

1	Cover: Part 2: Filling in the Gaps w/ Archival Data	This session will inform you about additional relevant archival data that complements the data provided by the ATOD survey and that is available through the IPRC web site. It will also comment on the relevance of these data points to the risk factors for SA, making reference to the Risk and Protective Factor Domains document which has been provided to you.
2	How Data Helps	Data helps with efficiency and effectiveness. Efficiency is making the best use of your available resources. Effectiveness is accomplishing your desired results or outcomes.
3	SPF Outcomes-Based Prevention	<p>The 7 components of SPF include, at every step of the way, attention to sustainability and cultural competency. Sustainability refers to your ability to maintain continuing funding, staffing, and rapport with the community, all of which provide a foundation for advancing your mission and accomplishing your goals. Cultural Competency refers to your ability to understand your target audience, responding with appropriate strategies and services to fit the unique needs of diverse groups. It implies a set of behaviors, attitudes and policies that come together to enable effective interaction in a cross-cultural framework. In this context then you perform 5 steps: 1) Assessment or Use of data to profile population needs, resources and state of readiness; 2) Capacity Building: Mobilizing and/or building capacity to address the needs identified in step 1; 3) Planning. Developing a comprehensive plan that addresses the risk and protective factors (which can also be referred to as contributing factors, causal factors and intervening variables) that drive the problems in your community; 4) Implementation. Implement evidence-based programs and activities; and 5) Evaluation. Monitor everything you do, evaluate at each step, sustain your efforts while working to improve your areas of failure or weakness, to fill gaps that you discover, and to replace elements that have failed.</p>

4	SPF Logic Model	<p>Another way to look at the Strategic Prevention Framework, which is very helpful as you work through the SPF steps, especially the planning phase, is the SPF Logic Model. Column One in the Model represents the 1st phase activities: Assessing substance-related consequences and use. To do this you look at consumption patterns. Who is using when and where? What drugs are being used, how and how much? Why is this happening? You may need to seek increased knowledge about and participation by members of the cultural groups in your community in order to understand the values, norms, traditions, and customs that related to these who and why questions. Column two represents another step in the analysis, wherein you discern what intervening factors are driving or facilitating the consumption and consequences you described in Column One. Examples of intervening factors include such community domain factors as the availability of the drug (such things as sales to minors, who is buying it for them, the price, social norms/patterns like parties in remote locations vs. parent-sponsored home parties, and amount and type of law enforcement going on, for example are laws enforced? are compliance checks happening and, if so, are there fines or other interventions attached to violations?). Intervening factors also include such individual domain factors as perceptions of risk and harm. Column Three lists the strategies that will address the intervening factors and thereby impact the use problems listed in Column One. You want to employ evidence-based strategies -- programs, practices and policies.</p>
5	IPRC homepage	<p>This is the IPRC homepage. From here you can access the ATOD survey data and the GIS in Prevention County Profiles and a collection of conference and meeting presentations, found under LOCAL DATA on the upper lefthand side of the page.</p>
6	Presentations	<p>The presentations include PowerPoints with extended information and technical assistance you may wish to look at after this webinar.</p>
7	County Profiles	<p>Following the link from Local Data -- County Profiles -- you come to this overview of what the CP consist of and a link to Series 7 (2010). To compile the CPs, the IPRC utilizes data from a variety of sources, including FBI, ISP, the US Census Bureau, DOE, and estimates from highly respected companies that provide demographic estimates. We purchase databases from American Geographic Solutions and Nielsen, who, in turn, use such sources as the Census figures, public records, and surveys. These companies are used heavily by such businesses as the alcohol and tobacco industries, and the Wal-Marts and McDonalds of the world, to determine where to place businesses, what inventory to offer, and how to market to the populations around their stores. We piggy-back on them to accomplish the goals of prevention.</p>

8	Table of Contents	We see here the Table of Contents and the staff who worked on this project this year.
9	Basic Demographics	The first section of the CP contains data of the type collected by city halls and census workers. This data can have implications of risk or protection depending upon the circumstances. This data includes:
10	List of Basic Demographic Data Categories	In addition to summary overviews from AGS and Nielsen for each county, this section includes many statistics on the following topics which are very useful for learning more about the diverse make-up of your community. This slide shows a List of Basic Demographic Data Categories.
11	Marital Status	For each data category, from a drop down list, you select the county you want data for. This slide shows Marital Status. We know from the Risk and Protective Factor Domains document, that family conflict and family management problems are risk factors in the Family Domain. We also know that transitions are times of elevated risk. These are sometimes experienced during the time leading up to a divorce and/or following a divorce and pose risk for all members of the family. This slide shows the data for Cass County, IN, and the US. The accompanying map illustrates how information is presented also via maps in the CP. Maps help one grasp in a moment what it would take quite a while to discern from a table of statistics. Here we see which counties in the state have higher or lower rates of divorce.
12	Educational Attainment	Educational Attainment is another example of data that has risk and protection implications. We know academic failure is a School Domain risk factor for the individual and that Extreme economic deprivation is a Community Domain risk factor. We also know that low educational attainment increased likelihood of extreme economic deprivation and possibly also of greater mobility and transitions (moving to find work or between rental properties). This slide shows an example of the tables provided for each county showing percentage of persons aged 25+ that have less than 9th grade, less than a HS diploma, etc. educational attainment.
13	Educational Attainment	This slide shows CP maps that communicate immediately where in the state educational attainment is the highest and the lowest, and where your county fits in the overall picture.
14	Contents: Availability of Drugs	The 1st Community Domain risk factor listed in your document "Risk and Protective Factor Domains" is Availability of drugs. For Availability of Drugs, the CP provides data listed on this slide: Alcohol and tobacco outlet density per county, proximity of failed TRIP inspections to schools for each county where they are conducted, and meth lab busts per county. CP provides data on alcohol licenses and tobacco permits. It shows number per 1000 persons and, for tobacco, number per youth ages 10-17, the population most at risk of sales to minors.

