

**VIRGINIA HIGHER EDUCATION
SUBSTANCE USE ADVISORY COMMITTEE**

Virginia Alcoholic Beverage Control Authority



**Virginia Institutions of Higher Education Substance Use
Advisory Committee (VHESUAC) Annual Report 2018**

**Virginia Alcoholic Beverage Control Authority
Education and Prevention Section**

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Virginia Alcoholic Beverage Control Authority
Chief Executive Officer
Travis G. Hill



Chairman
Jeffrey Painter
Board of Directors
Maria J. K. Everett
Gregory F. Holland
Beth Hungate-Noland
Mark Rubin

December 1, 2018

General Assembly of Virginia
Capitol Square
Richmond, Virginia

Dear Members of the General Assembly:

The Virginia Institutions of Higher Education Substance Use Advisory Committee, which will hereon be referred to as the Virginia Higher Education Substance Use Advisory Committee (VHESUAC), is pleased to provide this report in accordance with §4.1-103.02, *Code of Virginia*. Consistent with its statutory responsibilities, VHESUAC provides common goals, resources, and capacity building to advance Virginia's higher education substance misuse prevention infrastructure and to advocate for program and policy efforts that are strategic, science-based, and collaborative.

This report details efforts and coordination from the past five months, following the legislation's effective date of July 1, 2018.

VHESUAC looks forward to providing continued leadership and coordination of Virginia's higher education substance misuse prevention efforts. Thank you for your support and please contact us if you would like additional information about VHESUAC.

Sincerely,

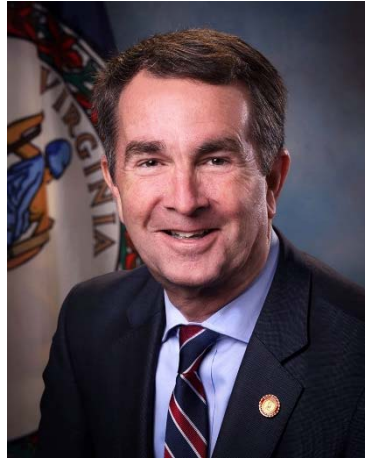
A handwritten signature in cursive script, reading "J. Painter".

Jeffrey L. Painter, Chairman
Virginia Alcoholic Beverage Control Authority



EXECUTIVE INFORMATION

The Commonwealth of Virginia



Governor Ralph S. Northam

Secretariats represented in VHESUAC

Secretary of Public Safety and Homeland Security *Brian Moran*

Secretary of Education *Atif Qarni*

Secretary of Health and Human Resources *Dr. Daniel Carey*

Virginia Alcoholic Beverage Control Authority Leadership and Board

Board of Directors

Jeffrey L. Painter, Chairman

Maria J. K. Everett

Gregory F. Holland

Beth G. Hungate-Noland

Mark E. Rubin

Chief Executive Officer *Travis G. Hill*



The Virginia ABC Board (from left to right): (front row) *Beth Hungate-Noland*, Chairman *Jeffrey Painter*, *Maria Everett*, (back row) *Gregory Holland* and *Mark Rubin*.

