

2019 Behavioral Health Assessment and Prevention Impact Report

Serving Hernando County, Florida



An Overview of HCC Partner's
Prevention Projects and Substance Use and
Mental Health Trends



HCC Executive Board

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Sandra Marrero – Vice Chairman
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Tresa Watson – Executive Director



*On the
Town*



Who We Are

The HCC serves as a convener of community sectors that include youth, parents, schools, law enforcement, healthcare professionals and so on, who work in partnership to better the behavioral health of youth and families.

Our Mission is to serve as a collective voice for Hernando County residents working towards the health and wellness of community members, with a focus on youth substance abuse.

The HCC membership is comprised of the Board of Directors, the General Membership, and sub-groups (Committees/Partnerships/Task Forces) who work on issue specific objectives. Membership includes both individuals and those who represent their respective organizations and businesses. The member organizations, agencies, and businesses that contribute to HCC partner projects include:

- Bay Area Apartment Association
- BayCare Behavioral Health
- BayFront Health Spring Hill/Brooksville
- BayFront Baby Place
- Boys and Girls Club
- Brooksville Hospital
- Career Center
- CENAPS Corporation
- City of Brooksville Parks and Recreation Department
- Clear Channel Outdoor
- Coastal Healthcare
- Crescent Community Clinic
- Dawn Center
- Department of Corrections
- First Hernando Youth Soccer Club
- Fifth Judicial Circuit-Teen Court
- Florida Department of Children and Families, Circuit 5
- Florida Department of Health- Citrus County
- Florida Department of Health- Hernando County
- Florida Department of Juvenile Justice, Circuit 5
- Florida National Guard, Civil Ops
- For Each 1, Reach 1 Mentoring Program
- Garrison Animal Hospital
- Greater Hernando Chamber of Commerce
- Guardian Ad Litem
- Gulfcoast North Area Health Education Center
- HCA Healthcare
- Hernando Community Health Improvement Partnership
- Hernando County Government
- Hernando County Mental Health Alliance
- Hernando County Parks and Recreation
- Hernando County Public Library
- Hernando County School Board
- Hernando County School District
- Hernando County Sheriff's Office
- Hernando Medical Society
- Imperial Dry Cleaners
- Kiwanis
- LSF Health Systems
- New Beginning Youth Shelter
- New-Visions Detox
- North Florida Behavioral Health Partners, Inc.
- Mothers Against Drunk Driving
- Mid Florida Community Services, Inc.
- My TV Tampa Bay
- Oak Hill Hospital
- Office of the State Attorney, Fifth Judicial Circuit of Florida
- Operation PAR, Inc.
- Pasco/Hernando State College
- Pasco/Hernando Early Learning Coalition
- People Helping People
- Pinebrook Pharmacy
- Premier Community Health
- Prevention Solutions, Inc.
- Springbrook Hospital
- Students with Emotional/Behavioral Disabilities Network
- Sun County Pediatrics
- University of South Florida, Florida Mental Health Institute
- Veterans HEAT Factory
- WellFlorida
- Youth & Family Alternatives, Inc.
- YMCA of the Suncoast- Hernando Branch

The HCC utilizes SAMHSA's Strategic Prevention Framework to develop thoughtful, data backed logic models and strategic plans of action to target the factors and local conditions contributing to behavioral health issues.

Through the shared ownership of projects among partners, utilizing existing expertise from membership and resources available in the community, and using research-based approaches and best practices, the HCC partners/members are able to save costs and expand on current resources, rather than duplicating projects and services.



The work of the HCC is funded through grants or contracts with mainly State and Federal resources, through small foundation awards or donations, and by the in-kind resources of community partners.

For more information, contact Executive Director Tresa Watson at **352-596-8000**, tresa@cenaps.com, or visit www.hernandocommunitycoalition.org

Report compiled by Evaluator, Lisa Hilko (lmhilko@gmail.com) and Tresa Watson, Executive Director

Why We Do It

Substance use, addiction, poor emotional health, and mental illness take a toll on individuals, families, and communities. Hernando County, like many areas in the country where poverty is high and resources and opportunities are limited, has not escaped the series of social issues plaguing youth and communities today such as school dropout, crime, overdose, violence, and even death resulting from behavioral health issues. SAMHSA Reports, “if communities and families can intervene early, behavioral health disorders might be prevented, or symptoms can be mitigated.” Additionally, prevention saves \$18 per every \$1 spent. Community based behavioral health prevention and promotion must be a public health priority for Florida and Hernando County.

The HCC was formed in 2004 as a task force when school district staff learned that Hernando students had some of the highest rates of substance use in the State. In 2008, the coalition was awarded a Drug Free Communities grant from SAMHSA. Since that time, **WE HAVE MADE CHANGE!!** For example, high school students who report using alcohol in the past 30 days has decreased an overall 58% from 2004 to 2018. In fact in 2016, the HCC was named the **National Coalition of the Year** by CADCA, for our outcome based work addressing youth substance use.

But despite the considerable strides, challenges remain such as socioeconomic factors, policies and norms supportive of use, **leaving much work still to do.**

Still Much to Do

Substance use and abuse among Hernando youth and adults continues to be prevalent, impacting residents of all ages. To measure youth substance use, the Florida Youth Substance Abuse Survey (FYSAS) is implemented every other year on the county-level and is the main tool used to gauge youth substance use and risk and protective factors among 11 to 17-year olds across the State. In 2018, 14.7% of students in Hernando County reported past 30-day alcohol use, with an alarming 60% of recent drinkers reporting binge drinking. Past 30-day use of marijuana was reported among 12.8% of students, above the Statewide average of 10.9%. Past 30-day vaporizer use was reported among 14.4% of students, also above the Statewide rate. Hernando students reported higher rates of ever using misusing a prescription drug than their peers statewide, with 6% having used a depressant, 4.8% having used a pain killer, and 2.6% an amphetamine, (2018, FYSAS). Though 2020 FYSAS results are not yet available, the prevalence of vaporizer use for nicotine and marijuana among students will likely show increases based on student violations skyrocketing in the past year on school campuses. In the 2016/17 school year, there were 16 violations for the use of a vaporizer for nicotine. In the 2018/19 year, there were 266 violations, an overall increase of 1,563% for nicotine devices, as well as 60 violations for vaping marijuana, (with none on record in the previous 2-year span). In just the first two weeks of the 2019/20 school year the District reported 70 students were cited on school campuses for a vaping violation. Among adults the rate of substance use is harder to identify, but 2016 Behavioral Risk Factor Surveillance System data showed that among Hernando residents age 18 to 44, 21.2% reported recent heavy or binge drinking and 9.1% reported recent marijuana use.

Substance abuse problems impacting both adults and youth, however, are apparent. Among teens for instance, data showed that our students who report substance use in the past 30-days reported lower percentages of A's and B's than their non-using peers by wide margins, as was true for delinquent behaviors, (2018, FYSAS). Further analysis of delinquent behaviors showed, for example, that at Hernando K-8 schools, the school with the highest rate of ATOD incidents also had the highest rate of economically disadvantaged youth and minority populations last year, (2018, Florida Department of Education). There were 727 drug arrests and 235 DUI arrests in 2018 among adults in Hernando County, (Florida Law Enforcement). In 2019, there were 3,367 maltreatment investigations conducted by Child Welfare in Hernando, of which 1,158 or 25% were for substances and 77 were for substance exposed newborns. In 2017 the Hernando Jail performed 3,777 mental health assessments and 3,453 inmates attended substance abuse services.

Hernando County has not escaped the opioid epidemic, with high rates of overdoses, criminal behaviors, and family destruction. In 2018 the Circuit 5 Medical Examiner reported 353 deaths from prescription drugs and 44 from heroin, (the highest on record). In 2018, visits to County ERs for opioid overdose were above the State rate, and there were 157 non-fatal overdoses reported by EMS of which 35% were opioid related (Department of Health). The rates at which overdoses are affecting youth in Hernando County, while not fatal, are apparent. In 2018, among calls to Florida's Poison Control Centers, 88% of calls for 13 to 19 years old's in Hernando County (83 total calls) were for prescription drugs, and "street" opioids and stimulants. Also, alarming are rates of methamphetamine use among youth and adults increasing in the County. In 2018, 110 methamphetamine-related deaths occurred in the Circuit.

Data from the FYSAS also indicated that untreated mental illness is contributing to youth substance use. In 2018, 29.4% of Hernando 11 to 17-year-olds reported "sometimes I think life is not worth it at all", above the Statewide average. Among students who reported past 30-day alcohol or marijuana use, the depression rates were even higher, (2018, FYSAS). The 2019 Robert Wood Johnson health rankings showed the lack of mental health care with just one provider for every 1,209 persons (1209:1), well below the State (670:1) and national ratios (310:1), with 25% of residents 18 to 64 uninsured. In the 2017/18 fiscal year there were 411 involuntary hospitalizations by youth under 18 from Hernando, however youth are admitted in neighboring Counties as Hernando does not have an inpatient facility for youth.

Countywide in 2018, 14.1% of residents met the federal poverty guidelines, but when examining areas where many youth and families live, economic disparities presented much larger. Among children under 5, for instance, the poverty rate was 24.1% and among youth 5 to 17 years old the rate was 19.6%. However, among seniors over 65, who account for 27.3% of the population, the poverty-level dropped to 8.7%. In the City of Brooksville, 27.3% of all residents met the poverty guidelines, (US Census). In the current school year there are 21,229 students enrolled in Hernando public schools with more than half deemed economically disadvantaged, and nearly 70% qualifying for free/reduced lunch, (FL Department of Education). The racial/ethnic diversity of the County differs by age group as well, with 62.1% of students identifying as White, 22.6% as Hispanic/Latino, and 7.7% African American, versus the countywide rate of White residents making up 89.8%. In 2018, 10.9% of households spoke a language other than English in the home, (US Census). In 2017, Veterans represented 14.3% of Hernando population, higher than the State rate of 9.7%, with nearly 40% under age 64, (US Census). In 2018, the rate of births to teen mothers was 19.8%, above the State rate, and 2 of the 5 high schools now have on-site nurseries. The rate of youth in foster care was 30% higher than the State average in 2018, (Florida Charts).

It is the goal of the Hernando Community Coalition partners to improve the health and wellness of all our community members. To learn more and see how you can get involved, you can learn more about us on our website, facebook page, or contacting us directly.

Phone: 352-596-8000

Email: tresa@cenaps.com

Website: www.hernandocommunitycoalition.org

Facebook: <https://www.facebook.com/HCCADC>



Looking for help for substance abuse, mental health, and other behavioral health issues? Visit: hernandocares.org to find a list of services and supports for Hernando County residents.

HCC Goals and Objectives



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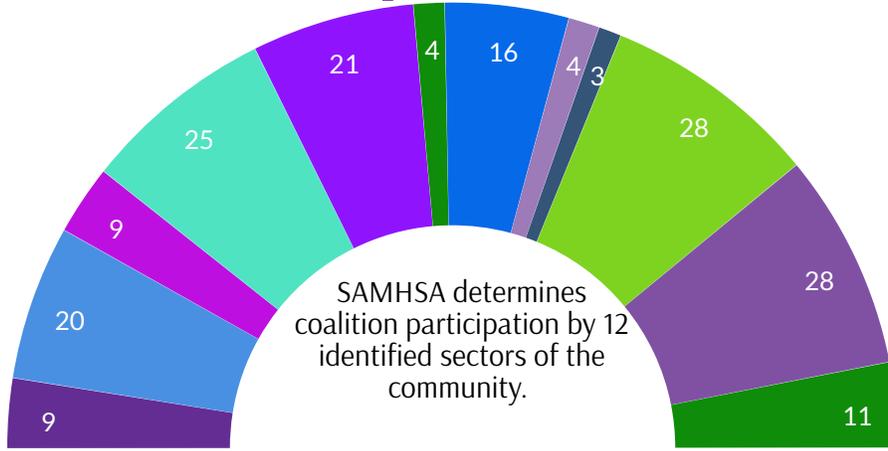
** The HCC continues to provide information and education on other drug types, however they are not considered a drug of focus by funded projects. The use of vaporizers/e-cigarettes for nicotine and/or marijuana has quickly emerged as a major threat to teen safety in Hernando County, with 2019 reported use skyrocketing in 2018 and 2019 data sets.*

GOAL 1: INCREASE COMMUNITY COLLABORATION



Objective 1.1: Strengthen the capacity and infrastructure of the prevention system to prevent the onset and reduce substance abuse and related problems.

2019 Participants by Sector



- Enforcement (5.06%)
- Healthcare (11.24%)
- Businesses (5.06%)
- Schools/School Orgs (14.04%)
- Gov't (11.8%)
- Media (2.25%)
- Youth-Serving Orgs (8.99%)
- Civil groups (2.25%)
- Religious (1.69%)
- Other Support Orgs (15.73%)
- Youth (15.73%)
- Parents (6.18%)

12 SWAT Clubs



- Central High School
- Challenger K-8
- Explorer K-8
- Fox Chapel Middle School
- Hernando High School
- Nature Coast Technical High School
- Parrot Middle School
- Powell Middle School
- Springstead High School
- Weeki Wachee High School
- West Hernando Middle School
- Winding Waters K-8

160+ Youth Group Members

Coalition and Committee/Taskforce Meetings



Quarterly HCC and TFH Meetings



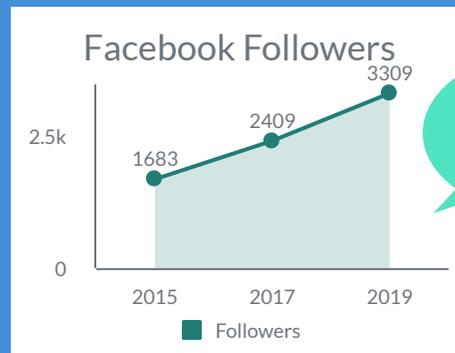
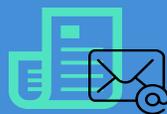
Monthly SWAT Meetings are held at each of the schools (during school year)

Online Capacity

9,615 Unique Visitors to HCC Website in 2019



300+ Email List HCC updates sent at least monthly



Over 95,000 impressions

Objective 1.2: Strengthen the capacity and infrastructure of the prevention system to through professional development to prevent the onset and reduce substance abuse and related problems.

2019 Conferences, Summits, Workshops, Trainings Attended



CADCA
29th Annual National Leadership Forum
& SAMHSA's 15th Prevention Day
 February 4-7, 2019
 Gaylord National Hotel
 National Harbor, MD

TRANSFORMING COMMUNITIES
 THE POWER OF PREVENTION

- 3 HCC Staff attended CADCA's National Leadership Forum

7th Annual Southeastern U.S. Regional Drug Prevention Summit



- 6 Staff attended from HCC, Hernando County Schools, and BayCare Behavioral Health



Rx Drug Abuse & Heroin Summit
 AN NCAD MEETING

April 22–25, 2019
ATLANTA, GA

- 2 Staff attended the Rx Drug Summit from Hernando County Schools



UNIVERSITY OUTREACH
INTEGRATING PRIMARY AND BEHAVIORAL HEALTHCARE THROUGH THE LENS OF PREVENTION
 The UNIVERSITY of OKLAHOMA • 2 Staff HCC attended Conference in November 2019

August 21–23, 2019



just
bh one

Hilton Orlando Bonnet Creek

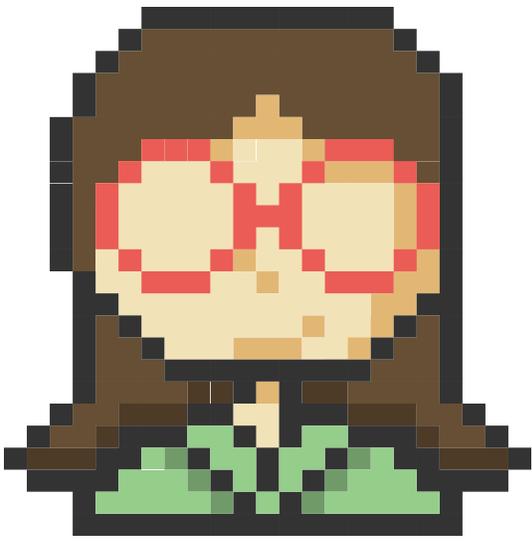
- 3 Staff attended the Conference from Hernando County Schools and BayCare Behavioral Health

22ND ANNUAL RURAL DOMESTIC VIOLENCE STATEWIDE TRAINING INSTITUTE JUNE 5 - 6 2019

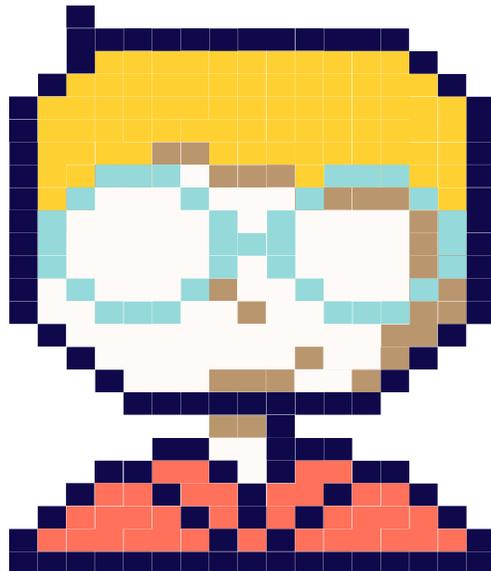
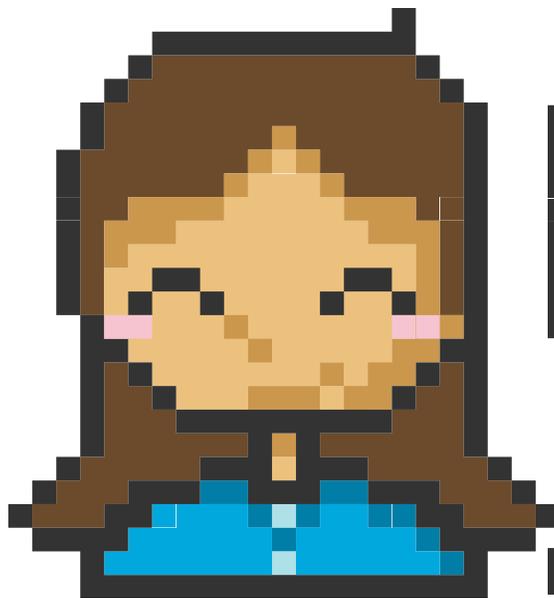
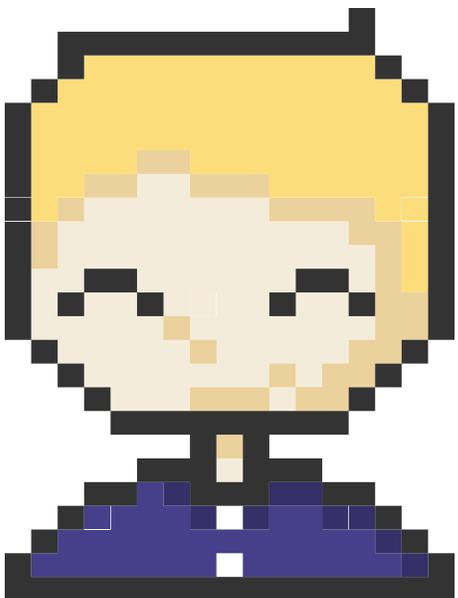
- 1 Staff attended from BayCare Behavioral Health

1 Day Trainings/Summits Attended

- LSF Health Systems – Behavioral Health Innovation Summit
- Drug Enforcement Agency's Opioid 101 Heroin + Other Opioids
- Hernando County Mental Health Summit
- Vaping 911 Facilitator Training
- Circuit Five Human Trafficking Symposium
- Strengthening the Community
- High Fidelity Wraparound Introduction



GOAL 2: Reduce and Prevent Youth Substance Use

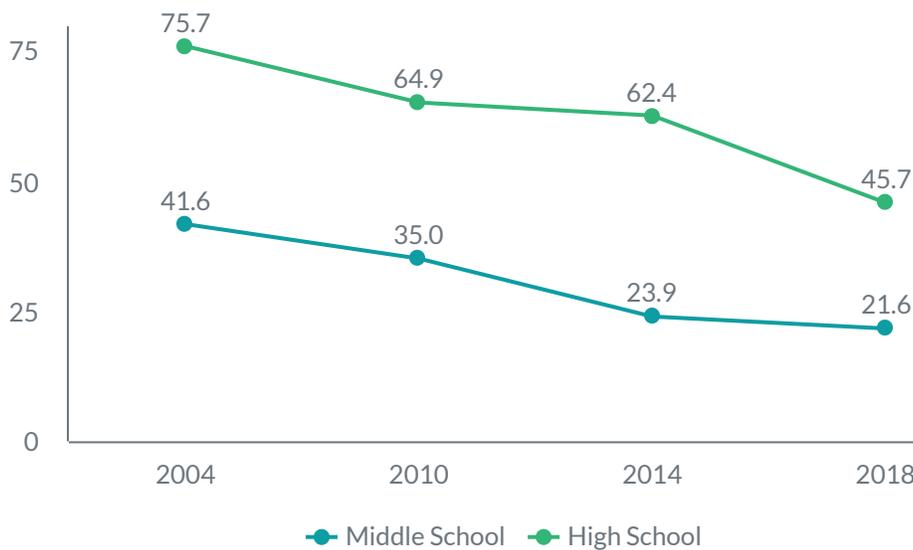


Youth Substance Use Outcomes

Goal: Reduce the percent of Hernando County middle and high school students who report they have tried alcohol on at least one occasion in their lifetime.

