



**2021**

**Virginia Office for  
Substance Abuse Prevention**

**Annual Report**

Virginia Alcoholic Beverage Control Authority

Chief Executive Officer  
Travis G. Hill



**Chair**  
Maria J. K. Everett

**Vice Chair**  
Beth G. Hungate-Noland

**Board of Directors**  
William D. Euille  
Gregory F. Holland  
Mark E. Rubin

December 1, 2021

Dear Members of the General Assembly:

The Virginia Office for Substance Abuse Prevention (VOSAP) Collaborative 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, collaborative and evidence based.

This report highlights national and state youth substance use data and details the prevention efforts and initiatives VOSAP member agencies and statewide partners have implemented during fiscal year 2021.

VOSAP 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 black ink that reads "Maria J.K. Everett".

Maria J.K. Everett, Chair  
Virginia Alcoholic Beverage Control Authority



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# Executive Information

## The Commonwealth of Virginia



Governor Ralph S. Northam

### Secretariats represented in the VOSAP Collaborative

Secretary of Public Safety and Homeland Security  
*Brian Moran*

Secretary of Education  
*Atif Qarni*

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

Secretary of Transportation  
*Shannon Valentine*

### Virginia Alcoholic Beverage Control Authority Leadership and Board Chief Executive Officer

*Travis G. Hill*



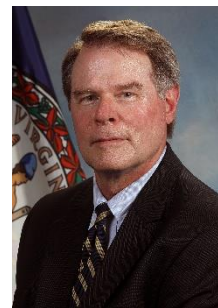
*Maria J. K. Everett, Chair*



*Beth G. Hungate-Noland, Vice Chair*



*William D. Euille*



*Gregory F. Holland*



*Mark E. Rubin*

# Executive Summary

The Virginia Office for Substance Abuse Prevention (VOSAP), operating as the VOSAP Collaborative, is pleased to report on substance abuse prevention efforts in the Commonwealth of Virginia. VOSAP member agencies represent 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 other organizations that promote health, safety and wellness within the Commonwealth.

The VOSAP Collaborative promotes and supports data-driven prevention planning, evidence-based prevention programming, capacity development and formal data-driven evaluation. The VOSAP Collaborative serves as the Advisory Committee for the Substance Abuse and Mental Health Services Administration (SAMHSA) Partnership for Success Grant administered through Virginia Department of Behavioral Health and Developmental Services' (DBHDS) Office of Behavioral Health Wellness as well as the Prevention Workgroup for Governor Northam's Opioid and Addiction Initiatives.

During meetings of the VOSAP Collaborative, representatives from 12 agencies and organizations 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 2021, particular attention was paid to the legalization of recreational marijuana use and to the continued adjustment of prevention strategies due to the COVID-19 pandemic.

## Statutory Authority

Pursuant to HB 1291 and SB 678 of 2012 (Chapter 835 of the 2012 Acts of Assembly), enacted through § 4.1-103.02 of the Code of Virginia, 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 Collaborative 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.

## VOSAP Collaborative Goals

In addition to being responsive to ad hoc requests, the VOSAP Collaborative works 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, funding and programming.
- VOSAP will promote use of SAMHSA's Strategic Prevention Framework.
- The VOSAP Collaborative will use agency websites and social media to provide prevention information and highlight prevention work.

## VOSAP/GOSAP Archive

VOSAP's predecessor organization was the Governor's Office for Substance Abuse Prevention (GOSAP) and the associated GOSAP Collaborative. Members of the Collaborative voted to change the name of the organization to VOSAP in 2013. The Collaborative operates under a Memorandum of Agreement signed by all participating agency directors.

During fiscal year 2021, in compliance with Virginia ABC's records retention policies, the GOSAP records previously maintained in the archives of the Library of Virginia were destroyed.

# VOSAP Collaborative Members

VOSAP has been a part of the Virginia Alcoholic Beverage Control Authority (ABC) since 2012. One full-time ABC Education and Prevention Coordinator is the coordinator for the VOSAP Collaborative, among other statewide initiatives. Collaborative meetings are held quarterly. The collaborative is comprised of the following organizations:



## **Alcoholic Beverage Control Authority (ABC)**

*Abby Pendleton, Youth Education and Prevention Coordinator  
VOSAP Facilitator*



## **Behavioral Health and Developmental Services (DBHDS)**

*Gail M. Taylor, M. Ed., Behavioral Health Wellness Director*



## **Criminal Justice Services (DCJS)**

*Betsy Bell, Mental Health and Suicide Prevention Programs Coordinator  
Greg Hopkins, Juvenile Justice Program Coordinator*



## **Education (DOE)**

*Vanessa Wigand, Coordinator of K-12 Health, Physical Education and Driver Education  
Maribel Saimre, Director of the Office of Student Services,*



## **Juvenile Justice (DJJ)**

*Art Mayer, LCSW, CSOTP, Clinical Treatment Program Supervisor*



## **Health (VDH)**

*Lisa Wooten, MPH, BSN, RN, Injury and Violence Prevention Supervisor*



## **Motor Vehicles (DMV)**

*Melanie Stokes, Impaired Driving Prevention Manager  
Kimberly Burt, Virginia Highway Safety Office Deputy Director*



VIRGINIA DEPARTMENT OF  
SOCIAL SERVICES

## **Social Services (DSS)**

*Stephen Wade, MUP, Healthy Equity Project Manager*



**State Police (VSP)**

*Mary King, YOVASO Program Manager*



**Virginia Foundation for Healthy Youth (VFHY)**

*Henry Harper, Conference and Networking Manager*

*Marty Kilgore, Executive Director*



**Virginia National Guard (VANG)**

*Wayne Graves, Drug Demand Reduction-Civil Operation Specialist*

*Cari Kelso, Counterdrug Coordinator*



**Office of the Secretary of Health & Human Resources**

*Catie Finely, Assistant Secretary of Health and Human Resources*



**Community Coalitions of Virginia (CCoVA)**

*Sandra Pratt, Coalition Coordinator*

*Nour Alamiri, Coalition Chair*



**Mothers Against Drunk Driving (MADD) Virginia**

*Cristi Cousins, State Programs Specialist*



# Youth Substance Use Data

## The Strategic Prevention Framework

VOSAP Collaborative member agencies subscribe to the **Strategic Prevention Framework (SPF)** (Figure 1) created by the **Substance Abuse and Mental Health Services Administration (SAMHSA)** to guide their substance use prevention initiatives. The framework allows prevention professionals to better understand both the behavioral and environmental health issues related to substance misuse, but it can also be applied to many other public health issues that may affect a community. There are five steps to the SPF: assessment, capacity, planning, implementation and evaluation. Sustainability and cultural competence are two concepts that are interwoven throughout each step. The SPF is successful due to its emphasis on data-driven decisions and a team-based approaches to prevention. The framework is represented in a circular format because prevention work is not linear; a team may return to a step in the process or perform two steps at once depending on the nature and evolution of the public health problem.

**Figure 1.** The Strategic Prevention Framework



Data collection and the evaluation of available, current data is within the assessment step of the SPF. Assessment involves gathering an understanding of community prevention needs, as well as data and research that can help you in identifying and prioritizing a health problem. During this step, prevention professionals collect information that can tell them about the nature of the problem, risk and protective factors that influence the problem and the amount of community capacity available to address the problem, including the community's readiness for change and its available resources.

The following national and state data is routinely referenced and reported on by VOSAP member agencies to inform prevention professionals of potential gaps and needs for substance use prevention services and to support the implementation of prevention initiatives.

## Monitoring the Future Survey

**Monitoring the Future (MTF)** is an ongoing study of the behaviors, attitudes, and values of American secondary school students, college students, and young adults. Each year, a total of approximately 50,000 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> grade students are surveyed (12<sup>th</sup> graders since 1975, 8<sup>th</sup> and 10<sup>th</sup> graders since 1991). In addition, annual follow-up questionnaires are mailed to a sample of each graduating class for several years after their initial participation.

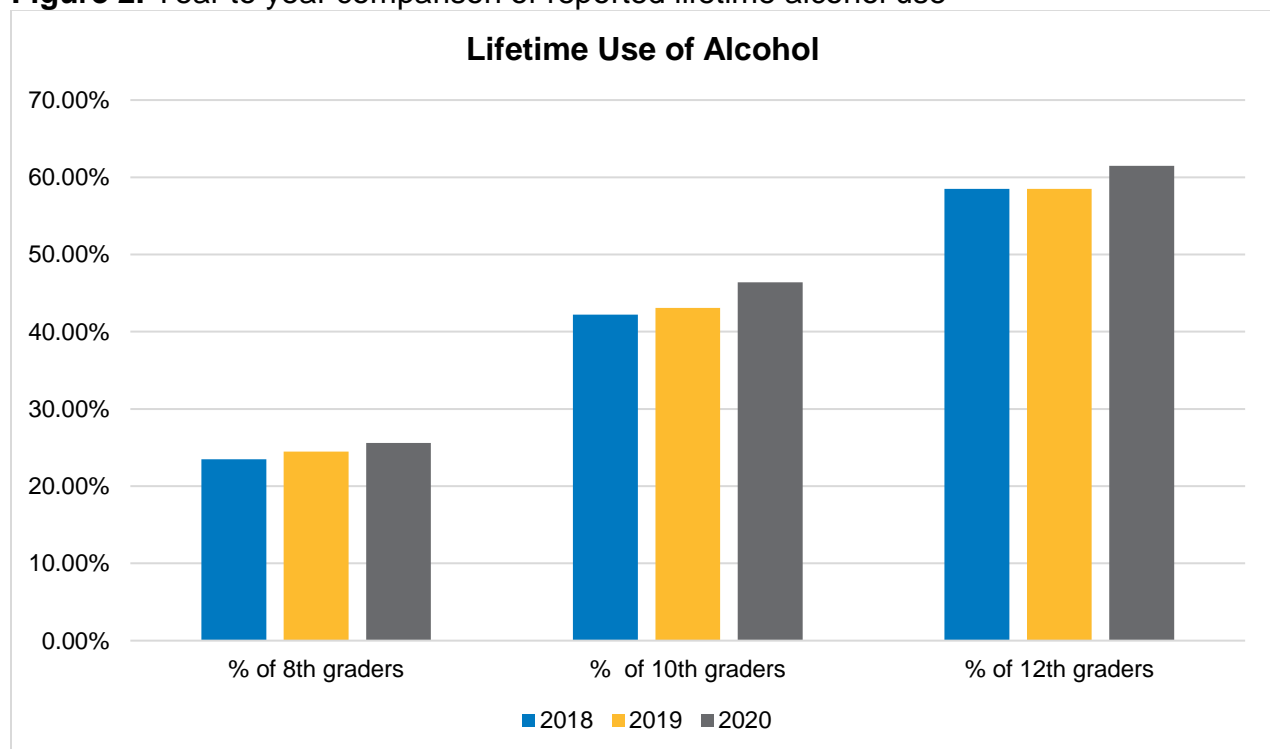
The MTF study has been funded under a series of investigator-initiated competing research grants from the National Institute on Drug Abuse, a part of the National Institutes of Health. MTF is conducted at the Survey Research Center in the Institute for Social Research at the University of Michigan.

The project began in 1975 and has many purposes. Among them is to study changes in the beliefs, attitudes and behaviors of young people in the United States. In recent years, the U.S. has experienced tremendous changes in public opinion regarding diverse issues, such as government and politics, alcohol and other drug use, gender roles and protection of the environment. This study focuses on youth because of their significant involvement in today's social changes and, most importantly, because youth in a very literal sense will constitute our future society.

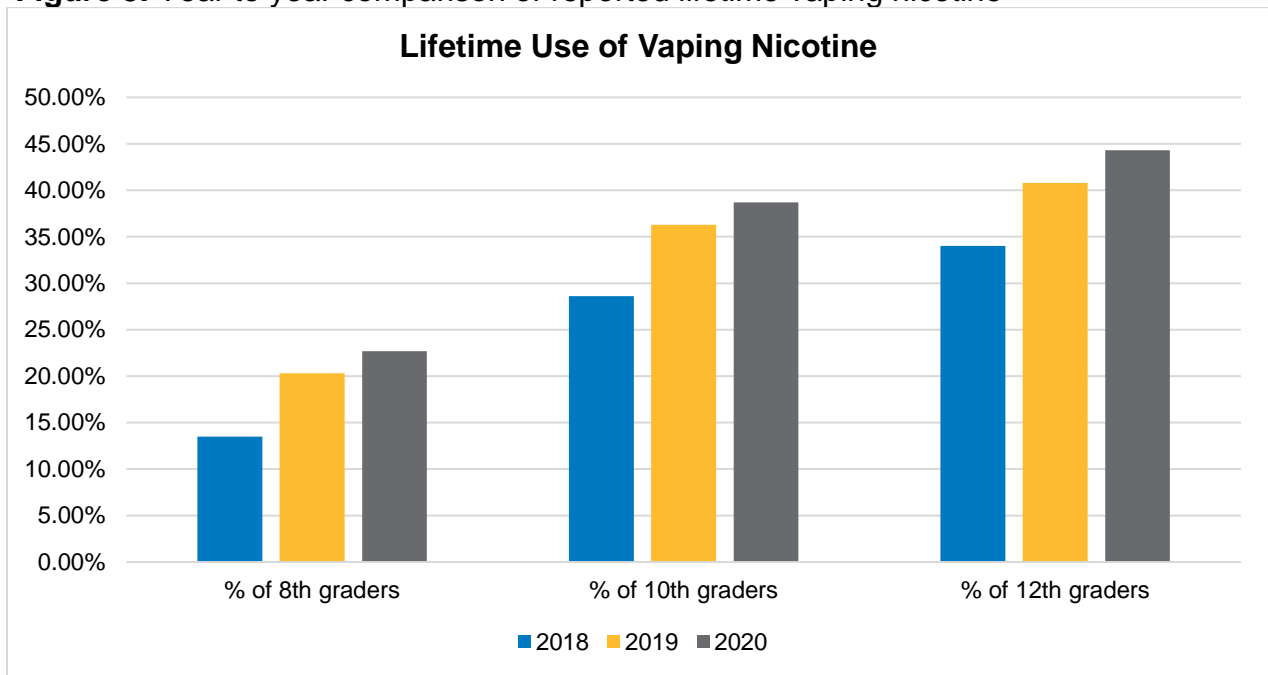
The results of the study are useful to policymakers at all levels of government, for example, to monitor progress toward national health goals. Study results are also used to monitor trends in substance use and abuse among adolescents and young adults and are used routinely in the White House Strategy on Drug Abuse.

Most recent results of the MTF study reveal a continued increase in lifetime alcohol use of 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> graders (Figure 2) as well as an increase in lifetime vaping nicotine (Figure 3). Lifetime illicit drug use of 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> graders (Figure 4) has fluctuated from calendar years 2018 to 2020 with a most recent increase in lifetime use by 8<sup>th</sup> graders and a decrease in lifetime use by 10<sup>th</sup> and 12<sup>th</sup> graders.

