


Lobby Poll

At which level do you work in substance misuse prevention?

- Local
- County
- Regional
- State
- Other
- I don't work in the prevention field

1



Pacific Southwest (HHS Region 9)
PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Community Engagement During COVID-19
 A Webinar for Substance Misuse Prevention Practitioners
Kris Gabrielsen, M.P.H.
 September 22, 2021

2

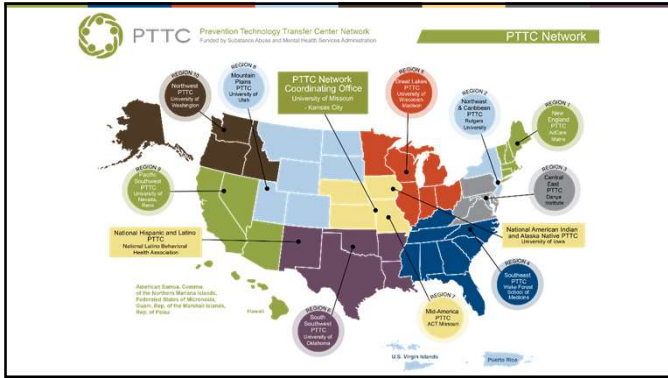
Disclaimer

The views expressed in this webinar do not necessarily represent the views, policies, and positions of the Substance Abuse and Mental Health Services Administration (SAMHSA) or the U.S. Department of Health and Human Services.

This webinar is being recorded and archived and will be available for viewing after the webinar. Please contact the webinar facilitator if you have any concerns or questions.

Developed under SAMHSA Cooperative Agreement
 # H79SP081015-01

3



4

Purpose of the TTCs

- 1 Develop and strengthen the **workforces** that provide substance use disorder and mental health disorder prevention, treatment, and recovery support services.
- 2 Help people and organizations incorporate **effective practices** into substance use and mental health disorder prevention, treatment and recovery services.

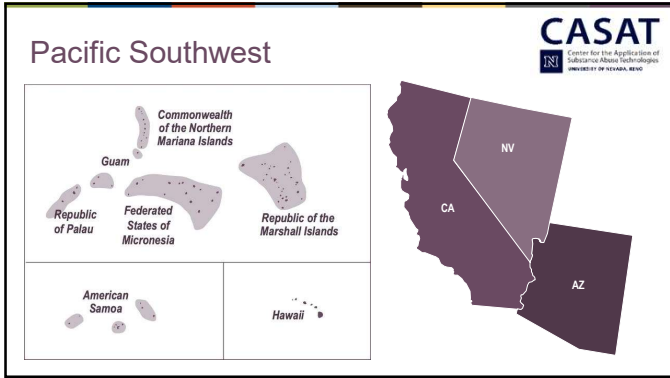
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PTTC Network Approach

The PTTCs...

- Develop and disseminate tools and strategies needed to improve the quality of substance abuse prevention efforts
- Provide training and resources to prevention professionals to improve their understanding of
 - prevention science,
 - how to use epidemiological data to guide prevention planning, and
 - selection and implementation of evidence-based and promising prevention practices.
- Develop tools and resources to engage the next generation of prevention professionals

6



7

Pacific Southwest PTTC Overall Goal

To advance the ability of the Region 9 substance misuse prevention workforce to identify, select, implement, and evaluate evidence-based and promising substance misuse prevention interventions to achieve a reduction in substance misuse and its harmful consequences.

8


Mark your Calendars!*

Webinar:
Catching the Wind: How Substance Misuse Prevention Practitioners Can Engage Traditional Media and Leverage Social Media
October 20, 2021 at 3:00 Pacific Time

Please visit pspttc.org for registration and more information!

* Date and time subject to change.

9



Housekeeping


In **7-10 days**, you will receive:

- Webinar recording
- Slides and other support materials
- Certificate of attendance

10

Presenter

Kristen Gabrielsen, MPH, has worked in substance misuse prevention for over 30 years. She was the associate director of the Western CAPT, co-author of the SAPST, and co-author of the Substance Abuse Prevention textbook. Kris delivers trainings across the United States, focusing on bridging the gap between research and practice. She recently started an online course school to provide prevention practitioners and others with more flexible options to gain the knowledge and skills they need to be successful.



