

Population Based Strategy Reach Tool Webinar

November 15, 2018



Agenda

- Define Population-Based Strategies
- Specify Population-Based Strategy Counting Rules
- Understanding the Rationale Behind Population-Based Strategy Counting
- Using the Population-Based Reach Estimator

SAMHSA Definition: Population-Based Strategies

“Planned and deliberate goal-oriented practices, procedures, processes, or activities that have identifiable outcomes achieved with a sequence of steps subject to monitoring and modification”

1. Onetime/single events (e.g. health fair, school assembly, materials distribution), AKA Information Dissemination
2. Other activities intended to impact a broad population, AKA Community-Based Process
3. Establishing/changing written/unwritten community standards/codes/laws/attitudes), AKA Environmental Strategies

Population-Based Strategy Counting Rules

- Actual numbers vs. estimates:
 - Use actual numbers if known
 - Use Census data or similar to estimate if actual numbers are unknown
- How often to count individuals:
 - Count an individual one time per intervention per fiscal year.
 - Count individuals for each intervention (it's ok duplicate across interventions)

Population-Based Strategy Counting: Information Dissemination

Intervention	Counting Rule
Health Fair	# attending
School Assembly	# attending
Brochures	# receiving brochure
Radio/TV talk show expert	# listening to/viewing show
PSA	# listening to/viewing PSA

**Bottom line:
Count Everyone For Information Dissemination**

Population-Based Strategy Counting: Community-Based Process

Intervention	Counting Rule
Coalition-building	# in coalition
Planning, managing, and coordinating efforts to effect positive community-change	# involved in planning

**Bottom line:
Count Those Involved for Community-Based Process**

Population-Based Strategy Counting: Environmental Strategies

Intervention	Counting Rule
Communication campaign	# living in community impacted by campaign
Policy (media advocacy, keg registration, ID card enforcement, warning labels, server trainings)	# impacted by the strategy

**Bottom line:
Count Those Impacted for Environmental Strategies**

How to Count Everyone, Those Involved, and Those Impacted

Populations Counted	
Count everyone (Information Dissemination)	Ask organizer, media, school, etc. how many people they reach and their demographics. May have to translate demographics to block grant reporting categories.
Count those involved (Community-Based Process)	List those on coalition or in planning groups.
Count those impacted (Environmental Strategies)	Define those impacted and use population-based reach estimator to calculate reach.

Determining the Impacted Population

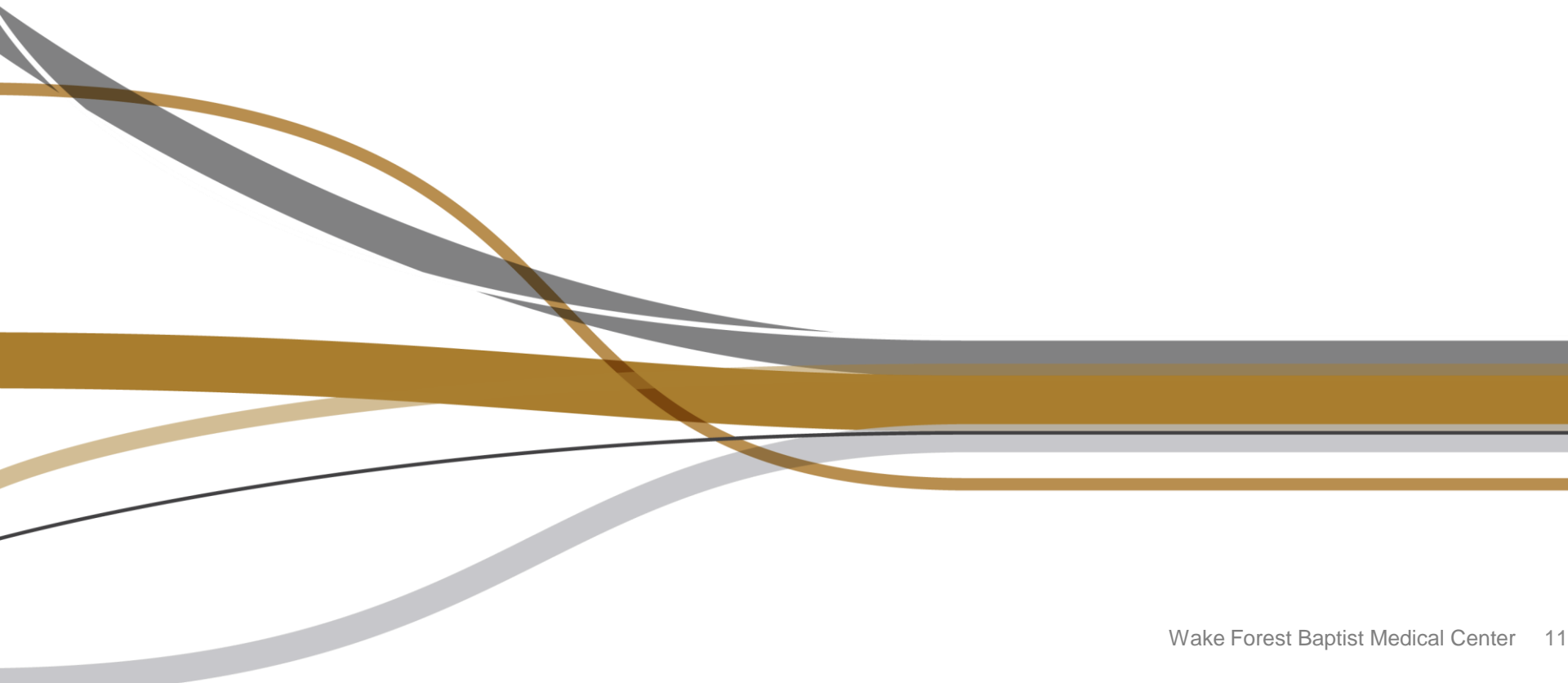
- Group for whom you are trying to prevent substance abuse
- Usually indirectly targeted
- Varies by substance and intervention goals, e.g.,
 - Retail access: impacts underage youth
 - Rx safe storage: impacts those with Rx
 - CSRS Utilization/Safer Prescriber: Impacts those with Opioid Rx

