Transforming
Lives

Prevention Learning Community Meeting

Hosted by: Division of Behavioral Health & Recovery

August 23, 2017

9:00 a.m.-12:00 Noon

Washington State
Department of Social
& Health Services
Transforming lives

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Agenda

9:00 - 9:05 a.m.	**Welcome / Introduce new prevention providers to the call**
9:05 - 9:30 a.m.	**Important OSPI Communication** **Important DBHR Communication** • Training updates *Lucilla Mendoza* • PFS Billing Reminders *Lucilla Mendoza* • Summer Institute Feedback *Lucilla Mendoza* • 2017 Exemplary Awards *Danny Highley* • International Overdose Prevention Awareness day *Julia Havens* • Recognition *Lucilla Mendoza*
9:30 - 9:40 a.m.	**Funding announcements** **Sarah Mariani**	Behavioral Health Administrator	DBHR
9:40 - 9:50 a.m.	**Athena Updates** **Ray Horodowicz**	Prevention System Manager	DBHR
9:50 - 10:05 a.m.	**Introducing WA Media Campaign** **Deb Schnellman**	Behavioral Health Promotion Manager	DBHR **Billy Reamer**	Prevention Systems Integration Manager	DBHR
10:05 - 10:25 a.m.	**Minerva Updates** **Seth W. Greenfest, PhD**	Prevention System Project Manager	DBHR
10:25 - 10:45 a.m.	**Administering the 2017 Community Survey** **Rebecca Grady, PhD**	Prevention Research Manager	DBHR
10:45-10:55 a.m.	**Legislative Update** **Timothy Gates**	Prevention Policy and Project Manager	DBHR
10:55 - 11:00 a.m.	**Contract Reminders** **Julia Havens**	Prevention System Implementation Manager	DBHR

Welcome New Attendees!

Leticia Juarez, Wapato CPWI

Julie Schillreff, White Swan CPWI

Tuesday Mattix, Crescent CPWI

Krissy Johnson| Student Assistance Program Supervisor| OSPI

OSPI COMMUNICATION

DBHR COMMUNICATION

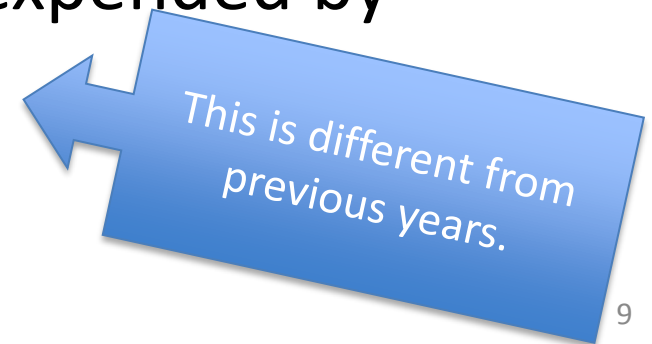**Lucilla Mendoza**| Prevention System Development Manager | DBHR

