

Café Conversations Report 2018/19

Submitted to Hanover Cares by
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Evaluator

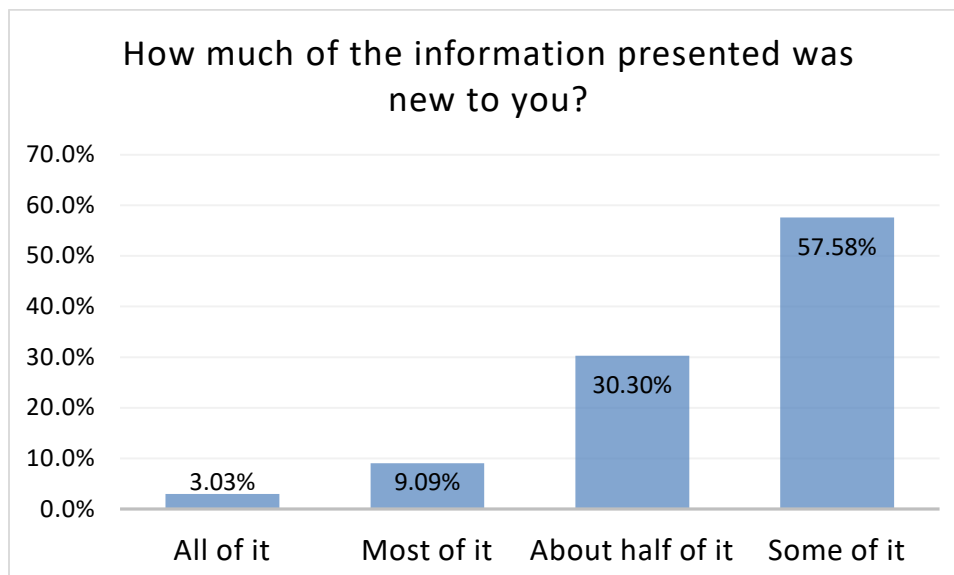
Café Conversations is an event for parents and middle school youth to come together with community prevention partners to share and learn about substance use and other issues facing youth today. Two Café Conversation Events have been hosted by Hanover Cares to date; one at Chickahominy Middle School on February 1, 2018 and the other at Stonewall Jackson Middle School on March 25, 2019. Both events were held in the evening and dinner or snacks were provided. Along with the schools and PTA, Hanover Cares sponsored the events, which also provided resource tables and time to interact with members of other community partners, such as the Hanover Sherriff's Office.

The Café Conversation events are designed to engage parents along with their middle school youth in an open and honest conversation about substance use, peer pressure, social media, how hard it is to be a kid today, and other issues facing our teens. The events include fun and engaging activities that help ease the apprehension parents often feel of 'where do I start' with setting guidelines and expectations through this valuable experience.

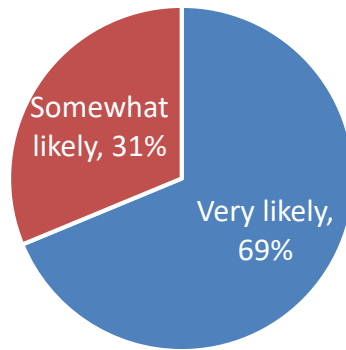
There were a total of 33 adult participants and 24 youth participants across the two events. Most (97%) of the adults were parents, and most were mothers (70%).

Data from the two events are combined for the results presented in this report.