11

Our Path for Today

- Defining community engagement
- Spectrum of community engagement
- Timing your community engagement
- Nondigital strategies for community engagement during Covid-19
- Digital strategies for community engagement during Covid-19



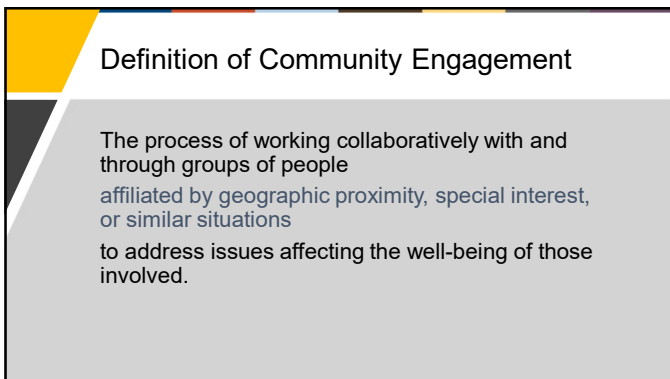
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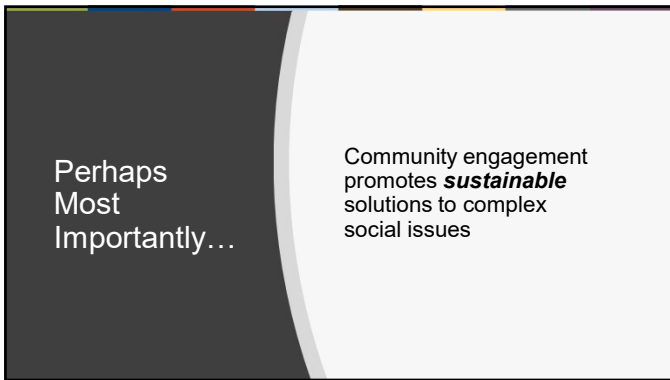
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Benefits of Community Engagement

- Empower citizens
- Address relevant needs
- Contribute to change
- Strengthen social inclusion
- Arrive at higher quality solutions
- Inform policy decisions

16



Perhaps Most Importantly...

Community engagement promotes **sustainable** solutions to complex social issues

17

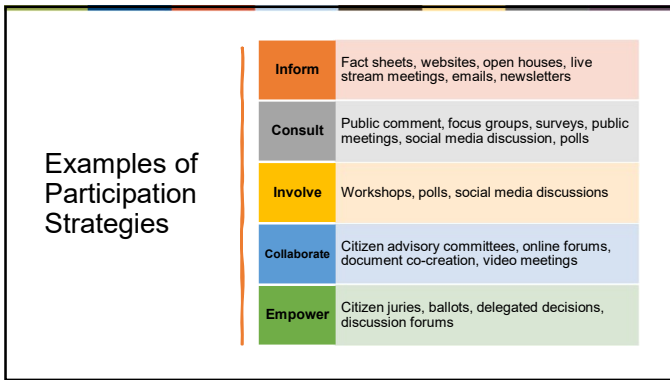


Spectrum of Community Engagement

18



19




20



21

Questions to Consider


- What do we hope to achieve? And will we act on the input?
- Do we need engagement now? Will postponing have an impact?
- Will anyone respond to our questions now?
- Can we engage a representative sample? Or will we miss some people if we engage now?



22

Questions to Consider, continued

- How will our request be received?
- Can we ensure we will not overburden community members with requests for input?
- Can we be doing other things to advance our goals effectively without community engagement?



23

Annotated Strategy Triage Tool

Guiding Question/Line of Sight: What will it take to . . . ?

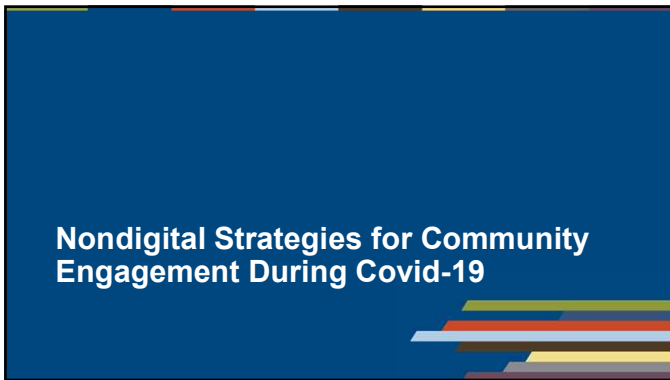
The guiding question defines the line of sight: Where are you heading? What are you trying to achieve? The question should be open-ended and future focused. It should not make assumptions about who is responsible or what the solution is.