TRAINING ANNOUNCEMENTS

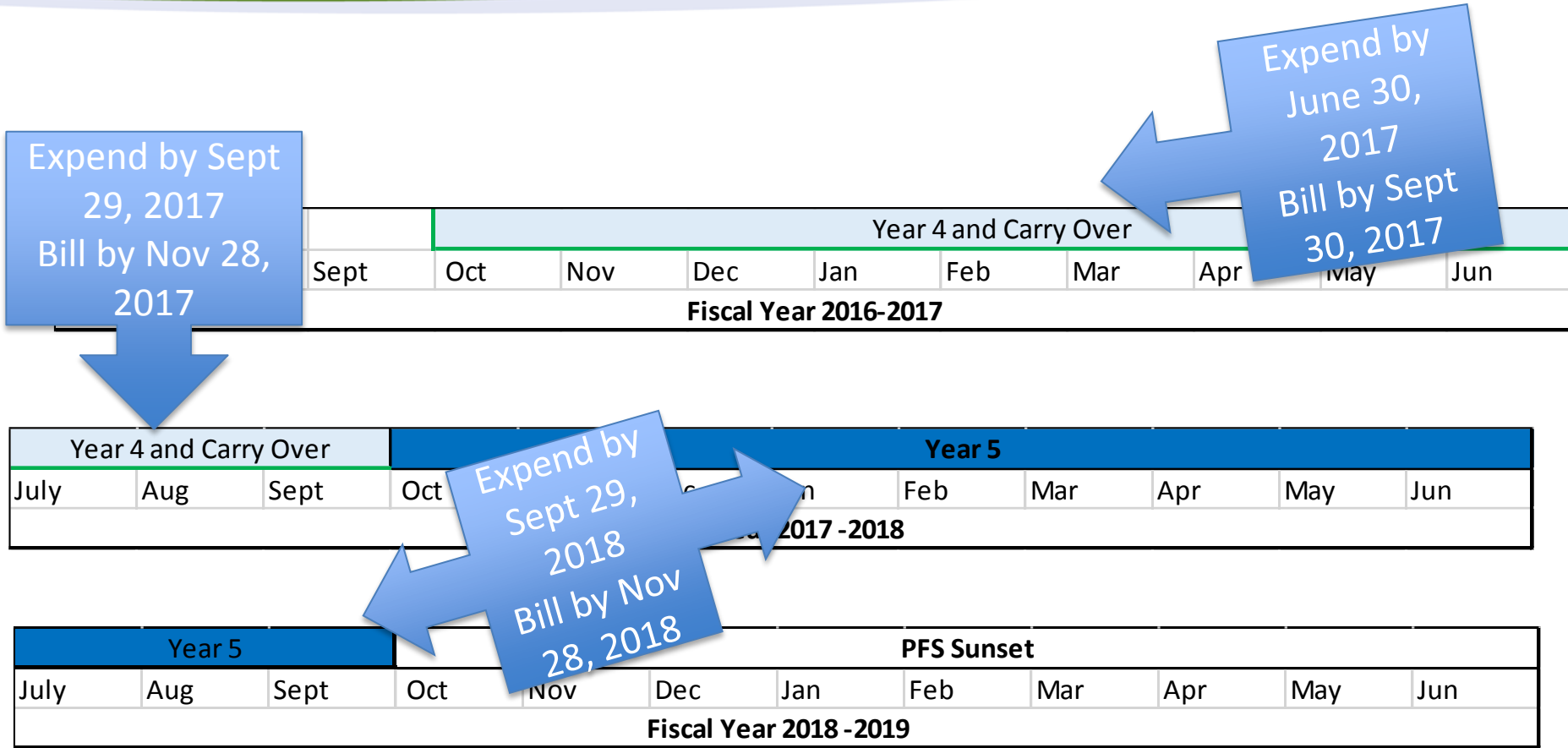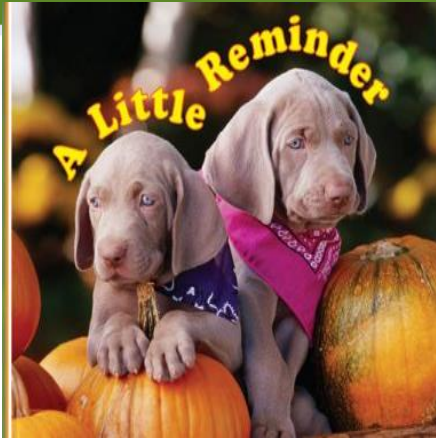| Training / Location	Training Date (s)
Trauma Informed Training Hosted by the Hoh Tribe, Forks, WA	August 29-31 Forks, WA
E-Cigarettes: Finding the Truth among Vapors, Training of Trainers Hosted by Prevention Works in Seattle (WINS) Coalition	August 31 Seattle, WA
Contractor Training DBHR Headquarters	August 31 Lacey, WA
Introduction to Marijuana and Opioid Pharmacology Part 1 Center for the Application of Prevention Technologies (DBHR)	September 5 Webinar
Introduction to Marijuana and Opioid Pharmacology Part 2 Center for the Application of Prevention Technologies (DBHR)	September 6 Webinar
Fidelity Assessment Guidelines for Environmental Strategies Rodney Wambeam Ph.D.	September 7 Webinar
National Prevention Network Conference National Association State Alcohol Drug Abuse Directors	September 12-14 Anaheim, CA
Methods for Evaluating Environmental Strategies Rodney Wambeam Ph.D.	September 21 Webinar
Communities that Care Plus Social Development Research Group	October 3-5 Seattle, WA
Positive Culture Framework Training Center for Health and Safety Culture, Montana Institute	October 17-19 San Antonio, TX
Strong African American Families – Facilitator Training Kitsap County Washington State Extension	October 19-22 Bremerton, WA

