

# Virginia Institutions of Higher Education Substance Use Advisory Committee

## 2023 Annual Report

# TABLE OF CONTENTS

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<b>Letter from Virginia ABC Board Chair</b>	<b>4</b>
<b>Executive Information</b>	<b>5</b>
<b>VHESUAC Formation</b>	<b>8</b>
Commission on Youth Study	8
Operation	9
Membership	9
Campus Representation	13
<b>Student Health Trends</b>	<b>14</b>
Alcohol	14
Cannabis	15
Opioids	15
Prescription Stimulants	16
Tobacco	16
Other Drugs	17
Mental Health	18
Institutional Priorities	19
<b>VHESUAC Strategic Plan</b>	<b>20</b>
Background and Development	20
Campus-Wide Initiatives	20
Statewide Initiatives	20
<b>Campus Recognition Program</b>	<b>23</b>
Commission on Youth Recommendation	23
Goals and Requirements	23
June 2023 Applicants	24
June 2023 Findings	24
<b>VHESUAC Newsletter</b>	<b>26</b>
August	26
November	26
February	26
May	27
Campus Engagement	27

<b>VHESUAC Meetings</b>	<b>29</b>
Executive Council	29
Workgroup	33
<b>Future of VHESUAC</b>	<b>42</b>
<b>Appendix A</b>	<b>44</b>
<b>References</b>	<b>48</b>
<b>VHESUAC Contact Information</b>	<b>49</b>

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



Chair  
 Timothy D. Hugo  
 Vice Chair  
 Robert C. Sledd  
 Board of Directors  
 William D. Eulle  
 Gregory F. Holland  
 Mark E. Rubin

General Assembly of Virginia  
 Capitol Square  
 Richmond, Virginia

Dear Members of the General Assembly:

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

This report details efforts and coordination since the beginning of the fiscal year on July 1, 2022, to the end of the fiscal year on June 30, 2023.

VHESUAC looks forward to providing continued leadership and coordination of Virginia's higher education substance use education, prevention, recovery and intervention efforts. We thank all of the VHESUAC partners who support the work of the committee and in particular those who serve on its Executive Council and Workgroup.

Thank you for your support, and please contact us if you would like additional information about VHESUAC.

Sincerely,

Tim Hugo, Chair  
 Virginia Alcoholic Beverage Control Authority



# EXECUTIVE INFORMATION

## The Commonwealth of Virginia



Governor *Glenn Youngkin*

### Secretariats represented in VHESUAC

Secretary of Public Safety and Homeland Security *Sheriff Robert "Bob" Mosier\**

Secretary of Public Safety and Homeland Security *Terrance C. "Terry" Cole\*\**

Secretary of Education *Aimee Rogstad Guidera*

Secretary of Health and Human Resources *John Littel*

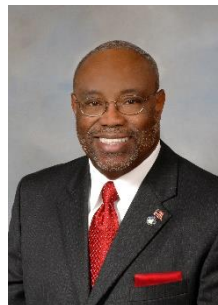
### Virginia Alcoholic Beverage Control Authority Leadership



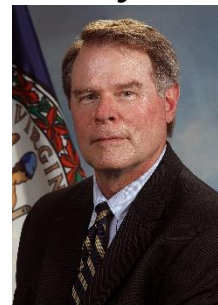
Chair  
*Tim Hugo*



Vice Chair  
*Maria Everett*



*William D. Euille*



*Gregory F. Holland*



*Mark E. Rubin*

Chief Executive Officer *Travis G. Hill*

\* Secretary Mosier resigned his position on June 1, 2023.

\*\* Secretary Cole assumed his position on June 2, 2023.

## Executive Summary

The Virginia Higher Education Substance Use Advisory Committee (VHESUAC) is pleased to report on coordination of college alcohol and other drug education, prevention, recovery and intervention programming in the Commonwealth of Virginia. VHESUAC partners include public and private institutions of higher education (IHEs), student leaders, state agencies and statewide organizations committed to reducing student substance use and promoting effective policies and practices.

VHESUAC aims to create an environment and culture that values student health and safety and supports prevention and intervention efforts on campuses across the state. VHESUAC hopes to accomplish this by promoting a collaborative and coordinated effort among Virginia's colleges and universities to advocate for prevention programming and treatment services, implement research-based approaches and facilitate a network for information sharing and action planning.

Virginia ABC Education and Prevention<sup>1</sup> coordinates VHESUAC. The structure includes two tiers: the Executive Council and Workgroup.

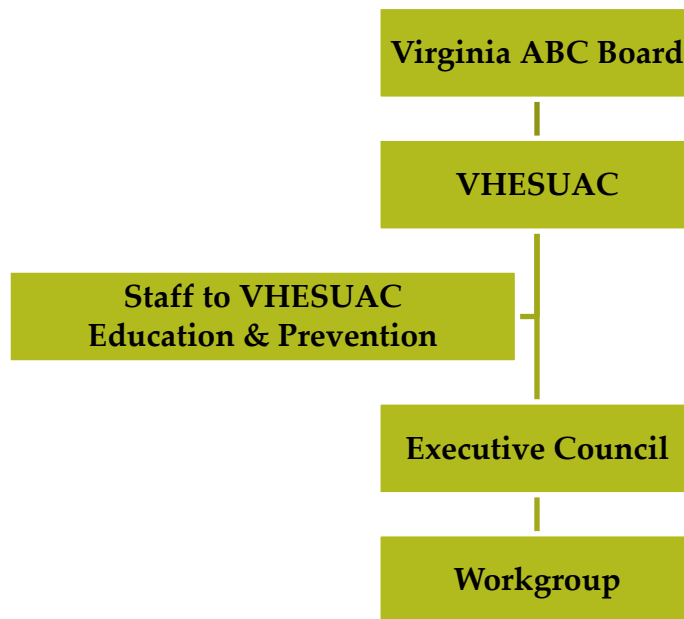


Figure 1. A diagram of the VHESUAC structure.

During this reporting period, Executive Council and Workgroup members met to continue implementation of the Virginia Higher Education Substance Use Prevention Strategic Plan. Members also discussed, created and launched the VHESUAC Campus Recognition Program, an annual recognition program that allows VHESUAC to publicly recognize campuses for their efforts in furthering campus substance use education, prevention, intervention and recovery efforts on their own campuses. Members had these conversations at the regularly scheduled meetings, which

<sup>1</sup> This report details the work of VHESUAC during the fiscal year ending on June 30, 2023. In September 2023, Virginia ABC Education and Prevention was renamed Virginia ABC Community Health and Engagement.

resumed in-person beginning in October 2022. This report intends to detail these meetings, as well as explain the formation of VHESUAC, its current structure and its vision moving forward. This report will also describe the touch points VHESUAC has with the various institutions of higher education across the Commonwealth through the VHESUAC Campus Newsletter and will include data from campuses which applied for the VHESUAC Campus Recognition Program.

## Statutory Authority

Pursuant to SB 120 and HB 852 of 2018 and Chapters 210 and 211 of the Acts of Assembly, an Act to amend and reenact § 4.1-103.02 of the *Code of Virginia*, relating to alcoholic beverage control; substance abuse prevention; Virginia Institutions of Higher Education Substance Use Advisory Committee established:

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

## VHESUAC FORMATION

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



Figure 2. A map of Virginia's institutions of higher education.

## Commission on Youth Study

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



## Operation

VHESUAC is comprised of public and private IHEs, student leaders, state agencies and statewide organizations who collaborate to reduce college substance use and advocate for research-based policies and practices. VHESUAC is led by an Executive Council and Workgroup and is staffed by Virginia ABC. The Virginia ABC Adult Education and Prevention Coordinator serves as the VHESUAC coordinator while also managing other college and adult prevention programs.

The Executive Council is the governing body and is responsible for setting overall direction and providing input on Workgroup activities and deliverables. To recruit members for the Executive Council, an open application invitation was sent to college and university presidents, vice presidents of student affairs, directors of student health and student leaders at all 65 of Virginia's institutions of higher education. State agencies involved in substance use prevention or college student well-being were identified and recruited for the Executive Council, as well. These members address alcohol and other drug-related problems among college students statewide. Executive Council meetings are held biannually.

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

## Membership

Over the course of this reporting period, the Executive Council of VHESUAC was comprised of:



### **Virginia Alcoholic Beverage Control Authority**

*Travis Hill – Chief Executive Officer*

*Vida Williams – Chief Digital and Brand Officer*



### **Commission on Youth**

*Deirdre Goldsmith – Member*



### **Hampden-Sydney College**

*Renae Mancastroppa – Assistant Dean for Student Development and Well-Being*



### **Liberty University**

*Keith Anderson – Executive Director, Student Health Center and Wellness Initiatives*



### **Mountain Gateway Community College**

*(Previously known as Dabney S. Lancaster Community College)*

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



### **Patrick Henry Community College**

*Greg Hodges – President*



### **Regent University**

*Adam Williams – Dean of Student Services*



### **State Council of Higher Education for Virginia**

*Sandra Freeman – Private Postsecondary Education Director*



### **University of Virginia**

*Christopher Holstege – Executive Director, Elson Student Health Center*



### **Virginia Commonwealth University**

*Brooke Berry – Assistant Vice Provost for Diversity, Equity & Inclusion*

*Charles Klink – Vice President*



### **Virginia Community College System**

*Van Wilson – Associate Vice Chancellor for Student Experiences and Strategic Initiatives*

Over the course of this reporting period, the Workgroup of VHESUAC was comprised of:



### **Virginia Alcoholic Beverage Control Authority**

*Christopher Young (VHESUAC Coordinator) – Adult Education and Prevention Coordinator, Education and Prevention Division*

*Barbara Storm – Special Agent in Charge*



### **Christopher Newport University**

*Jill Russett – Associate Professor, Department of Sociology, Social Work, and Anthropology and Field Instruction Coordinator*



### **Foundation for Advancing Alcohol Responsibility**

*Maureen Dalbec – Chief Operating Officer and Senior Vice President, Research and Data Analysis*

*Thomas Grane – Manager, Education Programs*



### **Germanna Community College**

*Pamela Bertone – EMS Education Program Director*

*Cheri Maea – Dean of Enrollment Services*



### **Germanna Community College Police Department**

*Craig Branch – Chief of Police*



### **Longwood University**

*Sasha Johnson – Director of Education and Prevention Programs*



### **Norfolk State University**

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



### **Randolph-Macon College**

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



### **State Council of Higher Education for Virginia**

*Brittany Everett – Postsecondary Access and Success Specialist*



### **Virginia Association of Chiefs of Police and Foundation and Virginia Association of Campus Law Enforcement Administrators**

*Dana Schrad – Executive Director*



### **Virginia Cannabis Control Authority**

*Brianna Bonat – Health Policy and Data Manager*

*Rebecca LaBelle – Health Policy Analyst*



### **Virginia College Collaborative**

*Robert Chapman – Drexel University (retired)*



### **Virginia Commonwealth University**

*Melodie Fearnow-Kenney – Senior Research Associate, Center for School-Community Collaboration*



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

*Marc Dawkins – Law Enforcement and Public Safety Training Manager*



### **Virginia Department of Education**

*Maribel Saimre – Director, Office of Student Services*



### **Virginia Department of Health**

*Julia Mogren – Substance Use Prevention Epidemiologist*

*Lisa Wooten - Injury and Violence Prevention Program Supervisor*

*Lauren Yerkes – Injury and Violence Prevention Program Epidemiologist*



### **Virginia Military Institute**

*Sarah Jones – Director, Center for Cadet Counseling*



### Virginia Polytechnic Institute and State University

*Ashley LeDuc – Associate Director for Substance Misuse Prevention, Hokie Wellness*

*Joshua Redding – Assistant Director, Hokie Wellness*



### University of Mary Washington

*Raymond Tuttle – Director of Judicial Affairs and Community Responsibility*



### University of Virginia

*Susie Bruce – Director, Gordie Center*

## Campus Representation

Approximately 23% of campuses across the Commonwealth are represented by regular, attending members of the Executive Council and/or Workgroup. VHESUAC is always looking to add new members to its body and gives regular notice to IHE professionals across the state that they are welcome to join the Workgroup.

