

Virginia Office for Substance Abuse Prevention (VOSAP)



2015 Annual Report
Commonwealth of Virginia
December 1, 2015

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COMMONWEALTH of VIRGINIA

Department of Alcoholic Beverage Control

COMMISSIONERS
JEFFREY L. PAINTER, CHAIRMAN
JUDITH G. NAPIER
HENRY L. MARSH, III

2901 HERMITAGE ROAD
PO BOX 27491
RICHMOND, VIRGINIA 23261
PHONE (804)213-4400
FAX(804)213-4411
www.abc.virginia.gov

December 1, 2015

General Assembly of Virginia
Capitol Square
Richmond, Virginia

Dear Members of the General Assembly:

The Virginia Office for Substance Abuse Prevention (VOSAP) is pleased to provide this report in accordance with § 4.1-103.02, *Code of Virginia*. Consistent with its statutory responsibilities, VOSAP provides leadership, opportunities and an environment to further strengthen Virginia's prevention infrastructure and to ensure that prevention efforts are more unified, more collaborative and more evidence-based.

This report details efforts and coordination that has occurred in the past twelve months, since the filing of the 2014 VOSAP Annual Report.

VOSAP, working in conjunction with the VOSAP Collaborative, looks forward to providing continued leadership and coordination of Virginia's substance abuse prevention efforts. Thank you for your support and please contact us if you would like additional information about VOSAP.

Sincerely,

A handwritten signature in cursive script, appearing to read "J. Painter".

Jeffrey L. Painter, Chairman
Virginia Department of Alcoholic Beverage Control

Executive Information

Governor Terence (Terry) R. McAuliffe



Governor Terry McAuliffe

Secretariats represented in the VOSAP Collaborative—

Secretary of Education Anne Holton

Secretary of Health and Human Resources Dr. William A. Hazel Jr.

Secretary of Public Safety and Homeland Security Brian Moran

Secretary of Transportation Aubrey Layne

Virginia ABC Board—

Board Chairman Jeffrey L. Painter

Commissioner Judith G. Napier

Commissioner Henry L. Marsh III



ABC Board (from left): Commissioner Judith G. Napier, Chairman Jeffrey L. Painter, Commissioner Henry L. Marsh III

Executive Summary

The Virginia Office for Substance Abuse Prevention (VOSAP), in collaboration with the VOSAP Collaborative, is pleased to report on the ongoing prevention efforts in the Commonwealth of Virginia. VOSAP representation spans four Secretariats including: Education, Health and Human Resources, Public Safety and Homeland Security, and Transportation. External to state government, VOSAP partners with community coalitions and numerous other organizations to reduce risk factors related to substance abuse, increase protective factors, and promote healthy choices and wellness.

The VOSAP Office, as well as the VOSAP Collaborative, will continue to promote data-driven prevention planning, evidence-based prevention programming and formal data-driven evaluation. Increasingly, VOSAP discussions have broadened to include mental health impacts and root causes of substance abuse. During meetings of the VOSAP Collaborative, agency representatives reported on individual and joint projects related to prevention, and identified ways to further support their shared mission to promote health and safety in the Commonwealth. In 2015 particular attention was paid to: drug trends (including the increased use of alternative tobacco products, marijuana, and opioids/heroin), the Substance Abuse and Mental Health Services Administration's (SAMHSA) Strategic Prevention Framework, workforce development initiatives, and providing support for a Virginia Epidemiology Workgroup.

The VOSAP Office and VOSAP Collaborative approach 2016 acutely aware of the need to further coordinate efforts to efficiently identify and address substance abuse prevention issues.

Statutory Authority

Pursuant to HB 1291 (2012), the Governor's reorganization of executive branch of state government states:

“The responsibility for the administration of a substance abuse prevention program transfers from the Governor to the Alcoholic Beverage Control Board. The bill gives the ABC Board the duty to (i) coordinate substance abuse prevention activities of agencies of the Commonwealth in such program, (ii) review substance abuse prevention program expenditures by agencies of the Commonwealth, and (iii) determine the direction and appropriateness of such expenditures. The Board is to cooperate with federal, state, and local agencies, private and public agencies, interested organizations, and individuals in order to prevent substance abuse within the Commonwealth. The Board must report annually by December 1 to the Governor and the General Assembly on the substance abuse prevention activities of the Commonwealth. [Enactments 103-104; HJ 49 #37]”

VOSAP Mission, Vision and Goals

Mission

The mission of VOSAP is to support positive youth development by providing strategic statewide leadership, fostering collaboration and the sharing of resources at all levels, and providing tools and training to practice evidence-based prevention to reduce the incidence and prevalence of substance abuse and its consequences.

Vision

We envision VOSAP as a leader in evidence-based prevention practice because it:

- Promotes collaboration among state and local agencies, organizations, coalitions, and faith communities that address prevention;
- Prioritizes, coordinates, and leverages Virginia's prevention resources to improve efficiency;
- Strengthens local and state-level capacity through development of sustainable programs and prevention professionals; and
- Enhances evidence-based prevention practices in Virginia through data-driven needs assessments, measureable goals and objectives, and evaluation for accountability and improvement.

Goals

In addition to being responsive to ad hoc requests, VOSAP and the VOSAP Collaborative work to fulfill the following goals:

- VOSAP will be a working group where individual agency information, successes and challenges pertaining to prevention activities are openly shared and coordinated to eliminate redundancies.
- VOSAP will support the collection and analysis of state epidemiological data to support prevention planning and programming.
- VOSAP will promote use of SAMHSA's Strategic Prevention Framework.
- The VOSAP website will be an online resource/portal for prevention information and used as a vehicle to highlight agency programs.

