**Florida Suicide Prevention Implementation Project**

# *Strategic Planning for Pasco Aware: Concept Mapping*

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## Presentation Overview

- Overview of Concept Mapping
- Results
  - Brainstorming
  - Sorting and Rating
  - Analysis
- Discussion About Next Steps

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## Overview of Concept Mapping

- Concept mapping is a process that allows a group of stakeholders to express their ideas on a certain topic, look at all of the ideas as they relate to one another, and reach consensus as to the priority of the ideas. Results in visual maps that illustrate the group's ideas.
- Three phases of concept mapping process:
  1. Brainstorming
  2. Sorting and Rating
  3. Analysis and Feedback

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## Results: Brainstorming

- Participants generated statements in response to the prompt **"*To invigorate and expand suicide prevention efforts in Pasco County, Pasco Aware should ...*"**
- Brainstorming generated 108 statements during the 4-1-08 meeting and afterwards on the website.

***Turn to pages 10-12, to see all the statements.***

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## Results: Sorting and Rating

- Following brainstorming, participants were invited to go on the website* and sort statements into categories in a “way that makes sense” to them and to name each category.
- Participants were also asked to rate the statements from 1 to 5 in terms of:
  - Importance (1=not important, 5=extremely important)
  - Ease of implementation (1=not easy, 5=extremely easy)

* Concept Systems Incorporated. CS Global software, ( http://www.conceptsystemsglobal.com).

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## Results: Analysis

- Participants:
  - 34 Invited to participate
  - 11 sorted
  - 15 rated Importance
  - 13 rated Implementation
- Response rate is within the acceptable limits reported in the literature.
- Analysis of these activities produced software generated maps and charts.

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## Results: Point Map

- A point map is a chart that shows the relationship between all of the statements.
- Each statement is represented by a point or dot on the map.
- Location of each point is determined through scientific analysis of how each individual sorted the statements into categories.
- The location of each point in relation to other points is important.
- Placement at top, bottom, left, right is meaningless.

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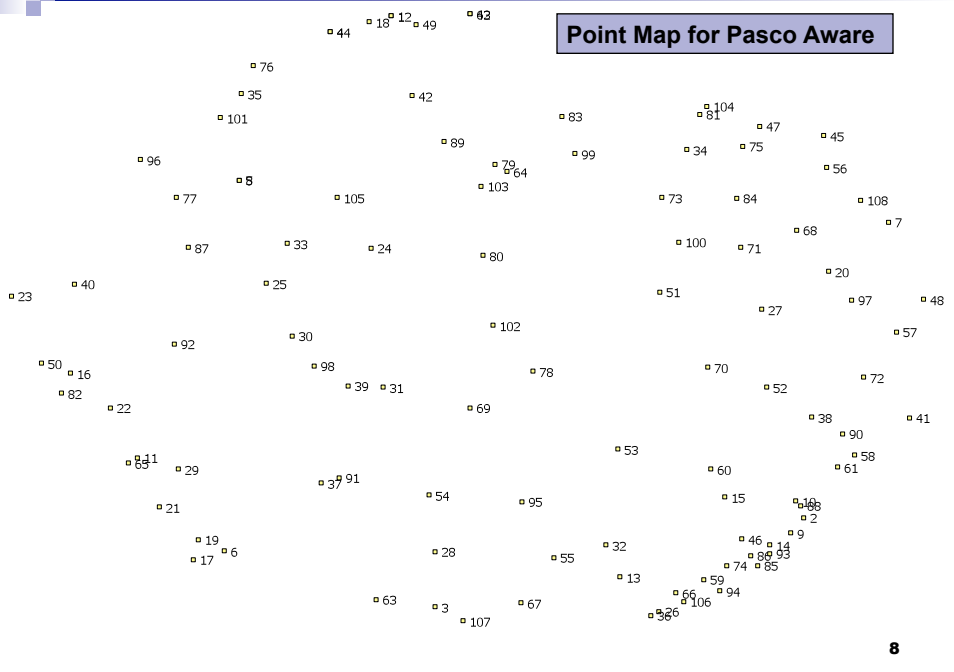


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## Results: Cluster Maps

*Turn to page 4.*

- A Cluster is a group of statements that are closely positioned.
- The software selects a label for each cluster from the names individuals gave to their categories.
- When statements within a cluster appear to be dissimilar, it is an indication that many of those statements were sorted differently by participants showing the breadth of suicide prevention strategies and the interrelatedness of suicide prevention activities.

