



# Hanover Cares

## 2019-2020 Progress Report

**Hanover Cares has 2 goals that guide its work in support of substance-free youth**

### **Goal One: Increase community engagement**

Hanover Cares enhances coalition presence within the community through community partnerships, coalition meetings and events, fundraisers, media campaigns, community education, and awareness campaigns.



**4.45 Facebook posts per week**

**31,109 total reach**

**3,202 engagements (clicks, likes, shares, comments)**



**10** articles and newsletters published

**21** community presentations/workshops

**415** social media posts

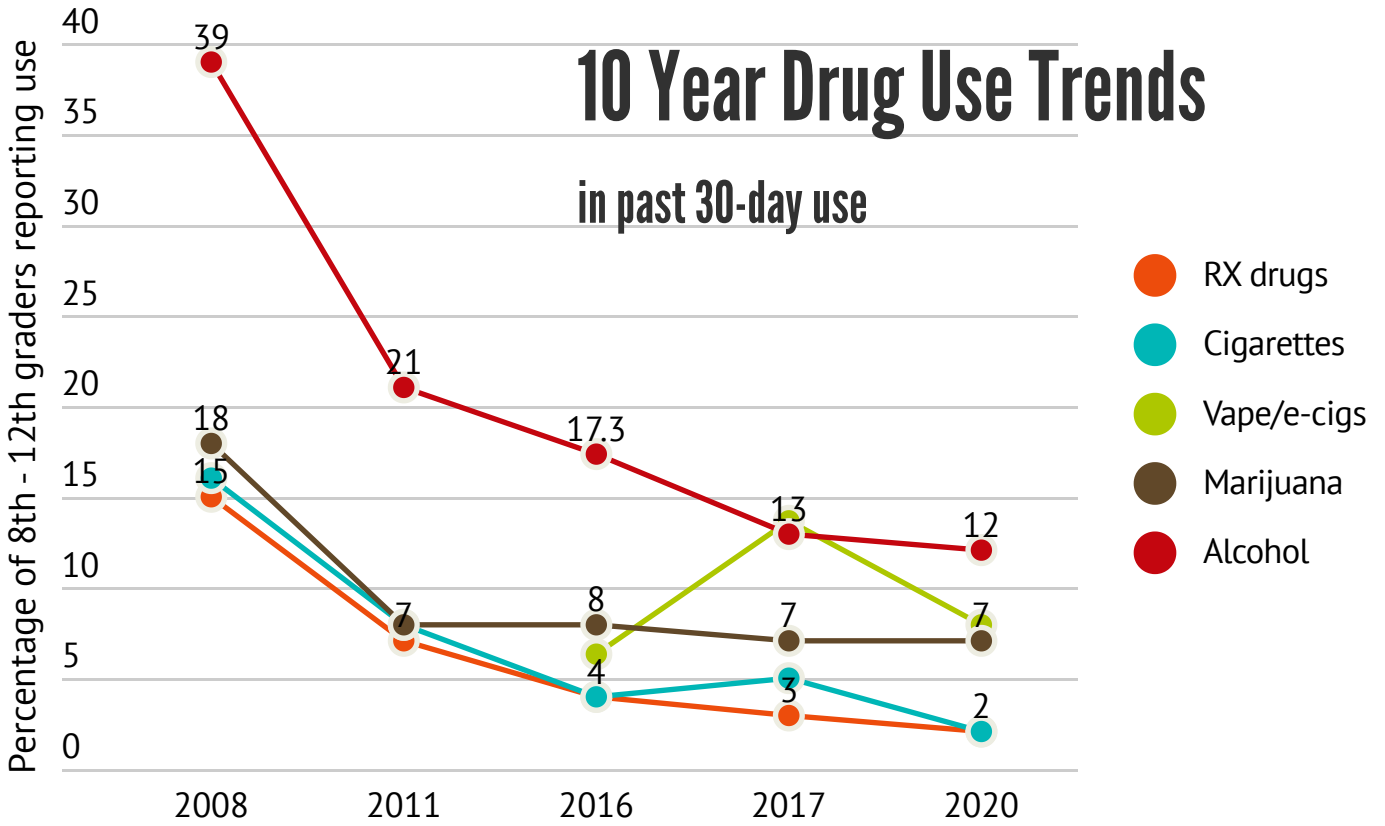
**13,283** informational materials disseminated



