



Your Prevention Data Partner: North Carolina State Epidemiological Outcomes Workgroup (NC SEOW) Data Resources That Can Support Your Local Assessment, Planning, Evaluation, and Grant Writing Efforts

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North Carolina Training
& Technical Assistance Center at 



Wake Forest University
School of Medicine

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Impact
North Carolina**

 **ADVOCATE**
HEALTH

Funding and Disclaimer

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The views, opinions, and content of this presentation are those of the presenters and do not necessarily reflect the views, opinions, or policies of funding agencies. We have no conflict of interest to report.



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Welcome! We're glad you're here.

What are you hoping to get out of the session today?



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Agenda

- Introductions
- What is a SEOW? Who is the NC SEOW?
- NC SEOW Activities:
 - Identifying substance use prevention priorities for NC
 - Disseminating data resources to support communities
- Breakout tables
- Discussion and wrap up



Introductions

**WFUSM Substance Use Prevention
Assessment Team**

Coalition T/TA Support

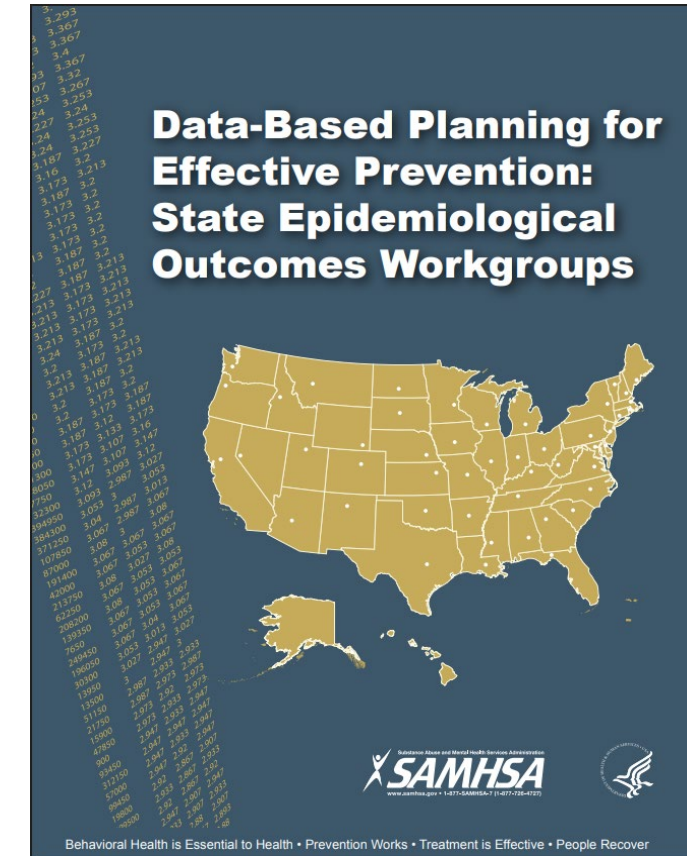
**Prevention Provider T/TA
Support**



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Professionals of
North Carolina

What is a SEOW?

- SEOW = State Epidemiological Outcomes Workgroup
- Many states have a SEOW; they have been required and/or highly encouraged
- Purpose: To help understand, coordinate, and disseminate available data resources to support both state-level decision making and community-level prevention programming