Alcohol

Percent of Hernando County Middle and High School Students who Reported Alcohol Use in Their Lifetime, 2004 to 2018

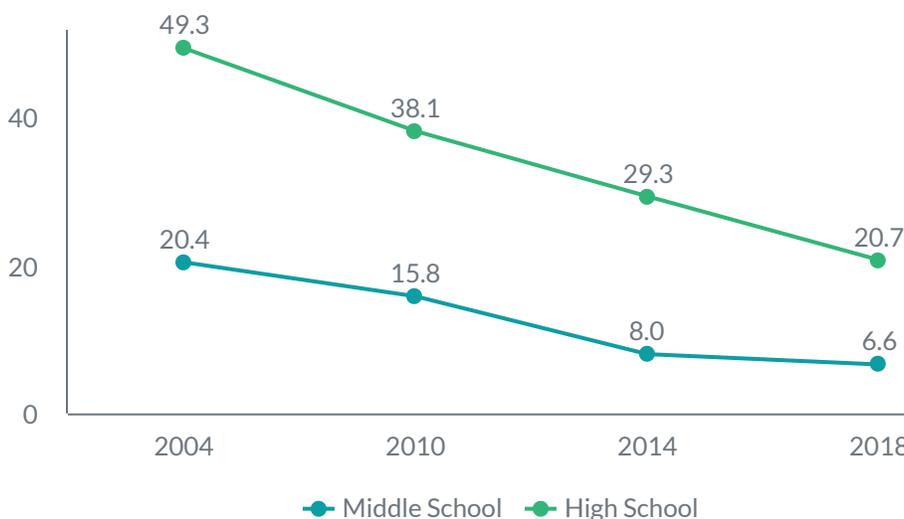


OUTCOME:

48% less middle school and **40%** less high school student reported they ever tried alcohol in 2018 compared to 2004!

Objective 2.1: Reduce past 30-day alcohol use among Hernando County middle and high school students.

Percent of Hernando County Middle and High School Students who Reported Past 30-Day Alcohol Use, 2004 to 2018



OUTCOME:

68% less middle school and **58%** less high school students reported past 30-day alcohol use in 2018 compared to 2004!

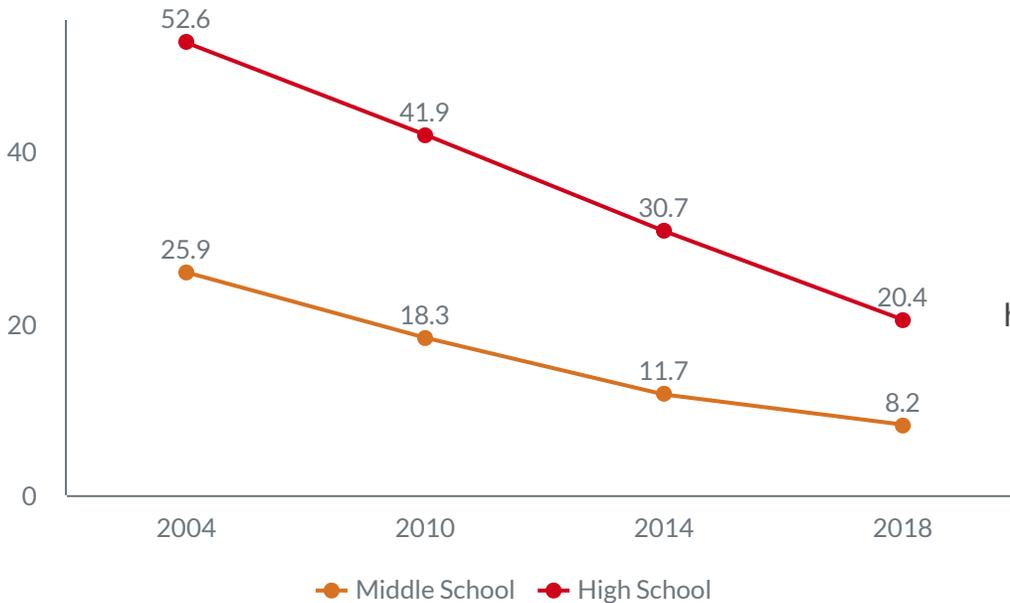
Data Source: Florida Youth Substance Abuse Survey, 2004 - 2018

Tobacco



Goal: Reduce the percent of Hernando County middle and high school students who report they have tried cigarettes on at least one occasion in their lifetime.

Percent of Hernando County Middle and High School Students who Reported Tobacco Use in Their Lifetime, 2004 to 2018

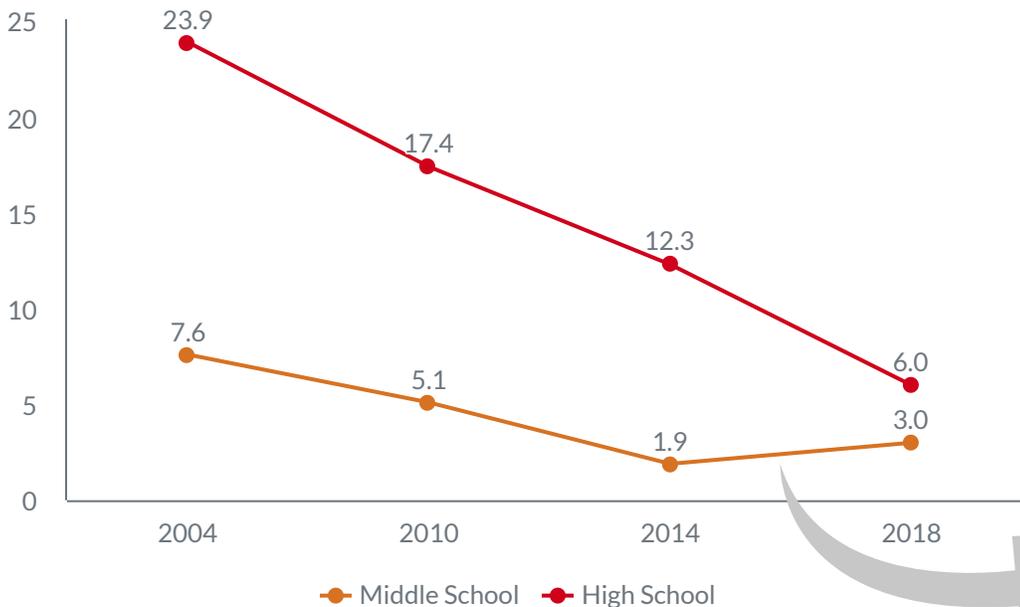


OUTCOME:

68% less middle school and **61%** less high school students reported they ever tried cigarettes in 2018 compared to 2004!

Objective 2.1: Reduce past 30-day tobacco use among Hernando County middle and high school students.

Percent of Hernando County Middle and High School Students who Reported Past 30-Day Cigarette Use, 2004 to 2018



OUTCOME:

60% less middle school and **75%** less high school students reported past 30-day alcohol use in 2018 compared to 2004!

Middle school student recent smoking showed increases from 2014 to 2018.



Data Source: Florida Youth Substance Abuse Survey, 2004 - 2018

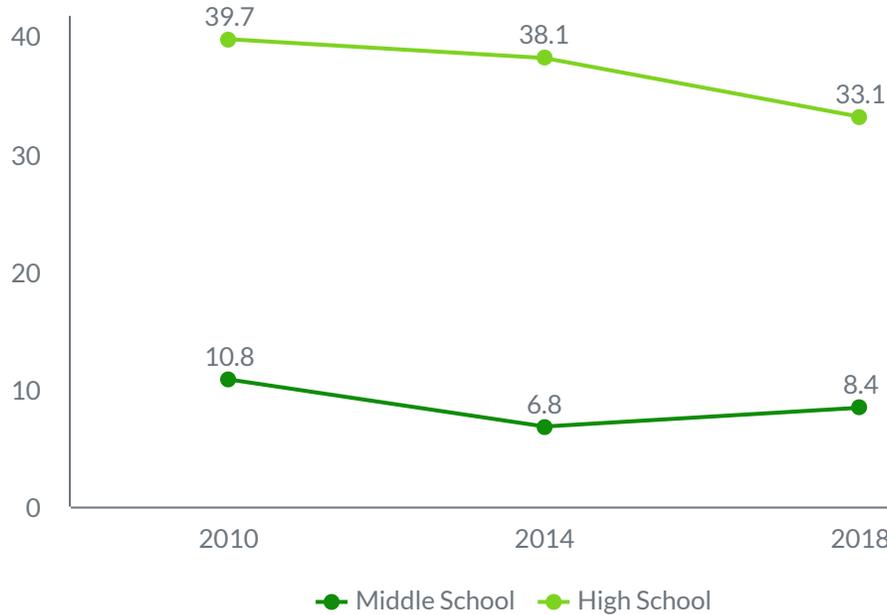
Marijuana



The HCC began focusing on youth marijuana use in 2010.

Goal: Reduce the percent of Hernando County middle and high school students who report they have tried marijuana on at least one occasion in their lifetime.

Percent of Hernando County Middle and High School Students who Reported Marijuana Use in Their Lifetime, 2010 to 2018

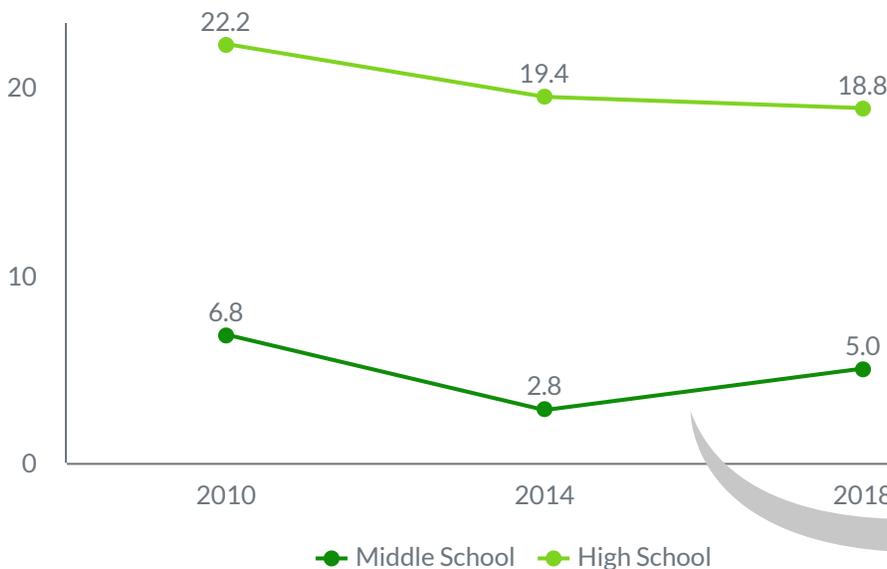


OUTCOME:

22% less middle school and **17%** less high school students reported they ever tried marijuana in 2018 compared to 2010.

Objective 2.1: Reduce past 30-day marijuana use among Hernando County middle and high school students.

Percent of Hernando County Middle and High School Students who Reported Past 30-Day Marijuana Use, 2010 to 2018



OUTCOME:

26% less middle school and **15%** less high school students reported past 30-day marijuana use in 2018 compared to 2010.

Middle school student recent marijuana use showed increases from 2014 to 2018.



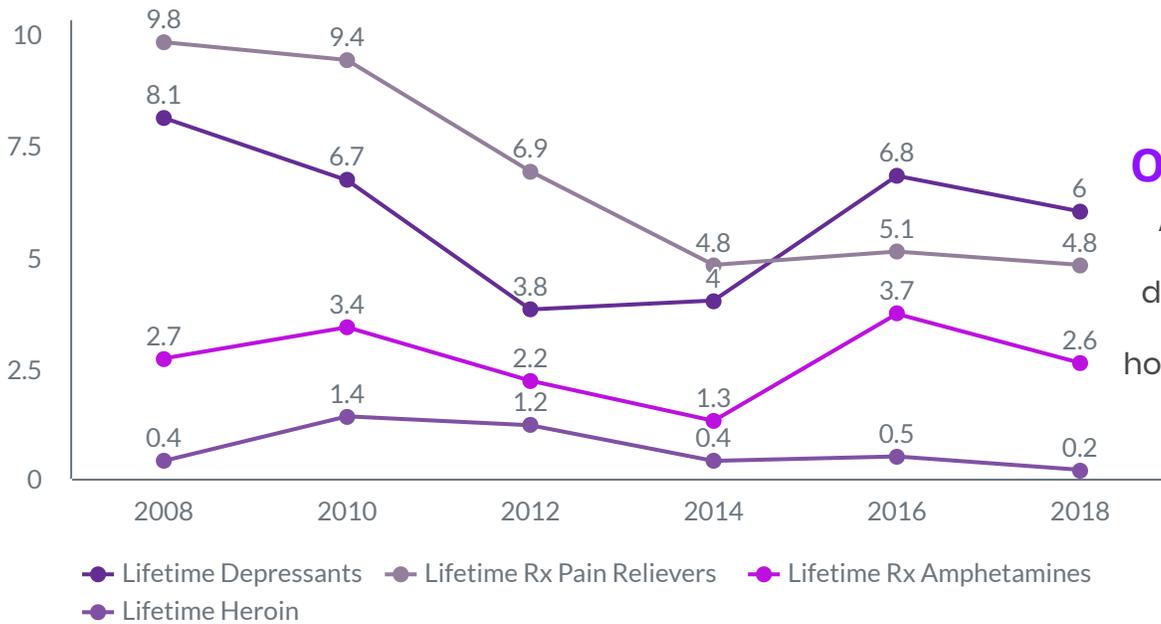
Data Source: Florida Youth Substance Abuse Survey, 2004 - 2018

Rx Drugs and Other Opiates



Goal: Reduce the percent of Hernando County middle and high school students who report they have misused a prescription medication or other opiate on at least one occasion in their lifetime.

Percent of Hernando County Middle and High School Students (Combined) who Reported Rx Misuse or Heroin in Their Lifetime, 2008 to 2018

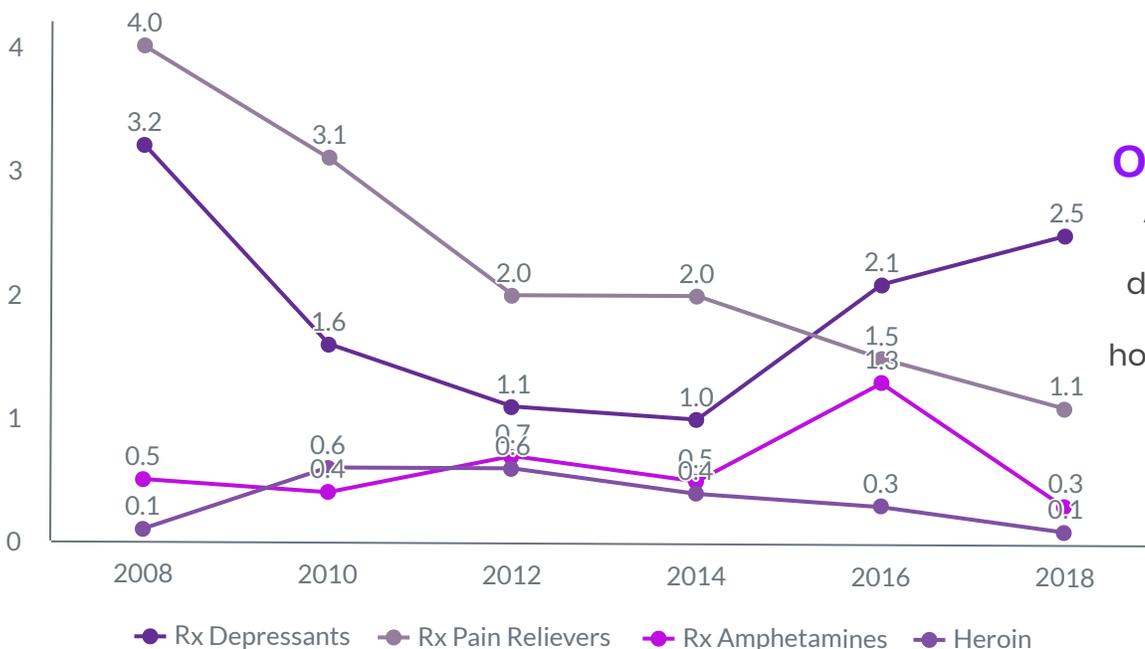


OUTCOME:

All categories have seen decreases from 2008 to 2018, however **reported use has fluctuated.**

Objective 2.1: Reduce past 30-day prescription medication misuse or other opiate use among Hernando County middle and high school students.

Percent of Hernando County Middle and High School Students (Combined) who Reported Rx Misuse or Heroin Use in the Past 30-Days, 2008 to 2018



OUTCOME:

All categories have seen decreases from 2008 to 2018, however **reported use has fluctuated.**

Data Source: Florida Youth Substance Abuse Survey, 2004 - 2018

Vaping



-ALERT-

The national survey, Monitoring the Future, found the rate of nicotine vaping among 8th graders in the United States almost doubled in the past year and the rate among 12th graders rose 22%. The survey found one-fourth of 12th graders and almost 10% of 8th graders reported vaping a nicotine product in the previous month.

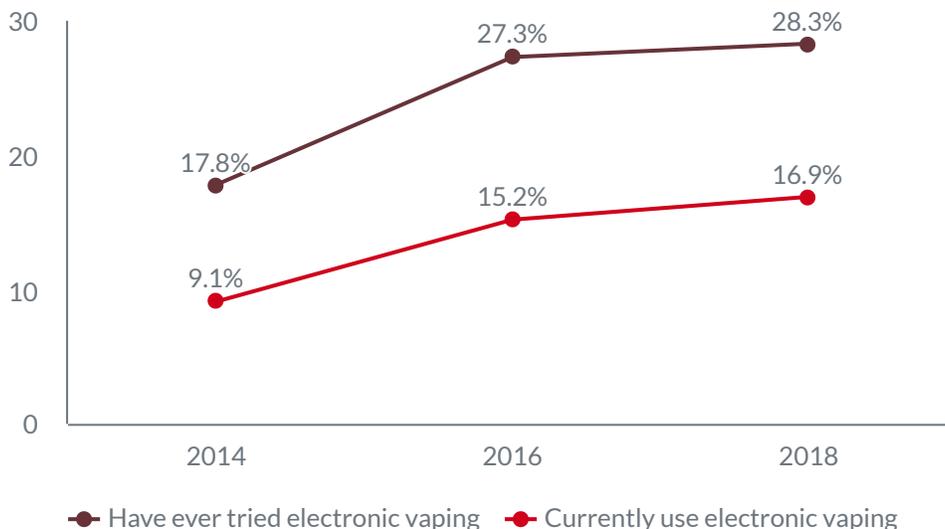
Along with vaping nicotine products, the use of electronic devices for the use of marijuana is on the rise. Hernando County students have not escaped this national crisis. The **Hernando County School District's** Exceptional Student Support Services data from student violators of the District's ATOD policy displays the same trend as what is happening across the Country. In the 2016/17 school year, 16 student violators were reported for vaping nicotine. At the end of the 2018/19 school year, that number rose to 266 violators, an overall of 1,563%. The ESSS office also reported that in the 2018/19 school year approximately 70% of marijuana violations involved electronic vaping devices. In the first semester of the 2019/2020 school year, there were 174 student violators, again, indicating an increase.

Data provided by the **Hernando County Sheriff's Office** on the number of students who were cited for a violation of the vaping statute drastically increased as well. In the 2018/2019 school year there were a total of 23 citations given to Hernando County students. By December in the 2019/2020 school year, 84 students have received a citation.

Hernando County School District - Students Referred for Vaping Violations, 3 School Year Comparison

	2016/17	2017/18	2018/2019
Vaping Violations - Tobacco	16	76	266
Vaping Violations - Marijuana	0	0	60

Percent of Hernando County 11 to 17 Year Olds who Reported Electronic Vaping Use, 2014 to 2018



In the second semester of the 2019/20 school year, the HCC was awarded funding from LSF Health Systems to address Vaping in the schools in partnership with the School District. The project is underway, though due to COVID-19, the impact of efforts to reduce vaping among Hernando teens will not be measurable until next school year.

Data Source: Florida Youth Tobacco Survey, 2014 - 2018

Objective 2.2: Reduce Variables Supportive of Youth Substance Use

How?

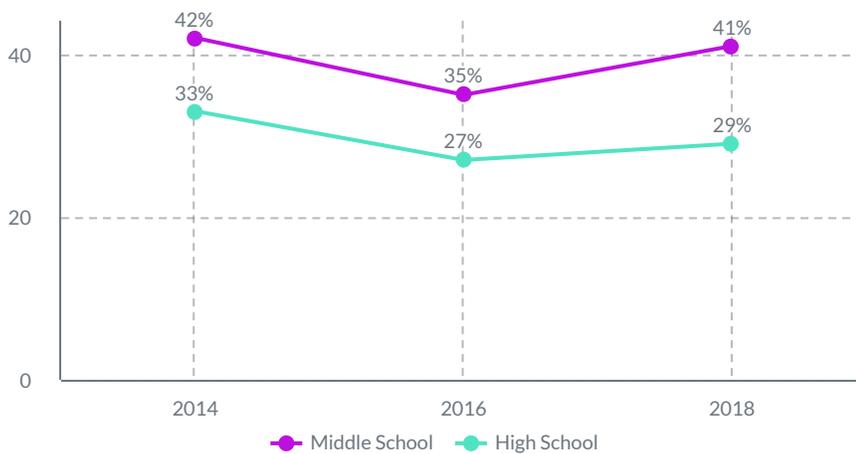
Reduce youth **access** to alcohol and other drugs from retail and social sources.