VOSAP/VOSAP Collaborative Organization and Operation

VOSAP has been a part of the Department of Alcoholic Beverage Control (ABC) since 2012. One full-time ABC Education and Prevention Coordinator is the lead for VOSAP-related activities, among other statewide initiatives.

The VOSAP Collaborative is comprised of:

- Alcoholic Beverage Control
Education and Prevention Coordinator Jennifer Farinholt (VOSAP Facilitator)
Tobacco Program Coordinator Marisa Harris
- Behavioral Health and Developmental Services (DBHDS)
Behavioral Health Wellness Director Gail M. Taylor, M. Ed.
- Criminal Justice Services (DCJS)
Division of Programs and Services Tracey L. Jenkins
Manager, Virginia Center for School and Campus Safety Donna P. Michaelis
- Education (DOE)
Office of Student Services Director Jo Ann Burkholder
School Social Work Specialist Vivian Stith-Williams, MSW, Ph.D.
- Fire Programs
Marketing & Communications Manager Mark L. Buff
- Health (VDH)
Injury, Violence & Tobacco Prevention Programs Manager Heather F. Board, MPH
- Juvenile Justice (DJJ)
Substance Abuse Treatment Program Supervisor Art Mayer, LCSW, CSOTP
- Motor Vehicles (DMV)
Alcohol/Drug Programs Manager E. C. "Butch" Letteer
- Social Services (DSS)
Child Protective Services Prevention Supervisor Ann Childress
- State Police (VSP)
Program Manager Youth of Virginia Speak Out About Traffic Safety Mary King
Marketing & Training Specialist Sarah Westphal
- Virginia Foundation for Healthy Youth (VFHY)
Executive Director Marty H. Kilgore
- Virginia National Guard (VNG)
Counterdrug Coordinator LTC William X. Taylor

The following colleagues attended VOSAP Collaborative meetings as guests in 2015:

- Jodi Manz, MSW, Policy Advisor, Office of the Secretary of Health & Human Resources
- Jennifer Smith Slaybaugh, Ph.D., Virginia Commonwealth University Center for School-Community Collaboration

VOSAP Collaborative Agency Representation Changes and Additions

Virginia State Police—

On October 1, 2014, the Youth of Virginia Speak Out About Traffic Safety (YOVASO) program moved under the direction of the Virginia State Police. YOVASO is Virginia's peer-to-peer education and prevention program for traffic safety with an emphasis on teen driver and passenger safety. Its mission is to establish and support teen/youth-led advocacy programs in middle and high schools throughout the Commonwealth that address unsafe driving, passenger and traffic behaviors and focus on the prevention of crashes, injuries and fatalities among youth under the age of 21. Through YOVASO, students work together in either a YOVASO or other school-based service-learning club to advocate for safer driving and passenger safety among their peers and to develop strategies that target the specific traffic problems for youth in their schools and communities.

YOVASO is funded by two highway safety grants from the Virginia DMV Highway Safety Office, including a grant to fund programs that address alcohol and drug use by minors, Virginia's Zero Tolerance Law, and underage drinking and driving.

Upon the retirement of VSP Master Trooper/D.A.R.E. Coordinator Gene Ayers in early 2015, Lieutenant Colonel Robert B. Northern assigned YOVASO Program Manager Mary King to represent VSP on the VOSAP Collaborative.

Virginia National Guard Counterdrug Taskforce—

On October 1, 2015 the Virginia National Guard Counterdrug Coordinator changed from LTC Jon B. Chapman to LTC William X. Taylor.

Virginia ABC—

Subsequent to discussions about the importance of youth tobacco prevention--and the alarming trend with increased use of e-cigarettes and other alternative tobacco products--the VOSAP Facilitator asked Marisa Harris ABC/Food and Drug Administration (FDA) Tobacco Program Coordinator to join the VOSAP Collaborative on a permanent basis. Virginia ABC's Tobacco Retail Compliance Check Inspection Program is a strategic partnership with the FDA's Center for Tobacco Products. Under federal authority, Virginia ABC/Bureau of Law Enforcement agents conduct tobacco inspections aimed at federal regulation of the manufacture, distribution and marketing of tobacco products to protect public health.

VOSAP Memorandum of Agreement

VOSAP's Memorandum of Agreement (MOA) was fully executed, with acknowledgements of support from the 12 member agencies, on October 27, 2014. There were no changes in 2015 to necessitate revisions to the MOA. The document remains in effect until amended or terminated by the parties. (See Appendix for a complete copy of the VOSAP Collaborative Memorandum of Agreement.)

VOSAP Collaborative Meetings

Since the VOSAP 2014 Annual Report was issued on December 1, 2014, representatives of the VOSAP Collaborative met on the following dates:

March 5, 2015 discussion topics

- Virginia ABC College Tour series
- Virginia Standards of Learning (SOL); VOSAP recommendations for health SOL revisions
- VFHY work on supplemental resources for educators regarding e-cigarettes
- Epidemiological data/Social Indicator Study
- SAMHSA’s Project Advancing Wellness and Resilience Education (AWARE) grant program
- Mental Health First Aid and Youth Mental Health First Aid
- Community Coalitions of Virginia (CCoVA) funding request

May 3-4, 2015 during Wellness: Broadening Prevention Conference

- In lieu of a regular Collaborative meeting in May, most members of the Collaborative attended the Wellness: Broadening Prevention- Sustainable Approaches for Healthy Communities statewide conference.

