

HANOVER CARES ANNUAL REPORT



OCTOBER 2020-SEPTEMBER 2021

COALITION ASSESSMENT

In FY 2021, Hanover Cares members completed a coalition readiness assessment implemented by researchers at Omni. Results revealed agreement among members that the coalition is working on critical community issues such as alcohol misuse, tobacco, and other drug use. Results also found that the leadership is effective, collaborative, knowledgeable, and skilled with communication, management, and problem-solving. Areas of growth include membership engagement/commitment and the sharing of information and results with the membership and the larger community.

Coalition 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.

10

articles and newsletters published

21

community presentations

139

social media posts

13,283

informational materials disseminated



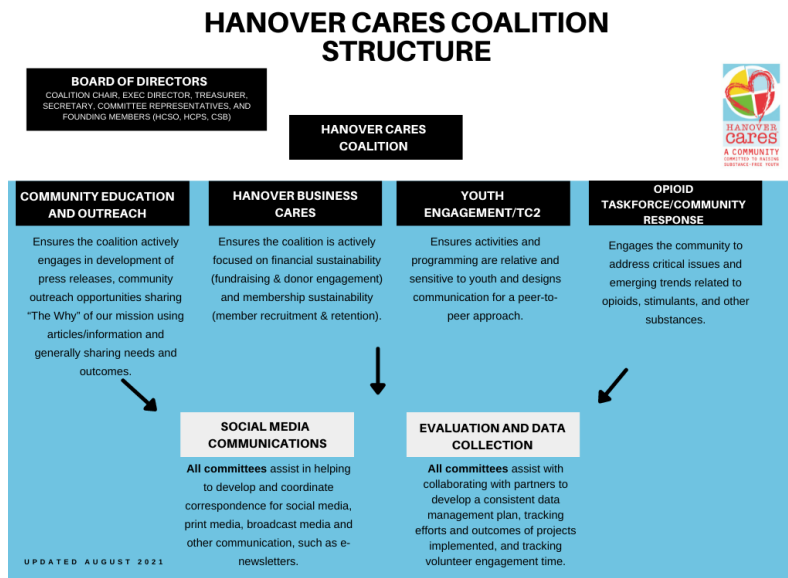
33,147 Facebook Reach
3,202 engagements
(clicks, likes, shares, comments)



2,258 Teens Care Too
Instagram Reach

COALITION ASSESSMENT CONTINUED

Hanover Cares implemented a newly approved coalition structure, to include starting coalition committees and hosted Coalition Committee Leader Training to reach consensus about committee goals, structure, and implementation. The Executive Director also provided coalition and board members training on capacity building, sustainability, and cultural competency. In addition, language translation module was purchased and installed on the Hanover Cares website, allowing it to be fully translated in Spanish. Hanover Cares emergency resource cards were also updated and printed in both English and Spanish.



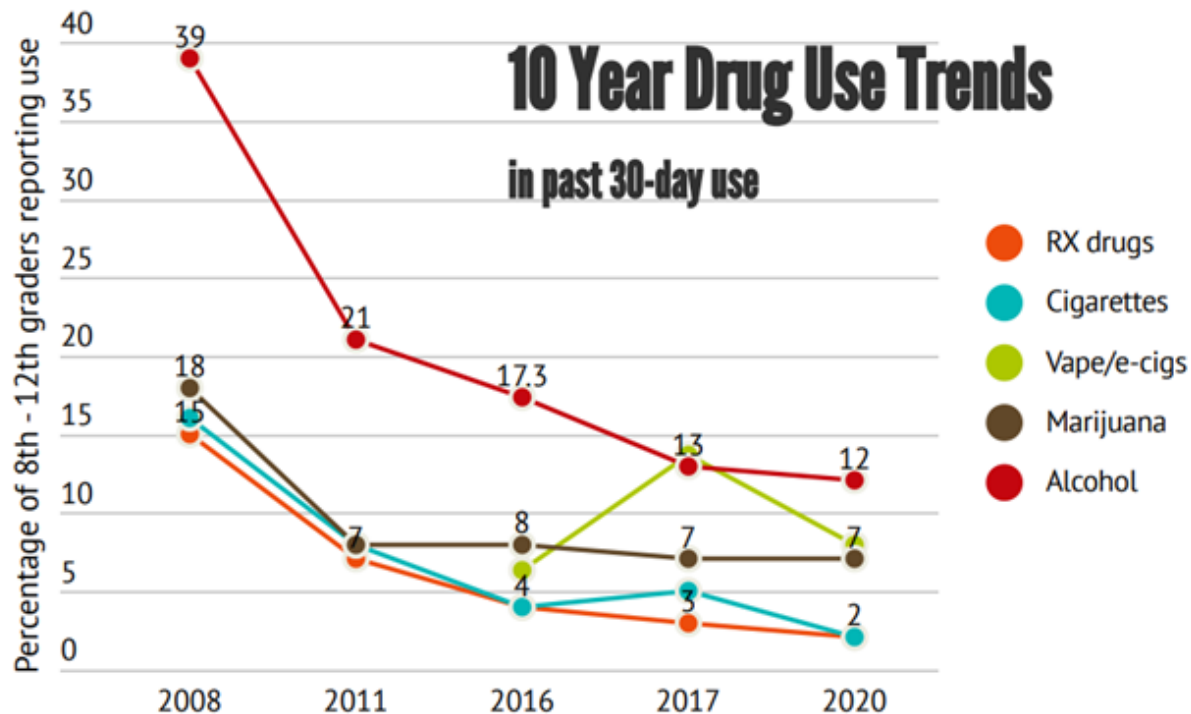
Teens Care Too (TC2) nested under Hanover Cares from the CSB effective July 1, 2021. Staff worked with TC2 leaders to ensure collaboration and communication across all DFC youth engagement projects, like their 'Crush the Alcohol Culture' project. TC2 completed Spring recruitment resulting in a total of 13 members. The group facilitated a two night planning retreat in September and will continue recruitment and retention planning for 2022 and beyond.

COMMUNITY ENGAGEMENT HIGHLIGHTS

- Developed COVID-19 & vaping educational video pinned to coalition YouTube channel
- Participated in and co-facilitated two statewide marijuana education webinars through Community Coalitions of VA (CCoVA)
- Provided presentation on vaping and energy drinks to local Boy Scouts Troop
- Supported schools during Great American Smokeout by providing printed posters developed by youth
- Consistently published a bimonthly e-newsletter with coalition and partner updates/events
- Facilitated focus groups among Latinx & African American faith communities in the western corridor
- Developed Youth Data Presentation for school personnel for their professional development training sessions
- Led substance use and mental health training for Hanover County Public Schools Health Equity Virtual Conference
- Signed contract with Richmond Flying Squirrels for promotional marketing and event partnership from July 2021-November 2022, including having Stone's Throw Studios design a new banner, put up at the Squirrels Stadium on the Level 1 Concourse

COALITION ASSESSMENT

Coalition 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.

Hanover Cares continues to track outcomes directly related to the coalition’s efforts among youth ages 12-18. From 2016 to 2020, among high school students in Hanover County, there was a 34.8% reduction in past 30-day alcohol use, and middle school students reported consistently low (6%) past 30-day alcohol use. Among Hanover County high school students, there was an 18.2% reduction in in past 30-day marijuana use. However, perception of risks of marijuana use decreased 8% among middle school students and 7% among high school students, which is often followed by an increase in use.

Hanover Cares was awarded the 2021 Drug-Free Communities Grant in October for 5 additional years of funding! The coalition will continue to monitor drug trends and incorporate strategies to increase perception of risks for all substances.

