

Appendix 3: MIS Guidance Document for MOAPC Grantees

MIS Guidance Document for Calculating the Number and Demographics of People Served

What is this document?

This guidance explains how to use an accompanying spreadsheet that MassTAPP has developed with BSAS. This MIS spreadsheet (available for download here: <http://masstapp.edc.org/tools-and-worksheets>) will help you to report data as accurately as possible, and in a manner consistent with all other funded communities. It is designed to calculate all of the totals you will need to report to BSAS using the numbers you populate the spreadsheet with, according to the instructions below. This spreadsheet can also be used to help you to answer questions such as: Which strategies reach which age groups? Which strategies require me to estimate demographic information, and for which strategies can I analyze the demographic groups reached? How do my coalition's strategies compare to each other, in terms of ages reached, numbers reached and overall reach?

As BSAS grantees, you are required to report on how many people in your community you reach, and how you reach them. As part of this requirement, you must submit an Excel spreadsheet to BSAS that includes counts of the numbers of people reached each month as well as their demographic information, and a narrative report to accompany them. Your MassTAPP TA provider is available to assist you with this process.

The big picture of MIS reporting

The Prevention Management Information System (MIS) data collection instrument has been designed for the purpose of capturing the necessary information BSAS needs to complete the yearly federal Uniform Block Grant Application to the Substance Abuse and Mental Health Services Administration (SAMHSA). The Substance Abuse Prevention Treatment (SAPT) Block Grant supports the staff and the operation of the prevention programs.

The aggregated statistical data from States can be used by the SAMHSA to demonstrate to Congress the array of substance abuse prevention strategies being implemented and provide an understanding of who benefits from these strategies. This information will also provide Congress with a better understanding of future needs. Data from your reports may also be used by BSAS to get the big picture of how prevention work is impacting communities across the state.

Demographics: Whenever possible, demographic information should be collected through self-report (ask people how they identify in terms of gender, race, ethnicity, language group and age). If that's not possible, try to access information about the demographics of the people you reached through other means, like school records or program files where participants have reported their own ethnicity, race and language. In these cases you'll have to write an explanation about how you gathered the information. In any case where you would need to guess demographics, report the demographics as "unknown". It is important that you collect this information from a reliable source such as school demographic data and that you do not try to guess.

Calculating the “New” and the “Total” Number of Participants: Each person should be counted as “new” only once each fiscal year (the state fiscal year goes from July 1 to June 30). For example, if you hold a monthly community meeting starting in July, you would only count the individuals as “new” in the month of July, and you would not include them in your “new” count again even if they attend your meeting each month. Demographics are only entered for new participants in order to avoid double-counting. You should keep track of the total number of people served by activity each month, but these totals will not be used by the spreadsheet to create the totals you submit in your quarterly summaries, since they will likely include multiple counts of the same people.

Entering your Strategies/Activities: Your first step in using the new spreadsheet should be to enter the names of the strategies that are part of your logic model and action plan under the “activities” tab.

Definitions of prevention strategies

Information Dissemination: Information dissemination provides awareness and knowledge of the nature and extent of substance abuse and addiction and its effects on individuals, families, and communities. Information dissemination is characterized by one-way communication from the source to the audience. Types of services conducted and methods used for implementing this strategy include the following: clearinghouse/information resource center(s); resource directories; media campaigns (including positive social norms marketing campaigns); brochures; radio/TV public service announcements; speaking engagements; and health fairs/health promotions, such as conferences, meetings, and seminars.

Community-Based Process: Community-based process strategies aim to enhance the ability of the community to more effectively provide substance abuse prevention and treatment. Services in this strategy include organizing, planning, and enhancing the efficiency and effectiveness of services. Types of services include community and volunteer training (e.g., neighborhood action training, training of key people in the system, staff/officials training); systematic planning; multi-agency coordination and collaboration; community team-building; and accessing services and funding.