Additional Training

- Washington State Prevention Provider Meeting, November 2
- Prevention Summit, November 3-4
  - Looking for youth speakers
  - Topics for All Provider Meeting
- WA SAPST Training
- NA SAPST Training
- Mentoring Best Practices Training
- Training and Consultation for Increasing Capacity to Serve Military & Veteran families and youth by Safe Homes
- Rodney Wambeam Regional Training

PFS Funding Spend-Down

- Year 4 September 30, 2016 – June 30, 2017 must have been expended by June 30, 2017.
  - 90 days to bill
- Year 4 and Carryover July 1, 2017 – September 29, 2017 must be expended by September 29, 2017.
  - 60 days to bill
- Year 5 allocation September 30, 2017 – September 29, 2018 must be expended by September 29, 2018.
  - 60 days to bill

This is different from previous years.

Expend by Sept 29, 2017
Bill by Nov 28, 2017

Expend by June 30, 2017
Bill by Sept 30, 2017

Expend by Sept 29, 2018
Bill by Nov 28, 2018

	Year 4 and Carry Over									
Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun

Fiscal Year 2016-2017

Year 4 and Carry Over			Year 5							
July	Aug	Sept	Oct			Feb	Mar	Apr	May	Jun

Fiscal Year 2017 -2018

Year 5			PFS Sunset							
July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun

Fiscal Year 2018 -2019

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2017 Washington State Prevention Awards of Excellence

The goals of the Washington State Prevention Awards of Excellence are to:

- **Recognize outstanding contributions of individuals, groups and coalitions** engaged in substance abuse prevention efforts.
- **Focus statewide attention** on exceptional substance abuse prevention work.
- **Identify substance abuse prevention programs with exceptional outcomes** that can be adopted or adapted by others.

2017 Timeline

Deadline for nomination submission September 15 , 2017 by 5:00 p.m.

Awards Ceremony - Yakima Convention Center, Yakima, Washington   **November 3, 2017**

The 2017 Award Nomination Packet is posted on
www.TheAthenaForum.org under News and Announcements
For more information contact Danny Highley
highld@dshs.wa.gov or 360 725 3720

Overdose Awareness Day

- International Overdose Awareness Day August 31st.

- What can your agency or coalition do?
  - Plan something or post something

www.StopOverdose.org

www.StartTalkingNow.org

www.TheAthenaForum.org/rx

Special Recognition

- Tekoa opioid misuse and abuse prevention. https://captcollaboration.edc.org/story/rural-tekoa-washington-paves-its-own-way-prevent-opioid-misuse

- Any new CPP's?

Sarah Mariani | Behavioral Health Administrator | DBHR

FUNDING ANNOUNCEMENTS

5 New STR-CPWI Communities

- Cape Flattery School District in Clallam County

- Mt Baker School District in Whatcom County

- Mt Vernon School District in Skagit County

- South Bend School District in Pacific County

- Wellpinit School District in Stevens County

Ray Horodowicz| Prevention System Manager | DBHR

ATHENA UPDATES

"New" Athena Site

- Migration.

- Fixes.

- Enhancements.

- Refreshed look & layout.

"New" Athena Site

Since last time…

- Considered options for certain pages.

- Gathered input on "design" choice.

- Now: Testing out new site.

Start Talking Now Example

Before…

Start Talking Now Example

After…

Athena – Sneak Peek

Athe

Athena – Quotes!

I am very pleased with its clean sleek design and accessibility to everything…

looked at the site I really like it

I really like the format. It is easy to move around in!!

I like how big the headings are.