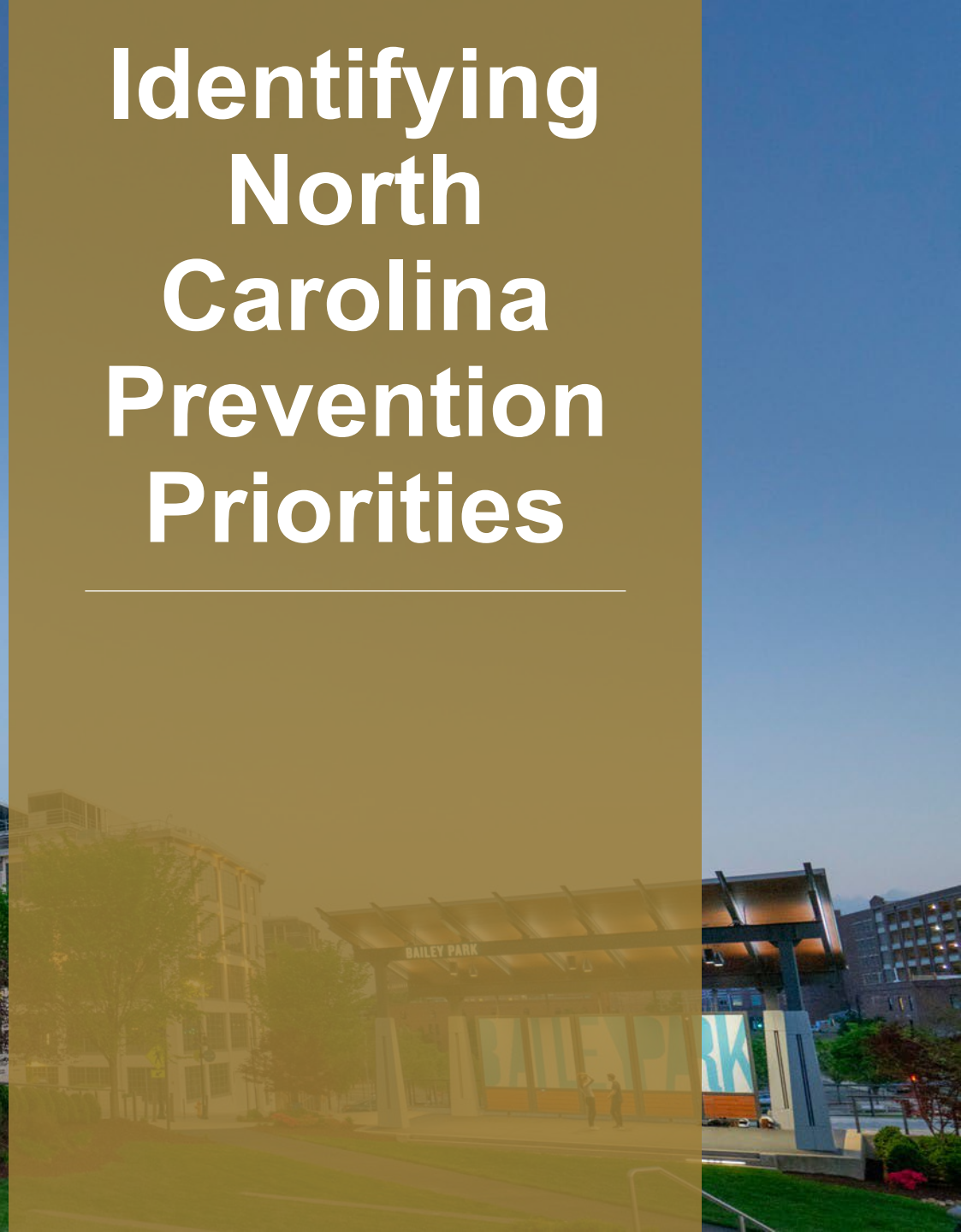
Who is the NC SEOW?

- **Members**
 - Approximately 30 members from over 12 organizations
- **Goal**
 - To identify and disseminate quality data products that can inform and enhance *state* and *community* substance use prevention decision-making
- **Approach**
 - Collaborative, community-engaged
 - Two work groups:
 - 1) Identifying prevention priorities (review data and evidence; make recommendations for substance use priorities)
 - 2) Disseminating data resources (identify and disseminate data resources; identify needs for data-related skills)