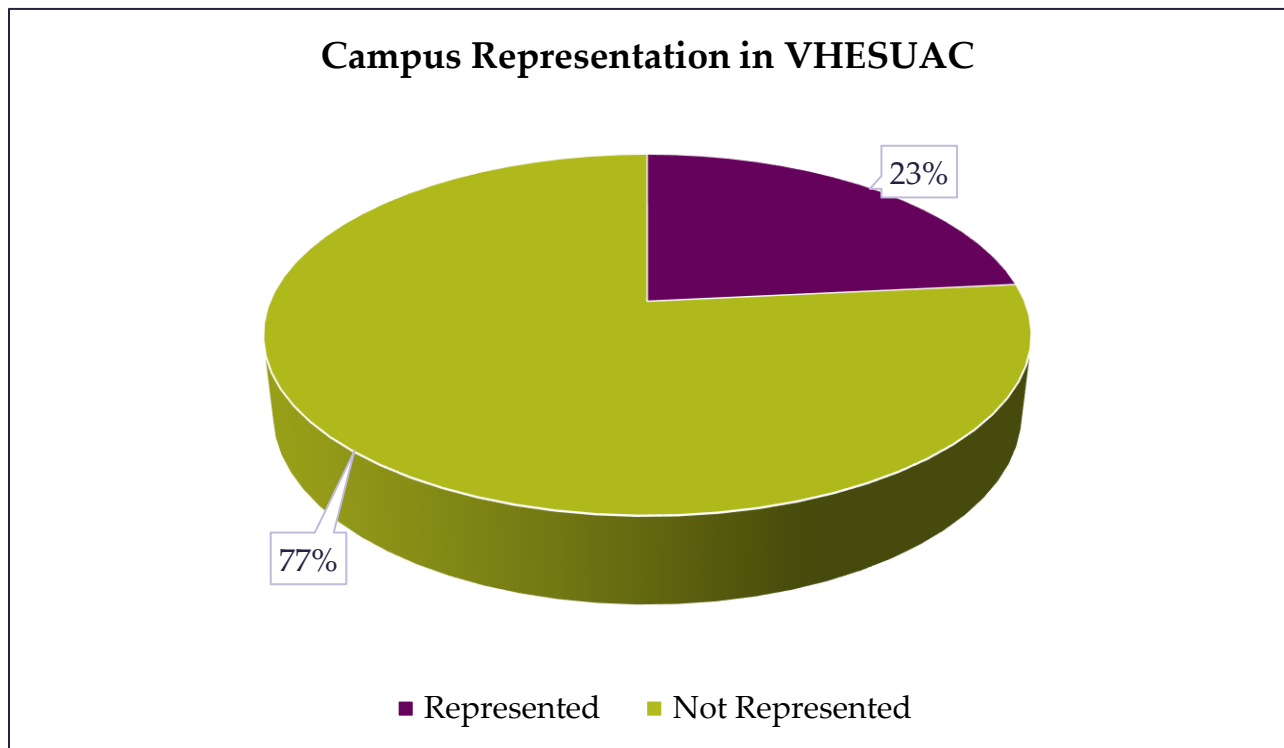


Figure 3. A pie chart showing the proportion of campuses who are represented on the VHESUAC Executive Council or Workgroup.

## STUDENT HEALTH TRENDS

While some health trends within the general adult population can also be attributed to college students, there are some health trends that are unique to college students. College students are packed in a close, physical community and are traditionally a population of young adults whose brains and physical bodies are still developing. As a result, it is important to track specific data points that describe health trends amongst college students, specifically health trends amongst substance abuse. Virginia ABC Education and Prevention tracks data points describing college student drug use and institutional priorities through three national surveys: the ACHA-National College Health Assessment (NCHA), SAMHSA's National Survey on Drug Use and Health (NSDUH) and the College Alcohol Survey.

### Alcohol

Alcohol continues to remain the most used drug on college campuses. While the percentage of college students who have used alcohol in their lifetimes has remained relatively consistent, the binge drinking rate<sup>2</sup> has gradually decreased over the last two decades. The sharp drop-off during the 2020-2021 school year can be attributed to the Covid-19 pandemic.

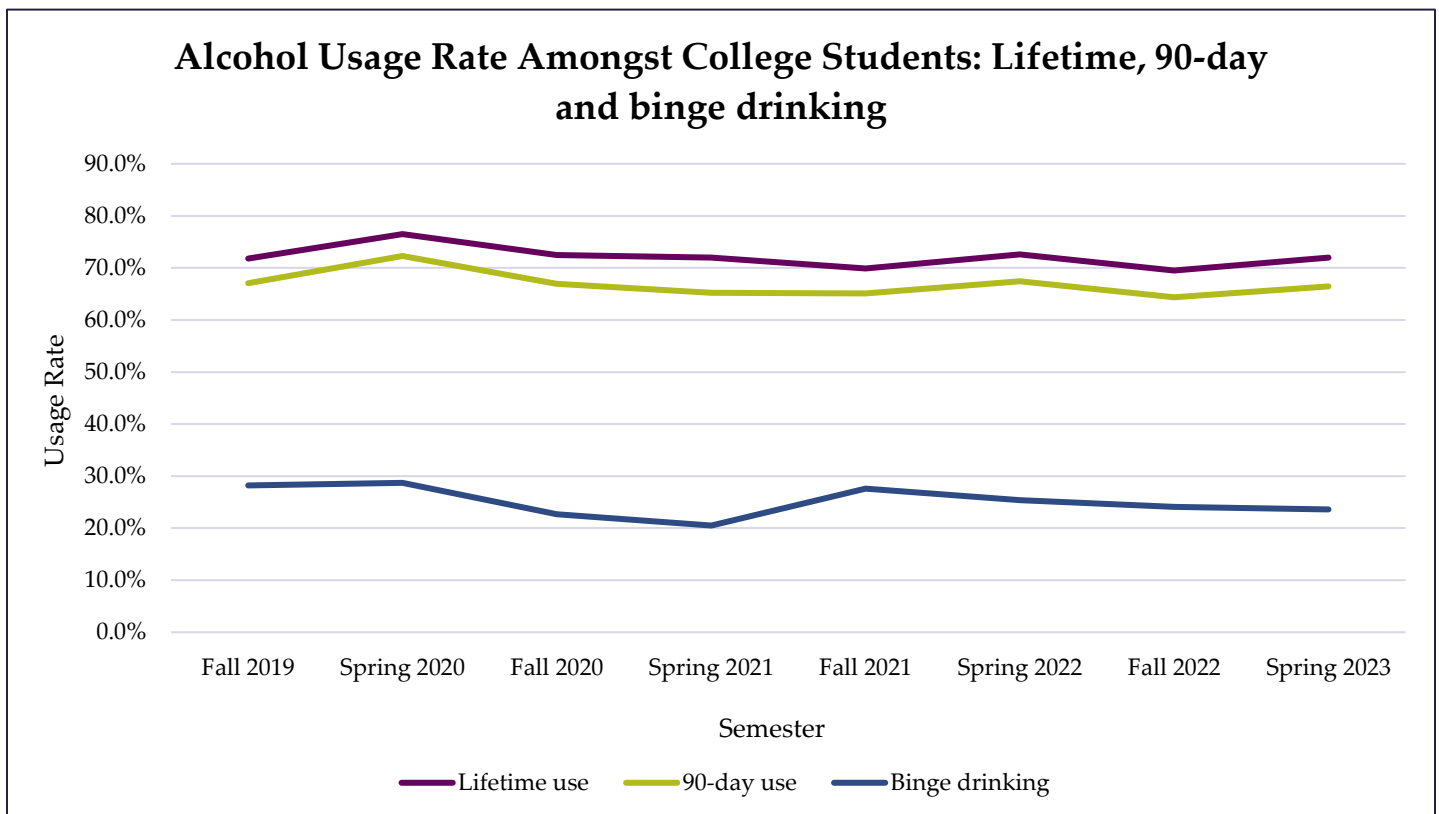


Figure 4. Chart showing the lifetime, 90-day usage and binge drinking rates of alcohol amongst college students. Source: National College Health Assessment.

<sup>2</sup> Binge drinking is defined as consuming five or more drinks for males or four or more drinks for females in a single occasion.

## Cannabis

Cannabis and other marijuana products are the second-most used drugs on college campuses. National data shows that cannabis use on college campuses has slightly risen over the last four years. Legislation legalizing recreational use of cannabis within Virginia went into effect on July 1, 2021.

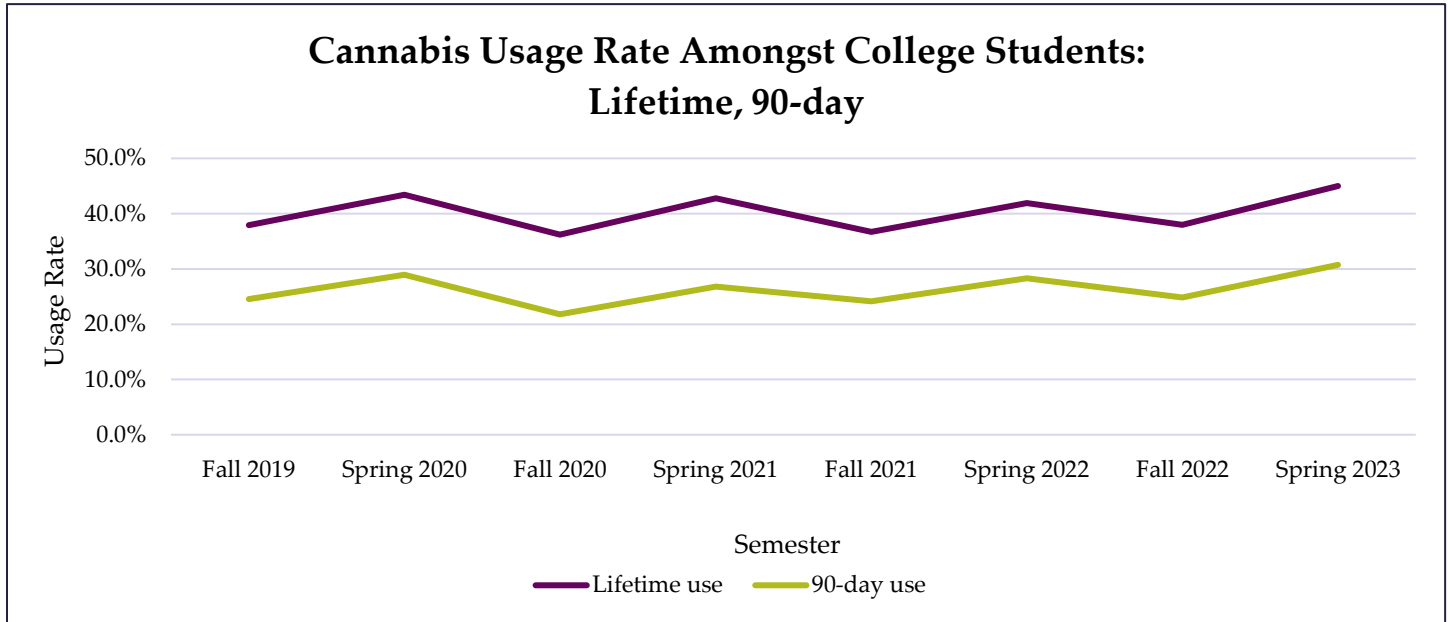


Figure 5. Chart showing the lifetime usage and 90-day usage of cannabis amongst college students. Source: National College Health Assessment.

## Opioids

While prescription opioids are not among the most-used drugs on campus, they are known for their serious health risks, including overdose and death. In particular, Fentanyl is known for its potency, as

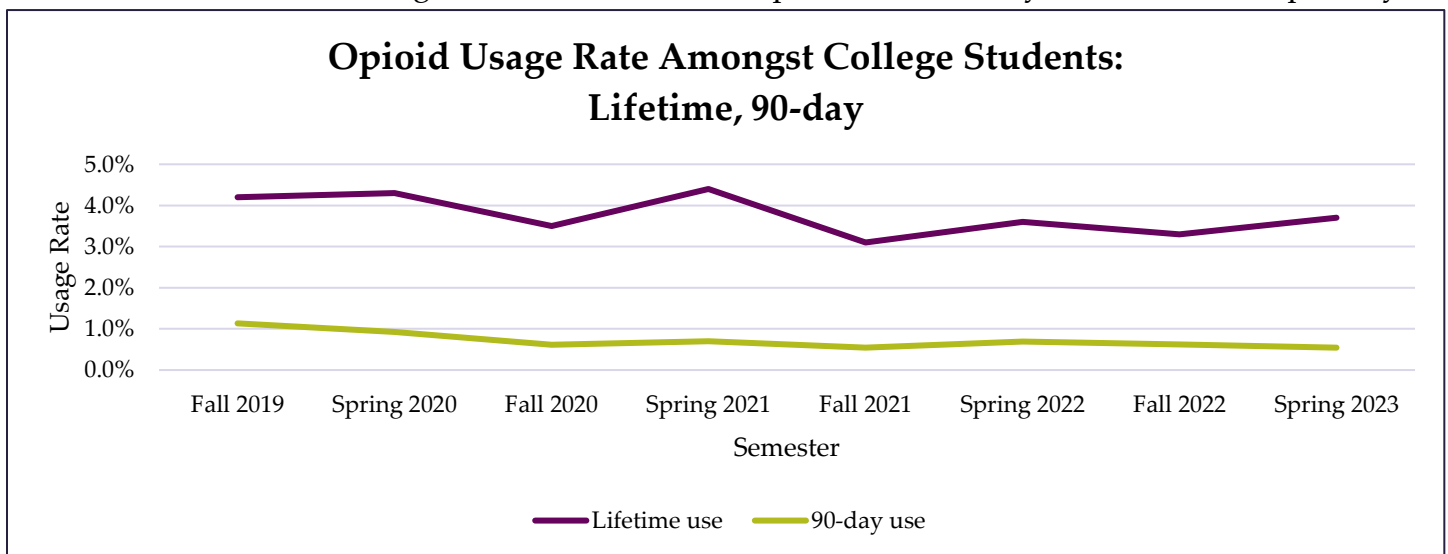


Figure 6. Chart showing the lifetime usage and 90-day usage of prescription opioids amongst college students. Source: National College Health Assessment.

it is approximately 100 times more potent than morphine.<sup>3</sup> Usage data from the last four years shows a slight decrease in the lifetime and 90-day usage rates.

## Prescription Stimulants

There is a common belief that using prescription stimulants such as Adderall while studying for or taking a test will lead to better performance. College students who use prescription stimulants for non-medical purposes will often justify their use of the drugs by citing this claim. However, studies have shown that students who have used prescription stimulants do not see an increase in their GPAs and do not gain an advantage over their peers who are not taking prescription stimulants.<sup>4</sup> Prescription stimulants are also more prevalent on college campuses than they traditionally have been, with diagnoses for conditions such as ADHD being much more common among youth than ever before.<sup>5</sup> This has led to students having an easier time obtaining prescription stimulants from a friend or peer. Data from the last four years shows a slight decrease in the usage rates of prescription stimulants when used for non-medical purposes.

