2024 Colorado SEOW (State Epidemiological Outcomes Workgroup) Regional Profiles

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Colorado SEOW

The Colorado State Epidemiological Outcomes Workgroup (SEOW) is a network of state agencies and data experts brought together to examine the patterns, context, and impact of substance use.

Primary Goals	
Interpret Existing Data Characterize substance use across the state.	**Promote Data Sources** Increase substance use data availability.
Present Data for Broad Audiences Present easily digestible publications to broad audiences.	**Inform Efforts** Continue to inform prevention and treatment efforts.

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Data Storytelling

The concept of data storytelling is essential within SEOW publications.

Storytelling

Engage Audiences
Capture audience's attention and allow them to interact with the data

Contextualize Data
Positioning the data within a public health framework or social, historical, political context to allow audiences to make meaning from your data

Drive data decision-making
When data is accessible and clear it allows users to make informed decisions

Reach Diverse Audiences
Make data accessible and understandable

Accessibility Considerations

Plain language

Clear and sufficient labeling

Colorblind safe color palette

All data details/sources/links provided as alt PDF (text only)

Alt text and visible to screen readers

Data interpretation tooltips

Does not rely on color to digest information

Optional deeper dives (all publicly available information)
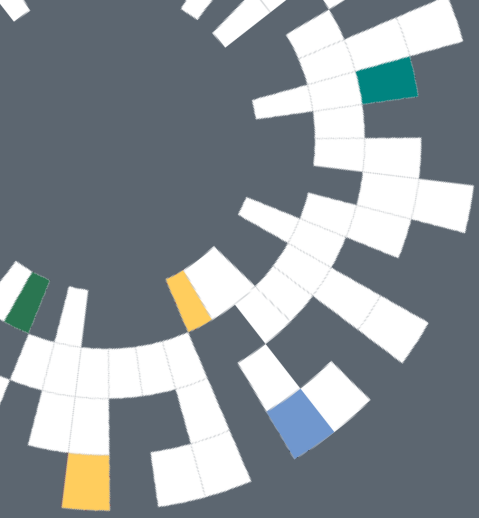
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Equitable and Inclusivity Goals

Provide equitable publications by making content that is digestible to all audiences.

Tailor interactive data options to meet the diverse needs of our audience.

Craft narratives to highlight key findings.

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Profiles Overview

Purpose

The profiles provide an overview of localized data by Health Statistics Regions (HSR) to community members and individuals working around substance misuse prevention and treatment. These profiles are intended as a resource for understanding substance use trends that can be used to inform local initiatives, programs, policies, and other activities.

Development/Process

In 2021, evaluators conducted a needs assessment on behalf of the SEOW to understand current data use among substance use professionals, capacity to access and analyze data, and how data were used in decision making. Additionally, evaluators collected information around how data was used to support health equity and how people engaged with the SEOW. Results from the assessment identified two primary data use needs that resulted in the following recommendations:

1. Provide timely, localized, county-level data with a focus on opioids, prescription drugs, and stimulants.
2. Provide data with a focus on smaller geographies, demographics, and using multiple data sets.

Data Sources

BRFSS — Behavioral Risk Factor Surveillance System

HEALTHY KIDS COLORADO SURVEY — Healthy Kids Colorado Survey

SAMHSA Substance Abuse and Mental Health Services Administration — National Survey on Drug Use and Health

Colorado Drug Overdose Dashboard

COLORADO Department of Public Health & Environment (CDPHE) — Colorado Alcohol Density Outlet

COLORADO Department of Local Affairs, State Demography Office (DOLA) — Colorado State Demography Office

United States Census Bureau — American Community Survey

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Insights from Other SEOWs Interviews

Lessons learned from Out-of-State SEOWs

Accessibility Challenges:
- Finding: Interactive dashboards (e.g., Tableau) were complex and less user-friendly
- Action: Adopted Infogram for improved accessibility and ease of use.

Frameworks:
- Finding: Common use of risk and protective factors framework
- Action: Integrated the risk and protective framework into Colorado's regional profiles.

