


Washington State Department of Social and Health Services

Transforming Lives

Community Surveillance Pilot Project using the Online Documentation Support System (ODSS)

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 Andi Ervin, Okanogan County Community Coalition;
 Dianne Swanson & Carl Ericksen, Castle Rock CARE Coalition
 In Partnership with Cindy Pharis, Community Evaluator Community Systems Group



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Washington State Department of Social and Health Services

Community Prevention & Wellness Initiative

Project Goal

A method of documenting qualitative data that:

- Explores innovative ways to measure coalition impact.
- Collects contribution to community change.
- Discovers the types of activities and accomplishments coalitions engage in that can have the most intense impact on a community.
- Documents *“What is happening in the community that would not be happening if the coalition were not there?”*
- Tells the story of the coalition in a way that can’t be done by any other data system.



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Process

1. In June and November 2014, the Partnerships for Success Grant, *Targeted Enhancement Projects* were awarded to communities who applied to pilot the Online Documentation Support System (ODSS).
2. Community Systems Group (CSG) partnered with Washington's statewide prevention system to develop the pilot project; training and TA are provided through phone calls, webinars, and in person.
3. 4 communities: Clarkston; Tekoa; and Castle Rock joined the pilot in July 2014, and Omak joined in December 2014.
4. Each community's Logic Model was uploaded into the ODSS for data entry specific to their coalition's identified Behavioral Health Goals.
5. A Codebook used to establish common definitions for each site and across sites.
6. Each community has two *Primary Observers* who work together to identify and enter data into the ODSS on a monthly basis.



Inter Rater Reliability

- Communities have a monthly *Reliability Scoring* call with DBHR to ensure their data in the ODSS aligns with definitions established the Codebook.
- At 6 months of data entry, and then at each 100 points of data entry, Cindy Pharis, CSG Community Evaluator performs *Calibration Scoring*, to ensure consistent and reliable data entry as a third observer of the data.
- This protocol is specifically recommended by the Centers for Disease Control (CDC), the World Health Organization (WHO), and other scientific authorities¹.

¹ The CDC published recommendations for adopting the methodology in 1995. See Fawcett, S.B., Sterling, T.D., Paine-Andrews, A., Harris, K.J., Francisco, V.T., Richter, K.P., Lewis, R.K., & Schmid, T.L. (1995). *Evaluating community efforts to prevent cardiovascular diseases*. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Atlanta: GA. The World Health Organization followed suit in 2001. See Fawcett, S.B., Paine-Andrews, A., Francisco, V.T., Schultz, J.A., Richter, K.P., Berkley-Patton, J., Fisher, J., Lewis, R.K., Lopez, C.M., Russos, S., Williams, E.L., Harris, K.J., & Evensen, P. (2001). Evaluating community initiatives for health and development. In I. Rootman, D. McQueen, et al. (Eds.), *Evaluating health promotion approaches*. (pp. 241-277). Copenhagen, Denmark: World Health Organization - Europe.



What data is collected?

- **Community Accomplishments:**
 - Community Change
 - Services Provided
 - Media
 - Resources Generated
 - Community Action
 - Other Important Events



What data is collected? (continued)

- **Capacity Building Accomplishments:**
 - Organizational Capacity Change
 - Training
 - Technical Assistance
 - Internal Coalition Meeting
 - Other Important Events

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A Logic Model Sets the Stage for an Evaluation

Goal	Root Cause	Local Condition	Intervention	Process Measures	Outputs	Short Term Outcomes	Intermediate Outcomes	Long Term Outcomes	Behavioral Outcomes
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Image Courtesy of Community Systems Group 2015

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Connection to the Logic Model...

Save Save & Add Another Cancel Help Locked: Yes No

Enter Accomplishment Add Participants' Description Add Program Outcomes Add Key Event Add / View File(s)

Observer 1

Date of Accomplishment mm/dd/yyyy

Who is entering the data?