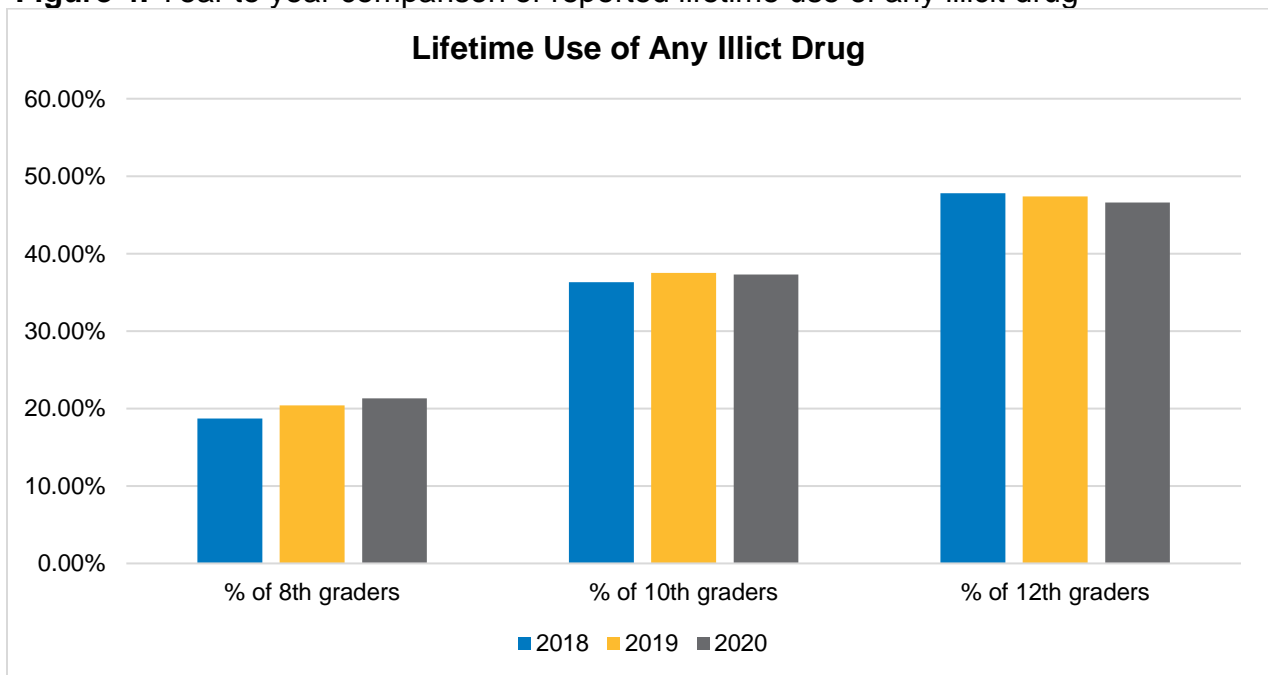
**Figure 2.** Year to year comparison of reported lifetime alcohol use



**Figure 3.** Year to year comparison of reported lifetime vaping nicotine



**Figure 4.** Year to year comparison of reported lifetime use of any illicit drug



# Youth Risk Behavior Survey

The **Youth Risk Behavior Survey** (YRBS) was developed in 1990 by the **Centers for Disease Control and Prevention** (CDC) to monitor priority health risk behaviors that contribute markedly to the leading causes of death, disability, and social problems among youth and adults in the United States. These behaviors, often established during childhood and early adolescence, include:

- Behaviors that contribute to unintentional injuries and violence
- Sexual behaviors related to unintended pregnancy and sexually transmitted infections, including HIV infection.
- Alcohol and other drug use.
- Tobacco use.
- Unhealthy dietary behaviors.
- Inadequate physical activity.

Since 1991, the YRBS has collected data from more than 3.8 million high school students in more than 1,700 separate surveys.

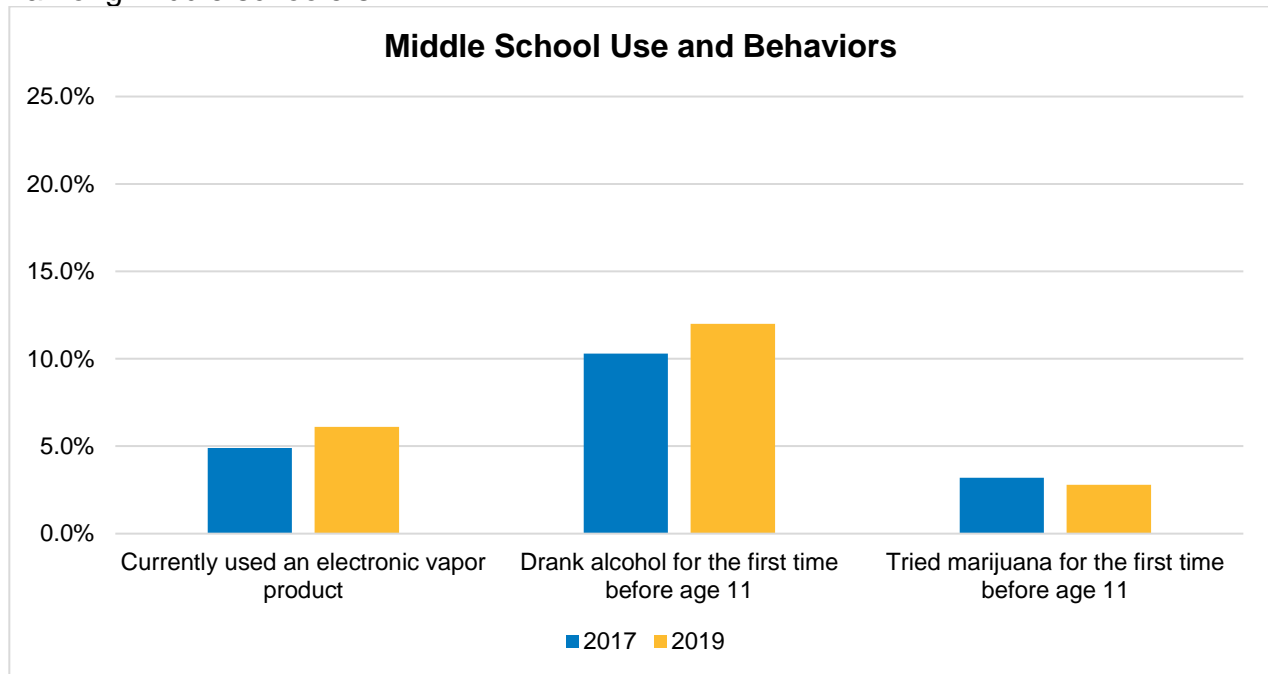
The YRBS includes national, state, territorial, tribal government and local school-based surveys of representative samples of 6<sup>th</sup> through 12<sup>th</sup> grade students. These surveys are conducted every two years, usually during the spring semester. The national survey, conducted by the CDC, provides data representative of 6<sup>th</sup> through 12<sup>th</sup> grade students in public and private schools in the United States. The state, territorial, tribal government and local surveys conducted by departments of health and education, provide data representative of mostly public middle and high school students in each jurisdiction.

There is a gap in consistency of data collection between the middle school and high school aged samples. Between the two categories there are minimal data points that can be compared of middle and high school student drug use and behaviors. The data points reported for middle school (**Figure 5**) cannot be directly compared with the data points reported for high school (**Figure 6**); however, the points do relate to one another and can provide theoretical insight rather than quantitative data.

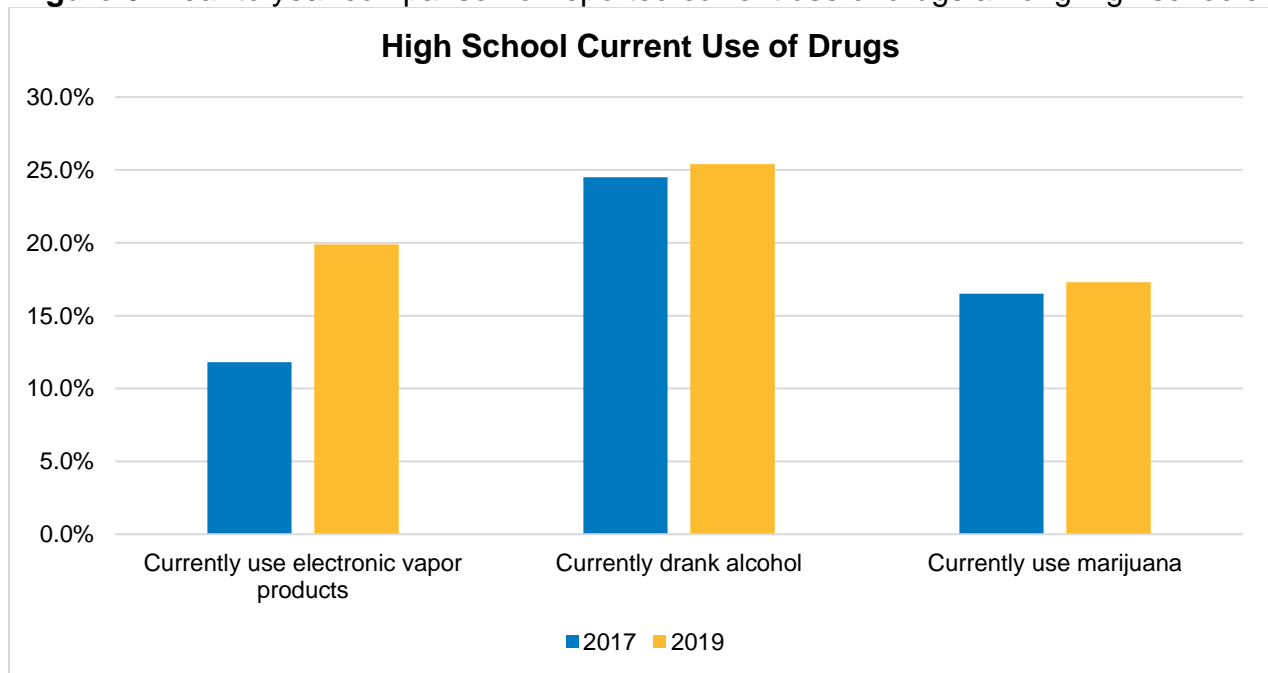
**Figure 5** is a year-to-year comparison of 2017 and 2019 middle school drug use and behaviors related to alcohol, electronic vaping products and marijuana. Current electronic vapor use and reports of drinking alcohol for the first time before age 11 continue to rise among middle schoolers. Straying from this upward use trend however, there is a slight decrease in the number of middle schoolers who reported trying marijuana for the first time before age 11.

Similar to middle school drug use, **Figure 6** reveals an upward trend of current electronic vapor product use among high schoolers. Additionally, the number of high schoolers currently drinking alcohol and currently using marijuana also increased from 2017 to 2019.

**Figure 5.** Year to year comparison of reported current use and behaviors of drugs among middle schoolers



**Figure 6.** Year to year comparison of reported current use of drugs among high schoolers



## Virginia Youth Survey

The **Virginia Youth Survey** (VYS) bi-annually gathers information about the health risk behaviors of middle and high school students. The survey is implemented by VDH and VFHY with the support of DOE for dissemination of the questionnaire within schools. Information collected through the VYS is submitted for the YRBS and is comparable with other states. Middle school students are asked about 60 questions while high school students are asked about 90 questions and are asked to respond to additional questions related to VFHY’s peer crowd research.

# Youth Substance Use Prevention Efforts

VOSAP is tasked with collecting and reporting substance use prevention activity data from agencies of the Commonwealth. The following section summarizes the youth substance use prevention efforts of member agencies in the following areas: spending, reach, activities and initiatives, gaps in youth substance use prevention efforts and unmet substance use prevention needs. To depict a comprehensive view of youth substance use prevention efforts across the Commonwealth, youth substance use prevention data collected from VOSAP member agencies is detailed below in statewide regions as well as by individual organization.

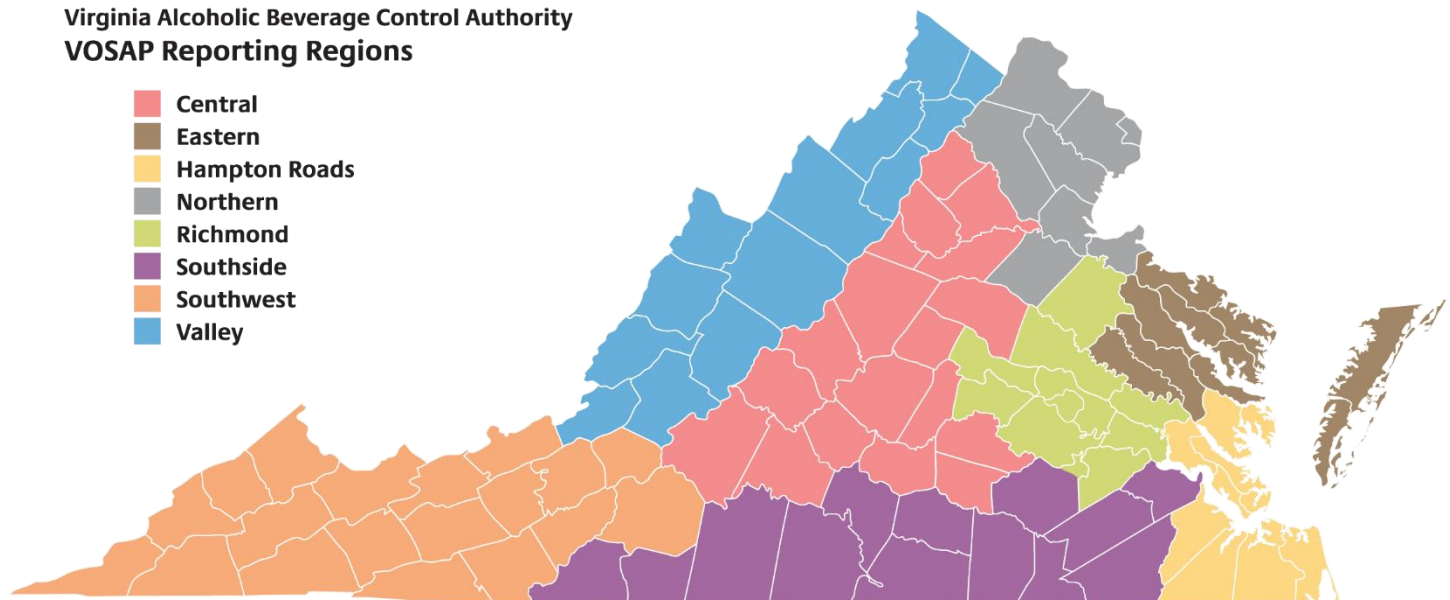
## Statewide Regions

To depict youth substance use prevention efforts across state agencies and organizations, eight regions were established to capture data and information from VOSAP Collaborative members. The eight regions have been utilized to report funding and reach of substance use prevention efforts in Virginia.

The regions listed below were developed based on a review of the various reporting regions of state agencies and organizations. The lack of a standardized set of reporting regions across the Commonwealth causes challenges to accurately collecting and reporting data in a collaborative manner throughout Virginia. The data and information provided in the following section has been reported as accurately as possible within the defined regions.

The following graphic has been developed to provide a visual of the eight reporting regions.

Virginia Alcoholic Beverage Control Authority  
VOSAP Reporting Regions



The following list is comprised of the city and county names that make up each region.

