

**An Executive Summary Highlighting a Doctor of Nursing Practice Project -
“Empowering Families Through Online Access: A Digital Toolkit for Adolescent
Substance Use Support”**

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Substance Use Support”**

Project Highlights

- Developed a family-centered website toolkit providing crisis contacts, legal referrals, therapeutic resources, educational materials, and peer-support strategies for caregivers of adolescents (ages 12–17) with substance use disorder (SUD).
- Over 12 weeks, 53 unique users accessed the site, achieving a mean engagement rate of 51% (target: 75%); crisis intervention and therapeutic pages saw the highest engagement.
- Analytics demonstrated repeat visits and steadily increasing traffic, indicating growing awareness despite limited initial visibility.
- Four completed family surveys reflected high perceived usefulness, clarity, and overall satisfaction with the toolkit.
- Interdisciplinary collaboration, with a private counseling practice and an instructional designer, ensured both clinical relevance and technical accuracy.
- Key limitations included low survey participation, an initial analytics account duplication, and a lack of early search engine optimization.
- Future recommendations include embedding search engine optimization at launch, offering client incentives to increase survey responses, and broadening partnerships with schools, clinics, and faith-based organizations for greater reach and sustainability.

Background and Purpose

Adolescent SUD poses significant public health challenges, profoundly impacting cognitive, emotional, and social development while leaving families underserved due to resource scarcity and stigma (Schmidt et al., 2020; Spencer & Weathers, 2021). Guided by Healthy People 2030’s objectives and the Institute for Healthcare Improvement’s Triple Aim, this Doctor of Nursing Practice (DNP) project developed and implemented a

website toolkit to fill that gap (Healthy People 2030, 2020; IHI, n.d.). Intended audiences included families of adolescents with SUD, behavioral health providers, and community stakeholders, with findings having the potential to inform local clinical practice enhancements, guide digital health resource development in similar rural settings, and support policy and quality improvement efforts in adolescent behavioral health.

Methodology

The project leveraged the PRECEDE-PROCEED model and King's Theory of Goal Attainment to conduct a comprehensive needs assessment and design targeted interventions for adolescent SUD (Community Tool Box, 2018; Park, 2021). In collaboration with a private clinical counseling partner, a family-oriented digital toolkit was developed. The toolkit was promoted via infographic handouts and magnets provided to the project partner clinical site and featured crisis intervention contacts, therapeutic and legal resources, age-specific educational materials, peer-support strategies, emotional support, and applicable community resources.

Over a 12-week project implementation period (January 13, 2025 – April 4, 2025), data were collected using Google Analytics to track quantitative user engagement and Qualtrics surveys to gather qualitative feedback from users and stakeholders. Descriptive statistics summarized engagement against benchmarks while thematic analysis identified user perception(s). Throughout the initiative, ethical considerations were prioritized to ensure the protection of participant confidentiality and privacy.

Results

The digital toolkit, designed to connect families with essential resources, achieved a mean engagement rate of 51%, below the targeted 75%; however, it still reflected meaningful user engagement (Table 1-6; Figure 1-5). Early process measures included resolving an analytics duplication in partnership with an instructional design support person. Google Analytics highlighted high user value and extensive interactions, particularly on resource-specific pages

such as crisis intervention, therapeutic services, and legal support, underscoring the effectiveness of these targeted areas.

Although survey participation was limited, with only four completed responses, the qualitative feedback consistently demonstrated strong satisfaction and perceived usefulness of the resources included in the website toolkit. Overall, the results affirmed the website's success in addressing critical community needs, despite challenges related to survey responsiveness and initial website visibility.

Strengths and Limitations

The project showcased several key strengths that contributed to its success. It provided a highly accessible and stigma-free resource platform for families, marking a significant achievement in supporting its target audience. The integration of evidence-based digital strategies also proved both feasible and relevant, enhancing the project's effectiveness. The strong interdisciplinary collaboration further improved the relevance and clinical applicability of the website content, while the real-time implementation and delivery of high-quality resources highlighted its practical success.