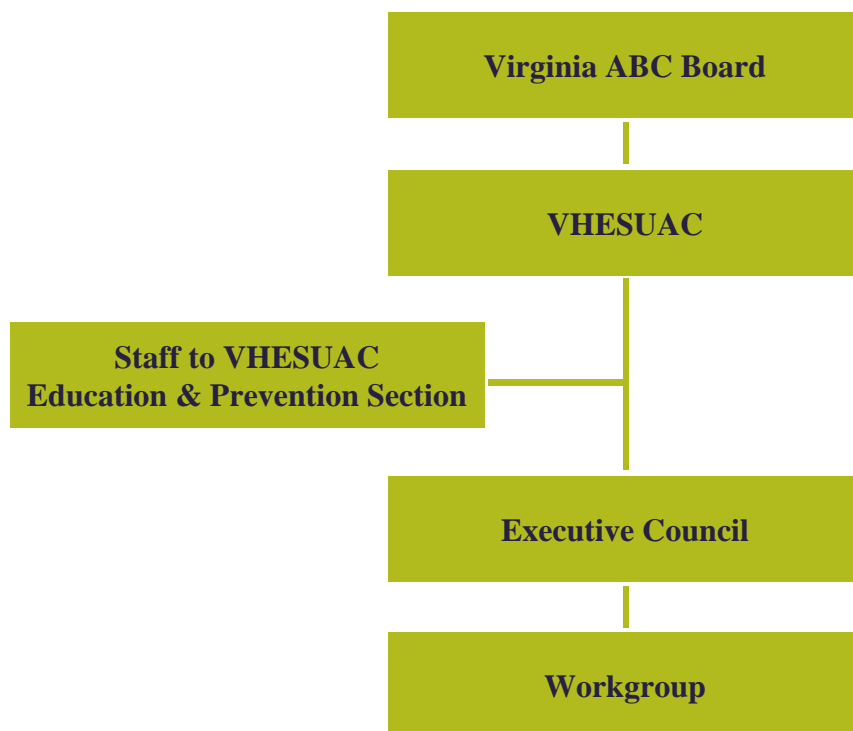
Executive Summary

The Virginia Higher Education Substance Use Advisory Committee (VHESUAC) is pleased to present its first annual report prepared by the Virginia Alcoholic Beverage Control Authority (Virginia ABC).

VHESUAC has made considerable strides in establishing structure and connecting with necessary partners since beginning its work on July 1, 2018. Such partners include public and private institutions of higher education, state agencies, and statewide partners in substance misuse prevention.

VHESUAC aims to create a campus, community and statewide environment and culture that values health and safety and supports substance misuse prevention efforts among colleges and universities. Through this, VHESUAC will promote a collaborative and coordinated effort among Virginia's colleges and universities to advocate for prevention programming and recovery support, implement science-based approaches, and facilitate a network for information sharing and action planning.

The structure of VHESUAC is based on best practices from other states and includes two tiers: the Executive Council and Workgroup.



The Executive Council of VHESUAC formed and is planning its first meeting for 2019. The Workgroup of VHESUAC also formed and held its first and second meeting during 2018. Agency and institution representatives were presented with an environmental scan to give pertinent knowledge on the status of college student substance use and campus prevention efforts, and were provided the opportunity to network and plan next steps. A data collection plan to inform a Virginia status report on substance use behaviors and perceptions among college students and substance use prevention programming across campuses was also presented to agency and institution representatives. This report intends to detail these meetings and key findings of the environmental scan, as well as explain how VHESUAC came to be, its current structure, and its vision for the future.

Statutory Authority

Pursuant to SB120 and HB 852 of 2018 and Chapters 210 and 211 of the Acts of Assembly, an Act to amend and reenact § 4.1-103.02 of the Code of Virginia, relating to alcoholic beverage control; substance abuse prevention; Virginia Institutions of Higher Education Substance Use Advisory Committee established:

“The [Virginia ABC] Board shall also establish and appoint members to the Virginia Institutions of Higher Education Substance Use Advisory Committee (Advisory Committee). The goal of the Advisory Committee shall be to develop and update a statewide strategic plan for substance use education, prevention, and intervention at Virginia's public and private institutions of higher education. The strategic plan shall (a) incorporate the use of best practices, which may include, but not be limited to, student-led peer-to-peer education and college or other institution of higher education recovery programs; (b) provide for the collection of statewide data from all institutions of higher education on student alcohol and substance use; (c) assist institutions of higher education in developing their individual strategic plans by providing networking and training resources and materials; and (d) develop and maintain reporting guidelines for use by institutions of higher education in their individual strategic plans. The Advisory Committee shall consist of representatives from Virginia's public and private institutions of higher education, including students and directors of student health, and such other members as the Board may deem appropriate. The Advisory Committee's membership shall be broadly representative of individuals from both public and private institutions of higher education. The Advisory Committee shall submit an annual report on its activities to the Governor and the General Assembly on or before December 1 each year.”