Describe the event:


3 Coalition members contacted school board for the need to review policies regarding substances. Coalition offered to participate in the review and provide resources. Coalition was invited to send 2 reps to the next school board workgroup for review of policies and contribute to the dialog for the need for stronger enforcement of policies and possible policy updates.

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Connection to the Logic Model continued....


What type of action did you take? 

Community Action

This community action was meant to create or support what kind(s) of change? 

Coordinate and collaborate with partners important to the coalition agenda Alter a policy, procedure or practice Provide a new or expanded service Attract resources

Generate media interest in the issue Other

What behavioral health problem did this activity address? 


Marijuana Use

What intervening variable did this activity address?

Favorable attitudes towards drug use

What primary local condition did this activity target?

Lack of prevention leadership and community involvement in prevention efforts

What strategy did you use? 

Strengthen Constituent Voice

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Connection to the Logic Model continued....

What Team(s) was involved in this accomplishment?

Leadership Parent Programs Team Youth Team Recruit/Events Team

Needs Assessment Environmental Media

What individual or agency was involved in creating this change or in making this service happen? 

Schools

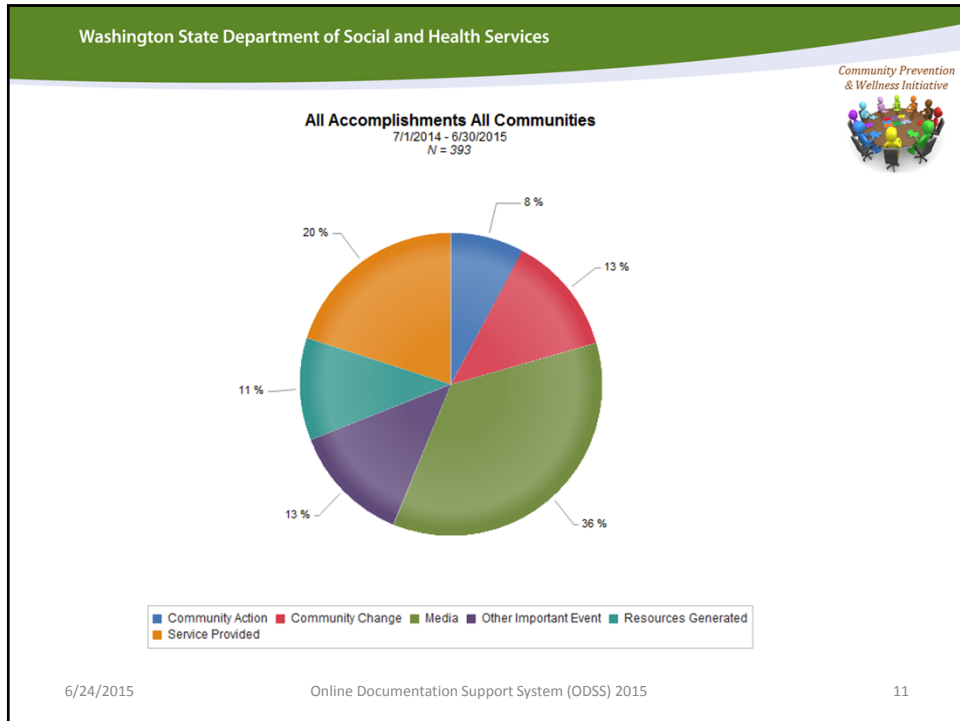
CC: What sector made the change described? SP: What primary sector did the activity intend to engage?

Media
Law Enforcement
Schools/Education
Youth Serving Organizations

What particular part of the community did this accomplishment address?

Asotin County City of Clarkston Clarkston School District

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Who is using the data?