The project, however, also encountered notable limitations. A limited survey response rate prevented a thorough qualitative assessment, while initial challenges with website visibility likely reduced its reach to intended audiences. The project's small scale and short duration also limited the generalizability of its findings, requiring further implementation for broader impact. Constraints such as limited initial organic visibility, insufficient survey participation, and a lack of user incentives also affected the collection of meaningful qualitative feedback. Despite these challenges, the project laid a solid foundation for future development.

Implications and Conclusion

This DNP project introduced a digital toolkit designed to support families, healthcare providers, and communities addressing adolescent SUD. By offering an

accessible, stigma-free platform, the toolkit empowers families to navigate crises effectively, access timely support, and engage in recovery processes, ultimately enhancing familial resilience and improving adolescent outcomes.

Healthcare professionals benefit from expanded referral options and resources, facilitating better care coordination and more comprehensive patient support. Providers can integrate the toolkit into care pathways as a complementary resource, for example. The toolkit also aligns with national health objectives, such as Healthy People 2030 and the Triple Aim framework, by enhancing patient experience, improving community health, and providing a cost-effective support mechanism (Healthy People 2030, 2020; IHI, n.d.).

Sustainability relies on dedicated content management staff, expanded partnerships, early search engine optimization, participation incentives, regular evaluations, and ongoing stakeholder engagement. This nurse-led, technology-based intervention exemplifies how to bridge healthcare gaps, foster interdisciplinary collaboration, and create scalable models adaptable to other underserved settings. It offers a viable solution for rural communities, significantly enhancing family engagement and adolescent recovery outcomes.

References

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Table 1

Project Analytics Data Tracking Tool: Basic Performance

Google Analytics Data Tracking - DNP Project							
Ashlie Woodlief - DNP III - Spring 2025							
Week	Total # of Active Users	Day of Week with Highest Website Activity	Top Pages/Screens Views	Average Engagement Time per Active User	# Engaged Sessions	# Events	# Sessions
Week 1 (1.13.25 - 1.19.25)	4	Sunday	An ECU DNP Project	6 seconds	2	15	4
Week 2 (1.20.25 - 1.26.25)	5	Wednesday	An ECU DNP Project	11 seconds	2	23	5
Week 3 (1.27.25 - 2.2.25)	7	Tuesday	An ECU DNP Project	24 seconds	5	38	9
Week 4 (2.3.25 - 2.9.25)	18	Wednesday	An ECU DNP Project	14 seconds	9	74	20
Week 5 (2.10.25 - 2.16.25)	0	**	An ECU DNP Project	0 seconds	0	3	1
Week 6 (2.17.25 - 2.23.25)	9	Friday	An ECU DNP Project	57 seconds	5	47	10
Week 7 (2.24.25 - 3.2.25)	2	Monday (1) & Wednesday (1)	An ECU DNP Project	2 minutes 37 seconds (157 seconds)	3	25	6
Week 8 (3.3.25 - 3.9.25)	0	**	An ECU DNP Project	0 seconds	0	0	0
Week 9 (3.10.25 - 3.16.25)	2	Thursday	An ECU DNP Project	1 minute 6 seconds (66 seconds)	2	18	3
Week 10 (3.17.25 - 3.23.25)	4	Friday	An ECU DNP Project	25 seconds	2	16	4
Week 11 (3.24.25 - 3.30.25)	1	Thursday	An ECU DNP Project	3 minutes 30 seconds (210 seconds)	1	11	1
Week 12 (3.31.25 - 4.6.25)	1	Monday	An ECU DNP Project	2 minutes 53 seconds (165 seconds)	1	13	1
Total(s) / Average(s)	53	**see Google Analytics data	**see Google Analytics data	61.3 seconds	32	283	64
** Variables Defined **	n=53	**	*The average number of mobile app screens or web pages viewed per active user	*Average engagement time per active user for the time period selected.	*The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views	*The number of times users triggered an event (ie: clicks, scroll, sessions start, page view).	*A session is a period of time during which a user interacts with your website or app.