VHESUAC FORMATION

Virginia ABC's Education and Prevention Section seeks to eliminate underage and high-risk drinking by building the capacity for communities to educate individuals and prevent alcohol misuse. In 2015, the Education and Prevention Section set out to improve the quality of its programming by collecting needs assessment data from four-year institutions of higher education (IHEs) in Virginia and compiling campus policies and programs on alcohol and other drugs to identify current gaps and resources. These efforts continued in 2017 with a second needs assessment for four-year IHEs, a needs assessment for community colleges, and a survey of the Virginia College Alcohol Leadership Council (VaCALC).

Commission on Youth Study

In line with its mission to study and provide recommendations on health matters related to youth and families, Commission on Youth (COY) took a particular interest in these efforts. During the 2016 and 2017 General Assembly Sessions, budget amendments requesting that work be done to identify current substance misuse prevention and intervention programs at IHEs were proposed by COY but not adopted. Instead, COY moved forward with a study plan to collaborate with Virginia ABC and compile a list of best practices based on current programming for Virginia's IHEs to consider implementing. Based on the study findings, discussion with other state agencies, and public comment, COY approved a final recommendation prior to the 2018 General Assembly Session. This recommendation became SB 120/HB 852 with sponsorship from COY Chair Senator Barbara Favola and Delegate Christopher Peace, and was later signed by Governor Ralph Northam in March 2018.

Operation

VHESUAC is comprised of public and private universities and colleges, student leaders, state agencies, and statewide partners in substance misuse prevention whom have indicated that they desire to collaborate to reduce college substance misuse and advocate for policies and practices that are science-based. VHESUAC is led by an Executive Council and Workgroup, and staffed by Virginia ABC. One full-time Virginia ABC Education and Prevention Coordinator is the Coordinator for VHESUAC along with other college and adult programming. The Executive Council is the governing body and is responsible for setting overall direction and providing input on Workgroup activities and deliverables. In order to recruit members for the Executive Council, an open invitation to apply was sent to college and university presidents, vice presidents of student affairs, directors of student health, and student leaders at all 66 of Virginia's institutions of higher education. State agencies involved in substance misuse prevention or college student well-being were identified and recruited for the Executive Council as well. These members are committed to reducing the problem of college substance misuse and related problems statewide. Executive Council meetings are held biannually. The Executive Council of VHESUAC is comprised of:



Virginia Alcoholic Beverage Control Authority (Virginia ABC)
Travis Hill – Chief Executive Officer



Commission on Youth (COY)
Deirdre Goldsmith – Member



State Council of Higher Education for Virginia (SCHEV)
Ashley Lockhart – Coordinator for Academic Initiatives



Virginia Community College System (VCCS)
Van Wilson – Associate Vice Chancellor for Student Experiences and Strategic Initiatives



Virginia Wesleyan University
Scott Miller – President



Sweet Briar College
Marcia Thom-Kaley – Dean of Students



Liberty University (LU)
Keith Anderson – Executive Director, Student Health Center and Wellness Initiatives



University of Mary Washington (UMW)
Alexander Lee – Undergraduate Student Leader



Virginia Commonwealth University (VCU)

Charles Klink – Senior Vice Provost for Student Affairs

Rachel Davies – Graduate Student Leader



Hampden-Sydney College (H-SC)

Shawn White – Assistant Dean of Students



Patrick Henry Community College (PHCC)

Greg Hodges – Vice President of Academic and Student Success Services



Dabney S. Lancaster Community College (DSLCC)

Matt McGraw – Associate Vice President for Institutional Effectiveness and Academic Services

The Workgroup provides support and recommendations to the Executive Council. Members of the Workgroup share pertinent research and programming to help inform planning and decision-making during meetings. The Workgroup includes community, state, and campus leaders whom were identified and recruited due to their work in preventing college substance misuse and related problems. Workgroup meetings are held quarterly. The Workgroup of VHESUAC is comprised of:



