

PUBLIC HEALTH SERVICES & SYSTEMS RESEARCH: TRANSLATING RESEARCH INTO PRACTICE

USE OF SOCIAL NETWORK ANALYSIS IN PUBLIC HEALTH PRACTICE: COMMUNITY STRATEGIC PLANNING FOR SUBSTANCE ABUSE PREVENTION

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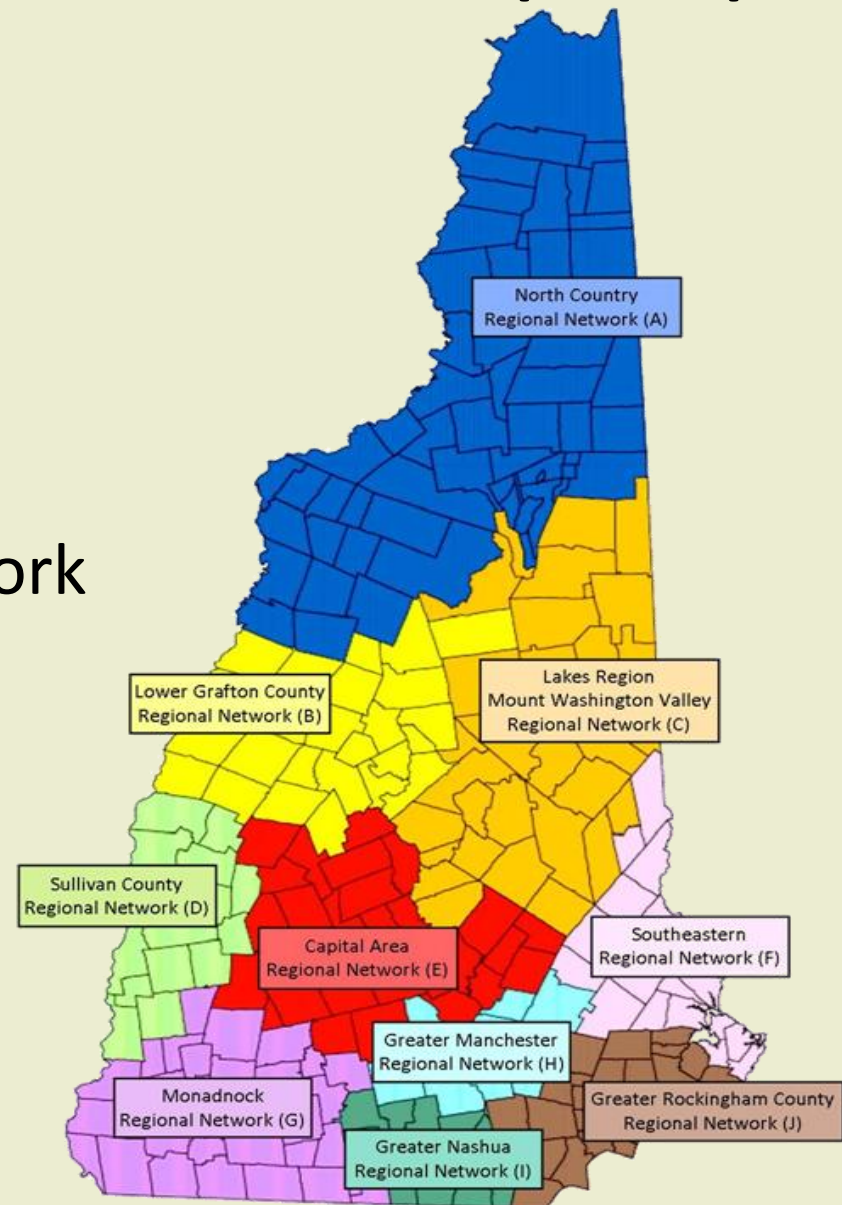
Lunch & Learn at APHA 2011

October 29, 2011, Washington DC



NH Bureau of Drug and Alcohol Services (BDAS)

- Small State (pop ~ 1.3M)
 - “Live Free or Die”
 - High social capital index
 - High youth alcohol misuse
 - Lack of integration x services
- Strategic Prevention Framework (SAMHSA)
 - Regional Networks - 10
 - State-contracted Coordinators
- 5-sector model





PARTNER

Program to Analyze, Record, and Track Networks to Enhance Relationships

- Web-based social network analysis tool designed to measure and monitor collaboration among people/organizations.
- Free (sponsored by RWJF) and designed for use by collaboratives and /or coalitions to demonstrate
 - how members are connected
 - how resources are leveraged and exchanged
 - the levels of trust
 - linkage of outcomes to the process of collaboration
- Provides mechanism to demonstrate to stakeholders, partners, evaluators, and funders changes in collaborative activity over time and progress in partner organizations' participation
- Danielle Varda, PhD & Jessica Retrum, PhD, MSW- U of CO, Denver