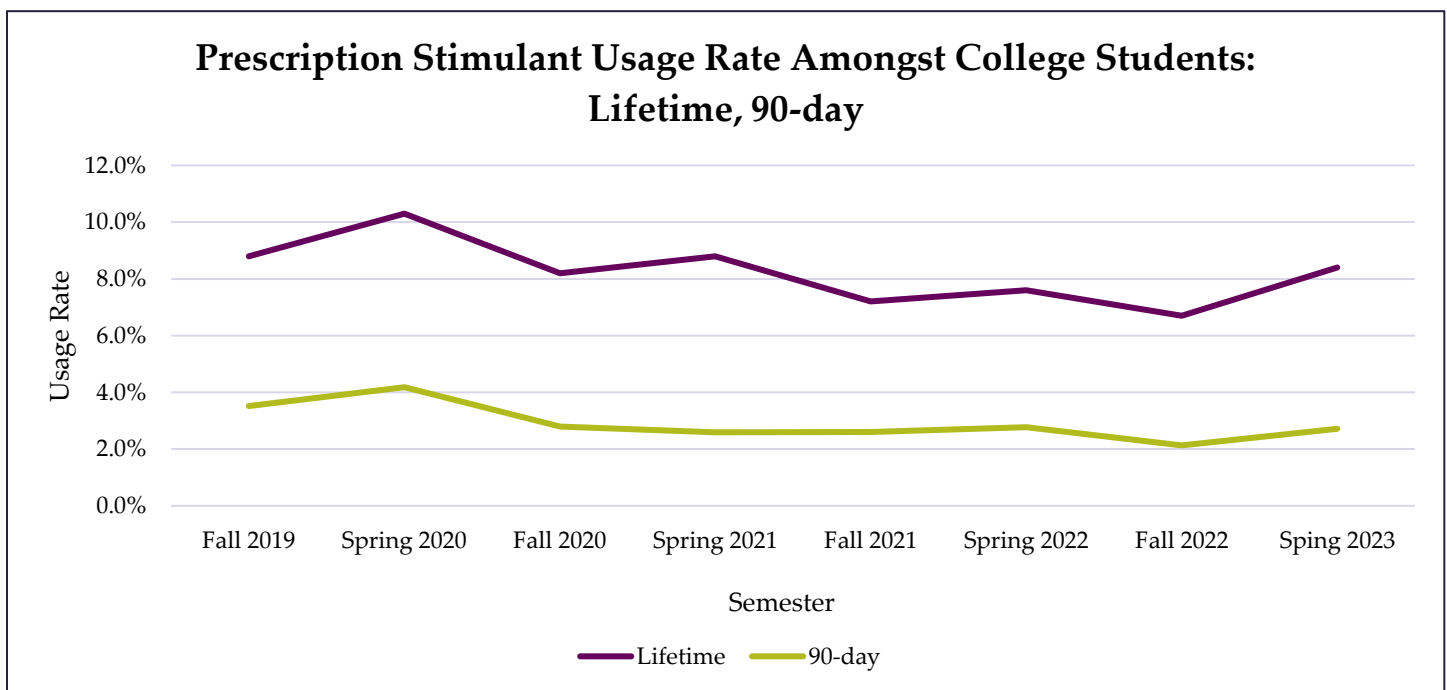


Figure 7. Chart showing the lifetime usage and 90-day usage of prescription stimulants amongst college students. Source: National College Health Assessment.

## Tobacco

Tobacco and other nicotine delivery systems are the third-most used drugs on college campuses. While overall usage data shows a relatively consistent level of usage among lifetime and 90-day

<sup>3</sup> (United States Drug Enforcement Administration 2023)

<sup>4</sup> (Arria, et al. 2017)

<sup>5</sup> (United States Centers for Disease Control and Prevention 2023)



usage, vaping and e-cigarettes use is increasing, including amongst youth.<sup>6</sup> This has caused the rate of vaping of college campuses to increase, while cigarette use has decreased. Since July 1, 2019, the smoking age in Virginia has been 21.

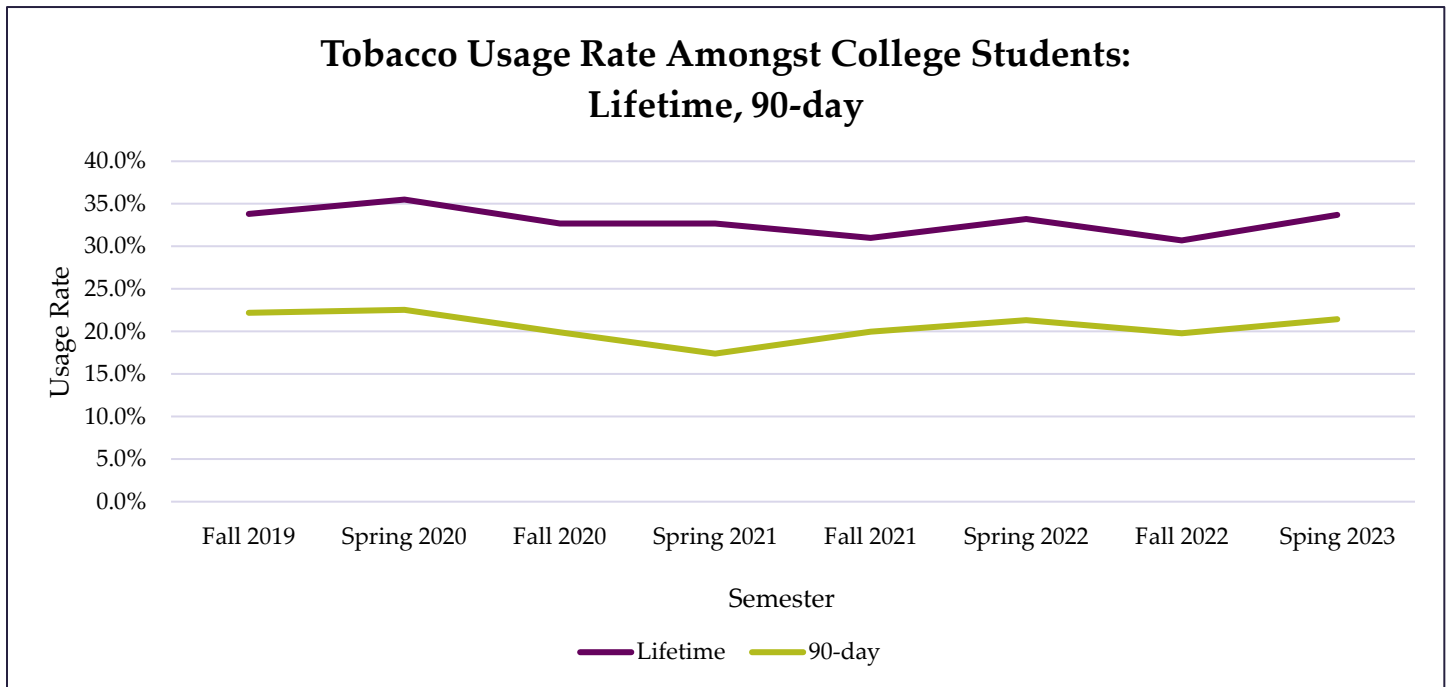


Figure 8. Chart showing the lifetime usage and 90-day usage of tobacco and other nicotine delivery products amongst college students. Source: National College Health Assessment.

## Other Drugs

The ACHA-National College Health Assessment tracks drug usage rates for six other drugs: hallucinogens, cocaine, sedatives, inhalants, methamphetamine and heroin. The usage rate of each of the drugs fell during the 2020-2021 school year, owing to the Covid-19 pandemic. Since then, the usage rates have generally reverted to pre-pandemic levels.

<sup>6</sup> (Office of the Surgeon General 2018)

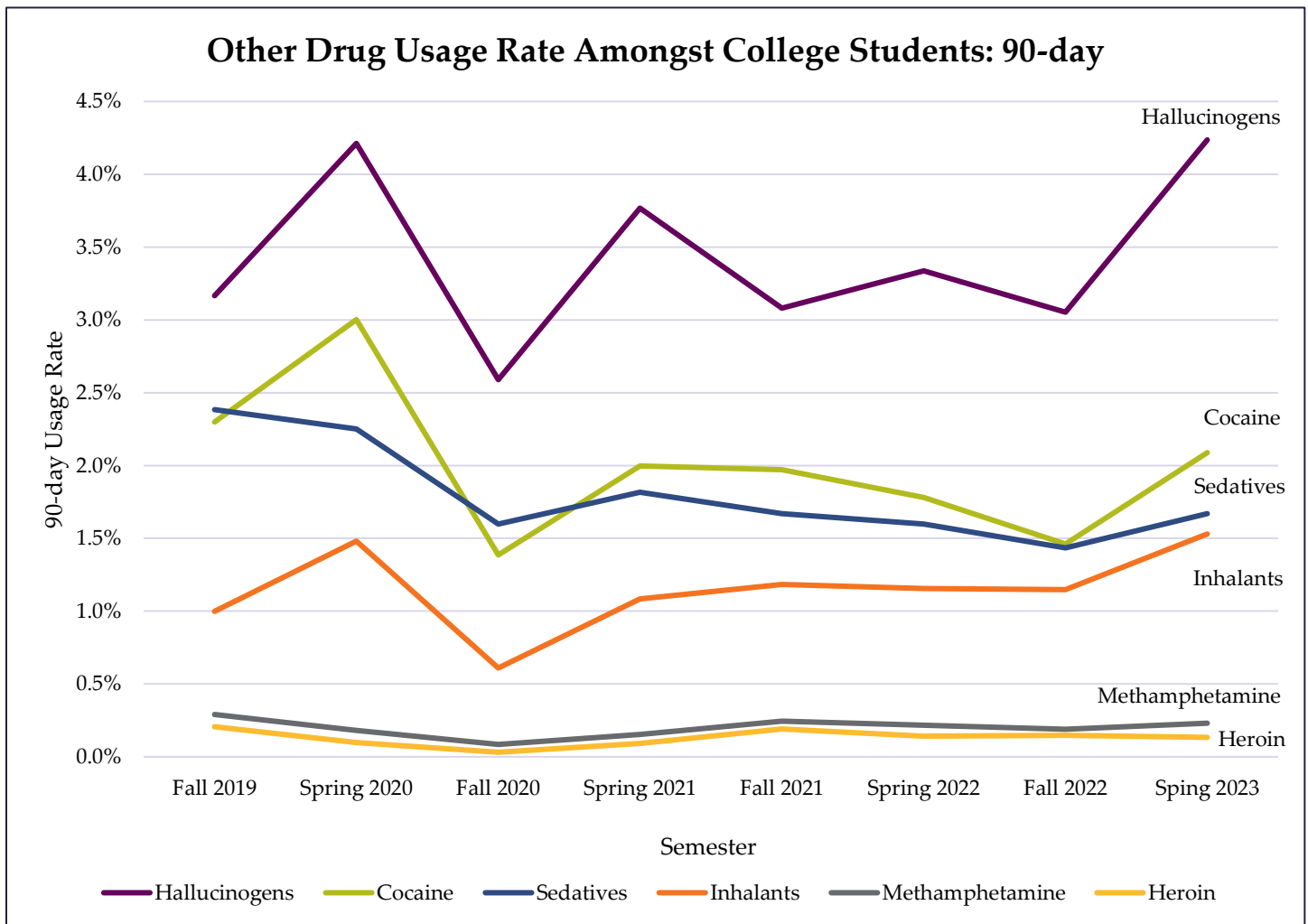


Figure 9. Chart showing the 90-day usage of hallucinogens, cocaine, sedatives, inhalants, methamphetamine and heroin amongst college students. Source: National College Health Assessment.

## Mental Health

Rates of depression, anxiety and suicidal ideations on college campuses have never been higher than they are today. A 2022-2023 survey from the Healthy Minds Network found that 41% of respondents met the criteria for a major or moderate depressive episode within the last two weeks and 36% of respondents met the criteria for severe or moderate anxiety. Additionally, 29% of respondents reported non-suicidal self-injury within the last year and 14% reported suicidal ideation within the last year. 36% of respondents reported receiving mental health counseling or therapy during the last year.<sup>7</sup> These statistics demonstrate that college students are facing unique and difficult challenges on campuses today, and substance abuse programs that target these students should take these worrying mental health statistics into consideration when planning out the program.

<sup>7</sup> (The Healthy Minds Network 2023)

## Institutional Priorities

The College Alcohol Survey is the national longitudinal survey on alcohol, tobacco, other drug and violence issues at institutions of higher education. Its results include how four-year colleges and universities address policies and procedures, staffing and resources, support services, prevention and education, data collection and evaluation and related issues.

The 2021 version of the College Alcohol Survey asked representatives from campuses to estimate the percentage of time alcohol is involved in different incidents on campus. The two types of incidents that most commonly involved alcohol are incidents that involve damage to residence halls or other property and sexual misconduct or unsafe sexual practices.