Population-Based Strategy Reach Tool

- Provides a mechanism for translating census data to block grant reporting guidelines
- Currently includes worksheets for retail alcohol and tobacco access, safe medication storage, and CSRS utilization/Safer Prescriber training interventions.
- Providers may request worksheets for additional interventions via the TTA Center

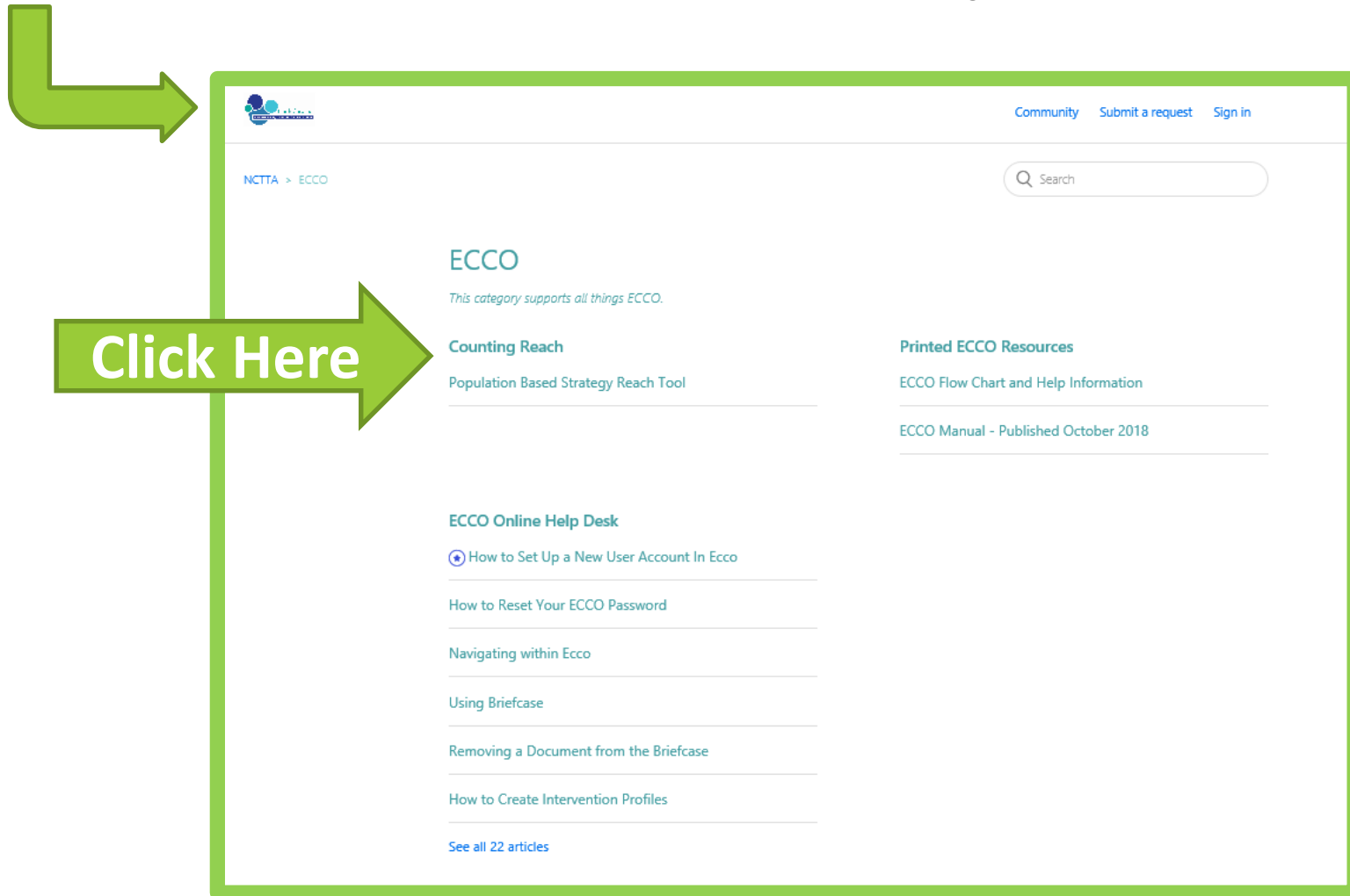
Using the Population-Based Strategy Reach Tool