Data Walk-Throughs:
- Finding: SEOWs conducted data walk-throughs for feedback on drafts.
- Action: Implemented data walk-throughs with local professionals in Colorado.
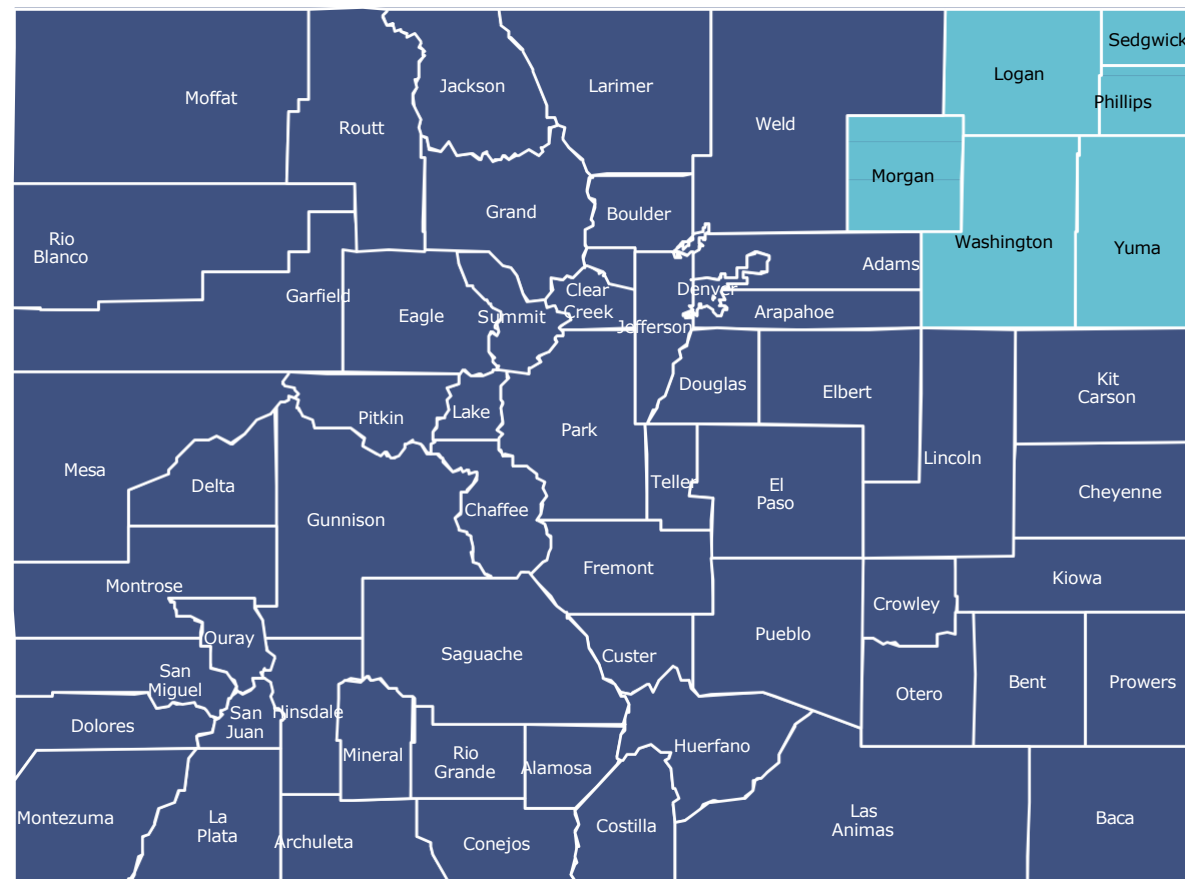
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Feedback from Local Substance Use Professionals
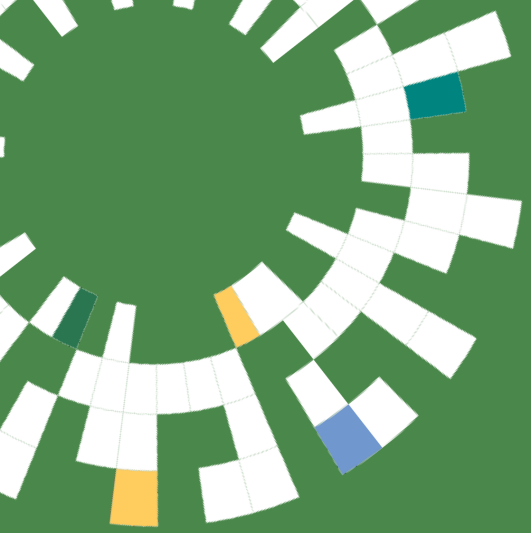
Positive Feedback
- Usefulness: Data supports grant writing and prevention efforts.
- Key Data: Youth consumption trends, risk and protective factors.

Profile Tour

Download data

[HSR 1](#)

Profiles Uses

Using the Profiles

Data can be used to inform grant writing and prevention efforts

Inform substance use needs assessments

Share as handouts or include in presentations

Share with partners to raise awareness around one or more substance use-related issues.

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Wrap Up

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