- **Diane Harp & Leanne Wicklund:** HEALTHY Tekoa
- **Kristi Sharpe & Melissa Welter:** Clarkston EPIC
- **Andi Ervin, Stacey Okland, Lynell Morrison-Nelson, & Racie McKee:** Okanogan County Community Coalition
- **Dianne Swanson & Carl Ericksen:** Castle Rock CARE Coalition

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HEALTHY Tekoa

HEALTHY Tekoa Coalition

Prevention Goals
1/1/2014 - 5/31/2015
N = 222

Goal Category	Percentage
Lack of family management and communication	39%
Community disorganization/connectiveness	25%
Early initiation of drug use (grades 1-2)	16%
Intentions to use (grades 3-5)	12%
Lack of family opportunities for pro-social involvement	4%
Lack of perception of harm (grades 7-9)	3%
Laws and norms favorable for ATOD	3%

HEALTHY Tekoa Coalition

Community Change by Strategy
1/1/2014 - 12/31/2014
N = 13

Strategy	Percentage
Provide Information	31%
Build Skills	23%
Change Access or Barriers	23%
Policy Change	15%
Provide Support	8%

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Marijuana in Clarkston: EPIC Community Action

At the end of June, Asotin County Commissioners voted to accept Marijuana retail, processing and production fully into county. In early August, Clarkston City Council voted 4-2-1 to not zone marijuana into Clarkston. However, pro-marijuana supporters showed up in force at the late August City Council meeting, and the City Council began to re-consider.

At this point, EPIC became involved in work directly on the issue:

Lewiston Morning Tribune addressed City Council meeting and all the pro marijuana supporters that attended attempting to allow zoning into the city. This prompted Melissa to contact Kevin Sabet and Derek Franklin for advising on how to proceed with the city council. Derek Franklin made plans to attend the next council meeting on September 8.

On September 22, Kristi Sharpe spoke 3 minutes at Clarkston City Council on the effects of marijuana in today's youth.

Despite these initial efforts, on October 13 Clarkston City Council passed an ordinance to zone marijuana into the city.

However, EPIC did not give up.

On October 22, Sherry Greenup spoke to the Clarkston Public Safety Meeting requesting the group motion to write an ordinance for the ban of marijuana within city limits. The group approved motion to take to council.

The Lewiston Morning Tribune wrote a front-page article on community survey and marijuana issue.

At the first November Council meeting, Melissa Welter provided information concerning the ban on marijuana, providing recent Washington State Poison Control #'s for underage kids and accidental marijuana ingestion.

