



22<sup>ND</sup> ANNUAL  
**MID-YEAR**  
TRAINING INSTITUTE



# FORE! Our Community

A Unique Kind of Data Walk



**ITAC It Takes A Community Drug & Alcohol Prevention Coalition**

Elma, NY



CLYDE  
SURVEY

**Catalyst Insight, LLC**

Buffalo, NY



# Presenters

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# Learning Objectives:

At the end of the training session, the participants will be able to:

1. Show increased knowledge of how to plan, implement and engage partners in a community data walk.
2. Understand how this can lead to action planning, policy and advocacy efforts, and sustainability.
3. Select key youth and community indicators and choose the best way to present them and evaluate the success of the data walk and choose appropriate next steps.



## ITAC Background

- ITAC stands for "It Takes a Community." The ITAC Drug & Alcohol Prevention Coalition was established in 2009 by concerned community members in the Towns of Elma, Marilla, & Wales after a series of youth deaths by suicide and overdose.
- ITAC's coalition is composed of representatives across all 12 community sectors & 4 townships.
- ITAC became a DFC coalition in 2018, and a 501(c)(3) in 2020.
- ITAC is in Year 5 of DFC and has applied for the competing DFC grant for Yrs 6-10.



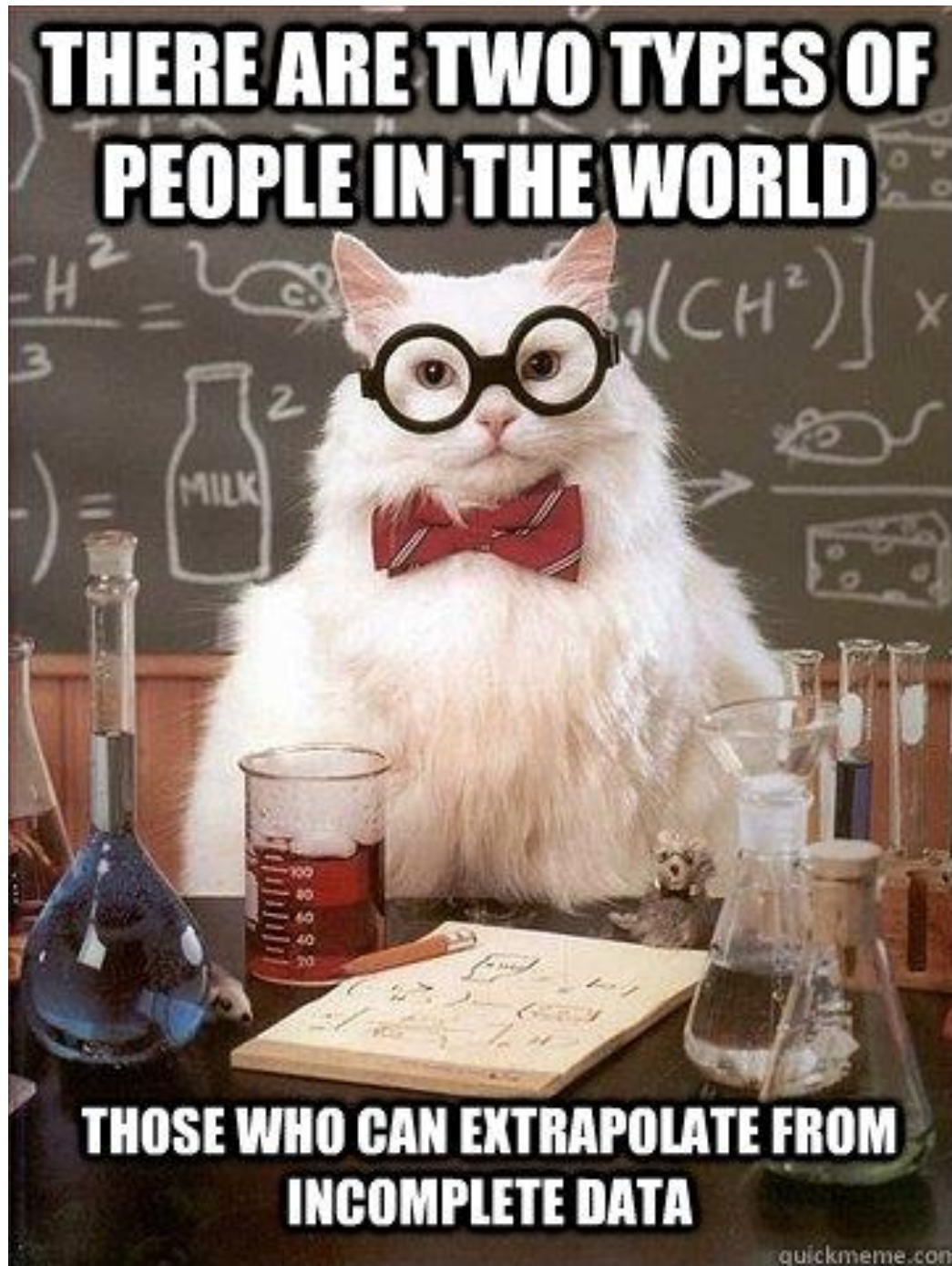
## ITAC Background

- Relationships with local school districts.
- Local conditions: rural, proximity to Buffalo & Canada, East Aurora open container law, NYS legalization of cannabis

## ITAC Mission Statement

Our mission is to increase awareness of and reduce youth substance use within the community & enhance communication between parents, youth, educators, & residents, while utilizing data to drive prevention efforts, promote education, & provide access to resources.