September 9, 2015 discussion topics

- Prescription drug and heroin abuse (led by guest Jodi Manz, MSW, Policy Advisor, Office of the Secretary of Health & Human Resources)
- D.A.R.E. and evaluation of evidence-based programs
- Epidemiological data/Social Indicator Study
- Advisory Committee on Juvenile Justice and Prevention/Building Equity: Understanding & Addressing Disproportionate Minority Contact Among Our Youth conference
- Home visiting serving at-risk families and DSS Virginia Child Protection Newsletter

November 20, 2015 (online meeting) discussion topics

- VOSAP 2015 Annual Report
- State Epidemiological Workgroup update
- Website suggestions

Throughout the year the VOSAP Facilitator also met individually with VOSAP Collaborative members to address VOSAP related business and projects.

Interagency and Community Partnerships

To promote statewide collaboration with public and private partners, the VOSAP Facilitator participated as an exhibitor, attendee and/or presenter at:

- Strengthening Connections: Fostering a Positive School Climate hosted by DCJS, DOE, VDH and DBHDS on December 3, 2014

- Leadership Summit on Impaired Driving hosted by DMV Highway Safety Office and National Highway Traffic Safety Administration on December 16-17, 2014
- Community Coalitions of Virginia Meeting on February 23, 2015
- Transportation Safety Stakeholders Meeting hosted by DMV on March 12, 2015
- Virginia Child Abuse Prevention Conference hosted by Department of Social Services on April 13, 2015
- DBHDS site visit from the Substance Abuse and Mental Health Services Administration on April 14, 2015
- Virginia D.A.R.E. meeting hosted by Virginia ABC Education and Prevention Section on April 27, 2015
- Mentoring Matters networking event hosted by Virginia Mentoring Partnership on May 27, 2015
- Substance Abuse Services Council Meeting on June 24, 2015 (Several VOSAP Collaborative members also serve on the Substance Abuse Services Council.)
- Health and Physical Activity Institute hosted by DOE and the Virginia Association of Health, Physical Education, Recreation and Dance on July 14, 2015
- Transportation Safety Stakeholders Meeting at DMV on August 13, 2015
- Governor's Task Force on Prescription Drug and Heroin Abuse on September 21, 2015
- Virginia Grants Website training meeting hosted by the Governor's Office of Intergovernmental Affairs on October 22, 2015
- Impaired Driving Task Force meeting hosted by DMV Highway Safety Office on October 30, 2015
- Virginia State Epidemiological Workgroup meetings hosted by DBHDS on November 2 and 4, 2015

Other 2015 VOSAP Activities

In early 2015 the VOSAP Facilitator met with representatives of the Community Coalitions of Virginia (CCoVA) to discuss the possibility of partnering for the VOSAP Schools and Communities Recognition Program (as proposed in the November 5, 2014 VOSAP Collaborative meeting). CCoVA Chair Nancy Hans said members were very busy with various efforts/coaching/mentoring *and* trying to get ahead on marijuana issues (increased use by Virginia youth and decreased perception of harm among Virginia youth). Jointly with CCoVA, three community coalitions are leading efforts on marijuana education and prevention:

- **Prevention Council of Roanoke County** CCoVA Chair Nancy Hans is Executive Director
- **Substance Abuse Free Environment, Inc.** formed the Central Virginia Marijuana Taskforce; Regina Whitsett is Executive Director
- **Unified Prevention Coalition of Fairfax County** formed the NOVA Marijuana Prevention Taskforce; Sara Freund, is Executive Director and Diane Eckert is Deputy Executive Director

On March 3, 2015, the VOSAP Facilitator met with Nancy Hans and Regina Whitsett to discuss a request for VOSAP to fund regional marijuana needs assessments to inform prevention efforts. During the March 5, 2015 VOSAP Collaborative meeting, members discussed the request from CCoVA and whether it would be allowable to grant funds without other organizations having an equal opportunity to apply for funding. Subsequently, Virginia ABC leadership advised that strict oversight of state agency grants precluded VOSAP from funding CCoVA's request. VOSAP does not have budgeted funds presently except for minimal recordkeeping expenses paid to the Library of Virginia. The VOSAP Collaborative remains in close contact with CCoVA and shares information regarding their ongoing efforts.

VOSAP Website

The VOSAP website includes links to VOSAP Collaborative member agencies, contact information, news, upcoming events (conferences and training), archived annual reports and a resource section. The website is maintained and updated by ABC. Analysis of website visitors in 2015 indicated approximately 1,600 page views. The VOSAP Facilitator will update content more regularly in 2016 and use social media to promote the site more aggressively. Potential features for 2016 include: prevention "common language" explained, partner highlights (Virginia Commonwealth University Center for School-Community Collaboration, CCoVA, Mothers Against Drunk Driving, Virginia Mentoring Partnership, Virginia PTA, Virginia Center for Inclusive Communities, Virginia Association of Health, Physical Education, Recreation and Dance etc.), and a link to the Virginia Grants Website.

VOSAP Collaborative Agency Reports

VOSAP Collaborative Agencies report the following current and future initiatives:

Virginia Department of Criminal Justice Services



Represented by: Tracey Jenkins, Division of Programs and Services and
Donna Michaelis, Virginia Center for School and Campus Safety

2015 Initiatives—

Grant opportunities:

- **Title II Formula Grants** – projects eligible for funding include those reducing behavioral health issues of at-risk youth and those involved in the juvenile justice system by addressing one or more of the following specific issues: mental health, substance abuse, co-occurring disorders, trauma, exposure to violence.
- **Byrne/JAG Grants** – projects eligible for funding include various prevention/education programs for youth.

Trainings:

- From the Virginia Campus Safety and Violence Prevention Forum – March 16-18, 2015:

Interviewing the Incapacitated Victim

Tim Meacham, *University of Richmond*

An interview of a victim of sexual assault is difficult at best. When that victim has suffered a sexual assault because of incapacitation, the interview becomes more difficult. In this session, we will discuss the effects of trauma and drugs and alcohol on the brain, and how to have a conversation with the part of the brain that stores the memory of the assault.