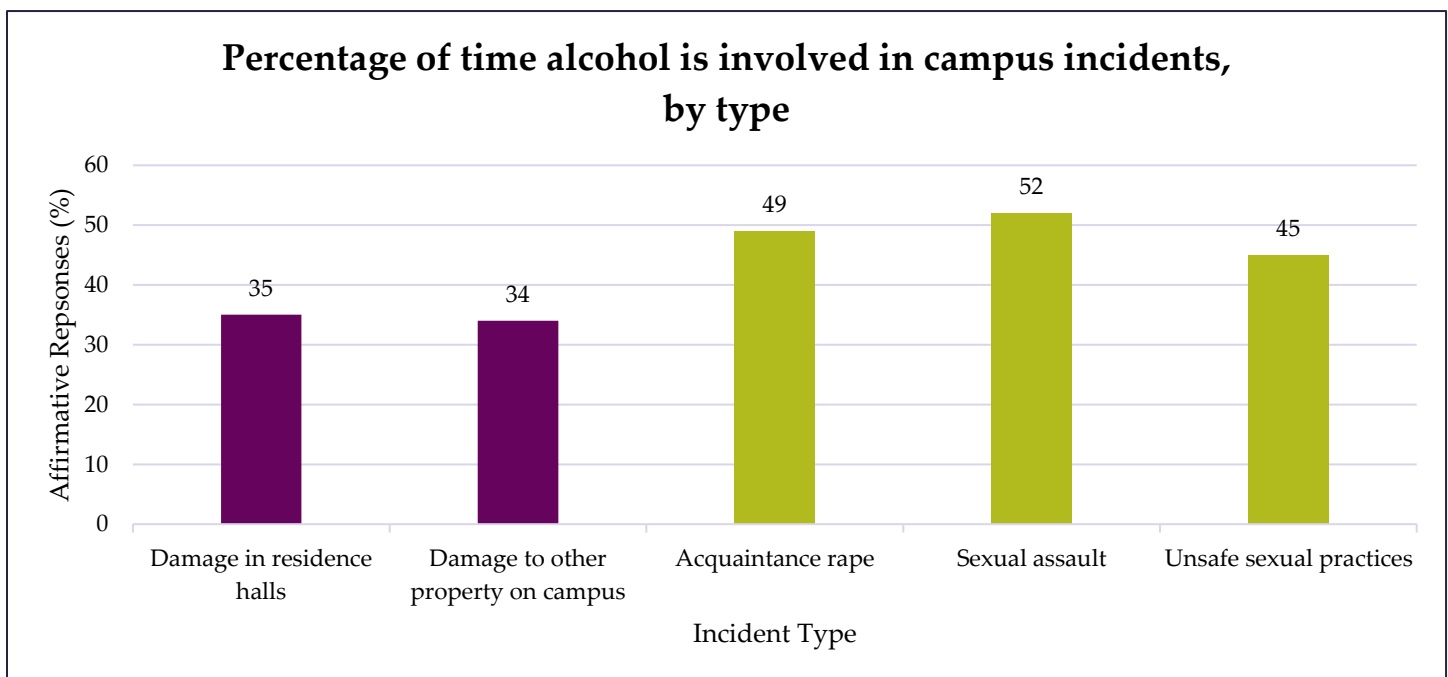


Figure 10. Chart showing the percentage of time campus professionals reported alcohol being involved in different types of incidents on campus. Source: College Alcohol Survey.

Additionally, only 42% of responding campuses indicated they have conducted a formal assessment of the effectiveness of its drug and alcohol misuse prevention program within the last three years. Finally, campuses reported an average of 1.37 Full-Time Equivalent (FTE) staff working specifically in alcohol and substance misuse education and reported an average of 0.41 FTE for graduate students working in the same field.<sup>8</sup> While these three statistics are higher than when the questions were first asked on the College Alcohol Survey, they are each lower than the reported statistics in the 2018 version of the survey.

<sup>8</sup> (Anderson 2021)

# VHESUAC STRATEGIC PLAN

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The full text of the VHESUAC Strategic Plan can be found on the VHESUAC website:

<https://www.abc.virginia.gov/library/education/pdfs/vhesuac-strategic-plan-2021-2026.pdf>

## Background and Development

The Virginia Higher Education Substance Use Prevention Strategic Plan was formally launched and distributed to state partners and campuses administrators in March 2021. The VHESUAC Executive Council and Workgroup worked from fall 2018 to summer 2020 to develop the strategic plan. Members of the Executive Council and Workgroup reviewed an environmental scan of current prevention and treatment practices on college campuses, conducted a broad stakeholder analysis, developed a future vision, conducted a gap analysis of the current state and future vision, drafted a statewide SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and conducted the Statewide Campus Assessment. VHESUAC then developed overarching principles, goals, strategic areas, initiatives and implementation guides for both campus-wide and statewide initiatives. The initiatives of this strategic plan are divided into the following five strategic areas:

1. Foundation and Leadership
2. Planning and Assessment
3. Policy and Enforcement
4. Programming and Services
5. Collaboration and Communication

Each of these strategic areas consists of initiatives to be implemented at the institutional level and initiatives to be completed at the statewide level.

## Campus-Wide Initiatives

During this reporting period, VHESUAC launched a recognition program that allows campuses to share with VHESUAC the campus-wide initiatives they have begun to implement. Five campuses turned in applications to be recognized through this program, providing VHESUAC with some preliminary data on the campus-wide initiatives that are being implemented on campuses across the Commonwealth. Continued implementation of the VHESUAC Recognition Program will allow the committee to track campus-wide initiative implementation across several years. More information about the recognition program can be found on page 15.

## Statewide Initiatives

VHESUAC has begun planning for implementation of statewide initiatives including maintaining a centralized repository of effective approaches, evidence-based strategies, best practices and model programs for campuses to implement; identifying funding sources for campuses to use in

implementing campus-wide initiatives; developing strategic planning guidelines; and providing trainings and professional development opportunities over the next year. The committee has already completed several statewide initiatives, which are noted on the list below.

### **Strategic Area: Foundation and Leadership**

- Develop and maintain a centralized repository of effective approaches, evidence-based strategies, best practices, and model programs for campuses to implement.
- Advocate for additional funding streams that will support AOD education, prevention, intervention and recovery efforts on campuses – work with partners such as COY.
- Assure that key education objectives for students on substance misuse delivered by IHEs have continuity on all campuses irrespective of size, affiliation, location, etc.

### **Strategic Area: Planning and Assessment**

- Develop and maintain strategic planning guidelines that address campus specific education, prevention, intervention and recovery efforts, and identify target populations for programming and services.
- Establish and maintain a statewide system for data collection on student substance use behaviors that uses common tools, methods and resources and informs strategic planning efforts.
- Create programming and service benchmarks and other corresponding qualitative and quantitative measures to be used in strategic planning efforts to determine progress and advocate for changes.

### **Strategic Area: Policy and Enforcement**

- Develop and maintain policy development and enforcement procedure guidelines that incorporate use of best practices and improve communication with faculty/staff and students.
- Advocate for increased state and local enforcement of underage drinking and responsible service laws – work with partners such as VACLEA.

### **Strategic Area: Programing and Services**

- Develop and maintain programming and service guidelines for a variety of strategies that support planning and implementation efforts.
- Provide trainings and professional development opportunities for campus faculty/staff on evidence-based strategies and best practices.

### **Strategic Area: Collaboration and Communication**

- Develop and maintain guidelines for the successful establishment and operations of campus-community coalitions and campus AOD task forces/working groups.
- Establish mechanisms for campuses to share approaches and strategies for effective programming including formal networking opportunities – work with partners such as VCC.
- Establish a network of national experienced practitioners who can provide technical assistance to both VHESUAC and individual campuses for the planning, implementation and evaluation of specific strategies.

# CAMPUS RECOGNITION PROGRAM

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## Commission on Youth Recommendation

In September 2021, Virginia ABC Education & Prevention presented an update to the Commission on Youth on VHESUAC's progress and activity since being launched. During this presentation, VHESUAC expressed a desire to obtain funding to support campuses in implementing campus-wide elements of the VHESUAC Strategic Plan. The Commission on Youth discussed this and drafted three recommendations aimed at increasing campus engagement with VHESUAC. The three recommendations included:

1. A request for VHESUAC to develop and implement a recognition program for colleges and universities across the Commonwealth. This program would recognize campuses that provide VHESUAC with essential documentation, such as campus biannual review reports, any campus alcohol and other drugs specific strategic plan, an update on progress made on the campus-wide initiatives laid out in the VHESUAC Strategic Plan, and relevant student data.
2. The introduction of a budget amendment for VHESUAC to implement a grant for colleges and universities. Institutions who apply and receive a grant would use the funding to implement a new VHESUAC campus-wide initiative and would report its results at the end of the year.
3. The introduction of a budget amendment for VHESUAC to financially incentivize campuses to provide VHESUAC with essential documentation, such as campus biannual review reports, any campus alcohol and other drugs specific strategic plan, an update on progress made on the campus-wide initiatives laid out in the VHESUAC Strategic Plan and relevant student data.

While VHESUAC did not receive funding for the first two recommendations made by the Commission on Youth, VHESUAC did spend this reporting period creating, planning and launching the VHESUAC Campus Recognition Program, an annual recognition program that allows VHESUAC to publicly recognize campuses for their efforts in furthering campus substance use education, prevention, intervention and recovery efforts on their own campuses.

## Goals and Requirements

The VHESUAC Campus Recognition Program was launched in May 2023 and is designed to publicly recognize college and university campuses across the Commonwealth that are implementing campus-wide initiatives encouraged in the VHESUAC Strategic Plan. Recognition in this program demonstrates that the campus is committed to furthering student substance use education, prevention, intervention and recovery efforts.

In order to apply for recognition through the program, campuses must complete the online application, which requires the submission of the following documents by June 1, 2023:

1. The campus' most recent biennial review report,
2. Any campus alcohol, tobacco and other drug-specific policies,
3. Any campus alcohol, tobacco and other drug-specific strategic plans (if any exist), and
4. Information about campus programs and policies that further the campus-wide initiatives found in the VHESUAC Strategic Plan.

With the exception of requesting information about current campus programs and policies that further campus-wide initiatives recommended by VHESUAC, each of the requested documents are documents that campuses already possess. When designing the VHESUAC Campus Recognition Program, VHESUAC wanted to ensure that the barrier of entry for campuses remained low. By requesting documents that already exist from campuses, many factors that would otherwise serve as a barrier for applying do not exist. VHESUAC plans to review the application process and criteria and make any appropriate changes before the next application cycle in 2024.

## June 2023 Applicants

Five campuses submitted applications through the VHESUAC Camps Recognition Program during this reporting cycle. The campuses were (in alphabetical order):

- James Madison University
- Longwood University
- University of Mary Washington
- Virginia Commonwealth University
- Wytheville Community College

Across the five applications, the following summary findings were made:

1. Three of the applications (60% of applications) submitted an alcohol, tobacco and other drugs-specific strategic plan.
2. Two of the applications (40%) were completed by a current member of VHESUAC.
3. Three of the applications (60%) were completed by someone that did not have a prior relationship with VHESUAC.
4. All five applications (100%) were from a public college or university.
5. One application (20%) was from a two-year institution, while the other four applications (80%) were from four-year institutions.

Each submitted application was complete. The VHESUAC Workgroup and Executive Council will meet in July and August 2023 (respectively) to review the applications and finalize the list of campuses to be recognized in Fall 2023.

## June 2023 Findings

As part of the application for the VHESUAC Recognition Program, campuses were presented a list of the campus-wide initiatives mentioned in the VHESUAC Strategic Plan and were asked to indicate



which initiatives the campus was currently implementing. Appendix A contains charts that show the number of campuses implementing each initiative. Each of the five charts represents a different strategic area as outlined in the VHESUAC Strategic Plan.

## VHESUAC NEWSLETTER

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The VHESUAC Campus Newsletter was distributed to campuses four times during the year. Each edition of the newsletter contained resources for substance use education, prevention, intervention and recovery professionals across the Commonwealth. Each of the newsletters also contained updates on VHESUAC and tips on how to implement campus-wide initiatives. Anyone is eligible to receive the newsletter; to sign up for the newsletter, contact Virginia ABC Education & Prevention to be added to the email list.

### August

The August 2022 edition of the newsletter contained Alvernia College President Emeritus Laurence Mazzeno's publication, "Getting Your President's Attention," which contained suggestions for campus staff striving to garner the support of their collegiate president as they look to advance student substance use education, prevention, intervention and recovery efforts on campus. The newsletter also contained two brief legislative updates including an update on Virginia's "Adam's Law," which went into effect in July. Also included was a brief update on two bipartisan bills passed by the U. S. House of Representatives to address mental health, suicide and substance abuse on college campuses.

### November

The November 2022 edition of the newsletter contained a link to SAMHSA's YouTube video entitled "Embracing Culture & Context to Prevent Underage Drinking." This video shows how Historically Black Colleges and Universities (HBCUs) created prevention strategies to meet the unique needs of their campus communities. The video includes interviews with staff at Howard University and Morgan State University. The newsletter also contained a fact sheet about cannabis from the Maryland Collaborative to Reduce College Drinking and Related Problems, as well as links to the Virginia Cannabis Control Authority's website. Finally, the newsletter contained a link to the findings of a study released in the *Alcoholism: Clinical & Experimental Research* journal that examined the genetic and environmental etiology of drinking motivations of college students.

### February

The February 2023 edition of the newsletter contained links to Ohio State University's free, online trainings entitled "The Craft of Creating a Fun Party." Created with the support of the International Town Gown Association's 2025 Initiative, these trainings provide students with strategies to reduce the risk of experiencing alcohol-related harm at off-campus parties. There is a training designed for those who are hosting an off-campus party and there is another training designed for those attending an off-campus party. The newsletter also contained a link to "The Guide to the Eight Professional Competencies for Higher Education Substance Misuse Prevention." Developed through

the Mid-America Prevention Technology Transfer Center, this guide aims to support the professional development of substance abuse professionals on college campuses by providing a set of professional competencies that they can use in their careers. Finally, the newsletter also contained a link to the 2022 VHESUAC Annual Report.