Table 2**Project Analytics Data Tracking Tool: Demographics**

Google Analytics Data Tracking - DNP Project	
<i>Ashlie Woodlief - DNP III - Spring 2025</i>	
Week	Cities per User
Week 1 (1.13.25 - 1.19.25)	Morehead City (2)
Week 2 (1.20.25 - 1.26.25)	Morehead City (3) Beaufort (2) Greenville (2)
Week 3 (1.27.25 - 2.2.25)	Morehead City (3) Ashburn (2) Raleigh (2) Rocky Mount (1)
Week 4 (2.3.25 - 2.9.25)	Boydton (7) Morehead City (3) Moses Lake (3) Ashburn (1) Carrollton (1) Chattanooga (1) Greenville (1) Oswego (1) Raleigh (1)
Week 5 (2.10.25 - 2.16.25)	**
Week 6 (2.17.25 - 2.23.25)	San Jose (3) Morehead City (2) Aberdeen (1) Ashburn (1) Boydton (1) Greenville (1)
Week 7 (2.24.25 - 3.2.25)	Morehead City (1) Raleigh (1)
Week 8 (3.3.25 - 3.9.25)	**
Week 9 (3.10.25 - 3.16.25)	Durham (1) Harkers Island (1) Marine Corps Air Station Cherry Point (1)
Week 10 (3.17.25 - 3.23.25)	Unknown Area (3) Morehead City (1)
Week 11 (3.24.25 - 3.30.25)	Greenville (1)
Week 12 (3.31.25 - 4.6.25)	New Bern (1)
Total(s) / Average(s)	**see Google Analytics data
** Variables Defined **	n = 47

Table 3**Project Analytics Data Tracking Tool: Technology**

Google Analytics Data Tracking - DNP Project			
<i>Ashlie Woodlief - DNP III - Spring 2025</i>			
Week	Most Used Device	Most Used Browser	Most Used Platform
Week 1 (1.13.25 - 1.19.25)	Nexus 5X	Chrome	Web
Week 2 (1.20.25 - 1.26.25)	Nexus 5X	Chrome	Web
Week 3 (1.27.25 - 2.2.25)	iPhone	Safari	Web
Week 4 (2.3.25 - 2.9.25)	Undefined iPhone (2nd)	Chrome	Web
Week 5 (2.10.25 - 2.16.25)	Undefined	Undefined	Undefined
Week 6 (2.17.25 - 2.23.25)	Undefined iPhone (2nd)	Chrome	Web
Week 7 (2.24.25 - 3.2.25)	Undefined	Chrome (1) Safari (1)	Web
Week 8 (3.3.25 - 3.9.25)	Undefined	Undefined	Web
Week 9 (3.10.25 - 3.16.25)	Undefined	Safari (1) Samsung (1)	Web
Week 10 (3.17.25 - 3.23.25)	Undefined	Chrome	Web
Week 11 (3.24.25 - 3.30.25)	Undefined	Chrome	Web
Week 12 (3.31.25 - 4.6.25)	Desktop	Chrome	Web
Total(s) / Average(s)	**see Google Analytics data	**see Google Analytics data	**see Google Analytics data
** Variables Defined **	<i>*Desktop, Mobile, Tablet</i>	<i>*Chrome, Safari, Samsung Internet</i>	<i>*Web</i>

