

Using Environmental Scans to Tell Your Story: From Data to Decision-Making

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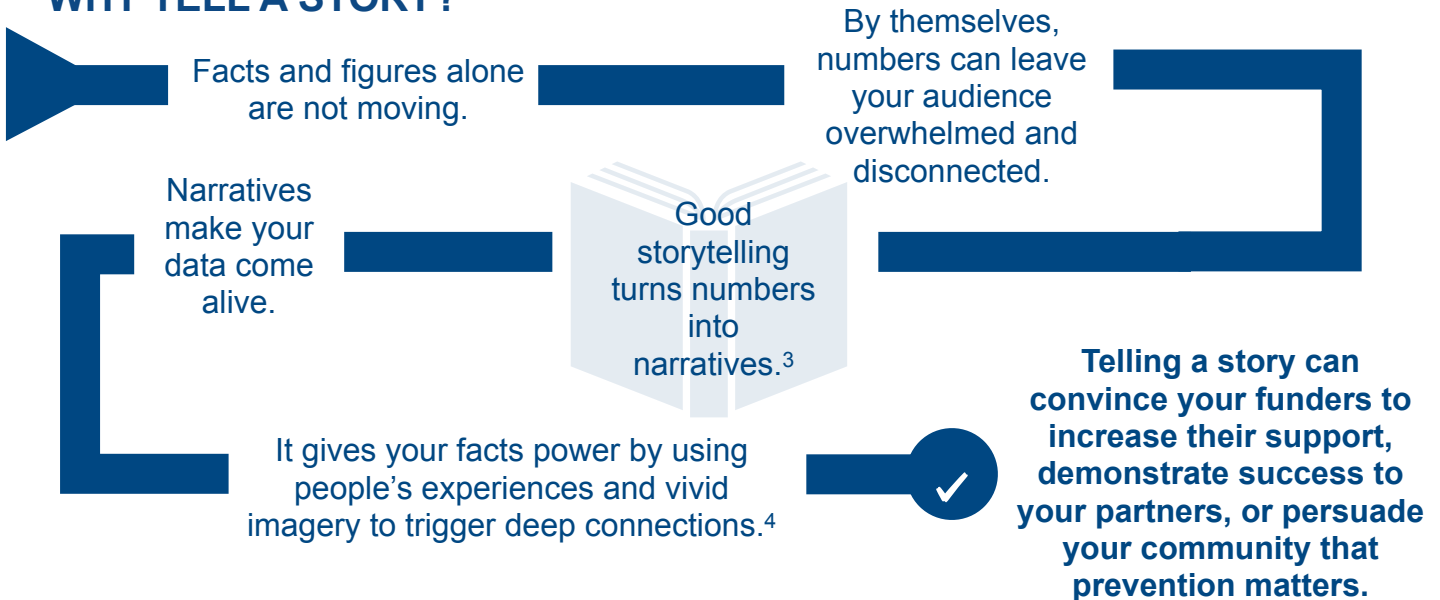
Central East (HHS Region 3)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Effective communication is a cornerstone of substance use prevention.¹ Storytelling techniques can make your message more compelling.² You'll want to tell a story about why your community should enhance prevention services. But you might find that you have many more stories to tell! Either way, your storytelling journey starts with data.

WHY TELL A STORY?



ENVIRONMENTAL SCANS: FUEL FOR YOUR STORY

To tell a good story you'll need numbers *and* a narrative. Environmental scans can get you the information you need. **Hard Data** ensures your story is truthful and relevant. **Contextual Data** helps turn your numbers into a narrative. And **Human Stories** make your story relatable!⁵

Hard Data

- Substance use initiation rates
- Geographic overdose mapping
- Volume of substances seized by law enforcement

Contextual Data

- Challenges recruiting and retaining staff
- Changes in policies and regulations
- Community awareness of existing services