## May

The May 2023 edition of the newsletter contained a reminder about the VHESUAC Campus Recognition Program, for which applications were due on June 1, 2023. The newsletter also contained information about the Opioid Abatement Authority's request for proposals from state agencies within the Commonwealth, which were due on June 21, 2023. Finally, the newsletter contained a link to SAMHSA's Strategic Prevention Framework, which provides a structure and process for enacting evidence-based prevention programs and initiatives within communities.

## Campus Engagement

Throughout the course of the year, VHESUAC was able to reach 64 campuses (100%), primarily through the VHESUAC Campus Newsletter. This number continues the upward trend seen over the last few years. This increase in engagement can be attributed to a more concerted effort by VHESUAC members to engage with campuses, in addition to the continuation of a regular, quarterly newsletter aimed at college and university professionals across the Commonwealth. The newsletter has also recently been shared through the Virginia College Collaborative listserv, ensuring more IHE professionals across the Commonwealth have access to the material.

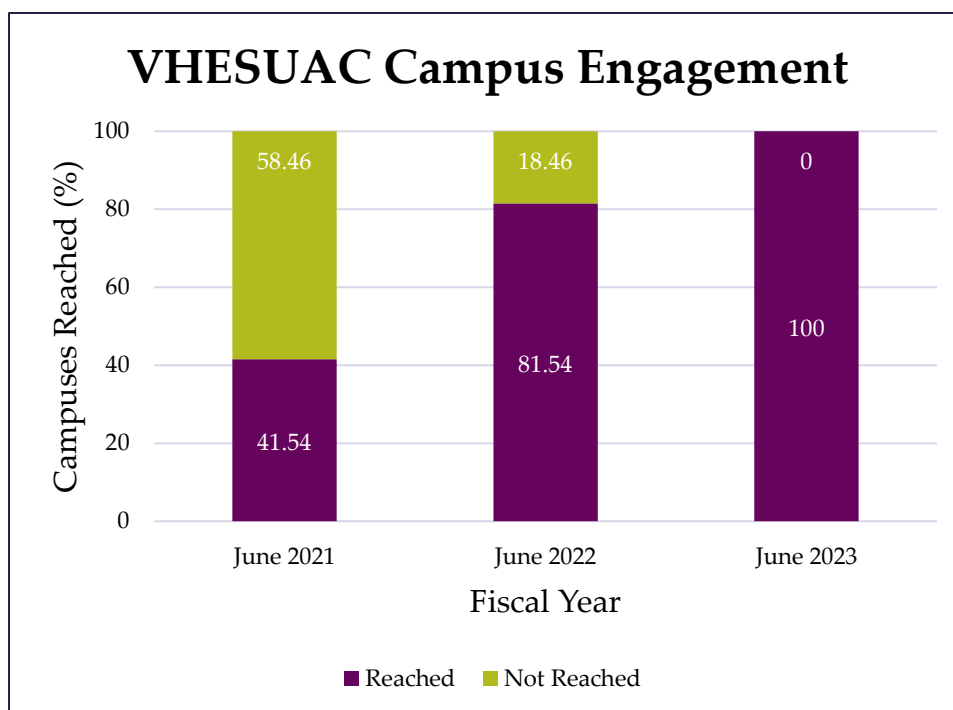


Figure 11. A bar chart showing the proportion of campuses who were reached by VHESUAC over the last three fiscal years.

The open and click rates for each of the newsletters also continued the trend of increasing rates from the previous year. As such, they continued to outperform the national average for email newsletters by a large margin.<sup>9</sup> This positive feedback continues to reinforce VHESUAC's current practice of distributing helpful resources and announcements for campuses through the newsletter, as well as its practice of distributing the newsletter to various audiences across a variety of different platforms, such as the Virginia College Collaborative listserv.

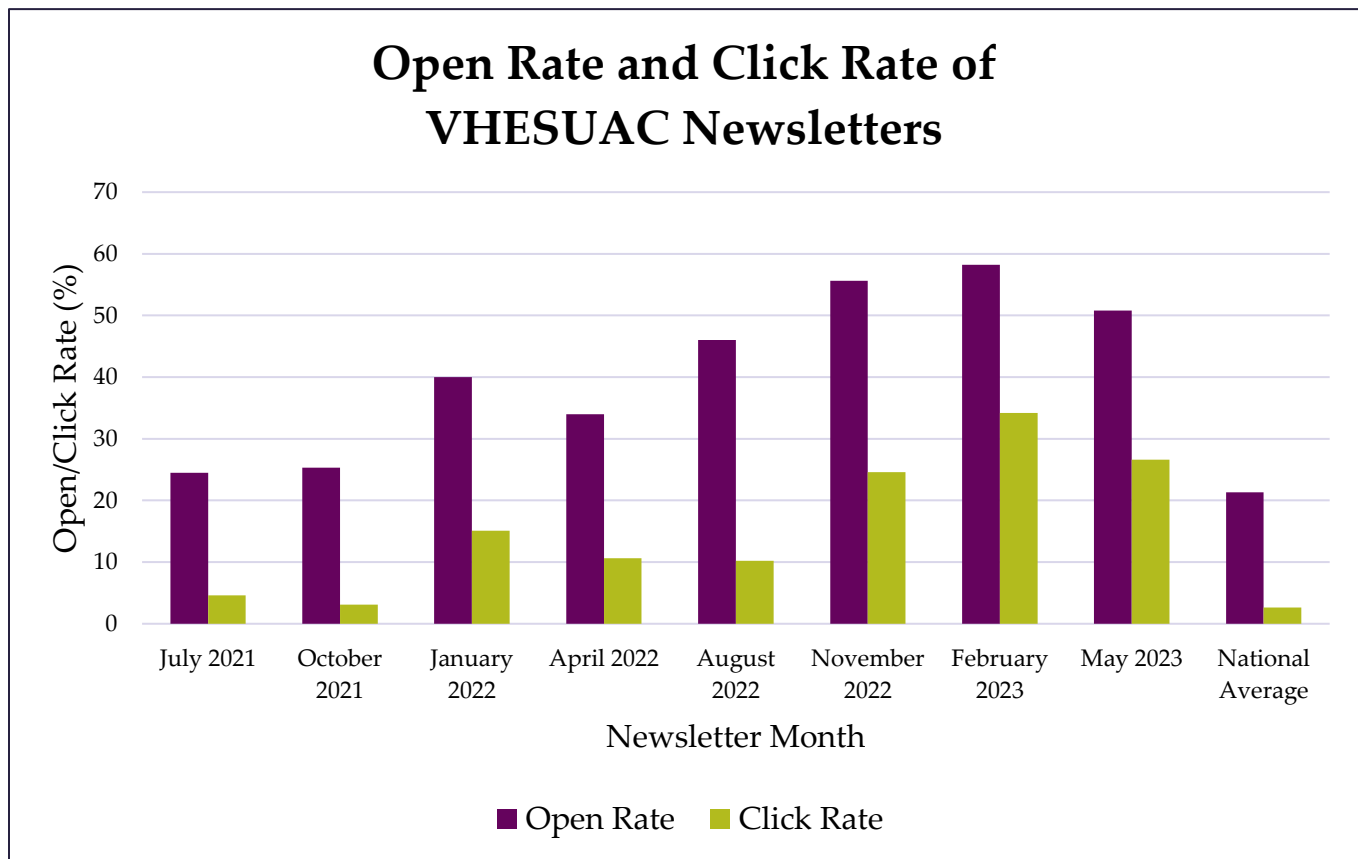


Figure 12. A bar chart showing the open and click rates of VHESUAC newsletters over the last two fiscal years compared with the national average according to Mailchimp.

<sup>9</sup> (Mailchimp 2022)

## VHESUAC MEETINGS

The VHESUAC Executive Council met twice during the reporting period in August 2022 and January 2023. The VHESUAC Workgroup met in July 2022, October 2022, January 2023 and April 2023. The meetings in July and October included discussions about the creation of the VHESUAC Recognition Program, including application requirements and goals of the program. The meetings in January and April included final discussions before launching the VHESUAC Recognition Program.

The primary outcomes of each of these meetings are described below. Full meeting minutes for VHESUAC can be accessed online on the Commonwealth Calendar at

<https://commonwealthcalendar.virginia.gov>

### Executive Council

#### August 5, 2022 Meeting Minutes

##### House of Representatives Passes Bipartisan Bills

- In late June, the U. S. House of Representatives passed two bipartisan bills addressing mental health, suicide and substance abuse on college campuses. Both bills are expected to have bipartisan support in the U. S. Senate.

##### Budget Recommendation Outcome

- The budget line item requesting \$100,000 for VHESUAC funding was not included in the final version of the budget. While this means that some of the recommendations the Commission on Youth had for VHESUAC will have to be put on hold until a funding source is identified – specifically, the recommended grant program and recommended financial incentive for campuses to provide VHESUAC documentation – the recommendation that VHESUAC create a recognition program for campuses is still able to move forward as it does not require any financial commitment.
- The VHESUAC coordinator reached out to the Commission on Youth to explore other potential funding sources. The Opioid Abatement Authority was identified as a potential source of funding, but the application for funding has not been created at this time.

##### Quarterly Newsletters

- The VHESUAC spring newsletter was distributed on April 11. The newsletter contained tips on how to conduct a SWOT analysis, taken from the University of Kansas Community Tool Box.
- A preview of the VHESUAC Summer Newsletter was shown to members. The newsletter will be sent out on August 8. Contents of the newsletter will include:
  - A link to the *Insider Higher Ed* article that reported on the passing of the bipartisan bills in the House of Representatives.

- A 2003 document entitled “Getting Your President’s Attention” by Lawrence Mazzeno, President Emeritus of Alvernia College. Though the document is almost 20 years old, much of the information and many of the suggestions stand the test of time and are still relevant today.
- Information about Virginia ABC Education and Prevention’s new resource series – white papers. White papers provide the public with concise information about complex issues. There are currently three documents available on the Virginia ABC website:
  - *Understanding the Three-Tier System*
  - *Understanding the Control State System*
  - *Understanding the Effectiveness of Drunk Goggles*

#### Virginia ABC White Papers

- Virginia ABC Education and Prevention has a new white paper resource series, which provides the public with concise information about complex issues. There are currently three documents available on the Virginia ABC website:
  - *Understanding the Three-Tier System*
    - This white paper defines a three-tier system and addresses Virginia ABC’s role, as well as examines the benefits of and threats to the three-tier system.
  - *Understanding the Control State System*
    - This white paper defines a control state jurisdiction and addresses Virginia ABC’s role, as well as examines the benefits of and threats to the control state system.
  - *Understanding the Effectiveness of Drunk Goggles*
    - This white paper covers research on drunk goggles, driving under the influence and the efficacy of using drunk goggles as a prevention strategy.
  - They can be found at <https://www.abc.virginia.gov/education/white-papers>.

#### Adam’s Law

- Adam’s Law went into effect in July 2022. Highlights of the law include:
  - Mandatory in-person hazing prevention training, including for prospective new members.
  - School policies must provide disciplinary immunity for certain individuals making hazing reports.
  - The law includes various requirements around reporting hazing violations to current and prospective students, as well as the Timothy J. Piazza Center.
  - Beginning with the 2022-2023 school year, schools must maintain and publicly report findings of hazing violations to campus authorities or local law enforcement.

#### VHESUAC Recognition Program

- As discussed in the January 2022 meeting, the Commission on Youth recommended VHESUAC create a recognition program for campuses that provide VHESUAC documentation such as the most recent biannual review and provide any campus drug and alcohol policies, as well as share how a campus implemented the strategic goals of VHESUAC and answer questions on student data. The coordinator shared an updated proposed program

timeline that would require campuses to submit materials to VHESUAC by June 30 of each year, and campuses would be recognized on October 1. The coordinator will bring a draft of the program to the October 2022 Workgroup meeting for feedback and edits, and then will present the final version to the Workgroup in January 2023. Following that, the coordinator will bring the final version to the Executive Council in January 2023 for final approval.

- The coordinator mentioned that the program would not ask anything additional of VHESUAC members on the committee; the coordinator will assess through the submitted materials and present the final list to VHESUAC for approval at a regularly scheduled meeting.
- The documents that would be requested from campuses as part of the program include the following:
  - Most recent biannual review.
  - Any campus drug and alcohol policies.
  - Short answer to the question “How have you implemented campus-wide elements of the VHESUAC Strategic Plan on your campus?”
  - Questions about student data collection, such as “Are you collecting student data? What kind of data do you collect?”
  - Members gave feedback that while the biannual review is comprehensive, the program should also include a space where campuses can submit supporting documents, or otherwise expand on their current prevention work.

## January 28, 2023 Meeting Minutes

### Legislative Updates

- Virginia ABC is tracking the following legislative bills:
  - SB809 and HB1979
    - These bills refer to so-called cross-over products (alcoholic products produced by a company that also creates non-alcoholic beverages with similar names, logos, etc., such as Hard Mountain Dew). These bills would require licensees who sell wine and beer for off-premise consumption when displaying alcoholic beverages to place products in a clearly discernible area reserved solely for alcoholic beverages. Additionally, this bill would prevent licensees from placing such wine or beer in an area immediately adjacent to nonalcoholic beverages containing the same or similar brand name, logo or packaging as the alcoholic beverage. Finally, this bill would require licensees to equip any such display with signage that indicates that this product is an alcoholic beverage and make it clearly visible to consumers.
    - SB809 has passed the Senate.
  - HB2001
    - This bill would require retail licensees who hold licenses to sell and serve alcohol for on-premise consumption to disclose the ABV of their alcoholic beverages.