Table 4**Project Analytics Data Tracking Tool: Event(s)**

Google Analytics Data Tracking - DNP Project		
<i>Ashlie Woodlief - DNP III - Spring 2025</i>		
Week	Event Count per Active User	First Visits
Week 1 (1.13.25 - 1.19.25)	15	4
Week 2 (1.20.25 - 1.26.25)	23	5
Week 3 (1.27.25 - 2.2.25)	38	7
Week 4 (2.3.25 - 2.9.25)	74	18
Week 5 (2.10.25 - 2.16.25)	3	0
Week 6 (2.17.25 - 2.23.25)	47	8
Week 7 (2.24.25 - 3.2.25)	25	1
Week 8 (3.3.25 - 3.9.25)	0	0
Week 9 (3.10.25 - 3.16.25)	18	1
Week 10 (3.17.25 - 3.23.25)	16	4
Week 11 (3.24.25 - 3.30.25)	11	1
Week 12 (3.31.25 - 4.6.25)	13	1
Total(s) / Average(s)	283	50
** Variables Defined **	<i>*Average number of events per user. Event count per user = Event count / Active users</i>	<i>*The number of times your users opened your website for the first time.</i>

Table 5

Project Analytics Data Tracking Tool: Session(s)

Google Analytics Data Tracking - DNP Project					
Ashlie Woodlief - DNP III - Spring 2025					
Week	Average Session Duration	Bounce Rate	Engaged Sessions	Engagement Rate	Sessions per Active User
Week 1 (1.13.25 - 1.19.25)	1 min 17 sec	50%	0.5	50%	1
Week 2 (1.20.25 - 1.26.25)	4 min 22 sec	60%	0.4	40%	1
Week 3 (1.27.25 - 2.2.25)	3 min 46 sec	44.40%	0.71	55.60%	1.3
Week 4 (2.3.25 - 2.9.25)	2 min 28 sec	55%	0.5	45%	1.1
Week 5 (2.10.25 - 2.16.25)	4 sec	100%	0	0	0
Week 6 (2.17.25 - 2.23.25)	1 min 3 sec	50%	0.56	50%	1.1
Week 7 (2.24.25 - 3.2.25)	4 min 3 sec	50%	1.5	50%	3
Week 8 (3.3.25 - 3.9.25)	0 sec	0	0	0	0
Week 9 (3.10.25 - 3.16.25)	15 min 26 sec	33.30%	1	66.70%	1.5
Week 10 (3.17.25 - 3.23.25)	26 sec	50%	0.5	50%	1
Week 11 (3.24.25 - 3.30.25)	8 min 12 sec	0	1	100%	1
Week 12 (3.31.25 - 4.6.25)	2 min 53 sec	0	1	100%	1
Total(s) / Average(s)	3.72 sec (avg)	41%	7.67	51%	13
** Variables Defined **	<i>*The average duration (in seconds) of users' sessions.</i>	<i>*The percentage of sessions that were not engaged sessions.</i>	<i>*The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.</i>	<i>*The percentage of engaged sessions (Engaged sessions/Sessions)</i>	<i>*The average number of sessions per user.</i>

Table 6

Project Analytics Data Tracking Tool: Page(s)/Screen(s)

Google Analytics Data Tracking - DNP Project		
Ashlie Woodlief - DNP III - Spring 2025		
Week	Views per Active User	Views per Session
Week 1 (1.13.25 - 1.19.25)	1	1
Week 2 (1.20.25 - 1.26.25)	1	1
Week 3 (1.27.25 - 2.2.25)	1.6	1.2
Week 4 (2.3.25 - 2.9.25)	1.3	1.2
Week 5 (2.10.25 - 2.16.25)	0	1
Week 6 (2.17.25 - 2.23.25)	1.3	1.2
Week 7 (2.24.25 - 3.2.25)	2.5	0.83
Week 8 (3.3.25 - 3.9.25)	0	0
Week 9 (3.10.25 - 3.16.25)	2.5	1.7
Week 10 (3.17.25 - 3.23.25)	1	1
Week 11 (3.24.25 - 3.30.25)	1	1
Week 12 (3.31.25 - 4.6.25)	1	1
Total(s) / Average(s)	14.2	12.13
** Variables Defined **	<i>*The average number of mobile app screens or web pages viewed per active user.</i>	<i>*The number of app screens or web pages your users viewed per session. Repeated views of a single page or screen are counted. Views per session = (screen_view + page_view events) / sessions</i>