- From the Virginia School and Campus Safety Training Forum – August 3-5, 2015:

D.A.R.E. UPDATES Mark Medford, Sergeant, York-Poquoson, VA Sheriff's Office, and Virginia State D.A.R.E. Coordinator

This workshop will include updates on D.A.R.E. "Keepin' it REAL" Program, which was fully implemented at the beginning of the 2013-2014 school year. The state coordinator's

Virginia Department of Criminal Justice Services continued

report will include information on the "State of D.A.R.E." in Virginia, to include changes to the Virginia D.A.R.E. Training Center and its new requirements and opportunities. Discussions will also be focusing on data reporting, workbook disbursement and other important relevant topics related to the long term stability of D.A.R.E. in Virginia. The VA D.A.R.E. Association (V.D.A.) will also be presenting an update.

Impact of Community Violence and Risk and Protective Factors

Baron Blakley, Researcher, Virginia Department of Criminal Justice Services, Richmond, VA

In order to effect real change, it is important to know what school safety concerns are most prevalent in which part of the state – and where to focus resources. The DCJS Criminal Justice Research Center will present data from a variety of sources to show crime-related trends across the state. The primary focus will be on crimes affecting school-age youth – as both victims and offenders, and also as residents in communities experiencing drug, violence, and gang activity.

Substance Education- What's in? What's out? What hurts? What helps? An update on substances, practical prevention strategies and recovery support.

Linda Hancock, Director, Wellness Resource Center (The Well), Virginia Commonwealth University, Richmond, VA

This interactive "clicker" session will share creative new approaches to the age old issue of alcohol and drugs. New trends, research, evidence-based interventions and practical strategies will be shared in a lively and engaging manner.

Will You Sink or Swim? Resources for Drug Addiction

Jane Wenner, Outreach and Volunteer Coordinator for Gloucester County Emergency Management, Gloucester, VA

Dianne Davis, DL Media, President/Owner, Gloucester, VA

Sink or Swim is not a problem-solving mechanism, nor is it intended to shape and direct ideals. The question “Will you Sink or Swim?” is presented as an individual, personal challenge to live a drug-free life, or face the consequences of poor choices. The mission of the Sink or Swim initiative is to build broad awareness of issues related to drug addiction and be an information resource for individuals and families impacted by drug use.

- From the School Resource Officer, School Security Officer, & School Administrator Training: Building a Team to Support Students and Ensure School Safety:

Alcohol and Substance Abuse, Drug Trends and Youth Culture Issues

Laurie Cathers, Virginia Commonwealth University

We host a three hour session in each of the four trainings we conduct annually.

Virginia Department of Criminal Justice Services continued

Unmet needs for substance abuse prevention programming and/or goals for 2016—

As for the training conducted by the Center for School and Campus Safety, we currently do not have any substance abuse prevention funds available to us. We use part of our school and campus safety general fund monies to cover these costs when it is available.

Funding requests for SA prevention programming seem to have increased during the most recent solicitation period. Requests include the programs to deliver evidence-based programs to youth and marketing programs. Funding for all requests is not recommended, primarily due to the lack of an identified need and/or poor program design.

Estimate of agency funding spent on substance abuse prevention—

The workshop presentations and three hour segments at each of the four SRO Basic trainings cost a combined total of approximately \$3,000. None of these funds are from federal sources.

Both grant programs are federal funds. The Title II decisions have not yet been made. No youth substance abuse specific grants were funded under the Byrne/JAG solicitation.

Virginia Department of Juvenile Justice



Represented by: Art Mayer, Substance Abuse/Sex Offender Treatment Program Supervisor

2015 Initiatives—

- In 2015, approximately 85% of admissions had a mandatory or recommended substance abuse treatment need.

Estimate of agency funding spent on substance abuse prevention—

0\$ (DJJ provides *treatment*.)

Virginia Department of Social Services



VIRGINIA DEPARTMENT OF
SOCIAL SERVICES

Represented by: Ann Childress, Senior CPS Prevention Supervisor

2015 Initiatives—

VDSS has worked collaboratively with DBHDS through the C.A.R.E. grant to address perinatal substance abuse. This workgroup has made several recommendations for strategies to address treatment and training for health and child welfare professionals.

Unmet needs for substance abuse prevention programming and/or goals for 2016—

Local departments of social services are reporting that they need additional in-patient treatment options for women, especially mothers with young children.

Also of note—

VDSS is involved in an ongoing regional cooperative with other Appalachian states to discuss the intersection of opioid abuse and child welfare. This workgroup is sponsored by Casey Family Programs and has the goal of exchanging best practice and the creation of border agreements to address cross-border issues related to child welfare.

Annual Child Abuse Prevention Conference in April

Estimate of agency funding spent on substance abuse prevention—

No specific funding was earmarked for SA prevention. However, the Promoting Safe and Stable Families funding can be used in this manner to prevent foster care and to support families who are involved with the child welfare system.

Virginia Department of Motor Vehicles



Represented by: Butch Letteer, Alcohol Programs and Statewide DRE Coordinator

2015 Initiatives—

- Checkpoint Strike force
- “Click it or Ticket”
- Speed
- Data records: TREDs
- ABC Compliance checks
- Increased use of checkpoints
- Continue ARIDE (Advanced Roadside Enforcement) training statewide
- Support the Department of Criminal Justice Services DUI training

Unmet needs for substance abuse prevention programming and/or goals for 2016—

- Implement statewide impaired driving taskforce
- Support traffic safety programming
- Support of Mid-Atlantic DUI conference
- Annual judicial conference
- Legislative updates
- Support the Department of Forensic Science in training law enforcement in breath testing
- Assist ABC in compliance checks

Estimate of agency funding spent on substance abuse prevention—

No monies are allocated directly for substance abuse prevention.