PARTNER Measures

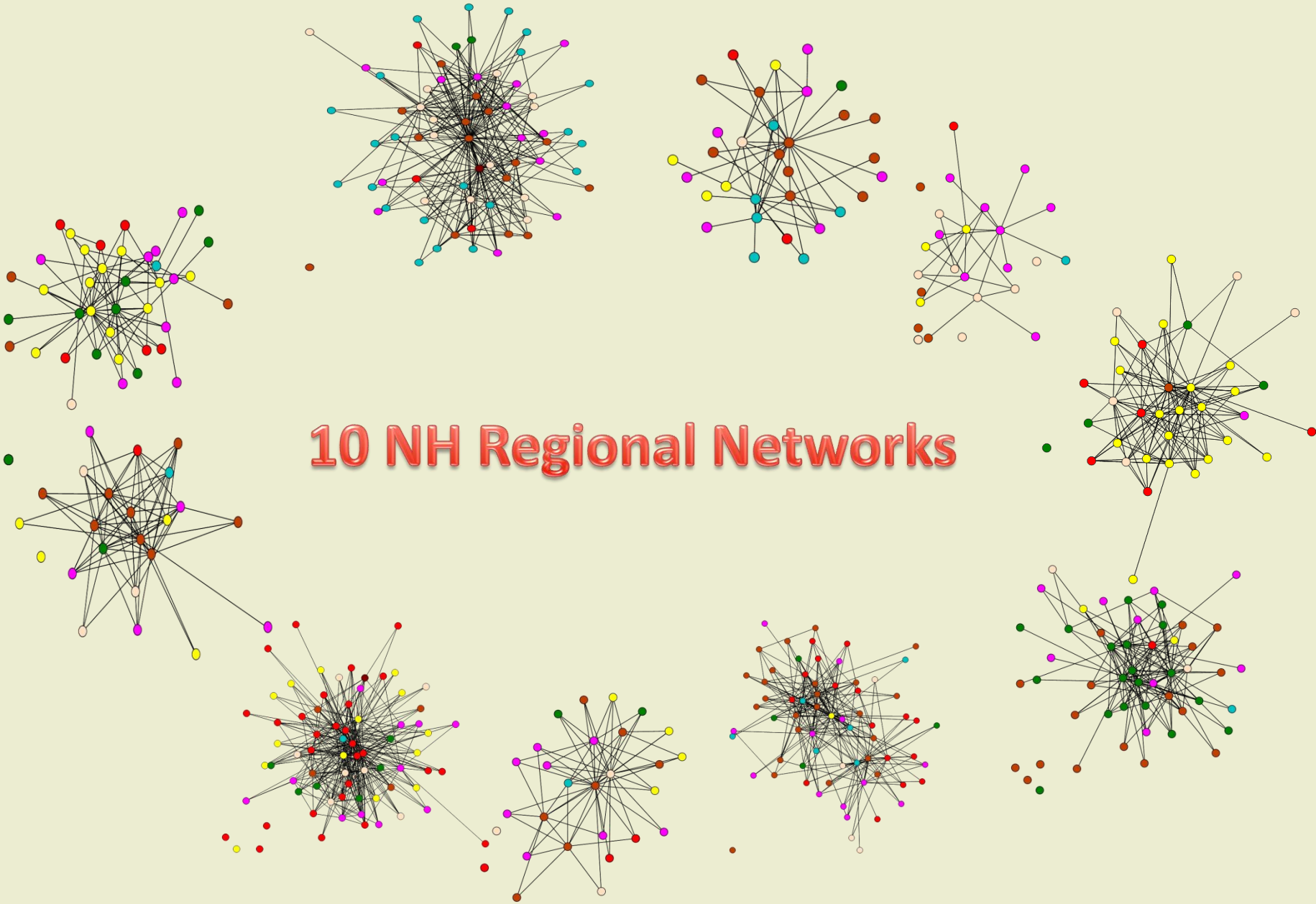
Level Of Analysis	Measure	Dimension
Network	Density	# of ties
	Degree Centralization	# of ties
	Trust	Reliability In support of project Open to discussion
Organization	Connectivity	Degree Centrality Non-Redundant ties Closeness Centrality Relative Connectivity
	Value	Power/Influence Level of Involvement Resource Contribution
	Trust	Reliability In support of project Open to Discussion
Project	Outcome	Outcomes Achieved Most Successful Outcomes Success at Reaching Goals Aspects Contributing to Success