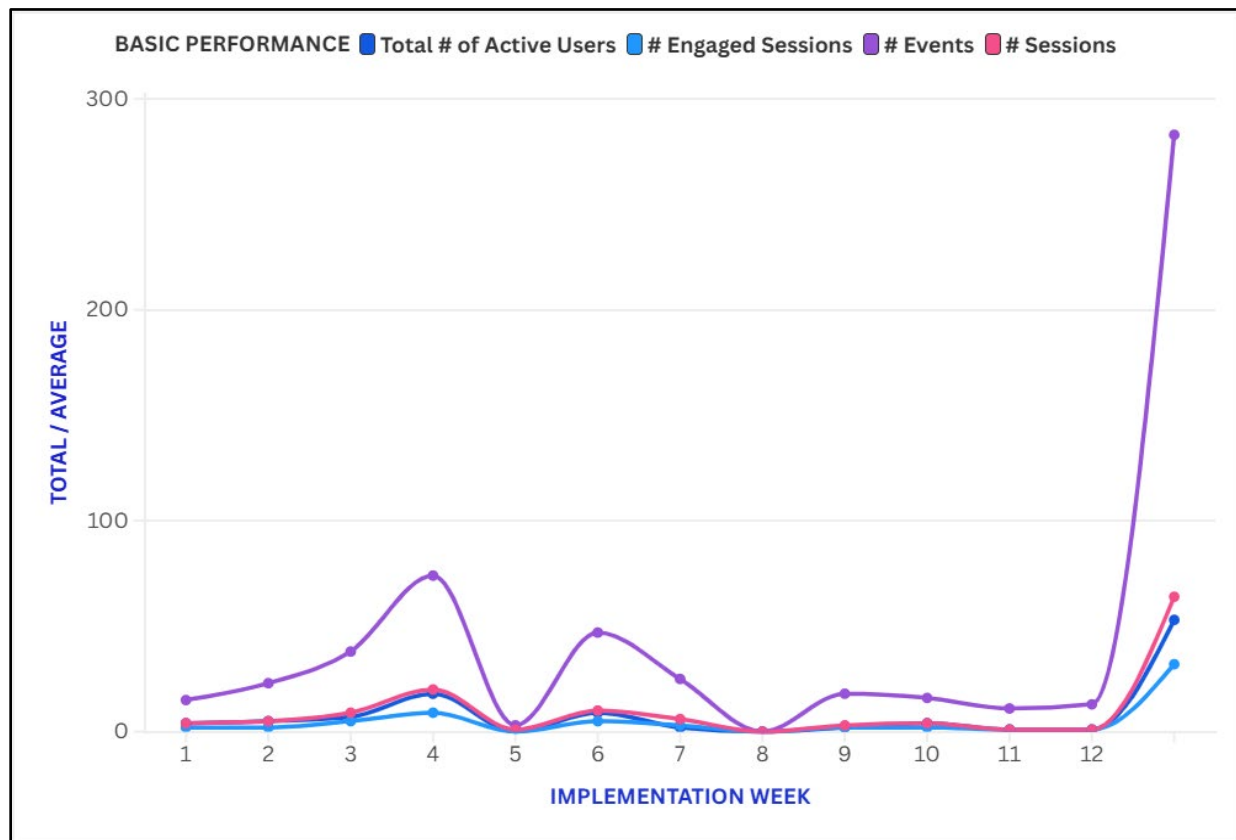
Figure 1**Google Analytics: Basic Performance Key Findings**