<p>Current Priority—Still Relevant—Continues Forward (with modified approach)</p> <p>These are items that are relevant and possible and will go forward, though perhaps not as planned. Make a few notes on likely modifications.</p>	<p>Pause & Resume when crisis "over" (assuming a 6-18 month delay—high uncertainty)</p> <p>These items will be paused. They are either not feasible now, or they need to be paused to make room for emergent priorities. You don't really know for how long. Six to nine months is a ballpark and may be too long or too short.</p>
<p>Emerging Priority or Existing but Newly Prioritized (because of current conditions)</p> <p>These items are new or newly prioritized items that are on the table (or front burner) because of current conditions. You are being asked to do them or you realize they are necessary and/or urgent.</p>	<p>Unknown Status/Approach (need more data, too much in flux to know)</p> <p>These are items that are either unclear or too much in flux to decide. You need to have more data, talk to others, or let the dust settle a little bit before deciding.</p>
<p>Honor and Let Go (not going to happen)</p> <p>Conditions make these items impossible.</p>	

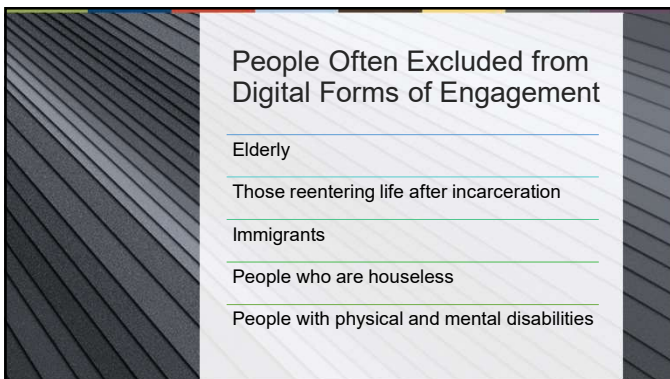
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27

People Often Excluded from Digital Forms of Engagement, continued

- People with low income
- People working several jobs or working nontraditional hours
- People who are English language learners
- Those in rural/frontier areas
- Those impacted by the pandemic challenges (e.g., childcare, schooling, housing instability, food insecurities)

28

Let's Explore Some Nondigital Options

29

Use Existing Community Networks and Connections

- Leverages community champions to help build trust
- Increases the likelihood of gathering more honest, in-depth responses
- Enables you to distribute information and/or surveys through connections

30

Examples of Community Networks and Connections

- Use head of chamber of commerce to connect with area businesses
- Ask faith communities to share with their congregants
- Connect with women's groups
- Connect with existing youth groups

31

Install Message Boards

Post information on physical neighborhood message boards

Useful in low income and elderly communities

32



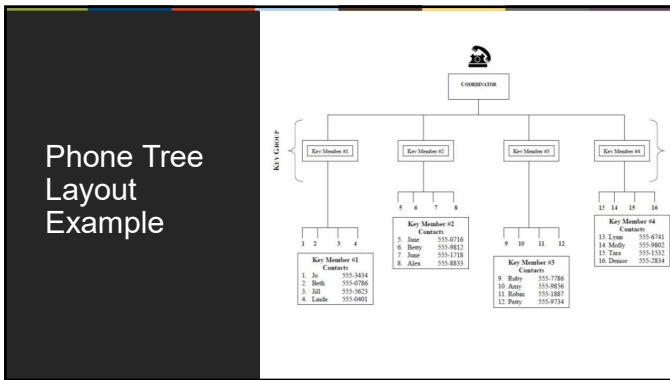
Message Board Example

33

Phone Trees or Phone "Orchards"