**YouTube** 23 videos with 664 views and 2,035 appearances

**5,943 stickers** were stuck on alcoholic beverage containers at **20 stores** by **26 youth**, **6 law enforcement officers**, and **1 teacher** and 1 Channel 6 news story! The stickers include penalties for providing alcohol to minors.

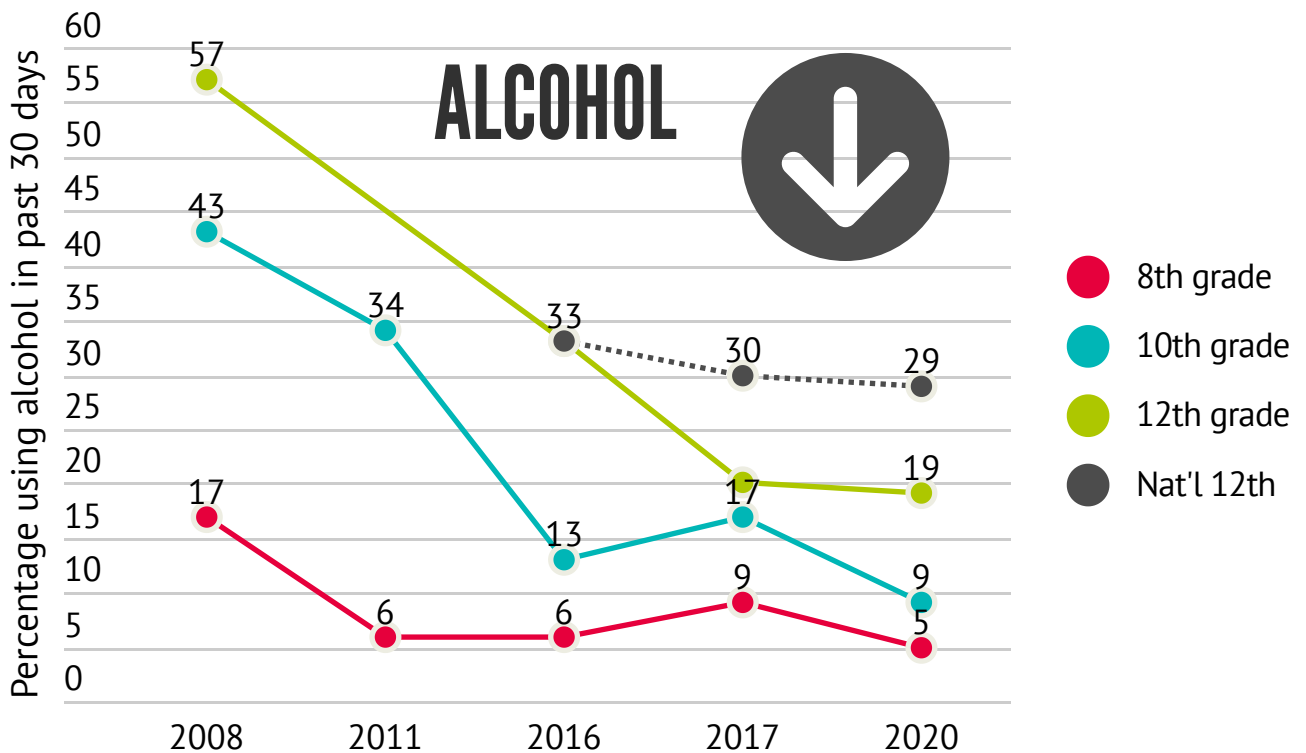
**Goal Two: Hanover Cares is committed to reducing substance use among Hanover County middle and high school students.**