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## Results: Cluster Maps

- The size of a cluster does not indicate importance.
- A small dense cluster indicates that statements were grouped together often (Cluster 1).
- A large cluster often indicates an idea that is broad or that the cluster bridges two related ideas (Cluster 2).

*(See Appendix E, pages 23-25, for statements by cluster with average Importance ratings.*

*See Appendix F, pages 26-28, for statements by cluster and average Implementation ratings.)*

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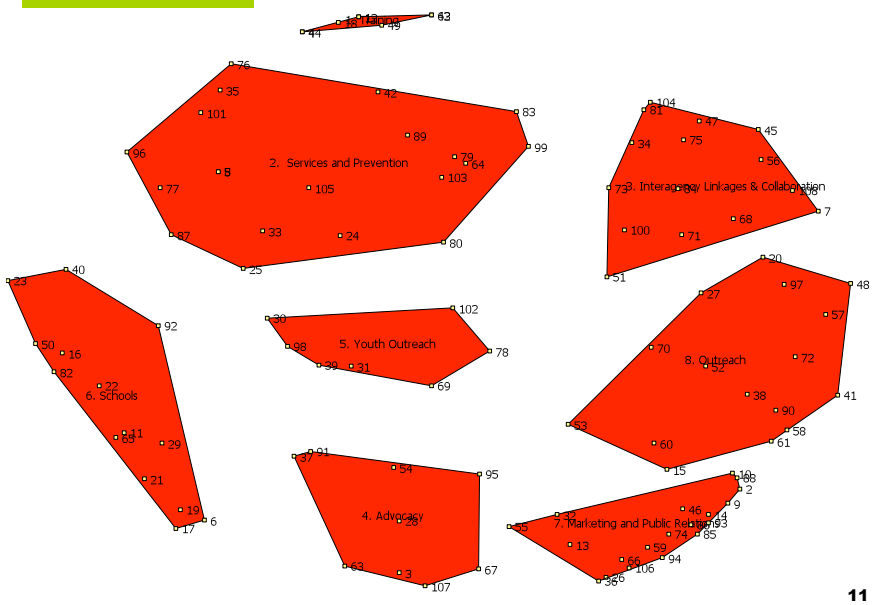
**8 Cluster Solution**

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# Results: Cluster Maps

- Sometimes, statements are sorted into different categories by so many people that the computer places it in a cluster which geographically is the average of the sorting, a cluster which may seem unrelated to that statement.
- The next slide illustrates this situation for statement #108, “Engage groups (e.g., hairdressers, bartenders, school janitors) who have a lot of contact with people who might consider taking their life.”

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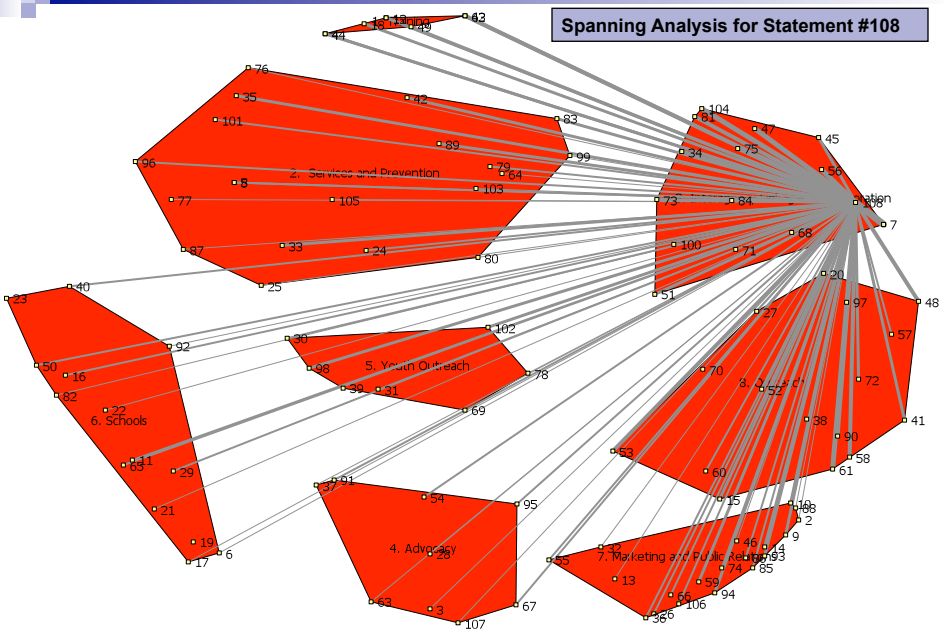


# Results: Ladder Graphs

*Turn to page 5.*

- Ladder graphs are used to:
  - Compare the ratings of sub-groups of raters.
  - Compare the ratings of Implementation and Importance for all the clusters.
- The rating scale is represented on the vertical lines of the ladder graph. Each of the vertical lines represents either a pair of sub-groups ratings or a pair of rating categories. The intersections of the cross lines with the vertical lines indicates the rating.

