

# Hanover Cares

## 2018-2019 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.

3.94 Facebook posts per week



36,227 total reach

5,584 engagements (clicks, likes, shares, comments)

#### The Local Pick:

### Hidden in Plain Sight: what every parent needs to know



newsgenecrulecat.com MECHANICSVILLE --Hidden in Plain Sight, a free community initiative suitable for parents, grandparents, other community members and any adult who works with or cares about young people, will be hidd from 6:30 to 8:30 p.m. on Monday. South 20 of Monday.



**PSAs/Commercials** 

with discussion of trends and signs of possible drug and alcohol use. I believe parents will be amazed at what is happening now with our youth. Marsh said. "Youth experience peer pressure much more now than 10 or 20 years ago, and s soviose fervices







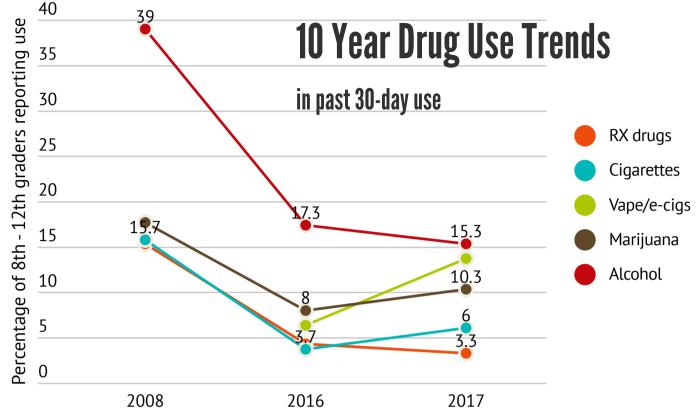
articles and newsletters published



community presentations/workshops



7,008 stickers were stuck on alcoholic beverage containers at 19 stores by 33 youth, 6 law enforcement officers, and 1 teacher in 4 vans and all county high schools were represented! 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 alcohol, cigarettes, prescription drugs, and marijuana is at its lowest level in 10 years. However, vaping/e-cigarette use is up from 2016, as is cigarette use and marijuana use.

The good news is that alcohol use in the past 30 days has continued to drop for Hanover **12th graders, and is at its lowest point in 10 years**. On average, **only 15%** of Hanover students surveyed reported current alcohol use in 2017. We are collecting new survey data