Virginia Department of Health



Represented by: Heather Funkhouser Board, MPH
Injury, Violence & Tobacco Prevention Programs Manager

2015 Initiatives—

Virginia Department of Health (VDH) continued to implement primary prevention initiatives to improve clinical practices among prescription drug prescribers, dispensers, and clinical support staff throughout the Commonwealth by promoting and providing education on best practices, procedures, and policies. VDH built upon efforts in 2014 which provided prescription drug abuse educational forums for broad spectrum healthcare providers in high risk areas of the state by transitioning the content of the forums into an online training series. This online training continues to focus on best practices for assessing risk, interpreting prescription monitoring program reports and addressing challenges during chronic-pain management in patients at risk for, or with a history of, addiction. By providing this education online, VDH anticipates expanding the opportunity for participation statewide. Additionally, VDH identified the need for focused provider education pertaining to certain populations. This has resulted in the development of targeted online training as part of the broad spectrum training series for clinical office nurses and dental hygienists in responsible case management and meaningful delegation of the prescription monitoring program.

To better understand the needs of community organizations as they relate to prescription drug issues, VDH conducted policy scans of statewide residential domestic violence shelters and community health care centers to gain further understanding of current prescription drug abuse safe storage and disposal policies and procedures as well as drug prescribing and dispensing policies, guidelines, and behaviors. The data gained will be used for comparison of current practice against best practice methods to direct future policy-based projects.

Unmet needs for substance abuse prevention programming and/or goals for 2016—

In the upcoming year, VDH will use the data collected through policy scans to develop online trainings for residential domestic violence shelter staff and health care providers practicing in community health care centers supporting primary prevention strategies focused on promoting best practice for controlled substance prescribing, dispensing, responsible case management and participation in the Prescription Monitoring Program resulting in practice and policy change that is in alignment with best practice. These trainings will consider the needs of the transient population, removing persistent barriers of care encountered, and meeting unique cultural and health needs of clients.

Virginia Department of Health continued

Efforts in the upcoming year will also address other high-risk populations such as the mature adult. VDH will focus on building upon the current framework of the prescription drug trainings for healthcare providers to develop specialized content for providers serving older adults, additionally addressing the elements of alcohol and drug interaction in the older adult, referral practices, DMV medical review process and driver safety for mature adults at risk for substance misuse. This component will involve partnerships with Virginia ABC, academic centers for aging, local Area Agencies on Aging, DMV, and DARS.

Also of note—

VDH has actively participated on the Governor's Task Force on Prescription Drug and Heroin Abuse with representation on the Education Workgroup and Data and Monitoring Workgroup. VDH has provided data on prescription drug and heroin abuse from its Offices of the Chief Medical Examiner, Vital Records and Epidemiology to multiple agencies and the Governor's Task Force.

Estimate of agency funding spent on substance abuse prevention—

Estimated \$18,000; 100% federal funds.

Virginia Department of Education



Represented by: Jo Ann Burkholder, Coordinator Student Assistance Systems

2015 Initiatives—

In the spring of 2015, the Virginia Association for Health, Physical Education, Recreation, and Dance (VAHPERD) received funding from DBHDS, through the VCU Center for School-Community Collaboration, to coordinate a short term media education campaign to prevent underage drinking. VAHPERD's campaign was managed by Collective Health Impact, LLC in collaboration with DOE. The campaign's core strategies used radio messages, billboards and bus boards, and information dissemination to increase parental involvement in alcohol conversations with their teens, provide education on the law, and discourage social hosting of underage alcohol use by parents, teens, college students, and other community adults; to deploy a social media campaign, *Choose Your Vibe VA* to celebrate alcohol-free lifestyles of millennials; and to consolidate and update instructional resources for use by health and physical education teachers.

Unmet needs for substance abuse prevention programming and/or goals for 2016—

- 8VAC20-310-10. Health education program. (Statutory Authority § 22.1-16 and §22.1-206 of the Code of Virginia. Historical Notes- Derived from VR270-01-0030 § 1, eff. September 1, 1980.) This is an unfunded regulation.

Also of note—

Provided a two-day training for school psychologist and social workers on youth substance abuse and children affected by other's abuse of substances as requested by a school division.

VDOE was represented at the Governor's Task Force on Prescription Drug & Heroin Abuse Summit. Information was shared regarding community efforts to decrease prescription drug and heroin use.

Received the Project AWARE (Advancing Wellness and Resilience in Education) grant from the U.S. Department of Health and Human Services (HHS), Substance Abuse Mental Health Services Agency (SAMHSA) for the next five years. This initiative involves training adults in "Youth Mental Health First Aid," which includes information on the signs and symptoms of youth substance abuse, providing assistance and making a referral.

Estimate of agency funding spent on substance abuse prevention—

No funding was spent directly on substance abuse prevention initiatives.

Virginia Department of Behavioral Health and Developmental Services



Represented by: Gail Taylor, Behavioral Health Wellness Director

2015 Initiatives—

- Fund 40 Community Services Boards (CSBs) to provide prevention programs, practices and strategies in the community based on local need data.
- The Office of Behavioral Health Wellness (OBHW) has been elevated in the organizational structure to match the priorities of DBHDS in its integration of prevention services across Substance Abuse, Mental Health and Child and Family Services and the importance of prevention strategies.
- Social Indicator Study being conducted to identify risk factors for substance abuse and mental illness at the state and city/county levels to be used for planning, outcome measurement and identification of evidenced based prevention strategies.
- Mental Health First Aid (MHFA)- Virginia with the 9th highest number of consumers trained in the country with 11,140 Virginians trained. Virginia also has the 5th highest number of Instructors for MHFA with 356 certified Adult and Youth instructors.