PARTNER: Regional Level

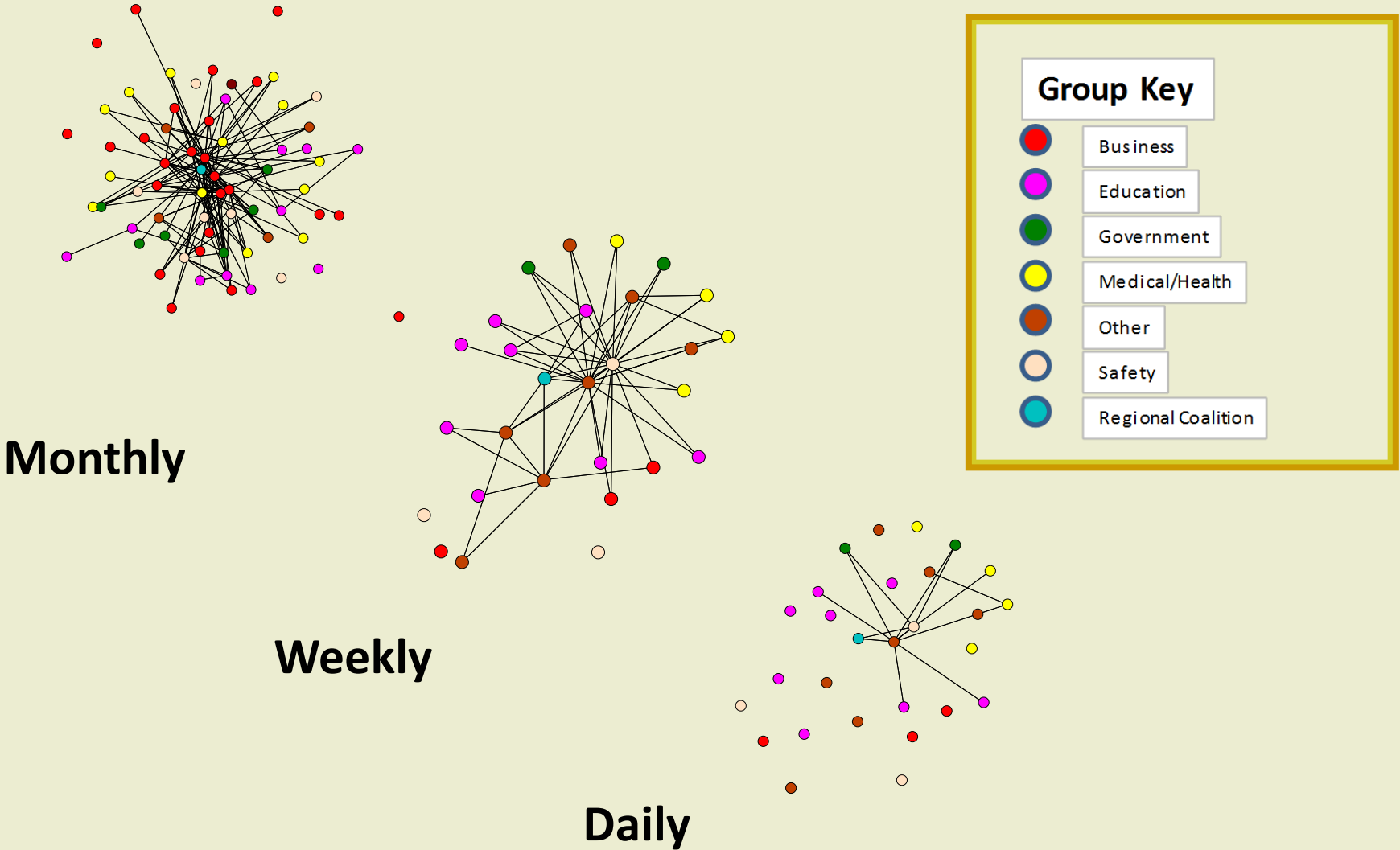
- September 2011 Data collection
 - Coordinators provided list of contacts
 - Email notice, invitation, reminders
- Findings reported Oct 2011

Survey Data (Statewide)	Regional		
	Mean	Median	Range
Surveys Sent (n=489)	44	46.8	23-72
Surveys Returned (n=150)	12.5	13.6	8-26
Response Rate (31%)	28%	30%	18-44%

10 NH Regional Networks

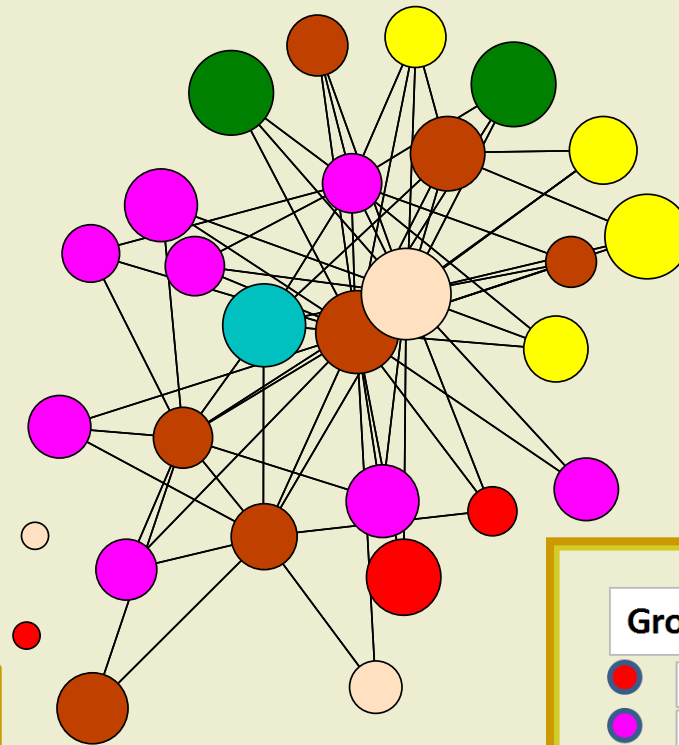


How frequently does your organization work with Organization XYZ on issues related to the Regional Network's goals? (n=8)



How valuable is Organization XYZ to achieving the overall mission of the Regional Network? (n=8)

(Scale: 1-4, not at all, a small amount, a fair amount, a great deal)



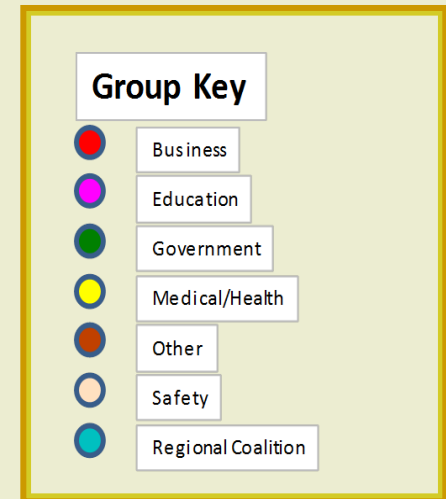
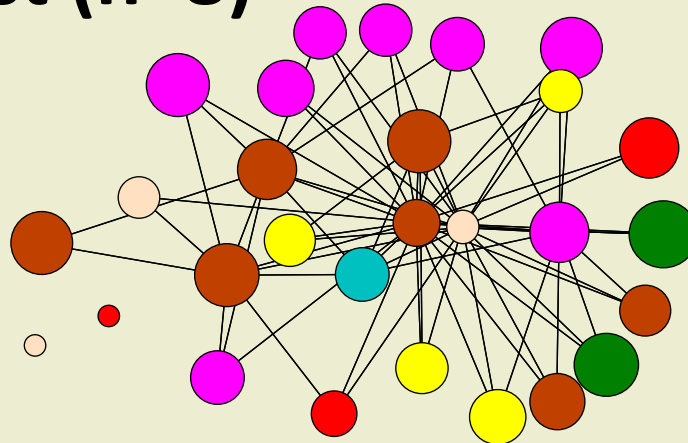
Overall Value