- Contact community members through key callers who contact people under their "branch"
- Useful for spreading a brief message quickly and efficiently to many people
- Effective to engage the elderly, people without internet access, people without computer skills
- How to Build a Phone Tree:
<https://ww3.aauw.org/resource/how-to-build-a-phone-tree/>

34



35

Mailings to Homes

- Effective method to share information
- Conduct surveys (*be sure to include pre-paid return envelope*)
- Cost savings tip: Include information on mailed utility bills

36

October 2020

Dear Colleagues,


We are excited to share that we recently met with our youth partners to talk about their experiences with alcohol and other drug use during COVID-19. Nine young people from Teen Court, the Humboldt County Transition-Age Youth Collaboration (HCTAYC) and United Indian Health Services (UIHS) participated. They provided candid and eloquent insight.

At the roundtable discussion, our youth partners identified that knowing more about opioid use, overdose, and Narcan was very important to them. Humboldt ASAP was able to connect Teen Court with a staff member from Healthy Communities who can give them a Narcan training.

We want to thank everyone who participated in the youth partner roundtable for making it such a positive and productive event.

Our next steps are to keep developing strong relationships with our youth partners in the community. Please consider joining us at our next meeting on December 9, 2020 from 3:30-5:00 via Zoom. All are welcome!

We have created a document with highlights from the roundtable to share with our



Humboldt Allies for Substance Abuse Prevention

What We're Hearing:
"ASAP should keep spreading information about alcohol"


Mailing Example

37

Partner with Gatherings Still Happening

Use these brief moments to share information, ask questions, and brainstorm about how policies or programs could be improved

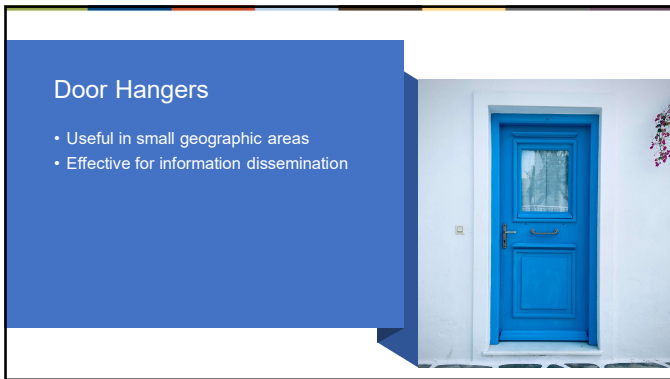
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Gatherings Examples

- Mutual-aid services
- Books and technology pick-ups from schools
- Food distribution centers
- Non-profit organizations working with vulnerable populations
- Meals on Wheels
- Grocery stores and pharmacies
- Places where people are waiting in long lines

39




40



41



42



Radio PSA Example

SAMHSA's "Talk. They Hear You." Campaign

- "Reminiscing" (30 second spot)
- <https://www.samhsa.gov/talk-they-hear-you>

43

In Summary, Nondigital Strategies of Engagement During Covid-19

- Phone trees
- Mailings
- Community networks and connections
- Gatherings still happening
- Message boards
- Door hangers
- Traditional media

44

Poll: Nondigital Engagement - Previous

Which of these nondigital strategies for community engagement have you used frequently during the last 1.5 year? (Select all that apply.)

- Phone trees
- Mailings
- Community networks and connections
- Gatherings still happening
- Message boards
- Door hangers
- Traditional media

45

Poll:
Nondigital
Engagement
- Future

Which of these nondigital strategies for community engagement are you **now considering trying?**
(Select all that apply.)

- Phone trees
- Mailings
- Community networks and connections
- Gatherings still happening
- Message boards
- Door hangers
- Traditional media

46

Questions?

