



Youth Substance Use Prevention

***PRESENTATION TO
HARRISONBURG, VA CITY COUNCIL***

February 25, 2025



Who Are We?





Faces 4 Change



Our Mission:

To mobilize public and private resources to prevent youth substance use and reduce mental illness in the Harrisonburg/Rockingham community. We value youth and their unique cultures, aiming to improve health and education outcomes.

How are we funded?



Two CDC grants



Donations



Local grant funding



YPCI



Faces 4 Change

Substances of Focus:

MARIJUANA

NMUPD

LEAN

METH

FENTANYL

Scope of Youth Substance Use

2025 Youth Focus Group Responses:

"My friends like to do it [marijuana]."

"...[young] people use vapes because they like the flavors, or they're stressed."

"I can go to the bathrooms, see someone vaping — it's normal. Just a normal day — walked in and had someone vaping in my face, like, I'm just trying to go to the bathroom, it's right there."

Marijuana, prescription stimulants, and NMUPD are among the top 5 illicit substances used by youth in Harrisonburg and Rockingham County

Youth Data Survey

8th, 10th, and 12th grade students from
Harrisonburg City and Rockingham County Schools

13.6%

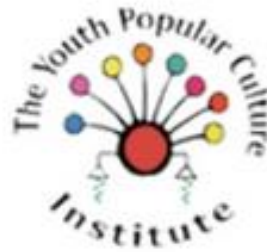
Of
Harrisonburg/Rockingham County teens
reported using
illicit drugs in
2023.

39.3%

Of
Harrisonburg/Rockingham County 12th graders
reported it is easy
or fairly easy to get
marijuana

Collaboration

We work with numerous community and governmental organizations, businesses, healthcare organizations, and nonprofits who are all committed to reducing substance use in





Our Activities

FENTANYL FACT SHEET

Fentanyl is a powerful synthetic opioid similar to morphine but is 50 to 100 times more potent. It is highly addictive and extremely dangerous when not prescribed and administered in a controlled setting.



Mental & Physical Effects Include:

Fentanyl works by binding to the body's opioid receptors, which, over time, makes it hard to feel pleasure from anything besides the drug. Effects include:

- extreme happiness
- constipation
- drowsiness
- sedation
- nausea
- problems breathing
- confusion
- unconsciousness

Treatment



A person can overdose on as few as 2mg of fentanyl. A fentanyl overdose can be treated with Naloxone, which is available as an injectable solution and as nasal sprays (NARCAN).

Fake Pills



International cartels are making fentanyl and pressing it into fake pills that look like OxyContin®, Xanax®, Adderall®, and other pharmaceuticals. These fake pills contain no legitimate medicine, and according to the Drug Enforcement Administration (DEA), 7 out of 10 are potentially lethal.

Local Use



Harrisonburg youth have been negatively impacted by fentanyl-laced pills believed to be Percocet. The deadly pills can be bought through various social media platforms.

#FACTS

- In 2023, DEA seized more than 80 million fentanyl-laced fake pills and nearly 12,000 pounds of fentanyl powder. The 2023 seizures are equivalent to more than 381 million lethal doses of fentanyl.
- Drug traffickers are using social media to advertise drugs and conduct sales. If you have a smartphone and a social media account, then a drug trafficker can find you. They can also find children with social media accounts.

According to the National Institute on Drug Abuse, deaths involving synthetic opioids, primarily fentanyl, rose in 2022 to 73,838 overdose deaths.

For more information and resources, visit our website at faces4changeva.org





Our Activities

Meth Prevention and Intervention Bundle

1

Brochure

2

Fact Sheets

3

Toolkit

4

Presentation

Slides

5

Video

This toolkit is designed to raise awareness about meth use among youth and families and to provide prevention, intervention, treatment, and public safety resources to help ensure healthy communities.

HARRISONBURG VA - SHENANDOAH VALLEY METHAMPHETAMINE PREVENTION & INTERVENTION TOOL KIT

*Faces 4 Change Harrisonburg
Meth Amphetamine Prevention
(M.A.P.) Initiative*

*faces4changeva.org
#OURYOUTHMATTER
#F4CMAP*



Spotlighting Harrisonburg



communities
talk 
to prevent alcohol
and other drug misuse



Share:



BLOG POST

Methamphetamine Prevention Bundle: Empowering Communities through Prevention and Education



The [Faces 4 Change Coalition](#) recently launched a [comprehensive meth prevention bundle](#), designed to raise awareness and offer vital resources for combating methamphetamine use in communities. Headed by Dr. P. Thandi Hicks Harper, the coalition operates out of Harrisonburg, Virginia, and serves the greater Rockingham County area in the heart of the Shenandoah Valley. This initiative comes at a critical time, as substance abuse, particularly meth use, continues to rise, and communities struggle with providing effective interventions for youth and families. The prevention bundle, officially launched on October 8, 2024, offers a comprehensive toolkit for stakeholders across sectors to better understand meth use and contribute to its prevention.

What's Next?

Continue our communications outreach

Continue and increase evaluation of impact

Further implementation of City grant-funded project project

Continued pursuit of outside funding

Make a positive impact in support of drug-free environments in our Friendly City



THANK YOU! QUESTIONS?



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Our Websites

faces4changeva.org

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#faces4change
#hiphopdev
working4positivechang
#ouryouthmatter
#f4cmap