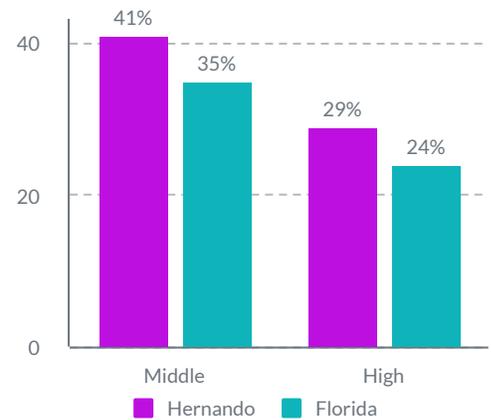
Why?

Reducing the ease at which youth can access alcohol and other drugs prevents use, and in Hernando County in 2018, one in 3 teens believed alcohol and other drugs were easy to get, above Statewide averages.

Percent of Hernando Middle and High School Students Who Think Alcohol/Drugs are Easy to Get, 2014-2018



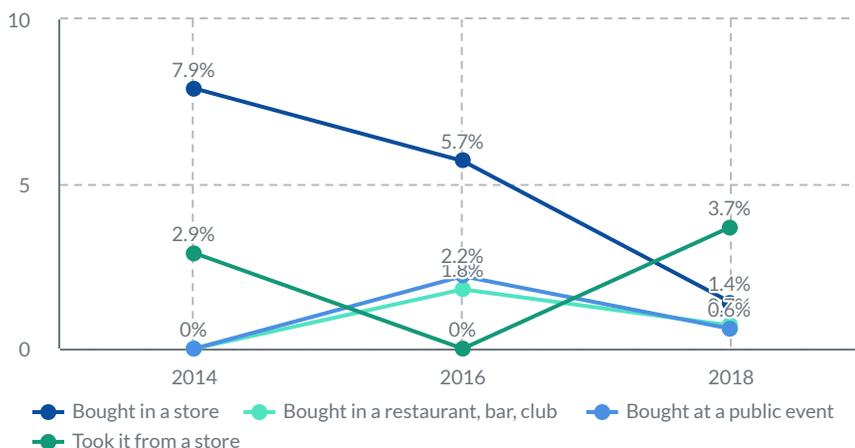
2018 Comparison, Hernando Students vs. Students Statewide



Hernando County middle and high school students report they obtain alcohol and other from various sources throughout the County, including at home, from stores, peers, etc.

Where?

Usual Source of Alcohol Among Hernando High School Students who Reported Drinking in Past 30-Days, 2012 - 2018, Retail Access



The Good News:

Hernando retailers are selling/ serving less alcohol to teens!

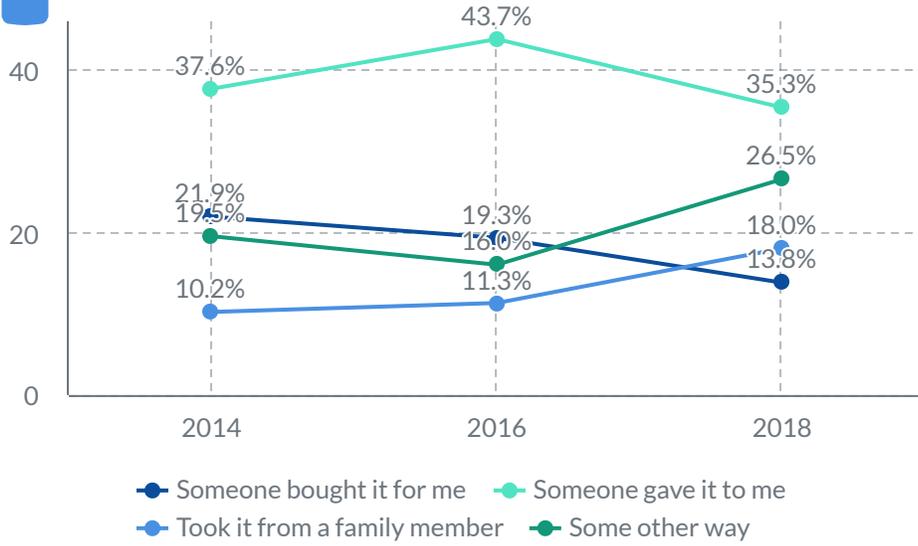
The Bad News:

The rate of Hernando high school students who report stealing alcohol increased in 2018.

Data Source: Florida Youth Substance Abuse Survey, 2012 - 2018



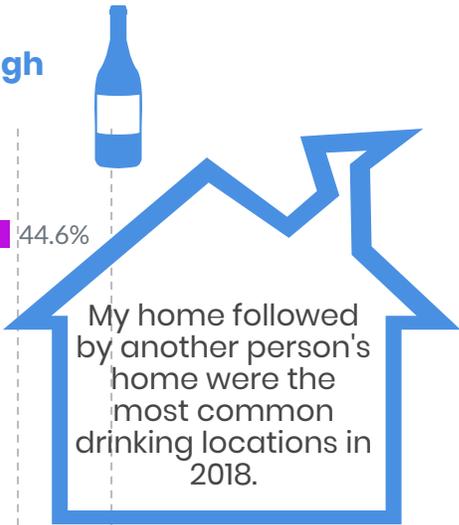
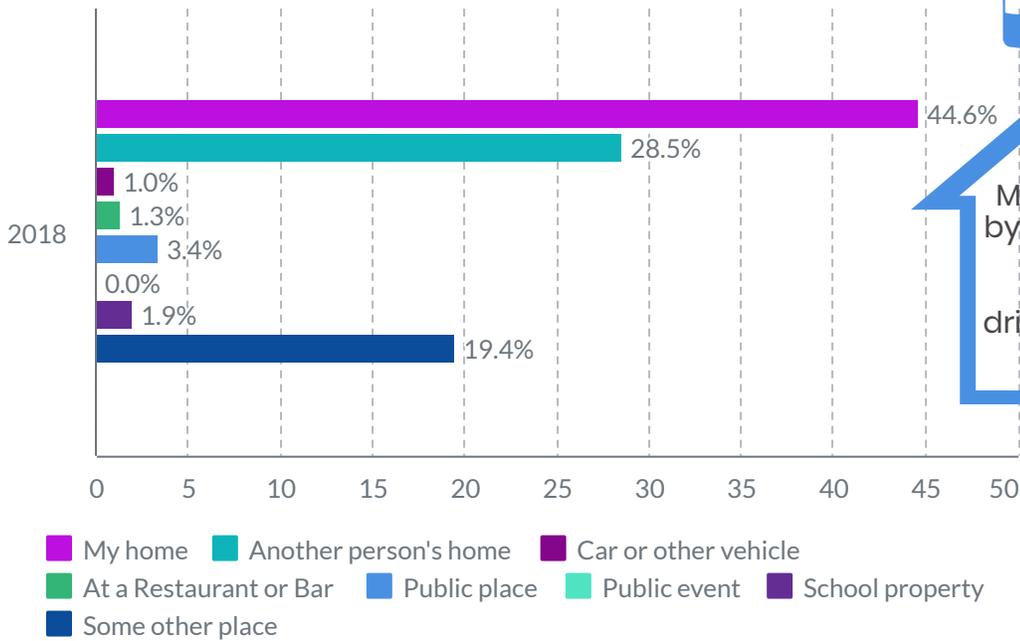
Usual Source of Alcohol Among Hernando High School Students who Reported Drinking in Past 30-Days, 2012 - 2018, Social Access



The Good News:
Adults in Hernando County are providing less alcohol to teens.

The Bad News:
The rate of Hernando high school students who taking alcohol from their home increased in 2018.

Usual Drinking Location Reported Among Hernando High School Student Drinkers in Past 30-Days, 2018



Data Source: Florida Youth Substance Abuse Survey, 2012 - 2018



Youth exposure to substance use in the home, with multi-generational substance users living together, was commonly reported in a series of Key Informant Interviews conducted by the Coalition with Hernando's prevention, treatment, educator, court and law enforcement professionals.

The availability of alcohol and other drugs - when obtained legally and consumed properly - does not indicate a problem in itself. But knowing how available the products are in the community and identifying ways to ensure those products are appropriately accessed and not provided to, purchased for, or taken by youth are important public safety measures.



In Hernando County there are roughly 300 alcohol selling locations including bars, clubs, restaurants, convenience stores, and retail stores.



In Hernando County there are roughly 200 tobacco/vapor selling locations including convenience stores, retail stores, and smoke shops.

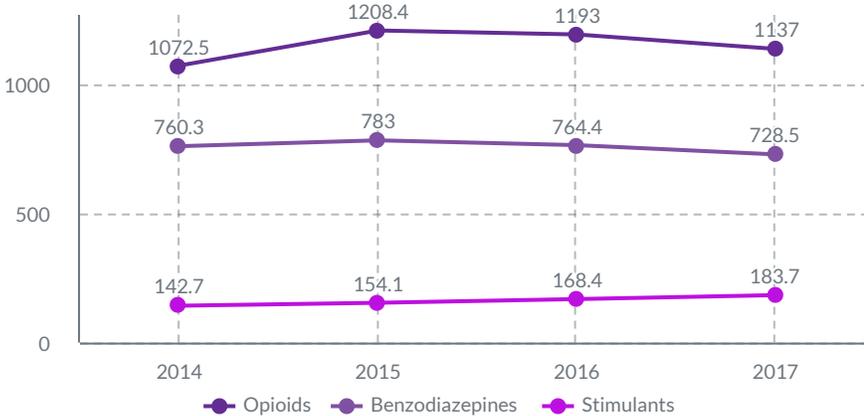


Hernando County has 2 medical cannabis dispensaries licensed by the state.



Hernando County has 345 persons registered as prescribers in the State's Rx Drug Monitoring Program.

Controlled Substance Prescribing Rate per 1,000 Population in Hernando County, 2014-2017



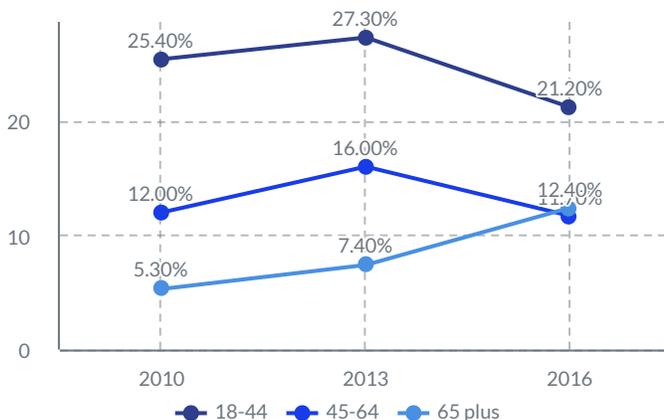
Rx Prescriptions Written in 2017 by Hernando Prescribers

- 212,237 opioid prescriptions
- 135,904 benzodiazepine prescriptions
- 34,272 stimulant prescriptions

Opioid prescriptions were written at a rate of 1,137 per every 1,000 residents, meaning more than one per resident in 2017.

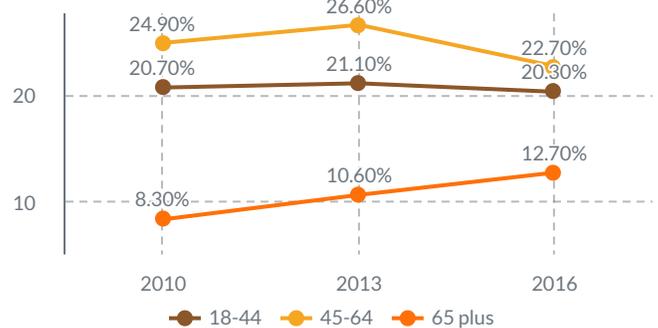
Adult Substance Use Behaviors

Hernando Adults who Report Heavy or Binge Drinking by Age Group, 2010 - 2016

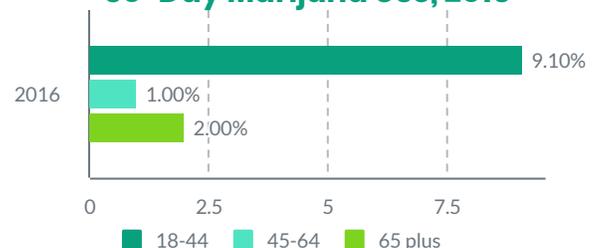


Data Sources:
 FL Alcohol, Beverage, Tobacco
 FL EFORSCE
 Univ of FL, FROST System
 Behavioral Risk Factor Surveillance System

Hernando Adults who Currently Smoke by Age Group, 2010 - 2016



Hernando Adults who Reported Past 30-Day Marijuana Use, 2016



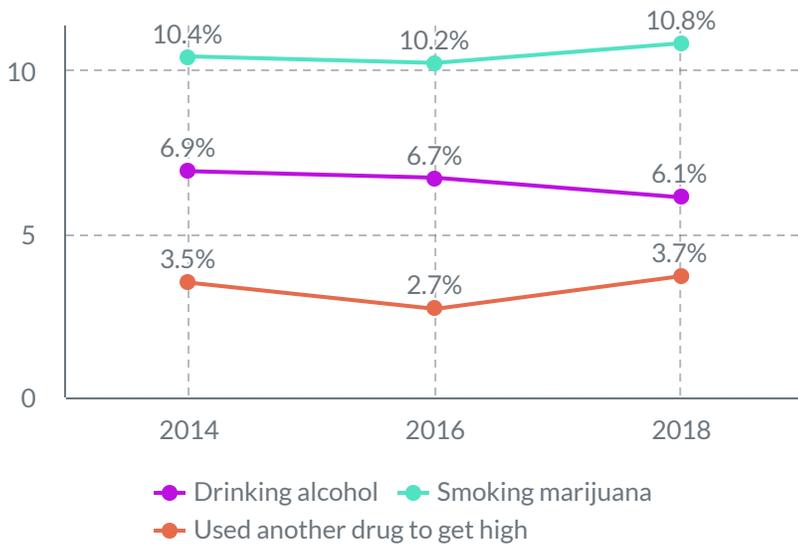


Focus Groups conducted with Hernando high school students in 2018/19 school year revealed that students thought the easiest drugs to get were alcohol, marijuana, tobacco, vaporizers, and pills (xanax).

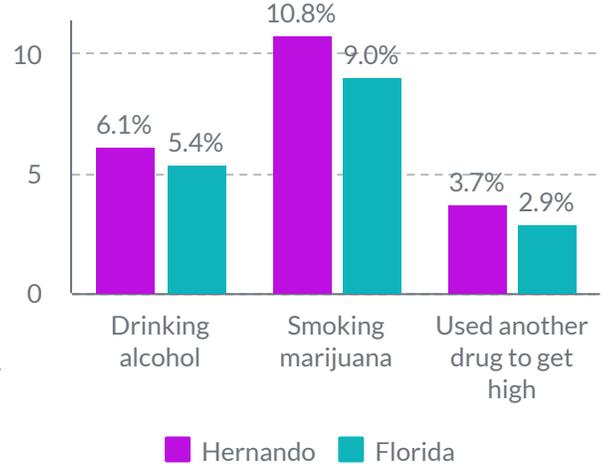
Students also reported they hear kids talk about using tobacco and marijuana in bathrooms, including hooka pens, vaping.

In 2019, 18% of Florida high school students reported they were offered, sold, or given an illegal drug on school property according to the FL Youth Risk Survey.

Percent of Hernando 11 to 17 Year Olds who Reported Using A Substance to Get High Before or During School in the past 12 months, 2014 – 2018

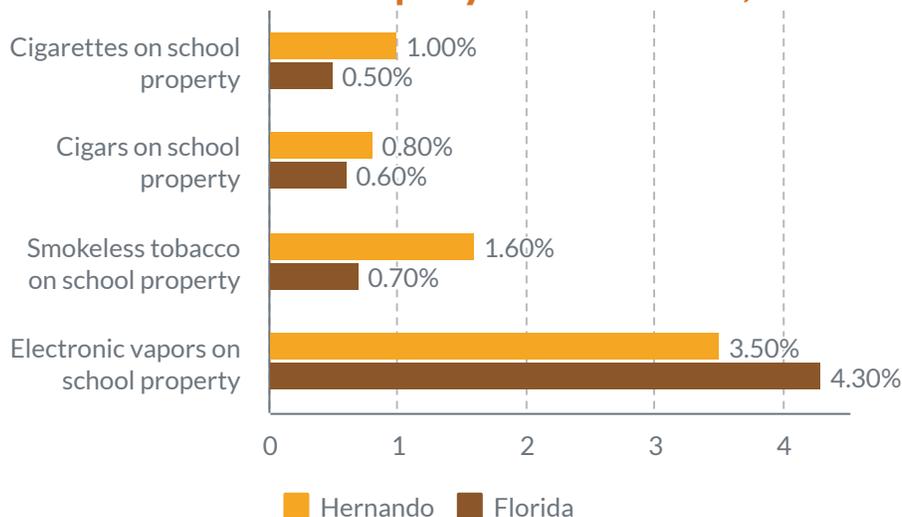


2018 Comparison, Hernando Students vs. Students Statewide



Data Source: Florida Youth Substance Abuse Survey, 2014 - 2018

Percent Hernando 11 to 17 Year Olds Vs. Students Statewide who Reported Using a Tobacco or Nicotine Product on School Property in the Past Year, 2018



Data Source: Florida Youth Tobacco Survey, 2018



In 2018, Hernando middle and high school students reported higher rates of use before or during school than students statewide for the following substances:

- Alcohol
- Marijuana
- Cigarettes
- Cigars
- Smokeless Tobacco
- Another Drug

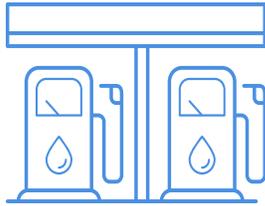
Retail Establishment Scans

2019 SNAPSHOT



What do our kids see when they visit local establishments?

16 Gas Station/ Convenience Stores Scanned



211 Signs/Ads located outside of the stores

- 74 or 35% of signs promoted alcohol.
- 19 or 9% were age restriction signs for alcohol.
- 20 or 9% of signs warned it was illegal to purchase alcohol for minors.
- 4 signs had warning messaging for health risks of alcohol use.



The majority of remaining signage related to tobacco and vaping products.

- 14 were age restriction signs for tobacco use.
- 16 signs warned it was illegal to purchase alcohol for minors.
- 10 signs had warning messaging for health risks of tobacco use.



50% of the stores sold paraphernalia such as papers, pipes, bowls, or bongs

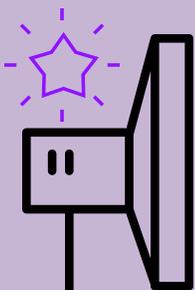
Pharmacy Scans

Medication is an important part of staying healthy for many people. It is also true that many people become addicted to prescription medications, as well as others who use the drugs to get high. Therefore, is important to make sure those who sell the products do so responsibly.



25 Pharmacies Scanned

- 60% of stores had signs displayed with information on resources in them for substance abuse or overdoses.
- 60% of stores had brochures/flyers available of where to get help if addicted to Rx drugs.
- 1 store had announcements on their radio regarding the dangers of Rx drugs.
- 36% of stores had signs that included information of Narcan.
- 56% of stores had brochures/flyers available with Narcan information.



9 Pharmacies scanned had onsite medication safe disposal bins.

12 Pharmacies scanned had safe medication disposal kits available for those when need opioid prescriptions.

18 Pharmacies scanned had information of other locations where medications could be safely disposed of.

HCC Impact 2019

Retail Access



Strategy: Reducing (youth) access to alcohol and other drugs from stores, businesses, prescribers, etc. to limit the amount of youth and/or adults that obtain substances.



Alcohol Prevention Initiatives



Compliance Checks

Compliance check operations are conducted by law enforcement to ensure alcohol retailers are not selling alcohol to underage persons.

71% of Stores Compliant

In 2019, 31 Hernando off-site consumption retailers (i.e. gas stations/convenience stores) were checked. 9 stores sold alcohol to underage youth. The HCC recognizes stores who passed via social media.

Store clerks who fail compliance checks are referred to RVT in lieu of arrest.



The RVT class works to teach employees, managers, and owners of establishments that sell alcohol how to keep it out of the hands of minors and not sell alcohol to obviously intoxicated persons.

Participants in RVT can be referred by compliance checks or any alcohol seller in the County can voluntarily take the HCC's online RVT course.

RVT is also offered in-person or online for Hernando bars and restaurants. In 2019, the Coalition began the **Unity Awards Program** - recognizing business owners and managers who have their staff take the course voluntarily and have safe alcohol sales practices.

In 2019:

- 16 off-premise alcohol sellers took the online RVT course.
- 2 in-person trainings provided with 24 participants.
- 128 on-premise (restaurant, bars) sellers took RVT online.



Of all the vendors who have taken the course in 6 years, only 1 participant has re-offended during a compliance check.



In 2019, the HCC conducted 30 alcohol environmental scans to gauge sales practices, promotions, and placements.