## Virginia Regulatory Town Hall

- The Virginia Regulatory Town Hall allows public users to register and receive emails when regulatory actions or meetings are posted for the agencies, boards or regulation selected by the user.
  - Members were informed on how to register on Virginia's Town Hall as a public user for public comment, instructions are detailed below:
    - [www.townhall.virginia.gov](http://www.townhall.virginia.gov)
    - Navigate to *Email Notification Service* -> *Register as a public user*.
    - Enter in required fields (name and email address).
    - Email will be sent to your inbox to activate your account and allow notification preferences to be set.
    - After activating your account, you can check boxes for agencies you want updates on.
      - Virginia ABC and Virginia CCA are located under *Other Agencies*.

## Upcoming Quarterly Newsletter

- The VHESUAC winter newsletter will be sent on February 13. The contents will include:
  - "The Craft of Creating a Fun Party"
    - With the support from the International Town Gown Association's 2025 Initiative (ITGA), the Higher Education Center at The Ohio State University has created two, free online learning modules for party hosts and guests.
    - Links to the online modules, descriptions of them and the ITGA Final Report can be found here: [https://itga.org/index.php/campus-reports?ct=t%28November+7+U+Report\\_COPY\\_01%29](https://itga.org/index.php/campus-reports?ct=t%28November+7+U+Report_COPY_01%29)
  - The Cannabis Control Authority recently updated their website. The new website contains FAQs and other resources on the current laws in Virginia.
    - <https://cca.virginia.gov/>
  - The Guide to Eight Professional Competencies for Higher Education Substance Misuse Prevention.
    - This new guide contains a set of eight professional competencies that higher education professionals in the area of substance use and misuse can use in their professional careers.
    - <https://pttcnetwork.org/centers/mid-america-pttc/news/guide-eight-professional-competencies-higher-education-substance>
  - Information about the Virginia ABC Education and Prevention Grant
    - Virginia ABC Education and Prevention is currently accepting applications for its Education and Prevention Grant. Applications are due by March 1 at 5 p.m.

## VHESUAC Recognition Program

- A final draft of the application for the VHESUAC Recognition Program hosted on Cvent was shown to Workgroup members. The application was created based on the recommendations made by the Commission on Youth, as well as comments from the VHESUAC Executive Council and Workgroup.



- Based on those discussion, the following items will be required as part of the application process:
  - The campus's most recent biannual review report;
  - Any campus ATOD-specific policies;
  - Any campus ATOD-specific strategic plans;
  - Information about campus programs and policies that further the campus-wide initiatives found in the VHESUAC Strategic Plan.
- Rewards for recognition will include the following:
  - Public recognition through social media and a potential press release from Virginia ABC and the governor.
  - A plaque from VHESUAC.
  - A virtual logo and banner for use by campuses on digital platforms.

## Workgroup

### July 21, 2022 Meeting Minutes

#### Quarterly Newsletter

- A preview of the VHESUAC Summer Newsletter was shown to members. The newsletter will be sent out on August 8. Contents of the newsletter will include:
  - A link to the *Insider Higher Ed* article that reported on the passing of the bipartisan bills in the House of Representatives.
  - A 2003 document entitled "Getting Your President's Attention" by Lawrence Mazzeno, President Emeritus of Alvernia College. Though the document is almost 20 years old, much of the information and many of the suggestions stand the test of time and are still relevant today.
  - Information about Virginia ABC Education and Prevention's new resource series – white papers. White papers provide the public with concise information about complex issues. There are currently three documents available on the Virginia ABC website:
    - *Understanding the Three-Tier System*
      - This white paper defines a three-tier system and addresses Virginia ABC's role, as well as examines the benefits of and threats to the three-tier system.
    - *Understanding the Control State System*
      - This white paper defines a control state/jurisdiction and addresses Virginia ABC's role, as well as examines the benefits of and threats to the control state system.
    - *Understanding the Effectiveness of Drunk Goggles*
      - This white paper covers research on drunk goggles, driving under the influence and the efficacy of using drunk goggles as a prevention strategy.
  - <https://www.abc.virginia.gov/education/white-papers>

- Workgroup members asked if information about Adam’s Law could be included in the newsletter, as it took effect July 1, 2022. The law is named in memory of VCU student Adam Oakes who passed away in February 2021. The law includes new requirements for colleges and universities in the area of hazing education and prevention. The Workgroups members then briefly asked if any of them had heard about enforcement of the law. While no members had heard anything, they did note that the general public is very interested in how campuses are tackling the new requirements. Some campuses have plenty of anecdotal evidence that community members are flocking to the websites with reports of hazing violations.
- Many Workgroup members also expressed excitement for the Virginia ABC Education and Prevention white paper that addresses the effectiveness of drunk goggles. Many members expressed frustration in the past when trying to convince campus partners that drunk goggles are not an effective prevention tool and are excited to have this resource to share with campus partners.

#### VHESUAC Recognition Program

- The Workgroup was reminded that a draft of the upcoming VHESUAC recognition program will be presented at the October 2022 Workgroup meeting. Following that, a final draft will be presented at the January 2023 Workgroup meeting, and then the Executive Council will finalize and approve the program at their meeting also in January 2023.

#### Networking and Professional Development

- The coordinator asked the Workgroup what networking and professional development opportunities currently exist and existed in the past for campus professionals.
  - The Virginia College Collaborative (VCC) started in 2000 and offered drive-in workshops and retreats for campus professionals. They provided ongoing opportunities for campuses to share successes on their campuses, while also providing a support system for campus professionals throughout the Commonwealth. Sometimes they would bring in outside speakers to the workshops and retreats they were hosting. The coronavirus pandemic has meant that fewer in-person events have been held, but the VCC listserv is still active.
  - Many Workgroup members mentioned former conferences for college students, such as the Virginia ABC College Tour. They mentioned that many conferences that students had attended in the past aren’t viable options anymore, such as the NASPA General Assembly (formerly known as BACCHUS). One Workgroup member asked how many Students Against Destructive Decisions (SADD) chapters there were in the state; no one was able to provide an answer.
- The coordinator then asked the Workgroup how VHESUAC could fill the gaps in current networking and professional development opportunities. The following suggestions were made:
  - Create a network of retired prevention professionals throughout the Commonwealth who are willing to donate their time, energy and effort. This network could be listed in a simple database that professionals throughout Virginia have access to.

- It is worth keeping in mind that lists and databases can become outdated very quickly if not regularly maintained.
- Many professionals are exhausted from the use of Zoom or other virtual meeting platforms. Consider holding events in a hybrid format where sessions are conducted virtually, but breakout sessions are held in-person at locations throughout the Commonwealth.
- Missouri Partners in Prevention held a series of virtual programs where they took a two-day conference and stretched it out over the course of a month. This structure could help with virtual meeting fatigue.
- Many conversations and topics that are applicable to prevention work can also be tied in with other campus professionals. For example, a workshop on a topic like motivational interviewing would also be applicable to academic advisors.
  - It is worth noting that many campuses would likely want to take ownership of these types of trainings themselves, so the workshops would have to be embedded in the work of the campus.

#### Upcoming Meetings

- The Workgroup was given an update on the meeting dates for the next year. They were also informed that in-person meetings would resume beginning with the October 20, 2022 meeting. These meetings will all occur at Virginia ABC's new headquarters in Mechanicsville. The coordinator also mentioned that they would explore arranging a building tour for Workgroup members. Snacks and refreshments will also be provided. More information about in-person meetings will come from the coordinator within the next month.

#### October 20, 2022 Meeting Minutes

##### Upcoming Quarterly Newsletter

- The VHESUAC fall newsletter will be sent on November 14. The contents will include:
  - Links to "Spit for Science" and a related study on the drinking motives of a diverse pool of college students.
    - <https://onlinelibrary.wiley.com/doi/full/10.1111/acer.14930>
    - <https://pubmed.ncbi.nlm.nih.gov/24639683/>
  - "Embracing culture and context to prevent underage drinking" (HBCUs)
    - A short YouTube video from SAMHSA, highlighting the work done by Morgan State University and Howard University addressing underage consumption on campus.
      - [https://www.youtube.com/watch?v=IJIm1IU\\_QZw](https://www.youtube.com/watch?v=IJIm1IU_QZw)
  - Cannabis Fact Sheet from the Maryland Collaborative
    - Developed by the Maryland Collaborative, this sheet has basic information about cannabis. The sheet is attached at the end of the minutes.
  - Project ECHO

- The Virginia Department of Health is working to promote its Project ECHO for Campus Violence Prevention. Included in the newsletter will be a flyer for the program. This flyer will be attached at the end of the minutes.
- Virginia ABC Education and Prevention Grant information
  - The grant application opens January 1 and can be requested for up to \$10,000. Funds can be requested for an initiative that must address one of the following priorities:
    - Underage drinking prevention.
    - Social providing/social hosting prevention.
    - High-risk drinking prevention.
  - Funds cannot be used for salaries or stipends.
  - For more information, visit <https://www.abc.virginia.gov/education/grants>.

#### VHESUAC Recognition Program

- The Commission on Youth recommended that VHESUAC create a recognition program for institutions that provide essential VHESUAC documentation, which could include:
  - Biannual review.
  - Alcohol and other drugs-specific plan.
  - Progress on VHESUAC's campus-wide initiatives.
  - Student data.
- Current timeline:
  - October 2022: Present draft to Workgroup
  - January 2023: Present final version to Workgroup and Executive Council
  - February 2023: Launch program
  - June 2023: Applications due
- The Workgroup was shown a draft of the program. The program will be hosted on Cvent. This will help ensure that all applications are complete, as well as centralize the data collection. Requirements for recognition include:
  - On-time submission as part of the application process.
  - Completed application, including:
    - Campus's most recent biennial review report.
    - Any campus ATOD-specific policies.
    - Any campus ATOD-specific plans or similar documents.
    - Complete answers to the short answer questions.
      - "Please indicate which campus-wide initiatives you have begun implementing on your campus."
        - This question will allow the respondent to check off which initiatives have begun to be implemented.
      - "For each initiative indicated, what have you done to begin implementation of that initiative?"

- Members suggested asking what year each of initiatives was started. This can help by including initiatives that were already established before the VHESUAC Strategic Plan was released.
  - “Are you collecting any student related to substance use education, prevention, intervention and/or recovery on your campus?”
  - “If yes, what kind of data do you collect?”
  - “If yes, how are you collecting the data? For example, are you using a national survey, an internally developed survey, a survey from an outside organization, etc. “
- Rewards for recognition will include:
  - Public recognition through social media.
  - Press release from Virginia ABC and/or the governor’s office.
  - Certificate or plaque.
  - Additional recognition rewards options were discussed. Members suggested an e-banner or virtual icon/badge would be great to include on websites. Additionally, Virginia ABC can include the information about awardees on the main carousel of its website.

#### Networking and Professional Development

- Workgroup discussed starting a biannual speaker series to begin in spring 2023. The speaker series would be conducted virtually and open to faculty and staff throughout the Commonwealth at no cost. Workgroup members were supportive of this idea and would like it to move forward.

#### “The Color of Drinking”

- This study from the University of Wisconsin-Madison was mentioned last year as a potential workshop. Workgroup members expressed continued interest for participating. This is a broad umbrella of information, which could make it more attractive to a larger percentage of staff across the Commonwealth.
- The coordinator is unsure whether the VHESUAC Executive Council would have to approve the speaker but will find out by the next Executive Council meeting in January 2023. Coordinator will reach out to UW-Madison to set up a workshop.

#### Other Topics

- Eagles in Recovery program at the University of Mary Washington was funded for another two years. This funding is used to support a peer recovery support specialist on campus and to provide support to students on campus in recovery. The university is pleased to have funding for two more years.
- Briana Bonat from the Cannabis Control Authority (CCA) mentioned that if any person or university wants or needs a presentation from CCA, they are trying to spread awareness of this new authority. The authority has public health and safety messaging available. If anyone is unsure about cannabis policy and information, please reach out to CCA. Additionally, the CCA received Safe Driving Survey results recently and is willing to share the data from the survey at a future VHESUAC meeting. Finally, there will be a CCA fact sheet released soon.

## January 19, 2023 Meeting Minutes

### Legislative Updates

- Virginia ABC is tracking the following legislative bills:
  - SB809 and HB1979
    - These bills refer to so-called cross-over products (alcoholic products produced by a company that also creates non-alcoholic beverages with similar names, logos, etc., such as Hard Mountain Dew). These bills would require licensees who sell wine and beer for off-premise consumption when displaying alcoholic beverages to place products in a clearly discernible area reserved solely for alcoholic beverages. Additionally, this bill would prevent licensees from placing such wine or beer in an area immediately adjacent to nonalcoholic beverages containing the same or similar brand name, logo or packaging as the alcoholic beverage. Finally, this bill would require licensees to equip any such display with signage that indicates that this product is an alcoholic beverage and make it clearly visible to consumers.
      - SB809 has passed the Senate.
  - HB2001
    - This bill would require retail licensees who hold licenses to sell and serve alcohol for on-premise consumption to disclose the ABV of their alcoholic beverages.

### Virginia Regulatory Town Hall

The Virginia Regulatory Town Hall allows public users to register and receive emails when regulatory actions or meetings are posted for the agencies, boards or regulation selected by the user.