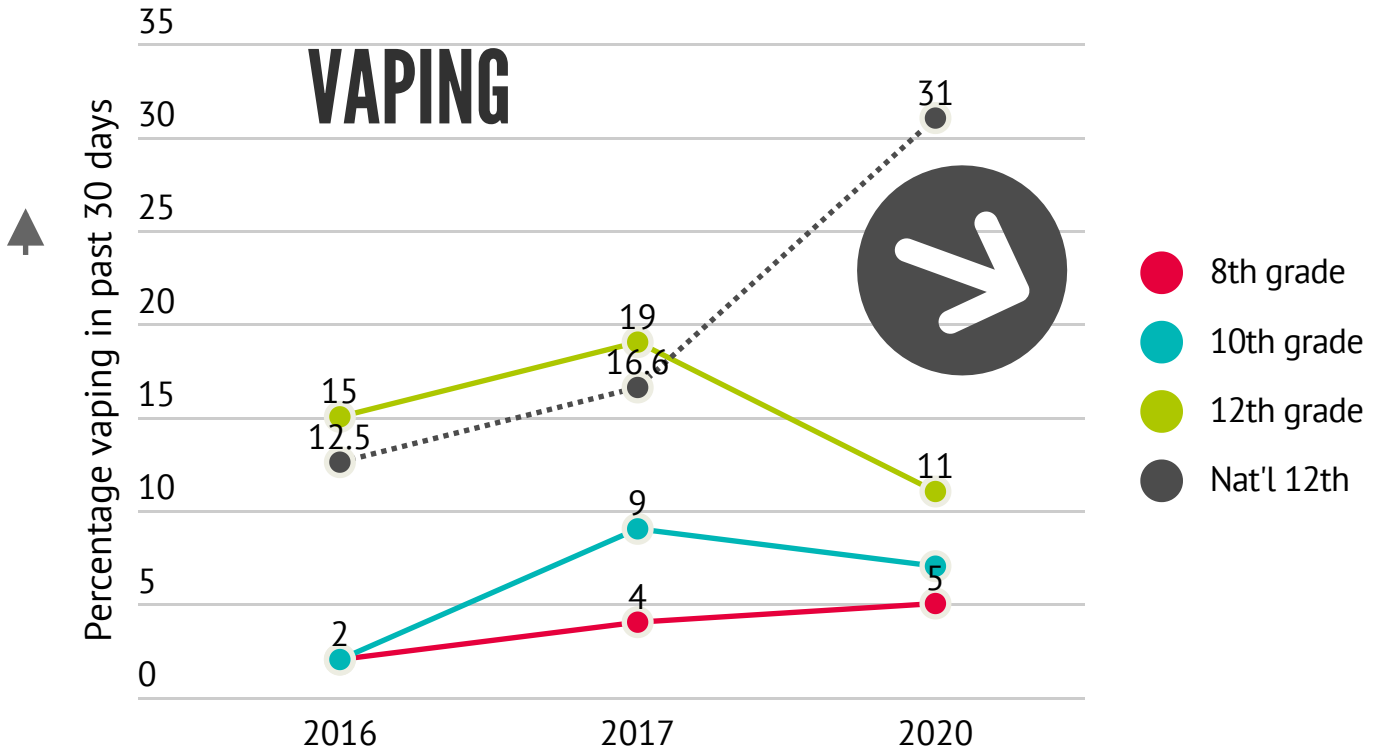
\*Current (past 30-day) use of all substances above appear to be trending downward.

\*\* Due to small sample sizes for high school youth, these data may be underestimates.

