

# Prevention Learning Community Meeting

Hosted by: Division of Behavioral Health & Recovery

December 14, 2016

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







### **Agenda**

| 9:00 - 9:10 a.m.   | Welcome/ Introduce New Coordinators  |  |  |  |
|--------------------|--|--|--|--|
| 9:10 - 9:35 a.m.   | Important DBHR Communication   |  |  |  |
|                    | Staff updates Sarah Mariani  |  |  |  |
|                    | Funding opportunities Sarah Mariani  |  |  |  |
|                    | Billing / Reporting reminder Julia Havens  |  |  |  |
|                    | <ul> <li>Training announcement, PFS CLI-R Reminder Lucilla Mendoza</li> </ul>                            |  |  |  |
|                    | Community Survey Updates Rebecca Grady   |  |  |  |
|                    | DEA Take-Back Day follow up <i>Danny Highley</i>   |  |  |  |
|                    | DOH vapor product webpage Ray Horodowicz   |  |  |  |
|                    | CPP Congratulations Lucilla Mendoza  |  |  |  |
| 9:35 - 9:45 a.m.   | Strategic Plan Update Review   |  |  |  |
|                    | Julia Havens   Prevention Implementation Manager   DBHR  |  |  |  |
| 9:45 - 10:00 a.m.  | Minerva MIS  |  |  |  |
|                    | Sarah Mariani   Behavioral Health Administrator   DBHR   |  |  |  |
| 10:00 - 10:35 a.m. | BHO Updates  |  |  |  |
|                    | Sarah Mariani   Behavioral Health Administrator   DBHR   |  |  |  |
|                    | Michael Langer   Chief, Office of Behavioral Health and Prevention   DBHR                                |  |  |  |
| 10:35 - 11:00 a.m. | CPWI Sharing – Community Survey Administration and Community Video                                       |  |  |  |
|                    | Joe Fuller & Amy Hockenberry   Program Specialists, CPWI Coordinators   Whatcom County Health Department |  |  |  |

#### **3RD-HOUR TRAINING**

11:00 - 11:55 a.m. **Prescription Drug Misuse and Abuse Prevention Margaret Shield, PhD** | Community Environmental Health Strategies, LLC



Sarah Mariani

# STAFF UPDATES & FUNDING OPPORTUNITIES

### **Staff Updates**

- Welcome Tim Gates, Prevention Policy & Project Manager
- Two positions in Px unit are currently open.
  - If interested, apply through <u>www.careers.wa.gov</u> position numbers are provided below.
    - Prevention System Project Manager (16-143 TH52)
    - Prevention Systems Integration Manager (16-214 TZ28)

12/15/2016 4

### **Funding Opportunities**

- Check out the announcements on Athena
- http://www.theathenaforum.org/prevention headlines and upcoming tr aining/announcements and news
  - Targeted Enhancement projects
  - MH promotions and Suicide Prevention
- Applications due by 5:00 p.m. on December 30, 2016 submit to PRItraining@dshs.wa.gov



Julia Havens

### **BILLING & REPORTING REMINDERS**

### A-19 & Reporting Reminder

- All A-19s through September 2016 must be submitted by December 15<sup>th</sup>.
  - Invoices are subject to denial if submitted after.
- All Data for services through September 2016 must be in the PBPS by December 15<sup>th</sup>.
  - Outstanding DBHR requests for additional data or revisions to A-19s need to be completed and resubmitted by December 15<sup>th</sup>.