**Central:** Albemarle, Amelia, Amherst, Appomattox, Bedford, Buckingham, Campbell, Charlottesville, Culpeper, Cumberland, Fluvanna, Greene, Louisa, Lynchburg, Madison, Nelson, Orange, Prince Edward, Rappahannock

**Eastern:** Accomack, Essex, King and Queen, King William, Lancaster, Middlesex, Northampton, Northumberland, Richmond County, Westmoreland

**Hampton Roads:** Chesapeake, Gloucester, Hampton, Isle of Wight, James City, Mathews, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Williamsburg, Virginia Beach, York

**Northern:** Alexandria, Arlington, Falls Church, Fairfax City, Fairfax County, Fauquier, Fredericksburg, King George, Loudoun, Manassas, Manassas Park, Prince William, Spotsylvania, Stafford

**Richmond:** Caroline, Charles City, Chesterfield, Colonial Heights, Goochland, Hanover, Henrico, Hopewell, New Kent, Petersburg, Powhatan, Prince George, Richmond City

**Southside:** Brunswick, Charlotte, Danville, Dinwiddie, Emporia, Franklin City, Greensville, Halifax, Henry, Lunenburg, Martinsville, Mecklenburg, Patrick, Pittsylvania, Southampton, Surry, Sussex

**Southwest:** Bland, Bristol, Buchanan, Carroll, Dickenson, Floyd, Franklin County, Galax, Giles, Grayson, Lee, Montgomery, Norton, Pulaski, Radford, Roanoke City, Roanoke County, Russell, Scott, Smyth, Tazewell, Washington, Wise, Wythe

**Valley:** Alleghany, Augusta, Bath, Botetourt, Buena Vista, Clarke, Covington, Craig, Frederick, Harrisonburg, Highland, Lexington, Page, Rockbridge, Rockingham, Salem, Shenandoah, Staunton, Warren, Waynesboro, Winchester

## Spending

During fiscal year 2021, \$21,368,845 was spent throughout the Commonwealth on youth substance use prevention efforts. This is an 11 percent decrease in spending from fiscal year 2020. While data is unavailable to specifically correlate the COVID-19 pandemic with a decrease in spending, anecdotal information suggests the COVID-19 pandemic played a role.

**Table 1** provides specific organization spending totals for youth substance use prevention efforts and **Figure 7** depicts this total spending by organization. **Table 2** provides the total expenses each organization had for general substance use prevention efforts. The largest budget allocations to statewide prevention efforts were from DBHDS and VFHY, respectively. Organization prevention budgets are funded through federal budget allocations, federal grants, general fund allocations, organization revenue and state grants. Each VOSAP member organization's funding for substance use prevention efforts is detailed below.

**Table 3** and **Figure 8** show the total amount of funding spent in each region on youth substance use prevention initiatives. The data reveals statewide organizations spent the largest amount of funding on prevention initiatives in the Northern Region and the least amount in the Southside Region. **Table 7** provides this information collectively with regional reach. This table provides valuable information for future prevention planning and provides focal points for future spending and efforts.

**Table 1.** Total expenses of youth substance use prevention efforts by organization.

Organization	Expenses
Community Coalitions of Virginia	\$11,930
Virginia Alcoholic Beverage Control Authority	\$55,000
Virginia Department of Behavioral Health and Developmental Services	\$9,905,236
Virginia Department of Criminal Justice Services	\$92,500
Virginia Department of Juvenile Justice	\$857,146
Virginia Department of Motor Vehicles	\$620,514
Virginia Foundation for Healthy Youth	\$4,347,638
Virginia National Guard	\$503,344
Virginia State Police	\$175,593
Virginia Department of Health	\$2,400,000
Virginia Department of Education	Unable to report
Virginia Department of Social Services	Unable to report

**Table 2.** Total expenses for general substance use prevention efforts by organization.

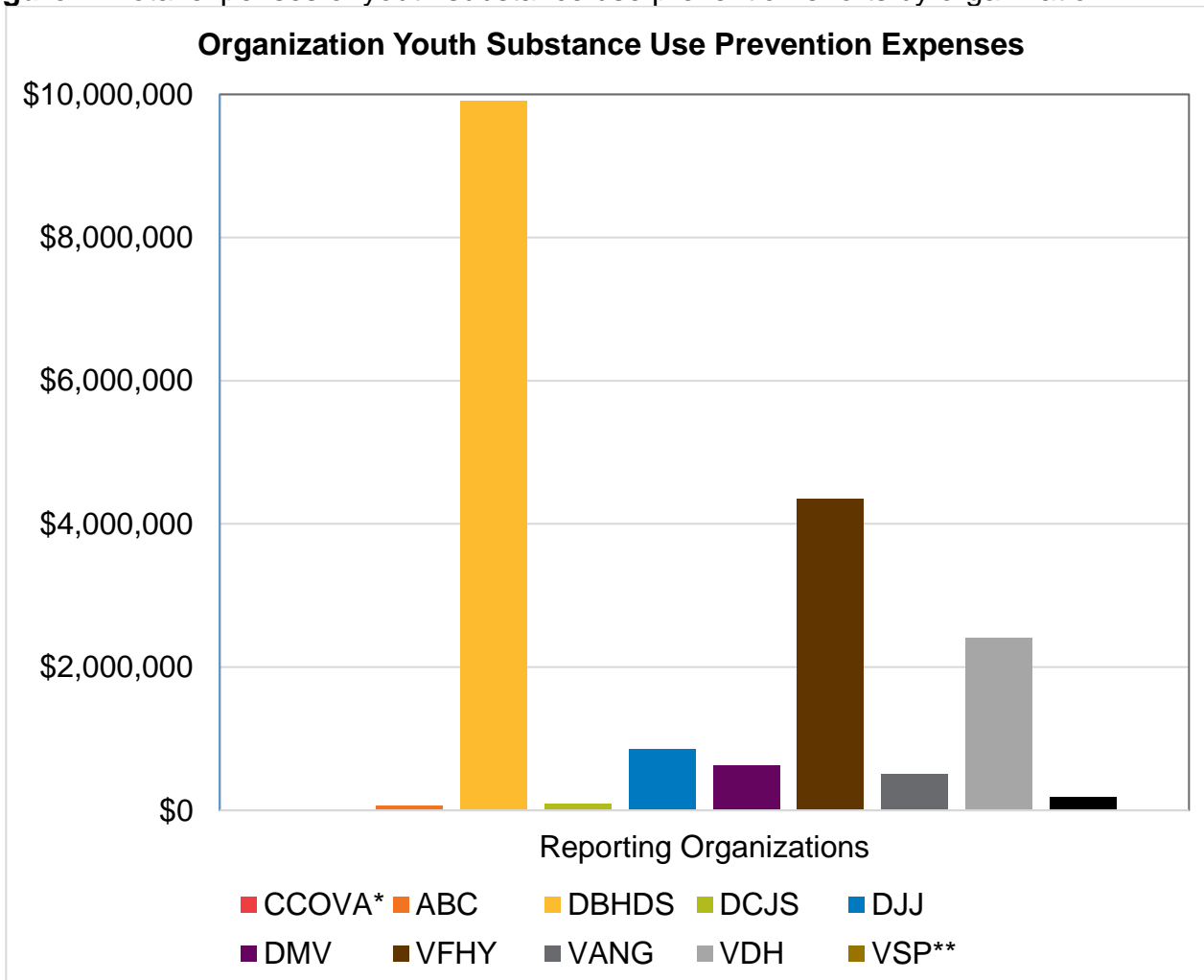
Organization	Expenses
Community Coalitions of Virginia	\$11,930
Virginia Alcoholic Beverage Control Authority	\$149,645
Virginia Department of Behavioral Health and Developmental Services	\$11,800,000
Virginia Department of Criminal Justice Services	\$119,253
Virginia Department of Juvenile Justice	\$857,146
Virginia Department of Motor Vehicles	\$13,766,000
Virginia Foundation for Healthy Youth	\$4,347,638
Virginia National Guard	\$503,392
Virginia State Police	\$175,593
Virginia Department of Health	\$6,711,172
Virginia Department of Education	Unable to report
Virginia Department of Social Services	Unable to report

**Table 3.** Total expenses of youth substance use prevention efforts by region.

Region	Expenses
Central	\$2,377,260
Eastern	\$2,070,421
Hampton Roads	\$1,915,393
Northern	\$3,026,031
Richmond	\$3,020,930
Southside	\$1,701,028
Southwest	\$2,932,012
Valley	\$1,913,840



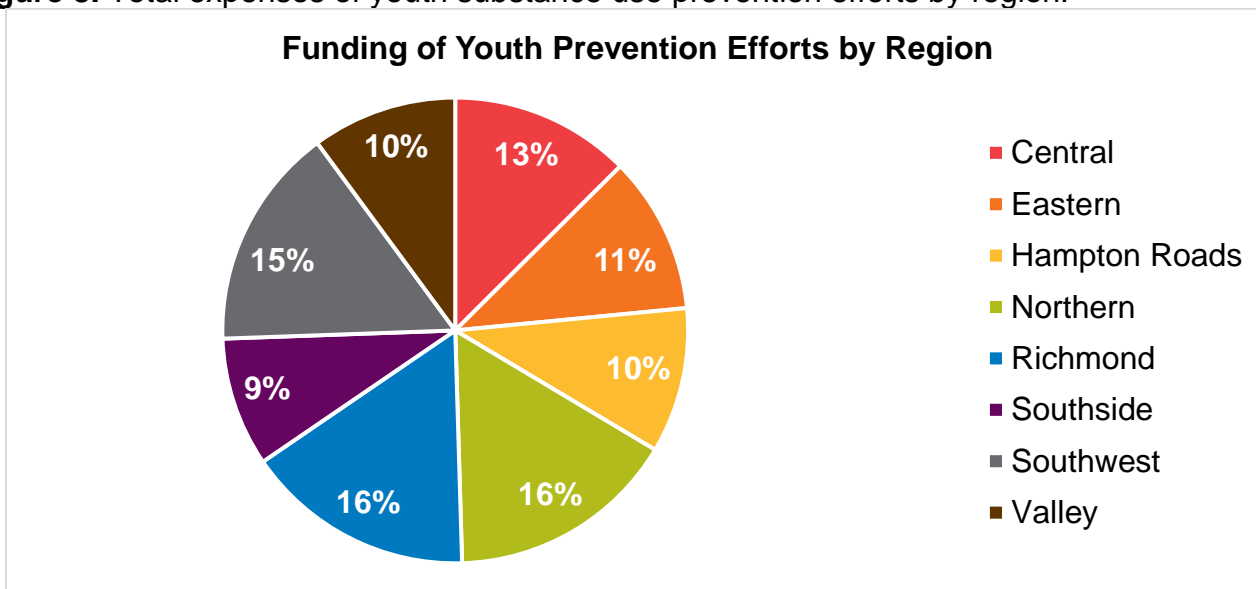
**Figure 7.** Total expenses of youth substance use prevention efforts by organization



\* This figure includes Community Coalitions of Virginia and Virginia Department of Health expenses; however, CCoVA and VDH expenses are unable to be reported regionally due to statewide efforts.

\*\*Virginia State Police substance use prevention efforts are funded through a grant provided by Department of Motor Vehicles.

**Figure 8.** Total expenses of youth substance use prevention efforts by region.



## Community Coalitions of Virginia

CCoVA has 501(c)3 status and is funded by membership fees, donations and occasional training and conference fees. During fiscal year 2021, CCoVA received State Opioid Response (SOR) funding from DBHDS totaling \$27,000.

## Virginia ABC

Virginia ABC funds substance use prevention efforts through organizational revenue. As seen in **Table 1**, Virginia ABC spent \$55,000 on youth substance use prevention efforts; however, an additional \$94,645 was spent on alcohol education and prevention efforts, not specific to youth substance use prevention, totaling \$149,645. Virginia ABC's education and prevention programs and resources target audiences through the lifespan to include: youth, parents, college students, adults 21 and older, older adults, licensees and health care professionals.

## Virginia Department of Behavioral Health and Developmental Services

As seen in **Figure 7**, DBHDS provides the greatest amount of funding for substance use prevention efforts. DBHDS is funded through federal budget allocation and the following federal grants: Substance Abuse and Mental Health Services Administration (SAMHSA) Substance Abuse Block Grant (\$8.8 million) and SAMHSA State Opioid Response Grant (\$3 million). In fiscal year 2021, DBHDS spent \$11,800,000 on substance use prevention activities, \$9,905,236 spent specifically on youth substance use prevention efforts.

## Virginia Department of Criminal Justice Services

DCJS funding is provided through both general fund allocation and federal grant funding. The Juvenile Justice Services receives federal grant monies through Title II Juvenile Justice and Delinquency Prevention Funding.

## Virginia Department of Health

VDH reported spending or providing \$6,711,172 during fiscal year 2021 on substance use prevention activities with 35 percent (\$2,400,000) focused on youth substance use prevention. Funding is received through State Opioid Response grants and the following Centers for Disease Control and Prevention funding streams: Overdose Data to Action and Integrated HIV Surveillance and Prevention Cooperative Agreement.

## Virginia Department of Juvenile Justice

During fiscal year 2021, DJJ spent \$857,146 on substance use treatment programs across the DJJ Community and Residential divisions. DJJ also manages **Virginia Juvenile Community Crime Control Act** (VJCCCA) administered through a formula grant to all 133 cities and counties in the Commonwealth. Localities use budgeted funds to support of substance abuse education and treatment programs. Localities develop biennial plans to use VJCCCA funds that are consistent with the needs of their communities. Code changes (effective July 2019) allow localities to incorporate prevention services into future plans. Of the 76 local VJCCCA plans, 16 local plans included funds budgeted for programming or services in the category of substance abuse education.

## Virginia Department of Motor Vehicles

DMV receives funds through federal grant funding from the National Highway Traffic Safety Administration. Twenty-two percent of these funds specifically go towards youth substance use prevention activities through the Commonwealth.

## Virginia Foundation for Healthy Youth

VFHY receives no taxpayer funds and is solely funded by a share of Virginia's annual payments from the nation's major tobacco manufacturers through the **Master Settlement Agreement** (MSA).

**Figure 7** shows that VFHY spends the second greatest amount for youth prevention efforts.

## Virginia National Guard

VANG is funded through federal budget allocation and offers services to community organizations free of charge.

## Virginia State Police

VSP is funded through a Federal Highway Safety Grant granted through the DMV Virginia Highway Safety Office (VAHSO) grant program. Due to submission format, these expenses were unable to be separated from this overlap, VSP expenses have been separated from DMV's spending report.