Virginia Alcoholic Beverage Control Authority (Virginia ABC)

Colleen Howarth (VHESUAC Coordinator) – Adult Education and Prevention Coordinator, Education and Prevention Section

Tom Kirby – Chief, Bureau of Law Enforcement



Virginia Department of Behavioral Health and Developmental Services (DBHDS)

Cheryl DeHaven – Acting Director, Office of Recovery Service

Malcolm King – Child and Adolescent Family Program Specialist



Virginia Department of Criminal Justice Services (DCJS)

Marc Dawkins – Campus Safety and Violence Prevention

Coordinator, Division of Law Enforcement



Virginia Department of Education (VDOE)
Maribel Saimre – Director, Student Services



Mothers Against Drunk Driving (MADD) Virginia
Chris Konschak – Program Director



Virginia Association of Chiefs of Police and Foundation (VACP) and Virginia Association of Campus Law Enforcement Administrators (VACLEA)
Dana Schrad – Executive Director



Virginia College Alcohol Leadership Council (VaCALC)
Linda Hancock – Retired from Virginia Commonwealth University



Ashland Police Department (Ashland PD)
Doug Goodman – Chief of Police



Longwood University
*Jen Cox – Director of Local and Community Relations;
 Representative for International Town and Gown Association (ITGA)*



Christopher Newport University (CNU)
Jill Russett – Social Work Associate Professor and Field Instruction Coordinator



Virginia Commonwealth University (VCU)
Danielle Dick – Director, College Behavioral Health and Emotional Institute (COBE)
Melodie Fearnow-Kenney – Senior Research Associate, Center for School-Community Collaboration
Kat Corrin – Alcohol and Other Drug Health Educator, The Wellness Resource Center
Kat Scott – Intern, Rams in Recovery



John Tyler Community College (JTCC)

Christine Diggs – Human Services Associate Professor

Mark Miller – Professional Counselor, Disability Support Services



University of Mary Washington (UMW)

Raymond Tuttle – Director, Student Conduct and Responsibility



University of Virginia (UVA)

Susie Bruce – Director, Gordie Center

Aditya Narayan – Education and Outreach Coordinator, Gordie Center



Norfolk State University (NSU)

Cynthia Burwell – Director, NSU Center of Excellence in Minority Health Disparities



Virginia Polytechnic Institute and State University (VT)

David Andrews – Assistant Director of Student Wellness



Virginia Military Institute (VMI)

Sarah Jones – Director, Center for Cadet Counseling



University of Richmond (UoR)

Slade Gormus – RN Health Promotion and Peer Education, URWell



James Madison University (JMU)

Mindy Koon – Assistant Director, Alcohol and Other Drug Prevention



Randolph-Macon College (RMC)

Keith Cartwright – Coordinator, Alcohol and Other Drug Prevention; Behavioral Health Wellness Consultant for DBHDS



Germanna Community College Police Department

Craig Branch – Chief of Police

VHESUAC ENVIRONMENTAL SCAN

In order to inform VHESUAC direction and activities, Virginia ABC's Education and Prevention Section developed an environmental scan on public and private IHEs in Virginia. The scan includes current data and trends on substance use among college students at both national and state levels, policies and programming being implemented across campuses at both national and state levels, evidence-based practices for college substance misuse prevention, and gaps and themes identified for Virginia colleges. This includes results from Virginia ABC's Education and Prevention Section's 2015 and 2017 needs assessments.