Education: Substance abuse prevention education involves two-way communication and is distinguished from the information dissemination strategy by the fact that interaction between the educator and/or facilitator and the participants is the basis of its components. Types of services conducted and methods used include the following: children of substance abusers groups, classroom educational services, educational services for youth groups, parenting/family management services, peer leader/helper programs, and small-group sessions.

Environmental: The environmental strategy establishes or changes written and unwritten community standards, codes, and attitudes, thereby influencing the incidence and prevalence of the abuse of alcohol, tobacco, and other drugs by the general population. Types of services include: compliance checks in liquor outlets/establishments; promoting the establishment or review of alcohol, tobacco and drug use policies in schools; guidance and technical assistance on monitoring enforcement governing availability and distribution of alcohol, tobacco and other drugs; modifying alcohol and tobacco advertising practices; and product pricing strategies. Social marketing and positive social norms marketing campaigns are not examples of environmental strategies, according to CSAP. These fall under “information dissemination.”

Problem Identification and Referral: Problem identification and referral aims to classify those who have indulged in illegal or age-inappropriate use of tobacco or alcohol and those who have indulged in the first use of illicit drugs, and to assess whether their behavior can be reversed through education. Types of services include the following: employee assistance programs, student assistance programs, and DUI, DWI, and MIP programs.

Alternatives: Alternatives provide for the participation of target populations in activities that exclude substance abuse. Types of services include: drug free dances and parties; youth/adult leadership activities; community service activities; community drop-in centers; Outward Bound; and recreation activities.

Activities coded by category and color:

Education	Strategies that improve the response of first responders Training for police or fire officials re: Narcan use Outreach worker education regarding narcan use for community Distribution of lock boxes for prescription drugs Working individually with pharmacists to reduce access Strategies promoting proper storage and disposal of prescription drugs
Environmental	Strategies that promote connections to the Narcan Pilot Program Establishment of policies for fire or police to carry Narcan
Information Dissemination	Dissemination of overdose prevention materials Strategies that share information about the Good Samaritan Law Prescription drug take back events Working with pharmacists to reduce access Enrolling prescribers in the PMP Positive Social Norms Marketing
Community-Based Process	Public events One-on-one interviews
Problem identification and referral	Connecting individuals in need to local resources Employee assistance programs Student assistance programs Connecting/Collaborating with a Learn to Cope group
Alternatives	"Substance-free" or "Alternative" activities and events

Strategies/types of activities for MOAPC programs

The following chart provides guidance on how to quantify the reach of your programs, depending on whether the activity is one where participants can be counted, both counted and estimated, or only estimated, and designates which of the six strategy *categories* these activities fit within. Many activities appear in several categories, depending on the intent of the activity.

Activities where participants *can be counted accurately*:

Activity	Guidance	Category
Strategies that improve the response of first responders	Number of people attending a training or presentation for first responders.	Education
Training for police or fire officials re: Narcan use	Number of people who participate in the activity	Education
Outreach worker education regarding Narcan use for community	Number of people reached	Education
Distribution of lock boxes for prescription drugs	Number of lock boxes distributed	Education
Working individually with pharmacists to reduce access	Number of pharmacists reached	Education
Strategies promoting proper storage and disposal of prescription drugs	Number of people reached	Education
Strategies that promote connections to the Narcan Pilot Program	Number of new Narcan sites established	Environmental
Establishment of policies for fire or police to carry Narcan	Number of new policies	Environmental
Dissemination of overdose prevention materials	Number of materials disseminated	Info Dissemination
Strategies that share information about the Good Samaritan Law	Number of people receiving information in print or verbally, regarding the law	Info Dissemination
Prescription drug take-back events	Number of people reached	Info Dissemination
Working with pharmacists to reduce access	Number of pharmacists reached	Info Dissemination
Enrolling prescribers in the PMP	Number of prescribers reached	Info Dissemination
Public events	Number of people organizing and/or attending the event; such as, a planning event for a town hall meeting or town hall meeting itself	Comm-based process
One-on-one interviews	Number of people who you talk to during one-on-ones	Comm-based process
Public events	Number of people organizing and/or attending the event; such as, a substance free dance	Alternatives
Connecting/collaborating with a Learn to Cope group	Number of people connected to services	Problem identification and Referral