## Unreported State Agencies

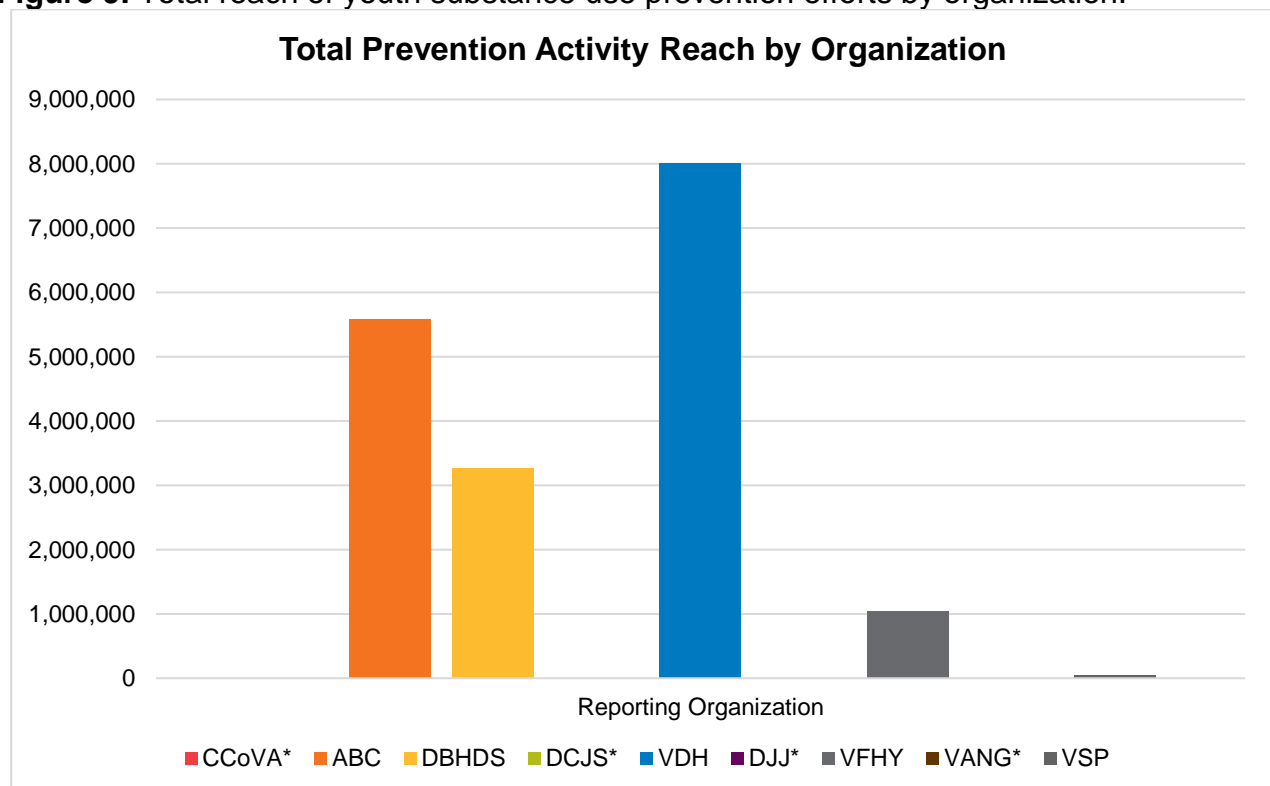
The following state agencies did not reported finances related to substance use prevention activities: Virginia Department of Education and Virginia Department of Social Services.

## Reach

Reach of substance use prevention efforts is defined as the estimated number of individuals reached through prevention efforts, including, but not limited to: programming and training, resources, educational information and media campaigns through engagements, reach and impressions.

The total reach of VOSAP Collaborative substance use prevention initiatives for fiscal year 2021 is 17,945,080 individuals. Virginia Department of Health reached the greatest number of individuals through their efforts, reaching 8,001,024 individuals. Virginia ABC presented the second largest reach, with 5,579,660 individuals. **Figure 9** and **Table 4** break down the total reach by organization while **Figure 10** and **Table 5** break down total reach by region.

**Figure 9.** Total reach of youth substance use prevention efforts by organization.



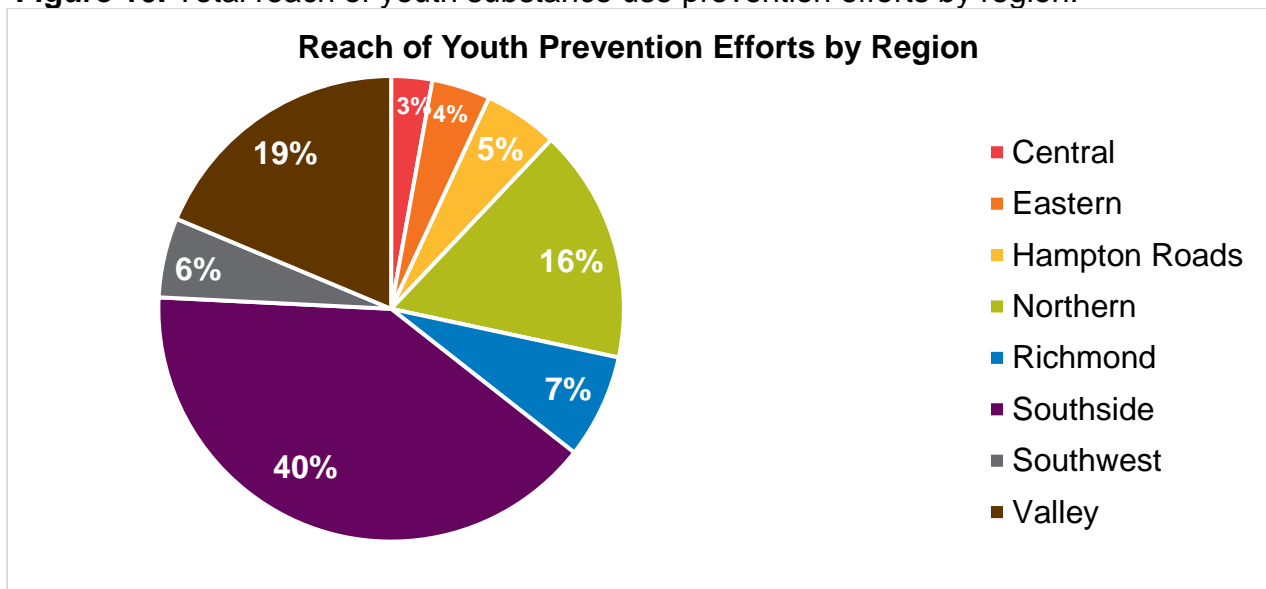
\*Total reach data can be found in Table 4.

**Table 4.** Total reach of youth substance use prevention efforts by organization.

Organization	Reach
Community Coalitions of Virginia	6,000
Virginia Alcoholic Beverage Control Authority	5,579,660
Virginia Department of Behavioral Health and Developmental Services	3,259,065
Virginia Department of Criminal Justice Services	1,904
Virginia Department of Health	8,001,024
Virginia Department of Juvenile Justice	632
Virginia Foundation for Healthy Youth	1,044,195
Virginia State Police	50,000
Virginia National Guard	2,600
Department of Motor Vehicles	Did not report a numerical estimate
Virginia Department of Education	Did not report a numerical estimate
Virginia Department of Social Services	Did not report a numerical estimate

Regional reach of youth substance use prevention efforts varies greatly across the commonwealth. The Southside region carries 40 percent of the total reach of the all VOSAP member organization activities. [Figure 10](#) and [Table 5](#) provide a visualization of the differences between the eight VOSAP reporting regions. This reveals an unintentional gap in communication regarding focused efforts among VOSAP member organizations.

**Figure 10.** Total reach of youth substance use prevention efforts by region.



**Table 5.** Total reach of youth substance use prevention efforts by region.

Region	Reach*
Central	283,089
Eastern	404,160
Hampton Roads	511,950
Northern	1,618,776
Richmond	719,071
Southside	3,994,692
Southwest	549,791
Valley	1,856,527

\*Table 4 does not include reach from CCoVA or VDH as their efforts measure statewide reach.

### Unreported State Agencies

The following state organizations did not report numerical estimates of reach for programming in the specific regions: Virginia Department of Education and Virginia Department of Social Services.

## Activities and Initiatives

Leading organizations in youth substance use prevention implement programming that is evidence-based and supported by documented research of the effectiveness. Prevention activities and strategies implemented by VOSAP Collaborative members and their partners are detailed below.

### Community Coalitions of Virginia

CCoVA is a statewide coalition of coalitions representing large and small, rural and urban communities, working collaboratively to prevent and reduce substance abuse and related risk factors in Virginia communities that are measurable and improve quality of life. A major focus for CCoVA this past year was educating coalition members about marijuana and the issues around possible legalization. Roanoke Prevention Alliance (RPA) researched, developed and designed educational one-pagers that were vetted by CADCA (Community Anti-Drug Coalitions of America) and co-sponsored by CCoVA, for use by coalition members to educate legislators and other stakeholders on the dangers of cannabis use and impacts legalization may have on youth. These one-pagers were released monthly from August 2020 to January 2021. In addition, a longer white page was written to accompany each educational one-pager. On average, these were distributed to over 1,000 people every month across the state.

CCoVA has hired a part-time coordinator, Sandra Pratt, which will help them build capacity as they seek to increase membership and reach across the state.

During fiscal year 2021, CCoVA hosted and provided multiple forums for prevention conversations and education. The following presentations were held August 2020 through June 2021.

- Monday, August 3: Young People in Recovery (YPR) Presentation
  - The YPR National Chapter Coordinator provided a brief overview of how chapters provide recovery support services for people in or seeking recovery and their allies through all-recovery meetings, pro-social events, workshops, and advocacy events.

- Monday, September 14: Drug Enforcement Agency (DEA) Presentation
  - The DEA shared available digital resources for substance use education and prevention designed for the workplace and adult audiences.
- Monday, October 5: Roanoke Valley Collective Response (RVCR) Presentation
  - Members of RVCR presented the Blueprint for Action: A Community Driven Plan to Abate the Opioid and Addiction Crisis in the Roanoke Valley
- Monday, December 7: Addiction Across America Presentation
  - Nathan Mitchell from the McShin Foundation shared his journey traveling throughout the U.S. in the summer of 2020 for 52 days, visiting 25 states and the varying impacts seen of addiction on communities across America.
- Monday, January 4: Presentation to the membership on The Marijuana Report
  - Sue Rusche shared with the membership how to sign up for the weekly e-newsletter and then discussed the new Marijuana Index, which organizations can purchase a license to access evidence-based research.
- Monday, March 1: Unite Us/Unite Virginia Presentation
  - Unite Virginia is a free network established to build a community of partners across Virginia, currently contracted with VA Department of Health for eighteen months.
- Monday, April 5: A Night in Jail Presentation by Heidi Swan - Storytelling as Substance Abuse Prevention
  - Heidi Swan shared a personal story about her brother's journey through addiction, and today her brother Kirk is in recovery and has devoted his life to helping others.
- Monday, May 3: Recovery Thrives Presentation - Substance Use Language
  - Aaron Kuchariski discussed why language matters when talking about addiction, substance use, and recovery.
  - Also had an update from the team at Qlarion about the FAACT platform and its progress of implementation to date.
- Monday, June 7: A Needs Assessment Presentation and Break-Out Workgroups
  - Melodie Fearnow-Kenney presented to the membership information on an upcoming survey and evaluation that the coalition will be undertaking. After explaining the reason for the evaluation and the timeline, the membership broke out into workgroups and provided feedback that will be used in creation of the survey.

Additionally, CCoVA held a series of webinars related to marijuana legalization. The webinar topics are outlined below:

- Webinar: Marijuana Legislation: Emerging Trends & Possible Impacts
  - Monday, November 5, 2020
  - Expert speakers from the Marijuana Prevention Initiative in San Diego County - Joe Eberstein and Patrick Foley.
- Webinar: CCoVA Rally Week Kick-Off:
  - Forum to provide preparation on the General Assembly session for 2020. Dr. Mary

Crozier discussed with the membership and friends on how to set up appointments during Virtual Rally Week, how to stay current on the bills through the Legislative Information Systems (LIS), and what substances/issues CCoVA Legislative Committee would be following throughout the session.

## Virginia ABC

The mission of Virginia ABC Education and Prevention is to eliminate underage and high-risk drinking by building the capacity for communities to educate individuals and prevent alcohol misuse. This is implemented through programming and resources offered for all age groups and community organizations. The following programs and resources were implemented throughout the commonwealth during fiscal year 2021 to address youth substance use prevention.

- **Miss Virginia School Tour** – Virginia ABC provides a grant to the Miss Virginia Organization, in which Miss Virginia visits elementary schools spreading a message of health, wellness and prevention with students and teachers. At each visit, students receive a copy of Virginia ABC's elementary activity workbook. The Miss Virginia School Tour messaging aligns with the Virginia Standards of Learning of Advocacy and Health Promotion, Essential Health Concepts and Healthy Decisions. During fiscal year 2021 the Miss Virginia School Tour was adjusted to provide three methods for participation: virtual pre-recorded, virtual live and in-person (following federal, state and local social distancing guidelines). Through the Miss Virginia School Tour, students will: demonstrate knowledge of how to identify what is safe and healthy for their bodies; learn what positive choices are and how to make them and how to say “no” when something is not healthy for their bodies; learn what it means to be a leader in their community and among their friends; be able to identify who is a trusted adult and understand the role they play in their lives.
- **BOLT** - Being Outstanding Leaders Together Against Drugs and Alcohol (BOLT) offers free online trainings and resources to increase the capacity of middle school prevention professionals as they work to reduce youth substance use among their students. BOLT materials align with the Virginia Department of Education Alcohol, Tobacco and Other Drug Standards of Learning (SOLs) and support middle school prevention activities including in-classroom curriculum instruction and participation in substance use awareness weeks.

Through BOLT students will: demonstrate knowledge of the effects of alcohol and other drugs on the body and brain as well as identify substance use consequences; understand the importance of peer leadership and positive decision making; recognize youth substance use influences and the key concepts of social providing and peer pressure.

BOLT materials can be incorporated into both in-person and distance learning lesson plans. For information on participating in substance use prevention awareness campaigns virtually, visit each hosting organization's website for details.

- **YADAPP** - The Youth Alcohol and Drug Abuse Prevention Project (YADAPP) is a peer-led program for high school students to address underage substance use at the high school level. Typically, the annual YADAPP program kicks-off with a weeklong conference where students and adults are trained in substance use prevention best practices to develop a strategic plan to address a youth substance use issue in their community. Due to the COVID-19 pandemic, YADAPP was restructured to allow Teams of four student Participants and a dedicated Adult Sponsor to participate via self-paced leadership and substance use prevention training modules where they learned to develop strategic prevention plans addressing underage drug and alcohol use in their schools and communities. Teams received coaching from YADAPP Youth Staff to

make modifications to their strategic plans to ensure they followed the Center for Substance Abuse Prevention (CSAP) prevention strategies. After the plans were finalized, Teams implemented their plans in their schools and communities utilizing leadership and prevention skills learned during the training modules. YADAPP focuses on providing Participants, Adult Sponsors and Youth Staff curriculum on leadership, drug and alcohol prevention and strategic planning. Through YADAPP, program participants: broaden their knowledge of substance use prevention and work as a team to create a high school substance use prevention plan for their school; learn leadership skills needed to address common issues among youth; network and build supportive relationships with others from across Virginia.

- **Project Sticker Shock** - Project Sticker Shock aims to prevent underage youth from obtaining alcohol from adults 21 or older or using a fake ID to purchase alcohol by raising community awareness about Virginia laws. During an event, participants place stickers and window clings that warn about the legal consequences for providing alcohol to underage youth and using a fake ID to purchase alcohol on cases and coolers of alcohol at local retailers. This program encourages partnership between community organizations, youth, retail establishments, law enforcement, media, and other community members. Adjusting to the COVID-19 pandemic and social distancing guidelines, Virginia ABC partnered with community organizations to launch Project Sticker Shock in a virtual manner and partnering with on-premise alcohol retailers to “sticker” takeout containers delivered and picked up from customers. Additionally, Virginia ABC uses Project Sticker Shock materials to label Virginia ABC products being delivered to customers with social providing prevention messaging.
- **Power of Parents** - Virginia ABC partnered with MADD Virginia to bring the Power of Parents program, free of charge, to parents and communities in Virginia. The Power of Parents handbooks and training will improve how parents and teens relate to each other and can help guide middle and high schoolers in positive decision making. The Power of Parents handbooks and trainings are adapted from Dr. Robert Turrisi’s (Pennsylvania State University) research with the goal of empowering parents to have effective conversations with their children about drinking. Handbooks are available online for downloading or ordering. Training is offered online or in-person for groups.
- **Publications** - The Virginia ABC Education and Prevention Section provides the public with free publications for all ages. Publications are age-appropriate for all groups. The elementary, middle and high school and parents publications are those that have been recorded in this report.
- **Alcohol Education and Prevention Grants** - Alcohol Education and Prevention Grants provide funding to organizations that are working to prevent underage and high-risk drinking. Grant applicants must address one or more of the following priorities: underage drinking prevention, social providing/social hosting prevention, or high-risk drinking prevention. The online training course will provide applicants with a structure to assess the needs of the community, identify their unique local issues, and explore what prevention best practices may work best for the selected objectives and audiences. Grantees are encouraged to build partnerships and embrace collaboration to achieve a meaningful, and measurable, long-lasting impact. During fiscal year 2021, grant partners faced many barriers in implementing their approved prevention efforts. The COVID-19 pandemic necessitated modifications to adapt to virtual efforts and initiatives.