Parent Results

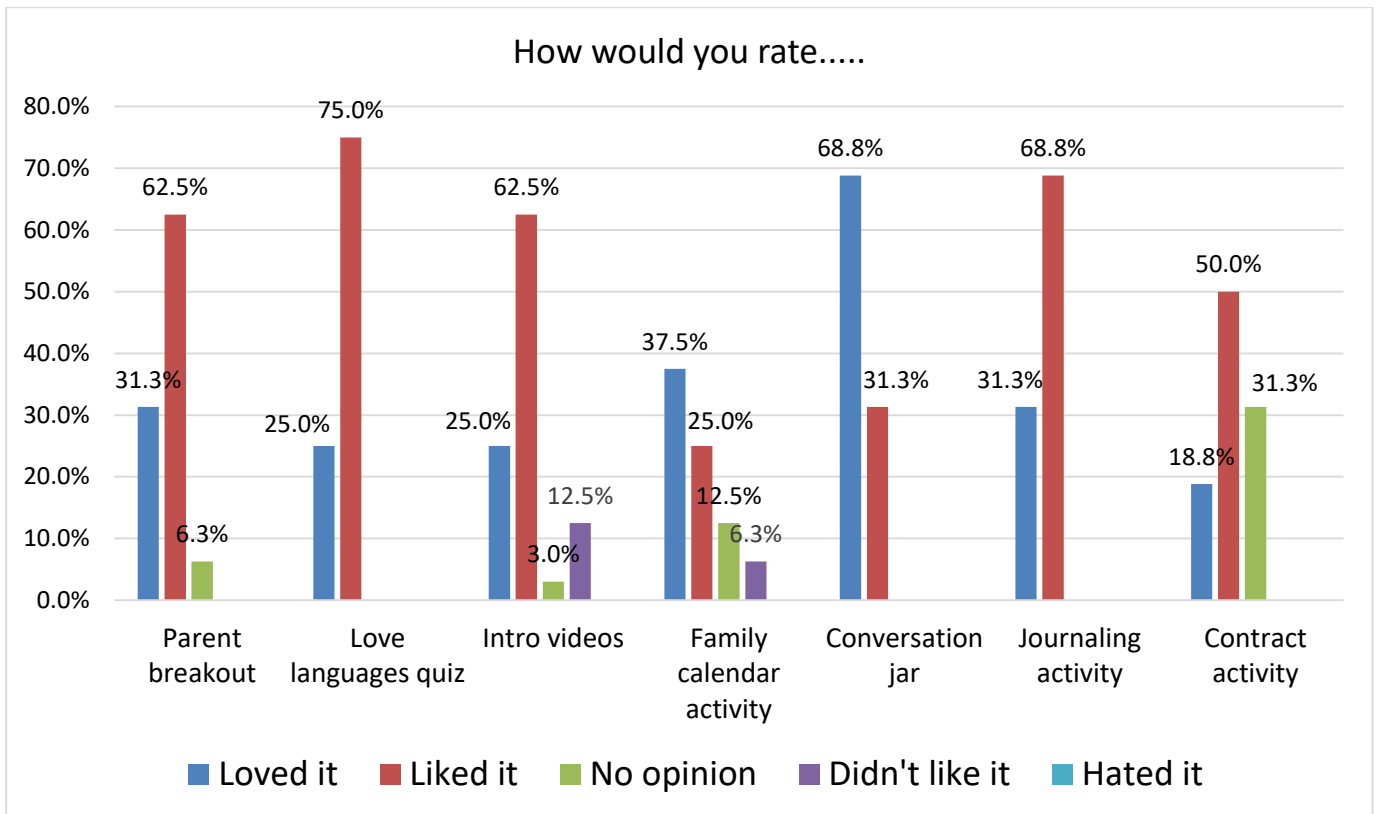


Since attending this event, how likely is it that you will talk with your child/ren about substance use more often than you did before this event?