Also of note—

- Virginia has been awarded SAMHSA's \$8,240,940 Partnership for Success Strategic Prevention Framework grant to address prescription drug abuse and heroin overdose prevention over the next 5 years.

Estimate of agency funding spent on substance abuse prevention—

\$18,713,220; 100% federal funds

Virginia Foundation for Healthy Youth



Represented by: Marty Kilgore, Executive Director

2015 Initiatives—

- 55 grants are funded across the Commonwealth to provide tobacco-use prevention and cessation programs with youth (i.e. Too Good for Drugs, Strengthening families, and Life Skills training).
- More than 50,000 youth in Virginia participate in tobacco-use prevention programs conducted through VFHY funded grants.
- \$3.1 million is awarded to tobacco-use prevention grant programs to organizations and schools working with youth throughout Virginia.
- VFHY will host the 12th national Reduce Tobacco use Conference on April 25-26, 2016. Attendees will include education, government, health care and prevention professionals.
- VFHY provided 38 regional trainings in FY2015 to increase general prevention knowledge and build capacity among statewide prevention and substance abuse professionals.
- VFHY funds the Virginia Youth Tobacco Coalition, which has members from eight universities and other community organizations.
- VFHY has trained more than 8,000 teens from all across Virginia to be members of Y Street, VFHY's statewide volunteer group for high school youth advocates. Y Street teens work on projects that help educate community members and decision makers about the detrimental effects of tobacco use and obesity.
- VFHY's prevention marketing messaging is founded on youth research and follows best practices. It is based on a segmentation strategy that targets at-risk, youth peer crowds. Nearly 900,000 Virginia youth are reached by VFHY's prevention marketing messaging efforts each year.
- VFHY helps prevent 97,000 kids from becoming new smokers each year.
- By preventing kids from becoming adult smokers, VFHY will help save the lives of 31,000 Virginians a year.
- VFHY's efforts will help save state government \$1.69 billion in lifetime health costs.

Also of note—

VFHY has actively participated on the Governor's Task Force on Prescription Drug and Heroin Abuse with representation on the Education Workgroup. VFHY also provided assistance and staff support for the Appalachian Opioid Summit. VFHY is partnering with DBHDS to develop a retailer education campaign aimed at preventing tobacco sales to minors.

Virginia Foundation for Healthy Youth continued

Estimate of agency funding spent on substance abuse prevention—

No monies are allocated directly for substance abuse prevention, however many VFHY prevention programs, such as Too Good For Drugs and LifeSkills Training, specifically address substance abuse prevention and developing skills to counter peer pressure. VFHY receives no state or federal funding for substance abuse prevention.

Virginia State Police



Represented by: Mary King, Program Manager / Youth of Virginia Speak Out (YOVASO)

2015 Initiatives—

- Increase high school membership in the YOVASO Peer-to-Peer program to address traffic safety, safe driving, passenger safety, and Zero Tolerance.
 - Increased total member high schools by 3.9% (4 schools), from 103 to 107.
 - Increased member high schools in target areas of NOVA, Tidewater, and Greater Richmond by 4% (2 schools), from 50 to 52.
 - Of the 331 high schools in Virginia, 31.26% (106) participate in YOVASO and its alcohol prevention initiatives.
- Increase middle school membership in the YOVASO Peer-to-Peer program to address traffic safety, passenger safety, pre-driving behaviors/attitudes, and Zero Tolerance.
 - Increased total member middle schools by 23% (7 schools), from 30 to 37.
 - Five of the new middle schools were from the target expansion area of NOVA, Tidewater, and Greater Richmond.
 - Of the 340 middle schools in Virginia, 10.6% (36) participate in YOVASO.
- YOVASO 101 Peer Leadership Training for Students - YOVASO trained 303 students at high schools across the Commonwealth to serve as traffic safety advocates and peer-to-peer leaders in their schools and communities. These students take the lead in planning and implementing a variety of programs in the schools and communities to promote traffic safety and prevent the use of alcohol and drugs by students under the age of 21.
- The 2015 Summer Leadership Retreat was held June 22-25 at James Madison University. The retreat included educational and motivational activities to prepare students, teachers, and school resource officers to work with peer-to-peer traffic safety and prevention clubs in the schools. Over the course of four days, the students and sponsors developed a comprehensive action plan for their prevention efforts for the 2015-2016 school year.
 - 139 participants attended (100 students; 22 school traffic safety/prevention club sponsors; 17 staff, volunteers, and security officers)
 - 29 high schools participated
 - 93% of participants agreed or strongly agreed the Retreat was educational and provided new information about traffic and motor vehicle safety