Lucilla Mendoza

### TRAINING & PFS ANNOUNCEMENTS

### **Training Announcements**

| maining Announcements   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| Training / Location   | Training Date (s)  |  |  |  |  |  |
| SAVE THE DATE – Strengthening Families Program Facilitator Training Pasco, WA   | <b>HOLD:</b> January 19-21, 2017   |  |  |  |  |  |
| Strengthening Families Program Facilitator Training WSU Snohomish County Extension Office, Everett, WA                  | February 6-8, 2016   |  |  |  |  |  |
| Community Anti-Drug Coalitions of America 27 <sup>th</sup> Annual National Leadership Forum (CADCA) National Harbor, MD | February 6-9, 2017 <a href="http://www.cadca.org/events/forum2017">http://www.cadca.org/events/forum2017</a> |  |  |  |  |  |
| WA – Substance Abuse Prevention Skills Training Shoreline Conference Center - North King County                         | March 14-17, 2017<br>http://www.pscbw.com/Pages/default.aspx   |  |  |  |  |  |
| Spring Youth Forum Great Wolf Lodge, Chehalis WA  | May 17, 2017   |  |  |  |  |  |
| Society for Prevention Research Washington, DC  | May 30-June 2, 2017 <a href="http://www.preventionresearch.org/">http://www.preventionresearch.org/</a>      |  |  |  |  |  |
| Summer Coalition Leadership Institute Lacey, Tumwater, Olympia (Thurston County)  | <b>Hold</b> : June 20 & 21, 2017   |  |  |  |  |  |
| Ethics Training (In Person / Online Course) 12/15/2016  | TBD – Please complete poll   |  |  |  |  |  |



### **Poll - Interest in Ethics Training**

- Are you interested or need to attend a Prevention Ethics Training?
  - No
  - Yes
- Would you prefer an Online course or an Inperson training located in Olympia WA?
  - Online Course
  - In-Person Training located in Lacey WA

### **CLI-R Reporting Reminder**

- Only for sub-recipients of the Partnerships for Success Grant
- Report for period Apr-Sept 2016
- Use PBPS reports to complete CLI-R
  - Run those reports before PBPS closes (Dec 15)
- Enter funding sources (SABG, DMA, PFS)
- Enter all active programs for that time period



Rebecca Grady, PhD

### **CPWI COMMUNITY SURVEY UPDATES**

### **2016 Community Survey Update**



- The survey will close on December 31<sup>th</sup>
  - IMPORTANT: make sure to have your hard copy survey data entered into the Data Entry Link by Friday, January 6<sup>th</sup>
- Respondent Counts
  - Weekly respondent count updates
    - Will include demographics as staff time allows
  - Once you have 100 responses on a link, we can send you the Survey Monkey results link to track yourself.
    - Clarification: the requirement is 100 responses per link, not total.

E.g., if there are...

- » 102 responses on the English Online survey link
- » 40 responses on the Spanish Online survey link
- » 140 responses on the Data Entry survey link

...we can send you the English Online results link and the Data Entry results link, but not the Spanish Online results link.

Results links are sent by request only

### **2016 Community Survey Update**

- Survey Targets
  - Congrats to those who have met their targets!
  - Remember to review demographic info
  - Reach out to fellow coordinators for ideas
- What comes next?
  - Data Cleaning/Quality Control, Analysis, and Report Production
  - Target for reports sent to coordinators: Early March

 Email <u>Rebecca.Grady@dshs.wa.gov</u> and cc your Prevention System Manager with questions/problems/concerns



Danny Highley

## DEA TAKE-BACK EVENT RECAP 10/22/16



### Multi-State Data for the Drug Enforcement Agency National Prescription Drug Take Back Day October 22, 2016

|            | Number of Agencies Participating | Number of Collection Sites | Pounds Collected |
|------------|----------------------------------|----------------------------|------------------|
| Alaska     | 9                                | 12                         | 2,074            |
| Idaho      | 25                               | 28                         | 3,190            |
| Oregon     | 49                               | 53                         | 7,933            |
| Washington | <b>62</b>                        | 65                         | 19,179           |
| Nationwide | 4,000                            | 5,200                      | 731,269          |



https://www.deadiversion.usdoj.gov/drug\_disposal/takeback/



Ray Horodowicz

### DOH'S VAPOR PRODUCT WEBPAGE

### Vapor Products Webpage Updated

- Managed by the Washington State Department of Health Tobacco and Vapor Product Prevention and Control Program (TVPPCP)
- www.doh.wa.gov/YouandYourFamily/Tobacco/VaporProducts
- Contains information about:
  - Youth Use Health and safety
  - Resources Federal and state laws