Key Findings

College student substance misuse is a public health problem not confined to IHEs, with the entire state experiencing its effects. Students, their families and friends, and the community-at-large face negative consequences every day related to substance misuse, including academic problems, unintentional injuries, assault, dependency, and death. Whether the substance is alcohol, prescription drugs, marijuana or other illicit drugs, the toll of misuse on the intellectual and social lives of college students is significant. Without partnerships and support at the local and state levels, public and private IHEs in Virginia have a limited capacity to address the problem of substance misuse. IHEs also face major barriers in reducing substance misuse and related problems. Overall, institutions need support to be able to simultaneously implement efforts to change individual student behavior with strategies to modify campus and community environments that impact student decisions to misuse substances. There is a necessity to partner with community stakeholders to address substance misuse as a community problem as well as a college problem and to forge collaborative efforts that can achieve a solution

SWOT Analysis

Based on results from Virginia ABC's Education and Prevention Section's 2015 and 2017 needs assessments, an analysis of the strengths, weaknesses, opportunities and threats of Virginia's public and private IHEs was completed.

Most campuses are utilizing at least one evidence-based strategy in their substance misuse prevention efforts, and students are at least moderately receptive to current efforts. The following programming and approaches have been identified by campuses as being effective: Brief Alcohol Screening and Intervention for College Students (BASICS), AlcoholEdu, mandatory specialized training, medical amnesty, parental notification of policy violations, bystander education, collaboration with local law enforcement, peer support services, counseling, social norms marketing, responsible beverage service (RBS) training, enforcement of policies and administration of infractions, community partnerships, police presence on- and off-campus, and health awareness campaigns.

As mentioned previously, campuses across Virginia encounter several barriers when trying to implement such programming and approaches for substance misuse prevention. The lack of available funding and resources is the most common barrier for IHEs. This challenge is followed by inadequate staff training,

limited enforcement of alcohol and other drug policies, lack of environmental approaches, student opposition, and limited capacity for data collection on student substance use behaviors and related problems. Additionally, two-year community colleges in Virginia may have low visibility to the problem of student substance misuse.

Numerous opportunities exist in Virginia to improve current efforts for student substance misuse prevention. There is an opportunity for IHEs to gain additional administrative support for programming and implementing additional data collection methods in order to better understand student substance use behaviors and related problems. Campuses could also pursue updates to alcohol and other drug policies for students to include appropriate sanctions, increased enforcement of alcohol and other drug policies and partnership with local law enforcement. IHEs may want to develop campus-community coalitions to facilitate program planning and implementation, as well as expand parental involvement in programming. Finally, recovery services could be provided, peer support could be expanded and more specialized trainings could be instituted.

Virginia IHEs must also be aware of current threats to student substance misuse prevention efforts. Societal norms and peer pressure can promote underage and high-risk drinking and other drug use among students on campus, along with the college drinking culture. There are also substantial costs associated with prevention programming for entire campuses and there is already a lack of funding and resources for such purposes. Even with the ability to combat costs, campuses identify the lack of model education programs as a threat. IHEs are lacking concrete reporting guidelines for Biennial Reviews mandated by the Drug Free Schools and Communities Act (DFSCA) as well, often leaving evaluation of current efforts segmented and strategic planning limited. Lastly, campuses may not have robust data on prevention programming or substance use behaviors and related problems among college students in Virginia. This lack of information makes it difficult to identify current needs and resources to inform strategic planning of prevention efforts.

VHESUAC MEETINGS 2018

In 2018, the Workgroup of VHESUAC met for the first time in September and then again in November. At the September meeting, the Coordinator presented the Virginia higher education environmental scan described above and discussed next steps for developing the statewide strategic plan. At the November meeting, the Coordinator presented a data collection plan. Below are the main outcomes of these meetings.

