



Be Healthy Beverly

COMMUNITY IMPACT OVERVIEW



Purpose & Focus

Be Healthy Beverly (BHB) is a community-wide substance use prevention coalition focused on improving youth & community health in Beverly, Massachusetts.

BHB brings together residents, organizations, & public agencies to:

- Reduce youth substance use
- Improve mental health outcomes
- Promote healthier environments & lifestyles

The coalition primarily addresses marijuana, alcohol, & tobacco based on youth 30-day use data & community norms.

Why It Matters

Compared to statewide averages, Beverly experiences disproportionately negative outcomes in several substance use & mental health indicators. Youth substance use remains one of the community's most pressing challenges, requiring coordinated, long-term prevention efforts.

We are increasing awareness with...

- 25 youth coalition members who have served over 1,000 youth
- 105 coalition members
- 33 coalition & partnership meetings
- 15 coalition & youth events, trainings, & initiatives

Key Messages



Community Connection:

We work with 50 partnership agencies such as:

- Beverly Police Department
- Beverly Health Department
- Beverly Public Library
- Children's Friends & Family Services
- McPherson Youth Center
- Endicott College
- Beverly Main Streets
- Beverly Public Schools



Positive Impact:

The coalition produces & shares accessible materials on high-impact topics such as vaping, marijuana laws, safe medication storage, social host laws, & school attendance. BHB also connects residents & partners to free training, webinars, & community resources.



Overall Health:

BHB strengthens the broader community through training, education, & capacity-building, including:

- Youth & Community Mental Health First Aid
- Narcan awareness & Train-the-Trainer programs
- Tobacco cessation & motivational interviewing training
- Responsible beverage service (TiPS) training for local establishments

The Data

27% of BMS STUDENTS

& a little over one-third of BHS students reported feeling connected to their school.

17% of BHS STUDENTS

reported alcohol use in the past 30 days, with use increasing sharply from middle to high school.

41% of BHS STUDENTS

reported that there was only a moderate or great risk of smoking marijuana once or twice a week.

28% of BHS STUDENTS

reported lifetime vaping & 14% current use—far exceeding cigarette smoking rates.

2022 Youth Risk Behavior Survey (YRBS)