### Vapor Products Webpage Updated



|                  |  |   |  | Home   Newstoom          |  |
|------------------|--|---|--|--------------------------|--|
| You and<br>Famil |  | Licenses, Permits and Certificates  | Data and Statistical<br>Reports  | Emergencies              | For Public Health and<br>Healthcare Providers            |
| Famil            | Federal Centers for  and safety  Washing           | I and State Govern  | ment Resources rention (CDC) offers this faing, safety, and public policemen                                 | ctsheet on vapor product | use among youth and adults mation specific to the health |
|                  | Please include     Create a netweether Communicate | ur listsery  of for more de your organization work of concerned state and receive informate tribute timely informate. | information and to: when you add your na keholders and partner ion about best and pro ion, resources and tra | rs.                      | fy you.<br>as quit                                       |
|                  | • Amer   |   |  |                          |  |

Lucilla Mendoza

### **CPP CONGRATULATIONS**

### **CONGRATULATIONS NEW CPP's**

- Andi Sledge Peirce County
- Cynthia Stark-Wickman San Juan





### Congratulations!

- Andi Sledge
- Cynthia Stark-Wickman



Julia Havens

### STRATEGIC PLAN UPDATE REVIEW

### Brief Overview - CPWI Community Coalition Guide

#### 2017 Comprehensive Full Update of Strategic Plan

By June 15, 2017, coalitions will need to submit a <u>new fully updated Strategic Plan</u>. Coalitions will need to review and update each section of their existing Plan using the guidance provided by DBHR. This comprehensive update should be based on the coalition's review and discussion of progress, coalition functioning, renewed assessment, evaluation, and enhanced/decreased capacity. It is expected that the Strategic Plan will include information about achievements toward original goals and objectives and updates based on the progress to date toward those goals and objectives. See Appendix 4 for sample planning steps.

#### Writing the Coalition's Strategic Plan:

Each section of the Plan should present a clear picture of:

- The coalition's process for completing the step. (For example: the coalition formed a workgroup, which
  met weekly to review data presented in the data book and additional locally gathered data...)
- The results of the work. (For example: the Data Workgroup found that the following three intervening variables are most present in our community...)
- The plan for the future based on the results of the work. (For example: the coalition reviewed the
  workgroup's recommendations and decided to prioritize two of the three identified intervening variables.
  The coalition then developed strategies to address these behavioral health problems...)

Each section should be developed based on the information presented in the previous section and provide a logical link to the next section. (For example, the data highlighted as priorities in the assessment should be the data that is used to write the goals and objectives.) Similarly each strategy the coalition chooses should be directly linked to the goal and objective that the strategy is aimed at achieving.

### Steps

### Companion & Wellness Initiative (CPWI)

#### Appendix 4: SAMPLE Timeline Comprehensive Strategic Plan Update 2017

The chart below is for reference and is not required to be submitted with the Plan. Each coalition should work directly with their Prevention System Manager to establish your timeline. A Microsoft Word template - has been prepared for your use and can be found at <a href="https://www.theathenaforum.org/sample\_timeline\_comprehensive\_strategic\_plan\_update\_2017">www.theathenaforum.org/sample\_timeline\_comprehensive\_strategic\_plan\_update\_2017</a>