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## Results: Ladder Graphs

- If there is complete agreement in ratings between sub-groups, the cross lines will be horizontal.
- The “r” value indicates correlation between the two ratings. +1.0 indicates perfectly positive correlation (ratings are very similar to one another); -1.0 indicates perfectly negative correlation (ratings are very dissimilar to one another); 0 indicates no correlation (ratings do not relate well to one another).

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## Results: Ladder Graphs

***Turn to page 13, Ladder Graph 1.***

- This ladder graph compares the entire group’s average cluster ratings on Importance to those on Implementation.
- The low correlation (.08) indicates that many of the statements seen as important were not viewed as easy to implement.
- This is not surprising since the participants came from a variety of backgrounds and organizations so they would have different perceptions of the most important issues.

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# Results: Ladder Graphs

- In contrast, the participants are all located in Pasco County and share many of the same financial and political issues which make implementation difficult.
- Consequently, it would be expected that they would share similar opinions about the ease of implementation in the same environment.

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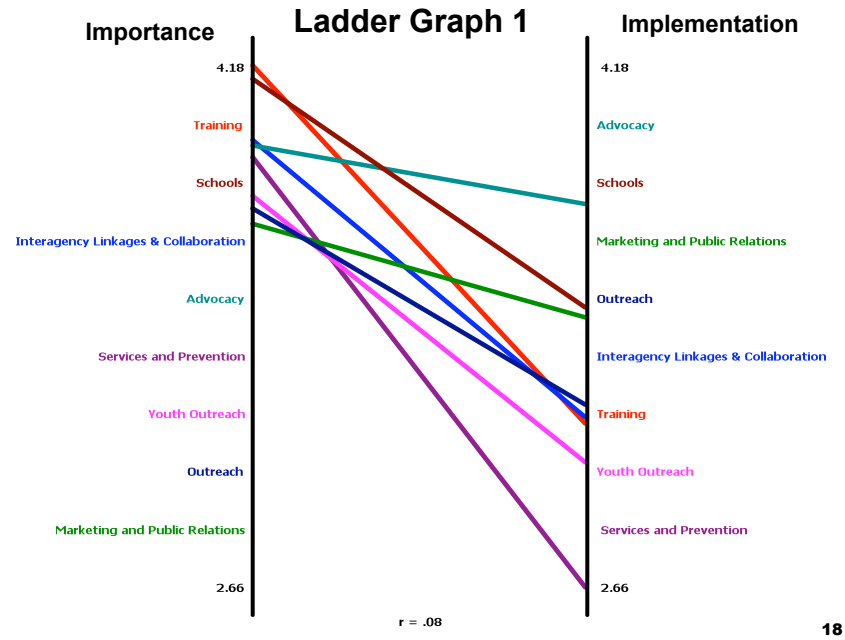


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# Results: Ladder Graphs

***Turn to page 13-15, Ladder Graphs 2 through 5.***

- These ladder graphs show a very high correlation (i.e., agreement of ratings) between the following sub-groups of raters:
  - Less or more than 1 year in Pasco Aware (Importance .98, Implementation.79)
  - East or west of US41 (Importance .81, Implementation .93)