- Power/Influence
- Level of Involvement
- Resource Contribution

Group Key

- Business
- Education
- Government
- Medical/Health
- Other
- Safety
- Regional Coalition

Overall Trust (n=8)

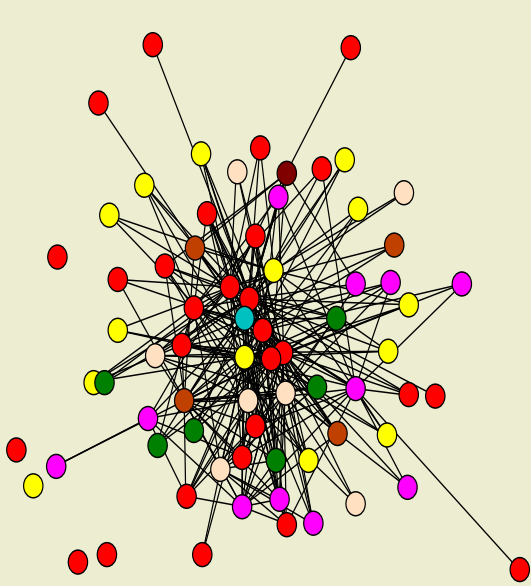


Based on 3 Questions:

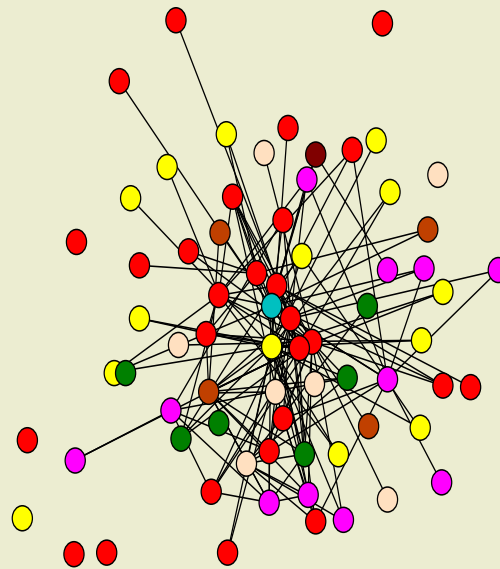
1. How reliable is Org XYZ in following through on commitments?
2. To what extent does Org XYZ share a mission with the regional network's mission and goals?
3. How open to discussion is Org XYZ?

(Scale: 1-4, not at all, a small amount, a fair amount, a great deal)

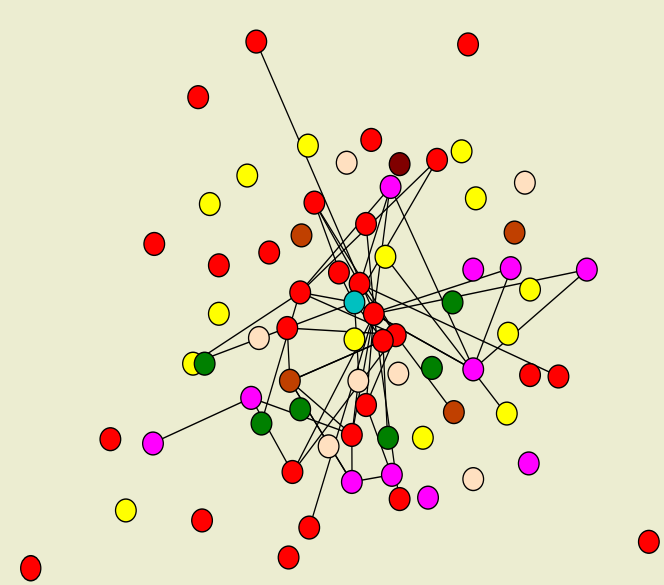
Levels of Collaborative Activities within one Regional Network