#### Suggested Timeline to Complete Comprehensive Strategic Plan Update for June 15, 2017

|         |  | 1             |     |     |     |          |          |          |     |     |     |     |      |
|---------|--|---------------|-----|-----|-----|----------|----------|----------|-----|-----|-----|-----|------|
|         | Steps  | July<br>2016  | Aug | Sep | Oct | Nov      | Dec      | Jan      | Feb | Mar | Apr | May | June |
| Step 1  | Develop a timeline for drafting, reviewing, and revising   |               |     |     |     |          |          |          |     |     |     | Н   |      |
| Step 1  | the coalition's Strategic Plan.                            |               |     |     |     |          |          |          |     |     |     | ш   |      |
| Step 2  | Review this Guide, chapter 4.                              |               |     |     |     | $\vdash$ |          | $\vdash$ |     |     |     | Н   | _    |
| Step 3  | Review Organizational Development of coalition             | -             |     |     |     | H        |          | H        |     |     |     | Н   | _    |
| step s  | (Getting Started and Capacity Building).                   |               |     |     |     |          |          |          |     |     |     | ш   |      |
| Ch 4    | Review and document how the coalition is organized         | -             |     |     |     | H        |          | $\vdash$ |     |     |     | Н   |      |
| Step 4  | and functions and any updates or key changes decided       |               |     |     |     |          |          |          |     |     |     |     |      |
|         | upon.  |               |     |     |     |          |          |          |     |     |     | ш   |      |
| Step 5  | Review the coalition's Cultural Competency and             | -             |     |     |     |          |          |          |     |     |     | Н   |      |
| step 5  | Sustainability in each section. Document updates.          |               |     |     |     |          |          |          |     |     |     | ш   |      |
| Step 6  | The coalition completes the Needs and Resource             |               |     |     |     |          |          |          |     |     |     | Н   |      |
| step 6  | Assessments (Assessment).                                  |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 7  | Begin writing summary reports from each of the             | _             |     |     |     | $\vdash$ |          | $\vdash$ |     |     |     | Н   | _    |
| Step /  | Assessments.   |               |     |     |     |          |          |          |     |     |     | ш   |      |
| Step 8  | Add updates and changes from Assessment to draft of        | -             |     |     |     | H        | $\vdash$ | $\vdash$ |     |     |     |     |      |
| Step 6  | the Updated Strategic Plan.                                |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 9  | The coalition reviews the first draft of Updated           | -             |     |     |     | H        | $\vdash$ | $\vdash$ |     |     |     |     |      |
| Step 5  | Strategic Plan.  |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 12 | The coalition reviews strategies, activities and timelines |               |     |     |     | Н        |          | $\vdash$ |     |     |     |     |      |
| otep 11 | for implementation. Review and discuss program             |               |     |     |     |          |          |          |     |     |     |     |      |
|         | effectiveness - process and outcome measures.              |               |     |     |     |          |          |          |     |     |     |     |      |
|         | (Planning).  |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 13 | Update the Plan and Implementation sections of the         |               |     |     |     | Н        |          |          |     |     |     |     |      |
|         | coalition's Strategic Plan. (Including logic model, Action |               |     |     |     |          |          |          |     |     |     |     |      |
|         | Plan and Budget.)  |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 17 | Review coalition's evaluation plan and make necessary      | $\vdash$      |     |     |     | П        | $\vdash$ | $\vdash$ |     |     |     |     |      |
|         | revisions.   |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 18 | Update the Executive Summary.                              |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 19 | The coalition reviews draft of Updated Strategic Plan.     |               |     |     |     |          |          | Г        |     |     |     |     |      |
| Step 20 | Send a draft of the Updated Strategic Plan and all         | $\overline{}$ |     |     |     | П        |          | Т        |     |     |     |     |      |
|         | attachments to DBHR Prevention System Manager.             |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 21 | Make final revisions to the Updated Strategic Plan         |               |     |     |     |          |          |          |     |     |     |     |      |
| -       | based on feedback.   |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 22 | Get coalition approval of final Updated Strategic Plan.    |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 23 | Submit Updated Strategic Plan to DBHR by June 15 for       |               |     |     |     |          |          |          |     |     |     |     |      |
| -       | review.  |               |     |     |     |          |          |          |     |     |     |     |      |
| Step 24 | Once approved, publicize Plan to coalition, partners,      |               |     |     |     |          |          |          |     |     |     |     |      |
| -       | and community. Celebrate!                                  |               |     |     |     |          |          |          |     |     |     |     |      |
|         | and community. Celebrate:                                  |               |     |     |     |          |          |          |     |     |     | ш   |      |

Community Prevention & Wellness Initiative



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### **Quick Reference Timeline**

DBHR Community Prevention & Wellness Initiative (CPWI)

Community Coalition Guide

#### Ouick Reference Timeline Overview

A modifiable Microsoft Word document available on Athena at www.theathenaforum.org/quick reference timeline overview cpwi community coalition guide august 2015 update