47


Digital Strategies for
Community Engagement during
Covid-19

48

Equity Considerations for Digital Strategies

49

Strategies to Enhance Equity

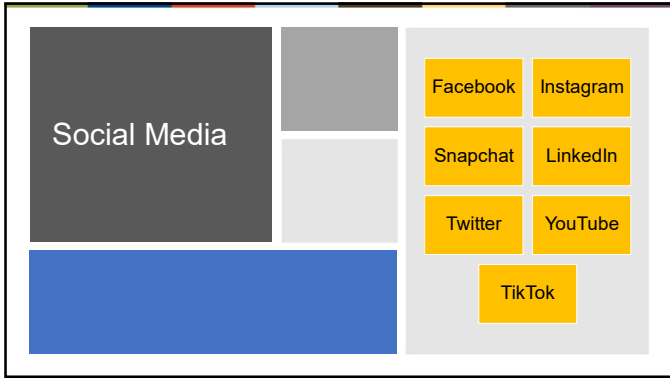


- Record online meetings for people to watch it on their own time
- Translate online meetings into relevant languages
- Provide American Sign Language (ASL) and subtitles/closed captioning options for people who are deaf/hard of hearing
- Find solutions to increase computer and internet access

50

Let's Explore Some Digital Options

51



52



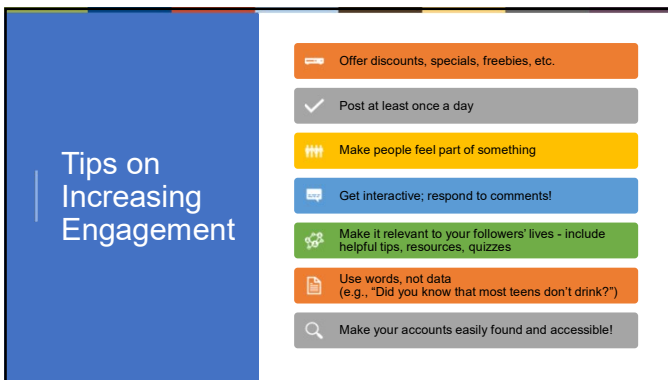
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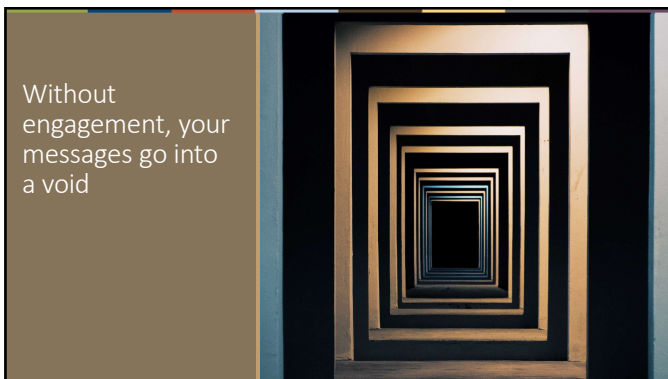
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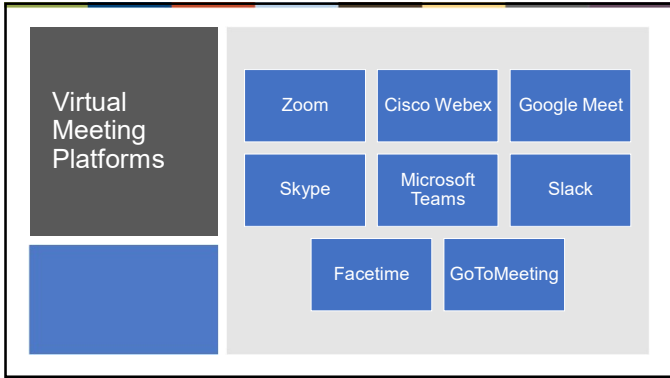
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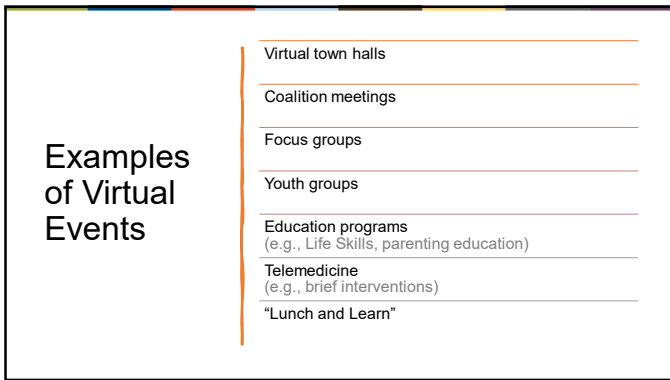
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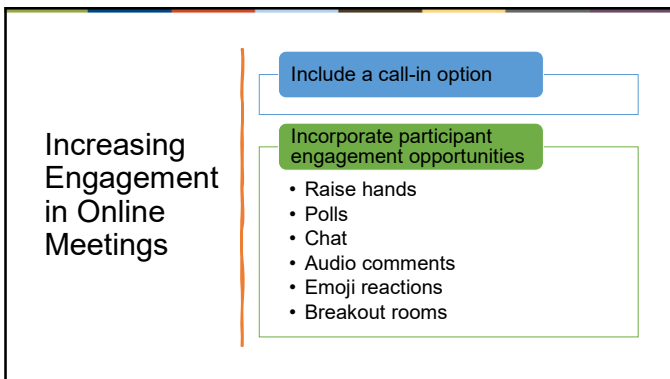
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58