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Athena - Reminder

- Find today's slides from the Home Page.

Deb Schnellman | Behavioral Health Promotion Manager | DBHR

Billy Reamer | Prevention Systems Integration Manager | DBHR

UNDERAGE DRINKING PREVENTION POSITIVE SOCIAL NORMS CAMPAIGNS REACHING TEENS & PARENTS OF TEENS

Underage Drinking Trends in Washington

Underage drinking is on the decline, but serious risks remain.

The Good News: According to the Washington Healthy Youth Survey, the percentage of 10th grade students who report alcohol use and binge drinking has declined significantly over the past decade.

- Binge drinking has been reduced by half, from 20 percent in 2006 to 11 percent in 2016.
- Past month use of alcohol has been reduced from 33 percent to 20 percent.

The Problem: One-third of 10th graders who drink are heavy users.
Underage drinking increases the risk for school failure, alcohol dependence, serious injuries and death.

The Positive Social Norms Approach

The Good News:
- Four out of five teens don't drink.
- 85 percent of teens report their parents set clear rules about alcohol.

The Approach: Norms shape behavior
Promoting the healthy social norms of underage drinking encourages greater adoption of the healthy behavior.

For example, when teens understand most of their peers don't drink, they are less likely to drink. Similarly, if parents understand that most other parents set clear rules with their teens about not drinking, they are also more likely to do so.

Sources: Social Norms Approach to Preventing Substance Use - Linkenbach, J and Perkins, H.W. *2016 Washington Health Youth Survey.*

Percent of students who reported having a drink in the past month:

Grade 6	Grade 8	Grade 10	Grade 12
2%	8%	20%	32%
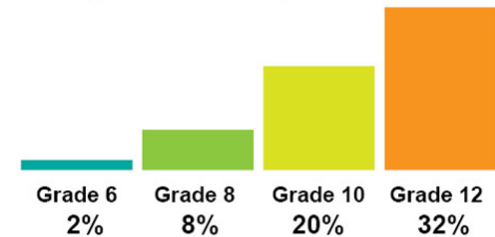
Percent of students who reported binge drinking (5 or more drinks in a row) at least once in the past two weeks:

Grade 8	Grade 10	Grade 12
4%	11%	18%
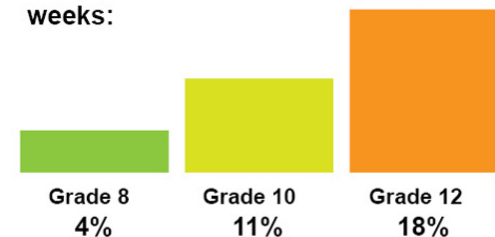
The percentage of students who think it is easy to get alcohol:

Grade 8	Grade 10	Grade 12
26%	47%	61%
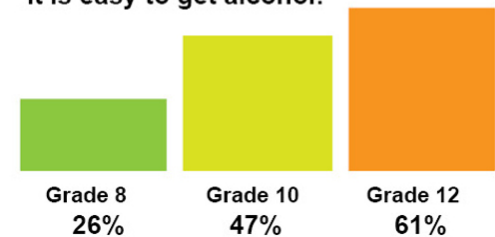
Campaign Strategy: Teens and Parents

Underage Drinking Prevention

Teen Campaign

- **Audience:** High school-age teens in Washington

- **Goals:** Raise awareness about the true healthy norm regarding underage drinking – four out of five teens don't drink alcohol.

- **Tactics:** This will be a digitally-focused, mobile-first campaign, reaching teens when they are surfing their favorite websites, interacting with friends on social media, playing games and actively searching for information.