THANK YOU!

Hernando Responsible Business Leaders

The Hernando Community Coalition thanks the following Hernando model businesses, doing their best to sell and serve alcohol responsibly. We thank them for their efforts in helping to keep our community safe!

MARKER BREWING

BRIAN'S PLACE
Spanish & Italian Fusion Cuisine

Rookies
SPORTS BAR & GRILL

SONNY'S BBQ
LOCAL FIFTH GRADE STEAKS

CHAMBER OF COMMERCE
STEP UP TO SUCCESS

Hernando Untapped
CRAFT BEER & WINE FESTIVAL

Glenlakes

BROOKSVILLE BLUEBERRY FESTIVAL

Their **VOLUNTARY** participation in alcohol sales training shows both smart business practices and good community stewardship!

HCC
Hernando Community Coalition
A Behavioral Health Partnership

All Hernando alcohol sellers and servers can take the alcohol sales training online for FREE.

RVT
RESPONSIBLE VENDOR TRAINING

To take the FREE online course, visit: www.hernandocommunitycoalition.org



Tobacco Prevention Initiatives

Advocacy and Education

TFH

Tobacco Free Hernando

A Partnership of the Hernando Community Coalition



TFH and SWAT youth met with numerous local key stakeholders throughout the year to educate on tobacco product marketing at the retail point of sale (tobacco retail licensing) and marketing targeting youth. This includes:

- 18 Walgreens managers
- 1 Law Enforcement Officer
- 1 Hernando County School Board Member



Information Collection/Community Monitoring

TFH and SWAT Youth conducted:

- 3 Key Informant Interviews with Hernando County Commissioners to learn their thoughts on current tobacco issues
- 4 Tobacco Retailer Assessments/Scans



STUDENTS WORKING AGAINST TOBACCO

SWAT Students educate thousands of their peers each year on the influence of big tobacco and marketing towards youth throughout the District!



Rx Drug Prevention Initiatives

Activities to promote best practices for safe-prescribing among Hernando prescribers.

Fewer Pills, No Refills

The HCC worked with Dr. Michael Bahr to provide "Fewer Pills, No Refills" information to **300 local** prescribers.

- Letters from their fellow physician with facts and tips to help reduce over-prescribing.
- Reminders to utilize the State's Prescription Drug Monitoring System, mandatory as of 2018.

Community Monitoring



HCC conducted 20 Pharmacy Environmental Scans to gauge retailer practices related to safe messaging to customers.

Safe Disposal for Pharmacies



HCC and BayCare Behavioral Health Staff have met with and provided numerous local pharmacies that did not have safe disposal products available and provided kits for their customers and materials for education and available resources.

Social Access

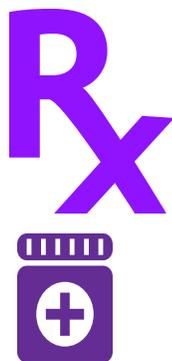


Strategy: Reducing access to alcohol (youth) and other drugs from friends, family, peers, etc. to limit the amount of youth and/or adults that obtain substances.



No One's House works to reduce the amount of parents in a community who are providing teens with alcohol and/or allowing teens to drink in their homes.

In 2019, 700 parents received campaign messaging and/or signed pledges to not allow teen drinking in the home.



HCC's Rx Social Access Initiative

The Coalition has been implementing a series of strategies to reduce in-home access to prescription drugs used by persons without/against a doctors order.

Activities include developing/updating a series of handouts, fact sheets, and PSAs on the importance of monitoring and safely disposing of prescription drugs. Providing safe disposal kits for in-home use, and working with healthcare professionals, housing centers, and with other service supporting agencies to provide information and kits throughout their networks.

In 2019, activities have included:

- PSA's are airing in local office buildings, hospitals, and doctor offices.
- Over 20 healthcare professionals are participating in the initiative, including speaking with their patients, distributing handouts, and providing safe disposal kits to those in need- over 2,000 persons reached
- 4,114 disposal kits distributed to Hernando residents



Medication Drop Off Boxes

The Hernando County Sheriff Office has 3 medication drop off boxes in different areas of the County where residents can dispose of unused or expired medication all year.

National Rx Drug Take Back Day

October 26, 2019 - The Hernando County Sheriff's Office collected unused or expired medications at Walmart Neighborhood Market.



Reduce Variables Supportive of Youth Substance Use

How?

Change Negative Social Norms and Misconceptions of Alcohol and Other Drug Use, Perceptions, Attitudes, and Beliefs.

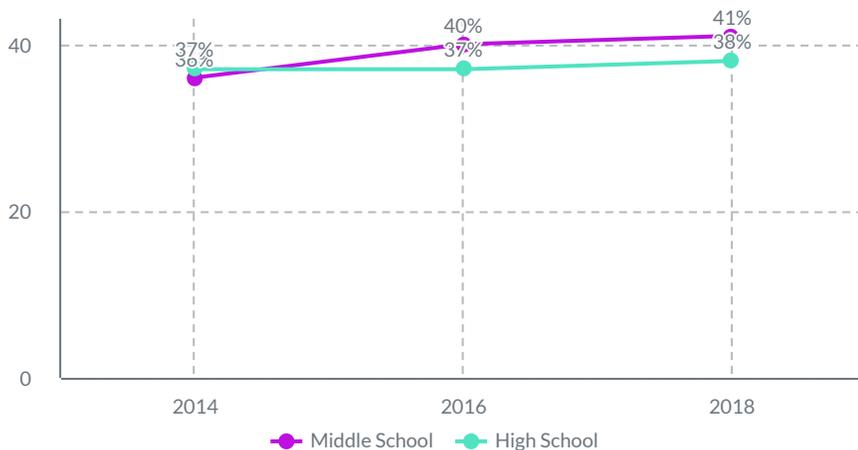


Why?

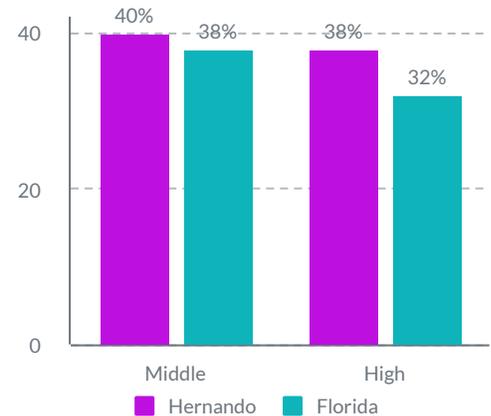
What people perceive to be true can often drive their own actions. Correcting a misperception about a norm that exists can then lead to behavior changes.

Percent of Hernando Middle and High School Students Who Perceive Laws and Norms are Favorable to Substance Use 2014-2018

Data Source: Florida Youth Substance Abuse Survey



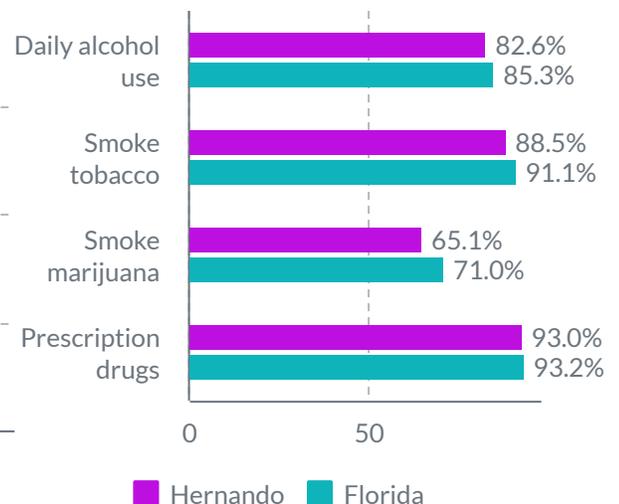
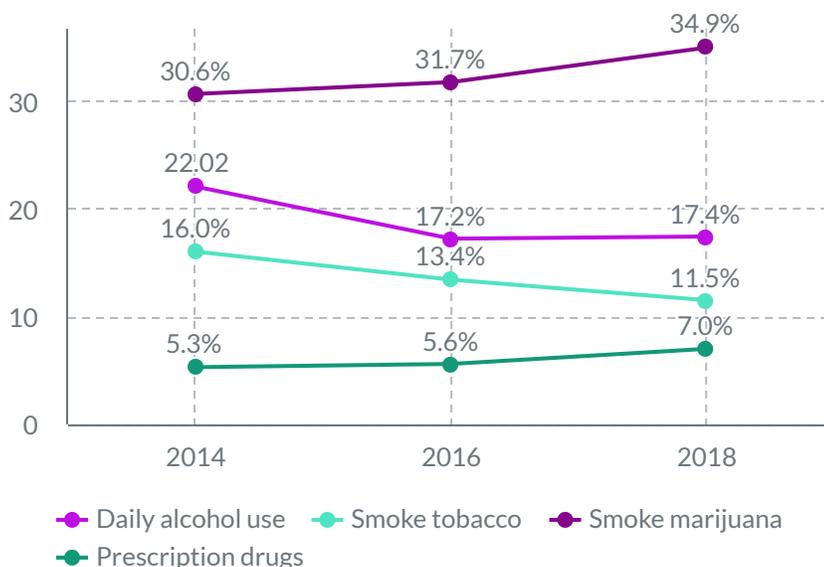
2018 Comparison, Hernando Students vs. Students Statewide



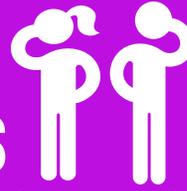
The percent of youth who feel that the laws and norms towards alcohol and other drugs in Hernando County are favorable to substance use is increasing, with higher rates than Statewide averages.

Hernando Middle and High School Students who Perceive Their Friends think Substance Use Is Acceptable by Drug Type, 2014 - 2018

2018 Comparison, Hernando Students vs. Students Statewide



Data Source: Florida Youth Substance Abuse Survey, 2014 - 2018



Strategy: Change Negative Social Norms and Misconceptions of Alcohol and Other Drug Use, Perceptions, Attitudes, and Beliefs.



The Friday Night Done Right campaign is working to change misconceptions about alcohol and other drug use and promote positive messages in the schools and community including fun, drug free events for youth.

17 Events held
1,958 Youth Reached



Promoting Smoke Free Places/Policies

The more youth are exposed to smoking, either at home, by the peers, at school, or in their community, the more they feel it is an acceptable behavior. Encouraging smoke free practices and policies in public places can help change that norm.



2019 Progress:

- The Hernando Growers Association in Brooksville, Crankworks, and Florida Insurance Brokers, adopted a Tobacco Free Policy!
- TFH presented to over 27 work sites
- Work site wellness assessments completed with 4 businesses
- Conducted 3 assessments and met with managers of 3 multi-unit housing complexes and reviewed tobacco policies to assist with policy improvements.



Alternative Activities for Youth with Tobacco/Vape Free Messaging



Family Fun Nights
School lunch interactive table displays/games to provide consistent and continuous education on anti-tobacco and anti-vape messaging.



Annual Brooksville Christmas Parade with theme being “**How Tobacco and Vaping Stole Christmas**” to go with their movie theme and to promote SWAT’s “Escape the Vape” campaign.

Clubs worked together to creating interactive props, displays, and information promoting the importance of living a tobacco/vape free lifestyle.

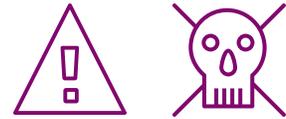
- Over 80 students, teachers, school administrators and volunteers, and parents participated in this event.



Objective 2.2: Reduce Variables Supportive of Youth Substance Use

How?

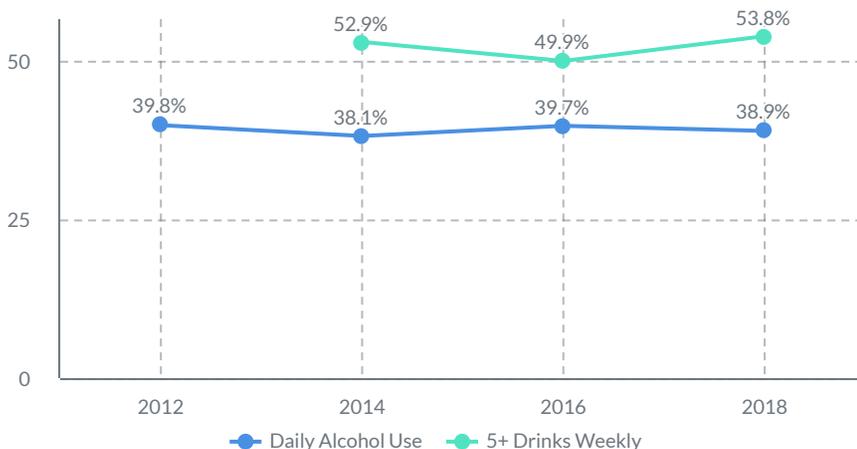
Educating on the dangers of substance use and abuse to increase the **perceptions of risk of harm.**



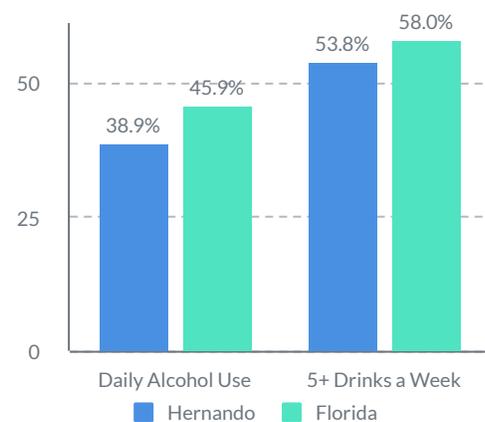
Why?

Often people do not understand or are unaware of the risks and the harm substance use can cause. Increasing a person's knowledge can lead to better and safer choices.

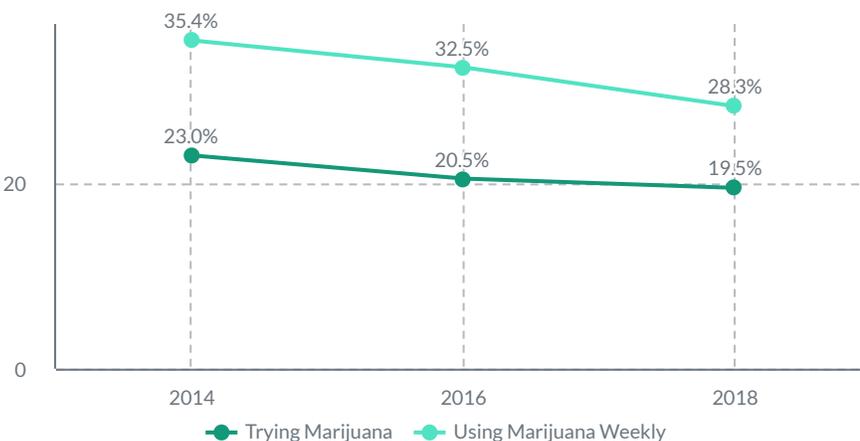
Percent of Hernando 11 to 17 Year Olds Who Perceive a Great Risk of Harm from Alcohol Use, 2012-2018



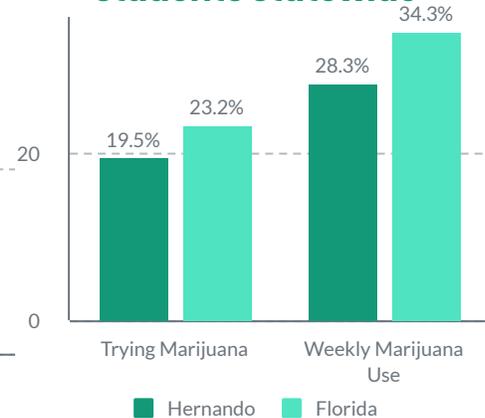
2018 Comparison, Hernando Students vs. Students Statewide



Percent of Hernando 11 to 17 Year Olds Who Perceive a Great Risk of Harm from Marijuana Use, 2014-2018



2018 Comparison, Hernando Students vs. Students Statewide



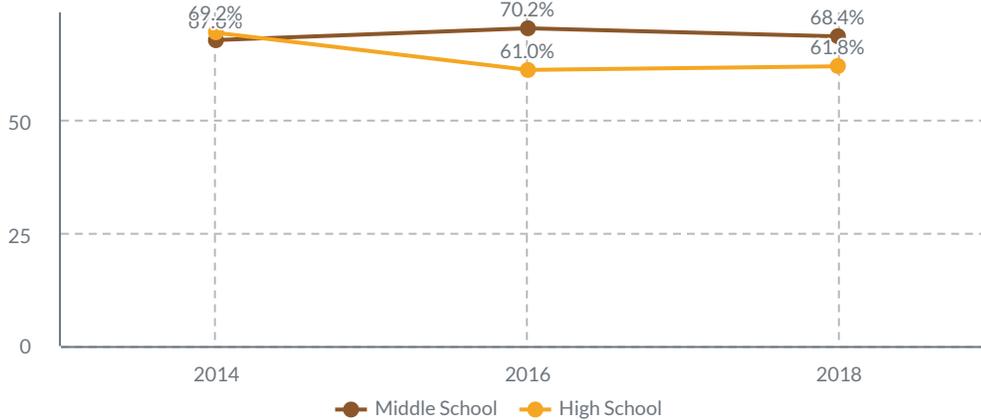
Only half of Hernando middle and high school students think there is a great risk of harm from daily alcohol use. Only one in four Hernando teens think there is a great risk of harm in using marijuana weekly. Compared to students statewide, Hernando teens perceive less danger from the use of alcohol and marijuana.

Data Source: Florida Youth Substance Abuse Survey



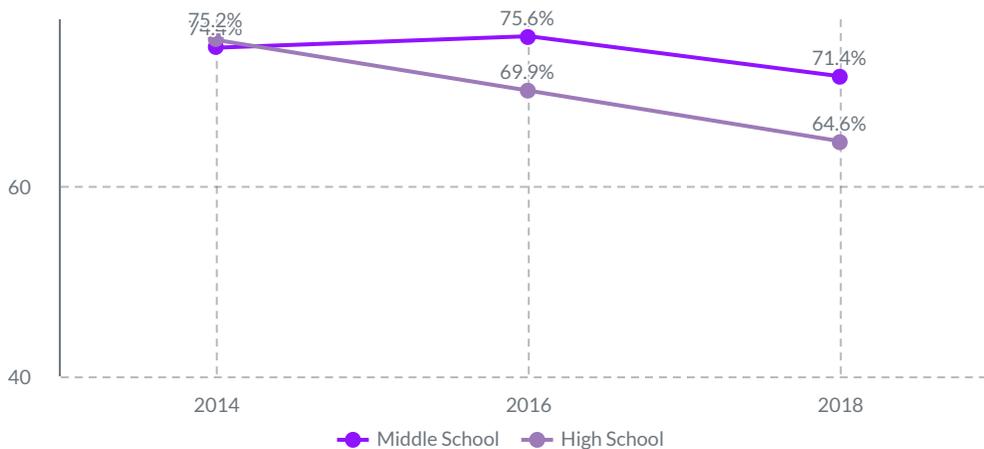
In focus groups conducted in the 2018/19 school year, student participants reported now that marijuana is a medicine and makes you feel better, than it is probably ok.

Percent of Hernando Middle and High School Students Who Perceive a Great Risk of Harm from Tobacco Use, 2014-2018



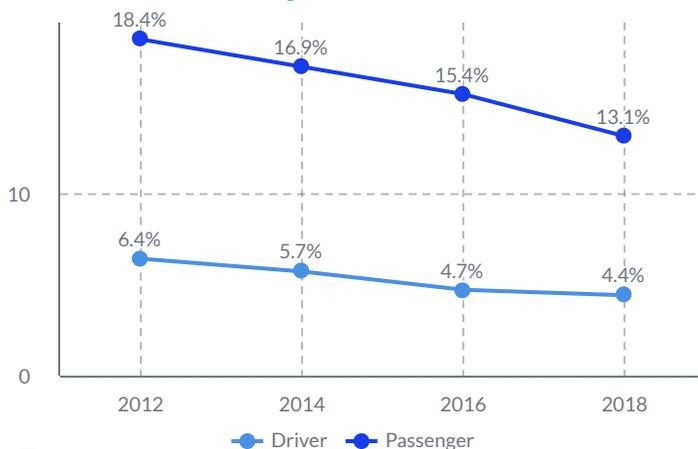
Roughly 2 out of 5 Hernando high school students do not perceive a great risk of harm of tobacco use.

Percent of Hernando Middle and High School Students Who Perceive a Great Risk of Harm from the Misuse of Prescription Drugs, 2014-2018



The perception among Hernando County students that misusing prescription drugs presents a great risk of harm is decreasing.

Percent of Hernando High School Students who Reported Riding in a Car with Someone Who Had Used Alcohol or Driving a Car After They Used Alcohol in the Past 30-days, 2012-2018



Percent of Hernando High School Students who Reported Riding in a Car with Someone Who Had Used Marijuana or Driving a Car After They Used Marijuana in the Past 30-days, 2012-2018



Rates of alcohol impaired teen drivers has been steadily decreasing, while the rate of marijuana impaired teen drivers has remained roughly the same since 2014.



HCC Impact 2019

Low Perception of Risk

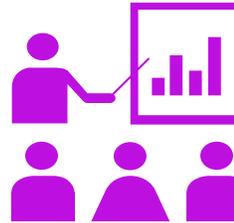


Strategy: Increase the knowledge and understanding of the risks and dangers of substance use.