<https://ncpreventiontta.zendesk.com/hc/en-us/categories/360000720032-ECCO>



Download Population-Based Reach Estimator

Go to: <https://ncpreventiontta.zendesk.com/hc/en-us/categories/360000720032-ECCO>



The screenshot shows the ECCO category page in a Zendesk help center. The page has a green border. At the top left, there is a logo and the text "NCTTA > ECCO". At the top right, there are links for "Community", "Submit a request", and "Sign in". Below the logo, there is a search bar with the text "Q Search". The main content area is titled "ECCO" and includes the subtitle "This category supports all things ECCO." Below this, there are two main sections: "Counting Reach" and "Printed ECCO Resources". The "Counting Reach" section includes a link for "Population Based Strategy Reach Tool". The "Printed ECCO Resources" section includes links for "ECCO Flow Chart and Help Information" and "ECCO Manual - Published October 2018". Below these sections, there is an "ECCO Online Help Desk" section with several links: "How to Set Up a New User Account In Ecco", "How to Reset Your ECCO Password", "Navigating within Ecco", "Using Briefcase", "Removing a Document from the Briefcase", and "How to Create Intervention Profiles". At the bottom of the page, there is a link for "See all 22 articles". A large green arrow labeled "Click Here" points to the "Counting Reach" link.

Go to Census Fact Finder



Enter Place Name and Select American Community Survey

The screenshot shows the American FactFinder interface. At the top, there's a navigation bar with 'United States Census Bureau' logo and 'AMERICAN FactFinder' text. Below the navigation bar, there's a search bar with 'Forsyth County, North Carolina' entered and a 'GO' button. The main content area displays the population of the United States as 308,745,538, with a dropdown menu for 'Census 2010 Total Population'. Below this, there's a section titled 'Popular tables for this geography:' which lists several data tables for the 2010 Census, 2016 American Community Survey, and 2017 Population Estimates Program.

United States Census Bureau
AMERICAN FactFinder

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD CENTER

(population, income, etc.) and frequently requested data about your community.

Search: Forsyth County, North Carolina X GO

United States

Population

Census 2010 Total Population

308,745,538 Source: 2010 Demographic Profile

Bookmark/Save Print

Popular tables for this geography:

2010 Census

- General Population and Housing Characteristics (Population, Age, Sex, Race, Households and Housing, ...)
- Race and Hispanic or Latino Origin
- Hispanic or Latino by Type (Mexican, Puerto Rican, ...)
- Households and Families (Relationships, Children, Household Size, ...)
- Compare States for Population, Housing, Area, and Density
- Compare Cities and Towns for Population, Housing, Area, and Density

2016 American Community Survey

- Demographic and Housing Estimates (Age, Sex, Race, Households and Housing, ...)

