



**POPULATION  
BASED  
STRATEGY  
REACH TOOL  
MANUAL**

**PROVIDED BY THE NCTTA**



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web: [ncpreventiontta.org](http://ncpreventiontta.org)  
email: [nctta@ncpreventiontta.org](mailto:nctta@ncpreventiontta.org)

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## Population Based Strategy Reach Tool Summary

The Population Based Reach Tool is intended to help prevention providers to correctly calculate reach based on SAMSHA Rules for accurately calculating reach for the ECCO Reporting System. The Population-Based Strategy Reach Tool is designed to address the following specific issues:

- It provides a mechanism for translating census data to block grant reporting guidelines
- The tool 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

## SAMSHA Definition: Population-Based Strategies

SAMSHA defines a Population-Based Strategy as a “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”. Such strategies may include:

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

SAMSHA provided the following guidance to consider when reporting Population Based Strategies:

- How to report 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)

## Determining the Impacted Population

A primary goal is to determine the impacted population that the strategy is directed towards. Keep in mind the following aspects:

- The impacted population is the group for whom you are trying to prevent substance abuse
- Is usually indirectly targeted
- The population varies by substance and intervention goals, e.g., with the following as possible examples:

- Retail access: impacts underage youth
- Rx safe storage: impacts those with Rx
- CSRS Utilization/Safer Prescriber: Impacts those with Opioid Rx

Reach Tool Instructions

Access the reach tool via the North Carolina Training and Technical Assistance Center’s Help Desk at <https://ncpreventionta.zendesk.com/hc/en-us/articles/360013891452-Population-Based-Strategy-Reach-Tool>. This manual may be downloaded as well as the reach tool. PowerPoint slides and a video recording of a webinar provided during November 2018 is also allowable.

Population-Based Strategy Counting: Standards and Counting Rules

There are specific standards and counting rules as provided by SAMSHA that must be followed for accurate reporting into ECCO. The Population Reach Tool is designed to address the following items and help prevention providers ensure accuracy related to:

- Population-Based Strategy Counting: Information Dissemination
- Population-Based Strategy Counting: Community-Based Process
- Population-Based Strategy Counting: Environmental Strategies
- How to Count Everyone, Those Involved, and Those Impacted

Population Based Counting Rules for Specific Strategies

The following four charts provide a detailed matrix of example interventions and associated counting rules based on strategy type.

*Population-Based Strategy Counting: Information Dissemination*

<b>Intervention</b>	<b>Counting Rule</b>
<b>Health Fair</b>	# attending
<b>School Assembly</b>	# attending
<b>Brochures</b>	# receiving brochure
<b>Radio TV talk show expert</b>	# listening to/viewing show
<b>Public Service Announcement (PSA)</b>	# listening to/viewing PSA
<b>Bottom Line: Count Everyone for Information Dissemination</b>	

*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
<b>Bottom Line:</b> <b>Count Those Involved for Community Based Process</b>	

*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 training)	# impacted by the strategy
<b>Bottom Line:</b> <b>Count Those Impacted for Environmental Strategies</b>	

*How to Count Everyone, Those Involved, and Those Impacted*

Populations Counted	Details
Information Dissemination (Count everyone)	Ask organizer, media, school, etc. how many people they reach and their demographics? Many have to translate demographics to block grant reporting categories. If unsure contact the TTA Center.
Community-Based Process (Count those involved)	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.

Getting Started: Population Based Strategy Reach Tool

1. Determine if you need to use the Population Based Strategy Reach Tool via the Master Grid. The Master Grid can be accessed with instructions for use via <https://ncpreventiontta.zendesk.com/hc/en-us/categories/360000839492-Master-Grid-Resources>. Download the Master Grid via the provided Excel Spreadsheet. Take special note of *Column F: Counting People Served* and *Column H: Notes*. *Column F: Counting People Served* will provide details regarding the use of relevant United States Census Data and required percentages of population based on the respective strategy.

Master Grid Example for Lock Your Meds

*Column F: Counting  
People Served*

*Column H: Notes*

Lock Your Meds	Universal Indirect	Communication Campaigns: Support for prevention (AKA policy, media advocacy)	Population	If doing a multicomponent campaign with mass media use the Reach Tool to count 28.1% of the 12-17 year old population, 44.3% of the 18-25 year old population, and 46.4% of the 26 year old plus population in the catchment area. If you are using multiple component campaign without mass media, you may add up the number of materials distributed.	Campaign Assessment. Campaign Materials. Campaign Schedule. Leveraged secure medication storage resources.	Please note, if you are operating as a multi-component mass media campaign, you should not add up the reach of the individual media sources to count people served. This will overinflate people served. You should estimate people served based upon the number of people in the catchment area potentially impacted, in this case, those with a prescription. These estimates are based upon the 2015 NSDUH prescription medication use rates. Please also note, that this must include activities to increase secure medication storage to count as an environmental strategy.
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2. Access the reach tool via the North Carolina Training and Technical Assistance Center’s Help Desk at <https://ncpreventiontta.zendesk.com/hc/en-us/articles/360013891452-Population-Based-Strategy-Reach-Tool>. Review the materials provided and download the Excel Spreadsheet to your computer.