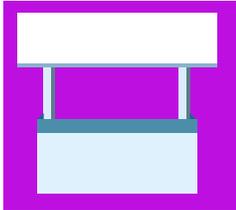
Hernando County Sheriff Office's School Resource Officers and Hernando County Schools teach the laws surrounding alcohol and other drugs to Hernando County youth.

359 students took Know the Law in 2019.



Speaking Engagements/ Educational Presentations

HCC Staff and Members provide information throughout the year on the dangers of alcohol and other drugs to numerous groups, clubs, schools, agencies, businesses, etc.



Community Events

The HCC participated in events year round hosting booths providing information to thousands of Hernando youth and adults.

In 2019, the HCC participated in 35 events reaching 4,898 youth and 8,310 adults.



The HCC share alcohol and other drug info via social media weekly. In 2019, there were over 95,000 impressions.



AlcoholEDU for High School covers topics ranging from understanding the influence of alcohol on the body and brain to recognizing and responding to high-risk situations involving alcohol.

2018/19 School Year

- 2 high schools
- 249 ninth graders

AlcoholEdu FOR HIGH SCHOOL



ON AIR

PSAs promoting smoke free environments, the dangers of secondhand smoke, and the importance of smoke free homes and cars aired throughout the County.



SWAT Activities Included:

All 12 clubs participated in the **Great American Smoke Out**-utilizing Tobacco Free Hernando's displays, providing interactive education to students at school lunches (e.g. Springstead High School - **"It's Not Cool to JUUL in School"** events) and displays throughout the schools.

Halloween Who Done It? Display on dangers of tobacco and vape use at 2 school hallways connecting with Criminal Justice classes.

SWAT walk hosted by Winding Waters K-8 with over six hundred youth who walked laps stopping at tables to learn the negative effects of tobacco use; including information from Hernando County Health Department, Lifesouth, and county traveling firehouse to show students the correlation between cigarettes and fires.

The TFP and SWAT participated in tobacco observances with activities in schools, the community, and partner agencies. This includes sharing information at carnivals, sporting events, and community outreach events; including presentations and informational booths reaching thousands of Hernando students and families.

GOAL 3: Reduce and Prevent Substance Related Problems

Factors Contributing to Substance Use and Abuse
Factors Resulting from Substance Use and Abuse



3.1- Reduce the Impact of Behavioral Health Disparities Leading to Substance Use and Abuse

3.2- Reduce Substance Exposed Newborns

3.3- Reduce Untreated Mental Health Issues Leading to Substance Use

3.4- Increase Linkages to Behavioral Health Services and Supports

Objective 3.1: Reduce the Impact of Behavioral Health Disparities Leading to Substance Use and Abuse.

How?

Work to reduce differences in outcomes and access to services related to mental health and substance misuse which are experienced by groups based on their social, ethnic, and economic status by providing increased reach to vulnerable populations.

Why?

Persons experiencing behavioral health disparities are at greater risk for substance abuse and untreated mental illness due to higher rates of barriers to seek and obtain services and supports.

Hernando County Snapshot

According to the US Census estimates, in 2019 the racial and ethnic makeup of Hernando County residents varied by age group, with the greatest diversity among the youth population.

Hernando Demographics – Age Group by Race/Ethnicity, 2018

	Full Population	65 Plus	20 and Above	19 and Under
% Hispanic	13%	8%	12%	19%
% White (non-Hispanic)	78%	88%	81%	68%
% Black or Other Race (non-Hispanic)	9%	5%	7%	13%

11% of Hernando Households Speak a Language Other than English in the Home.

15.7% of Hernando Residents Under the Age of 65 **Do Not** Have Health Insurance.

Hernando is Home to 18,643 Veterans.

12.7% of Hernando residents under the age of 65 have a disability.

14.1% of Hernando residents meet the Federal Poverty Level.

19.2% of Hernando residents under 18 meet the Federal Poverty Level.

19% of Brooksville Residents meet the Federal Poverty Level.

53.2% of Hernando Public Schools (pre-K through 12th grade) are economically disadvantaged.



In Hernando County in 2018:

- The rate of children in foster care was above the Statewide average.
- The rate of children experiencing child abuse was about the Statewide average.
- The rate of children experiencing sexual violence was above the Statewide average.

In 2019, there were 3,367 maltreatment investigations conducted by Child Welfare in Hernando of which 1,158 or 25% were for substance-related.



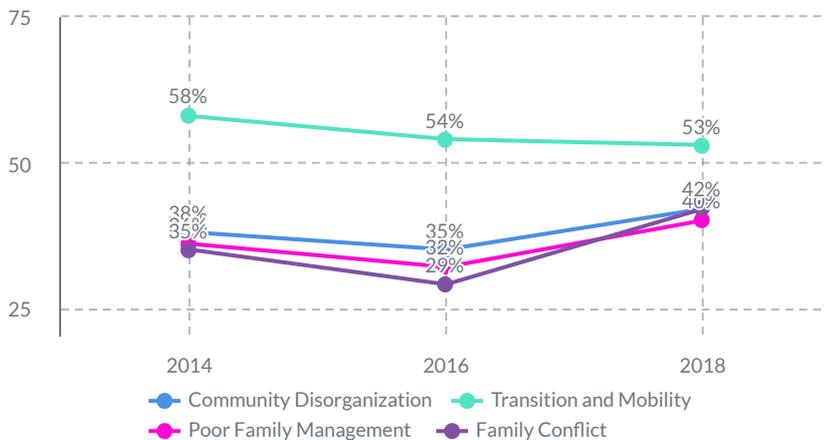
In 2018, births to teen mothers in Hernando (age 15 to 19), made up 19.8% of all births, above the Statewide average of teen births of 18.2%.



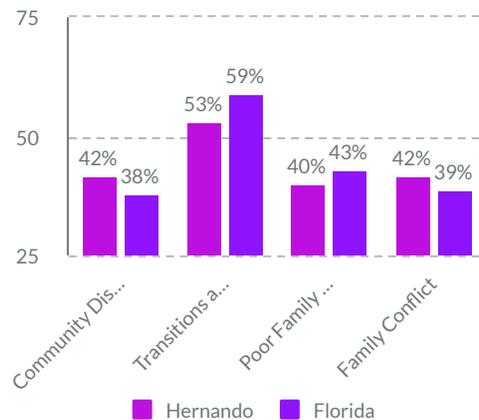
In 2016 Hernando County, 50% of middle and high school students reporting have family members who were currently in or had been in jail or prison.

From 2016 to 2018, Hernando County youth reported most community and family risk factors are worsening, with many above the Statewide averages.

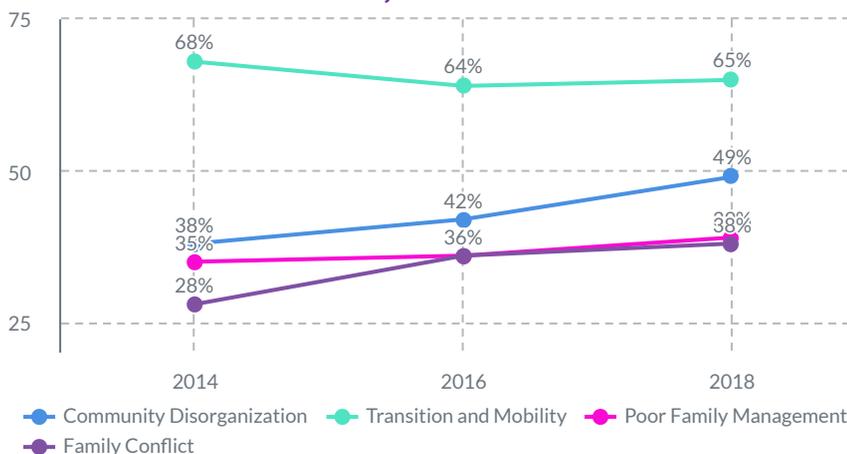
Percent of Hernando Middle School Students Who Report Community and Family Risk Factors, 2014-2018



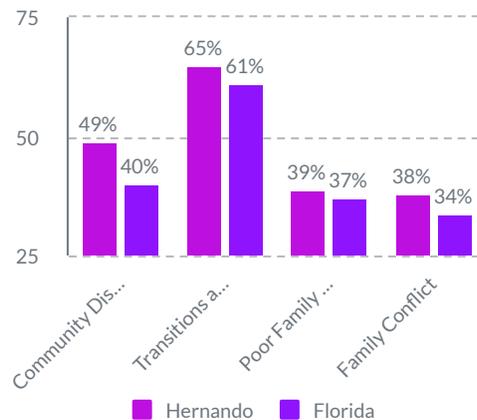
2018 Comparison, Hernando Middle School Students vs. Middle School Students Statewide



Percent of Hernando High School Students Who Report Community and Family Risk Factors, 2014-2018



2018 Comparison, Hernando High School Students vs. High School Students Statewide



Data Sources: Florida Charts; Florida Child Welfare Dashboard; Florida Youth Substance Abuse Survey

Objective 3.2: Reduce Substance Exposed Newborns

How?

Work to prevent babies exposed to alcohol and other drugs by increasing awareness of dangers of substance use while pregnant, those of child-bearing age, and new families, as well as educate on babies born addicted and how to get help.

Why?

Babies born with prenatal exposure to alcohol and other drugs can experience problems across the lifespan including a wide range of physical, emotional, and developmental problems, which can impact the baby, the family, and the community supports and systems.

Hernando County Snapshot

77 maltreatment investigations substance exposed newborns in 2019

Substance Exposed Newborn Investigations Conducted by Child Welfare in Hernando County, 2019:



January 2019	9	July 2019:	6
February 2019:	4	August 2019:	10
March 2019:	8	September 2019:	5
April 2019:	4	October 2019:	7
May 2019:	8	November 2019:	9
June 2019:	3	December 2019:	4

The rate of infants in Foster Care in Hernando County from 2016 to 2018 was **more than double** the Statewide rate.

4.6% of new mothers from 2016 to 2018 had late or no prenatal care.



In 2018, 12.9% of new mothers in Hernando County reported smoking during their pregnancy, above the Statewide rate of 4.8%.

Data Sources:
Florida Dept. of Children and Families Child Welfare Dashboard
Florida Dept. of Health Florida Charts

Neonatal Abstinence Syndrome is a term used to describe a set of problems a baby experiences when withdrawing from exposure to drugs. Drugs more likely to cause NAS include opiates like heroin, methadone, and prescription opioids, though other drug types can as well.

In 2018, the rate of Neonatal Abstinence Syndrome cases per 10,000 live births in Hernando County was 142.0, more than double the Statewide rate of 62.1

In 2018, 17 Infants and toddlers (birth to thirty-six months) were served by Florida Early Steps program identified as having neonatal abstinence syndrome.

Objective 3.3: Reduce Untreated Mental Health Issues Leading to Substance Use

How?

Work to reduce the amount of youth and adults using substances to “self-medicate” by increasing awareness of mental health conditions and tips for getting help prior to substance use or abuse.

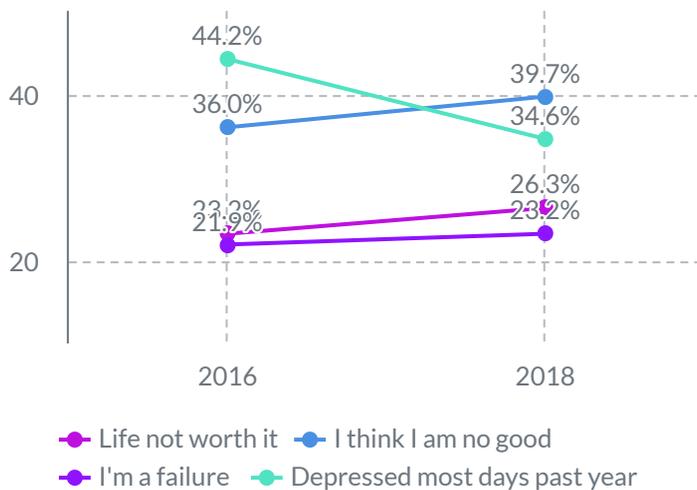


Why?

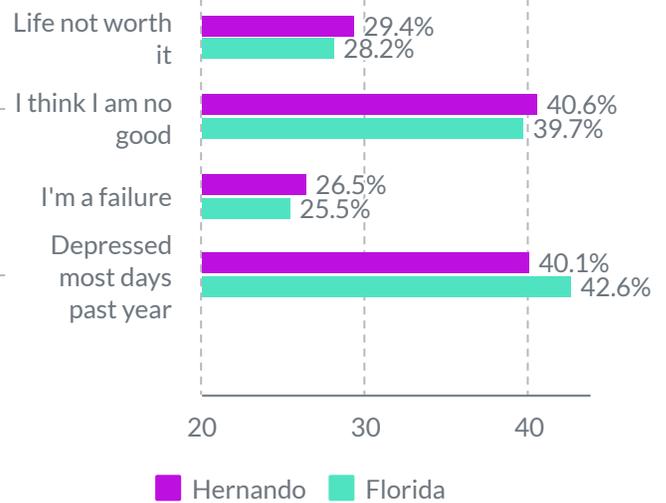
SAMHSA reports that people with a mental health issue are more likely to use alcohol or drugs than those not affected by a mental illness. Key informant interviews from 16 local agencies and organizations serving youth in 2017 revealed most of the youth using substances they see have mental health issues, including untreated trauma.

Hernando County Snapshot

Percent of Hernando 11 to 17 Year Olds Who Reported Depression Indicators, 2016-2018



Hernando 11 to 17 Year Olds Vs. Florida Students Statewide, Depression Indicators, 2018

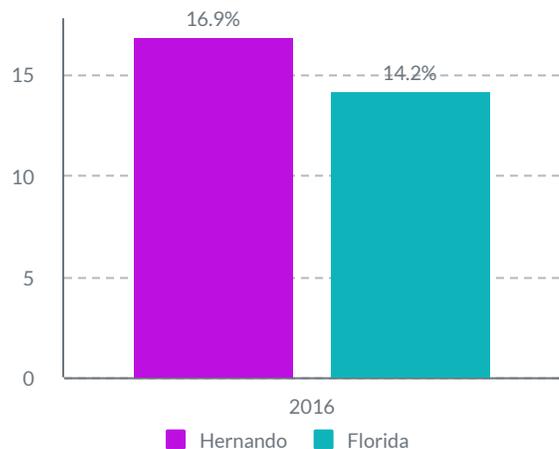


Data Source: Florida Youth Substance Abuse Survey

Percent of Hernando County Adults Who Reported Having A Depressive Disorder by Age Group, 2013-2016

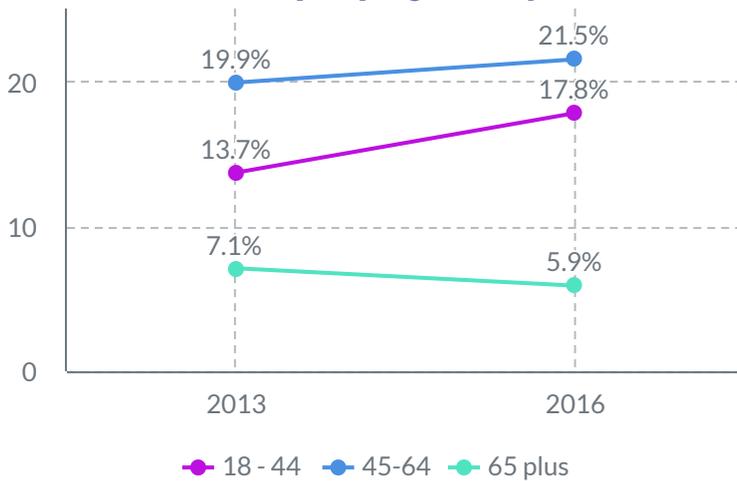


Hernando Adults Vs. Adults Statewide, Depressive Disorder, 2016

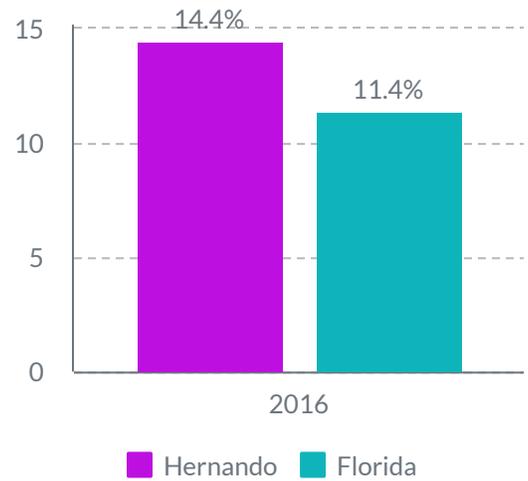


Data Source: Behavioral Risk Factor Surveillance System - 2019 not yet released by County

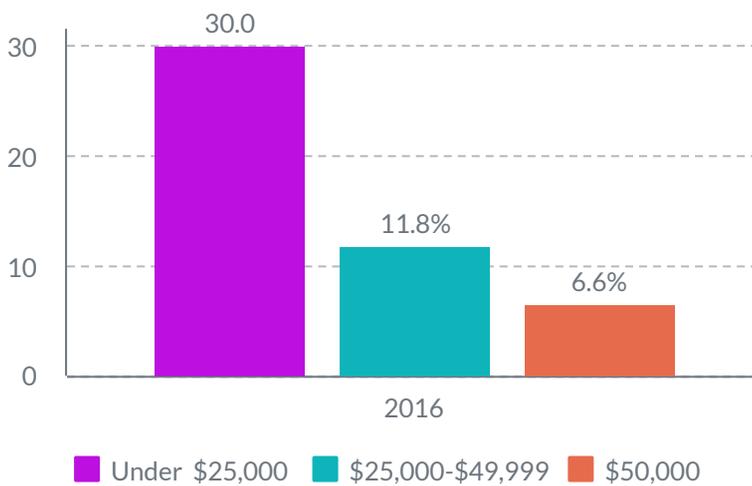
Percent of Hernando Adults who Reported Having Bad Mental Health Days in the Past 30-Days by Age Group, 2013 to 2018



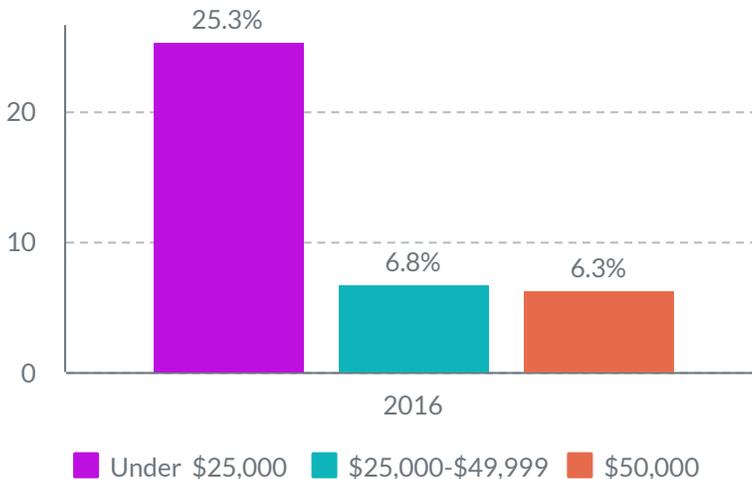
Hernando Adults Vs. Adults Statewide, Had Bad Mental Health Days in Past 30-Days, 2016



Hernando County Adults Who Reported Having A Depressive Disorder by Income Level, 2016



Hernando County Adults Who Reported Having Bad Mental Health Days in the Past 30- Days by Income Level, 2016



Data Source: Behavioral Risk Factor Surveillance System
- 2019 not yet released by County

Annual Health Rankings – 2019 Report

The Robert Wood Johnson Foundation provides annual rankings of health indicators comparing the overall health in each State and the Counties within each State using a series of factors and data sets.

Of Florida's 67 Counties Hernando County Ranks...

Overall Health Outcomes – 37th

- Length of Life - 35th
- Quality of Life - 36th (physical/mental health)

Overall Health Factors – 33rd

- Health Behaviors - 26th (substance use, physical activity/obesity, Food access, STDs, teen births)
- Clinical Care - 31st (Insured, healthcare)
- Social & Economic Factors - 40th (Education, Poverty, Income Inequality, Violent Crime)
- Physical Environment - 22nd (pollution, housing problems, transportation to work)

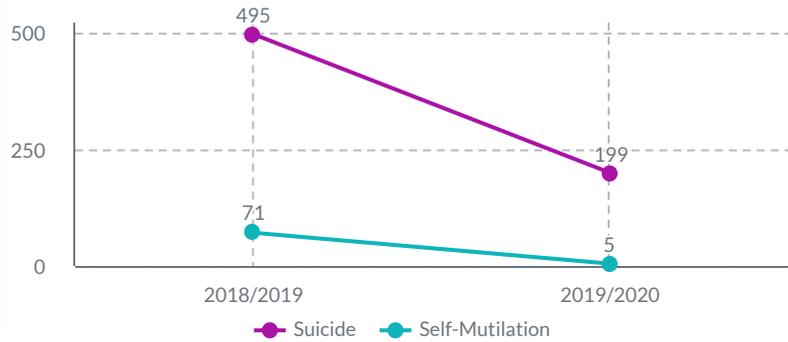
<https://www.countyhealthrankings.org/explore-health-rankings>



A survey of 124 Hernando parents found that only 11.7% thought there was enough education provided to youth and families on identifying mental illness in teens.