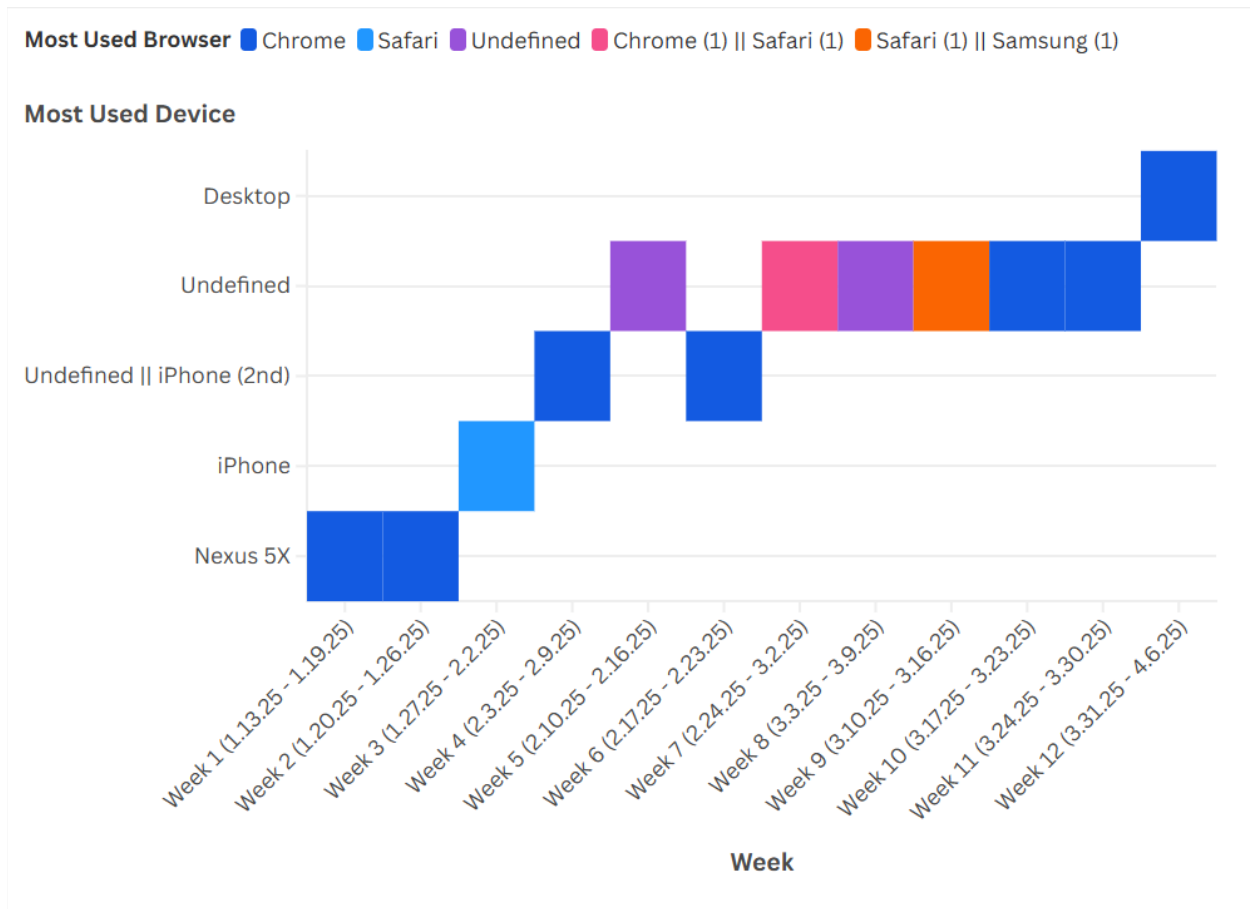
Figure 2**Google Analytics: Technology Key Findings**