Cooperative



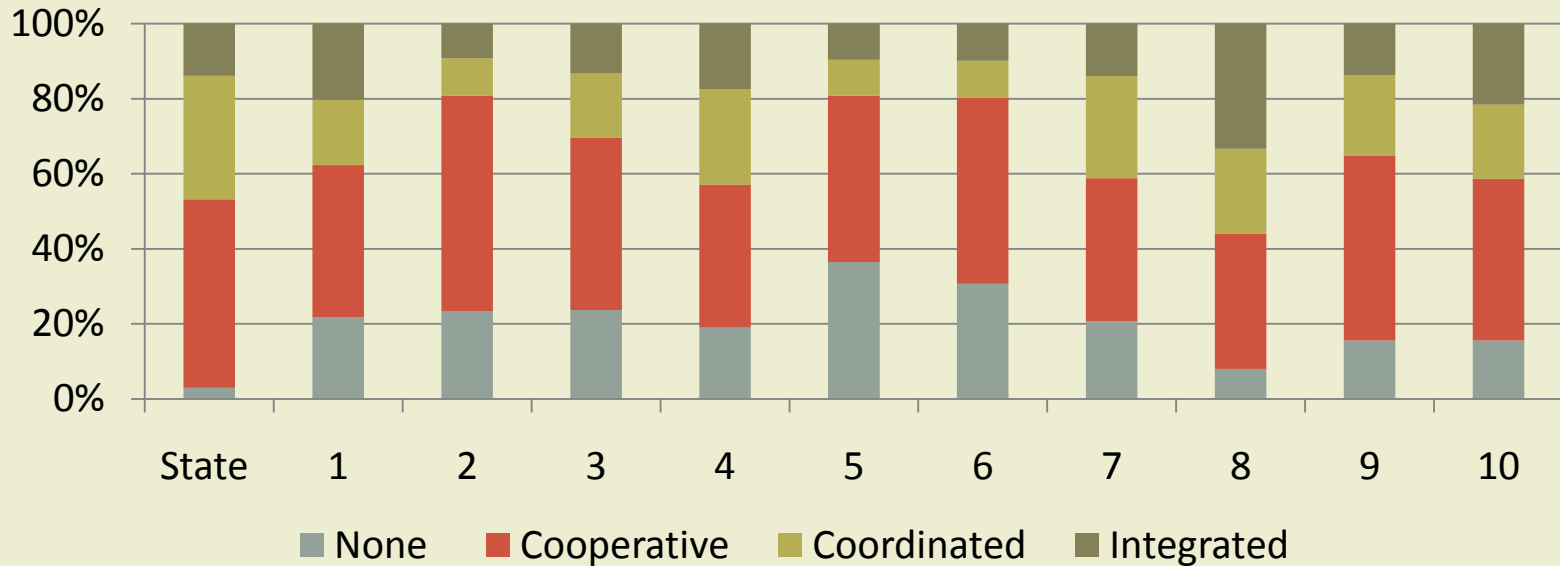
Coordinated



Integrated

Collaborative Activity Levels

Percent of Responses by Activity Level x Region



Cooperative:

- Exchange info, attend meetings together, offer resources to partners

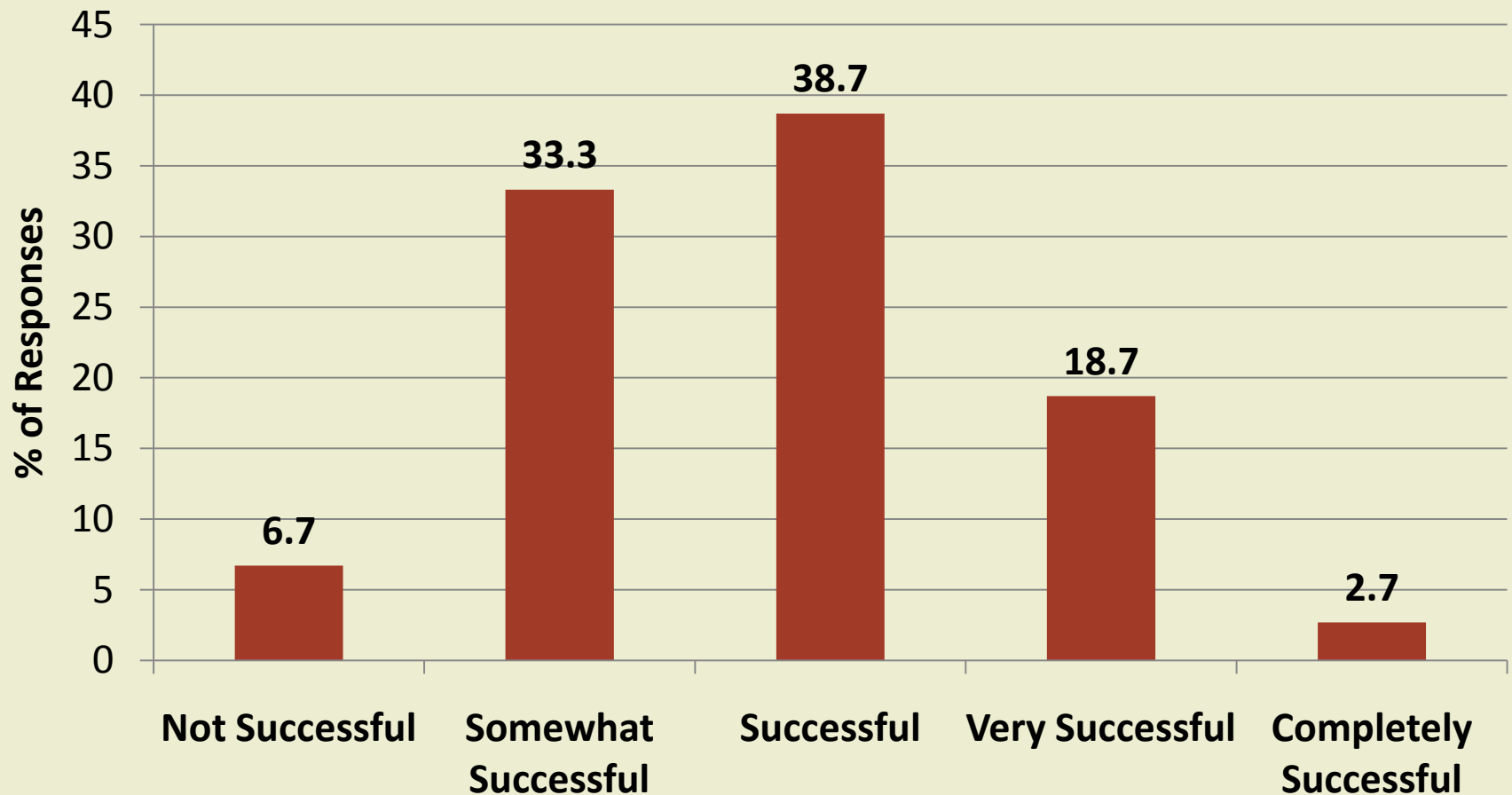
Coordinated:

- Cooperative + intentional efforts to enhance each other's capacity for the mutual benefit of programs