2017 Population Estimates Program

- Annual Population Estimates

Census 2000

- General Demographic Characteristics (Population, Age, Sex, Race, Households and Housing, ...)
- Compare States for Population, Housing, Area, and Density
- Compare Large Cities and Towns for Population, Housing, Area, and Density

• Want more? Need help? Use Guided Search or visit Census.gov's Quick Facts.

Enter Place Name
and Select Go

Select American
Community Survey

Confirm Correct Place & Enter

ACS Confirm Place



Forsyth County, North Carolina			
Estimate	Margin of Error	Percent	Percent Margin of Error
364,691	*****	364,691	(X)
173,059	+/-198	47.5%	+/-0.1
191,632	+/-198	52.5%	+/-0.1

PBSRE Enter Place



Location (e.g., county, city, zip code)	Forsyth
Location Description (Optional)	
Age Total Pop	
ACS 2016 - Total 15 to 19 years	
ACS 2016 - Total 20 to 24 years	
16-20 Estimate (These do not add up)	0

Confirm Population by Age & Enter

ACS Confirm Population by Age

Under 5 years	23,151
5 to 9 years	24,671
10 to 14 years	24,264
15 to 19 years	25,558
20 to 24 years	24,720
25 to 34 years	46,696
35 to 44 years	46,113
45 to 54 years	50,819
55 to 59 years	
60 to 64 years	
65 to 74 years	
75 to 84 years	16,130
85 years and over	

PBSRE Enter Population by Age

Age Total Pop	
<i>ACS 2016 - Total 15 to 19 years</i>	25558
<i>ACS 2016 - Total 20 to 24 years</i>	24720
16-20 Estimate (These do not add up)	25390

Confirm Population by Race & Enter

ACS Confirm Population by Race

Subject	Estimate
RACE	
Total population	364,691
One race	357,310
Two or more races	7,381
One race	357,310
White	242,803
Black or African American	95,187
American Indian and Alaska Native	780
Cherokee tribal grouping	197
Chippewa tribal grouping	22
Navajo tribal grouping	3
Sioux tribal grouping	0
Asian	7,434
Asian Indian	1,591
Chinese	2,100
Filipino	1,288
Japanese	126
Korean	591
Vietnamese	336
Other Asian	1,402
Native Hawaiian and Other Pacific Islander	333
Native Hawaiian	76
Guamanian or Chamorro	157
Samoan	0
Other Pacific Islander	100
Some other race	10,773

PBSRE Enter Population by Race

Race Total Pop	
Native American/ Alaskan	780
Asian American	7434
African American	95187
Native Hawaiian/ Other Pacific Islander	333
White	242803
More Than One Race	7381
Other	10773
Total	364691

Confirm Population by Ethnicity & Enter

ACS Confirm Population by Ethnicity

HISPANIC OR LATINO AND RACE	
Total population	364,691
Hispanic or Latino (of any race)	45,145
Mexican	29,169
Puerto Rican	4,284
Cuban	778
Other Hispanic or Latino	10,914
Not Hispanic or Latino	319,546
White alone	210,368
Black or African American alone	93,756
American Indian and Alaska Native alone	
Asian alone	
Native Hawaiian and Other Pacific Islander alone	
Some other race alone	1,260
Two or more races	

PBSRE Enter Population by Ethnicity

<i>Ethnicity Total Pop</i>	
<i>Hispanic or Latino</i>	45145
<i>Not Hispanic or Latino</i>	319546
<i>Total</i>	364691

Confirm Population by Sex & Enter

ACS Confirm Population by Sex

SEX AND AGE	
Total population	364,691
Male	173,059
Female	191,632

PBSRE Enter Population by Sex

<i>Gender Total Pop</i>	
<i>Male</i>	173059
<i>Female</i>	191632
<i>Total</i>	364691