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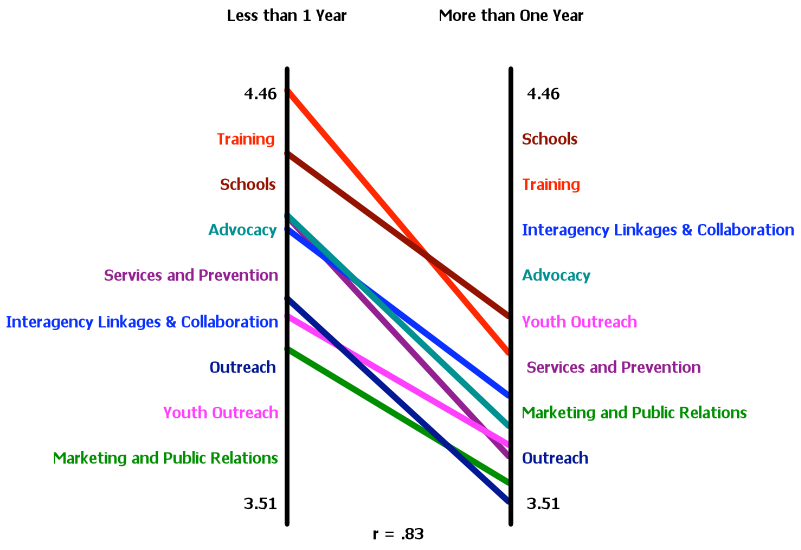
## Ladder Graph 2: Importance

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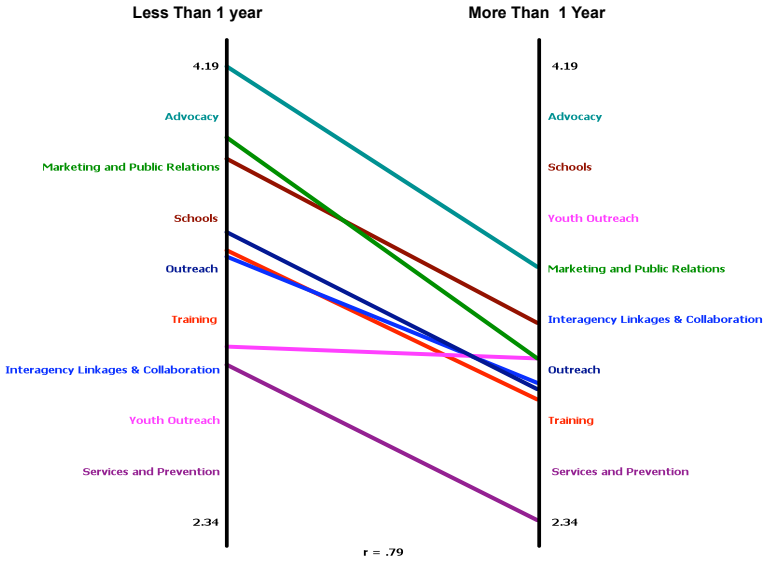
## Ladder Graph 3: Ease of Implementation

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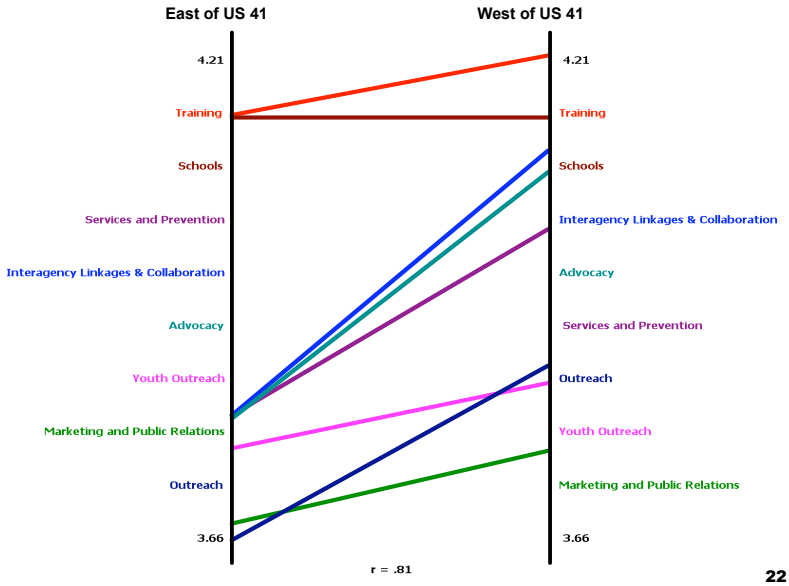
## Ladder Graph 4: Importance