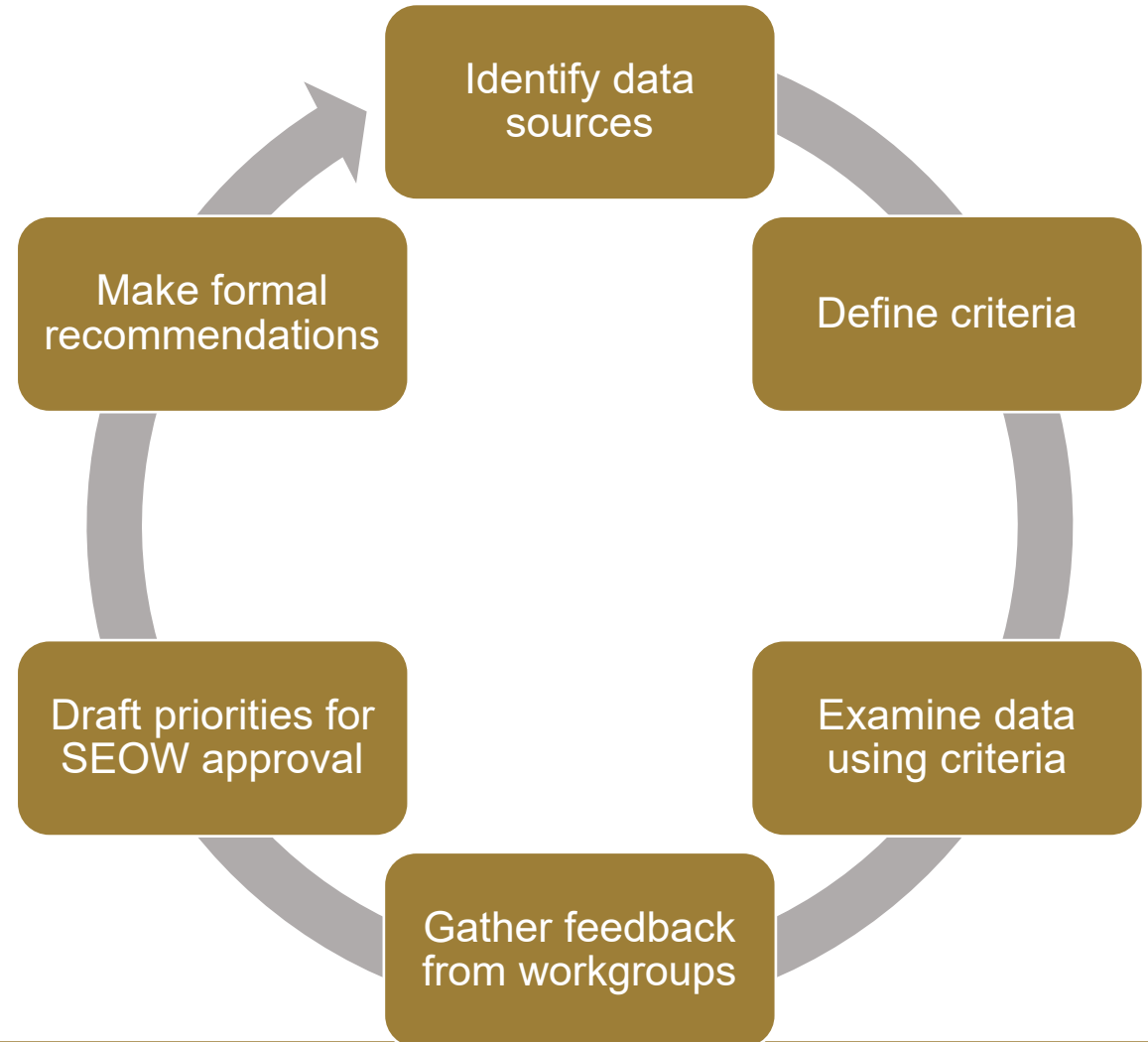
Identifying North Carolina Prevention Priorities



What are priorities for substance use prevention in NC?

NC SEOW process

- **Goal:**
 - Use data to recommend priority substances, populations, and risk & protective factors to state and prevention partners
- **Approach:**
 - Data-based
 - Iterative
 - Intentional and thoughtful