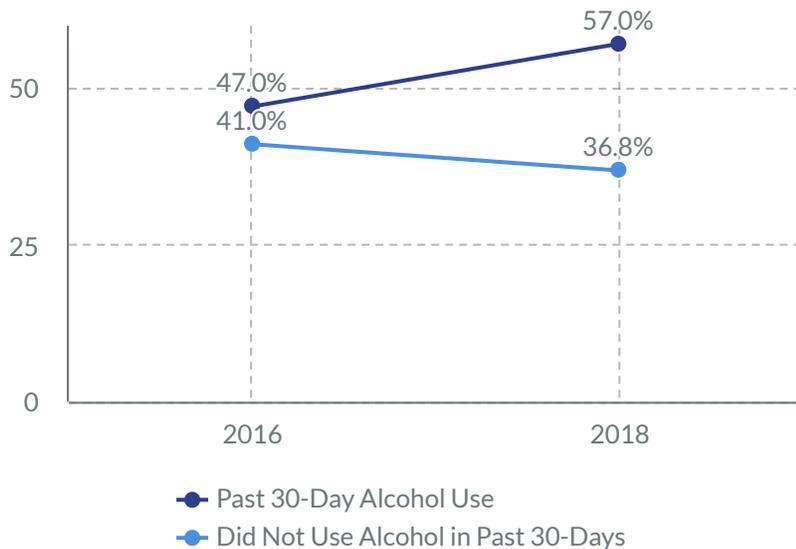
HCC Needs Assessment Committee, December 2017

Number of Assessments Conducted by Hernando County Schools for Self-Harm and Suicide, 2018/19 and 2019/2020



Differences in reported depression among youth substance users vs. non users

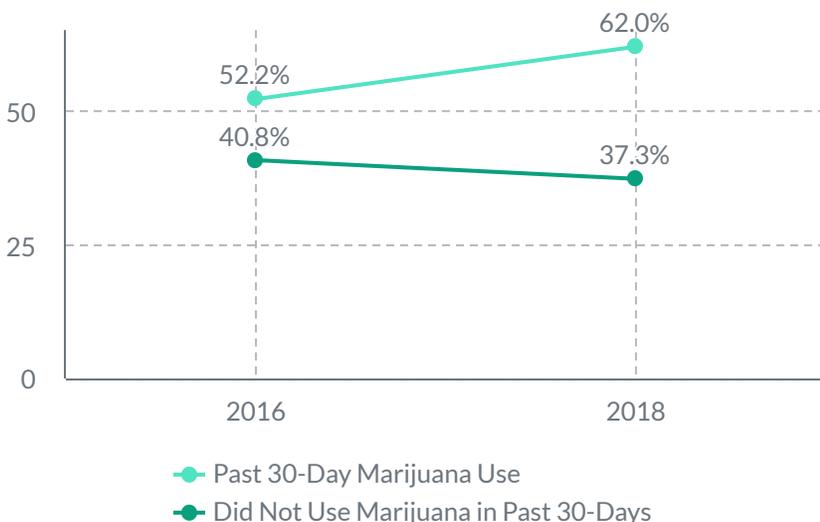
Percent of Hernando 11 to 17 Year Olds Who Reported Being Depressed Most Days in the Past Year by Recent Alcohol Use, 2016-2018



In both 2016 and 2018, the percent of students who reported alcohol use in the past 30-days reported higher rates of depression than their peers who did not use alcohol recently.

Additionally, while rates of depression decreased among students who did not report alcohol use, among those who reported drinking in the past 30-days, the rate of depression increased from 2016 to 2018.

Percent of Hernando 11 to 17 Year Olds Who Reported Being Depressed Most Days in the Past Year by Recent Marijuana Use, 2016-2018

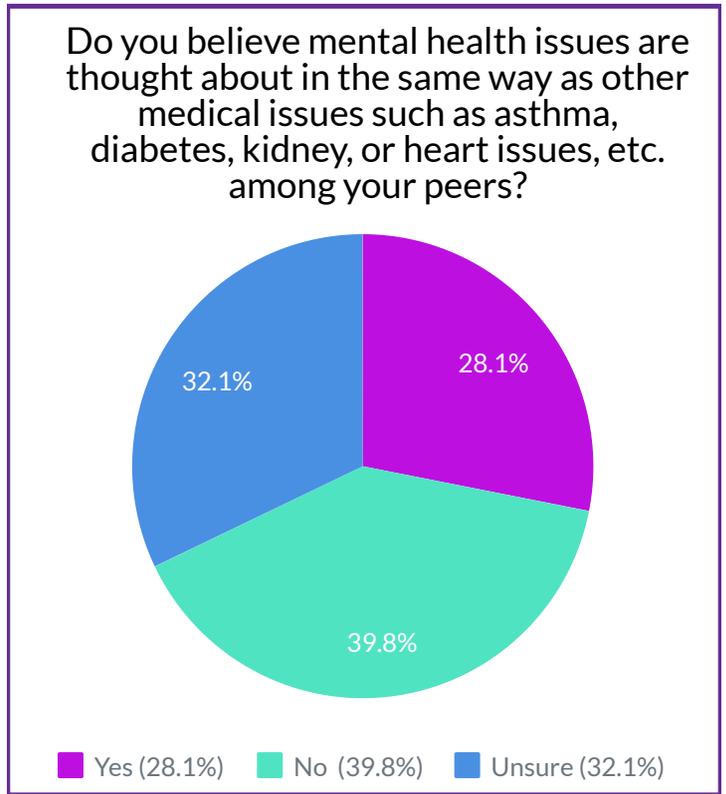
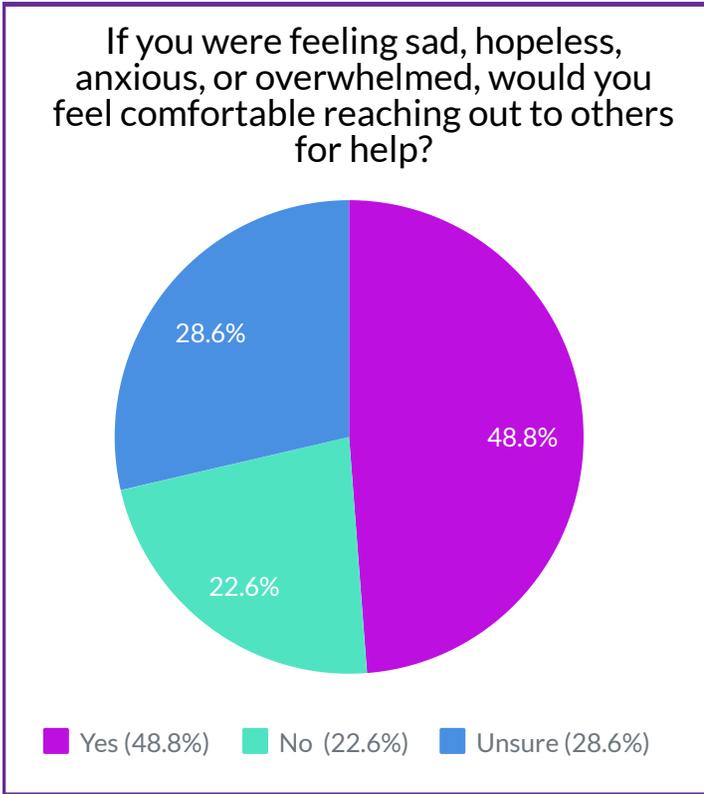


In both 2016 and 2018, the percent of students who reported marijuana use in the past 30-days reported higher rates of depression than their peers who did not use marijuana recently.

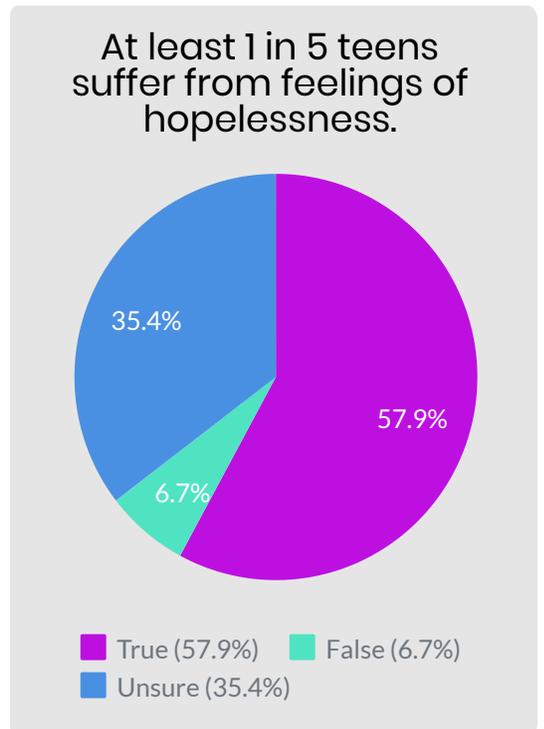
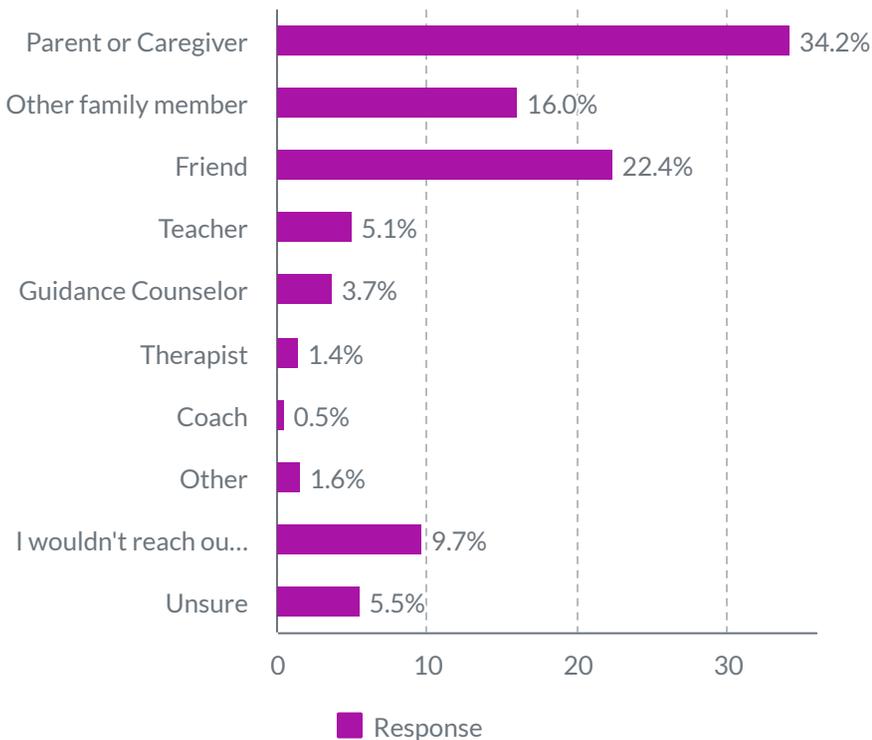
The same trend as with alcohol was also true for marijuana, with decreased rates of non users and increases from recent users from 2016 to 2018.

Teen Norms Survey

570 Hernando County middle school students participated in the You're Not Alone norms survey in 2018/19 School Year. The survey asks youth about their perceptions regarding behavioral health issues.



If you were feeling overwhelmed or sad, whom do you think you would reach out to for help?



Objective 3.4: Increase Linkages to Behavioral Health Services and Supports

How?

Promote available resources in Hernando County, or nearby if not available, to increase the ease at which those in need can identify help, while raising awareness of behavioral health issues, such as sign and symptoms and changing negative stigmas attached to behavioral health issues.

Why?

The earlier a person gets help for substance use, mental health, or related risk factors, the less likely they are to develop long-term problems, leading to a better quality of life for both the individual, their loved ones, and the community as a whole.

Hernando County has suffered from a lack of available resources for our residents. In recent years, services through our School District and public and private providers for those in need have increased due to needs identified by community advocates, organizations, agencies, etc. The Coalition also works to identify gaps in the system of care and helps to educate local leaders and possible funders the unmet needs of our residents.

Hernando County Snapshot

Available Mental Health Service Providers:

- Hernando County - 1 provider for every 1,209 persons. (1209:1)
- Florida Statewide - 1 provider for every 670 persons. (670:1)
- Nationally - 1 provider for every 310 persons. (310:1)

Source: 2019 Robert Wood Johnson health rankings

Local Services Provided Are Increasing!

This is good news. It means more people are being referred to, and accessing services than before.

BayCare Behavioral Health data shows that in just the first 3 months of 2020, their agency served:

	# Served
 ADULT Mental Health	1,747
ADULT Substance Abuse	324
CHILDREN Mental Health	881
CHILDREN Substance Abuse	321

Service Utilization for Hernando Residents in the 2018/19 Fiscal Year

For Residents who Received Services through Funding from LSF Health Systems/Florida Department of Children and Families

ADULT Mental Health	# Served
Case Management	1,362
Outpatient	699
Medical Services	649
Supportive Housing/Living	137
CAT Team	18

ADULT Substance Abuse	# Served
Case Management	466
Outpatient	365
Medical Services	97
Supportive Housing/Living	21
CAT Team	239

CHILDREN Services	# Served
Case Management - MH	579
Mobile Crisis Support - MH	60
Medical Services - MH	62
Outpatient - MH	491
Outpatient - SA	34

HCC Impact 2019

Goal 3: Reduce and Prevent Substance-Related Problems Objectives 3.1 - 3.4

Support At-Risk Communities

- Provide education in at-risk communities
- Provide drug free activities for youth and families
- Change negative social norms surrounding alcohol/drug use

Through the Hernando Prevention Project, BayCare Behavioral Health is providing Life Skills Training for 6th through 8th graders at Fox Chapel Middle School and Challenger K-8 to increase perceptions of risk of harm of alcohol, marijuana, and prescription drug use at high risks schools.

In the 2018/2019 School Year:

- Fox Chapel Middle – 12 cohorts; 412 students
- Challenger K8 – 10 cohorts; 280 students

In the 2019/2020 School Year:

- Fox Chapel Middle – 12 cohorts- 382 students
- Challenger K8 – 9 cohorts- 228 students



**HERNANDO
SCHOOL DISTRICT**
Learn it. Love it. Live it.

IT STARTS IN PARKS

Coaching. Connecting. Community.



Friday Night Done Right events and social norming messaging for teens and families is being implemented at the Jerome Brown Community Center by Brooksville Parks and Recreation as part of the 3-year Prevention Partnership Grant.

In 2019:

- 13 alcohol/drug free events held at the center/in the park
- 702 youth and 26 adults attended
- 16 outreach activities, including sharing event promo information to 5,000 students in Brooksville each month.
- FNDR materials included in 600 backpacks for "Operation Backpack" event at the Center.
- Facebook messaging at least twice per month

In partnership with the School District, students who are caught violating the schools alcohol/drug policies are referred to substance abuse prevention classes, as well as their caregiver. The project originally used the Project Towards No Drug Abuse curriculum as an enhancement to the School's classes. In November of 2019 the project began using Teen Intervene.

In 2019:

- 15 PTNDA Groups; 70 student participants
- 27 caregiver PTNDA groups, 222 adults
- 9 students received Teen Intervene
- 1 caregiver group with 9 participants

teen intervene



**HERNANDO
SCHOOL DISTRICT**
Learn it. Love it. Live it.



The **Be ABOVE Bullying** social norming program was provided at West Chapel Middle School, reaching 190 students in 2019 with an educational presentation and materials distributed throughout the school.

Vaping Assembly

Held at Hernando High School with 575 students.



Hernando SEN

- Reduce the number of babies born addicted to substances and
- Assist families to help break the cycle of addiction.
- Increase use of service supports and treatment

The Hernando SEN (Substance Exposed Newborn) Taskforce is comprised of numerous community partners working together to reduce the amount of babies and new families suffering the consequences of addiction.
www.HernandoSEN.com

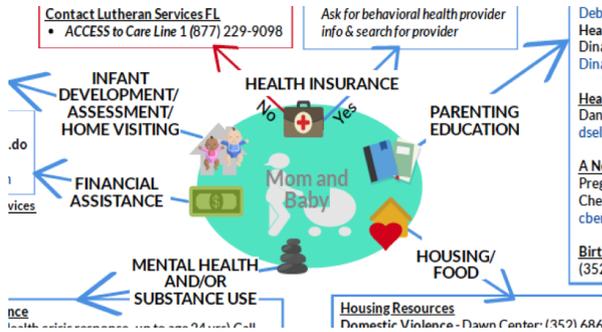


Resource Distribution

New Mom Toolkit

SEN updated the "New Mom Toolkit – Information and Resources to Help those Expecting, New Moms and Families, or Those Sexually Active" explaining how exposure to Rx drugs and other opiates effect newborns, steps for help, links for services, etc.

In 2019 partners distributed 310 Toolkits to pregnant women and new families.



SEN Resource Cards

SEN Resource Rack Cards provided to hundreds of residents for quick reference to services and supports.

NEW MOM TOOLKIT

Information and Resources to Help those Expecting, New Moms and Families, or Those Sexually Active



SEN Resource Maps

Developed and began distributing Resource Maps Posters for healthcare offices to utilize to help those in need of services as supports for pregnant women, new moms, and families.

In 2019, over 80 posters were distributed, as well electronic versions throughout partner networks.

Additional SEN Activities Include:

- Monthly Taskforce Meetings
- Participation community events
- Participation in the annual "World's Greatest Baby Shower" event with the Hernando County Health Department – an average 400 women and families attend.



Education & Beyond:

Supporting Substance Exposed Newborn Communities

[Click Here to Register or Learn More!](#)



Hernando SEN led the organization of the first Circuit 5 SEN Conference in 2019. There were 232 attendees, and 24 volunteers.

Untreated Mental illness and Linkages to Services

- Increase mental health awareness
- Change negative social norms for mental illness and getting help
- Increase use of local service supports and treatment

Mental Health First Aid is an 8-hour training designed to give members of the public key skills to help someone who is developing a mental health problem or experiencing a mental health crisis

- In 2019, the HCC's Instructor taught 2 classes with 23 Participants.



*BayCare Behavioral Health held additional trainings and continues to provide MHFA for Hernando residents.



Resources for Veterans

HCC worked with the Veteran HEAT Factory, a non-profit focused on PTSD, to help reduce the number of Veterans who self-medicate and to promote positive health and wellness.

In 2019, the HCC Developed/Distributed a Veteran Resource Guide/Tool Kit to 328 distributed to local Veterans.



RESOURCE GUIDE FOR MENTAL HEALTH AND/OR SUBSTANCE ABUSE SERVICES.

Updated **Hernando Cares Behavioral Health Resource Guide**- Edition 4
1,430 hard copies distributed, online at hernandocares.org



You're Not Alone

1 in 4 teens suffer from hopelessness.

In 2018/2019 School Year there were:

- 2 Trainings for 25 Educators
- 162 educational presentations -185 unduplicated youth at Fox Chapel Middle.
- 50 educational presentations - 136 unduplicated youth at Challenger K-8
- 7 Events reaching 901 youth and 260 adults
- 8 PSAs ran at 2 schools on am/pm announcements- 2,133 unduplicated youth
- Campaign materials- posters, rack cards, tip cards, resource brochures, flyers - were distributed at 2 schools and through the District's Parent Academy.

11 Summer Programs participated -

30 presentations provided - 199 unduplicated youth

In 2019/2020 School Year there were:

- 8 Trainings for 44 Educators
- 233 presentations - 454 unduplicated youth at 4 schools
- 8 PSAs -1,433 youth reached
- 10 Events - 846 youth and 771 adults
- Campaign materials- posters, rack cards, tip cards, resource brochures, flyers- were distributed at 4 schools and through the District's Parent Academy.

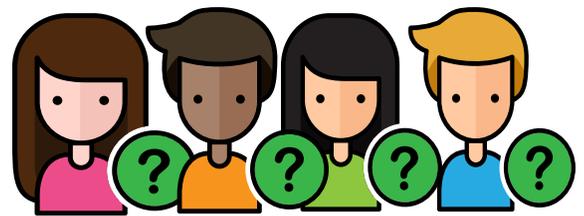


570 youth completed Social Norming Surveys

The You're Not Alone social norming campaign is being implemented to increase awareness of mental health issues, change negative associated norms, and increase service utilization.

Consequences of Alcohol and Other Drug Use

What's the Harm? Why Care?



Preventing alcohol and other drug use among teens, problem drinking, and addiction among adults, is not about ruining someone's fun. It is about keeping our youth, families, and community as a safe, healthy, and living the best life that we can. Often times, untreated mental health issues and substance use/abuse can greatly impact our ability to thrive, especially when affecting youth, either by their own alcohol and drug use, a family member's untreated addiction, as well as a persons' own suffering due to untreated emotional or other behavioral issues.

Impacts Include -
School grades, trouble with law enforcement, economic issues, physical health, life expectancy, and much more.



The consequences of alcohol other drug use cost Floridians **Billions of dollars** each year.