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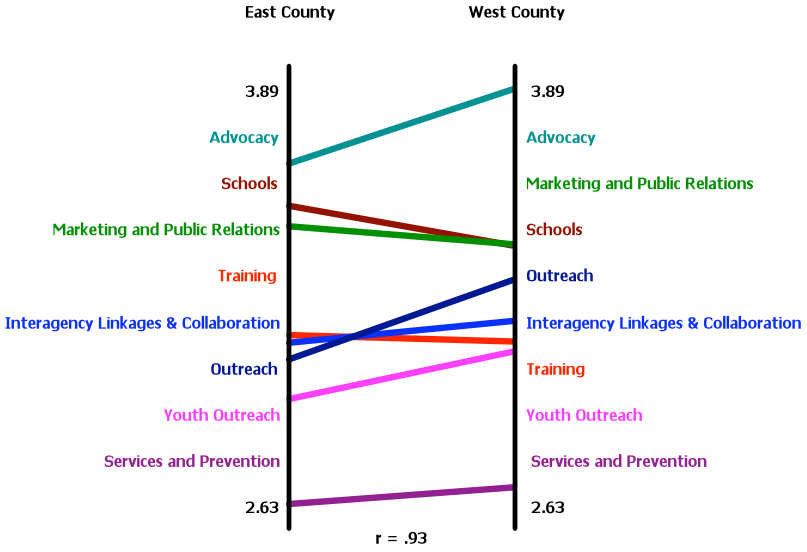
## Ladder Graph 5: Ease of Implementation

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## Results: Ladder Graphs

***Turn to page 15-16, Ladder Graphs 6-7.***

- These ladder graphs compare the sub-groups of raters in non-profit and government.
- The correlation indicates a high agreement in how these sub-groups rated both Importance (R = .95) and Ease of Implementation (R = .88).

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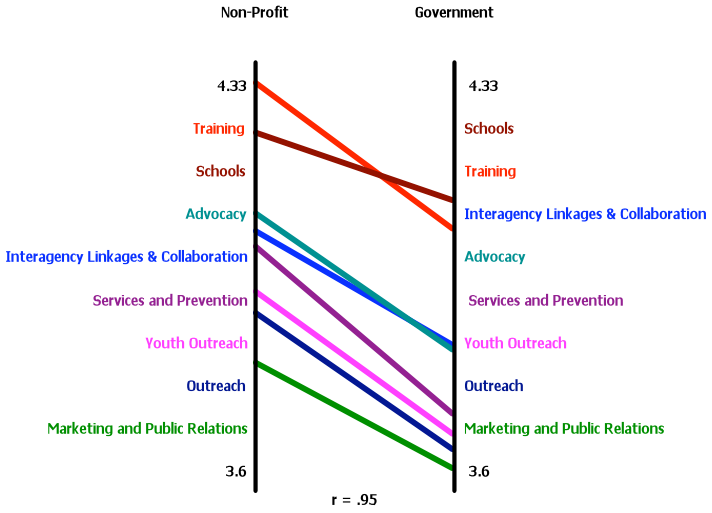
## Ladder Graph 6: Importance

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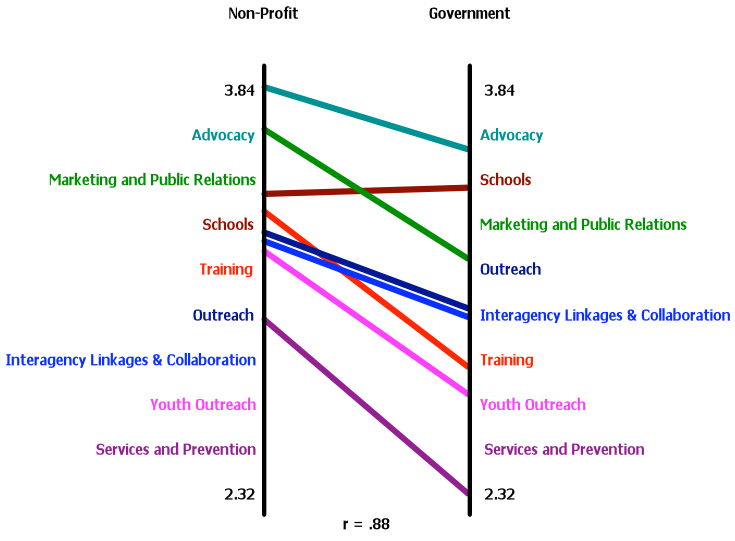
## Ladder Graph 7: Ease of Implementation

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# Results: Ladder Graphs

***Turn to page 16-17, Ladder Graphs 8-9.***

- These ladder graphs compare the sub-group working primarily with children to the sub-group working with both adults and children.
- These sub-groups had a lower agreement in rating Importance (R = .57).
- These sub-groups had a high agreement (R = . 89) in rating Ease of Implementation.