Integrated:

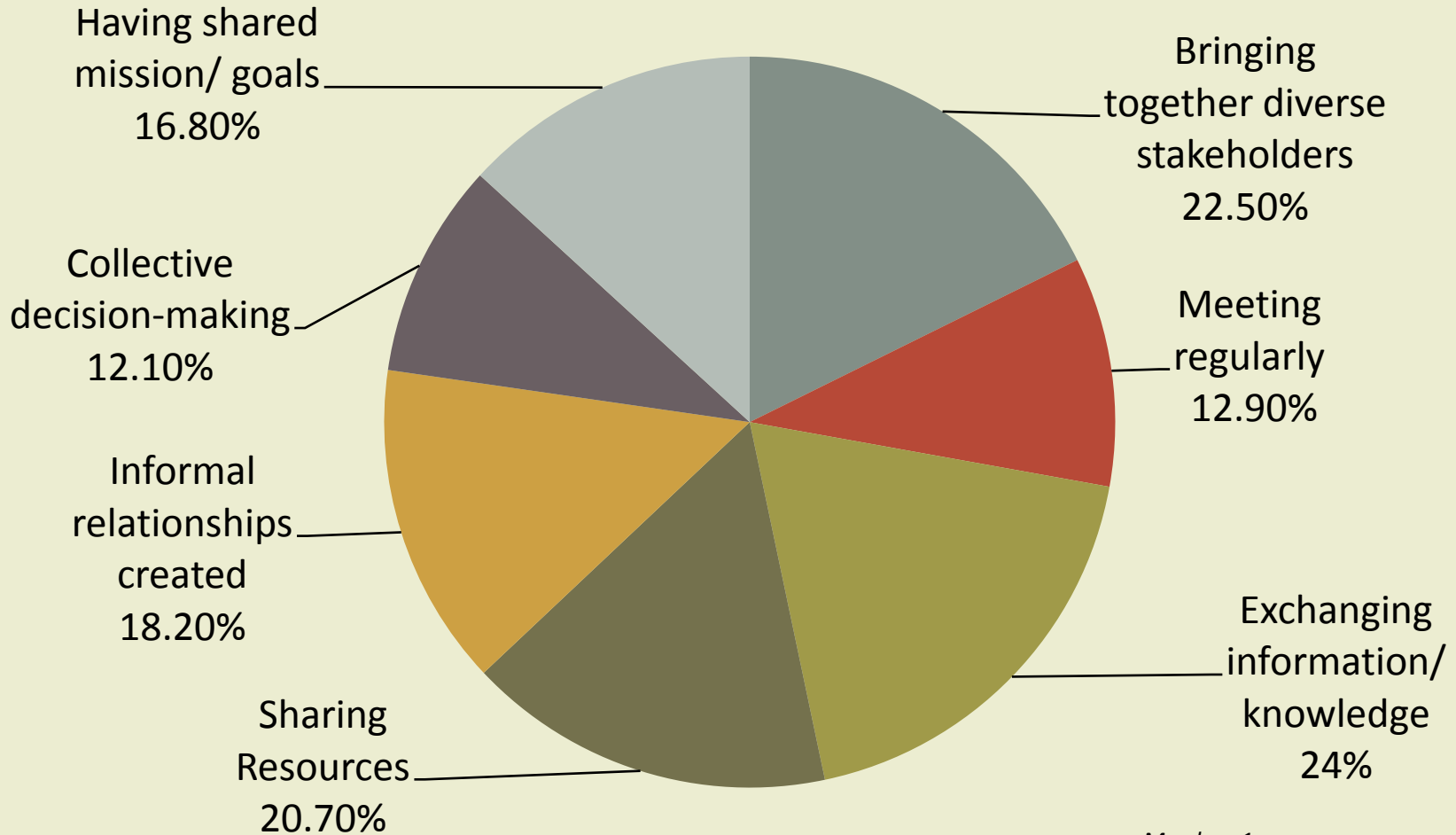
- Cooperative + Coordinated + Use commonalities to create a unified center of knowledge and programming that supports work in related content areas

How successful has the Regional Network been at reaching its goals? (n=150)