- Members were informed on how to register on Virginia's Town Hall as a public user for public comment, instructions are detailed below:
  - [www.townhall.virginia.gov](http://www.townhall.virginia.gov)
  - Navigate to *Email Notification Service -> Register as a public user.*
  - Enter in required fields (name and email address).
  - Email will be sent to your inbox to activate your account and allow notification preferences to be set.
  - After activating your account, you can check boxes for agencies you want updates on.
    - Virginia ABC and Virginia CCA are located under *Other Agencies.*

### Upcoming Quarterly Newsletter

- The VHESUAC winter newsletter will be sent on February 13. The contents will include:
  - "The Craft of Creating a Fun Party"

- With the support from the International Town Gown Association's 2025 Initiative (ITGA), the Higher Education Center at The Ohio State University has created two, free online learning modules for party hosts and guests.
- Links to the online modules, descriptions of them and the ITGA Final Report can be found here: [https://itga.org/index.php/campus-reports?ct=t%28November+7+U+Report\\_COPY\\_01%29](https://itga.org/index.php/campus-reports?ct=t%28November+7+U+Report_COPY_01%29)
- The Cannabis Control Authority recently updated their website. The new website contains FAQs and other resources on the current laws in Virginia.
  - <https://cca.virginia.gov/>
- The Guide to Eight Professional Competencies for Higher Education Substance Misuse Prevention.
  - This new guide contains a set of eight professional competencies that higher education professionals in the area of substance use and misuse can use in their professional careers.
  - <https://pttcnetwork.org/centers/mid-america-pttc/news/guide-eight-professional-competencies-higher-education-substance>
- Information about the Virginia ABC Education and Prevention Grant
  - Virginia ABC Education and Prevention is currently accepting applications for its Education and Prevention Grant. Applications are due by March 1 at 5pm.

#### VHESUAC Recognition Program

- A final draft of the application for the VHESUAC Recognition Program was shown to Workgroup members, hosted on Cvent. The application was created based on the recommendations made by the Commission on Youth, as well as comments from the VHESUAC Executive Council and Workgroup.
- Based on those discussions, the following items will be required as part of the application process:
  - The campus's most recent biannual review report;
  - Any campus ATOD-specific policies;
  - Any campus ATOD-specific strategic plans;
  - Information about campus programs and policies that further the campus-wide initiatives found in the VHESUAC Strategic Plan.
- Rewards for recognition will include the following:
  - Public recognition through social media and a potential press release from Virginia ABC and the governor.
  - A plaque from VHESUAC.
  - A virtual logo and banner for use by campuses on digital platforms.
- Workgroup members gave feedback on the application, including format and other technical suggestions. Final edits will be made in preparation for presenting the application to the VHESUAC Executive Council on January 27, 2023.

## April 20, 2023 Meeting Minutes

### Presentation

- Brianna Bonat and Rebecca LaBelle of the Virginia Cannabis Control Authority gave a presentation to the Workgroup. The slides can be found as an appendix to these minutes on the Commonwealth Calendar website.

### Upcoming Quarterly Newsletter

- The VHESUAC Spring newsletter will be sent on May 15. The contents will include:
  - Reminder about the VHESUAC Campus Recognition Program
    - Applications are due June 1.
    - The program recognizes campuses for implementing and working towards campus-wide initiatives identified in the VHESUAC Strategic Plan.
    - The coordinator is following up on potential options for issuing a press release in partnership with the governor's office.
  - Guides to SAMHSA's Strategic Prevention Framework
    - <https://www.samhsa.gov/sites/default/files/samhsa-strategic-prevention-framework-guide-08292019.pdf>
  - Missouri Partners in Prevention Book List
    - <https://www.mopip.org/index.html>
    - [https://www.mopip.org/docs/briefs/PIP\\_Reading\\_List.pdf](https://www.mopip.org/docs/briefs/PIP_Reading_List.pdf)

### VHESUAC Recognition Program

- The VHESUAC Recognition Program launched March 14. There is currently one application that has been started. The open and click rates from the email demonstrate that 50.8% of the campuses have opened the email, and 14.2% of the campuses have accessed the application link. The coordinator will be sending reminder emails throughout May to encourage campuses to apply (in addition to the reminder in the VHESUAC Spring Newsletter).

### Strategic Planning Guidelines

- The VHESUAC Strategic Plan identifies the following statewide initiative:
  - *Develop and maintain strategic planning guidelines that address campus specific education, prevention, intervention and recovery efforts, and identify target populations for programming and services.*
- The Workgroup discussed what guidelines would be most useful for campuses. The discussion landed on sharing already-existing resources on the VHESUAC website that address strategic planning. Documents that could be stored there include:
  - Prevention with Purpose (*Drug Enforcement Administration*)
  - Strategic Planning for Prevention Professionals on Campus (*The Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention*)
  - College AIM (*SAMHSA*)
- It was also mentioned that VCALC (the predecessor to the Virginia College Collaborative) may have old guidelines to draw upon. Additionally, some schools do not have strategic plans



addressing substance abuse, and so many benefit from being able to see some example strategic plans.

#### Potential Online Training

- Susie Bruce and Chris Young are looking into bringing Joan Masters' Foundations in Substance Misuse Prevention in Higher Education online training program to campus professionals within the Commonwealth.

## FUTURE OF VHESUAC

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

As mentioned, the Executive Council and Workgroup spent a significant portion of the year brainstorming, planning and launching the VHESUAC Recognition Program. Looking forward, VHESUAC looks to recognize the first campuses as part of this program during the latter half of 2023. VHESUAC will continue to work over the next year to revise, update and modify the program application as necessary, as more campuses begin take part in the program and provide feedback to VHESUAC. VHESUAC is already having preliminary discussions about the processes for campuses to re-apply to the program.

As noted in last year's report, funding continues to be a barrier noted by VHESUAC Executive Council and Workgroup members as far as encouraging campuses across the Commonwealth to implement new evidence-based programs. VHESUAC will continue to work to implement the identified state-wide initiatives, including developing guidelines for strategic planning, policy development, programming and services and more for campuses throughout the Commonwealth. These guidelines will then be distributed to campuses to assist them with implementing the VHESUAC Strategic Plan. These resources will be useful for campuses struggling with the financial and funding realities facing colleges and universities today. As always, VHESUAC will continue to advocate for additional funding streams for colleges and universities and will continue to promote the importance of substance use education, prevention, intervention and recovery on campuses across the Commonwealth.

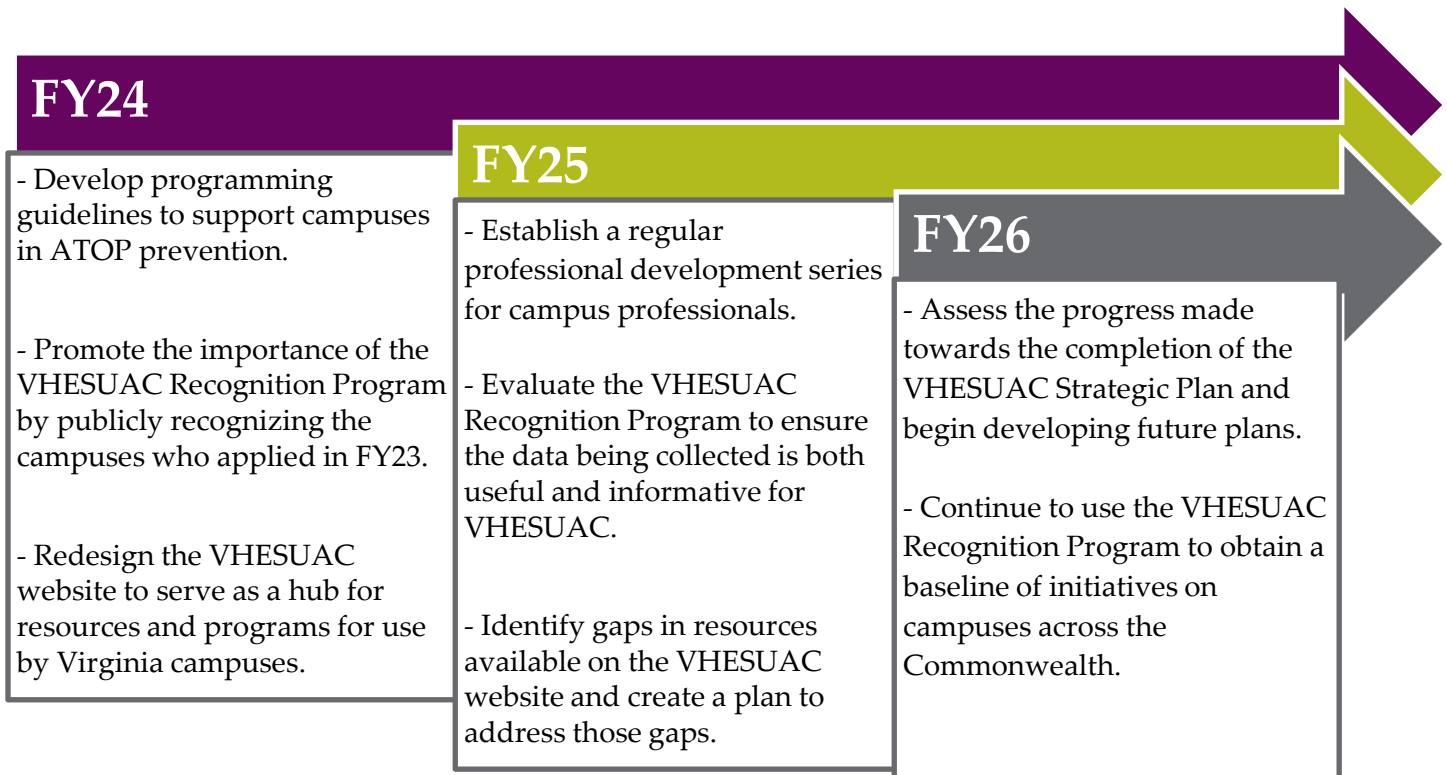


Figure 13. A graphic showing VHESUAC's goals over the next three fiscal years.

## APPENDIX A

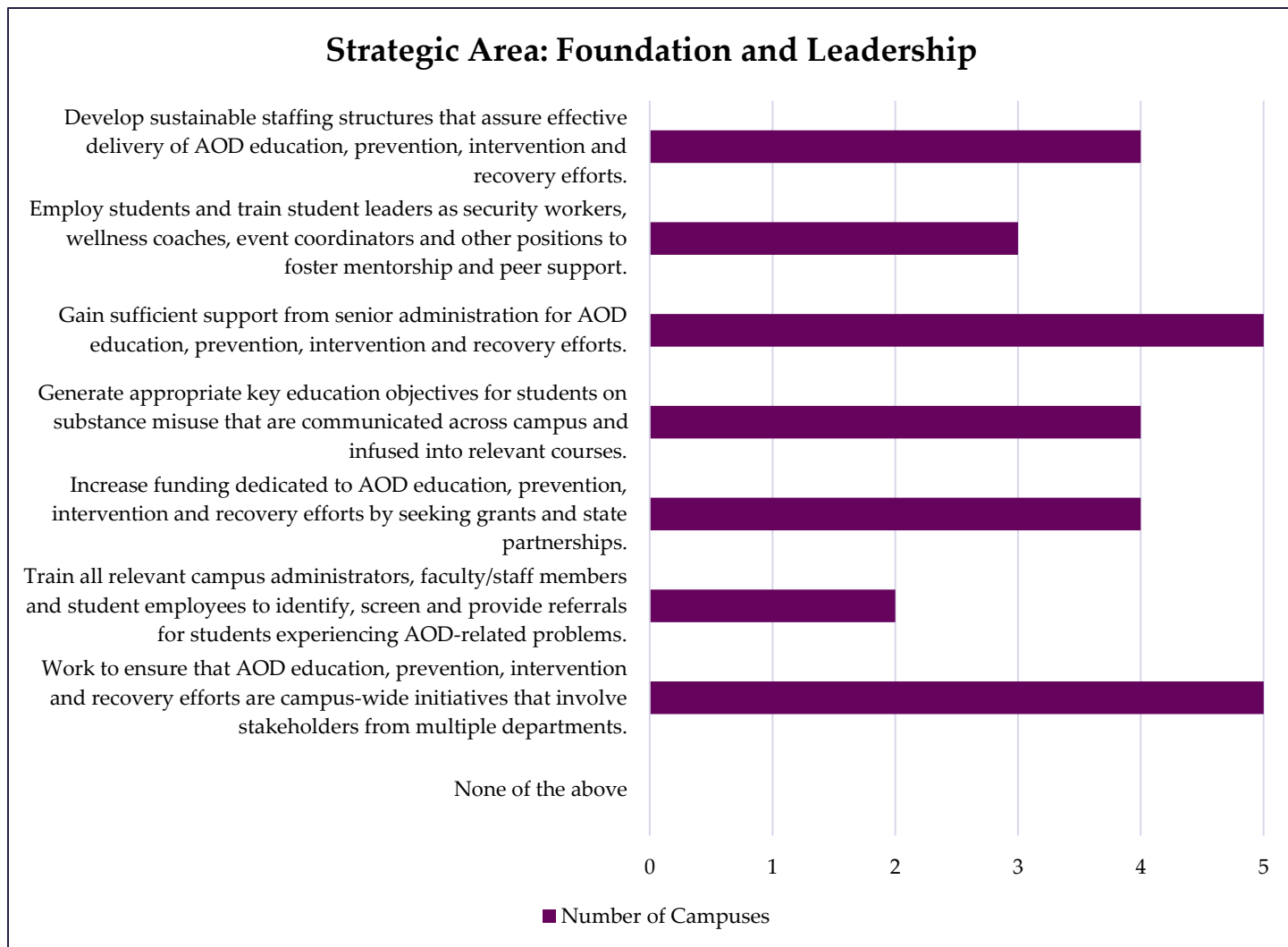


Figure 14. Number of campuses who indicated they are implanting each of the campus-wide initiatives found in the Foundation and Leadership strategic area.