Virginia State Police continued

- Five college students in strategic regions of the state were hired to work with the YOVASO program part-time. These regional trainers serve as trainers and mentors for schools and student leaders in their region, working one on one to provide guidance and support for school-based traffic safety and prevention efforts.
- YOVASO selected seven students (three males and four females) from across the state to serve on its Youth Advisory Council (YAC). YAC met monthly in 2015 to advise staff on teen-friendly initiatives and social media outreach for traffic safety and prevention programs for the schools. YAC also helped plan the Summer Leadership Retreat.
- YOVASO participated in three state and national conferences/events to learn and/or promote best practices for peer-to-peer prevention programs:
 - Mary King presented at the National Lifesavers Conference in Chicago in March on “Adopting Successful Peer-to-Peer Programs from Other States.”
 - Sarah Westphal and Casey Palmer attended and exhibited at the Distracted Driving Summit in Virginia Beach in September 2015.
 - Mary King and Callie Clary spoke at the Back to School Safety Press Conference in Loudoun County in September sponsored by the National Transportation Safety Board
- Halloween Safety Campaign – middle and high schools were given a variety of materials to help encourage students to be safe on Halloween night. Many high school peer leaders presented trick or treat safety programs to elementary schools, handing out Halloween activity books and trick or treat tip cards.
 - 10,256 students reached by the campaign
 - 3,504 students directly participated in an educational activity
 - 172 students led and/or planned a peer-to-peer activity
 - 20,100 educational materials distributed
- Holiday/Christmas Safety Driving Campaign for High Schools – “Steer Into The New Year, Drive Responsibly” – focused on celebrating responsibly without drugs and alcohol, passenger safety, and safe driving.
 - 24 (23.3%) of member high schools participated
 - Students signed a pledge to celebrate responsibly and drive safely during the holidays, then “steered the message forward” by giving the cards to friends and loved ones they wanted to also pledge to drive safely during the holidays. Schools also participated in local holiday parades with floats and banners using the Steer Into The New Year, Drive Responsibly logo.

Virginia State Police continued

- Spring Safety Campaign – Arrive Alive for High and Middle Schools – focused on spring/summer as the most dangerous period for young drivers and included the dangerous prom and graduation season. The high school campaign addressed alcohol use, impaired driving, celebrating safely, cruising/joy riding, distracted driving, riding with too many passengers, speed and other top factors in teen crashes. The middle school campaign addressed Zero Tolerance for drugs and alcohol, passenger safety, bike/pedestrian safety, and establishing safety attitudes and behaviors prior to the driving years.
 - 40% (42) member high schools participated
 - 10,988 students were reached
 - 77 student leaders planned or lead prevention activities in their schools and communities
- Campaign, Training, and Marketing Materials
YOVASO developed a variety of training, educational, campaign, social media and marketing materials, including PowerPoint presentations on traffic safety, passenger safety, safe driving, and Zero Tolerance to use with its peer-to-peer programs and trainings in the schools.
- Digital/Social Media
YOVASO maintained an active website with information about its peer-to-peer programs and prevention campaigns. In addition, YOVASO heightened its presence on social media by utilizing Facebook, Twitter, Instagram, Vine, YouTube, and other social media sites to engage students in its programming and messaging about safe driving and passenger safety. Contests, online pledge signings, selfie contests, PSA contests and other creative social media campaigns were utilized.

Estimate of agency funding spent on substance abuse prevention—

Approximately \$125,000 from the YOVASO 154 Alcohol grant was spent on supporting initiatives in FY15 to address alcohol and drug use, Zero Tolerance, drinking and driving and other prevention efforts through peer-to-peer programs in high and middle schools across the Commonwealth. The funding covered staffing, travel, administrative costs, programming, and materials.

100% of the costs were covered by the Highway Safety Grant which is funded by the federal government.

Virginia National Guard



Represented by: LTC William X. Taylor, Coordinator, Counterdrug Task Force

2015 Initiatives—

- Directly and indirectly supported 29 coalitions through training, assessments, planning and implementation.
- Supported National Guard Bureau's national coalition development and training goals with a MCTC instructor.
- Provided 13 training events to coalitions in the development of the Strategic Prevention Framework processes.
- Provided leadership training and instructors for Virginia ABC Education and Prevention Section programs: Youth Alcohol and Drug Abuse Prevention Project (YADAPP) and Being Outstanding Leaders Together Against Drugs and Alcohol (BOLT).
- Provided eight Kaizen coaching events.
- Facilitated 56 product development events to assist coalition's development of their Logic Models, Strategic Action Plans, Sustainability Plans, and Evaluation Plans.
- Connected local efforts to tie into State and National campaigns.
- Assisted coalitions in developing, planning and implementing over 20 coalition community events including: Red Ribbon activities, National Drug Take-Back Day, Families Dine in Events, National Family Day, and National Night Out events.
- Provided facilities to coalitions.
- Supported and followed up with nine coalitions as they went through Community Anti-Drug Coalitions of America (CADCA) Academy.
- Participated in 10 community forums and roundtables.
- Assisted in developing a state level needs assessment for coalitions across the state.

Unmet needs for substance abuse prevention programming and/or goals for 2016—

- Increase collaboration with the Department of Behavioral Health Wellness.
- Identify needs of coalitions from recent state coalition needs assessment and provide support and assistance to those coalitions.
- Work with two localities to establish coalitions where they do not exist and community has a need, as identified in the 2015 Community Health Rankings report.
- Provide link between National Guard units and local substance abuse coalitions to provide support to service members that need assistance.

Virginia National Guard continued

Also of note—

Working with the Community Coalitions of Virginia (CCoVA) to develop a state plan to prevent the legalization of marijuana, and reduce heroin and prescription drug abuse.

Working with the Central Virginia Marijuana Prevention Task Force, to develop a plan to prevent the legalization of marijuana in Virginia and reduce heroin and prescription drug overdose deaths.

Estimate of agency funding spent on substance abuse prevention—

\$198,000 federal funds agency spent; \$32,950 value of services coalitions received as per FTSMCS.