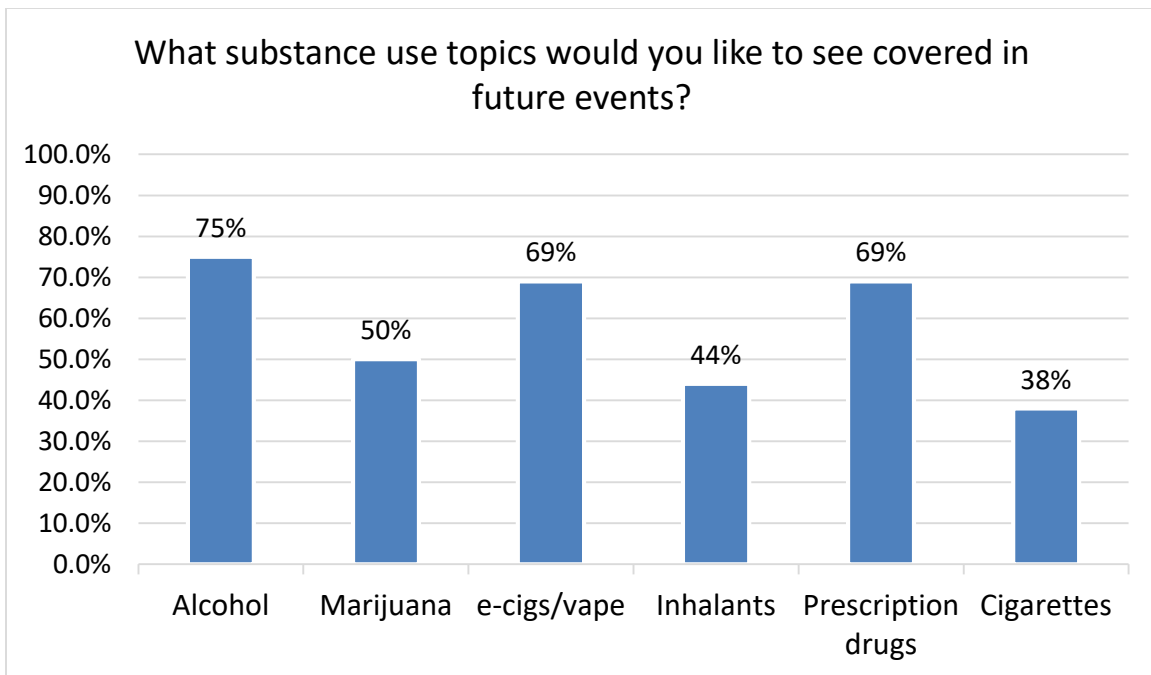


* March 25, 2019 event only

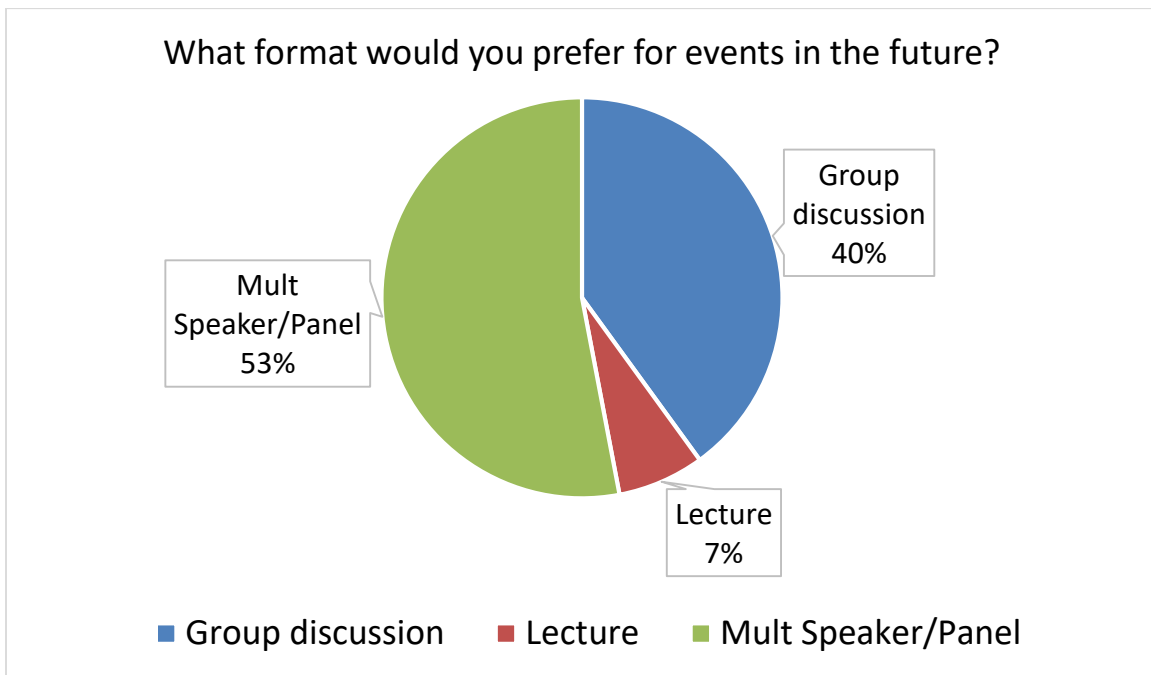
The data suggest that most parents left the March session with the intentions of talking more frequently (i.e., once a month or more) with their children about ATOD use.