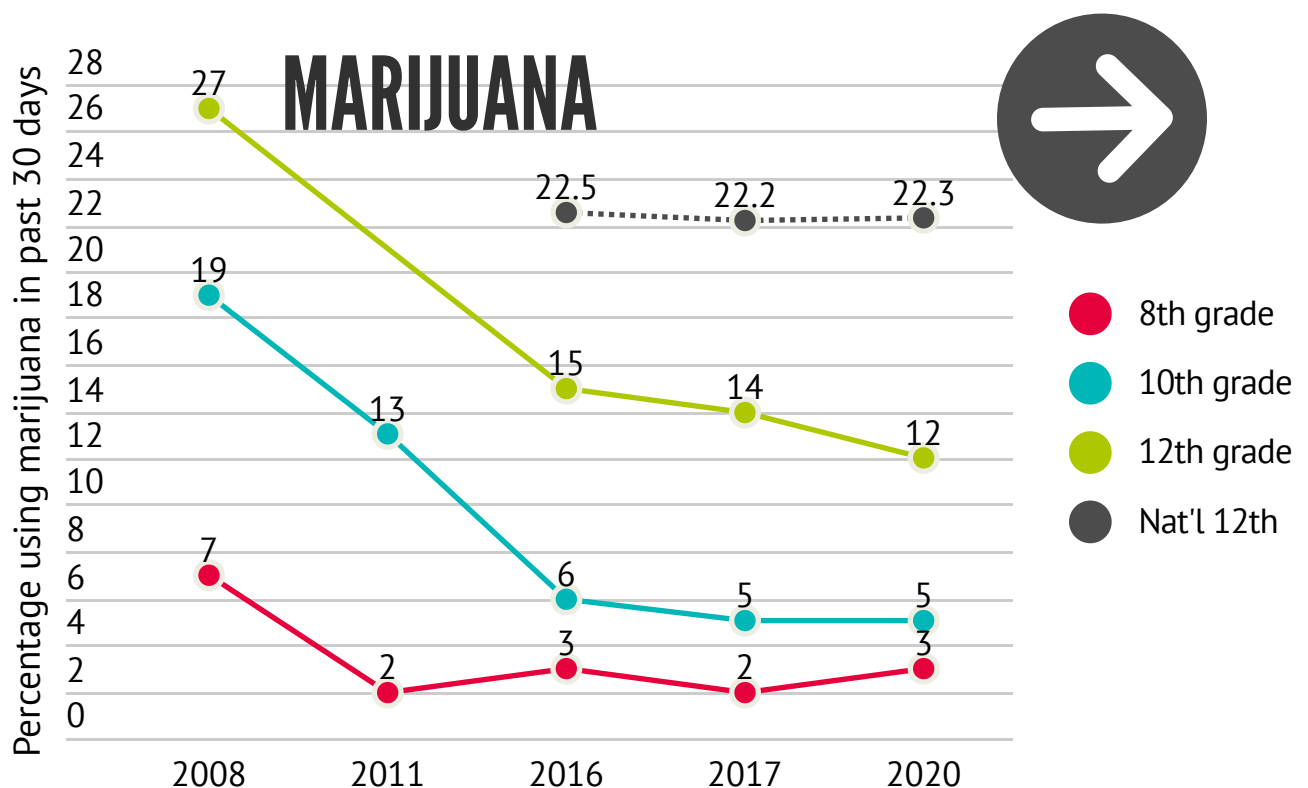
Alcohol is the most commonly used substance among youth in Hanover. Although the youth survey data presented here likely underestimate actual past-30 day use, alcohol use appears to be on the decline. The national average for 12th graders, although higher, also depicts a gradual decline in past month alcohol use.



Past-30 day e-cigarette/Vape use has been tracked by our youth survey since 2016. After a spike in 2017 for all grades, there appear to be slight declines for 10th and 12th graders. Vaping is an emerging trend nationally, therefore, Hanover Cares will continue to monitor these data closely. Most common substances vaped - nicotine (63.22%), flavors with no nicotine (38%), marijuana (14%), and all of these (7%)