Workgroup

September 26, 2018 Meeting Minutes

Next Steps

- The areas in which more data/information collection may be needed before developing a statewide strategic plan were discussed and identified as:
 1. College student drinking behaviors on-campus versus off-campus
 2. Any current efforts by college administration or other stakeholders that aim to lower or raise the minimum legal drinking age in Virginia
 3. How frequently alcohol and other substances are a factor in intimate partner violence and other problems including academic performance and on-campus crimes
 4. Campus police practices, including which practices are most effective for campus police/safety/security departments
 5. List of environmental alcohol prevention evidence-based practices, including which practices are and are not currently being used in Virginia
 6. Substance use behaviors and perceptions among college students
 7. Substance use prevention programming at Virginia's IHEs
 8. Evidence-based practices being utilized by campuses or intention to use such practices
 9. Components of recovery and peer support services
 10. Difficulties with enforcement of alcohol and other drug policies
 11. Components of parental involvement in substance use prevention
 12. Number of campus task forces and campus-community coalitions
 13. How local communities view collaborations with campuses
 14. Contents of homegrown surveys and how they compare against national measures
 15. Number of campuses conducting Drug Free Schools and Community Act (DFSCA) biennial reviews
 16. What personnel is completing DFSCA biennial reviews and what format is being used
 17. Effective practices of campus police/security/safety departments
 18. Effective campus policy changes
 19. College student substance use behaviors and perceptions of substance use risk
- An update on relevant, upcoming legislation to monitor will be added to the next meeting agenda.
- A status report on substance use behaviors and perceptions among college students and substance use prevention programming at Virginia's IHEs needs to be developed and disseminated across the

state. This status report would aid in understanding the challenges and successes of campuses and the communities that surround them in preventing substance misuse among college students.

- Need to explore innovative solutions to student alcohol and drug policy violations that stray from incarceration and criminalization, such as revoking off-campus living privileges.
- *Code of Virginia* §4.1 – 103.02. does not require Virginia IHEs to follow VHESUAC recommendations, but the goal is to gain administrative support at each institution in order to encourage adoption.

Agency News, Successful Efforts and Discussion

- Effective practice of targeting first-year college students for substance use prevention programming. Much of the work being done is with this population since these students are arriving to college with existing substance use perceptions and behaviors, including a perceived culture of drinking and other drug use in collegiate settings.
- Importance of involving the parents of college students during recruitment and orientation, and of providing parents with specific steps to take on their own.
- Some campus police departments have started notifying landlords when there is a noise violation at an off-campus residence occupied by college students. This is an example of an environmental practice that is currently being implemented in Virginia.
- Without residential housing at community colleges, the problem of substance misuse may not be seen first-hand by faculty/staff. Substance misuse among community college students may be occurring at home and falling under the discretion of parents. Parents may not be actively involved in addressing substance misuse among their community college students.
- Colleges are often seen as places to have fun and explore activities that involve drinking and other drug use. This culture conflicts with the zero-tolerance approach and it can be difficult to have an impact on individual student behavior and attitude. Environmental strategies are key and policy change should be incorporated. One approach could be to leverage the collegiate recovery community to support the establishment of healthy relationships and provide more sober activities and events for students.

November 29, 2018 Meeting Minutes

Action Plan

- Facilitator proposed the following mission for VHESUAC and feedback was given: Engage Virginia's institutions of higher education in a collaborative and coordinated effort to create a statewide environment and culture that values student health and safety, as evident by reduced student substance misuse across campuses. Facilitator will incorporate feedback if possible and bring finalized VHESUAC mission before the Executive Council for approval.
- Facilitator presented a data collection plan to address the gaps in information that were identified at the previous Workgroup meeting. The data collected from this plan will be used to write a status report on substance use behaviors and perceptions among college students and substance use prevention programming at Virginia's institutions of higher education. This status report will inform the development of the statewide strategic plan.