16		This slide shows the density of tobacco outlets in Delaware Co. compared to the state as a whole. There are 7 outlets for every 1000 youth ages 10-17 years old in Delaware County.
17		This slide shows failed Tobacco Retail Inspection Program compliance checks in Clark County in 2009. That means a the retail outlet sold a tobacco product to a youth, employed by the ISP, without checking their ID.
18		This close-up of Clarksville- shows an outlet found selling tobacco to minors in close proximity to Clarksville Middle School and fairly close to the Senior HS.
19		A close-up of Borden town shows an outlet a few blocks from an elementary school. This information can alert parents, teachers, and neighborhood residents about an important risk factor, availability of drugs.
20	Laws and Norms	Community norms are reflected in the perceptions of youth about such issues as drug use. Two individual risk factors include "friends who engage in the problem behavior" and "favorable attitudes toward the problem behavior." High rates of adult alcohol or tobacco spending, and high rates of consumption indicate norms supportive of alcohol or tobacco use. Intensity of inspection level can reveal a degree of concern, norms, or efforts to change norms associated with the behavior. Included in this section are statistics on smoking behaviors, including links to many additional rich sources of information and data about youth and adult smoking. There are links for youth smoking to the CDC National Youth Tobacco Survey, Monitoring the Future Youth Survey, the CDC Youth Risk Behavior Survey, the NSDUH, and to statistics published in recent issues of MMWR and JAMA.
21	Extreme Social/Economic Deprivation	The last Community Risk Factor listed in the Risk and Protective Factor Domains document is extreme economic deprivation. This is an extremely hard statistic to change. However, awareness of the risk factor can lead to introduction of interventions, like support groups and counseling, to address the needs of individuals suffering from this risk factor. Cultural competency may dictate that you employ different strategies for different groups. For example, adolescents who are compelled by economic or social circumstances to assume adult roles of family support, parenting, and child supervision may not identify themselves as adolescents nor respond to your programs as "adolescents." Accelerated maturation has been described as especially affecting many African American teens and also many Hispanic and Asian American families (The Influence of Social Settings on Youth Development in Youth Development and Neighborhood Influences linked from CP)

22	Transitions & Mobility	<p>Another Community Risk Factor on your Risk and Protective Factor Domains document is Transitions and Mobility. CP provides data on domestic migration, international migration and Natural Increase that has implications for the stability of the community, its possible needs. Where there is a great deal of residents' movement in, out, or both, neighborhoods are more at risk. The strength of social ties and networks in a neighborhood is related to social control and, in turn, to the likelihood of crime. Again, the document points to this in the risk factor "Low neighborhood attachment and community disorganization." Cultural competency will demand you relate differently to newly arrived immigrants, for example, who are dealing with many stressors as they learn a new language, new customs, etc.</p>
23		<p>CP also includes data on rates of vacant housing, another sign of community instability. Where neighbors take pride in and maintain their homes, neighborhood bonding is stronger and creates a protective environment for youth. In addition, the CP provides a link to the stats.indiana.edu web site which presents data on ...</p>
24		<p>...community trends, showing the number of people who live and work in the county, the number who commute out to work elsewhere, and the number who commute in to work from other counties. Where residents spend less time, do less socializing, neighborhood bonding and civil participation will tend to be low. This web site lists the top 5 counties sending workers into your county. And the top 5 counties receiving workers from your county.</p>
25	Complementary Resources	<p>The CP includes many links to complementary data resources throughout the chapters and also in an appendix.</p>
26		<p>Remember that limited data is better than no data, so long as you recognize those limitations and take them into account. Data needs to be seen in its context, considering the circumstances surrounding it. Incomplete data can be misleading or it can be extremely informative. You need to be careful and use it appropriately. Just as a mesh bag is not useful to carry flour but can work well to transport balls to the park for children to play, the limitations of data need to be respected and it needs to be put to appropriate use. When you do that, it can be extremely valuable. I hope this presentation has been useful for you. If you would like any help in your work with data, please don't hesitate to call us at the IPRC.</p>
27		<p>Thank you</p>