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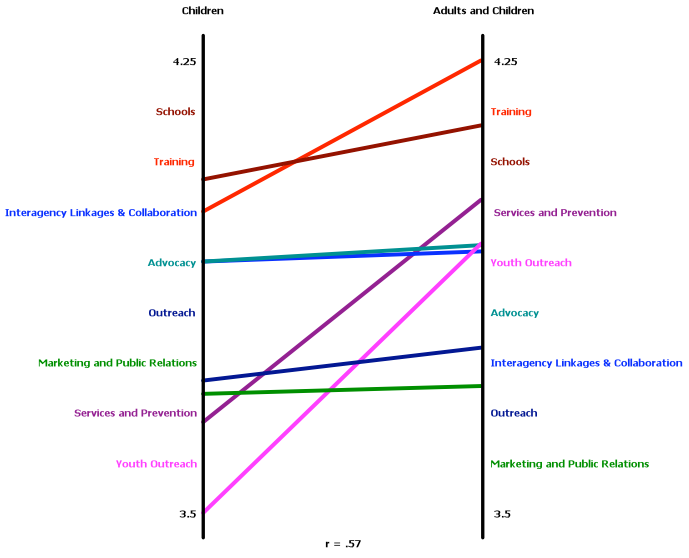
## Ladder Graph 8: Importance

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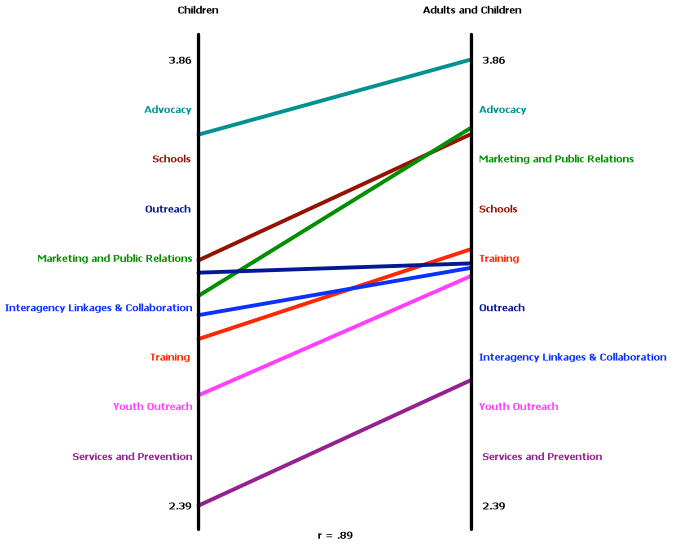
## Ladder Graph 9: Ease of Implementation

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# Results: Ladder Graphs

***Turn to page 17-18, Ladder Graphs 10-11.***

- These ladder graphs compare the sub-groups affiliated with schools to those with a non-school affiliation.
- These sub-groups had a lower agreement in rating Importance (R = .57) but a high agreement (R = .87) in rating Ease of Implementation.
- The graphs illustrate that participants from different organizations have different priorities, however, because they share a common environment, there is more agreement on the ease of implementation.

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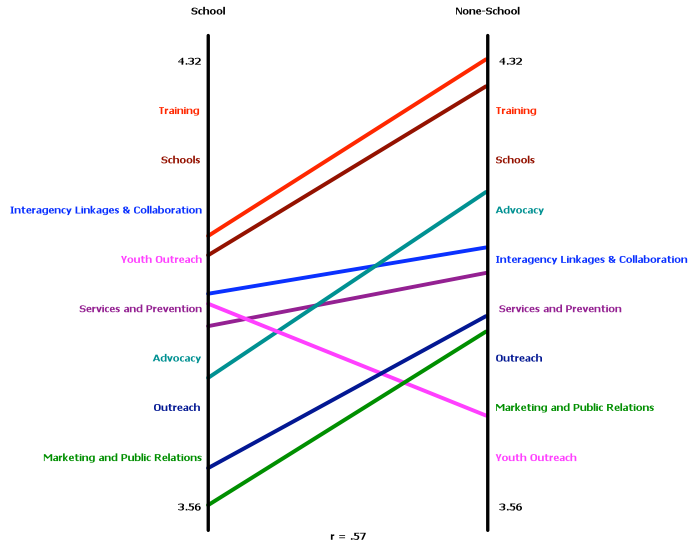
## Ladder Graph 10: Importance