# About the Survey

- ITAC collected data using the Community-Level Youth Development Evaluation (CLYDE), a Communities That Care-based survey that collects data on DFC Core Measures, risk/protective factors, and other attitudes, behaviors, etc.
- CLYDE requires ~25 minutes of class time to complete, and results are available to coalitions within two weeks of survey close.
- The survey is designed for ease of administration and **use of results to improve community conditions**



# About the Data

- In 2021, ITAC administered the CLYDE survey in the Iroquois Central School District (ICSD)
- 352 students in grades 8, 10, and 12 participated in the survey; 333 valid results were received (94.6% valid)
- This was the fourth administration of a validated youth survey in the ICSD
  - **Special thanks to the Iroquois Central School District for committing to data-driven prevention work in ITAC's catchment area**





# About the Data, continued

- ITAC's assessment committee used 2021 CLYDE data to create a community story for the 2022 data walk
- In order to make the data most compelling, the committee conducted some secondary analyses related to:
  - The correlation between mental health and substance use
  - Sources and locations of substances and substance use
- Based on these analyses, the coalition chose the most appropriate data points based on current root causes and local conditions for youth substance use.



# About the Data, continued

Factors the coalition considered in using data and creating displays:

<b>Interest</b>	What are the most interesting, surprising, and/or informational data points?
<b>Format</b>	What data display format is easiest for participants to understand?
<b>Context</b>	What context is needed to help understand the data?
<b>Flow</b>	How do the data stations (holes) tell a story from #1 - #18?
<b>Fun</b>	How can we make this experience fun and engaging for participants?