## Virginia Department of Behavioral Health and Developmental Services

DBHDS Office of Behavioral Health Wellness (OBHW) utilizes SAMHSA's **Strategic Prevention Framework** (SPF) evidenced based planning model for program development. This includes state and community data, building community and staff capacity, using a logic model for planning,



implementing evidenced based programs, practices and strategies, evaluation, cultural relevance and sustaining positive outcomes. DBHDS OBHW has identified alcohol, tobacco, opioid and marijuana use prevention as top state priorities which the **Community Services Boards** (CSBs) and their local coalitions to address with the resources provided to them by DBHDS. They also have the flexibility to address local issues identified in their data. DBHDS and DBHDS funded partners provided prevention resources listed by region in **Table 6**.

Additionally, all CSBs include Over the Counter (OTC) medication in their efforts due to it being identified as easily accessible by youth for misuse. Note that DBHDS OBHW has embraced addressing Adverse Childhood Experiences (ACEs) as a risk factor for substance misuse and abuse as identified in the research. As a result, we believe that ACEs, childhood trauma, is a gateway for substance misuse and abuse of any alcohol, tobacco and other drugs.

**Table 6.** List of prevention resources provided by DBHDS and DBHDS partners by region.

Region	Prevention Resources	
<b>Central</b>	<ul style="list-style-type: none"> <li>• ACEs Training</li> <li>• Community Mobilization</li> <li>• Compliance Checks Counter Tools</li> <li>• Drug Deactivation Packets</li> <li>• Drug Take Backs</li> <li>• Family Check-Up</li> <li>• Healthy Alternatives for Little Ones</li> <li>• Lock and Talk Media Campaign</li> <li>• Adult &amp; Youth Mental Health First Aid</li> <li>• Multi-Agency Collaboration / Coalition</li> <li>• Naloxone Trainings</li> <li>• Other Prevention Education</li> <li>• Parents Who Host the Most Lose the Most</li> <li>• Permanent Drug Dropboxes</li> </ul>	<ul style="list-style-type: none"> <li>• Project Sticker Shock</li> <li>• Public Policy</li> <li>• Rx Bag Stickers</li> <li>• Second Steps Services to Communities/Volunteers</li> <li>• Smart Pill Bottles</li> <li>• Social Marketing Campaign</li> <li>• Social Norms Campaign</li> <li>• Strengthening Families Systematic Training for Effective Parenting (STEP)</li> <li>• Targeted Media Messaging</li> <li>• Teen Intervene</li> <li>• Too Good for Drugs</li> <li>• Unique YOU</li> </ul>
<b>Eastern</b>	<ul style="list-style-type: none"> <li>• ACEs Training</li> <li>• AI's Pals: Kids Making Healthy Choices</li> <li>• Community Mobilization</li> <li>• Counter Tools</li> <li>• Drug Deactivation Packets</li> <li>• Drug Take Backs</li> <li>• Life Skills Training (Botvin)</li> <li>• Lock and Talk Media Campaign</li> <li>• Adult &amp; Youth Mental Health First Aid</li> <li>• Merchant Education (Alcohol)</li> <li>• Multi-Agency Collaboration / Coalition</li> <li>• Naloxone Trainings</li> <li>• Other Prevention Education</li> </ul>	<ul style="list-style-type: none"> <li>• PDMP Approaches</li> <li>• Permanent Drug Dropboxes</li> <li>• Prescriber, Pharmacy, Emergency Department and Patient Education</li> <li>• Prescription Drug Lock Boxes</li> <li>• Proper Disposal with Targeted Groups</li> <li>• Rx Bag Stickers</li> <li>• Smart Pill Bottles</li> <li>• Social Marketing Campaign</li> <li>• Strengthening Families Systematic Training for Effective Parenting (STEP)</li> <li>• Targeted Media Messaging</li> </ul>

**Table 6 continued**

Region	Prevention Resources	
<b>Hampton Roads</b>	<ul style="list-style-type: none"> <li>• ACEs Training</li> <li>• Al's Pals: Kids Making Healthy Choices</li> <li>• Community Mobilization</li> <li>• Counter Tools</li> <li>• Drug Deactivation Packets</li> <li>• Drug Take Backs</li> <li>• Life Skills Training (Botvin)</li> <li>• Lock and Talk Media Campaign</li> <li>• Adult &amp; Youth Mental Health First Aid</li> <li>• Merchant Education (Alcohol)</li> <li>• Multi-Agency Collaboration / Coalition</li> <li>• Naloxone Trainings</li> <li>• Other Prevention Education</li> </ul>	<ul style="list-style-type: none"> <li>• PDMP Approaches</li> <li>• Permanent Drug Dropboxes</li> <li>• Prescriber, Pharmacy, Emergency Department and Patient Education</li> <li>• Prescription Drug Lock Boxes</li> <li>• Proper Disposal with Targeted Groups</li> <li>• Rx Bag Stickers</li> <li>• Smart Pill Bottles</li> <li>• Social Marketing Campaign</li> <li>• Strengthening Families Systematic Training for Effective Parenting (STEP)</li> <li>• Targeted Media Messaging</li> </ul>
<b>Northern</b>	<ul style="list-style-type: none"> <li>• ACEs Training</li> <li>• Al's Pals: Kids Making Healthy Choices</li> <li>• Community Mobilization</li> <li>• Counter Tools</li> <li>• Drug Deactivation Packets</li> <li>• Drug Take Backs</li> <li>• Kognito: Step In, Speak Up</li> <li>• Lock and Talk Media Campaign</li> <li>• Adult &amp; Youth Mental Health First Aid</li> <li>• Multi-Agency Collaboration / Coalition</li> </ul>	<ul style="list-style-type: none"> <li>• Naloxone Distribution</li> <li>• Naloxone Trainings</li> <li>• Other Prevention Education</li> <li>• Permanent Drug Dropboxes</li> <li>• Prescriber, Pharmacy, Emergency Department and Patient Education</li> <li>• Prescription Drug Lock Boxes</li> <li>• Rx Bag Stickers</li> <li>• Smart Pill Bottles</li> <li>• Social Marketing Campaign</li> </ul>
<b>Richmond</b>	<ul style="list-style-type: none"> <li>• ACEs Training</li> <li>• Al's Pals: Kids Making Healthy Choices</li> <li>• Community Mobilization</li> <li>• Counter Tools</li> <li>• Drug Deactivation Packets</li> <li>• Drug Take Backs</li> <li>• Life Skills Training (Botvin)</li> <li>• Lock and Talk Media Campaign</li> <li>• Adult &amp; Youth Mental Health First Aid</li> <li>• Merchant Education (Alcohol)</li> <li>• Multi-Agency Collaboration / Coalition</li> </ul>	<ul style="list-style-type: none"> <li>• Naloxone Trainings</li> <li>• Other Prevention Education</li> <li>• Prescription Drug Lock Boxes</li> <li>• Proper Disposal with Targeted Groups</li> <li>• Rx Bag Stickers</li> <li>• Smart Pill Bottles</li> <li>• Social Marketing Campaign</li> <li>• Strengthening Families Systematic Training for Effective Parenting (STEP)</li> <li>• Targeted Media Messaging</li> </ul>

**Table 6 continued**

Region	Prevention Resources	
<b>Southside</b>	<ul style="list-style-type: none"> <li>• ACEs Training</li> <li>• Community Mobilization</li> <li>• Counter Tools</li> <li>• Drug Deactivation Packets</li> <li>• Drug Take Backs</li> <li>• Facilitating Systems of Care Linkages</li> <li>• Guiding Good Choices</li> <li>• Legislative Roundtables</li> <li>• Lock and Talk Media Campaign</li> <li>• Adult &amp; Youth Mental Health First Aid</li> <li>• Mentor Programs</li> <li>• Merchant Education (Alcohol)</li> <li>• Merchant Education (Tobacco)</li> <li>• Multi-Agency Collaboration / Coalition</li> <li>• Naloxone Distribution</li> <li>• Naloxone Trainings</li> <li>• Other Prevention Education</li> </ul>	<ul style="list-style-type: none"> <li>• Permanent Drug Dropboxes</li> <li>• Positive Action</li> <li>• Prescriber, Pharmacy, Emergency Department, and Patient Education</li> <li>• Prescription Drug Lock Boxes</li> <li>• Project Sticker Shock</li> <li>• Proper Disposal with Targeted Groups</li> <li>• Rx Bag Stickers</li> <li>• Services to Communities/Volunteers</li> <li>• Smart Pill Bottles</li> <li>• Social Marketing Campaign</li> <li>• Social Norms Campaign</li> <li>• Strengthening Families Systematic Training for Effective Parenting (STEP)</li> <li>• Targeted Media Messaging</li> <li>• Too Good for Drugs</li> </ul>
<b>Southwest</b>	<ul style="list-style-type: none"> <li>• ACEs Training</li> <li>• Community Mobilization</li> <li>• Counter Tools</li> <li>• Drug Deactivation Packets</li> <li>• Drug Take Backs</li> <li>• Facilitating Systems of Care Linkages</li> <li>• Guiding Good Choices</li> <li>• Legislative Roundtables</li> <li>• Lock and Talk Media Campaign</li> <li>• Adult &amp; Youth Mental Health First Aid</li> <li>• Mentor Programs</li> <li>• Merchant Education (Alcohol)</li> <li>• Merchant Education (Tobacco)</li> <li>• Multi-Agency Collaboration / Coalition</li> <li>• Naloxone Distribution</li> <li>• Naloxone Trainings</li> <li>• Other Prevention Education</li> </ul>	<ul style="list-style-type: none"> <li>• Permanent Drug Dropboxes</li> <li>• Positive Action</li> <li>• Prescriber, Pharmacy, Emergency Department, and Patient Education</li> <li>• Prescription Drug Lock Boxes</li> <li>• Project Sticker Shock</li> <li>• Proper Disposal with Targeted Groups</li> <li>• Rx Bag Stickers</li> <li>• Services to Communities/Volunteers</li> <li>• Smart Pill Bottles</li> <li>• Social Marketing Campaign</li> <li>• Social Norms Campaign</li> <li>• Strengthening Families Systematic Training for Effective Parenting (STEP)</li> <li>• Targeted Media Messaging</li> <li>• Too Good for Drugs</li> </ul>
<b>Valley</b>	<ul style="list-style-type: none"> <li>• ACEs Training</li> <li>• Community Mobilization</li> <li>• Compliance Checks Counter Tools</li> <li>• Drug Deactivation Packets</li> <li>• Drug Take Backs</li> <li>• Family Check-Up</li> <li>• Healthy Alternatives for Little Ones</li> <li>• Lock and Talk Media Campaign</li> <li>• Adult &amp; Youth Mental Health First Aid</li> <li>• Multi-Agency Collaboration / Coalition</li> <li>• Naloxone Trainings</li> <li>• Other Prevention Education</li> <li>• Parents Who Host the Most Lose the Most</li> <li>• Permanent Drug Dropboxes</li> </ul>	<ul style="list-style-type: none"> <li>• Project Sticker Shock</li> <li>• Public Policy</li> <li>• Rx Bag Stickers</li> <li>• Second Steps Services to Communities/Volunteers</li> <li>• Smart Pill Bottles</li> <li>• Social Marketing Campaign</li> <li>• Social Norms Campaign</li> <li>• Strengthening Families Systematic Training for Effective Parenting (STEP)</li> <li>• Targeted Media Messaging</li> <li>• Teen Intervene</li> <li>• Too Good for Drugs</li> <li>• Unique YOU</li> </ul>

## Virginia Department of Criminal Justice Services

The DCJS Virginia Center for School and Campus Safety (VCSCS) hosted the following virtual programs focused on vaping/e-cigarette use and marijuana use prevention: “High in Plain Sight” and “You Can’t Stop What You Don’t Know,” as well as programs from Virginia Commonwealth University Rams in Recovery. Hosting these programs virtually allowed DCJS to provide training to law enforcement in all eight regions of the state rather than focusing in particular regions.

The DCJS Juvenile and Child Welfare Section provides Title II funding opportunities for maintaining compliance with core requirements, reducing disproportionality in the juvenile justice system, serving system-involved youth in their home communities, increasing and strengthening family engagement and community involvement for youth by improving the availability of evidence-based programs. Title II funding is awarded through a competitive grant process for local units of government that align the project with the Advisory Committee on Juvenile Justice Priority Areas.

## Virginia Department of Education

While there is no specific state funding allocated to the Virginia Department of Education to address substance abuse prevention and intervention efforts in Virginia schools, several efforts took place in the 2020-2021 year.

Pursuant to **House Bill 1532** (2018), the Code of Virginia was amended to include § 22.1-207 directing the Board of Education to develop curriculum guidelines for health instruction on the safe use of and risks of abuse of prescription drugs with approval from the State Board of Health. On April 27, 2021, Commissioner Oliver approved the Proposed Curriculum Guidelines for Instruction on the Safe Use of and Risks of Abuse of Prescription Drugs on behalf of the State Board of Health and the Board of Education adopted the Curriculum Guidelines for Instruction on the Safe Use of and Risks of Abuse of Prescription Drugs on June 17, 2021. The proposed guidelines recognize the central role of the teacher and parents and focus on preventative school-based instruction for prescription drug abuse prevention. They provide actionable recommendations for optimizing health literacy, empowering teachers, encouraging collaborative supports, and implementing evidence-based culturally responsive instructional resources aligned with the Health Education **Standards of Learning** (SOLs) and the EVERFI curriculum adopted by the School Board of the City of Virginia Beach. In addition, to help build meaningful enriched curriculum, a compendium of instructional materials and resources on the safe use of and risk of abuse of prescription drugs are housed on **Health Smart Virginia** giving all students equal opportunities to learn.

Additionally, approximately 200 hours of staff time from the Office of STEM and Innovation was invested in creating the VBOE Curriculum Guidelines for Instruction on the Safe Use and Risks of Abuse of Prescription Drugs and providing substance use prevention resources and activities for teachers. VDOE has also partnered with DMV to promote awareness of an innovative technology that Time Magazine called the Invention of the Year! This technology will combat drunk driving by passively detecting an impaired driver and preventing the vehicle from moving, Virginia was the first state to invest and support in this project as VA puts health and safety first. STEM and Innovation staff have also added the Driven to Protect Initiative’s resources to Virtual Virginia’s professional development site and will continue to offer webinars that focus on building awareness of the Discovery Hub among educators in Virginia.