Activities where participants *can only be estimated*:

Activity	Guidance	Category
Poster campaigns	Calculate by multiplying the number of posters placed by the number of unique people you think will see each one. ⁶	Info Dissemination
Poster campaigns that are part of a positive social norms marketing campaign	Calculate by multiplying the number of posters placed by the number of unique people you think will see each one. ⁸	Info Dissemination/ Positive Social Norms Marketing
Billboards	Estimated number of people reached (but not their demographics) can be taken from the estimates provided by the billboard company. Make sure you count the number of unique individuals reached, not the number of "views" or "exposures" that the company provides.	Info Dissemination
Billboards that are part of a positive social norms marketing campaign	Estimated number of people reached (but not their demographics) can be taken from the estimates provided by the billboard company. Make sure you count the number of unique individuals reached, not the number of "views" or "exposures" that the company provides.	Info Dissemination/ Positive Social Norms Marketing
Radio spots	Estimated number of people reached (but not their demographics) can be taken from the estimates provided by the radio company. Make sure you count the number of unique individuals reached, not the number of "views" or "exposures" that the company provides.	Info Dissemination
Radio spots that are part of a positive social norms marketing campaign	Estimated number of people reached (but not their demographics) can be taken from the estimates provided by the radio company. Make sure you count the number of unique individuals reached, not the number of "views" or "exposures" that the company provides.	Info Dissemination/ Positive Social Norms Marketing
TV spots	Estimated number of people reached (but not their demographics) can be taken from the estimates provided by the TV company. Make sure you count the number of unique individuals reached, not the number of "views" or "exposures" that the company provides. ⁷	Info Dissemination
TV spots that are part of a positive social norms marketing campaign	Estimated number of people reached (but not their demographics) can be taken from the estimates provided by the tv company. Make sure you count the number of unique individuals reached, not the number of "views" or "exposures" that the company provides. ⁹	Info Dissemination/ Positive Social Norms Marketing

⁶ *Unique exposure* is a term used by media companies to capture one person's viewing of an advertisement. It refers to the number of individuals reached and not the number of times that individual has viewed an ad.

⁷ *Total exposure* refers to the number of times people were "exposed" to the advertisement; it is a larger number than "unique" because one individual may have seen an ad many times.

Letters to the editor that are part of a positive social norms marketing campaign	Number of people estimated through the newspaper's circulation.	Info Dissemination/ Positive Social Norms Marketing
Letters to the editor that are not part of a positive social norms marketing campaign	Number of people estimated through the newspaper's circulation.	Info Dissemination
Blogging/Facebook/other online presence	Number of unique hits on your page or website.	Info Dissemination

Activities where *some participants can be counted directly but others will be estimated*:

Activity	Guidance	Category
Trainings for police or fire staff on the use of Narcan	Direct: Number of individuals trained	Education
	Indirect (estimated count): Total number of interventions where police or fire will be using Narcan	
Developing, advocating for, or passing policies re: preventing the use and abuse of opioids	Direct: Calculate by counting those who participate actively in the advocacy and planning for the policy change, as well as people who are contacted directly about the initiative.	Environmental
	Indirect (estimated count): Includes the number of people exposed to the advocacy messages (letters to the editor, news stories, etc.). If a policy change is successful, the number of people indirectly served can be calculated by estimating the number of people who the change will affect (for example, how many people attend events at the establishment where the policy was enacted? How many people live in the town where the change will be in effect?).	
Distribution of lock boxes	Direct: Number of lock boxes distributed	Info Dissemination
	Indirect (estimated count): Number of people in the families where the lock boxes are distributed	