The *conversation jar* activity received the highest ratings among parents, followed by the *journaling activity*. The *parenting breakout* and the *love language quiz* were tied for the third most liked activities of the evening.



Parents who participated in the evaluation would like to see alcohol (75%), e-cigs/vaping (69%), prescription drugs (69%), and marijuana (50%) covered in future events.

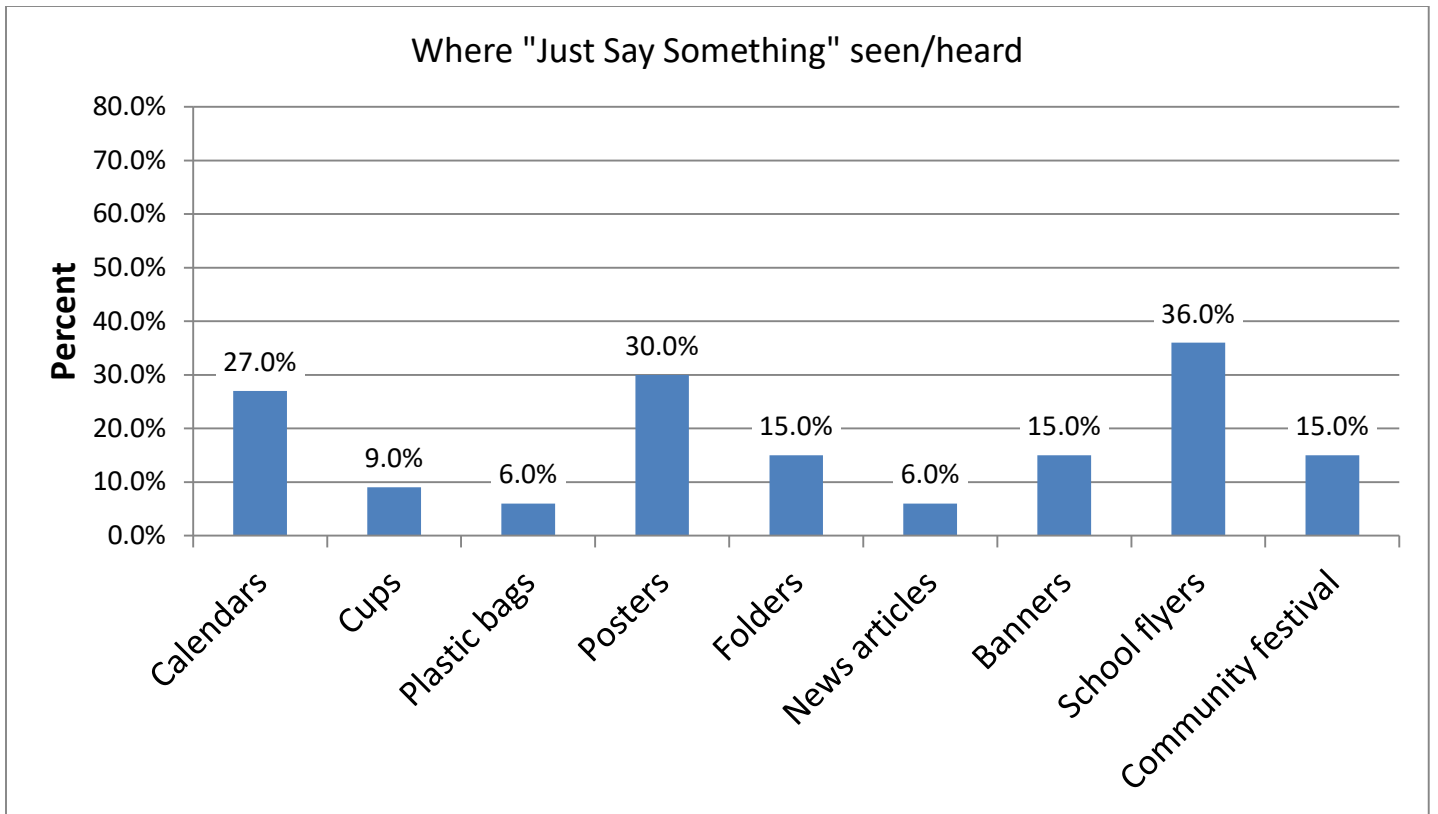


Most parents prefer group discussion or multi-speaker/panel discussions. They also listed “hands on” and “interactive activities” as preferred formats.