Most-used devices for 13- to 17-year-olds

Device	Percentage
Smartphone	78%
Laptop Computer	69%
TV	68%
Gaming Console	62%
iPad/Tablet	52%
Desktop Computer	50%
MP3 Player	29%
Streaming Device ...	25%
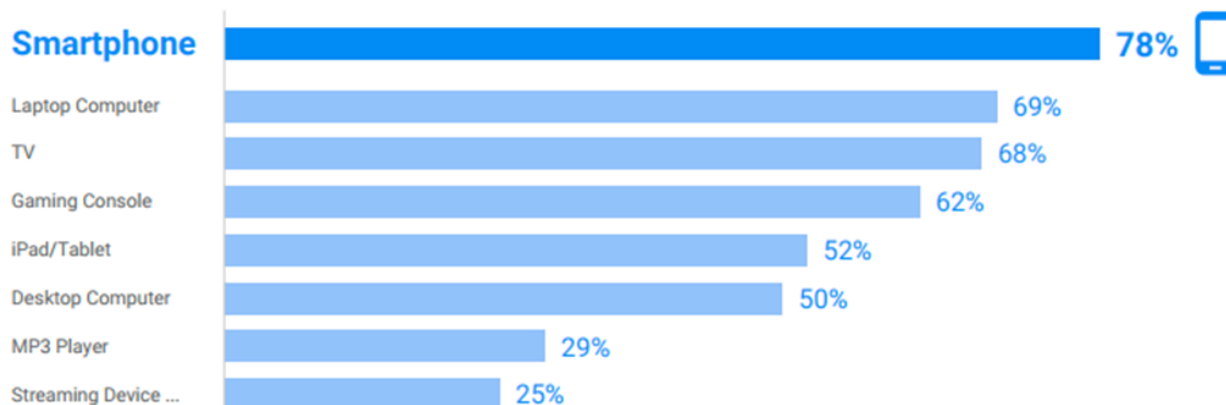
Parent Campaign

- **Audience:** Parents of high school-age teens in Washington – they have the most influence on their teens' decision to drink.

- **Goals:** Raise awareness about the true healthy norm– 85 percent of teens report their parents setting clear rules about not drinking. (That is, other parents also disapprove of underage drinking.)

- **Tactics:** This will be a digitally-focused campaign, reaching parents where they are seeking advice and information—on relevant websites, social media and local publications like *The Seattle Times*.

Social Media is One of Many Sources for Parenting Advice and Information

Among all parent social media users, the % who have done the following on social media over the previous month...

- All parents
- Mothers
- Fathers

Found parenting info while looking at social media content
- 59
- 66
- 48
*

Received social/ emotional support on a parenting issue
- 42
- 50
- 28

* Differences between mothers and fathers are statistically significant

Asked parenting questions
- 31
- 36
- 24
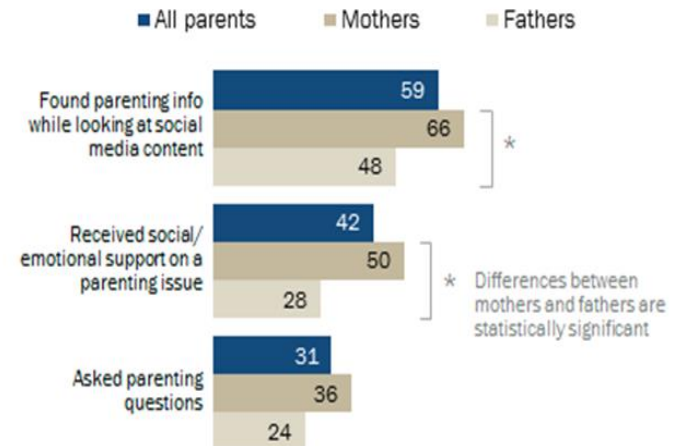
Source: Pew Research Center surveys, Sept. 11-14 and 18-21, 2014. N=241 parent social media users ages 18+. The margin of error for all parent social media users is +/- 7.4 percentage points. Parents in this survey were defined as those with children under age 18.

PEW RESEARCH CENTER

The Goal

The Positive Social Norms Approach takes time and repeated exposure.

- **Short-term:** Raise awareness about the positive norms around underage drinking.

- **Longer-term:** Increase the percentage of parents who set clear rules with their teens and talk with them about not drinking.

Campaign and Message

CREATIVE TESTING

Teen Campaign

Message Development Method:
- 90 Washington youth in Seattle and Spokane were interviewed to gauge perceptions of the frequency of drinking among peers and test reactions to potential creative campaigns.
- Teens reported that the "most teens don't drink" message was surprising but also believable, relevant and would make them think twice about drinking.