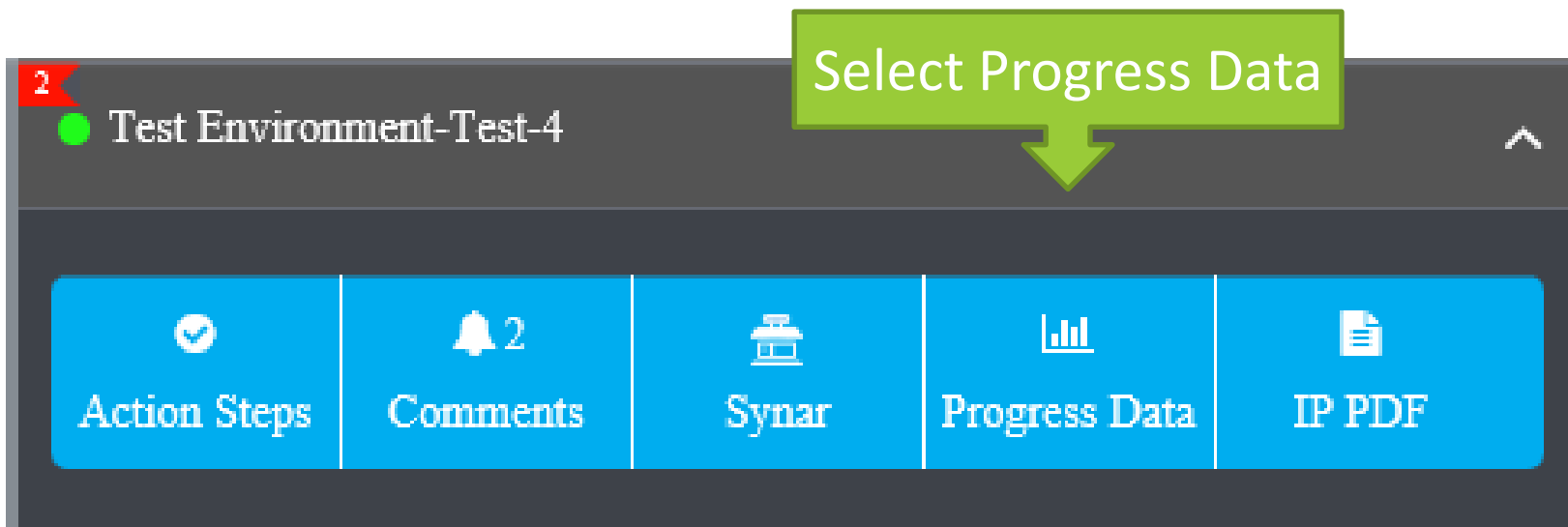
Confirm PBSRE Data Accuracy by Totals

Race Total Pop	
<i>Native American/ Alaskan</i>	780
<i>Asian American</i>	7434
<i>African American</i>	95187
<i>Native Hawaiian/ Other Pacific Islander</i>	333
<i>White</i>	242803
<i>More Than One Race</i>	7381
<i>Other</i>	10773
Total	364691
Ethnicity Total Pop	
<i>Hispanic or Latino</i>	45145
<i>Not Hispanic or Latino</i>	319546
Total	364691
Gender Total Pop	
<i>Male</i>	173059
<i>Female</i>	191632
Total	364691


Resulting data proportionally allocates impacted population by age, race, ethnicity, and gender.

Block Grant Reporting Conversions - Do NOT Edit	
Age 16-20 Population	
15-17	10223.2
18-20	15167.2
Total (Confirm Hours Add with Rounding)	25390.4
Race 16-20 Pop	
Native American/ Alaskan	54.3
Asian American	517.6
African American	6627.1
Native Hawaiian/ Other Pacific Islander	23.2
White	16904.4
More Than One Race	513.9
Other	750.0
Total (Confirm Hours Add with Rounding)	25390.4
Ethnicity 16-20 Population	
Hispanic or Latino	3143.1
Not Hispanic or Latino	22247.3
Total (Confirm Hours Add with Rounding)	25390.4
Gender 16-20 Population	
Male	12048.7
Female	13341.7
Total (Confirm Hours Add with Rounding)	25390.4

Go to Progress Data in ECCO




Enter Block Grant Counting Conversions Under Master Total Reach

Master Total Reach 

Specify No Exact Count **Enter Gender Counts**

1. Number of new participants started this reporting period?
25390 **Enter Total**

2. Are counts exact? 
 Yes No

3. New Participants By Gender:
Male: 12049 Female: 13341 Gender Unknown: 0

4. Attendees by Age 0-65+ Count: 25390 **Enter Age Counts**

Age 0-4	Age 5-11	Age 12-14	Age 15-17
			10223
Age 18-20	Age 21-24		
15167			

Form Auto Hold Successful

Select Edit to Enter Data, Save When Done **Edit**

Enter Block Grant Conversions Cont.