Virginia Department of Alcoholic Beverage Control



Represented by: Jennifer Farinholt, Education and Prevention Coordinator

2015 Initiatives—

- Miss Virginia School Tour- Miss Virginia travels across Virginia to elementary schools spreading a message of health, wellness, and prevention with students and teachers.
- BOLT (Being Outstanding Leaders Together Against Drugs and Alcohol)- Provides drug and alcohol prevention knowledge to middle school students through regional community collaboration and high school peer leadership.
- Youth Alcohol and Drug Abuse Prevention Project- A high school youth-led leadership conference equipping teens with a strategic plan and empowering them to keep their schools and communities alcohol and drug free.
- College Tour- A series of regional stops that focus on promoting zero tolerance for underage drinking, social responsibility, collaboration, and leadership on college and university campuses in Virginia.
- Virginia College Alcohol Leadership Council- A statewide professional affiliate group that addresses alcohol, tobacco, and other drug issues on college and university campuses.

Virginia Department of Alcoholic Beverage Control continued

- Project Sticker Shock- Supplies are provided to community groups in an effort to decrease social providing. The project includes stickers being placed on alcohol packaging reminding buyers to not provide to minors and is done in conjunction with a press event to help raise awareness.
- Responsible Sellers and Servers: Virginia's Program; Managers' Alcohol Responsibility Training- Trainings are held regionally and conducted by ABC special agents to help licensees become more responsible and to better understand Virginia laws, rules and regulations.
- Seller/Server Training Approval Program- A program that approves alcohol server responsibility courses provided through external providers to licensees in Virginia.
- Alcohol and Aging Awareness Group- A statewide affiliate group that provides education, training and resources to prevent the misuse of alcohol and medications as adults age.
- Virginia Office for Substance Abuse Prevention- An organization that promotes collaboration among state and local agencies, organizations, coalitions and faith communities that address substance abuse prevention.
- Educational Resources- Publications, public service announcements and online training is available to the general public at no cost.
- ABC Education & Prevention Grant Program- Assists community partners to develop and enhance initiatives related to alcohol education and prevention. Grant cycle is July-June with applications due in the spring.

Unmet needs for substance abuse prevention programming and/or goals for 2016—

- Institute online training modules for: licensees, grant applicants and grantees.
- Integrate and support the Virginia D.A.R.E. program.
- Add programs for: parents, Fetal Alcohol Syndrome prevention, and adults ages 21-50.

Estimate of agency funding spent on substance abuse prevention—

Approximately \$600,000; no federal monies.

Future of VOSAP

VOSAP will continue to serve the citizens of Virginia through agency partnerships related to substance abuse education and prevention that expand reach and avoid redundancy. During 2016 the VOSAP Collaborative will meet quarterly.

The Collaborative will focus on the following initiatives for 2016:

- Support/promote programs rolled out from the individual agencies/members.
- Support epidemiological data workgroup.
- Further develop partnerships with organizations including: Virginia PTA, Virginia Association of School Nurses, Inc., Community Coalitions of Virginia, etc.
- Strengthen VOSAP infrastructure by expanding contact lists and website content.

Contact Information

Virginia Department of Alcoholic Beverage Control
Attn: VOSAP / Jennifer Farinholt
2901 Hermitage Road
Richmond, Virginia 23220

Phone: (804) 213-4452
Fax: (804) 254-5927
Website: www.vosap.virginia.gov

Appendix



MEMORANDUM OF AGREEMENT REGARDING PREVENTION PROGRAMMING IN VIRGINIA

This Memorandum of Agreement (MOA) is made and entered into between the members of the Virginia Office for Substance Abuse Prevention (VOSAP) Collaborative which is composed of representatives from state agencies and organizations with prevention responsibilities throughout the Commonwealth of Virginia including: Virginia Department of Alcoholic Beverage Control, Virginia Department of Behavioral Health and Developmental Services, Virginia Department of Criminal Justice Services, Virginia Department of Education, Virginia Department of Fire Programs, Virginia Department of Health, Virginia Department of Juvenile Justice, Virginia Department of Motor Vehicles, Virginia Department of Social Services, Virginia State Police, Virginia Foundation for Healthy Youth and Virginia National Guard.

Purpose

The purpose of this MOA is to acknowledge support for continued cooperation between state agencies and organizations responsible for substance abuse prevention or substance abuse prevention-related, programming.

Background

Under the leadership of the Governor's Office for Substance Abuse Prevention (GOSAP) director, representatives from twelve state agencies began meeting in 2002 and formed the GOSAP Collaborative. Pursuant to HB 1291 (2012), responsibility for the administration of a substance abuse prevention program transferred from the Governor to Virginia Department of Alcoholic Beverage Control. In 2013, the GOSAP Collaborative transitioned to the VOSAP Collaborative. Members of the VOSAP Collaborative share a common interest in the prevention of youth substance abuse and related problem behaviors. Members recognize that, through strategic collaboration, they can capitalize on the individual strengths of each organization to achieve goals and objectives to benefit the Commonwealth. The VOSAP Collaborative will provide leadership, opportunity and an environment to further strengthen Virginia's prevention infrastructure and to ensure that prevention efforts are more unified, more collaborative and more evidence-based.

Statement of Agreement

Members of the VOSAP Collaborative hereby agree to continue to support Virginia's unified, collaborative and evidence-based approach to prevention by:

- Participating in quarterly meetings and contributing to projects of the VOSAP Collaborative
- Regularly sharing information of interest to Virginia's prevention community (e.g., training events, new programs, services and/or resources; funding opportunities)
- Contributing to the VOSAP annual report with basic information about substance abuse prevention activities and estimated substance abuse prevention program expenditures

Duration of Agreement

This MOA shall be effective upon receipt of electronic acknowledgements of support by authorized officials from VOSAP Collaborative member agencies and organizations, and will remain in effect until amended or terminated by the parties. The MOA may be amended at any time by mutual written agreement among all parties and may be terminated by any party to the MOA upon 30 days written notice.