# Population Based Strategy Reach Tool



Jamie Edwards  
2 months ago · Updated

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**Note: Visit the Help Desk Article that includes Power Point Slides and a video of a webinar held on November 15, 2018 designed to support this tool. The webinar can be found here.**

The Excel Spreadsheet attached to the current article provides a Population Based Strategy Reach Tool.

This tool is for estimating participant reach for population-based strategies when you do not have exact counts, such as a communication campaign or a county-wide merchant education effort. Use exact counts when available.

### Instructions

- 1) Go to the most recent American Communities Survey at:  
[https://factfinder.census.gov/faces/nav/jsf/pages/community\\_facts.xhtml](https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml)
- 2) Enter up to 10 counties, cities, or zip codes, one place at a time.
- 3) In the Excel sheet, update the American Community Survey year if appropriate.
- 4) In the excel sheet, type the place in the first row, and then enter it's census data in that column, exactly matching the words in the excel worksheet with American Community Survey data.
- 5) Block grant reporting reach numbers will be populated below the "Block Grant Conversions" line. Round to a whole number and enter reach number in ECCO.
- 6) Confirm correct data entry by checking that the totals for Race, Ethnicity, and Sex are equal.

NOTE: If you would like assistance contact Melinda Pankratz at [mpankrat@wakehealth.edu](mailto:mpankrat@wakehealth.edu)

Melinda can also be reached via phone at: 336.716.1318

Population-Based Strategy Reach Tool 12-4-18.xlsx

50 KB · Download

NCTTA Help Desk Screen Shot

	A	B	C	D	E	F	G	H	I	J	K	L
1	<b>Translating American Community Survey (Census) Data to Block Grant Categories</b>											
2	<b>Prescribing (e.g., Safer Prescriber Training or PDMP Registration &amp; Utilization Effort)</b>											
3	Location (e.g., county, city, zip code)											
4	Location Description (Optional)											
5	<b>Age Total Pop</b>											Total
6	ACS 2016 - Total 10 to 14 years											0.0
7	ACS 2016 - Total 15 to 19 years											0.0
8	ACS 2016 - Total 20 to 24 years											0.0
9	ACS 2016 - Total 25 to 34 years											0.0
10	ACS 2016 - Total 35 to 44 years											0.0
11	ACS 2016 - Total 45 to 54 years											0.0
12	ACS 2016 - Total 55 to 59 years											0.0
13	ACS 2016 - Total 60 to 64 years											0.0
14	ACS 2016 - Total 65 to 74 years											0.0
15	ACS 2016 - Total 75 to 84 years											0.0
16	ACS 2016 - Total 85 years and over											0.0
17	<b>12+ Estimate (These do not add up)</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
18												
19	<b>Gender Total Pop</b>											
20	Male											0.0
21	Female											0.0
22	<b>Total</b>	0	0	0	0	0	0	0	0	0	0	0.0
23												
24	<b>Race Total Pop</b>											
25	White											0.0
26	Black or African American											0.0

Population Based Reach Tool Excel Spreadsheet

3. Users will need access to the United States Census Bureau via the American Fact Finder link at [https://factfinder.census.gov/faces/nav/jsf/pages/community\\_facts.xhtml](https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml)

The screenshot displays the American Fact Finder interface. At the top, the United States Census Bureau logo is on the left, and the 'AMERICAN FactFinder' title is in the center. A navigation bar includes 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD CENTER'. Below this, a search bar prompts the user to 'Enter a state, county, city, town, or zip code:' with the example 'e.g., Atlanta, GA' and a 'GO' button. A left sidebar lists various data categories: Population, Age, Business and Industry, Education, Governments, Housing, Income, Origins and Language, Poverty, Race and Hispanic Origin, Veterans, and Show All. The main content area, titled 'United States', shows 'Population' selected in a dropdown menu, with 'Census 2010 Total Population' chosen. The population value is displayed as '308,745,538' with a source note 'Source: 2010 Demographic Profile'. Below this, a section titled 'Popular tables for this geography:' lists several data tables from the 2010 Census, 2017 American Community Survey, 2017 Population Estimates Program, and Census 2000. A 'Want more?' link is provided at the bottom.

*American Fact Finder Screenshot*

Enter state, county, city, town, or zip code into the search bar & click “GO” on the American Fact Finder Website.



