Designing a Community Methamphetamine Assessment Project

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Salt Lake City
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“I am a firm believer in the people. If given the truth, they can be depended upon to meet any national crisis. The great point is to bring them the real facts.”

~ Abraham Lincoln (1809-1865) ~
Workshop Goals

- Understand the reason for a needs assessment
- Identify who and what to assess
- Gather data & extract findings
- Develop needs assessment products
- Create a community strategy
Why Do a Community Needs Assessment?
SPF-SIG Framework

- Assessment
- Capacity
- Planning
- Implementation
- Evaluation

SAMHSA’s Strategic Prevention Framework

Cultural Competence & Sustainability

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Community Assessments

- Determine the extent of the problem
- Determine the impact on the community
- Determine the needs to combat meth
- Identify community resources
- Recommend strategies for mobilization
Let the Public Know!

Hold a press conference and get the word out . . .

Who?  
What?  
Why?  
When?  
Where?

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Who and What Should We Assess?
The Whole Community

The Community Wheel

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Assessment Methods

Multi-method approach:

- Semi-structured interviews
- Focus group protocols
- Public opinion questionnaires
- Existing data
Gather Data And Extract Findings
Interview Community Professionals

- Schedule an hour with local agency directors
- Include other well-informed staff
- Find out how meth affects their agency
- Conduct multiple interviews with sectors
Sample Interview Questions

1. Is there a meth problem in your community? How do you know?

2. Do you have data that shows this problem? What time period is covered?

3. What should be done about the meth problem? How can it be stopped?

4. This assessment is for a community strategy, what should go in it?

5. What resources does this community have to address the meth problem?

6. Is there conflict in your community? How so? How can it be improved?
Is There A Meth Problem?

93%

7%

□ Yes □ No
How Is It Visible?

Other: contamination, health, coalition, media
Do You Have Data To Describe The Problem?

Yes: 62%
No: 38%

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What Should Be Done?

Other:
- Prevention
- Workplace
- Environmental clean up
- Coalition work
- Culture change
What Should Be In The Strategy?

Other:
• Children
• Legislation
• Workforce
• Youth activities
• Problem recognition
• Culture change
• Health-related strategies

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What Resources Does This Community Have?

Other:
- Legislature
- Health providers
- Prevention efforts
- Families
- Treatment

![Bar Chart]

- Community
- Education
- Enforcement
- Money
- Children
- Other

Frequency
Are There Implementation Barriers?

Other:
- Media’s role
- Politics
- Apathy
- Multiple coalitions
- Funding for solution
Why Do Focus Groups?

• One viewpoint isn’t enough
• To supplement other data
• A constituent group is identified
• Get an interactive exchange of ideas!
Why Public Opinion?

- Mobilization is impossible without community input
- Professionals can’t speak for John Q. Citizen
- Provides more familiarity with your project
- More opportunities for citizen participation
What Do We Ask?

- What % of people use meth?
- What age group has the biggest meth problem?
- Why do people use meth?
- How does meth harm people who use it?
- How can the community effectively reduce the harm it causes?
Public Opinion: Know A Meth User?

Internet Survey

- Yes: 58%
- No: 42%

Paper Survey Forms

- Yes: 95%
- No: 5%

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Why Do People Use Meth?

**Internet**
- Easy access
- Low cost
- Presence of meth labs
- Peer pressure
- Boredom

**Paper**
- Easy access
- Boredom
- Desire for increased stamina
- Peer pressure
- Lack of recreation & opportunities
Existing Data

- Substance abuse treatment admissions
- Health indicators
- Traffic crashes and fatalities
- Vital statistics
- Crime
- Child welfare
- Corrections
- Youth survey data
- Federal government data archives
What Do We Have and What Do We Do With It?

- Data files
- Reports
- Interview data
- Survey data
- Newspaper Articles
Now What?

CONNECT THE DOTS

THE RADICAL FRINGE

Where do you want me to put the dots I’ve collected?

DEPT. OF INTELLIGENCE ANALYSIS
DOT CONNECTION DIVISION

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**Telling the Story**

**Abuse & Neglect Cases**

- DA cites significant community & court impact
- 80% of all charges are meth-related
- Public Defender caseloads double in last 2 years
- 70% of caseload is meth-related
- Meth clients more difficult – paranoia, violent
- Treatment can not meet drug court demand

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**Meth Treatment Admissions**

- Number of Admissions:
  - 2004: 100
  - 2005: 200
  - 2006: 300

**Neighborhood Findings**

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Taking Your Findings Public

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The Products

- Press Releases
- Report
- Stand-alone executive summary
- Research brief
- PowerPoint presentation
Media Tools

• News Release
• Talking Points
• News Conference
• Public Presentation of Assessment Results

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Report

• Comprehensive
• Colorful
• Easy to read
• Charts, graphs, and tables
• Bullets and text boxes
• Highlight community Sectors

CHEYENNE-LARAMIE COUNTY METHAMPHETAMINE ASSESSMENT PROJECT

February 8, 2007

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Executive Summary

- Make it a “stand-alone” document
- Design it for a busy audience
- Provide a good summary of the study
- Give concrete findings and recommendations
This could be the single most important document you produce!

The research policy brief should stimulate action.

Give your brief to . . .

- Legislators
- Policymakers
- Decision makers
- Potential funders
- Locally elected officials
- The public

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Presentation

Cheyenne and Laramie County
Methamphetamine Needs Assessment

Preliminary Findings

Prepared by Datacorp
Innovative Research and Design Consultants
and
S. J. Miller & Associates
Securing Funding

- Use key findings to fund strategic plan
- Combine funding streams
- Encourage city-county collaboration
- Use findings to substantiate need
- Meet with the legislature
- Get your elevator pitch down
- Look for support in unlikely places

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Moving Forward: Community Mobilization Plan
“If we could first know where we are, and whither we are tending, we could better judge what to do and how to do it.”

~ Abraham Lincoln (1809-1865) ~
Mobilizing the Community

- Organize a strategy workgroup
- Meet right away
- Meet often
- Meet over a brief, defined period
- Stress the time commitment
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Community Strategy Workgroup

- Represents Community Sectors
- Movers and Shakers
- Committed to Success

It takes a community to solve the HIV problem.
Developing the Strategy

- Identify key issues
- Identify strategies to address issues
- Identify goals for each strategy
- Identify measurable objectives for each goal
“You cannot escape the responsibility of tomorrow by evading it today.”

~ Abraham Lincoln (1809-1865) ~
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