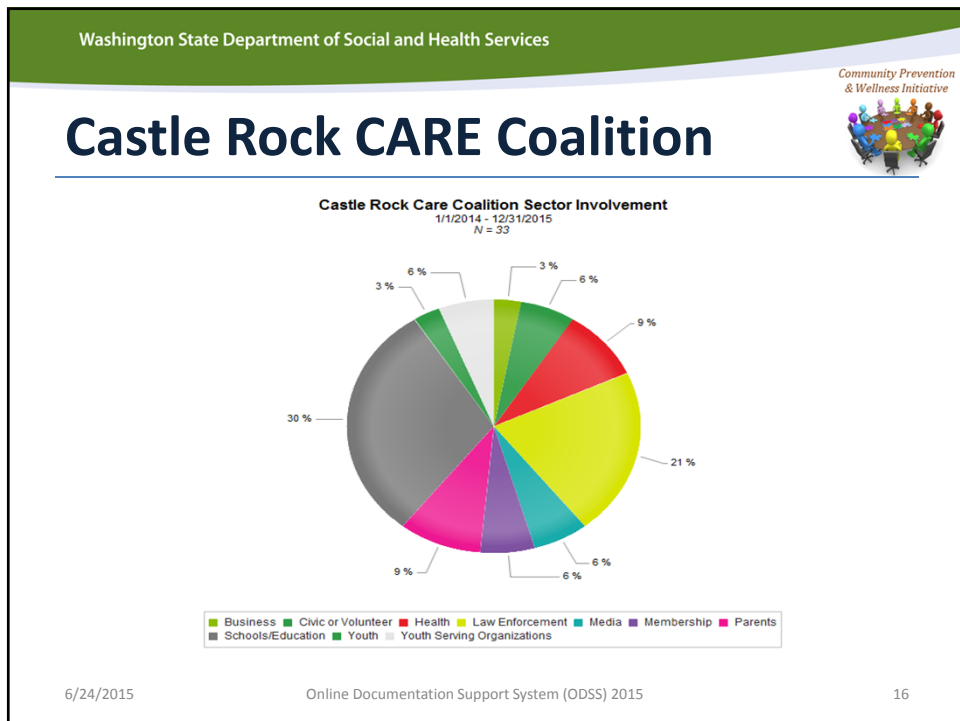
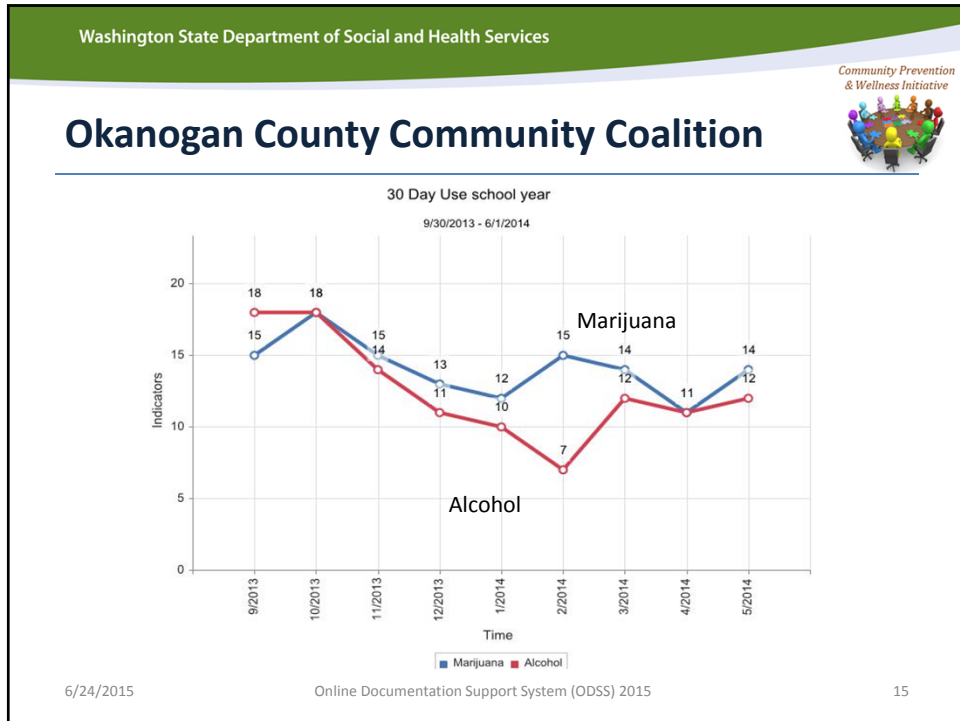
At the second meeting, Melissa Welter and Sherry Greenup spoke at the Public Hearing concerning the Ban on Marijuana within the City Limits. Topics included Social Norms, NIDA research, Kevin Sabet- social costs, and Healthy Youth Survey numbers from 2012.

On November 24, the Clarkston City Council voted to ban Marijuana processing, growing and retail within the city limits of Clarkston. An ordinance is now in effect

Time	Community Actions	Community Change
7/20/14	0	0
8/20/14	1	0
9/20/14	2	0
10/20/14	3	0
11/20/14	5	1
12/30/14	5	1

This image demonstrates that consistent and persistent community action resulted in the change that EPIC sought. There is a relationship in time between action and change.

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Next Round of Targeted Enhancement Projects

- Complete the application and submit to DBHR for Partnership for Success Targeted Enhancement funds to participate in the ODSS Community Surveillance Pilot Project!
- Announcements from DBHR mid-July/August.
- Awards are approximately \$4,500 annually with reporting, training, and meeting requirements.
- 1 coalition coordinator, & 1 coalition member are required to participate in the project.



Questions?

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