Human Stories

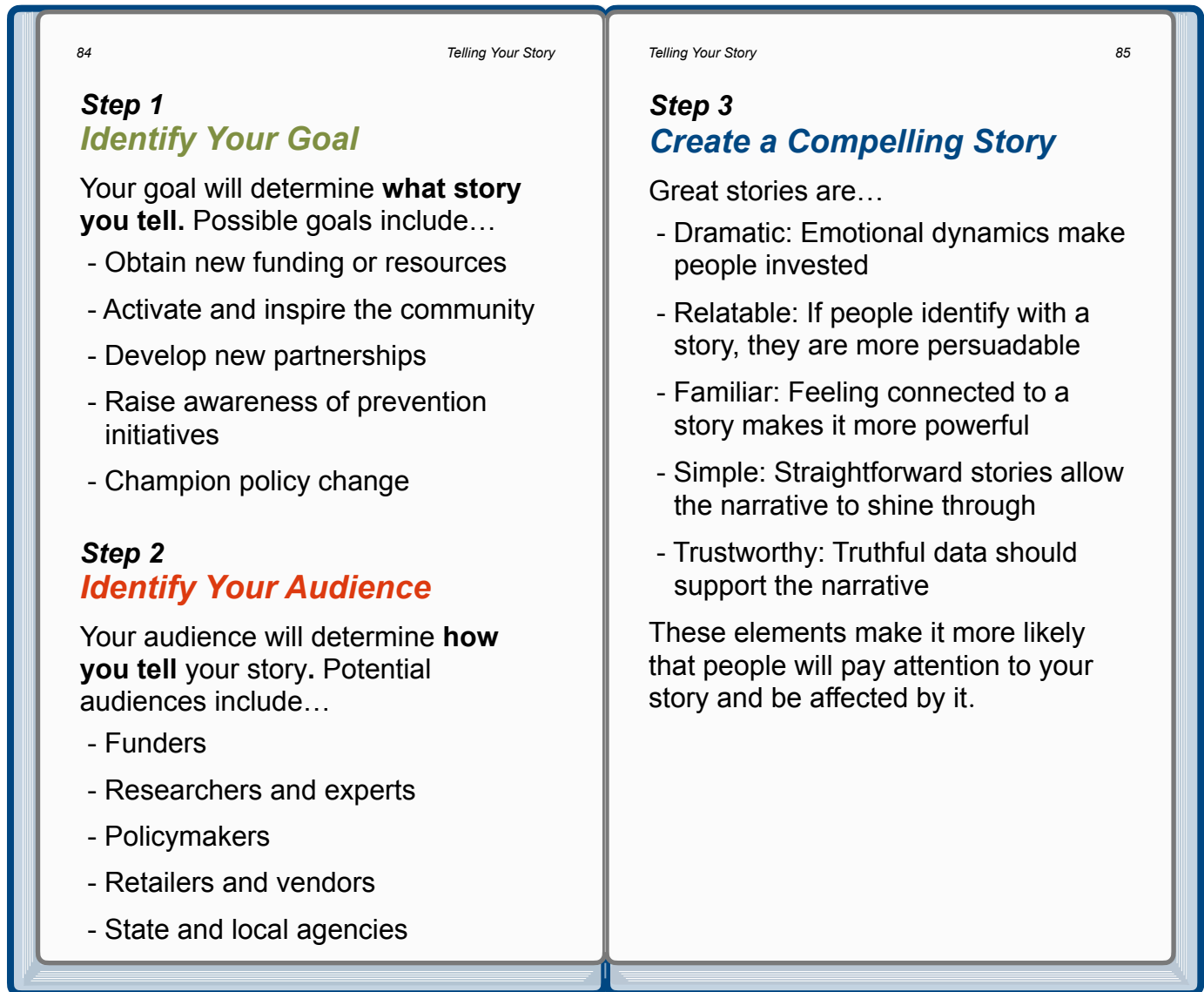
- A person in recovery narrating their journey
- A first responder describing an overdose reversal
- A teacher detailing their role as a protective influence



SAMHSA
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Services Administration

TELLING YOUR STORY...IT'S JUST THREE STEPS!⁶

Once you have your data, you can craft your story. This requires knowing your story's intended goal and audience.



NOTES

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