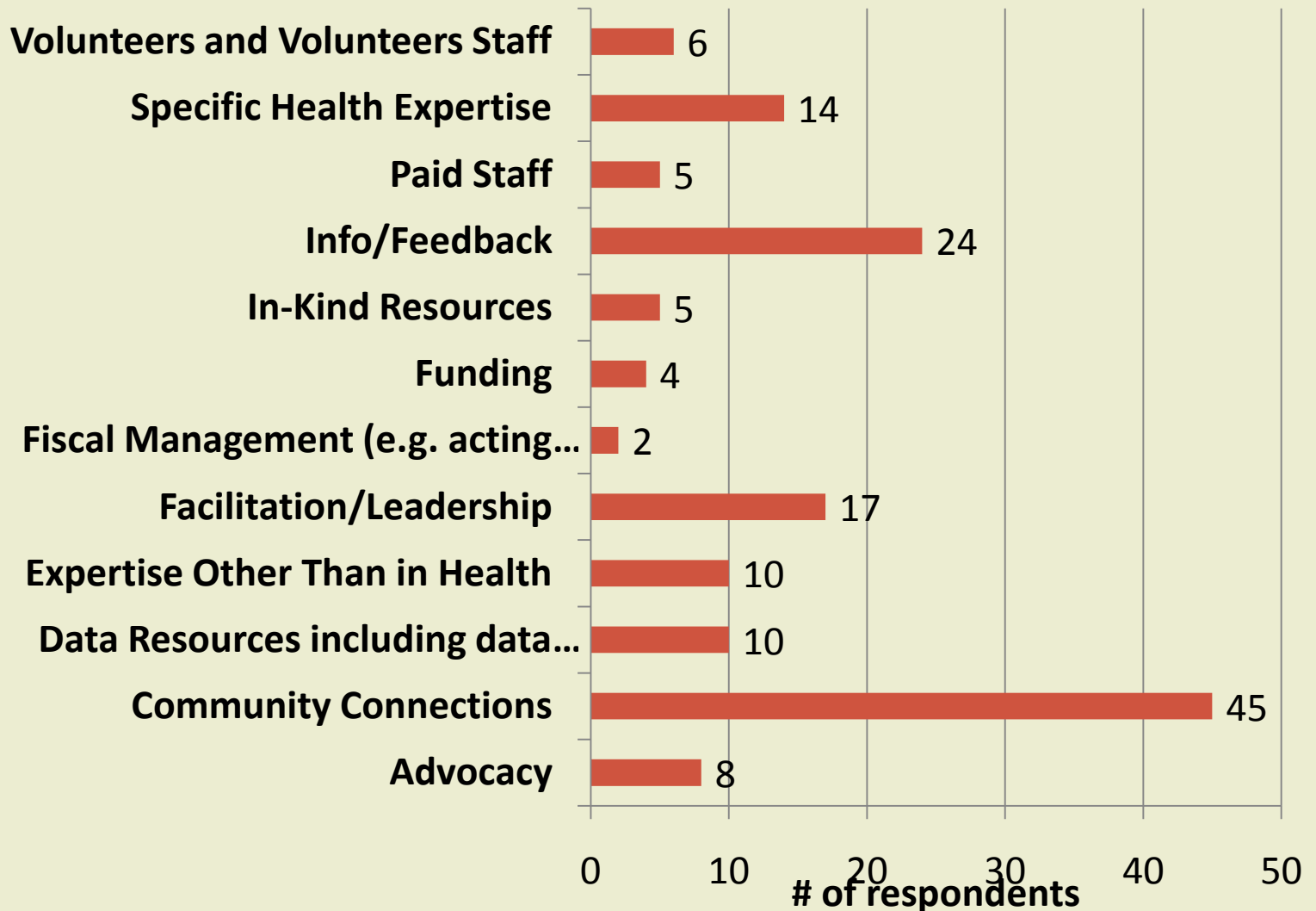
What aspects of collaboration contribute to this success?

Percent of respondents (n=150)



Maybe >1 response per survey

What is your organization's most important contribution to the Regional Network? (n=150)



Successes and Challenges

Benefits/Successes

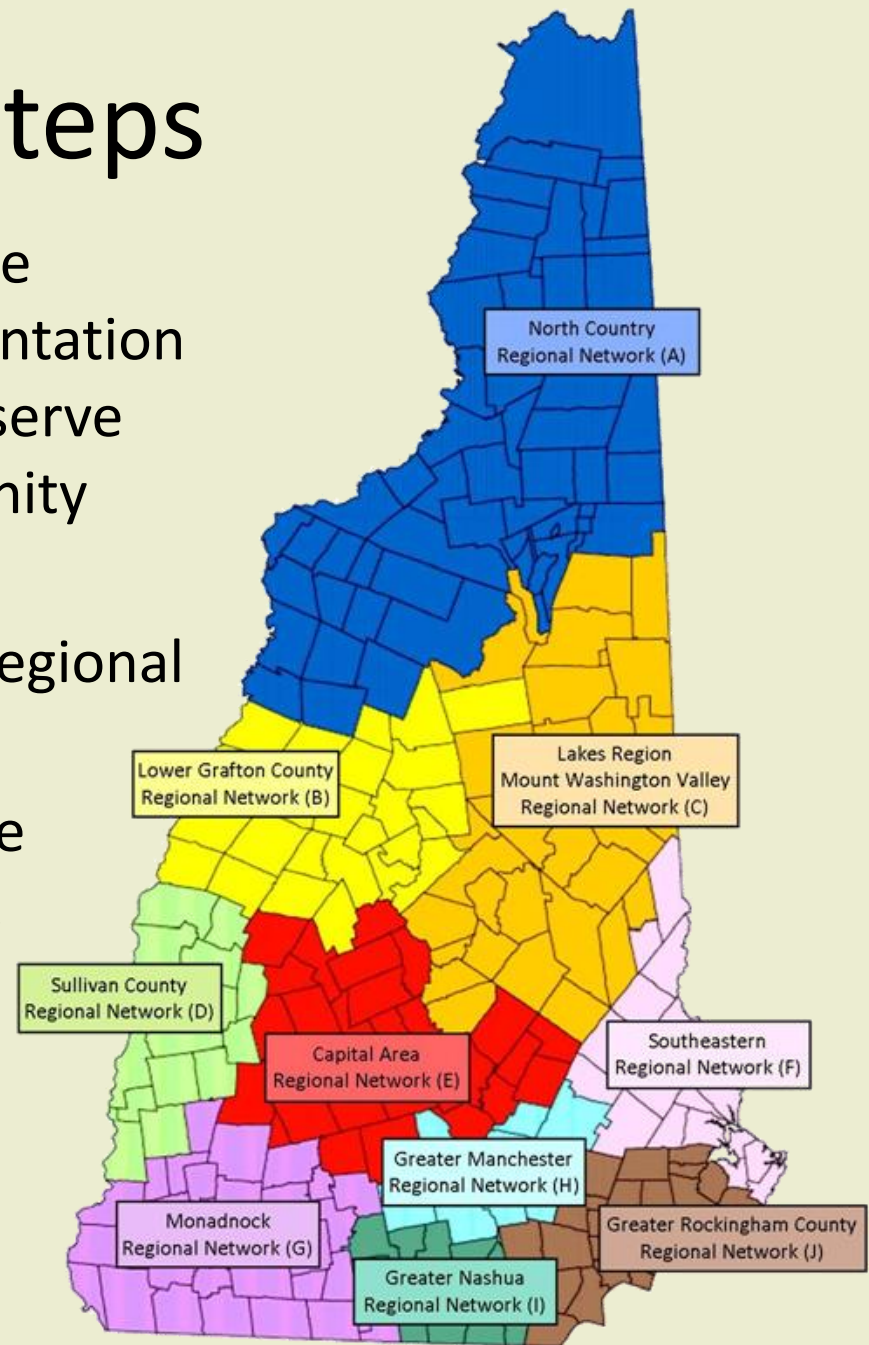
- Regional Level
 - Tool for Strategic Planning related to 5-sector model
 - Feedback that other regional or community level structures are interested
- State Level
 - Measures for SAMHSA reporting on coalition effectiveness