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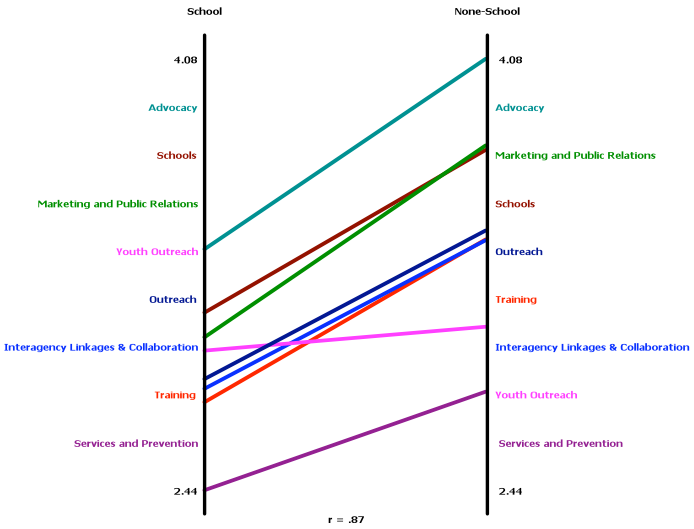
## Ladder Graph 11: Ease of Implementation

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## Results: Ladder Graphs

- How can Pasco Aware use the ladder graphs to maintain momentum and facilitate action?
  - Be aware of the difference in how sub-groups (non-profit/government, children/adults & children) perceive the importance of the statements.
  - Given these differences one option might be to have sub-groups working on importance statements of particular interest to them but still of importance to the whole group.

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## Results: Go Zone Plot

***Turn to page 7.***

- Go Zone Plots are used for planning the next steps.
- Action plans can be created by focusing on those statements that are perceived to be the most important and easiest to implement (upper right quadrant – Zone 1).

***Turn to page 19 to see the Go Zone Plot for the next slide. Page 20-22 contains a list of statements within each zone.***

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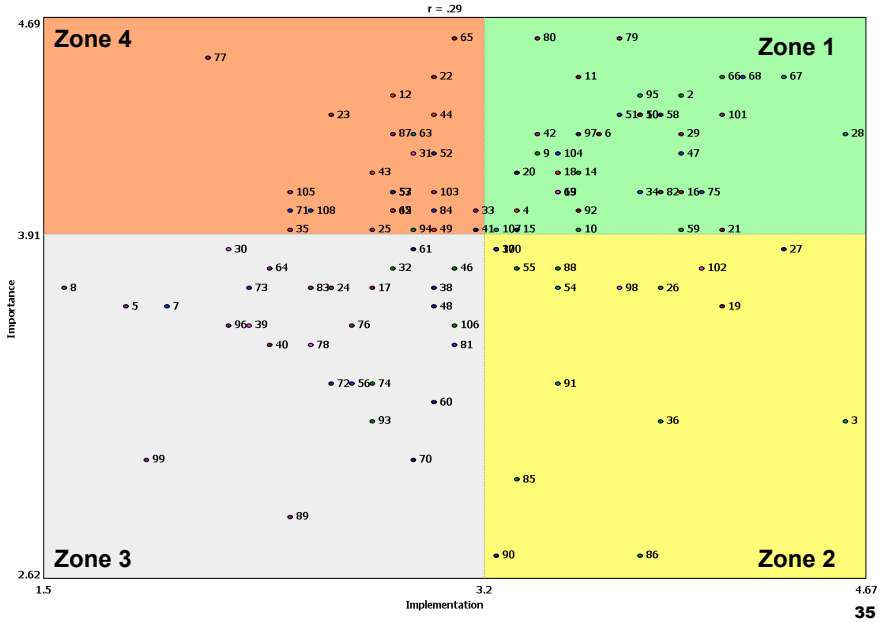
## Go Zone Plot: Importance and Implementation

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# Discussion of Next Steps

- How could results be used to plan future activities? Possible approaches are…..
  - Form small teams to implement the zone 1 statements within specific clusters (e.g., Marketing & Public Relations team).
  - Select 8-10 zone 1 statements for implementation.
  - Focus goals and actions on a demographic group and select statements related to that group.
  - Review the statistics. Set a goal (e.g., reduce the suicide rate among youth aged 14-24 by 30% by 2010). Implement the statements which would enable goal achievement.

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