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60

Online Survey Tools

Use to complete data collection for strategic planning, such as:

- Conduct assessments
- Assess community readiness
- Assess effectiveness of strategies

61

Examples of Online Surveys Tools

- Survey Monkey
- Google forms
- Alchemer (Survey Gizmo)

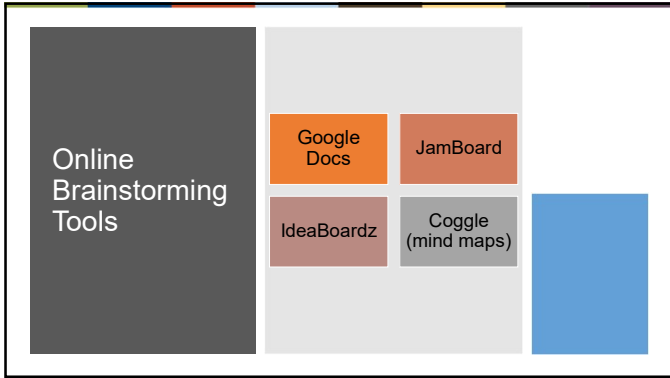
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PTTC Webinar on Online Survey Tools

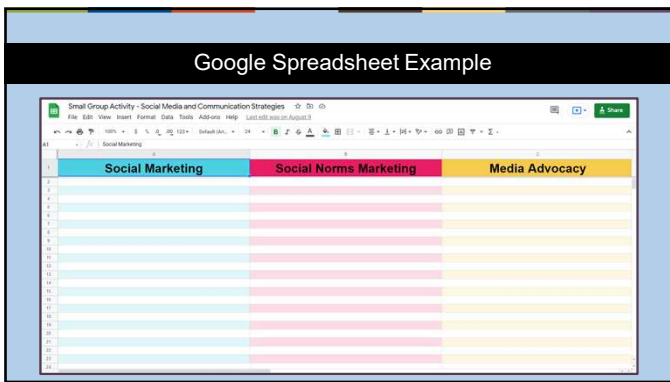
Conducting a needs assessment online? Watch the Pacific SW PTTC webinar, "Part 2: Conducting Online Surveys: Strengthening your Survey Data Collection during COVID-19"

<https://ptcnetwork.org/centers/pacific-southwest-pttc/product/webinar-part-2-data-collection-during-covid-19-best>