- Details of the data collection plan were discussed and feedback was given. The data collection plan involves surveying Vice Presidents of Student Affairs or equivalent at all Virginia institutions of higher education on the following topics: prevention activities and programs, screening and intervention services, parental involvement, faculty/staff policies and training, alcohol availability, impression of problems, student behavior assessment methods, Drug Free Schools and Communities Act regulations, student policies and sanctions, and enforcement of policies. It also involves surveying Chiefs of Police at all Virginia institutions of higher education on campus security activities and surveying representatives from the International Town and Gown Association on their current efforts.
- A consensus was reached to make the data collection process anonymous so that honest feedback could be received. A process will be put in place to link data to respective school characteristics and identify the schools that did and did not participate while still maintaining anonymity.
- The Virginia College Alcohol Leadership Council (VaCALC) will be surveying administration at Virginia's institutions of higher education on current best practices being implemented as identified by the National Institute on Alcohol Abuse and Alcoholism's CollegeAIM Intervention Matrix.
- The Virginia Association of Chiefs of Police (VACP) will share previous data collected from college student focus groups conducted on several campuses.
- The College Behavioral and Emotional Health Institute (COBE) will share previous data collected from the Spit for Science program at Virginia Commonwealth University.
- The International Town & Gown Association (ITGA) will share their 2018 Data Digest as well as other information collected from national ITGA members on environmental strategies involving landlords in campus-communities. ITGA will also assist with surveying members across Virginia on current activities and needs as part of the data collection plan.
- Also mentioned was the future coordination of statewide data collection on student substance use behaviors and attitudes, and preliminary ideas were shared such as being sure to not duplicate efforts and having a set of core questions for all Virginia institutions of higher education to report on instead of a statewide mandated survey.
 - Addressing all factors that affect student wellness, comparing data collected to benchmarks and connecting data collected to student retention and academic performance were discussed as important aspects of future data collection efforts.

Legislative Update

- Facilitator shared the website links and usefulness of the Alcohol Policy Information System (APIS) and Virginia's Legislative Information System (LIS). Facilitator also reviewed relevant bills currently in LIS, including SB737 (2018) and SB1037 (2019).
- Facilitator highlighted key information from the Center for Alcohol Policy's 11th Annual Law and Policy Conference and the upcoming U.S. Supreme Court Case, *Tennessee Wine & Spirits Retailers v. Clayton Byrd*.
- Eddie Wirt, Chief Communications and Research Officer for Virginia ABC, presented an update on the Senate Rehabilitation and Social Services subcommittee work on SB773 (2018).

Future of VHESUAC

Once the Executive Council holds its first meeting, a mission statement for VHESUAC will be solidified. Based on the requirements set forth by SB 120 and HB 852 of 2018 (Chapters 210 and 211 of the Acts of Assembly), VHESUAC will focus on reporting and strategic planning, networking and resources, and training and technical assistance. Deliverables may include facilitating assessment and evaluation efforts, measuring the effectiveness of policy changes and program implementation, developing common statewide goals and action steps, creating a communication network among campuses, enhancing networking opportunities, providing resources to support campus prevention efforts, and providing on-going support for individual strategic plans and specialized trainings to identified groups. These activities will rely on a collaborative and coordinated effort among Virginia's IHEs.

As mentioned above, the Workgroup of VHESUAC decided that the next step is to develop and carry out a plan for additional data collection before beginning work on the statewide strategic plan. This additional data, along with data gathered previously for the Virginia environmental scan, will then be outlined in a status report for Virginia. The status report may detail current college student behaviors and perceptions related to substance use, strategies being implemented to address college student substance misuse, existing barriers to addressing college student substance misuse, methods to measure student substance misuse and related problems, and evidence-based strategies at both the individual and environmental levels. It is only with this information that the Workgroup and Executive Council of VHESUAC will be able to develop accurate goals and recommendations for the statewide strategic plan and steps for statewide data collection on student substance use.

Following the development of the statewide strategic plan for substance use education, prevention and intervention at Virginia's IHEs, VHESUAC will communicate the established goals and recommendations with campus representatives. From there, work will continue on the development of reporting guidelines for use in individual strategic plans that align with both the statewide plan and DFSCA Biennial Review requirements. These guidelines will then be distributed and IHEs will be encouraged to partner with VHESUAC in order to develop individual strategic plans. Those IHEs that engage in this collaboration will receive guidance and support through training opportunities, educational materials, technical assistance, networking events, etc.

VHESUAC Contact Information

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Education and Prevention Section
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Richmond, Virginia 23220

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