

Youth Drug Awareness Raised by 4-H Health Rocks!

How a Delaware youth program educated 5,900+ youth on the dangers of substance abuse

ISSUE



From 2011 to 2014, past 30-day use of e-cigarettes and cigars increased among high school and middle school students (National Institute on Drug Abuse).



In June 2014, Delaware passed a law that illegalized sale of e-cigarettes to minors.



Increased use of opiates (prescription drugs) and heroin by 8th–11th graders (*The News Journal*).

RESPONSE

28

schools—elementary, middle and high school—participated in Health Rocks lessons, with participants completing homework, posters and community projects.

5,962

youth reached at 109 locations (schools and camps) with over 10 hours teaching of tobacco, drug and alcohol prevention life skills.

National Drug Facts Week

18

selected schools read morning announcements on drug facts.

IMPACT



72.3%

increased youth understanding of cigarette use addiction.



95.9%

understood substance use ruins relationships with friends and family.



12%

increased ability to persuade a friend to avoid drugs.