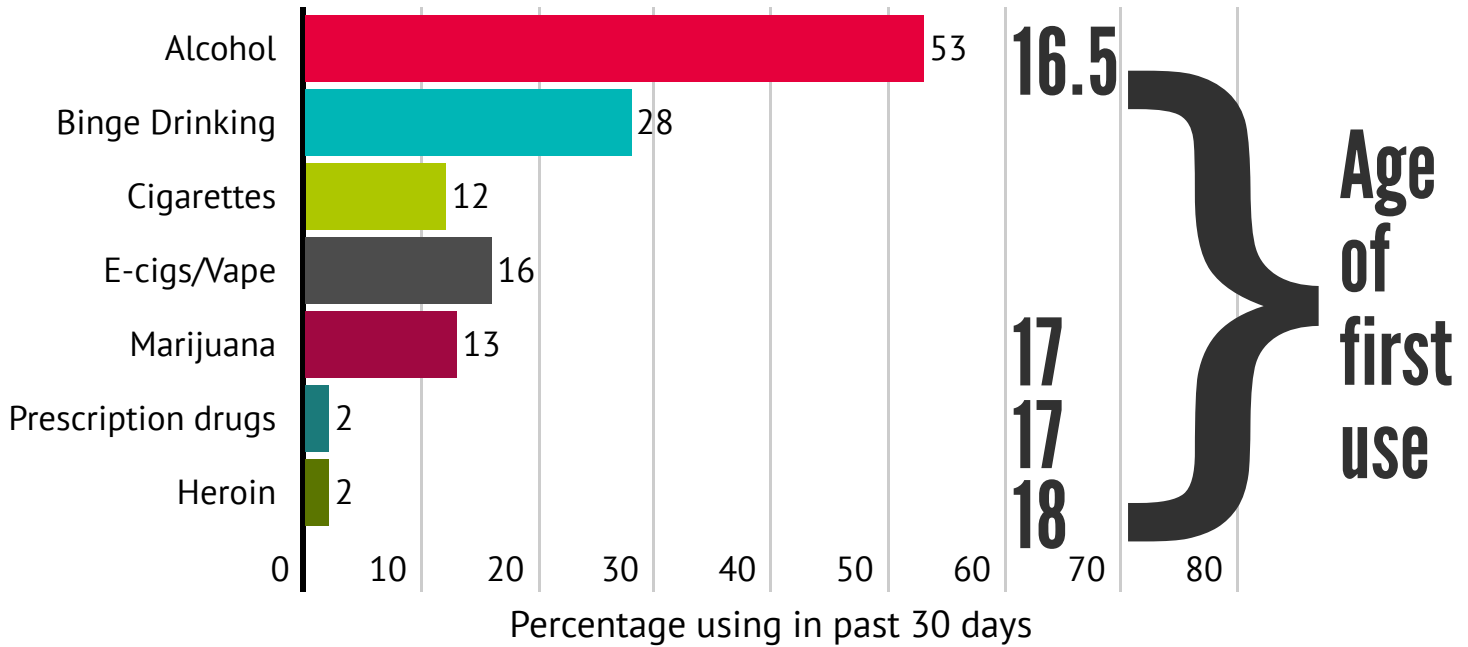


Past-30 day marijuana use has remained fairly consistent since 2016, and is still the third most common substance used by Hanover youth. Again, due to low participation rates for 10th, and especially 12th graders, these data may underestimate actual use.



## Young Adults in Hanover County (18-25 year old Survey 2019)

Similar to the youth data, young adults in Hanover are most likely to use alcohol, with over half doing so within the past month and 28% drinking heavily. E-cigs and cigarettes are used by less than 20% of young adults, and marijuana is regularly used by 13%. Very few young adults report misusing prescription drugs or using heroin (2% for both).



\* 478 young adults surveyed

## Parents/Adults in Hanover County (2020 Survey)

"In your opinion, what is the greatest concern that parents have when their children become teenagers?"



"In Hanover, most parents/adults believe it is okay for ..."	Yes	No
parents to provide alcohol to their underage child/ren to prepare them for the college drinking scene?	25%	75%
parents to provide alcohol to their underage child/ren for drinking in the home?	38%	62%
parents to provide alcohol to their children's underage friends for drinking in the home?	14%	86%
adults to share their prescription painkillers with a family member or close friend?	15%	85%