Just Say Something Campaign

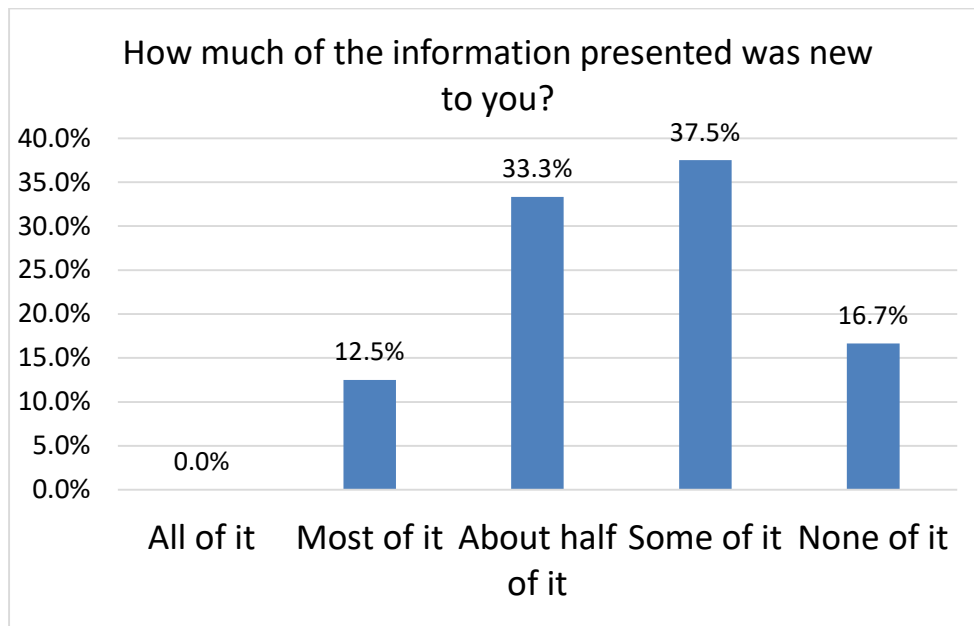
Have you seen or heard of the Hanover Cares “Just Say Something” information?

- 64.7% had seen the information.
- 35.3% had not seen the information.



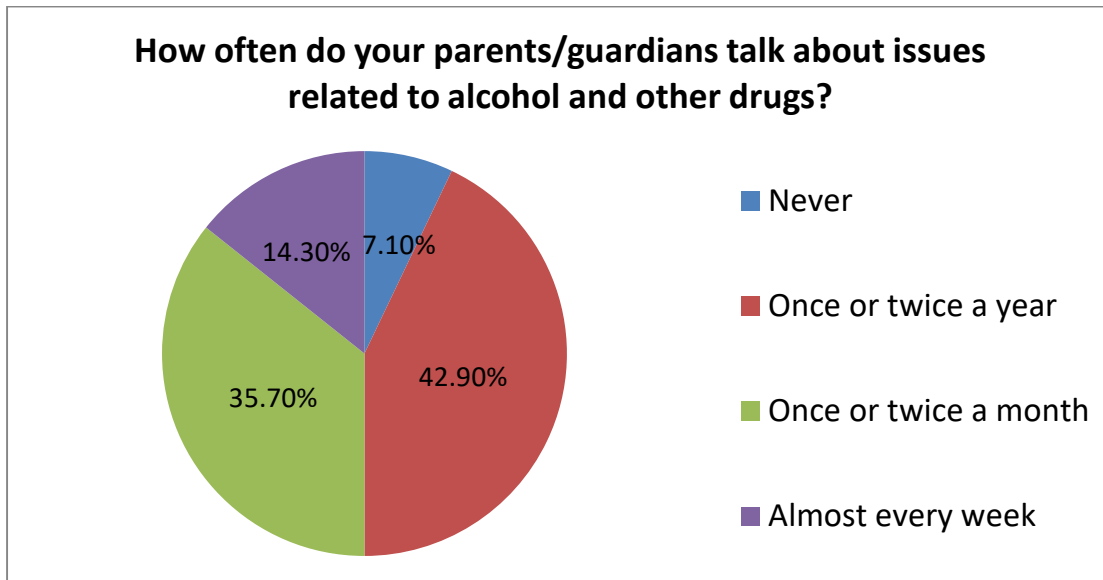
Parents reporting seeing “Just Say Something” materials most often on school flyers (36%), posters (30%), and calendars (27%). The campaign was least likely to be seen on plastic bags (6%) and in news articles/ads (6%).