Parent Campaign

Message Development Method: Research review of outcomes from other state's positive social norms campaigns, including Oregon and Montana. The Washington Healthy Youth Coalition and other prevention partners provided feedback on campaign messaging and which tools and materials would be most helpful for a campaign toolkit.

Teen and Parent Campaigns

CAMPAIGN PREVIEW

Teen Campaign | *Out of the Picture*

Concept

- *Out of the Picture* raises awareness of the low rate of underage drinking among high school students in Washington.

- *Out of the Picture* takes the social media practice of using emojis to cover up inappropriate items, such as beer or cigarettes, and turns it on its head. At first glance, the images of teens having fun obscured by one or more emojis seem to suggest the emojis are concealing alcohol.

- However, when the emojis are removed, it's revealed the teens have nothing to hide and are keeping alcohol out of the picture and out of their lives.

Teen Campaign | *Out of the Picture*

Channels

- To reach youth where they are—online and on their phones— *Out of the Picture* delivers visuals and messages while teens are surfing their favorite websites, interacting with friends on social media, playing games and actively searching for information. A diverse range of teens and interests are featured across advertisements that include short videos, banner ads and social media content.

- A website, **OutofthePicture.org**, supports the campaign's digital advertising, social media and partner efforts to reinforce the true social norm. The site offers information about the risks and consequences of underage drinking in ways that are relevant for youth, and ways for teens to say no to alcohol.

Teen Campaign | *Out of the Picture*

Video

Teen Campaign | *Out of the Picture*

Animated Banners

Teen Campaign | *Out of the Picture*

Social Media

Teen Campaign | *Out of the Picture*

Partners

Out of the Picture will provide prevention partners in Washington with a campaign toolkit, including materials such as campaign videos, banner ads, and social media content to help partners deliver these important messages directly to teens in their communities.

Parent Campaign | *Looks Can Deceive*

Concept

- The goal of the *Looks Can Deceive* campaign is to get parents in Washington state to talk to their teen about not drinking by normalizing the idea that the vast majority of parents are having these conversations—and that doing so makes a big impact.

- More parents talking with their teens about not drinking is important because parents and guardians have enormous influence on whether or not their teen drinks.

- *Looks Can Deceive* acknowledges that it doesn't always seem to parents that their teens are listening, especially when it comes to setting rules about not drinking alcohol. But the truth is that teens are paying attention, and these conversations are effective.

Parent Campaign | *Looks Can Deceive*

Channels

- *Looks Can Deceive* reaches parents where they are seeking advice and information—on relevant websites, social media and local publications like *The Seattle Times.*

- The advertising, social media posts and the work of community organizations seek to get parents' attention, encourage them to talk with their teen about not drinking and let them know about the resources available at StartTalkingNow.org. The site contains information in a variety of languages and offers tips to make talking to teens about not drinking easier.

Parent Campaign | *Looks Can Deceive*

Animated Banners

Banner Ad 1
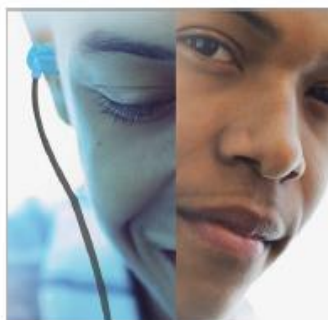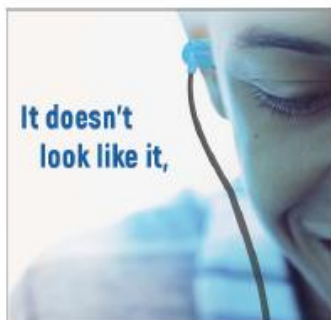
Banner Ad 2

Parent Campaign | *Looks Can Deceive*

Social Media

Parent Campaign | *Looks Can Deceive*

Partners

- *Looks Can Deceive* will provide local partners and prevention groups with a campaign toolkit, including materials such as campaign assets, posters, social media content, to help partners deliver these important messages directly to their communities.