4. Click on Demographic & Housing Estimates – This is found under 2017 American Community Survey

The screenshot shows the American Fact Finder interface. At the top, there is a navigation bar with links for MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH, and DOWNLOAD CENTER. Below this, a search bar prompts the user to "Enter a state, county, city, town, or zip code:" with the example "King city, North Carolina" and a "GO" button. A sidebar on the left lists various data categories: Population, Age, Business and Industry, Education, Governments, Housing, Income, Origins and Language, Poverty, Race and Hispanic Origin, Veterans, and Show All. The main content area is titled "King city, North Carolina" and shows the "Population" section with a dropdown menu set to "Census 2010 Total Population" and a large display of "6,904" with the source "2010 Demographic Profile". Below this, there is a section for "Popular tables for this geography:" which lists several data tables from the 2010 Census, 2017 American Community Survey, 2017 Population Estimates Program, and Census 2000. A "Want more? Need help?" link is also present.

*American Fact Finder Search Results for the example "King, NC"*

5. After clicking on the Demographic & Housing Estimates for your respective community, a chart similar to the one below will appear:

DP05 ACS DEMOGRAPHIC AND HOUSING ESTIMATES 2013-2017 American Community Survey 5-Year Estimates

Table View

Actions: [Modify Table](#) | [Bookmark/Save](#) | [Print](#) | [Download](#) | [Create a Map](#)

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces states, counties, cities, and towns and estimates of housing units for states and counties.

Versions of this table are available for the following years: 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010

Subject	King city, North Carolina			
	Estimate	Margin of Error	Percent	Percent Margin of Error
<b>SEX AND AGE</b>				
Total population	6,763	+/-182	6,763	(X)
Male	3,033	+/-204	44.8%	+/-2.8
Female	3,730	+/-218	55.2%	+/-2.8
Sex ratio (males per 100 females)	81.3	+/-9.3	(X)	(X)
Under 5 years	337	+/-134	5.0%	+/-1.9
5 to 9 years	357	+/-154	5.3%	+/-2.3
10 to 14 years	357	+/-115	5.3%	+/-1.7
15 to 19 years	371	+/-113	5.5%	+/-1.7
20 to 24 years	283	+/-133	4.2%	+/-1.9
25 to 34 years	595	+/-178	8.8%	+/-2.6
35 to 44 years	620	+/-176	9.2%	+/-2.6
45 to 54 years	1,301	+/-252	19.2%	+/-3.7
55 to 59 years	527	+/-149	7.8%	+/-2.2
60 to 64 years	493	+/-166	7.3%	+/-2.5
65 to 74 years	799	+/-177	11.8%	+/-2.6
75 to 84 years	484	+/-142	7.2%	+/-2.1
85 years and over	239	+/-110	3.5%	+/-1.6

*American Fact Finder Estimate Results after clicking on 2017 American Community Survey, Demographic and Housing Estimates*

- We must align the results of the American Fact Finder Estimates Table to our Population Based Reach Tool.

*Population Based Reach Tool Excel Spreadsheet*

The following matrix can help users transfer information from the American Fact Finder Estimate Results <Source> to the Population Based Reach Tool (Excel Spreadsheet) <Excel Spreadsheet>.

Note: For Column 2B, 2C, 2D, etc. – Enter the location identifier (county, city, zip). Columns 3B, 3C, 3D is provided as an optional descriptive area. Columns B – K are provided to users can use the same spreadsheet for multiple locations. There should one column of data per location.

*American Fact Finder to Population Based Reach Tool Matrix*

American Fact Finder Data (Source)	Population Based Reach Tool (Designation – Excel Spreadsheet)
<b>Subject Heading</b>	Column A Classifiers
<b>Estimate Heading</b>	Contains the number to be entered the green boxes in the reach tool spreadsheet
<b>Sex and Age Sub Heading</b>	Numbers for age ranges
<b>Sex and Age Sub Heading</b>	Gender Total Population
<b>Race</b>	Race Total Population
<b>Hispanic or Latino &amp; Race</b>	Ethnicity Total Population

Please Note:

- Do not attempt to enter numbers into the blue boxes. These are the numbers to be used for the block grant report and Ecco
- If two or more categories need to be added together – add and then round the final answer
- Rules for Rounding
  - .4 and under round down
  - .5 and higher round up

***Need Assistance?***

***Contact the North Carolina Training and Technical Assistance Center if any type of assistance is needed using this tool! Email NCTTA Staff at [nctta@ncpreventiontta.org](mailto:nctta@ncpreventiontta.org).***

***Specific questions about statistical processes and Excel formulas can also be directed to Melinda Pankratz at [mpankrat@wakehealth.edu](mailto:mpankrat@wakehealth.edu).***