Youth Results



According to the youth who participated in the evaluation survey, about half to “some” of the information presented was new to them.

ATOD Conversation Data Collected at February 2018 Event Only



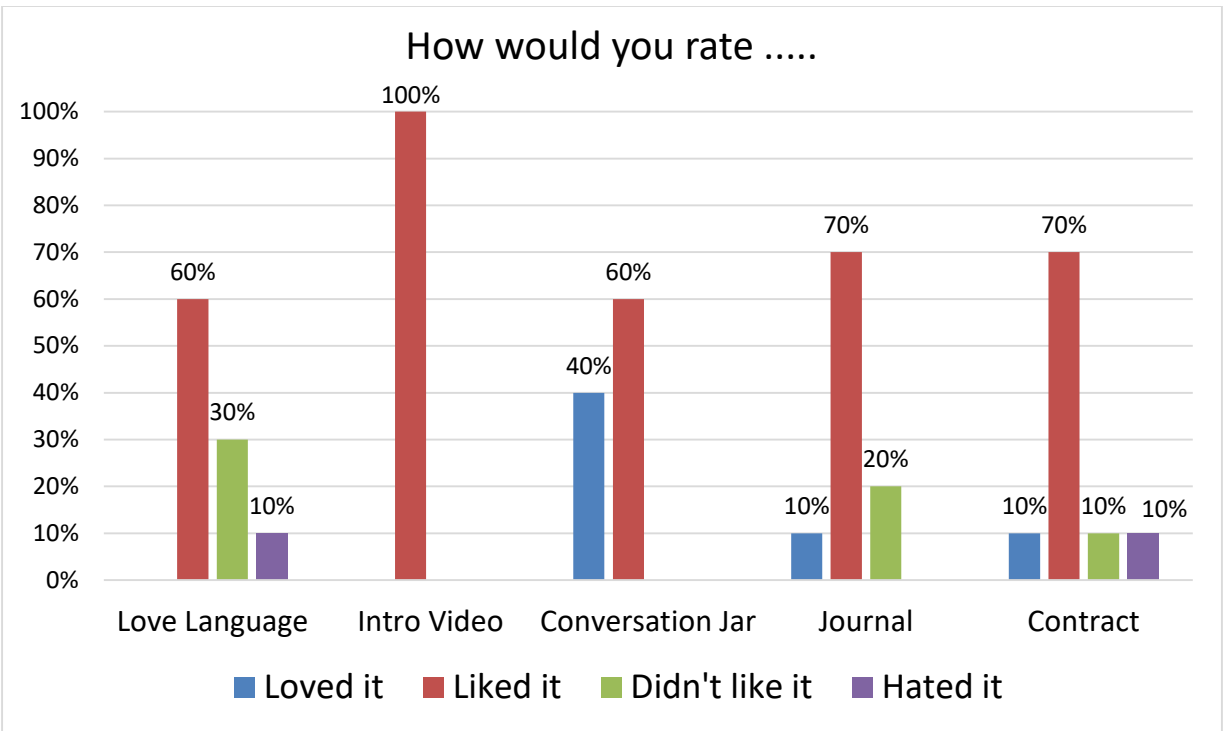
Take away: Most youth report their parents talking with them about alcohol and other drugs once or twice a month (35.7%) or once or twice a year (42.9%).