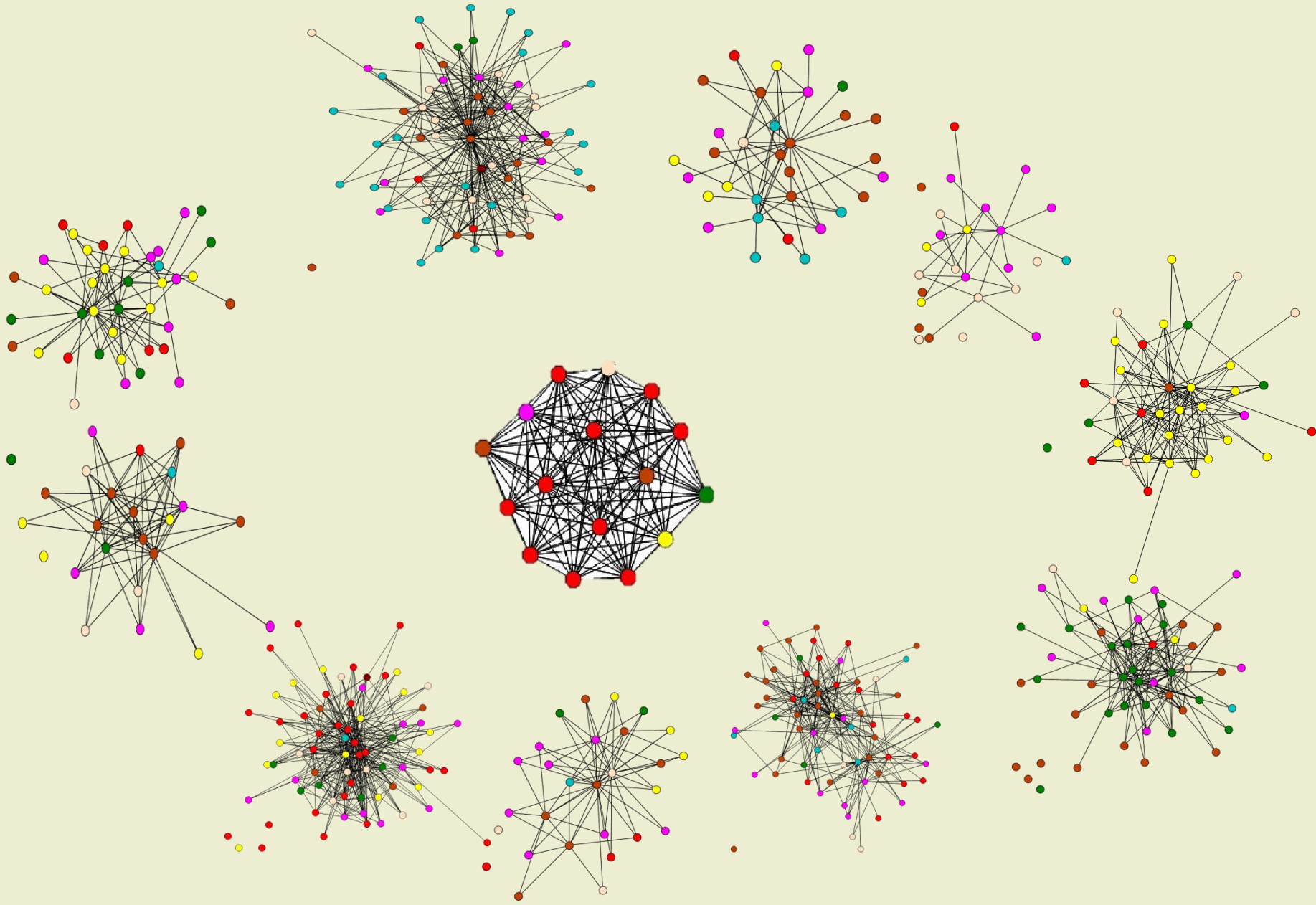
Challenges/Limitations

- Timing for optimal return
- Comfort with identifying participant organizations
- Findings only reflect responses of organizations answering the survey
- No place for qualitative feedback
- Most important contributions are self-reported
- Report by sector

Next Steps

- Rework sector identifiers to more accurately reflect sector representation in context of organizations that serve multiple roles in a small community
- Connect regional and state level network maps to identify inter-regional resources/assets
- Support regional networks to use findings for community strategic planning





Thank you!

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NH Center for Excellence

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- Katy Shea, MPH

NH Regional Networks

University of Colorado, Denver

- Danielle Varda, PhD
- Jessica Retrum, PhD, MSW

Questions? Contact me:

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Resources

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