Now is the time to negotiate timeline for submitting sections to your Prevention System Manager.

| Tasks  | Frequency                   | Due Date  |  |  |  |
|--|-----------------------------|---|--|--|--|
| Start date: <u>July 1, 2015</u><br>Community Name:   |                             | Negotiate complete timeline<br>with DBHR based on<br>indiridual coalition<br>readiness. |  |  |  |
| Getting Started  |                             |   |  |  |  |
| 1. Register and participate in The Athena Forum website                                      | Ongoing                     | Within 2 weeks of start   |  |  |  |
| 2. Select CPWI Community   |                             |   |  |  |  |
| a. Submit selection packet   | First Year only             | Due date TBD for new communities  |  |  |  |
| b. Issue media release   | First Year only             | Within 60 days from DBHR approval   |  |  |  |
| 3. Community Coalition Coordinator (.5 FTE) for each CPWI community                          | -                           |   |  |  |  |
| a. Review Coordinator job description with DBHR  | First Year & As<br>needed   | Prior to posting  |  |  |  |
| B. Ensure new hire Coordinator has office space in CPWI community                            | First Year & As<br>needed   | Upon new hire   |  |  |  |
| c. Review new hire Coordinator qualifications with DBHR                                      | First Year & As<br>needed   | Upon new hire   |  |  |  |
| d. Submit new Coordinator training plan if necessary   | First Year & As<br>needed   | Upon new hire   |  |  |  |
| e. Ensure Coordinator is working with coalition  | Ongoing                     | Starting July 1<br>[Start date TBD for new<br>communities]                              |  |  |  |
| f. Ensure Coordinator spends at least 80 hours per month on community                        | Ongoing                     | Starting July 1 [Start date TBD for new communities]                                    |  |  |  |
| g. Ensure Coordinator is Certified Prevention Professional (CPP)                             | Ongoing                     | According to current status   |  |  |  |
| 4. Confirm SAPISP and P-I services   | Annually                    | Within 30 days prior to sta<br>of school  |  |  |  |
| Capacity   |                             |   |  |  |  |
| Recruit and retain membership  |                             |   |  |  |  |
| a. 8 of 12 sectors participating   | Ongoing                     | Starting July 1<br>[Start date TBD for new<br>communities]                              |  |  |  |
| b. Membership section in Strategic Plan  | Ongoing &<br>Update 2017    | [enter date]  |  |  |  |
| <ul> <li>c. Conduct 'Coalition Assessment Tool' (CAT) Coalition member<br/>survey</li> </ul> | Annually                    | October   |  |  |  |
| d. Complete 'Community Profile'  | First Year &<br>Update 2017 | Within 45 days of Plan/<br>Action Plan Approval   |  |  |  |
| 2. Sector Representation Monthly Meetings  |                             |   |  |  |  |
| a. Min. 8 sectors participating at least 9 months of the year                                | Ongoing                     | Starting July 1   |  |  |  |
|  |                             | [Start date TBD for new   |  |  |  |

Beginning on page 17



Sarah Mariani

### **MINERVA - MIS UPGRADE UPDATE**



### Minerva -

Find the link on the Athena Home Page

www.TheAthenaForum.org





### Minerva

#### What to do if you get stuck?

- 1. Refer to the Minerva Online Reporting User Guide above to see if you can determine and resolve the issue.
- If you are not able to find a resolution in the guide, or if you have found an error (bug) in the system functioning, submit
  a Help Desk Ticket by clicking on your name in the upper right corner then select "Help desk Ticket". Or you may
  submit your question via email to <u>isihealthelink@isi.com</u> or phone 1(844) 385-3653.

#### Schedule for TA calls:

If you have completed the training provided and have been assigned a user login, you may join the TA calls. TA calls are an opportunity for you to get assistance on your data entry. Questions will be taken in order submitted and based on priority of issue.