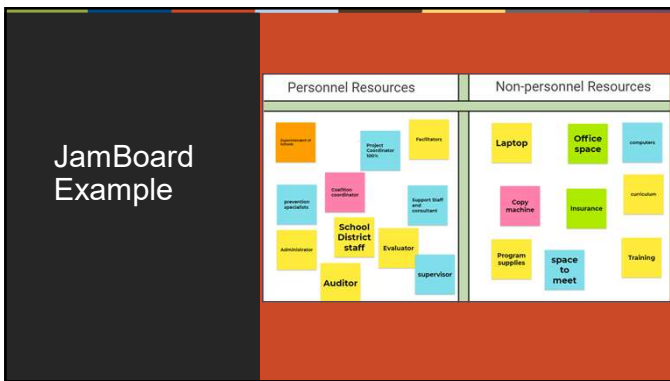
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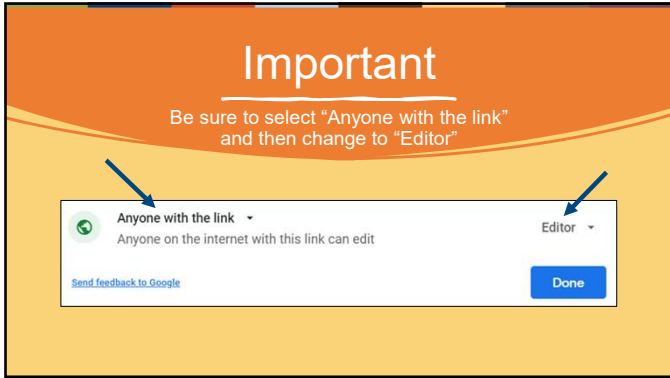
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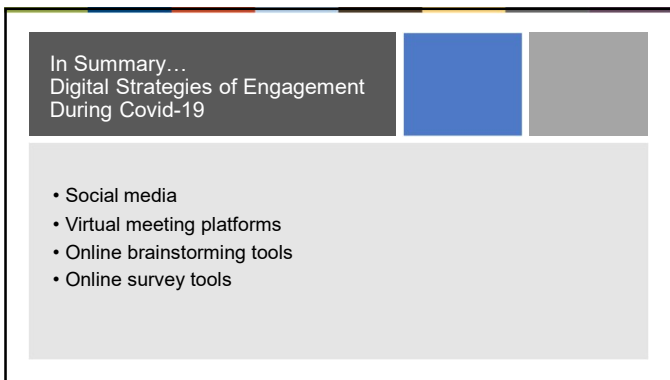
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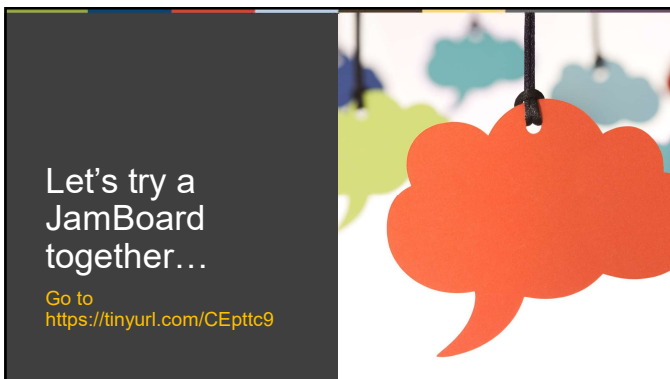
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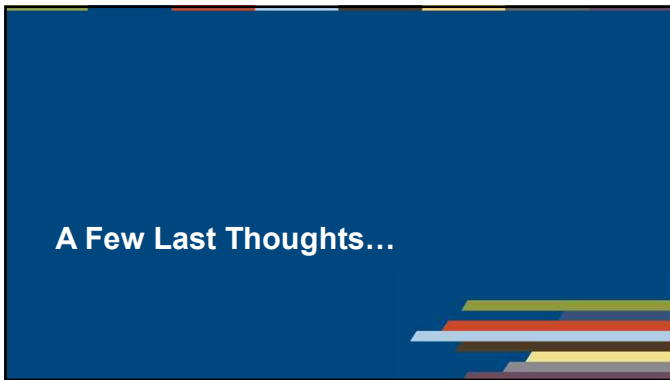
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71



72

Commitment to Action

What is one engagement strategy mentioned during today's session that you plan to try out? (Post in chat.)

Nondigital:

- Phone trees
- Mailings
- Community networks
- Gatherings still happening
- Message boards
- Door hangers
- Traditional media

Digital:

- Social media
- Virtual meeting platforms
- Online brainstorming tools
- Online survey tools

73

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- Digital strategies for community engagement during Covid-19



74

Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form!

Thank you!

**WE WANT
YOUR FEEDBACK**

75



Questions?
 Clarissa Lam Yuen
clamyuen@casat.org

76

Connect with us!

Find us on the web: www.pspttc.org
 Join our mailing list: <http://eepurl.com/glssWD>
 Email with general questions: pspttc-info@casat.org
 Like us on Facebook: <https://tinyurl.com/PSPTTC-Facebook>
 Follow us on Twitter: https://twitter.com/PS_PTTC
 Call us toll-free: 1-833-9SW-PTTC

77



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Thank You!



78