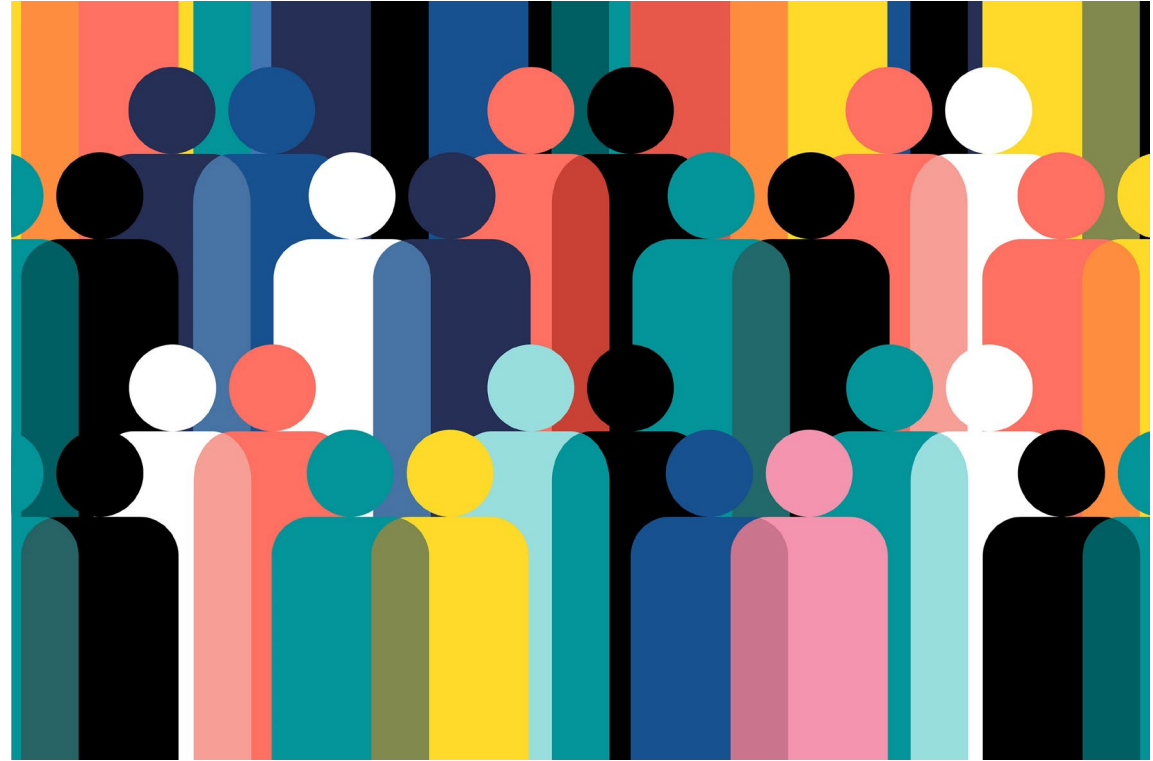


NC SEOW Recommendations: Priority Substances

Criteria	Substances
Prevalence	• Alcohol • Nicotine vapes
Consequences	• Prescription medication misuse
Emerging	• Currently minimally regulated harmful products

NC SEOW Recommendations: Priority Populations

- Youth
- Young adults
- Middle age & older adults experiencing acute adverse events and/or life transitions
- Rural populations
- Tribal populations*
- Veterans*



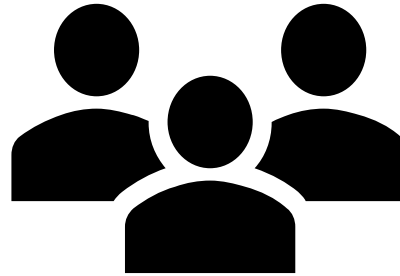
*Identified by the state

NC SEOW Recommendations: Priority Risk and Protective Factors



Community-level:

- Difficult access*
- Community disapproval*^b
- Police likely to catch*^b
- School likely to catch*^b
- Prosocial activities *^a, ±^b



Interpersonal:

- Perceived parental disapproval
- Perceived friends' disapproval
- Perceived friends' use



Intrapersonal:

- Perceived harms
- Future orientation
- Self efficacy
- Sense of connection

*Youth only ±Young adult only

^aAlcohol only ^bCurrently minimally regulated harmful substances only



Disseminating Data Resources to Support Communities



SEOW, what does it mean for me?