Figure 3
Google Analytics: Event(s) Key Findings

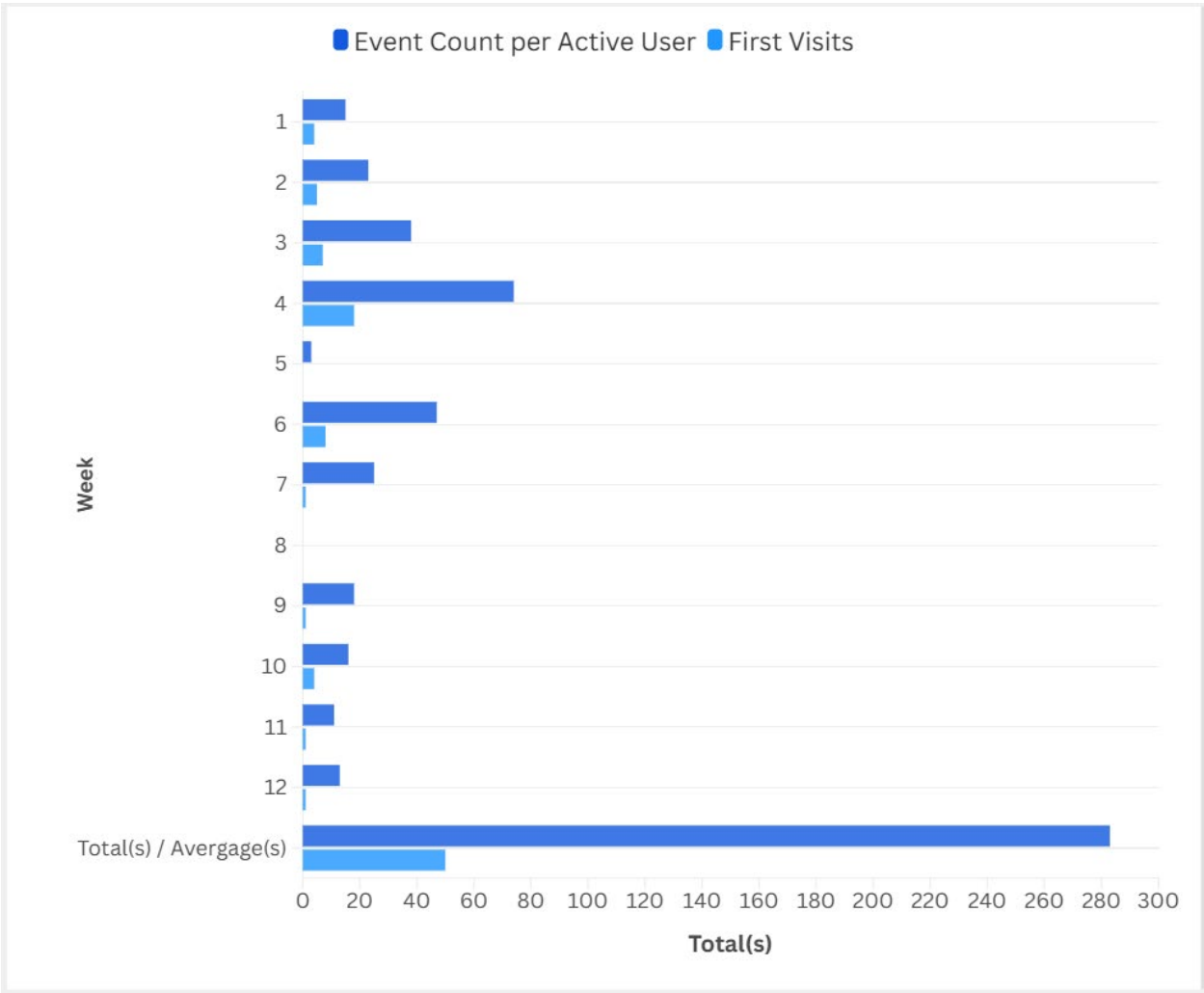


Figure 4

Google Analytics: Session(s) Key Findings

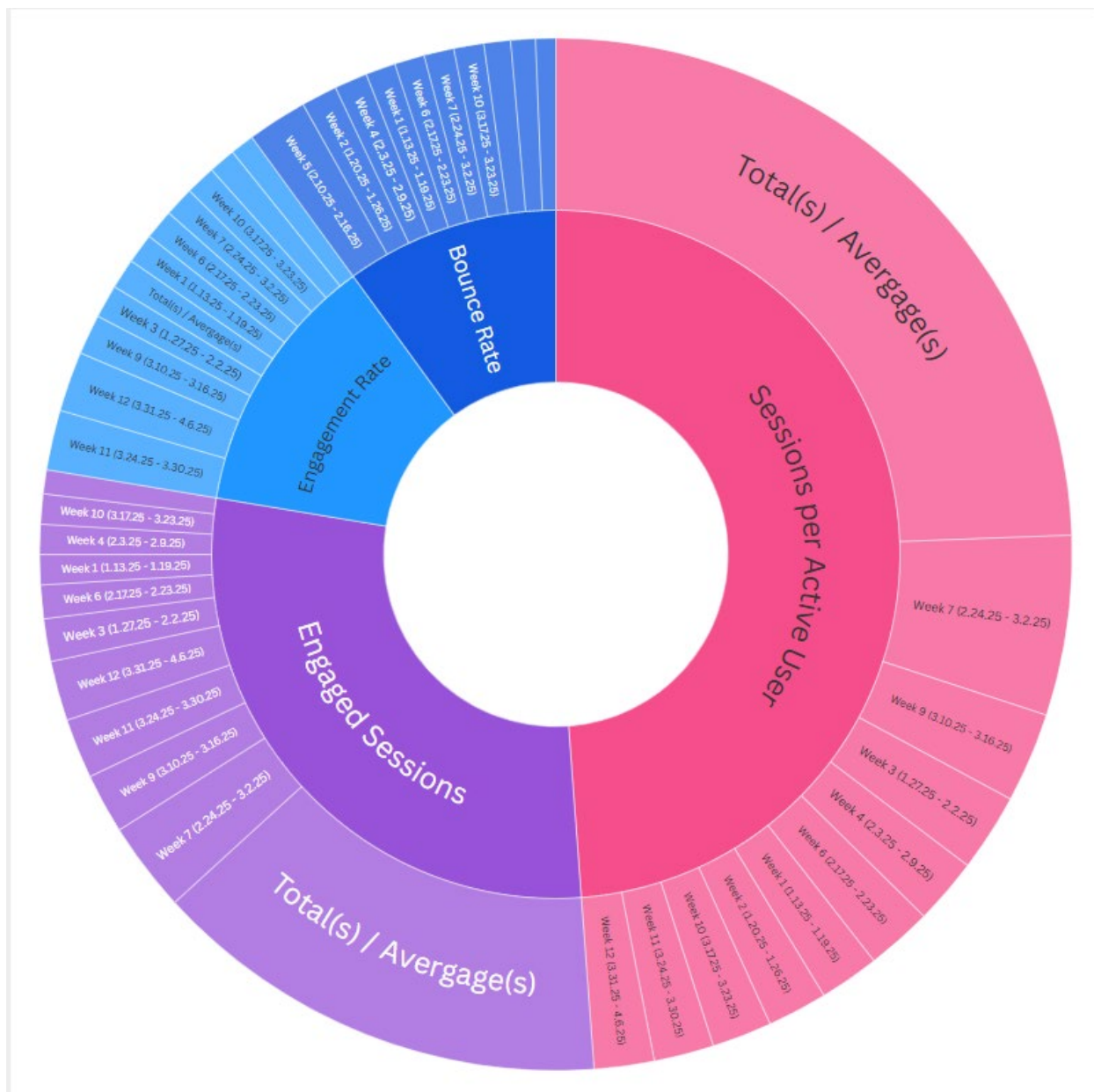


Figure 5**Google Analytics: Page(s) / Screen(s) Key Findings**