You are also welcome to listen into the call to learn from others.

| <u>Date</u>       | Time            | Link to GoToMeeting                           |
|-------------------|-----------------|---|
| Tuesday, Dec. 6   | 11:00 AM - noon | https://qlobal.gotomeeting.com/join/684223165 |
| Tuesday, Dec. 13  | 11:00 AM - noon | https://global.gotomeeting.com/join/707841933 |
| Tuesday, Dec. 20  | 11:00 AM - noon | https://global.gotomeeting.com/join/793770797 |
| Thursday, Dec. 29 | 11:00 AM - noon | https://qlobal.gotomeeting.com/join/435059149 |
| Tuesday, Jan. 10  | 11:00 AM - noon | https://qlobal.gotomeeting.com/join/118301965 |
| Tuesday, Jan. 24  | 11:00 AM - noon | https://global.gotomeeting.com/join/909941101 |
| Tuesday, Feb. 7   | 11:00 AM - noon | https://qlobal.gotomeeting.com/join/466173917 |
| Tuesday, Feb. 21  | 11:00 AM - noon | https://qlobal.gotomeeting.com/join/536799853 |

### Sign up to use OWL E-Learning



Learning Community

Learning Library

Who's Who in Prevention

**Prevention Priorities** 

Home » Training » OWL E-Learning

#### Owl E-Learning Professional Development Information

Free on-line courses to help earn CEHs!

Members of the Athena Forum are able to participate in FREE online professional development training classes to increase their knowledge and skills. In today's demanding work environment it can be difficult to find time to get the training you need. We developed the Owl E-Learning with you in mind. Continuing education hours will be offered for all completed courses. We will continually add to the online training courses.

Courses have been created by DBHR to include topic areas like:

- Coalition development and maintenance
- Communities That Care community development model
- Community Surveys
- Needs assessment
- Strategic Prevention Framework model implementation
- And many more

Use Owl to develop and manage your skills and knowledge and to acquire the needed professional development training to meet – or continue – your professional credentials. Owl's convenient courses and training programs delivered in an interactive web beset platform allow you to take classes online and at your convenience.

- New Users Activate your FREE OWL account
- Login to Athena to access OWL

In constructing the system and its contents we have consulted with leading experts in the fields of online training, videobased learning and adult learning to ensure that the products we provide can be as effective as possible. We hope you enjoy them!

Questions? Contact the Athena Team at <a href="mailto:DBHRAthenaTeam@dshs.wa.qov">DBHRAthenaTeam@dshs.wa.qov</a>.

When training is posted online, you'll need an OWL account.

Allow time for your activation to be processed.

Sarah Mariani & Michael Langer

### **BHO UPDATES**



Joe Fuller & Amy Hockenberry, Whatcom County

# COMMUNITY SURVEY ADMINISTRATION & COMMUNITY VIDEO SHARING

### **Community Survey Promotion**

### In Bellingham

#### Primary Distribution Efforts:

- Community Events
- Email Distribution
- Community Meetings
- Website postings
- Facebook

#### Description

The Health Department is collecting anonymous feedback about concerns of youth substance use, mental health issues, and related topics that will be used in planning and service delivery. We would like anyone 18 years and older who lives or works in Bellingham to complete this survey, which takes about 5-10 minutes. Please click on the link and complete by November 30th. Click 'done' when you have completed the survey. Spanish and English versions are available below.

English version: <a href="https://www.surveymonkey.com/r/WHBEON2016">https://www.surveymonkey.com/r/WHBEON2016</a>
Spanish version: <a href="https://es.surveymonkey.com/r/WHBESP2016">https://es.surveymonkey.com/r/WHBESP2016</a>
Please share with others. Thanks in advance for sharing your voice!

| Insights For Your Page See All Insights |           |               |     |        |
|---|-----------|---------------|-----|--------|
| METRIC                                  | LAST WEEK | PREVIOUS WEEK |     | TREND  |
| Page Visits                             | 19        |               | 0   | 1      |
| Weekly Total<br>Reach                   | 5         |               | 7   | ↓28.6% |
| People<br>Engaged                       | 3         |               | 4   | ↓25.0% |
| Total Page<br>Likes                     | 193       |               | 192 | ↑0.5%  |