Topics of Parent AOD Talks

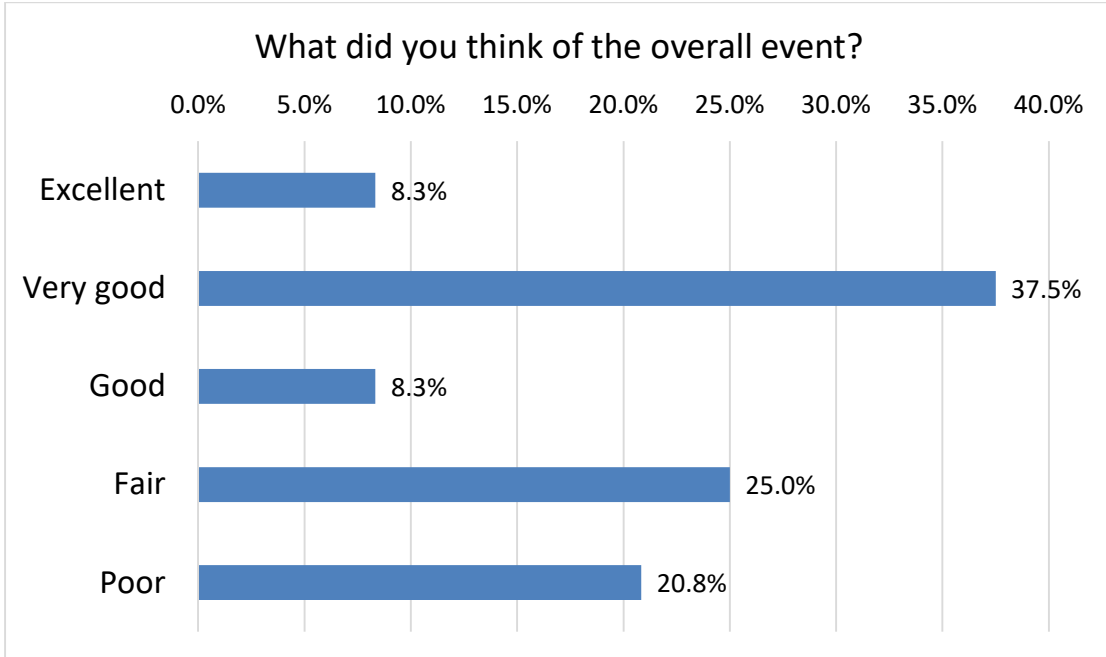
What kinds of things do you discuss?

- “Don’t do it.” (4, 28.6%)
- drugs, alcohol, tobacco (drinking, smoking; 3, 21.4%)
- “How terrible it is for you and the consequences.”
- What kids do at school relating to drugs/bad stuff.”
- school, sports
- everything
- rules

Take away: Most parent-youth conversations include the “don’t do it” message regarding alcohol, tobacco, and other drugs. Encourage parents to include discussion of the harms of drug use to the teenage body and brain, as well as the consequences of teen drug use. Hanover Cares can provide specific talking points to parents.



Similar to the adults, youth liked the conversation jar activity the best, followed by the intro video, the journaling activity, and the contract activity. The love language activity was the least liked activity among the youth. The conversation jar activity was also mentioned most often in the open-ended question about best activity of the evening.



Overall, youth ratings of the events were mostly good (8.3%), very good (37.5%), or excellent (8.3%).

Conclusions

Overall, the Café Conversations events were well received by both parents and youth. Results from both parents and youth suggest that new information, and allowing time for parent questions and discussion, would make the sessions more helpful. The conversation jar was a favorite of both parents and youth. The data also suggest that most parents would like to see events that focus on alcohol, e-cigs/vaping, prescription drug misuse, and marijuana, with the preferred format being group discussion and multi-speaker/panel discussion. Based on youth data collected at the February 2018 event, parents may also benefit from specific talking points that target the harmful effects of substance use, the consequences of use, and family rules about use/non-use.