TOGETHER TOWARD TOMORROW

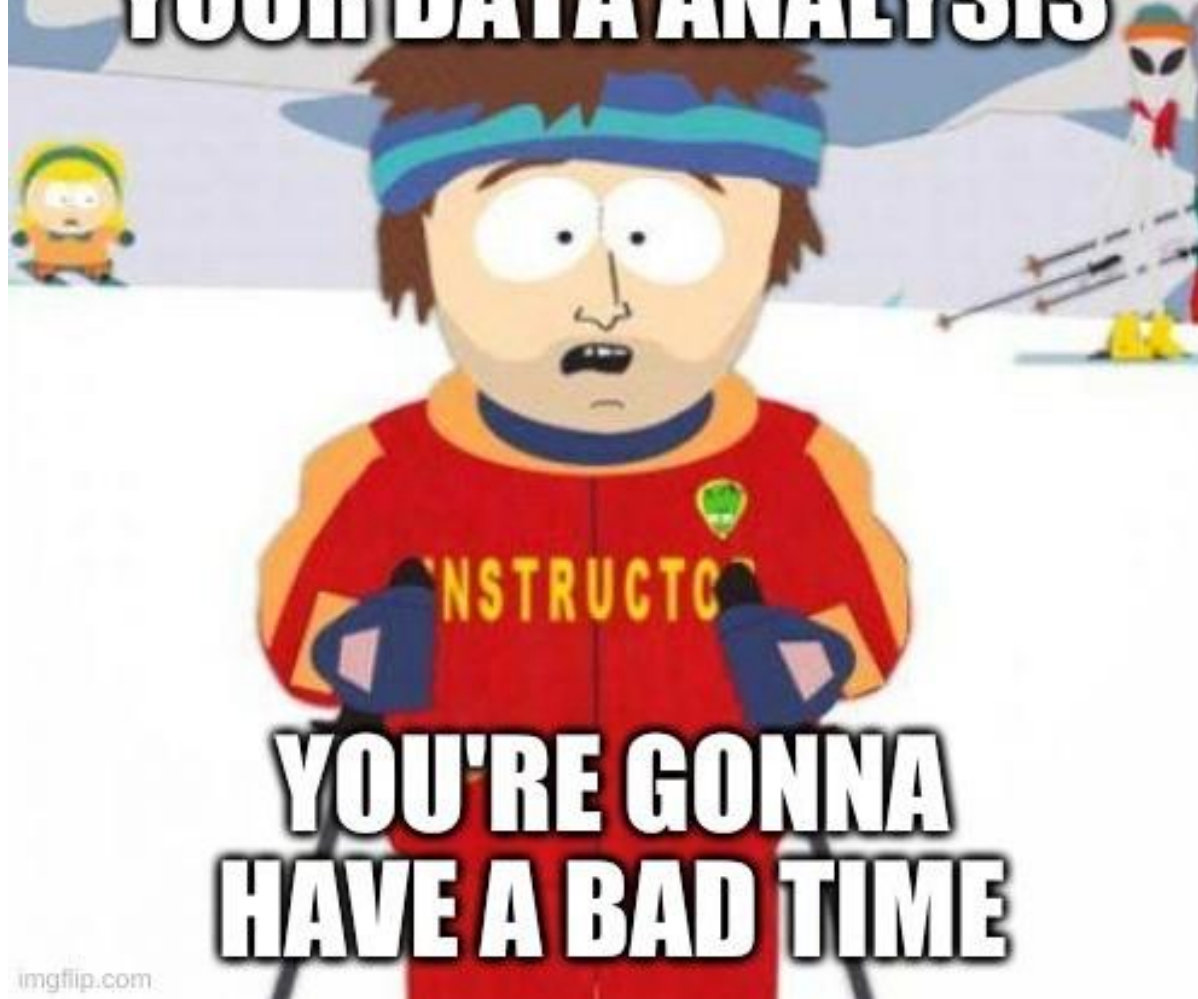
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IF YOU DON'T ORGANIZE  
YOUR DATA ANALYSIS



YOU'RE GONNA  
HAVE A BAD TIME



## Data Walk – What Is It? (Background)

"A Data Walk Process focuses on data sharing as the platform for multi-sector collaboration. During a Data Walk, community residents, service providers and other stakeholders review data presentations in small groups, interpret what the data means, and collaborate to use their respective knowledge and expertise to advance community change."

Tamarack Institute, 2018.



# For more information about Data Walks

- [www.tamarackcommunity.ca](http://www.tamarackcommunity.ca)
- [www.urban.org](http://www.urban.org)
- Download: Data Walks: An Innovative Way to Share Data with Communities by The Urban Institute
  - [www.urban.org/research/publication/data-walks-innovative-way-share-data-communities](http://www.urban.org/research/publication/data-walks-innovative-way-share-data-communities)

**"We have seen Data Walks spur dialogue between community stakeholders who used data as the anchor to ground conversations around solving neighborhood problems."**

**- The Urban Institute**



# Data Walk Planning\*

## Planning Your Data Walk:

- Be clear about your goals
- Identify who needs to participate
- Establish shared agreements
- Select a venue
- Choose data to profile
- Determine data dialogue questions

## Data Walk Best Practices:

- Ensure diversity in dialogue groups
- Keep station visits brief
- Use comparison data
- Encourage small group discussion
- Include time for reflection and action planning



# ITAC's Data Walk Ideas

- Combined with our annual Town Hall event and modeled after a local golf tournament fundraiser
- 18 "holes" - data signs and an activity at each hole ITAC Volunteers at each sign to engage the community
- Opportunity for discussion, feedback and suggestions

**FORE!**

**OUR COMMUNITY!**  
Join ITAC for a Night of **FREE**  
Family Fun on the "Green"

MOOG      20-60 Auto Parts      STRAIGHTLINE

Thank you to our Presenting Sponsors - MOOG, 20-60 Auto Parts and Straightline Contractors

Monday, Aug. 22nd  
5:30-8PM  
www.itacemw.com

The Village Green  
3007 Bowen Road  
Elma

# How it all came together

- Sponsorship Levels
- Mini-Health Fair
- Sheriff's Child IDs
- Backpack giveaway
- Free ice-cream!!
- Basket Raffle
- Door Prizes