#### Insights for October 26th

| METRIC                | LAST WEEK | PREVIOUS WEEK | TREND      |
|-----------------------|-----------|---------------|------------|
| Page Visits           | 22        | 0             | <u>†</u>   |
| Weekly Total<br>Reach | 2.80K     | 5             | ↑55,960.0% |
| People<br>Engaged     | 100       | 3             | ↑3,233.3%  |
| Total Page<br>Likes   | 199       | 193           | †3.1%      |

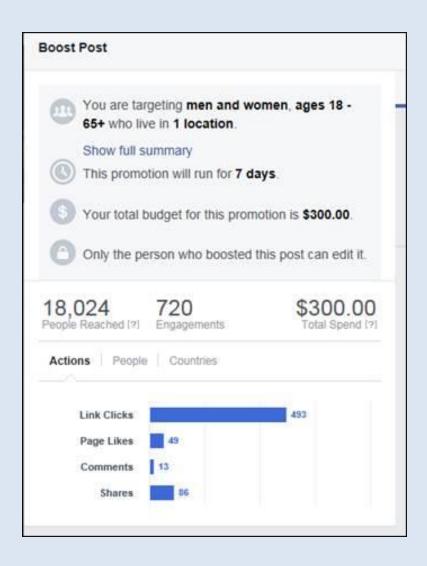
#### Insights for November 2nd

### November 9th

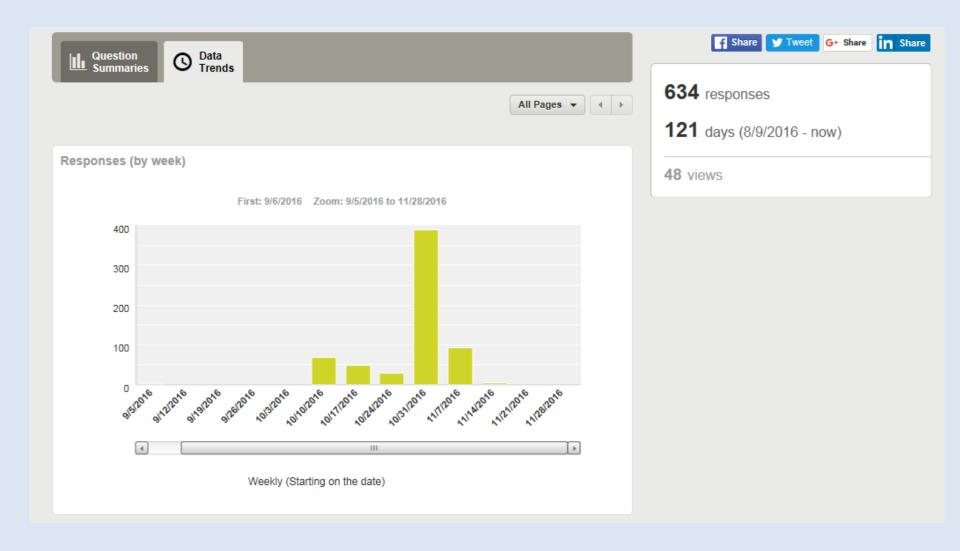
#### Insights for November 9<sup>th</sup>

| METRIC                      | LAST WEEK | PREVIOUS WEEK | TREND   |
|-----------------------------|-----------|---------------|---------|
| Page Visits                 | 36        | 15            | ↑140.0% |
| Weekly Total<br>Reach       | 18.5K     | 6.25K         | ↑196.5% |
| People<br>Engaged           | 658       | 208           | †216.3% |
| Message<br>Response<br>Rate | 100.0%    | 0.0%          | †       |
| Total Page<br>Likes         | 257       | 208           | ↑23.6%  |

### Paid Media



### Responses by Week



### Ferndale CPWI Community Video

 Ferndale School District created a video on the Ferndale Community Coalition which they presented at the Washington State School Directors' Association Conference earlier this month. <a href="https://vimeo.com/191517245">https://vimeo.com/191517245</a>



Margaret Shield, PhD

# SECURE MEDICINE RETURN & PHARMACEUTICAL STEWARDSHIP