5. Attendees by Hispanic Origin Count: **Enter Ethnicity Counts**

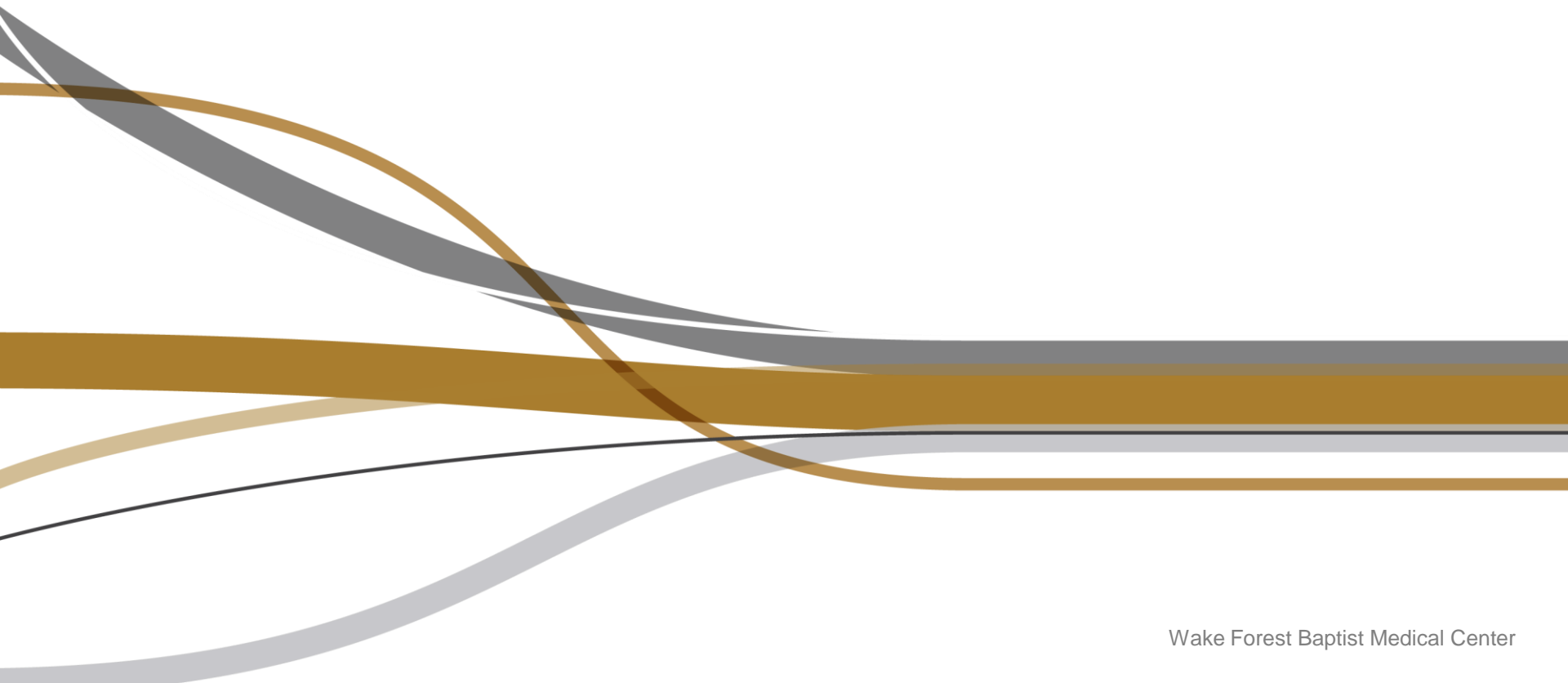
Hispanic or Latino:	3143
Not Hispanic or Latino:	22247
Hispanic Origin Unknown:	

6. Attendees by Racial Category Count: **Enter Race Counts**

American Indian or Alaska Native:	54
Asian:	518
Black or African American:	6627
Native Hawaiian or Other Pacific Islander:	23
White:	16904
Multiracial (more than one race):	514

If numbers are red check rounding.

Live Demo



Questions