## Virginia Tiered Systems of Supports

The Virginia Tiered Systems of Supports (VTSS) offers continued training and technical assistance to school divisions to integrate and align evidence-based practices in a cohesive

manner to address substance use and prevention. In 2020 VTSS offered training on systems to develop and maintain trauma sensitive classrooms to create a support system within schools for students and families experiencing trauma. This is particularly helpful for students and their families as universal trauma sensitive approaches have been identified as a key area to address the impacts of substance use in the K-12 environment. Through this work VTSS has identified several key partners to collaboratively approach the work of substance use and prevention. In 2020 VTSS Systems Coaches regularly attended meetings for the Regional Education Laboratory (REL AP), a federal partner for enhancing Tier 1 and Tier 2 interventions to address trauma related to the opioid epidemic. On multiple occasions VTSS Coaches presented materials related to trauma sensitive approaches to this regional group. Overall, VTSS continues to provide training and technical assistance in alignment of mental wellness in areas such as trauma and Social Emotional Learning. This work will continue to grow and expand in support of school divisions across the Commonwealth in 2021.

### **Student Health Services**

The Virginia General Assembly passed **House Bill 2318** (McGuire, III) which amended the *Code of Virginia* § 54.1-3408 and expanded the list of individuals who may possess, administer, and dispense naloxone. The Office of Student Services developed guidance documents to assist interested school divisions in developing policies and procedures to address life threatening opiate overdoses in the school setting. The VDOE collaborated with the Virginia Department of Behavioral Health and Developmental Services (DBHDS) to provide training to school nurses and health staff prior to implementation in schools.

Easy access to vaping devices and other tobacco products by school age children led to increased awareness and prevention efforts made by school health staff. The VDOE, supported by data from Youth Risk Behavior Surveillance System (YRBSS) and in collaboration with the Virginia Department of Health, developed a presentation and follow up activity based on the new **Youth Tobacco & Nicotine Use Toolkit** for school nurses and health staff.

### **Social Emotional Learning (SEL)**

The 2020 Virginia General Assembly passed House Bill 753 (S. Rasoul) directing the Virginia Department of Education (VDOE) to establish a uniform definition of social-emotional learning and to develop guidance standards for social-emotional learning for all public students in grades kindergarten through 12 in the Commonwealth and to make such standards available to each local school division no later than July 1, 2021.

Virginia's **vision** for social emotional learning (SEL) is "to maximize the potential of all students and staff to become responsible, caring and reflective members of our diverse society by advancing equity, uplifting student voice, and infusing SEL into every part of the school experience."

To meet this vision, Virginia established a uniform definition of social emotional learning based on the Collaborative for Academic, Social, and Emotional Learning (CASEL) definition: *Social and emotional learning is the process through which all young people and adults acquire and apply the knowledge, skills, and attitudes to develop healthy identities, manage emotions and achieve personal and collective goals, feel and show empathy for others, establish and maintain supportive relationships, and make responsible and caring decisions.*

The **Virginia SEL Guidance Standards**, along with several implementation resources, are now available on the VDOE SEL webpage.

## Virginia Department of Health

The Virginia Department of Health (VDH) remains focused on combating the addiction emergency in partnership with local, regional, state, and federal agencies across the lifespan. VDH's primary goals and objectives for addiction response include:

- Prevent injury and death from addiction:
  - Implement provider-level strategies (prescription monitoring, education on safe prescribing practices)
  - Increase access to naloxone
  - Establish process to address needs of infants born to mothers with addiction
  - Increase education of the public and populations at risk
- Prevent and reduce infectious disease relating to addiction:
  - Increase education of the public and populations at risk
  - Promote identification of disease status (hepatitis/STD/HIV testing)
  - Conduct disease surveillance
  - Promote treatment as prevention (linkage to care, access to medications)
  - Implement Comprehensive Harm Reduction (CHR) programs
- Prevent and reduce the disease of addiction:
  - Support development of regional and community coalitions
  - Increase access to treatment via provider trainings on addiction disease management
  - Advocate for and assure access to treatment for substance abuse
  - Support expansion of medication-assisted treatment (MAT)
  - Collaborate to assure and implement successful policy strategies
- Use data to monitor and evaluate the addiction epidemic:
  - Collect, analyze and share data and information to inform evidence-based and data-driven decision making

## Virginia Department of Juvenile Justice

Virginia Department of Juvenile Justice (DJJ) does not typically provide prevention services but rather provides intervention to youth for whom petitions have been filed. The agency provides and contracts with mental health / substance abuse treatment providers to conduct substance abuse treatment services to youth under community supervision and in direct care status who are assessed as needing substance abuse treatment. Youth in direct care status receive those services in a variety of settings including Bon Air Juvenile Correctional Center (JCC), Community Placement Programs at local detention facilities and contracted residential treatment centers.

Some private provider agencies utilize Seven Challenges, an evidence-based treatment modality. Seven Challenges is a comprehensive service that incorporates a combination of counseling and skill-building activities to address substance use, co-occurring problems and life skills deficits. Additionally, some private provider agencies also utilize the Adolescent Community Reinforcement Approach (or ACRA). ACRA is an evidence-based behavioral treatment for youth and young adults ages 12 to 24 years old with substance use disorders. A-CRA seeks to increase family, social, and educational/vocational reinforcers to support recovery.

All committed youth in the JCC undergo a comprehensive psychological evaluation, which includes detailed background history and information regarding previous mental health treatment, family dynamics, interpersonal functioning, academic functioning, and history of criminal / delinquent

behavior. Recommendations regarding treatment in the areas of mental health treatment (including psychiatric services), substance abuse treatment needs, aggression replacement training, and other treatment recommendations - as applicable, are made at this time.

In part of the JCC evaluative process youth receive a drug and alcohol assessment, which utilizes the Substance Abuse Subtle Screening Inventory-A2 (SASSI-A2), or if 18 years or older, the SASSI-4. The SASSI-A2 helps to identify individuals who have a low or high probability of having a substance use disorder. The SASSI-A2 is designed to help service providers determine if an adolescent is in need of further assessment and possible treatment for a substance use disorder.

Further, any substance abuse history is documented on the JCC Intake Medical History Form, which questions frequency of use, age of first use and last use for a variety of drugs and alcohol including: cigarettes, alcohol, marijuana, cocaine, crack cocaine, heroin, hallucinogens, inhalants, designer and prescription drugs.

Residents in direct care also receive the Youth Assessment and Screening Instrument (YASI), a comprehensive risk and needs assessment tool, at the Court Services Unit (CSU) prior to commitment to help evaluate risk, needs, and protective factors to help develop case plans for juveniles. This tool includes a battery of questions on substance use and history. The YASI is updated quarterly at the facilities to enhance re-entry goals in collaboration with CSU staff and community partners. Based on the battery of evaluations, assessments and screens that includes the psychological evaluation, YASI and SASSI, staff determine the best track for youth treatment:

- Track I: Cannabis Youth Treatment 12 (CYT 12) – Residents who meet the DSM-V criteria for Substance Use Disorder will be deemed as in need of Track I services.
- Track II: Cannabis Youth Treatment 5 (CYT 5) – Residents who have experimented with substances, but do not meet the DSM-V criteria for Substance Use Disorder, will be deemed as in need of Track II services.

Residents assigned to participate in substance treatment are encouraged to collaborate with their treatment team and/or QMHP with regard to their individualized treatment plan. It should be noted that treatment plans may vary from basic completion of CYT5 or CYT12, to the addition of specific treatment objectives within a specialized therapy group (typically referred to as an ITP group), where residents with co-occurring disorders address individualized clinical issues. Clinical areas an ITP may address include:

- Skill building to address: alcohol and drug refusal techniques; decision making/problem solving; relapse prevention; coping with alcohol and drug cravings; peer relations / peer pressure; etc.
- Recognizing medical/physical effects, social consequences, and other various impacts of drug and alcohol abuse.
- Understanding the process and science of addiction.
- Therapies to address a co-occurring disorder.
- Recognizing basic defenses and how they relate to substance abuse.
- Understanding the effects of chemical dependency on the family.
- Examining how cognitive distortions (thinking errors) affect substance abuse and/or poor decision making.
- Examining how communicable diseases can be related to substance abuse and high risk behaviors.
- Understanding cultural and gender issues and how they may relate to chemical dependency and recovery.

- Demonstrating coping skills related to relapse prevention.

### Virginia Department of Motor Vehicles

DMV provides statewide substance use prevention resources through the **VAHSO grant program**. The information below highlights the prevention work of grantees.

- Washington Regional Alcohol Program (WRAP) conducts youth anti-drunk driving activities in norther Virginia schools including a presentation and other messaging.
- Youth of Virginia Speak Out (YOVASO) peer-to-peer education and prevention program is in over 100 high schools, middle schools and youth groups educating youth on alcohol use prevention. This is a statewide program.
- Virginia Association for Health, Physical Education (VAHPERD) strives to promote a positive lifestyle among teens. VAHPERD employs a host of social media tactics, such as graphics, videos and filters, to celebrate non-drinking behavior. Teen ambassadors promote VAHPERD's online posts and videos through their own, personal social media channels as a way to connect peers through safe driving.
- Prince William County Schools in northern Virginia implements the Partners for Safe Teen Driving program through DMV funding. Born out of legislation, the program has expanded to include volunteer school systems, along with the school divisions that are required to have the program in Planning District 8 including Loudoun, Prince William, Fairfax, Arlington, Alexandria, Manassas and Manassas Park. The program requires parents to go through a short training to be better equipped to teach their children how to operate a motor vehicle.

### Virginia Department of Social Services

DSS promotes and connects local departments of social services with community events aimed toward substance use prevention.

SPEAKOUT (Strong Positive Educated Advocates Keen On Understanding the Truth) is an advisory group for youth in foster care and foster care alumni (an adult previously in foster care) who are interested in using their voice to help change and improve the foster care system. DSS recognizes the importance of hearing the voice of the youth to make a difference in the way youth are served in the foster care system. SPEAKOUT is responsible for providing feedback directly to VDSS, legislators, other state agencies, LDSS directors, the Board for Social Services, and others.

There are services available under **Family First** practices Multi-systemic Therapy, which is a community-based, family-driven treatment for antisocial/delinquent behavior in youth. It focuses on “Empowering” caregivers (parents) to solve current and future problems. The MST “client” is the entire ecology of the youth - family, peers, school, neighborhood. It is highly structured clinical supervision and quality assurance processes.

In addition, the Virginia Community Action Agency funds a statewide membership association for Virginia’s thirty-one non-profit private and public community action agencies called the Virginia Community Action Partnership (VACAP). VACAP’s mission is to build the capacity and competencies of Virginia’s community action agencies to achieve their mission of creating economic opportunities and facilitating mobility from poverty for the people of Virginia. VACAP is committed to a future in which all of Virginia’s community action agencies are high impact and people and places across Virginia are thriving. (A community action agency (CAA) is a local organization with the mission of reducing poverty through locally designed and delivered programs and services that are targeted to the specific needs of the community. CAAs exist in almost every county and city in the United States.

Most agencies are private nonprofits, and some agencies are units of local county or city government. CAAs are designated by the Governor and locally controlled. They are governed



by a tripartite Board that represents the low-income community, local elected officials, and private and public community stakeholders. CAAs receive funding and authority from the federal Community Services Block Grant. One example of a CAA that works on substance use is the **Appalachian Community Action and Development Agency, Inc.** They are working to enhance availability of community-based programs to help those affected by substance abuse, to include family members of substance users.)

### Virginia Foundation for Healthy Youth

VFHY issues **grants** for programs and initiatives to reduce and prevent youth tobacco use and childhood obesity throughout the Commonwealth each year. The following evidence-based programming is available to grantees:

- All Stars
- Al's Pals
- Botvin LifeSkills Training
- CATCH My Breath
- INDEPTH (includes Not on Tobacco)
- Positive Action
- Project ALERT
- Project Towards No Drug Abuse
- Project Towards No Tobacco Use
- Stanford University Tobacco Prevention Toolkit
- Strengthening Families Program (6-11, 12-16)
- Strengthening Families Program (10-14)
- Too Good For Drugs

VFHY also implemented a prevention marketing strategy targeted towards youth through a peer crowd campaign disseminated throughout the regions.

### Virginia National Guard

The Virginia National Guard provides requesting Community Based Organizations (CBOs) with resources and personnel support in developing and implementing community initiatives. Our personnel are trained in the SAMHSA Strategic Prevention Framework (SPF) and help CBOs tailor this strategy to their specific coalition needs. This framework is a dynamic, data-driven process that practitioners can use to understand and more effectively address the substance abuse and related mental health problems facing communities.

The Virginia National Guard Counterdrug Task Force (CDTF) continues to be an integral part of the Commonwealth's efforts to reduce the availability and demand for illegal drugs by supporting law enforcement agencies with investigative case analysis, aviation support and by integrating Army and Air Guardsmen in community substance abuse prevention coalitions. Over the past year, the CDTF has supported law enforcement with the seizure of illegal drugs with an estimated street value in excess of \$2.5 billion, flown over 200 flight hours, and supported the seizure of over 1200 illegal weapons.

VANG provided support to the following regions:

- **Central**
  - Support of operational, organizational, Strategic Prevention Framework procedures and products.
  - Support of prevention efforts and activities of one coalition conducting 11 events in Lynchburg and one coalition conducting a youth drug prevention event in Farmville. Support included: building and sustainment of Youth prevention groups, sustainment of Drug Free Communities (DFC) Grant, social media initiatives, community forums, marijuana harm reduction and education, recovery community efforts and Drug Take Back events.

- **Hampton Roads**
  - Support of operational, organizational, Strategic Prevention Framework procedures and products.
  - Support of prevention efforts and activities of one local coalition conducting seven events in Norfolk and Virginia Beach.
  - Support included: building and sustainment of Youth prevention groups, social media initiatives, legislative avocation, reduction of harm efforts around legalization of marijuana and community forums.
  
- **Richmond**
  - Richmond Region had two supported CBO's supporting 13 events connecting non-profit groups with substance prevention efforts with larger substance abuse prevention Coalitions of the Richmond area.
  - One CBO provided Drug prevention and Recovery training to National Guard DDRO Specialist \$160.00 cost by the CBO. One coalition provided training at the cost \$450.00 from coalition.
  
- **Southside**
  - Support of operational, organizational, Strategic Prevention Framework procedures and products.
  - Support of prevention efforts and activities of two local coalitions of four requests conducting 15 events in Henry County Martinsville and Patrick County to include: building and sustainment of Youth prevention groups, social media initiatives, extend prevention efforts to Patrick County, build health resources in Patrick County, conduct mitigation education to curve marijuana harm reduction around mental health and public safety, community forums, legislative advocacy, community events, trainings and Drug Take Back events.
  
- **Southwest**
  - In the Southwest Region there were five supported coalitions and four unsupported that had requested support.
  - Throughout the year the Virginia National Guard provided support to 27 events in response to requests for assistance. Our efforts primarily consisted of helping coalitions assess, plan, and implement strategies within their communities. Specific youth events included, the implementation and sustainment of youth prevention groups, social media initiatives around mental health with social distancing, community forums and Drug Take Back events.
  - While focusing prevention efforts within the Southwest Region, we estimate that both the Valley and Southside Regions are influenced by prevention efforts. We connected Communities of the Southwest with communities across the State providing a more uniform message around prevention, legislative advocacy and sharing of best practices.
  
- **Valley**
  - In the Valley region there were three requests of support and one supported CBO. Support consisted of operational, organizational, Strategic Prevention Framework procedures and products.
  - Support of prevention efforts and activities conducting 5 events in Botetourt County include: building and sustainment of Youth prevention groups, social media initiatives,

marijuana mental health and harm reduction mitigation strategies, community forums, legislative avocation and Drug Take Back events.