Alcohol-Related

Direct Illnesses from Alcohol-\$572,683,320
Illnesses Attributed to Alcohol-\$452,784,647
Alcohol Related Neurological Disorders/ Fetal Alcohol Syndrome- \$432,045,575
Work Loss-\$9,017,786
Injuries-\$8,905,099,639
Traffic Collisions- Injuries-\$2,358,340,024
Traffic Collisions- Fatalities-\$1,257,179,959
Quality of Life-\$3,658,397,626
Crime- Incarceration-\$415,192,465
Crime- Victim-\$3,013,793,984
Total-\$21,074,535,025

Other Drug-Related

Direct Illnesses from Drugs-\$97,102,980
Work Loss-\$6,770,627
Deaths-\$20,429,346,232
Crime- Incarceration-\$1,077,450,638
Crime- Victim-\$1,257,173,304
Total-\$22,867,843,781

*Source: Florida Department of Children and Families, 2010
Prepared by FADAA and FSAMHC*



Comparison of Hernando Students Who Reported Using a Substance in the Past 30-Days Vs. Peers Who Reported Never Using the Substance – 2018

Examination of School Performance and Delinquent Behaviors

In most cases, students in Hernando County who report alcohol and other drug use also report worse rates regarding school performance and delinquent/criminal behaviors.

ALCOHOL	Middle School Students		High School Students	
	Never Used	Past 30-Day Use	Never Used	Past 30-Day Use
Grades Last Year Mostly A's and B's	82.0%	missing	75.5%	69.6%
Skipped At Least 1 Day in Last Year	26.8%	43.3%	28.9%	62.6%
Grades Better Than Others	63.3%	35.0%	65.0%	44.3%
Often or Always Enjoy School	34.6%	2.1%	26.8%	12.5%
Ever Belonged to a Gang	0.9%	4.0%	2.9%	5.1%
Carried a Handgun in Past Year	2.6%	43.7%	4.5%	16.6%
Attacked Someone to Hurt Them in Past Year	4.4%	22.1%	3.2%	9.3%
Sold Illegal Drugs in Past Year	0.2%	11.4%	0.0%	17.6%
Been Arrested in Past Year	0.8%	4.0%	0.0%	7.3%
Been Suspended Past Year	6.1%	26.2%	3.1%	9.7%

MARIJUANA	Middle School Students		High School Students	
	Never Used	Past 30-Day Use	Never Used	Past 30-Day Use
Grades Last Year Mostly A's and B's	82.4%	80.0%	78.4%	60.4%
Skipped At Least 1 Day in Last Year	30.0%	69.4%	30.2%	55.8%
Grades Better Than Others	63.2%	56.6%	68.5%	45.8%
Often or Always Enjoy School	33.6%	3.9%	30.0%	10.9%
Ever Belonged to a Gang	0.6%	15.0%	3.1%	10.5%
Carried a Handgun in Past Year	4.4%	23.5%	6.2%	11.6%
Attacked Someone to Hurt Them in Past Year	4.7%	25.1%	5.2%	8.3%
Sold Illegal Drugs in Past Year	0.0%	18.0%	0.6%	24.7%
Been Arrested in Past Year	0.8%	9.2%	0.6%	7.4%
Been Suspended Past Year	6.2%	31.0%	3.3%	11.9%

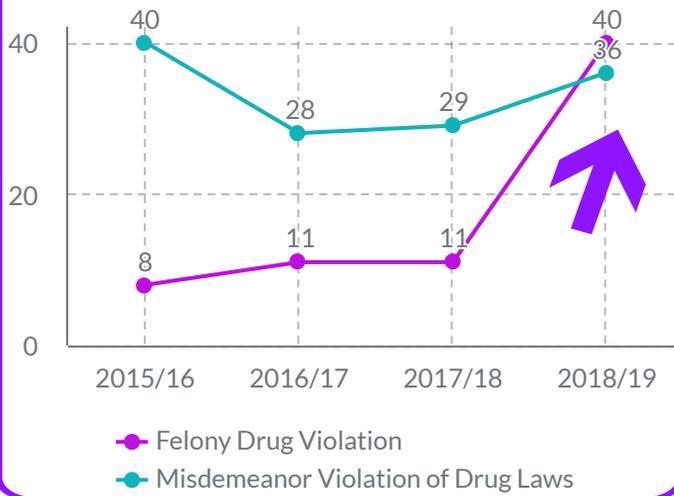
OTHER DRUGS (Excluding Alcohol and Marijuana)	Middle School Students		High School Students	
	Never Used	Past 30-Day Use	Never Used	Past 30-Day Use
Grades Last Year Mostly A's and B's	84.3%	73.1%	75.1%	85.1%
Skipped At Least 1 Day in Last Year	28.7%	51.1%	31.5%	70.1%
Grades Better Than Others	64.4%	39.2%	66.3%	53.4%
Often or Always Enjoy School	34.0%	1.8%	24.9%	16.2%
Ever Belonged to a Gang	1.0%	4.4%	3.0%	13.9%
Carried a Handgun in Past Year	4.8%	14.9%	5.5%	16.4%
Attacked Someone to Hurt Them in Past Year	3.6%	23.7%	4.3%	13.8%
Sold Illegal Drugs in Past Year	0.0%	8.3%	0.8%	30.5%
Been Arrested in Past Year	0.7%	9.0%	0.8%	19.3%
Been Suspended Past Year	6.6%	19.7%	4.8%	15.1%

Data Source: Florida Youth Substance Abuse Survey - Cross Question Analysis

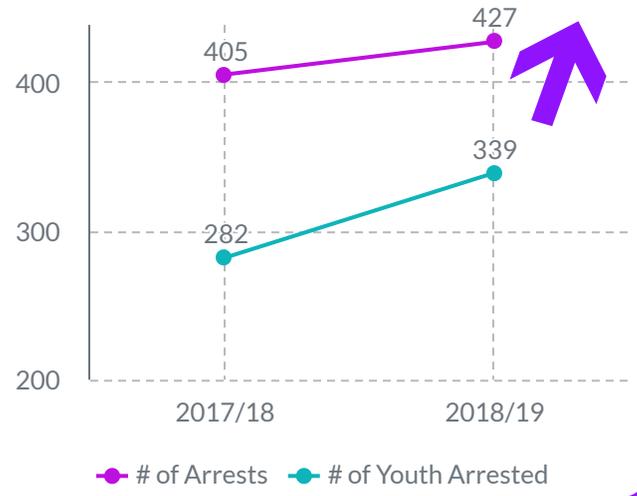


Youth Crime Statistics

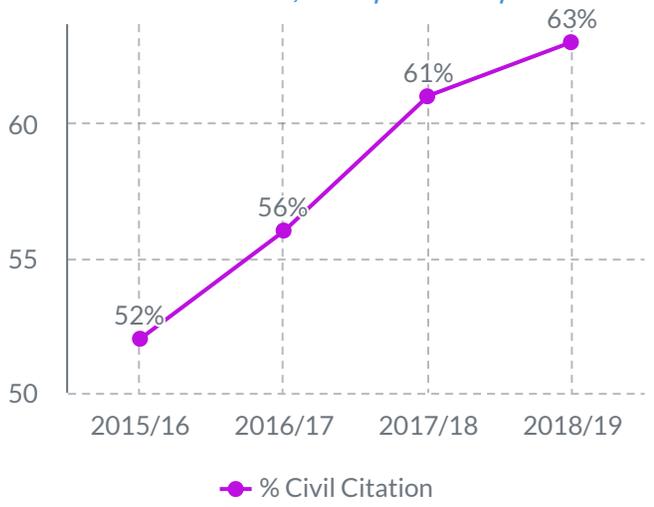
Hernando Youth Arrested for a Drug Crime, 2015/16-2018/19



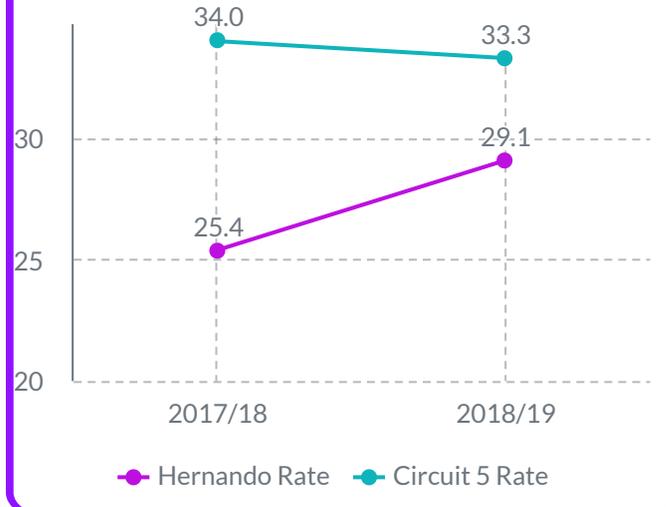
Hernando Juvenile Arrested Rates (Total Arrests and Number of Unique Youth Arrests), 2017/18-2018/19



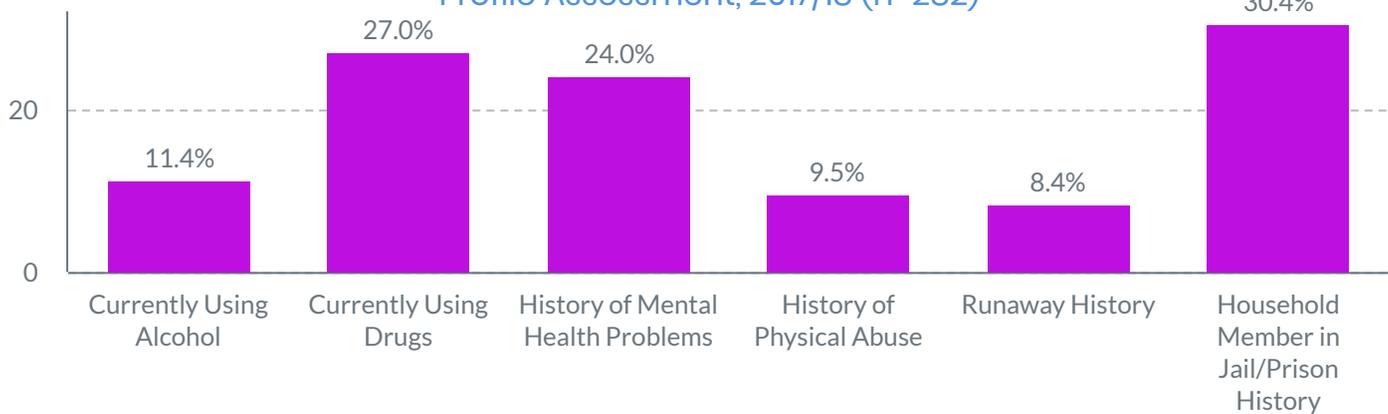
Rate of Hernando Youth First Time Offenders Who Were Diverted Rather Than Arrest, 2015/16-2018/19



Youth Arrest Rate per 1,000 population, Hernando vs. Circuit 5, 2017/18-2018/19

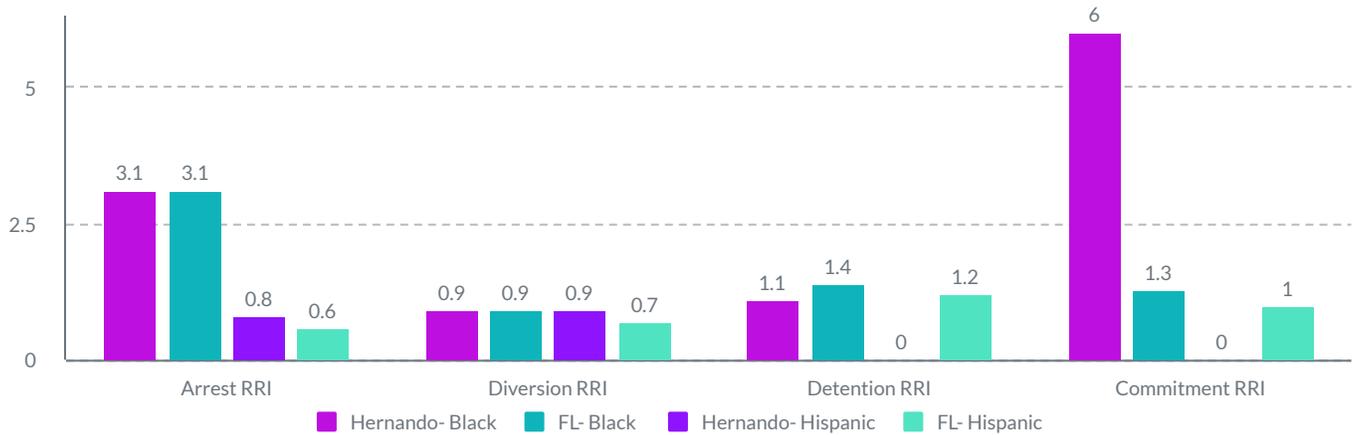


Risk Factors Reported by Hernando Youth Arrested Who Received a PACT Profile Assessment, 2017/18 (n=282)

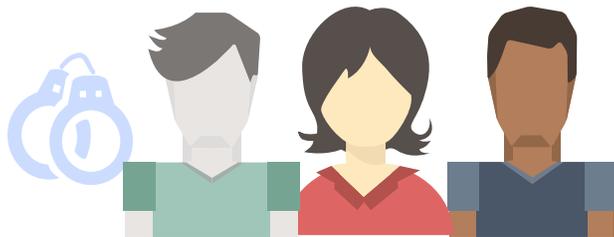


Rate of Disproportionate Minority Contact/Racial Ethnic Disparity among Hernando Youth Arrested, 2017/18

When the Relative Rate Index (RRI) is higher than 1, the rate of occurrence for minority youth is greater than the rate of occurrence for white youth at that point in the Juvenile Justice continuum of services. When the RRI is less than 1, the rate of occurrence for minority youth is less than that for white youth.

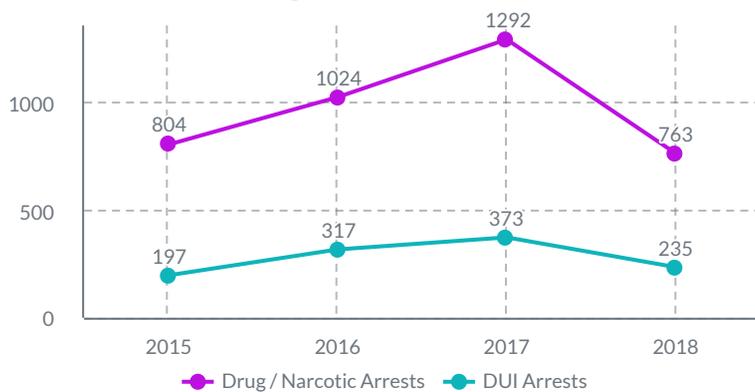


Data Source: Florida Department of Juvenile Justice

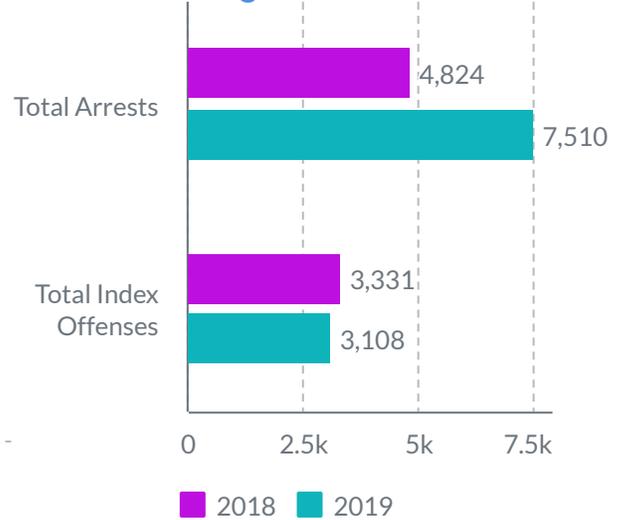


All Ages

Hernando County Alcohol/Drug Arrests - All Ages, 2015-2018



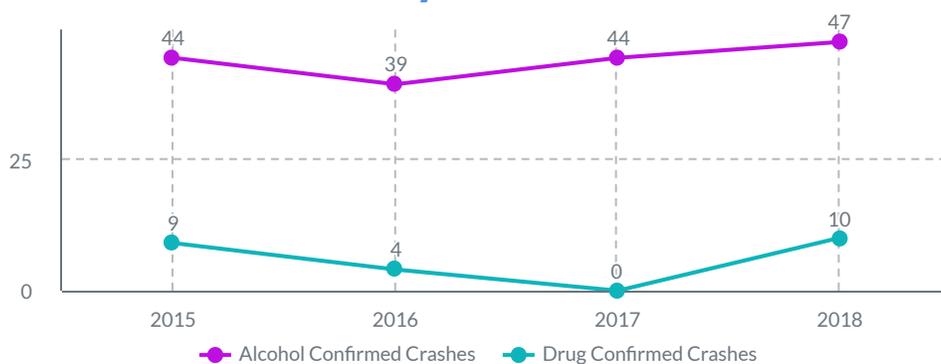
Hernando County Arrest Data, All Ages, 2018-2019



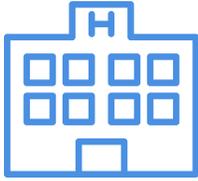
Index Offense Categories Include:
Homicide; Rape; Robbery; Aggravated Assault; Burglary; Theft; Motor-Vehicle Theft; Arson; Simple Assault

Data Source: Florida Department of Law Enforcement

Hernando County Motor-Vehicle Crash Data-All Ages, 2015-2018

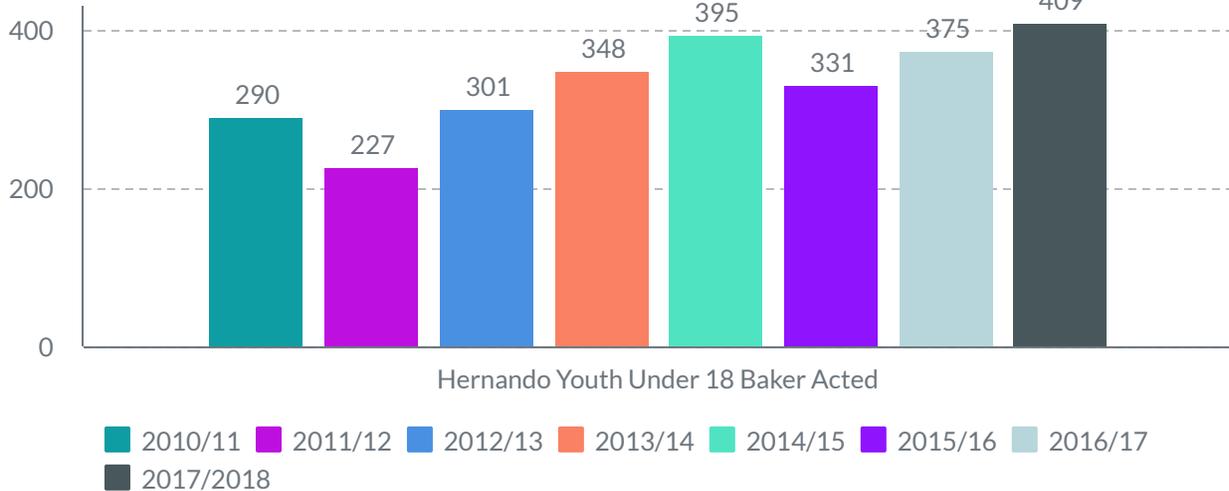


Data Source: Florida Department of Highway Safety and Motor Vehicles

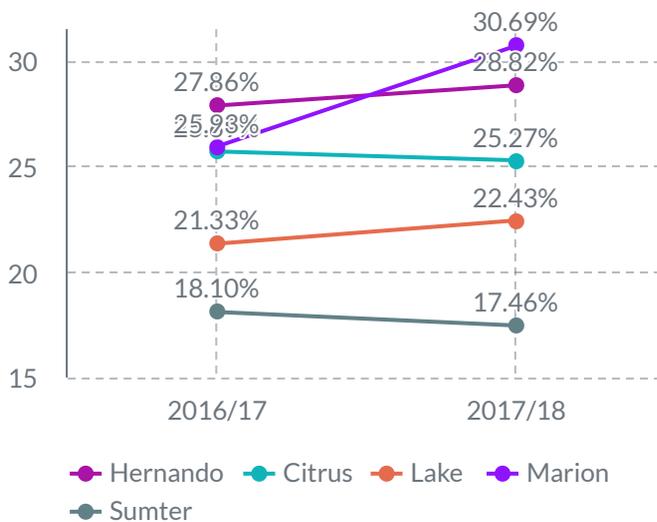


Hospitalizations for Mental Health Issues

Involuntary Hospitalizations for a Mental Health Crisis (Baker Acts) for Children under 18 in Hernando County, FY 2010/11-2017/18



Percent of Involuntary Hospitalizations among Children under 18, by District 5 Counties, FY 2016/17-2017/18



Involuntary Hospitalizations for a Mental Health Crisis for All Ages in Hernando County

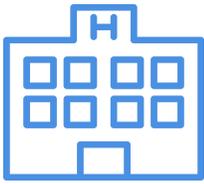


Source: Baker Act Reporting Center Annual Reports

Hospitalizations for Mental Disorders, Ages 18 to 21 and 22 to 24, in Hernando County, 2014-2017