**DOOR PRIZE #1**



**"BABY PACKAGE"  
 VALUED AT  
 OVER \$150**

**Presenting Hole-In-One Level:**  
 20-60 Auto Parts  
 MOOG  
 Straightline General Contractors

**Masters Level:**  
 Chick Fil-A  
 Grace in Community Church  
 Sealing Devices Inc.

**Eagle Level:**  
 Andrew's Barber Parlor  
 Bartsch's Auto Service  
 EA Women of the Moose  
 FCLNY - Feminists Choosing Life of NY  
 Kiwanis Club of Marilla  
 Smokey's Towing & Recovery

**Special Thanks:**  
 Advancing Tobacco Free Communities  
 Erie County Health Department  
 Erie County Sheriff's Office  
 Hunter's Hope  
 Independent Health  
 New York Project Hope  
 Pizza Del Aureos

**Birdie Level:**  
 Aurora Optometric Group  
 Cy's Elma Pharmacy

**Caddy Level:**  
 Bartsch's Auto Service  
 EA Women of the Moose  
 MOOG  
 PLK SERVICES, LLC.  
 The Pelletreau Family  
 The Teacher's Desk  
 Smokey's Towing & Recovery

Prevention Council of EC  
 The Pink Cow  
 The Teacher's Desk  
 TOPS Friendly Markets  
 Spectrum Health Services  
 WNY PRC

And a huge THANK YOU to all our VOLUNTEERS and Youth Ambassadors!





ITAC Town Hall Meeting  
Elma Village Green  
3007 Bowen Rd, Elma NY 14059

August 22<sup>nd</sup>, 2022 at 5.30pm-8pm

**EVENT SPONSORSHIP OPPORTUNITY**

Our annual Town Hall event is our opportunity to present data and information to the greater community, and to find out what the community's needs and concerns are for ongoing prevention work. This year our Town Hall event is going to have a golf theme, with 18 "holes" or stations. Each hole can be sponsored and will have a display of a selection of our 2021 survey data, activities, and information. The 19<sup>th</sup> Hole will be a larger display area with the school supply bags, food and Eagle-Level+ sponsor tables.

**Event Sponsorship Levels:**

**\$50 Birdie Level – One-hole Sponsor**

- Your name/logo on a lawn sign at one hole
- Your name/logo on social media & website
- Listed in a thank you note in the school supply bags

**\$100 Eagle Level – Three-hole Sponsor**

- Your name/logo on a lawn sign at each of the three holes
- Your name/logo on social media & website
- Listed in a thank you note in the school supply bags

**\$200 Masters Level – Four-hole Sponsor and Co-sponsor of the "19<sup>th</sup> Hole"**

- Your name/logo on a lawn sign at each of the four holes
- Your name/logo on social media & website
- Listed in a thank you note in the school supply bags
- A table in the 19<sup>th</sup> hole area (provide your own table)

**\$300+ Hole-In-One Level - Presenting Sponsors**

- Your name/logo on all event material listed as Presenting Sponsor
- Your name/logo on all social media & website
- Listed in a thank you note in the school supply bags
- Your name/logo on the ITAC data signs at all 18 holes as Presenting Sponsor
- A table in the 19<sup>th</sup> hole area (provide your own table)
- All press releases will list your organization as a Presenting Sponsor

**School Supply Bag Sponsors**

We will be giving out 100 bags/backpacks filled with school supplies at this event valued at \$100 per bag. While most of the supplies are being donated to us by "The Teacher's Desk" non-profit organization in Buffalo, they have asked for a small \$10 donation to The Teacher's Desk per bag. **The Teacher's Desk** is a non-profit 501(3)c organization where teachers shop free for school supplies, books, and teacher resources for students in 250 WNY schools in need. Its mission is to distribute free school supplies to students in need, to encourage teachers and to provide purpose through volunteerism.

**Caddy Sponsorship - School Supply Bag Sponsorship available \$10 per bag:**

- Ability to add a promotional item to each sponsored bag
- Your logo on a Thank You sign at the event
- Your logo and a shout out on social media & website

P.O. Box 32 - 2111 Girdle Road, Elma, NY 14059 - (716) 652 3000 ext.5231  
ITAC - It Takes A Community Drug & Alcohol Prevention Coalition  
Email: [itacemw@gmail.com](mailto:itacemw@gmail.com)  
[www.itacemw.com](http://www.itacemw.com)

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THIS HOLE SPONSORED BY



THANK YOU TO OUR

Hole-in-One & Master's  
Levels Sponsors

FORE! YOUR SUPPORT!