### Virginia State Police

VSP receives a DMV VAHSO grant to implement the Youth of Virginia Speak Out About Traffic Safety (YOVASO) program. The mission of YOVASO is to engage, educate, and empower youth to influence a safe driving culture through leadership development and innovative outreach programs. YOVASO fulfills its mission by working with high schools, middle schools, and youth groups to establish youth-led advocacy programs throughout the Commonwealth.

The following prevention strategies are implemented through YOVASO clubs:

- Establish peer-to-peer youth traffic safety clubs in Virginia high and middle schools and with faith-based and other youth organizations. Clubs follow the evidence-based service learning and project-based learning concepts. Clubs develop and sponsor programs and activities to promote driver and passenger safety, including such topics as impaired driving, distracted driving, seat belt use, obeying posted speed limits, Virginia driving laws, etc.
- Train high and middle school students to work as advocates for driver and passenger safety in their schools and communities.
- Provide four evidence-based safety campaigns per year for schools and youth organizations, focusing on alcohol prevention, occupant protection, and other driver and passenger safety education and awareness. Campaigns include:
  - Drive For Change - Slow Down, Buckle Up (Fall Back to School Campaign)
  - Halloween Safety Campaign - Buckle Up, Celebrate Responsibly, Drive Safely - (October)
  - Jingle Your Way to a Safety Holiday Campaign - Buckle Up, Celebrate Responsibly, Drive Safely (Thanksgiving through New Year's Eve).
  - Arrive Alive, Slow Down, Buckle Up - Focuses high risk warm weather months, including prom and graduation celebrations and the 101 critical days of summer. This includes impaired driving prevention. (April through August)
- Provide Interactive Safety Programs and hands-on experiences to promote driver and passenger safety for schools and communities statewide. Equipment includes:
  - Distracted Driving / Impaired Driving Simulators: VSP Troopers engage with students using low speed simulators to provide a real-life experience of the dangers of driving impaired and/or driving distracted.
  - ScanEd: Physics of a Crash: The program includes a classroom component that uses science to educate students about the physics and biology of a crash. Emphasis on wearing seat belts and obeying speed limits. Includes videos and information on impaired driving. The second part of the program includes an outdoor demonstration using a wrecked vehicle affixed with QR codes. Students use iPads to scan the codes and watch a series of videos on risks they face in a motor vehicle and how to reduce those risks. Emphasis on wearing seat belts, obeying speed limits and preventing impaired and distracted driving.
- Summer Leadership Retreat: A four-day, three-night conference to prepare student leaders to work in their schools and communities as advocates for safe teen driving and passenger safety. Students gain leadership skills and learn about driving laws, Virginia teen statistics, and how to be safe drivers and passengers. YOVASO clubs action plan their goals and activities

for the school year. State Troopers engage with students and lead activities to develop positive relationships between law enforcement and youth.

- Serve as a resource for youth traffic safety including materials, professional expertise, etc.

The majority of educational programming was implemented virtually and through social media from July 1, 2020 to June 30, 2021 due to the COVID-19 pandemic. Advocacy kits were mailed directly to students homes for each campaign and social media initiatives included contests, Public Service Announcements (PSAs) and infographics. The annual YOVASO Summer Leadership Retreat was switched to a virtual format for 2021. The virtual Summer Leadership Series included 6 weeks of interactive sessions with a variety of speakers and topics, including presenters and information on impaired driving/substance abuse.

## Gaps in Youth Substance Use Prevention Efforts

Based on data in [Figure 8](#) and [Table 5](#), a majority of funding (16 percent or \$3,026,031) for youth substance use prevention efforts were spent in the Richmond Region, while the Southside Region received the least amount of funding (nine percent or \$1,701,028). This is a change from fiscal year 2020, where the Eastern Region received the least amount of funding.

Interestingly, as seen in [Table 5](#), despite receiving the least amount of funding, the Southside Region (3,994,611) had the largest reach of prevention efforts while the Central Region (283,020) had the lowest reach of prevention efforts. Additionally, based on the 2019 census population data located on the [Virginia Social Indicator Dashboard](#) and the fiscal year reach, seen in [Table 7](#), the Southside Region reach of substance use prevention efforts reached a significantly greater percent of the region’s population.

**Table 7.** An overview of regional population and prevention effort reach and financials.

Region	2019 Population	FY21 Reach	% of Population Reached	Spent in FY21	Spent per person in FY21
Central	708,318	283,020,	39.96%	\$2,377,260	\$8.40
Eastern	139,470	404,143	289.77%	\$2,070,421	\$5.12
Hampton Roads	1,693,111	511,772	30.23%	\$1,915,393	\$3.74
Northern	2,941,065	1,618,725	55.04%	\$3,026,031	\$1.87
Richmond	1,245,604	718,917	57.72%	\$3,020,930	\$4.20
Southside	374,327	3,994,611	1,067.14%	\$1,701,028	\$0.43
Southwest	808,765	549,782	67.98%	\$2,932,012	\$5.33
Valley	624,859	1,856,454	297.10%	\$1,913,840	\$1.03

Data found in [Table 7](#) reveals gaps in the percent of population reach across the eight established regions. In three regions, over 100 percent of the population was reached through the prevention efforts of VOSAP Collaborative member agency initiatives. The Central and Hampton Roads regions reached less than 50 percent of the population of their regions, 39.96 percent and 30.23 percent, respectively.

Inconsistent state-wide implementation of and communication regarding youth substance use prevention initiatives leads to the inconsistency of population reached and funding spent within each region. Additionally, each organization collects and reports youth substance use

prevention efforts and measures in a different way. Some organizations report youth prevention efforts in age groups up to 18 years of age, while others report youth prevention efforts in age groups up to 22 years of age. Reporting format also varies per organization; some initiatives implemented by VOSAP member agencies are implemented and reported on statewide and data is not broken down into regions.

A standardized, unified method of data collection and reporting would benefit the Commonwealth as it relates to youth substance use prevention. This is key in effectively integrating and streamlining prevention efforts and providing a unified front on youth substance use prevention.

## **Unmet Substance Use Prevention Needs**

One of the greatest unmet needs for youth substance use prevention is developing messages that relates and reaches the diverse audiences of the Commonwealth.

The following organizations identified unmet substance use prevention needs which have been described below.

### **Community Coalitions of Virginia**

CCoVA is currently conducting a needs assessment with their membership to identify unmet needs. The feedback received through this evaluation process will be used to further develop sustainability plan as an organization. CCoVA is also working to enhance communication with members and community stakeholders, as well as increase educational opportunities regarding substance use prevention strategies and trends of concern.

### **Virginia Department of Behavioral Health and Developmental Services**

Workforce development and enhancement is a critical need in addressing youth substance abuse due to the fact that the workforce is retiring and/or moving on to other more financially feasible professions. Efforts need to be made to heighten the appeal of prevention with viable incomes and more parity and priority as with treatment efforts. This is particularly true due to the evidence-based practice and positive outcomes achieved by prevention efforts.

### **Virginia Department of Criminal Justice Services**

The largest challenge DCJS had with unmet needs during fiscal year 2021 was the cancellation of programs or shift to online platforms. While this yielded a greater reach in participation, targeting specific areas for programming based on data was lost.

### **Virginia Department of Education**

It has been identified that teachers require additional resources and professional development opportunities to address youth substance use prevention and education which funding will be needed for to support expansion of professional development opportunities for teachers and specialized student support personnel.

### **Virginia Department of Health**

VDH notes that secure, ongoing funding is needed for disproportionately affected communities.

### **Virginia Department of Motor Vehicles**

An unmet need for DMV is underage drinking and driving prevention for Southwest Virginia communities.

### Virginia Foundation for Healthy Youth

With the legalization of recreational in Virginia, VFHY will be called upon for additional prevention programs and youth messaging that will require additional funding.

### Virginia National Guard

The Virginia National Guard Counterdrug Task Force is currently rebuilding their program to provide support to coalitions. Of 22 requests from community coalitions 13 CBO's were supported. The state legalization of recreational marijuana use has hindered efforts to mitigate and educate around harmful effects around legalization of marijuana.

### Virginia State Police

Funding and resources are always needed to help expand programming in substance use prevention/impaired driving prevention to youth throughout the commonwealth.

## VOSAP Collaborative Meeting Summaries

Meeting notes from all fiscal year 2021 VOSAP Collaborative meetings in order from July 2020 to June 2021 are detailed below. Full copies of meeting minutes can be found on the [Commonwealth Calendar](#).

### August 20,2020 Discussion Topics

- Meeting Program: Shakira Williams, MPH, Prevention and Wellness Specialist Blue Ridge Behavioral Health and Roanoke Area Youth Substance Abuse Coalition (RAYSAC) Director
- Governor Northam's Opioid and Addiction Initiatives: The Stakeholder Group established **five work groups**: Community Support and Prevention, Supply Prevention, Treatment and Recovery, Harm Reduction and Justice-Initiatives. Gail Taylor, DBHDS Director of the Office of Behavioral Health Wellness, is the facilitator of the Community Support and Prevention work group and proposed that the VOSAP Collaborative serve as the work group. The work group responsibilities include providing feedback and discussing goals during regularly schedule VOSAP meetings.

The prevention workforce continues to be nimble in approaches more specifically as it relates to opioid use prevention and engaging the community. The stakeholder group met on August 19 and requested recommendations moving forward with opioid and addiction initiatives. During the meeting it was shared that a continued investment in prevention is needed and to build the infrastructure for coalitions to prevent future individuals from having a substance use disorder (SUD).

- Organization Updates:
  - **VFHY** reported One of the requirements of VFHY grantees is to meet with their legislators to keep them up to date as to what they are doing with grant funds; this year visits are being completed virtually. Grantees have been able to shift budget funds to do training virtually. This fall the tobacco prevention grants will be available on the website. The tobacco prevention grants are on a three-year grant cycle with funding beginning in 2021.

Trainings have continued and are now all virtual. The sessions that were planned for the April conference will be available via webinar and will be continuing education credit eligible. All trainings will be available at no cost.

- **DBHDS** reported that Community Service Boards have begun their tobacco Merchant Education and Store Audits. Synar compliance inspections may not occur this year because Virginia ABC is not currently completing alcohol and tobacco compliance checks. Adverse Childhood Experience (ACEs) and Mental Health First Aid (MHFA) trainings are in high demand and are being offered virtually.

Grant announcements for year three of the State Opioid grants are pending from the Substance Abuse and Mental Health Services Administration (SAMHSA). DBHDS's Partnership for Success SAMHSA grant to address prescription drugs and heroin overdoses ends on September 30.

- **DJJ** reported that services are continuing as usual.
- **DCJS shared the upcoming** Juvenile Services trainings:
  - Race Equity Lens: Impact and Opportunities in Juvenile Justice
  - Restorative Justice Practices in Juvenile Justice

Juvenile Services is working on the three year plan to submit to the Office of Justice and Prevention. The State Advisory Group and work group will be working on this. This plan impacts status offenders (youth who come before the court without criminal behaviors). The work group has been working over the past year to put additional parameters around a judge's decision to send youth to detention.

The Virginia Center for School and Campus Safety has multiple trainings coming up with Jermaine Galloway and is also working with professors at VCU to offer vaping and marijuana webinars. This fall there will be a trauma and pandemic webinar series will focus on youth and childhood trauma. Additionally, substance use prevention training is continuing to be offered in school resource office basic training.

- **CCoVA** is collaborating with Roanoke Prevention Alliance (RPA) to create one pager informational documents on marijuana education. With marijuana legalization as a continued topic, coalitions have been encouraged to continue educating local communities and sharing the one pager documents with local legislators to continue the conversation before new bills are introduced in the upcoming legislative session.

CCoVA continues to work on outreach across the state and encouraging groups across the commonwealth to strengthen connections for prevention purposes. Meetings are held monthly

- **DOE** is currently working on curriculum framework for schools to assist them with the updated Standards of Learning (SOLs). There is curriculum for 6-10<sup>th</sup> grade to assist with virtual learning to continue substance use prevention.
- **VDH** hosted a series of four Medically Assisted Treatment (MAT) Waiver trainings in partnership with the American Society of Addiction Medicine (ASAM). They received funding to do another series of 4 in the next fiscal year. Getting great participation – the folks who are doing the trainings on virtual model almost 90-95% are indicating that they will get DEA waiver and will begin prescribing MAT training.

- **VSP** shared that The Youth of Virginia Speak Out Against Traffic Safety (YOVASO) program is going virtual for the upcoming year so clubs can continue promoting traffic safety. A fall campaign promoting buckling up will begin September 21.
- **VANG** has been working with coalitions and Roanoke City to develop monthly educational flyers. These flyers have been approved by CADCA to be educational and can be used by any coalition or group with federal funding. The data reported on the flyers has been collected from states who have legalized marijuana. September's flyer will include legalization quick facts; October will include information about legalization impacts on the workplace; November includes information on legalization impacts on insurance; December includes information about youth impacts; and January will include information about consequences of marijuana use.
- **DMV** announced Melanie Stokes as the new Impaired Driving Prevention Program Manager. DMV continues to support grant initiatives for drunk driving. Fiscal year 2021 grants are being awarded that focus on anti-drunk driving and zero tolerance.
- **Virginia ABC** reported that the Youth Education and Prevention Coordinator is making final edits to the fiscal year 2020 VOSAP Annual Report prior to submission internally.

The Being Outstanding Leaders Together Against Drugs and Alcohol (BOLT) are available on the Virginia ABC website. Information has been sent principals, school counselors, school resources officers and health and physical education teachers from Virginia ABC. All materials are free to use and can be utilized in both in-person and distance learning.

The Youth Alcohol and Drug Abuse Prevention Project (YADAPP) has been reformatted to be a grant application process. Teams will register for the program and receive training for the development of a Strategies To Act Now (STAN) Plan that addresses gaps in youth substance use prevention efforts in their school and community. Registration opens September 1 and is \$50/Team. Training and STAN Plan development will take place October 1 – 15. YADAPP Youth Staff will review the STAN Plans and request modifications. Teams will submit modifications by October 30 and then grant award notifications will go out at the beginning of November.

The training schedule for both student Participants and Adult Sponsors has been developed with respect to distance learning schedules. Training for student Participants will include: Alcohol and Other Drugs Trends and Research, Prevention 101, Networking and Advocacy, Virtual Prevention Strategies, Public Affairs and Media and Marketing, Fundraising and Locating Funding and Resources, Project Planning and Evaluation. Training for Adult Sponsors will include: youth engagement, retention and mentoring and virtual prevention strategies. The opportunity to network with their peers will also be available for Adult Sponsors.

In May, Virginia ABC announced the 2020-2021 Alcohol Education and Prevention Grantees. They are:

- Freedom Support Services
- Northwestern CSB
- Piedmont Community Services
- Richard Bland College
- Rockbridge Area Community Services
- Chesterfield SAFE
- Substance Abuse Prevention Coalition of Alexandria



## November 19, 2020 Discussion Topics

- Governor Northam's Opioid and Addiction Initiatives: Virginia ABC provided a summary of VOSAP Collaborative member agencies' alcohol education and prevention initiatives to the Assistant Secretary of Health and Human Resources, Catie Finely, for the Marijuana Legalization Work Group. The **Marijuana Legalization Work Group** is charged with reviewing the legal and regulatory frameworks that have been established in states that have legalized the sale and personal use of marijuana and as well as examining feasibility of legalizing the sale and personal use in the Commonwealth including revenue impact.

