug-free Student Assistance

My work is primarily about implementation of direct prevention services such as pare home visiting services, parent educators, community-based organizations delivering

My work primarily involves identifying students having difficulty, screening their needs, running support groups and referring them to additional survices, when necessary. (e.g., student assistance specialists, prevention/interventionists).

My work primany involves working with educational professionals and community members to fund, coordinate and direct school-based substance abuse prevention and oncer school-based prevention and intervention efforts.

My work in prevention is primarily focused on tribal communities or tribal setting

My work is primarily focused on environmental prevention and/or policy advocacy.

My work is primarily focused on traffic safety.

CPWI Coalition Coordinator

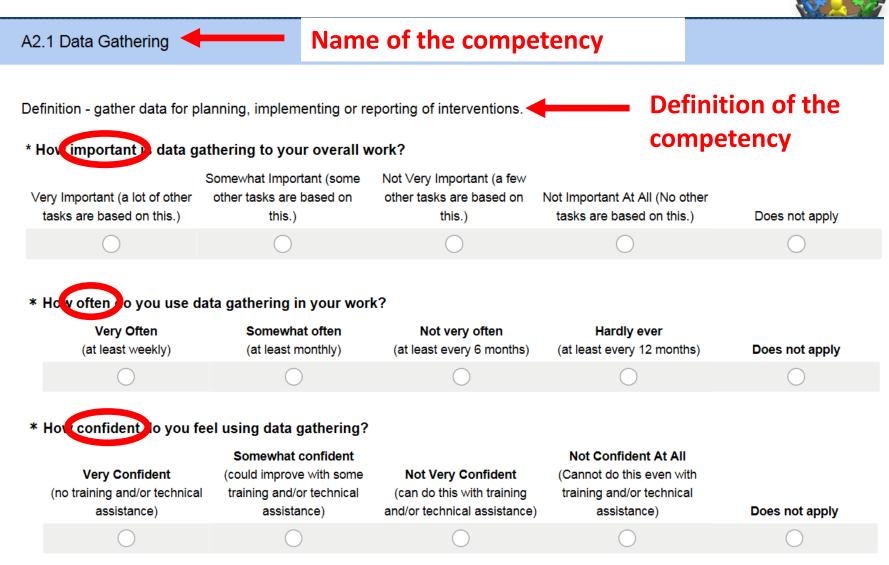
**Specialists** 

Student Assistance Specialist



Community Prevention







### **Analysis of Gaps**

High Importance vs. Low Frequency or Low Confidence

(Possible remedy – training/TA or contract language)

High Frequency vs. Low Importance or Low Confidence

(Possible remedy – training/TA of contract language)

High Confidence vs. Low Importance or Low Frequency

(Possible remedy – training/TA)



Third hour of meeting today...

- Dr. Jeff Linkenbach, Introduction to Positive Social Norms, 11 – 11:30 AM
- Second half hour of training time (11:30 AM 12 PM) has been intentionally left open so you can complete the survey during this meeting.

https://www.surveymonkey.com/r/WashingtonWorkforceSurvey2016



## **Questions?**



PO Box 45050, Olympia, WA 98504 | www.dshs.wa.gov



## **Contact Information**

#### Scott Waller, MEd

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## INVITATION TO JOIN CONVERSATION



*Opportunity to share community/school news and progress* 

## **COMMUNITY SHARING**