- The campaign will be partnering with Univision to connect with adult Spanish-speaking audiences in Washington state on how parents can help prevent underage drinking by talking to their kids.

QUESTIONS?

Seth W. Greenfest, PhD | Prevention System Project Manager | DBHR

MINERVA UPDATES

Minerva Updates

- Training

  – We held two in-person Trainings in August (Bremerton & Spokane)

    - Focused on data entry and one-on-one help.

    - Thank you: Lucy, Julia, Gabby, all our attendees, and the System Managers!

  – Planning for: Yakima area, NW WA and SW WA.

    - We need your help!

      – Please Email PrevMIS@dshs.wa.gov if you know of a no-cost computer lab that we can use, with 15 – 20 computers.

Planning for Data Entry

- Planning is core to what we do – all of us!

- Timely, accurate, and efficient data entry and reporting requires planning, too.

Planning for Data Entry

For each service in an Action Plan, questions may include:

✓ What are we required to report to DBHR?

✓ What is optional to report to DBHR?

✓ Why is this data required/optional?

✓ When should we enter data and what are our reporting deadlines?

✓ Will we need support from additional staff (do they need access to Minerva)?

Planning for Data Entry

- Consider the who, what, when, why, and how's for collecting:
  - Survey data
  - Participation
  - Aggregate demographics
  - Population reach
  - Pounds of medicine collected
  - Number of newsletters passed out …

Minerva updates

- Coming soon! We'll start using the **Announcements Module** to share information with you.

- Reminder:
  – There are weekly TA Calls posted at www.TheAthenaForum.org/Minerva.
  – Use the Help Ticket in Minerva for assistance.
  – Email PrevMIS@dshs.wa.gov with questions.

Rebecca Grady, PhD | Prevention Research Manager | DBHR

Decision Support and Evaluation

ADMINISTERING THE 2017 COMMUNITY SURVEY

Community Survey

GOAL

To assess attitudes, beliefs, and practices related to youth substance use and behavioral health of adults in your community.

PURPOSE

- Assessment – where are we at?
  - Contribute to the development of coalition <u>strategic plans</u>
- Monitoring & trends – what has changed?
  - Evaluation
  - Contribute to <u>biennial strategic plan updates</u>
  - Early indicator of change
- To develop <u>a statewide</u> convenience sample <u>profile</u>
  - Inform planning, campaigns, outreach

Community Survey Requirements

- 100 - 250 surveys per coalition – based on population of coalition community
  - Community population estimates are reported in Community Assessment Data Books
  - Sample size for a diverse representative sample

- 2016 Community Survey Sliding-Scale Target Sample Size

Coalition Total Population	Survey Targets
0 – 3,999	100 surveys
4,000 – 10,999	140 surveys
11,000 – 29,999	180 surveys
30,000 – 49,999	215 surveys
50,000 +	250 surveys

2017 Community Survey Timeline

Target Timeline:

- June/July/Aug
  - Survey revision & planning
    - E-feedback and revision meeting

- August 25-31: Roll-out
  - Core English survey & translations posted on Athena Forum
  - Community-added question surveys emailed
  - Core & Community-added question online survey links emailed (English, Spanish, Data Entry)
  - Data entry manual posted on Athena Forum

2017 Community Survey Timeline

Target Timeline:

- September 1st – December 31st
  - Survey data collection by communities

- January – February 2018
  - Data verification, coding, analysis
  - Report & Excel file creation

- End of February / Early March 2018
  - Reports & data to coalitions

Participant Concerns & Cultural Competency

- Survey translations
  - Cambodian, Chinese, Russian, Somali, Spanish, Vietnamese

- Principle of respect for survey participants
  - Attempt to decrease potential harm & discomfort
  - Anonymity & confidentiality

- Attention to literacy level
  - Example: survey questions typically written at 6th-8th grade reading level
  - But, have to be careful with extra clarifications- WIMTY

Administering the Survey

1. Get familiar with the survey instrument

2. Understand how the data entry link works
   - Use it for all hard-copy surveys entered
   - Survey Monkey data entry link starts at Q1 of the survey
     - Take care where response options have different order/layout on hard copy vs. Survey Monkey
   - It has 3 additional "process" questions at the end
   - Set to loop around back to the first question to facilitate entering data from multiple surveys
   - Consult Data Entry Manual for more detail