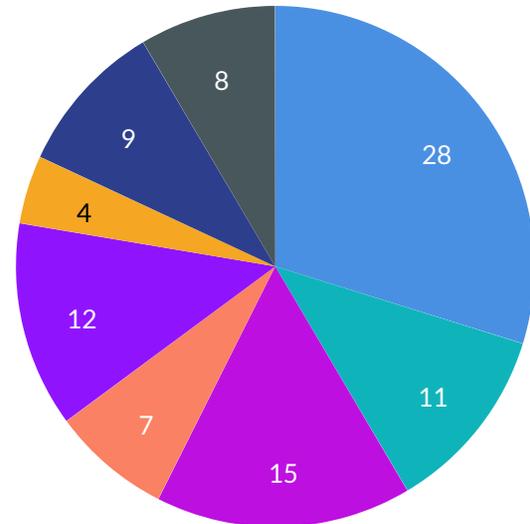
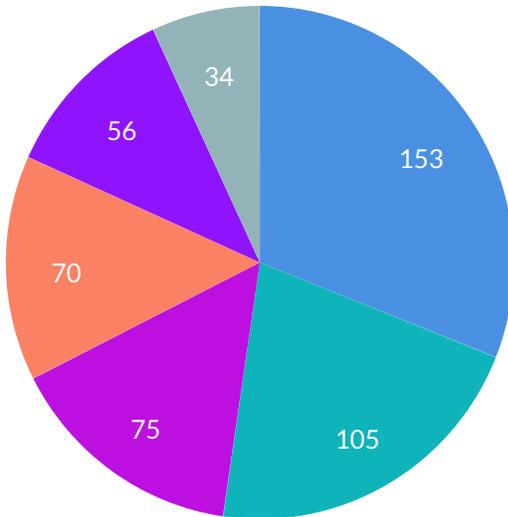
Data Source: Florida Department of Health





Hospitalization and Overdose - Substance Abuse Related

Calls to Poison Control for Selected Drugs Types, 2018
Hernando All Ages **Hernando Ages 6 to 19**

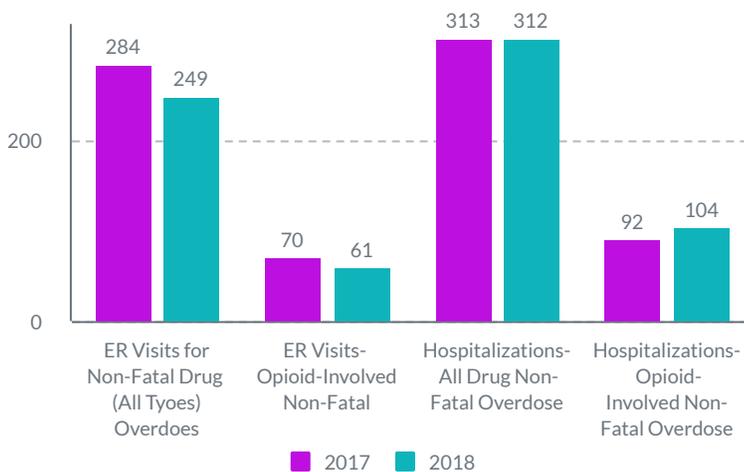


- Analgesics (31.03%)
- Sedative/Hypnotics (21.3%)
- Antidepressants (15.21%)
- Alcohols (14.2%)
- Antihistamines (11.36%)
- Stimulants and Street Drugs (6.9%)

- Analgesics (29.79%)
- Sedative/Hypnotics (11.7%)
- Antidepressants (15.96%)
- Alcohols (7.45%)
- Antihistamines (12.77%)
- Dietary Supplements/Herbals/Homeopathic (4.26%)
- Cold and Cough Preparations (9.57%)
- Stimulants and Street Drugs (8.51%)

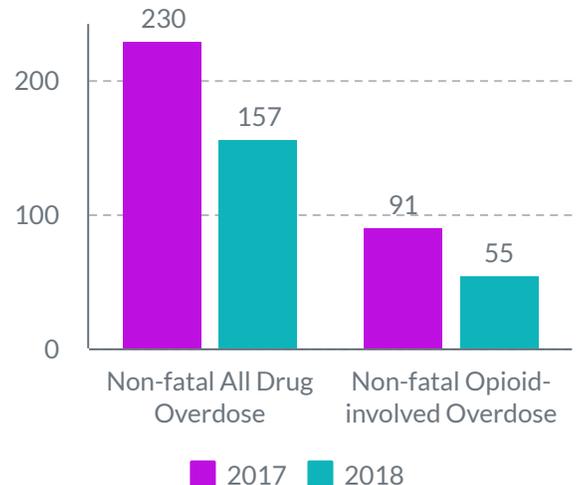
Data Source: Florida Poison Control Information System

Hernando County ER Visits and Hospitalizations for Overdoses, Non-Fatal, All Ages, 2017-2018



Data Source: Florida Department of Health, Florida CHARTS

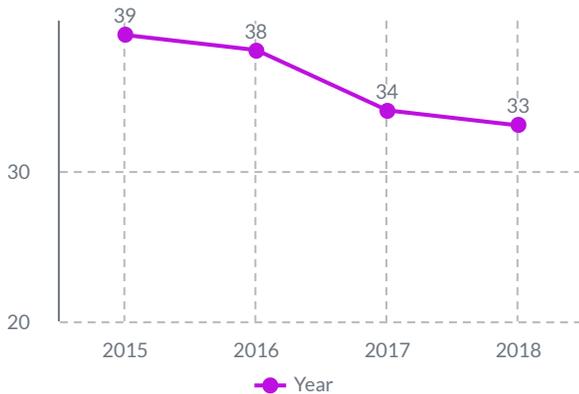
Hernando County EMS (Emergency Mobile Support) Drug Overdoses, Non-Fatal, All Ages, 2017-2018



Data Source: Florida Enhanced State Opioid Overdose Surveillance Program

Deaths

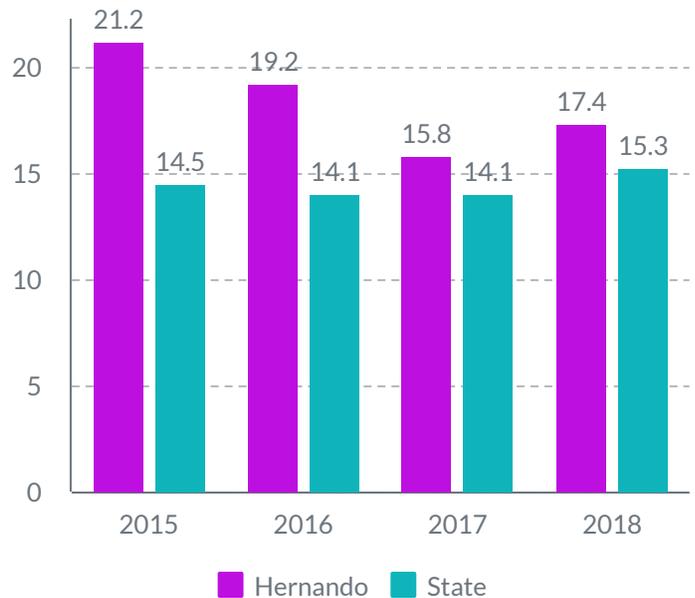
Hernando County Suicides, All Ages, 2015-2018



In Hernando County, **HALF** of persons who committed suicide are Military/Veteran service members, based off 4 year averages.

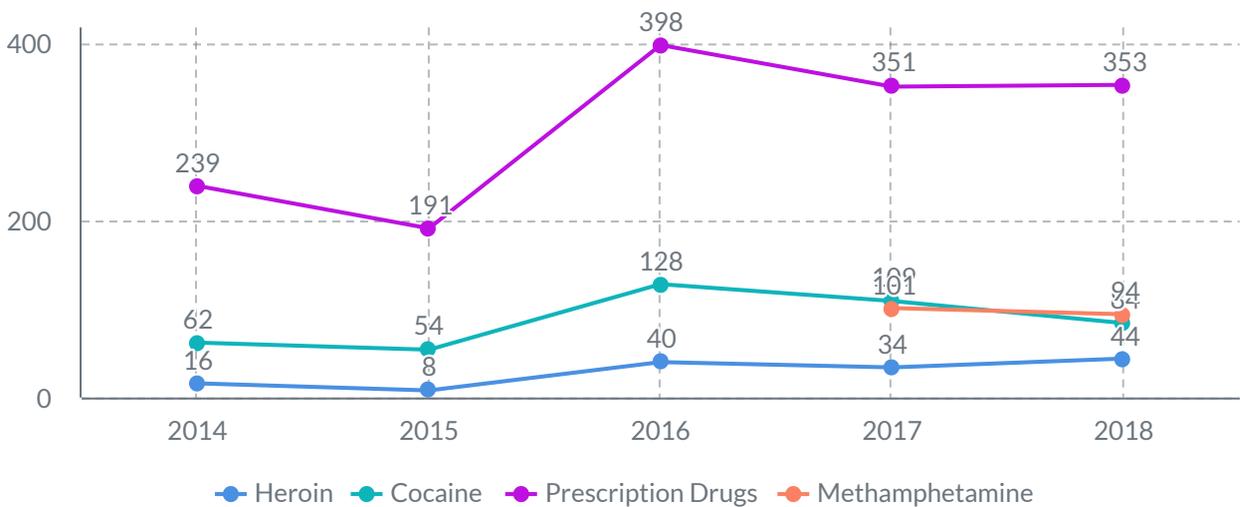
Age-Adjusted Suicide Death Rates, Hernando County vs. Florida, 2015-2018

Rate of Suicide per 100,000 persons



Source: Florida Department of Health, Florida CHARTS

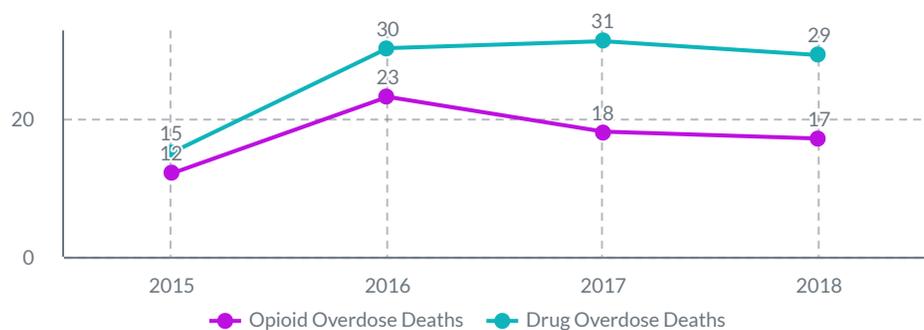
Circuit 5 Deaths Caused by Selected Drugs Identified in Toxicology Reports, 2012-2018



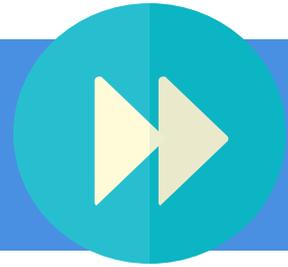
Source: Florida Medical Examiners Commission Reports

Hernando County Drug Overdose Deaths, 2015-2018

Source: Florida Department of Health, Florida CHARTS; Florida Enhanced State Opioid Overdose Surveillance Program



Looking Forward...



On September 30th, 2019 HCC's Drug Free Communities Support Program award concluded, wrapping up 10 years of funding for youth substance use in Hernando County. Since first receiving the award in 2008, the Coalition has grown and evolved into an agency with representatives throughout the different sectors and populations in Hernando County. Additionally, on September 30th, 2020, we will complete a secondary grant for Drug Free Communities awardees, the STOP Act, that was specific to youth alcohol prevention (4-year award). It is our goal to continue our efforts to reduce both youth and adult substance use and abuse and associated problems, addressing different threats and issues as data indicates need.

2020 funded projects include:

- Completion of the STOP Act grant;
- Prevention Partnership Grant - a 3-year award ending June 30th, 2021, funded through the Florida Department of Children and Families via LSF Health Systems. Key partners include the Hernando County School District and BayCare Behavioral Health;
- A special project in partnership with the Hernando County School District to address vaping in the school ending December 31, 2020, funded through LSF Health Systems;
- Tobacco Free Hernando, funded through the Florida Department of Health's Bureau of Tobacco Free Florida, ending June 30th, 2020; and
- The Florida Substance Abuse Block Grant ending June 30th, 2021 via the Community Coalition Alliance.

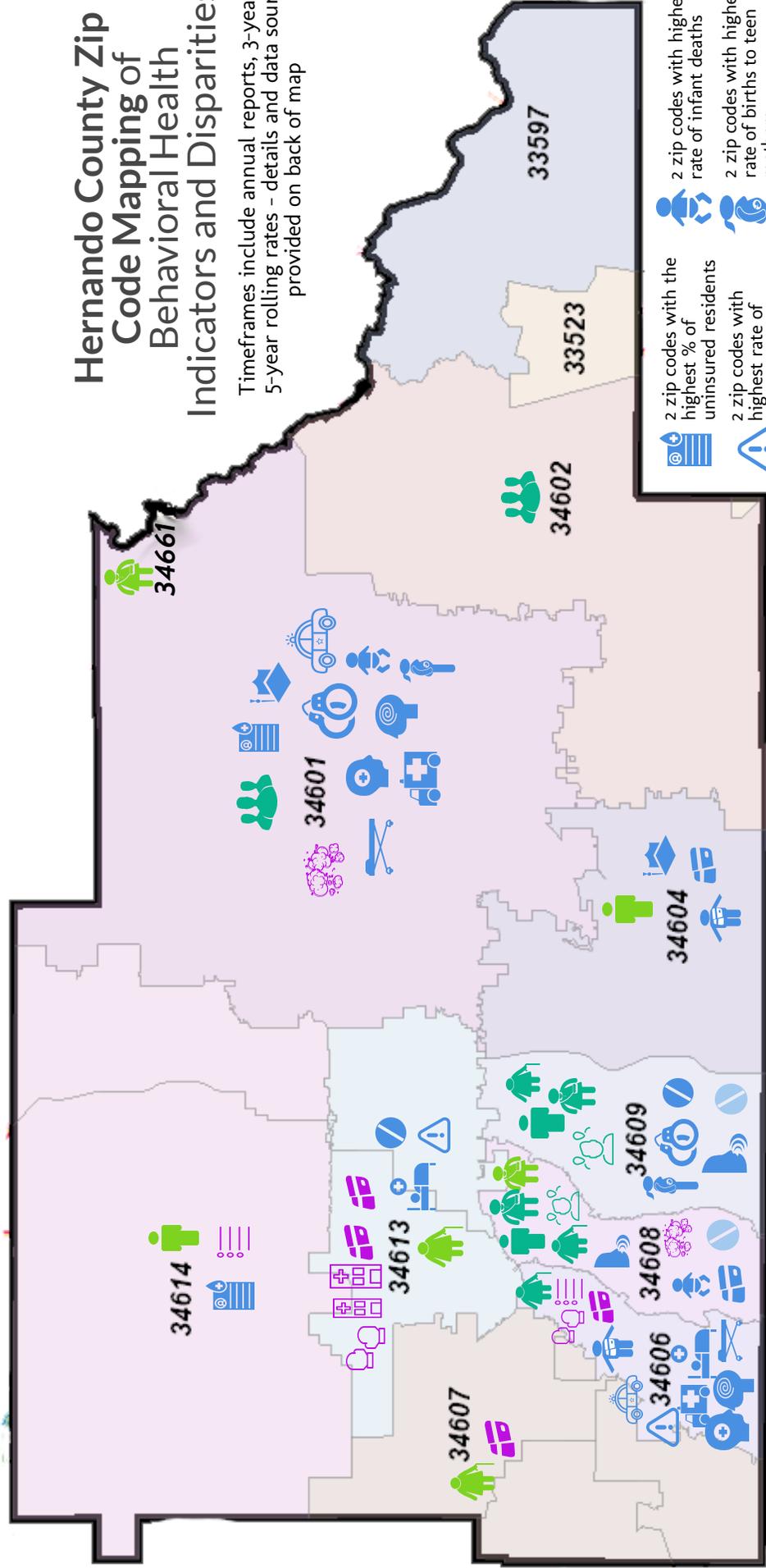
The year 2020 thus far has led to changes in our community (and across the nation) that we have yet to fully understand the impact of. The past has showed us that in times of hardship, substance use and abuse can increase. It is our hope that Hernando County will continue our efforts to band together and help all community members in need of any supports/services so that together, we can better the lives of all Hernando residents.

Thank you to all our partners and stakeholders.



Hernando County Zip Code Mapping of Behavioral Health Indicators and Disparities

Timeframes include annual reports, 3-year or 5-year rolling rates - details and data sources provided on back of map



By Age Group/Race/Ethnicity

- 2 zip codes with highest # of persons 17 and under
- 2 zip codes with highest % of persons 17 and under
- 2 zip codes with highest # of persons ages 18 to 64
- 2 zip codes with highest % of persons age 18 to 64
- 2 zip codes with highest % of persons 65 plus
- 2 zip codes with highest % of persons 65 plus
- 2 zip codes with highest % of racial minority populations
- 2 zip codes with highest % of ethnic minority populations

By School Location

- School location with the highest % of students enrolled who are economically disadvantaged by school type, (E, M, H, and K-8)
- 2 school locations with the highest # of alcohol, tobacco, and other drug violations at school
- 2 school locations with the highest # of students given an assessment for mental health issue
- 2 school locations with the highest # of students who received a Baker Act (involuntary mental health hospitalization)
- 2 school locations with the highest # of student violators for violent behaviors (threats/fights/assault)

By Housing Location

- 2 zip codes with the highest % of persons in poverty
- 2 zip codes with the highest % of Children in poverty
- 2 zip codes with highest rate of violent crime (all ages)
- 2 zip codes with highest rate of youth arrested
- 2 zip codes with highest rate of youth arrested for a drug (any type) felony
- 2 zip codes with highest rate of youth arrested for a drug misdemeanor (any type)
- 2 zip codes with the highest % of residents (over 25) without a high school diploma

- 2 zip codes with the highest % of uninsured residents
- 2 zip codes with highest rate of unintentional injury deaths
- 2 zip codes with the highest rate of discharges from all hospital types
- 2 zip codes with highest rate of emergency room visits (all types-all ages)
- 2 zip codes with highest rate of mental health emergency room visits-all ages
- 2 zip codes with highest rate of mental health hospitalizations
- 2 zip codes with highest rate of mental health hospitalizations among youth 17 and younger
- 2 zip codes with the highest % of residents that speak a language other than English

- 2 zip codes with highest rate of infant deaths
- 2 zip codes with highest rate of births to teen mothers

Map Data Sources and Timeframes

Florida Department of Juvenile Justice data - 2018/2019 Fiscal Year

- youth arrests
- youth arrests- felony drug
- youth arrests- misdemeanor drug

Florida Department of Education- 2018/2019 School Year

- economically disadvantaged students
- alcohol/drug violations on school campuses (includes use and sales)
- incidents of violence/threatening behaviors (includes bullying, threats, physical attack, fighting, battery, assault, sexual threats/assaults)

Hernando County Sheriff's Office- 2018/2019 School Year

- involuntary hospitalizations

Florida Department of Health, Florida Charts

- Infant death rate - 2017, 2018, and 2019 Provisional
- Births to teen mothers - 2018

Florida Department of Law Enforcement

- violent crime index

Demographic Data - American Community Survey (AMS) 5-Year Estimates included in the map shows a 5-year rolling estimate (2013-2017). Data obtained via American Fact Finder and the 2019 Hernando County Community Health Needs Assessment Technical Appendix, prepared by WellFlorida Council

- age groups
- race/ethnicity
- poverty rates
- educational attainment

Hospital Inpatient Discharge Data, Florida Center for Health Information and Policy Analysis, Florida Agency for Health Care Administration (2015-2018), accessed via the 2019 Hernando County Community Health Needs Assessment Technical Appendix, prepared by WellFlorida Council



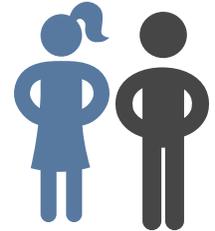
CLEANING ISN'T JUST FOR SPRING

Safely disposing of your unused medications right away can help prevent medications getting into the wrong hands.

Teens report accessing Rx medications in their homes, as well other family member and friend's houses.

SAFE DISPOSAL IS EASY!

These 2 products are simple to use, affordable, and can help save lives.



DisposeRx™

DisposeRx is a simple home waste disposal solution that uses non-toxic polymers to permanently, physically, and chemically sequester dangerous prescription drugs. DisposeRx works for powders, pills, tablets, capsules, liquids and patches, making them inert and unavailable for illicit use or pollution.

- STEP 1.** Collect unused or expired medications and insert them into a prescription vial. Make sure the prescription vial is no more than 1/3 full of pills, capsules and or tablets (this will ensure maximum destruction). Once activated, medication will be safe from diversion, illicit use or pollution.
- STEP 2.** Add water until the prescription vial is about two-thirds full.
- STEP 3.** Add the DisposeRx powder, screw on the child resistant cap and shake for about 30 seconds. A gel will rapidly form, sequestering the drugs from abuse or pollution. Then simply discard the prescription vial in your household waste.

The **Deterra Drug Deactivation System** deactivates prescription drugs with its proprietary activated carbon that renders drugs ineffective. The chemical compounds are also rendered to ensure they are safe for landfills.

- STEP 1.** Place unused medications in pouch.
- STEP 2.** Fill halfway with warm tap water, and wait 30 seconds.
- STEP 3.** Seal and gently shake pouch.
- STEP 4.** Dispose in normal trash.

You can also drop off unused or expired medications at Sheriff Office locations and Solid Waste & Recycling locations throughout Hernando County. Call their offices, or visit the coalition website for details: hernadocommunitycoalition.org



Often, the HCC has free samples of safe disposal kits. For more information, call 352-596-8000

Hernando Community Coalition
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