VFHY shared they have been involved with the work group to provide reports on states that have legalized marijuana use, including a synopsis of state processes prior to and after legalization as well as tax revenue and how funds are then distributed.

On November 18 the Governor's Executive Leadership Team on Addiction met and Keith Cartwright, with DBHDS, presented on Adverse Childhood Experiences (ACEs) and its link to addiction. Chidi Uche, with DSS, presented on **Virginia HEALS**.

- Organization Updates:
  - **CCoVA** held CCoVA held a marijuana legislation webinar, *Marijuana Legislation: Emerging Trends & Possible Impacts*, on Monday, November 9. The webinar featured Joe Eberstein from the San Diego Marijuana Prevention Initiative and Patrick Foley from the McAlister Institute. They discussed lessons learned from states that have legalized marijuana use including best practices for prevention.

CCoVA is working with DBHDS to increase their capacity and sustainability including increasing membership across the state to include both independent and Community Service Board linked coalitions.

Plans are coming together for meeting with and educating legislators in preparation for reaching them virtually in lieu of an in-person rally day. CCoVA is empowering localities and coalitions to meet with their legislators and share the one-pager marijuana education documents with their legislators.

- **DBHDS** received six million dollars from the State Opioid Response (SOR) grant for prevention focusing on: opioids and stimulants as well as creating more coalition infrastructure, addressing ACEs, heightening awareness of the dangers of Over the Counter (OTC) drugs and addressing disparities in prevention efforts.

Additionally, DBHDS is receiving funding to address and prevent gambling addiction.

- **DSS** is collaborating with Rams in Recovery to host **Recovery Ally training** for multiple agencies. Additionally, DSS is working heavily with peer recovery specialist in partnership with DBHDS to incorporate peers into future conversations.

Information was shared about the Framework for Addiction Analysis and Community Transformation (FAACT) platform organizes and communicates data between private and public health agencies to create a dashboard of different substance use issues across the state.

- **VDH** hosted Medication-Assisted Treatment waiver trainings over the summer were very successful and VDH is preparing to continue to hold training in 2021.
- **DJJ** continues to deliver services with social distancing procedures in place. Staff and residents are adapting well to the new procedures in place. One of the largest challenges, as for many students, has been adapting to fulltime virtual learning.
- **DMV** held the Impaired Driving Committee meeting on November 18. DMV continues to train Drug Recognition Experts (DRE) and will hold another training in January 2021. Advanced Roadside Impaired Driving trainings are also being held.

The following DMV grantees are implementing impaired driving prevention initiatives: Chesterfield SAFE, MADD, Virginia Alcohol Safety Action Program (VASAP) and Washington Regional Alcohol Program (WRAP). Chesterfield SAFE's initiatives are focused on the time around Thanksgiving and WRAP's initiatives are focused around winter holidays and New Year's Eve.

- **VFHY** is working on preparing prevention messaging focusing on the prevention of youth marijuana use.

Online **training and webinars** are available at no cost. Trainings focus on nicotine, vaping and youth engagement. The **Empower Series** aims to help youth, advocates and decision makers empower themselves and others to make healthy choices. VFHY reported a higher number of enrollments recently in comparison to previous years.

A Research Grant RFP went out and will close in February 2021. Tobacco use prevention grants RFP will launch on January 7, 2021. HCAT grants will go out fall 2022. More information on VFHY grant opportunities can be found here: <http://www.vfhy.org/grants/>

- **VANG** continues to support coalitions and is collecting data and working to educate communities on marijuana legalization impacts.
- **MADD's** *Tie One on for Safety* campaign kicks off December 3 and the MADD national kick off was November 19. You can contact Cristi Cousins if you would like to have red ribbons at your business location to distribute.

MADD's victim-based ad campaign will be launching soon and holiday messaging on social media will be posted.

Power of Parents training and handbooks are available free of charge via the Virginia ABC website: [www.abc.virginia.gov/education/programs/power-of-parents](http://www.abc.virginia.gov/education/programs/power-of-parents).

- **Virginia ABC** provided programming updates due to COVID-19 adjustments.

The Miss Virginia School Tour is now available in three formats for elementary school aged audiences: in-person, virtual live and virtual pre-recorded. Participation is free for elementary school aged groups.

Being Outstanding Leaders Together Against Drugs and Alcohol (BOLT) resources are available to be incorporated in in-person or virtual lesson plans.

The Youth Alcohol and Drug Abuse Prevention Program (YADAPP) was held in a virtual capacity this year with required online training for Strategies To Act Now (STAN) Plan development. Teams identified substance use problems in their communities to develop their STAN Plan. The following Teams were awarded Mini Grants to use as seed money for their prevention activities: Battlefield High School, C. D. Hylton High School, Henrico High School, Heritage High School (Newport News) and the Virginia Beach Mayor's Youth Leaders in Action. CHILL Franklin County was awarded the \$500 Wheeler Award for the implementation of their 2019 STAN Plan; funds will be used to sustain substance use prevention activities.

Alcohol Education and Prevention Grant applications will be accepted January 1, 2021 – March 1, 2021. Details will be announced in December.

Adjusting to social distancing practices and “to-go” alcoholic beverages, Project Sticker Shock now allows for virtual participation and partnering with on-premise licensees.

Virginia ABC will be conducting a needs assessment to identify gaps and need for programming for youth and parent audiences.

- **VOSAP Updates**

Lillianect Rivas is the **Diversion Outreach Coordinator** for the Drug Enforcement Administration Washington Division Office. She will present at the February VOSAP meeting on the programs and resources the DEA has available related to substance use prevention.

VOSAP Collaborative members participated in a SWOT (strengths, weaknesses, opportunities and threats) Analysis related to substance use prevention in Virginia.

The **VOSAP Fiscal Year 2020 Annual Report** was submitted to the General Assembly on November 17. Feedback was solicited regarding the agency report submission process for improvements regarding the fiscal year 2021 report.

## February 18, 2021 Discussion Topics

The February 18, 2021 meeting was cancelled due to inclement weather.

## May 20, 2021 Discussion Topics

- Meeting program:

- **The Drug Enforcement Administration**

The **Drug Enforcement Administration (DEA) Education and Prevention** Washington Division Office Diversion Outreach Coordinator, **Anect Rivas**, and Community Outreach Specialist, **Larisa McLennon**, presented on the substance use prevention initiatives, tools and resources the DEA provides to communities to support drug use prevention.

The mission of the DEA is to enforce the controlled substances laws and regulations of the United States through enforcement, regulation and monitoring of prescription drugs and medications and drug prevention initiatives.

Digital resources are available for practitioners, parents, youth, law enforcement and the

public. Monthly, the DEA hosts Lunch and Learn sessions for health care professionals on the regulations and procedures for dispensing and distributing controlled substances to reduce drug overdoses and death.

The following resources provided by the DEA target specific age groups and provide substance use prevention tools and resources for each audience.

- **Campusdrugprevention.gov** – a resource to prevent drug abuse among college students. This site is for professionals on college campuses to utilize to provide information about college substance misuse, ways to help a student struggling with substance use and facts about drugs on college campuses.
- **Justthinktwice.com** – provides teens with basic drug facts and statistics, consequences of drug addiction and stories about addiction and substance use disorder. Additionally, there are lesson plans available to be implemented with students in grades 9 – 12.
- **Getsmartaboutdrugs.com** – a resource for parents, educators and caregivers providing current news items, trending topics, publications and links to websites and resources that focus on alcohol, tobacco and other drug basics. The New Drugs of Abuse resource guide that describe the drugs affects on the body and brain.
- **Red Ribbon Week** – a uniform way for communities nationwide to take a stand against drugs and drug use through an awareness campaign each October. Various activities have been established for students to participate in throughout the week to bring awareness to drug use prevention efforts.
- **Operationprevention.com** – a partnership with discovery education to combat drug misuse by integrating in the classroom, at home and in the workplace through virtual classrooms and field trips, parent and teachers toolkit, video challenges and employee modules.

Anect and Larisa are available to present to organizations regarding available resources as well as additional drug related topics customized to specific audiences.

#### ○ **Counter Tools**

**Elizabeth Gerndt**, MPH, is the **Counter Tools** Project Director for Virginia. She works in partnership with DBHDS to provide alcohol and tobacco retail outlet data for the commonwealth.

Counter Tools is a non-profit organization that envisions a nation where healthy living is equitable across communities and every person has access to healthful choices. Their diversity, equity and inclusion stance to empower and equip communities with the resources, knowledge and understanding necessary to combat racism, health disparities, and inequality supports this vision. Counter Tools works with partners to advance place-based public health and health equity through policy, systems and environmental changes.

In partnership with DBHDS, Counter Tools provides a Store Mapper tool that visually

maps **tobacco retailers** and **alcohol retailers** in Virginia. Virginia ABC provided data for alcohol retail locations and with the help of Community Service Boards (CSBs), Counter Tools collected tobacco retail locations through ongoing local assessments to include compliance checks. This assessment provides data to the Point-of-Sale Toolkit which builds out the Store Mapper.

Through the Store Mapper tool, the following layers can be manipulated for varying pieces of data.

- Retailer Locations  
Alcohol information provided by Virginia ABC and excludes fulfillment centers. Tobacco information is provided through the help of CSBs by physically surveilling localities for new and closed tobacco retailers.
- Geographic boundaries  
The map can be set to specifically look at multiple geographic variations to include counties, cities, CSB catchment areas or the entire state. It can also be manipulated to compare towns within a county/city or county/city to another county/city.
- Sociodemographic data
  - Demographic information including race and income level can be identified on the map and can help identify health disparities.
- Compliance checks
  - Tobacco compliance check ratings can be found on the map for tobacco retailers.
- Post assessment data
  - Additional assessment information can be found for tobacco retailers including product availability (kinds of products) and pricing.

#### Store Mapper Capabilities

- Data Visualization provides information on where retailers are located, their proximity to schools and parks as well as variation in neighborhood demographics such as race, age and median income.
  - Data Analysis can be done to show retailer diversity as well as comparisons of towns within a city/county to the city/county as a whole or to another town within the same city/county. Additionally, two cities/counties can be compared to one another.
  - A retail density ratio can be provided of the number of retailers per 1,000 people at a state or local level. The density ranking by city/county across the state is also provided.
  - There are multiple report generation capabilities. You can generate reports for areas of interest, a side-by-side comparison of two data sets and an overview of data across the state. A full data set can be downloaded for the whole state or a set city/county.
- Governor Northam's Opioid and Addiction Initiatives: Currently, initiatives are more focused on treatment in order to prevent death and medically assisted treatment to help individuals who are in recovery.

- Organization Updates:

- **DBHDS** has received \$10,900,000 in additional funding from the Substance Abuse and Mental Health Services Administration (SAMHSA) and over \$8,000,000 from the American Rescue Act for prevention. The majority of this funding is being allocated to CSBs and localities to fulfill local needs assessment strategies. Most of the funding is allocated to alcohol and tobacco prevention; however, there is flexibility with spending.

With the legalization of recreational marijuana use, DBHDS will be hiring a fulltime marijuana coordinator. Additionally, DBHDS will be hiring a full Adverse Childhood Experiences Coordinator. Recently, DBHDS hired a Gambling Prevention Coordinator.

Virginia received the Community Anti-Drug Coalitions of America (CADCA) State Award for Excellence in coalition development.

DBHDS has increased over the counter drug prevention advertisements and messaging as a result of an increase in overdoses throughout the COVID-19 pandemic.

- **DCJS** was awarded a \$2,000,000 grant for mental health services awareness. A modular training program for school personnel that involve substance use awareness, intervention and prevention for youth will be developed and shared with schools soon.

There are currently eight localities that have been trained through Handle with Care (a trauma informed care training system for school law enforcement) with an additional four currently in training. The goal is to have 75 percent of the localities in Virginia participate in the next three years.

DCJS continues to offer a variety of trainings virtually for law enforcement. Sessions from the most recent conference are available online.

- **DSS** has partnered with VCU Rams in Recovery, to release a substance use disorder ally training hub with materials, videos and resources.

DSS continues efforts on engaging peer recovery specialists in policy work and the lived experience committee within localities. Additional data work around substance use disorder and individuals with SNAP/TANF benefits is being done. Related to child welfare, DSS is supporting families to reduce the number of child removals that occur when substance use is involved.

- **VFHY** will be receiving funds for marketing prevention messages for youth marijuana use and worked on the marijuana legalization efforts by providing information about the impacts marijuana has on youth.

Data is being finalized regarding the most recent Virginia Youth Survey and the report will include which different segments of youth are using which products related to alcohol, tobacco and other drugs.

VFHY continues to offer the free “Empower” training series. Upcoming webinars are:

- June 1 – Food Marketing and the Impact of Product Placement on Childhood Obesity
- June 14 – How to Make Tobacco an Issue in Priority Populations

A full list of trainings can be found here: <https://www.vfhy.org/events>

In partnership with DBHDS, VFHY will be presenting a virtual summit, “Enhancing Care for Transgender and Gender Diverse Youth” on June 21.

- **DOE** announces that the curriculum guidelines on the safe use of prescription drugs are nearing the end of the approval process and will go to the Virginia Board of Education for final approval.
- **Virginia ABC** announced enrollment for the 2021 Youth Alcohol and Drug Abuse Prevention Project (YADAPP) Kick-Off Conference closes on June 1. Enrollment is \$125 for a Team of four students and one Adult Sponsor.

The 2021 – 2022 Alcohol Education and Prevention Grant partners are: Averett University, East End Renaissance Center, Hampton Newport News CSB, Hampton University, Henrico Too Smart 2 Start coalition, Inkwell Ventures (RVA Magazine), Marymount University, Planning District 1, Randolph Macon College, Substance Abuse Prevention Coalition of Alexandria

Virginia ABC has recently completed a needs assessment focusing on youth and parent substance use prevention. The needs assessment included a survey of parents, K-12 teachers, administrators, school resources officers, school counselors and other staff as well as community and state prevention partners. Additionally, focus groups were conducted to gather further information. Results of the survey and focus groups paired with a SWOT (strengths, weaknesses, opportunities and threats) Analysis will guide Virginia ABC’s decision making on youth and parent substance use prevention programs and resources for the next three years.

Virginia ABC’s Central Office move to Hanover County will be complete this summer.

## Final Summary

Through the review of information submitted for fiscal year 2021, \$21,368,845 was spent on youth substance use prevention efforts reaching an estimated number of 17,944,448 individuals throughout the Commonwealth. Reporting organizations shared information by region in a format pre-determined by VOSAP Collaborative members. Evaluation of this data shows there is not only an inequity in the percentage of regional populations reached across the commonwealth, there is also an inequity in prevention spending per capita.

Additionally, data on youth substance use behaviors, is limited. While the **Virginia Social Indicator Dashboard** reports substance use behaviors by locality and Community Service Board service areas, youth data is not specifically reported. This gap in data collection does not allow for a direct comparison of regional youth substance use behaviors and the need for youth substance use prevention initiatives in those regions. The **Virginia Youth Survey** does collect statewide youth substance use behaviors bi-annually.

# VOSAP Collaborative Contact Information

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## Future VOSAP Meeting Dates

VOSAP meets on a quarterly basis on the third Thursday of the first month of the quarter. Meetings are held virtually or at a collaborative organization's location. Upcoming meeting dates are:

- February 17, 2022
- May 19, 2022