Administering the Survey

3. Figure out where/how you'll be fielding the survey

    Examples from past survey administrations:

    - Partnered with schools to put link on website, email link, or have folks fill out during parent events
    - Faith-based partners had folks fill out surveys after/during services
    - Sent out survey with public utilities billing
    - Distributed at employee meetings for a large area employer
    - Distributed at recovery support group meetings
    - Posted on local Boys & Girls club Facebook page

CAREFUL with implementation for some of these – we want to be sure participants feel it's completely voluntary & anonymous.

Administering the Survey

4. Monitor representativeness of community sample and alter strategies as needed.

   – Strive for a representative sample of community member. Missing key demographic/geographic groups limits utility of data.

   – Review Coalition Data Book Demographics page to identify target population.

   – Revise strategy based on current tallies.

     • Tally updates of key demographics will be sent to PSMs & coalition coordinators on about the 1st and 15th of each month, beginning Oct 1st.

Administering the Survey

- Survey Monkey results links
  - Though the survey is anonymous, individuals are potentially identifiable.
  - As more responses are collected, the chance for identification is reduced.

- Prevention Systems Managers will have coalition's links
  - Results links *can* be distributed to coalitions when 50 surveys are completed on **EACH LINK**.
  - For example, If a coalition has a total of 120 surveys with **100** in English and **20** in Spanish, then
    - English link is distributed
    - Spanish link is not distributed.

Timothy Gates | Prevention Policy and Project Manager | DBHR

LEGISLATIVE UPDATE

ESSB 5131 – Marijuana Advertising

- **7/23/17 Effective Date**
  - Bans all outdoor advertising
    - Sign spinners, mascots, machines, inflatables
    - Arenas, Stadiums, Malls, Fairs, Transit Locations, Farmers Markets
  - Prohibits direct/indirect advertising to youth and to out of state residents
  - Allows billboards with only:
    - Business/Trade name
    - Location/Directions
    - Nature of business
    - Prohibits marijuana plants or products
  - Cities, Counties, and Towns may adopt more restrictive outdoor advertising rules and enforce those rules.

LCB Rulemaking – MJ Advertising

- Rulemaking process:
  - CR 101: Notification of Rulemaking
    - Send Comments
    - For MJ Advertising – ending on 8/30/17
  - CR 102: Draft Rules Published
    - 30 day minimum requirement for public comment
    - Public Hearing on drafts
    - Possible Redraft, starts CR 102 process over
  - CR 103: Published Final Rules
    - Adopted by Board - effective date 31 days after filing

LCB Rulemaking – MJ Advertising

- How to find proposed or adopted rules:
  - LCB Website:
    - Laws and Rules
      - Proposed Rules
      - Recently Adopted Rules
    - Board Information
      - Board Meeting Schedule and Information

Report a Violation to LCB

- Remember – LCB is drafting rules!
- Certain items still covered by statute until rules finalized:
  - Bans all outdoor advertising
    - Sign spinners, mascots, machines, inflatables
    - Arenas, Stadiums, Malls, Fairs, Transit Locations, Farmers Markets
  - Allows billboards with only:
    - Business/Trade name
    - Location/Directions
    - Nature of business
    - Prohibits marijuana plants or products
  - This only applies to Licensees – Leafly and Weedmaps are not covered under statute. Other ancillary businesses.
- Report Violations to LCB online , phone, email.

Julia Havens | Prevention System Implementation Manager | DBHR

CONTRACT REMINDERS

2017-19 Contracts

- Update your Community Coalition Profile within 45 days of approved Strategic Plan.
  - Send to PSM for DBHR review.
  - Post approved profile on Athena.
  - Contact your PSM if you need a template.
    - No new updates to template since 2016.
- Contractor Training August 31
  - Registration confirmations have been sent.
  - To register: https://www.surveymonkey.com/r/2017PxContractorTraining
- A-19 templates are being updated and will be sent very soon.
  - Please do not send July invoice in on old A-19s.