Hole-In-One Level



MOOG



Master's Level





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# ITAC Town Hall Data Walk

## Presenting Sponsors:



**MOOG**



<b>Player Name &amp; E-mail:</b>		<input type="text"/>		Hole 9	<input type="text"/>	Hole 15	<input type="text"/>
Hole 1	<input type="text"/>	Hole 5	<input type="text"/>	Hole 10	<input type="text"/>	Hole 16	<input type="text"/>
Hole 2	<input type="text"/>	Hole 6	<input type="text"/>	Hole 11	<input type="text"/>	Hole 17	<input type="text"/>
Hole 3	<input type="text"/>	Hole 7	<input type="text"/>	Hole 12	<input type="text"/>	Hole 18	<input type="text"/>
Hole 4	<input type="text"/>	Hole 8	<input type="text"/>	Hole 13	<input type="text"/>	Mini Health Fair	<input type="text"/>
				Hole 14	<input type="text"/>		

**Instructions:** Take scorecard to each hole of the data walk. An ITAC volunteer will stamp the equivalent hole on the card after participation in the activity. When you've visited all 18 Holes plus the Mini Health Fair, take the scorecard to Hole 19 for school supplies, treats and a chance to win prizes! (while supplies last)

**Thank You!** We are so grateful for all the generous sponsors of our Town Hall data walk. **Please read the back of this scorecard for a complete list of our supporters.** We appreciate the continued dedication and support of our mission. **ITAC stands for "It Takes a Community."** Our mission is to increase awareness of substance use within the community and enhance communication between parents, youth, educators and residents, while utilizing data to drive prevention efforts, promote education, and provide access to resources.



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The Community-Level Youth Development Evaluation (CLYDE) is a nationally validated, anonymous youth survey administered in schools. The CLYDE Survey provides a comprehensive assessment on youth substance use, developmental risk and protective factors, mental health, and access to substances in the community. As a Drug Free Communities (DFC) grant recipient, ITAC is required to administer a community substance use assessment every 2 years to students in our communities.

In October 2021, with District approval, 333 Iroquois Central School District students from 8th, 10th and 12th grade (8th=136, 10th=114, 12th=83) completed the CLYDE Survey. For this data walk, ITAC has selected to display our core measures (data required by our federal grant), which are: Past 30-day use of alcohol, cigarettes, marijuana, and prescription drugs; Perception of harm/risk; and perception of parent and peer disapproval (2). We also have added data charts to show comparisons to National norms, the relationships between Mental Health and substance use, and information from students on where they obtained marijuana, and where they used it.

ITAC has been conducting this survey (or one like it) every two years since 2015 allowing us to compare the data from previous years to identify how trends are changing over time.

It is important to remember this data is from the youth in **our community**. It is particularly valuable to listen to what young people are telling us about each of the issues!

This data will assist in assessing local issues and their root causes, building community capacity, planning, and implementing interventions and evaluating community processes and outcomes. Survey data is shared annually with District administrators and community leaders allowing stake holders to create common goals based on the data and work together for a healthier community.

**Thank You to our Tee-rrific  
2022 Town Hall  
Data Walk Sponsors!**

**Presenting Hole-In-One Level:**

20-60 Auto Parts, MOOG, Straightline General Contractors

**Masters Level:**

Chick Fil-A, Grace in Community Church, Sealing Devices Inc.

**Eagle Level:**

Andrew's Barber Parlor, Bartsch's Auto Service, EA Women of the Moose, FCLNY-Feminists Choosing Life of NY, Kiwanis Club of Marilla, Smokey's Towing & Recovery

**Birdie Level:**

Aurora Optometric Group, Cy's Elma Pharmacy

**Caddy Level:**

Bartsch's Auto Service, EA Women of the Moose, MOOG, Pelletreau Family, Smokey's Towing & Recovery

**Special Thanks:**

Advancing Tobacco Free Communities, Erie County Health Department, Erie County Sheriffs Office, Hunter's Hope, Independent Health, Pizza Del Aureos, The Pink Cow, The Teacher's Desk, Spectrum Health Services

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# Data Walk Instructions

- Pick up a FORE! Our community data walk scorecard
- Move around the room in small groups, take a moment to look at the data and take a moment to discuss what you see.
- Take notes as you walk around the room
- 30 min time limit!

# Questions to Ponder (Write on big post-its)

1. What data stands out to you?
2. Which issue(s) would you prioritize to work on first and why?
3. What data are missing?
4. What other questions, comments/ideas would you like to share about the data?

# Q & A / Discussion





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## How to Contact Us:

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Booth 7 at CADCA **now!**