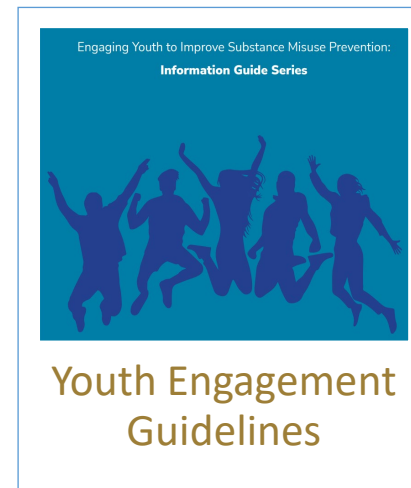
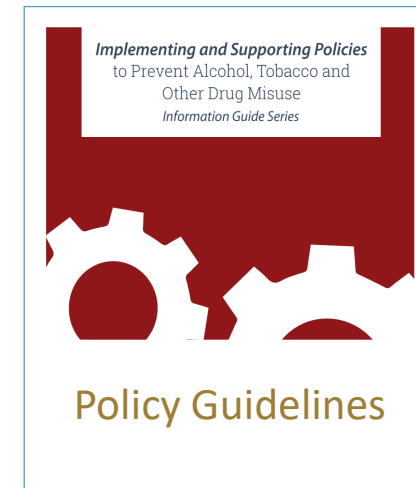
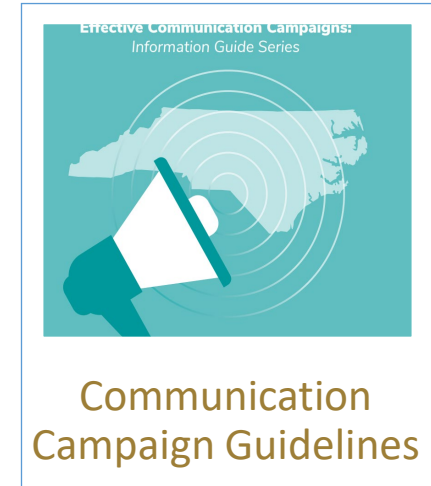
- What the NC SEOWs work means to community evaluation
- Real-world applications
 - Community health assessments
 - Data surveillance (local level)
 - Data analysis and strategic planning
 - Impact of work correlating to decreasing SEOW data trends (long term)
- How members of the workforce can use data and SEOW data tools

The Prevention Resource Repository



<https://school.wakehealth.edu/about-the-school/prevention-resource-repository>

- NC Youth and Young Adult Prevention Survey (NC YYAPS) resources
 - Survey reports
 - Dashboard
 - Survey measures
 - Other manuscripts and presentations
- SEOW resources
 - North Carolina substance use data resource list
 - SEOW priorities report **(Coming soon!!!)**
- Best practice resources
 - Youth engagement
 - Communication campaigns
 - Policy



North Carolina Substance Use Data Resource List

- What is it?
 - A centralized resource for credible data related to substance use in NC
 - Designed to support prevention planning and decision-making
- How can it be used?
 - Grant writing
 - Needs assessments
 - Planning and evaluation
 - Trend monitoring
- Access:
 - Scan the QR code or visit Prevention Resource Repository @
<https://school.wakehealth.edu/about-the-school/prevention-resource-repository>



Breakout Tables!

1. Choose a table by topic
 1. *Prevention Resource Repository*
 2. *NC Substance Use Data Resource List*
2. Go to that table
3. Scan the QR code for your resource, navigate to the website, or look at printed materials
4. Spend a few minutes looking at the resource
5. Choose someone at the table to take group notes and to share themes back when we come back as a full group
6. Leave notes on table (we will take them!)

Breakout Tables: Discussion Questions

- What is your gut reaction to this resource?
 - What stands out (as helpful...confusing...etc.)
- How do/would you use this resource?
- What would make the resource more user-friendly or helpful to you?
- What types of grants are you applying for/how could you use this resource for your grant-writing?
- What is missing, what do you need access to, what skills would help you use these resources?

Group Discussion: Share Back

- How do/would people use this resource?
- What would make the resource more user-friendly?
- What is missing or needed?



Please feel free to reach out to
us via email
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We welcome your thoughts and
feedback as you use SEOW
resources!