### Strategic Area: Planning and Assessment

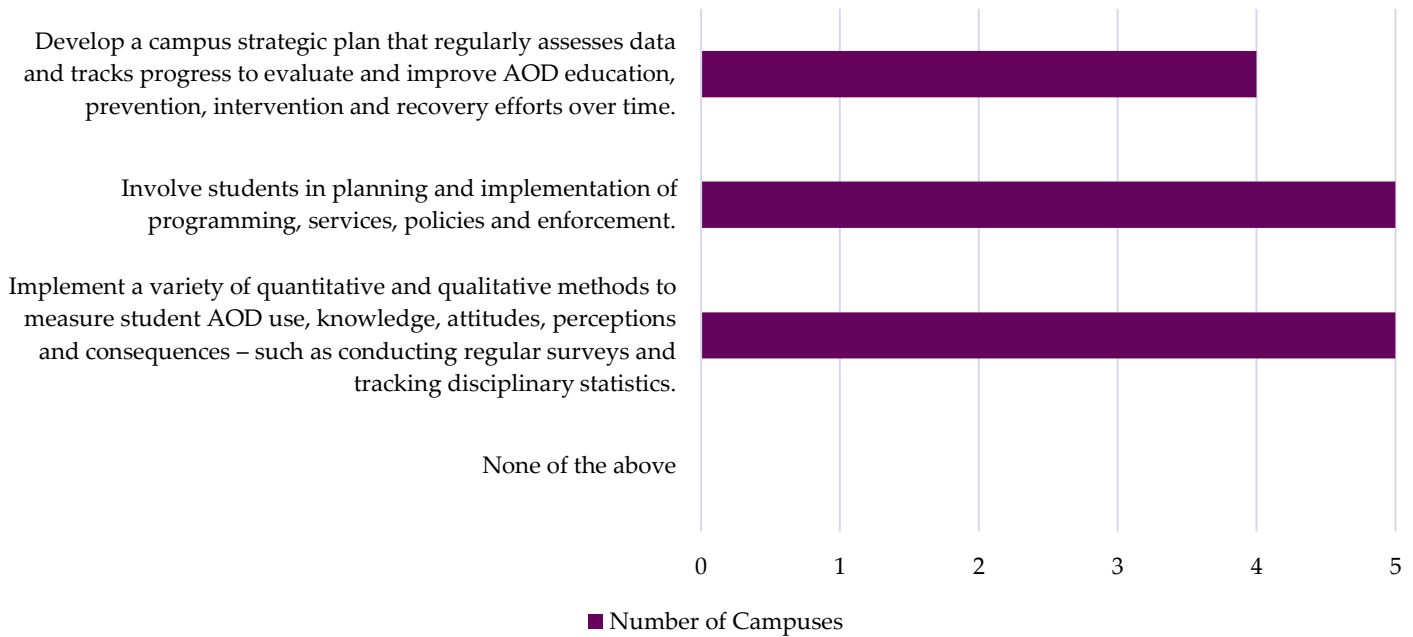


Figure 15. Number of campuses who indicated they are implanting each of the campus-wide initiatives found in the Planning and Assessment strategic area.

### Strategic Area: Policy and Enforcement

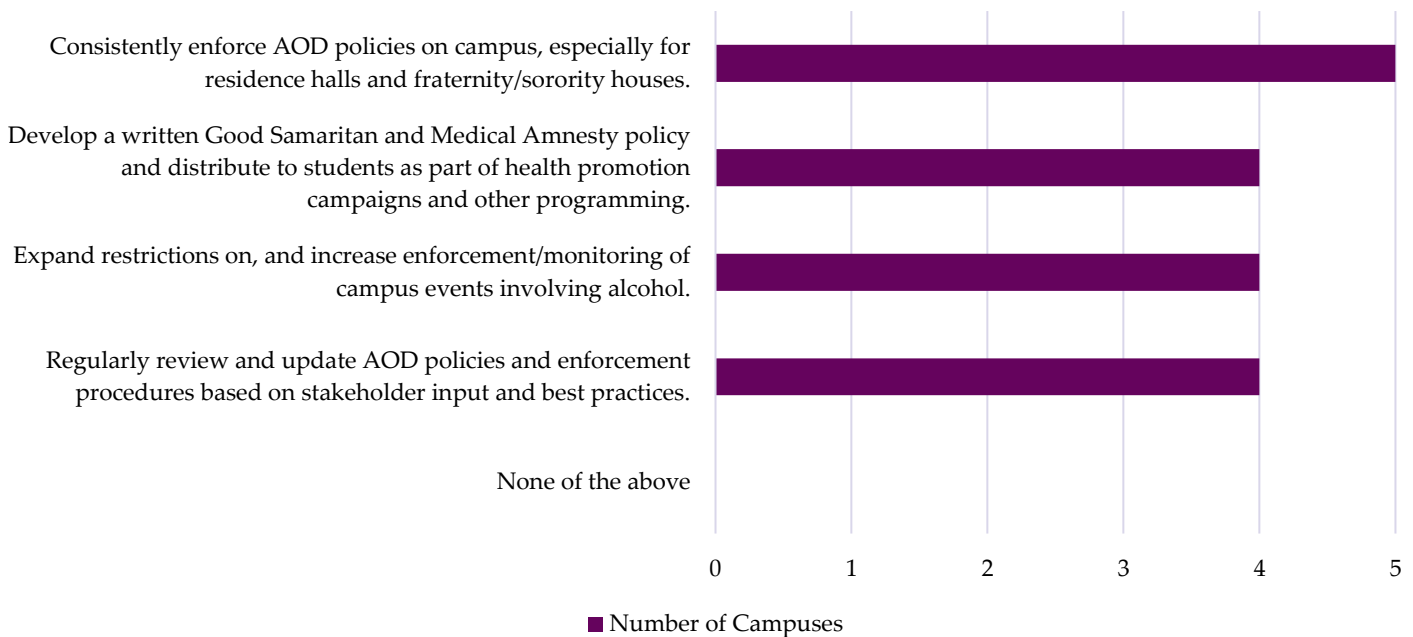


Figure 16. Number of campuses who indicated they are implanting each of the campus-wide initiatives found in the Policy and Enforcement strategic area.

## Strategic Area: Programming and Services

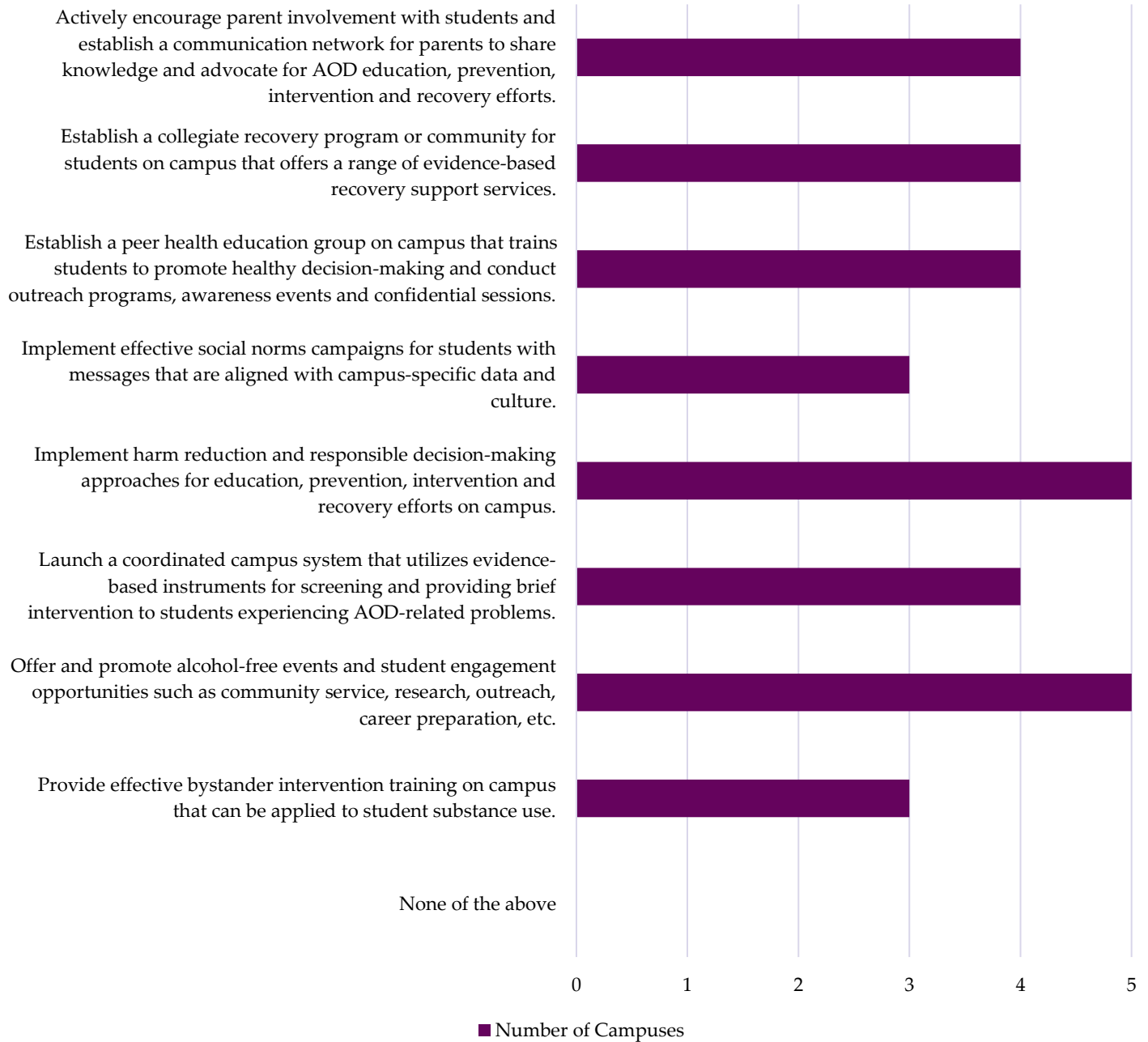


Figure 17. Number of campuses who indicated they are implanting each of the campus-wide initiatives found in the Planning and Assessment strategic area.

## Strategic Area: Collaboration and Communication

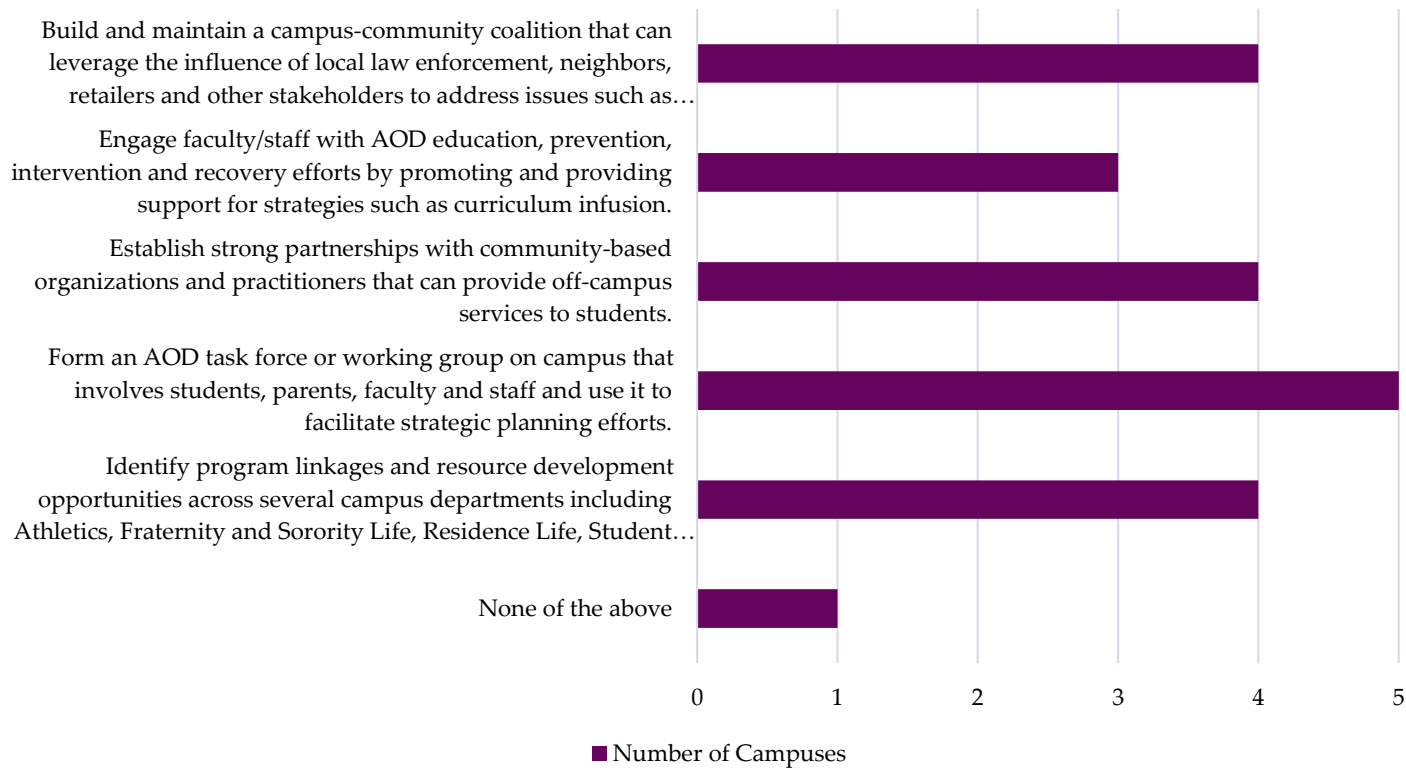


Figure 18. Number of campuses who indicated they are implanting each of the campus-wide initiatives found in the Collaboration and Communication strategic area.

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