Introduction to Data-Driven Strategy Selection

Ohio’s SPF-PFS Initiative:
On-Demand Learning Event

Presented by
Ohio’s SPF-PFS Evaluation Team (OSET)

About this learning event...

Learning Objectives:
1. Summarize the goals of Ohio’s SPF-PFS Initiative relative to the strategic planning process.
2. Summarize the guidance from SAMHSA, OhioMHAS, and the SPF-PFS EBP Workgroup about strategy selection.
3. Select a primary prevention strategy and elaborate on why the strategy is appropriate based upon the theory of change.
5. Describe the four primary environmental strategies: community norms campaign, access and availability, media messaging, policy and enforcement.
6. Differentiate between media messaging and information dissemination.

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Suggested Citation:
Ohio’s SPF-PFS Initiative

- **Start Somewhere**: Select a primary strategy – either prevention education *or* environmental by **June 30, 2018**
- **SFY19 Activities**: Build off of the initial primary strategy and develop a comprehensive prevention plan
- **Goal by September 30, 2019**: Each SPF-PFS Community will develop a comprehensive prevention plan

Review

- SAMHSA’s CSAP details 6 Prevention Strategies (SAPT Block Grant): environmental, prevention education, community-based process, information dissemination, problem identification & referral, alternative activities.
- OhioMHAS Prevention Taxonomy details that two strategies can be used alone to create individual and/or community change: environmental and prevention education.

Suggested Citation:
Review

SPF-PFS EBP Workgroup states that:
1. Communities must have a strategic plan that includes:
   a) Primary Strategy: Environmental or Prevention Education
   b) Plan for Community-Based Process (later!)
   c) Plan for problem ID & referral that does not have any associated costs (completing a form)
2. Communities may not use SPF-PFS funds for information dissemination or alternative activities

Developing Ohio’s SPF-PFS Strategic Plan

1. Articulate the logic chain
2. Select a strategy
3. Complete a strategy proposal form
4. Complete Ohio’s SPF-PFS Strategic Plan Map

Note: Ohio’s Strategic Plan contains two forms: (1) strategic plan map (SPM) and (2) strategy proposal form
Outcomes-based Planning Using a Community Logic Model (aka: logic chain)

Problem Statement
Intervening Variables
Local Conditions (including Community Readiness)
Evidence-Based Strategies
Short-term Outcomes
Long-term Outcomes

How do we choose a primary strategy?

- Environmental vs. Prevention Education
- Increased Knowledge ≠ Behavior Change
- Prevention can occur at two levels:
  1. Individual: Through prevention education strategies
  2. Community: Through environmental strategies

Suggested Citation:
### Types of Change

<table>
<thead>
<tr>
<th>Individual Change</th>
<th>Environmental Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus on behavior and behavior change</td>
<td>Focus on policy and policy change</td>
</tr>
<tr>
<td>Focus on the relationship between the individual and the alcohol/drug-related problem</td>
<td>Focus on the social, political and economic context of the alcohol/drug-related problem</td>
</tr>
<tr>
<td>Short-term focus on program development</td>
<td>Long-term focus on policy development</td>
</tr>
<tr>
<td>Individual generally does not participate in decision making</td>
<td>People gain power by acting collectively</td>
</tr>
<tr>
<td>Individual as audience</td>
<td>Individual as advocate</td>
</tr>
</tbody>
</table>

The Coalition Impact: Environmental Prevention Strategies

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### How do we know which strategy to use and when to use it?

*If our goal is to change individual behaviors in a setting with personal interaction, then our best choice is a prevention education strategy (typically an evidence-based curriculum).*

*If our goal is to change individual behaviors or community norms in a setting with limited or no personal interaction, then our best choice is an environmental strategy.*

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Suggested Citation:
So what is an environmental strategy, anyway?

Environmental Strategies are strategies that address policies, norms, expectations, regulations and enforcement within a shared environment with others in a community. Such strategies tend to: (1) have greater reach (affecting more individuals) and less strength (intensity per individual); (2) be longer in duration; and (3) show more rapid results.

-2004 RAND Getting to Outcomes

What types of environmental strategies exist?

CAMP Acronym

- **Community Norms Campaign**
- **Access & Availability**
- **Media Messaging (aka: Social Marketing)**
- **Policy, Enforcement, Advocacy**

*While the CAMP acronym is “catchy” – it’s best to learn them in another order.*

Suggested Citation:
Access & Availability

Is the amount of time, energy, and money that must be expended to obtain a substance (alcohol, tobacco, drugs). The more resources (harder) it takes to get the substance the less availability (access).

- **Alcohol**: Retail Access and Social Access
- **Rx Drugs**: Prescribers, Social Access, Illegal Supply

Policy, Enforcement, Advocacy

- Policy and advocacy strategies can control availability, support norms, and specify sanctions for violations.
- Enforcement of policy creates lasting change.
Media Messaging (aka: Social Marketing)

1. Passive Social Marketing: Aim is for the priority audience to change behaviors (stop or start doing) or sustain their current healthy behaviors. This type of campaign markets the idea that we must make healthy choices but does not make a specific request.
   

Media Messaging (aka: Social Marketing)

2. Active Social Marketing: Aim is for the priority audience to adopt and sustain a specific behavior. The campaign explicitly states what we should do to be healthy.

   -- [http://www.nfl.com/play60](http://www.nfl.com/play60)

Suggested Citation:
Community Norms Campaign

- Special type of media messaging
- Aim is for the priority audience to correct an existing misperception about a "norm" – correcting the misperception leads to behavior change
  - [https://preventionactionalliance.org/watm-rally/](https://preventionactionalliance.org/watm-rally/)

How is media messaging different from information dissemination?

- In information dissemination, the aim is to educate the public using mass media and marketing techniques WITHOUT directing behavior change.
  - Literature on signs/symptoms of drug abuse
  - Drug “fact sheets”
  - [https://easyread.drugabuse.gov/content/effects-alcohol-brains-and-bodies](https://easyread.drugabuse.gov/content/effects-alcohol-brains-and-bodies)
Goal for Today

• Examine a theory of change and make a recommendation for a primary strategy (environmental vs. prevention education).
• If environmental, make a recommendation for the type of strategy (CAMP).

Due Dates: Ohio’s SPM

 ✓ Submit draft SPMs (not including community-based process) to OSET: 5/25, 5:00pm
 ✓ Peer sharing of SPMs (not including community-based process) at June F2F Learning Community 6/6
 ✓ Final SPMs (not including community-based process) *OR* Primary Strategy Worksheet due to EBP Workgroup for review 6/15, 5:00pm
 ✓ EBP Review: 6/22
 ✓ All plans approved (hopefully!) by 6/30

Suggested Citation: