

Virginia Higher Education Substance Use Advisory Committee (VHESUAC)

2024 Annual Report

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Virginia Alcoholic Beverage Control Authority

Chief Executive Officer
Dale F. Farino



Chair
Timothy D. Hugo

Vice Chair
L. Mark Stepanian

Board of Directors
William D. Euille
Gregory F. Holland
Lisa N. Jennings

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, 2023, to the end of the fiscal year on June 30, 2024.

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,

A handwritten signature in blue ink that reads "Timothy D. Hugo".

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 *Terrance C. "Terry" Cole*

Secretary of Education *Aimee Rogstad Guidera*

Secretary of Health and Human Resources *John Littel**

Secretary of Health and Human Resources *Janet Kelly***

Virginia Alcoholic Beverage Control Authority Leadership



Chair
Tim Hugo



Vice Chair
Mark Stepanian



William D. Euille



Gregory F. Holland



Lisa Jennings

Chief Executive Officer *Dale Farino*

* Secretary Littel resigned his position in July 2024.

** Secretary Kelly assumed her position in July 2024.

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's Community Health & Engagement Division coordinates VHESUAC. The structure includes two tiers: the Executive Council and Workgroup.

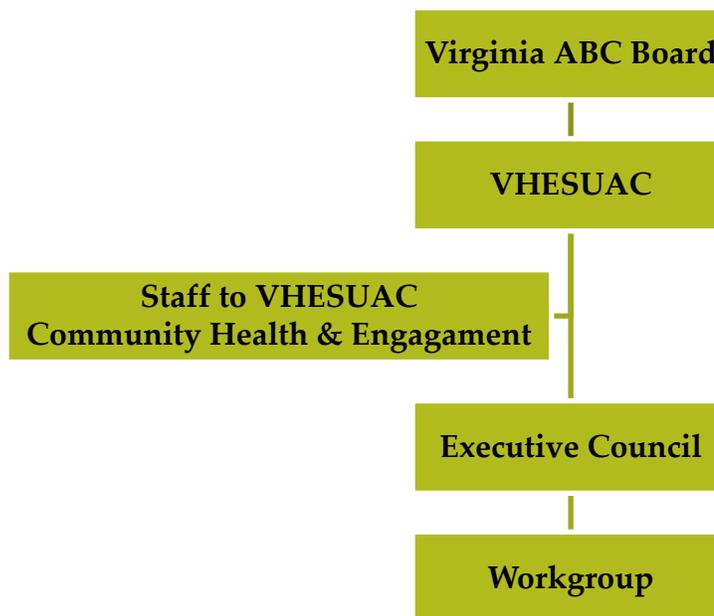


Figure 1. A diagram of the VHESUAC structure.

During this reporting period, Executive Council and Workgroup members met to continue implementation of the Virginia Higher Education Substance Use Prevention Strategic Plan. Members analyzed the applications for and reception to the VHESUAC Campus Recognition Program, an annual recognition programs for colleges and universities across Virginia that launched in March 2023. This program 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 were conducted in-person at Virginia ABC Headquarters in Mechanicsville. 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.

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's Community Health & Engagement Division seeks to strengthen the capacity of communities across Virginia by providing data, research, evidence-based programming, strategic resources and genuine partnership in order to ensure Virginians are able to make informed choices and Virginia ABC values community health and engagement. In 2015, Virginia ABC's Education and Prevention Section¹ 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



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

Virginia College Alcohol Leadership Council.

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

¹ Virginia ABC Education and Prevention was renamed Virginia ABC Community Health & Engagement in September 2023.

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

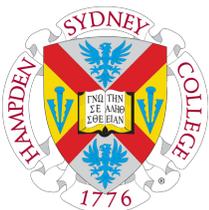
VHESUAC is comprised of public and private IHEs, student leaders, state agencies and statewide organizations who collaborate to reduce college substance use and advocate for research-based policies and practices. VHESUAC is led by an Executive Council and Workgroup and is staffed by Virginia ABC. The Virginia ABC Adult Education and Prevention Coordinator serves as the VHESUAC coordinator while also managing Virginia ABC's other college and adult alcohol education and 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 64 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.

Executive Council Membership

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



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 – Senior Associate Vice President of Student Health & Wellness



Virginia Commonwealth University

Brooke Berry – Assistant Vice President for Strategic Initiatives, Inclusion & Belonging

Charles Klink – Associate Vice President for Holistic Well-Being

Workgroup Membership

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, Community Health & Engagement 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, Office of Education and Prevention Programs



University of Mary Washington

Raymond Tuttle – Director of Judicial Affairs and Community Responsibility



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



University of Virginia

Susie Bruce – Director, Gordie Center



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

Dana Schrad – Executive Director



Virginia Cannabis Control Authority

Rebecca LaBelle – Health Policy Analyst



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 Health

Maria Altonen – Violence Prevention Coordinator

Julia Mogren – Substance Use Prevention Epidemiologist

Lauren Yerkes – Injury and Violence Prevention Program Epidemiologist



Virginia Polytechnic Institute and State University

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

Campus Representation

Approximately 22% of campuses across the commonwealth are represented by regular members of the Executive Council and/or Workgroup. VHESUAC is always looking to add new members to its body and gives regular notice to campus professionals across the state that they are welcome to join the Workgroup.

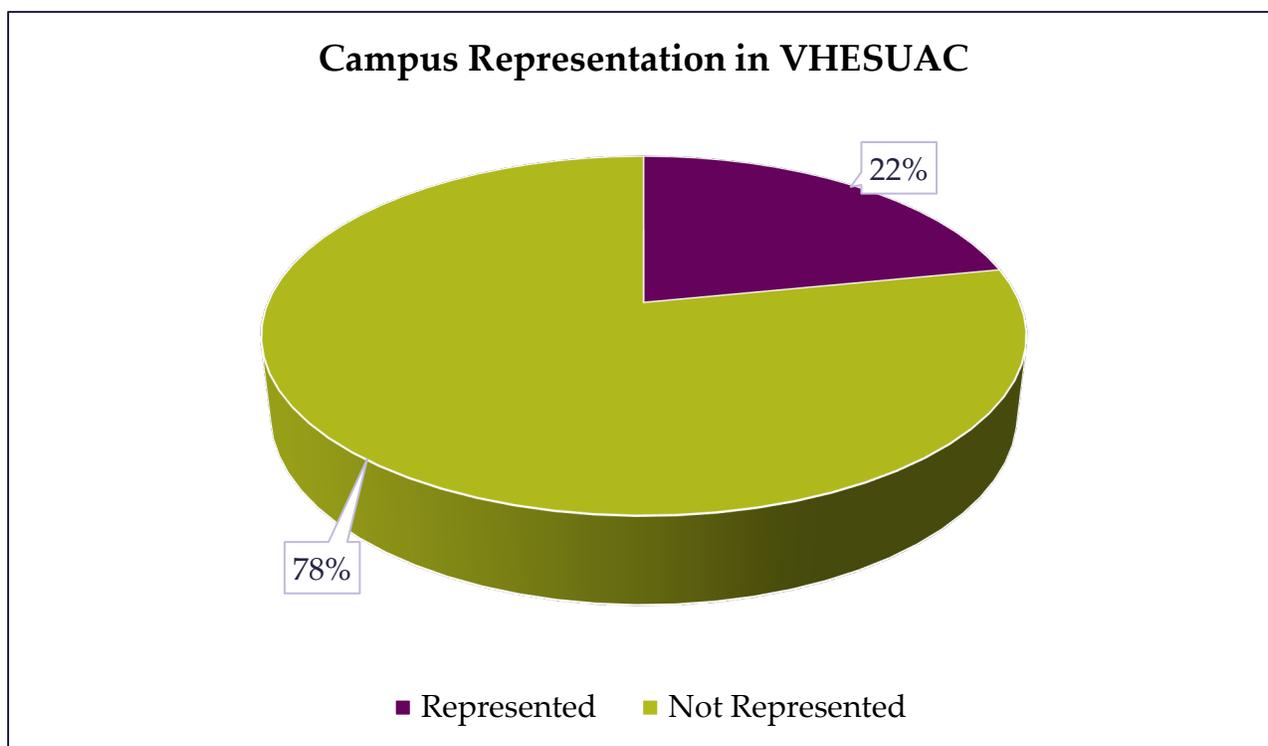


Figure 3. A pie chart showing the proportion of campuses who are represented on the VHESUAC Executive Council or Workgroup.

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's Community Health & Engagement Division 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. Data across these different surveys shows a slight decrease lifetime and 90-day usage rates for most drugs, matching a decrease in the usage rates among youth.²

Alcohol

Alcohol continues to remain the most used drug among college students. While the percentage of college students who have used alcohol in their lifetimes has remained relatively consistent, the data is beginning to show a slight decrease in the lifetime and 90-day usage rate amongst college students. This trend is a continuation of falling underage alcohol consumption rates among high school

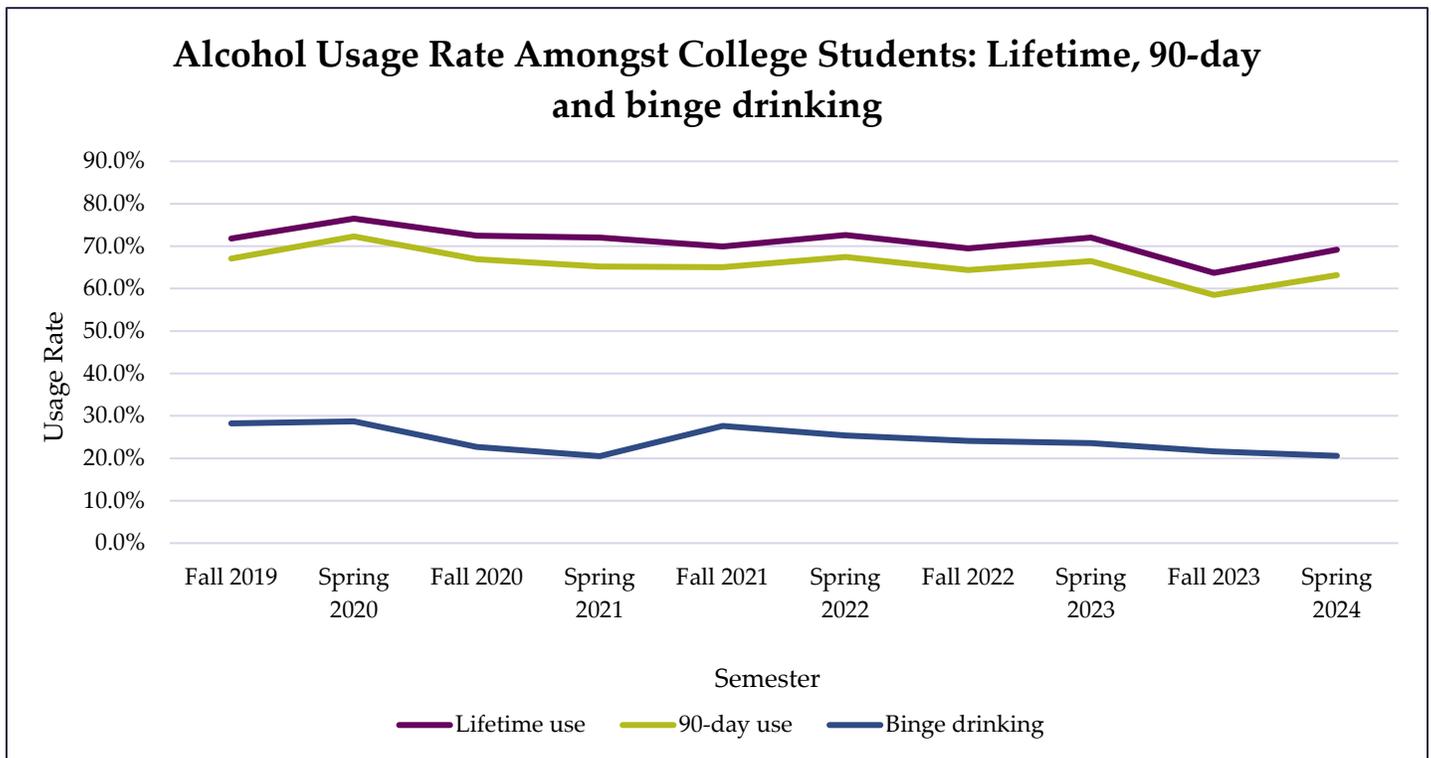


Figure 4. Chart showing the lifetime, 90-day usage and binge drinking rates of alcohol amongst college students. Source: National College Health Assessment.

² (Monitoring the Future 2024)

students.³ Additionally, the binge drinking rate⁴ has continued to gradually decrease over the last two decades. The sharp drop-off of the binge-drinking rate during the 2020-2021 school year can be attributed to the COVID-19 pandemic.

Cannabis

Cannabis and other marijuana products are the second-most used drugs among college students. National data shows that cannabis use on college campuses has remained relatively consistent over the last five years. Legislation legalizing recreational use of cannabis within Virginia went into effect on July 1, 2021. However, cannabis continues to be prohibited on most college and university campuses and the retail sale of cannabis has not been passed by the legislature. As such, the laws and regulations surrounding cannabis can be confusing for college students, parents, faculty and staff.

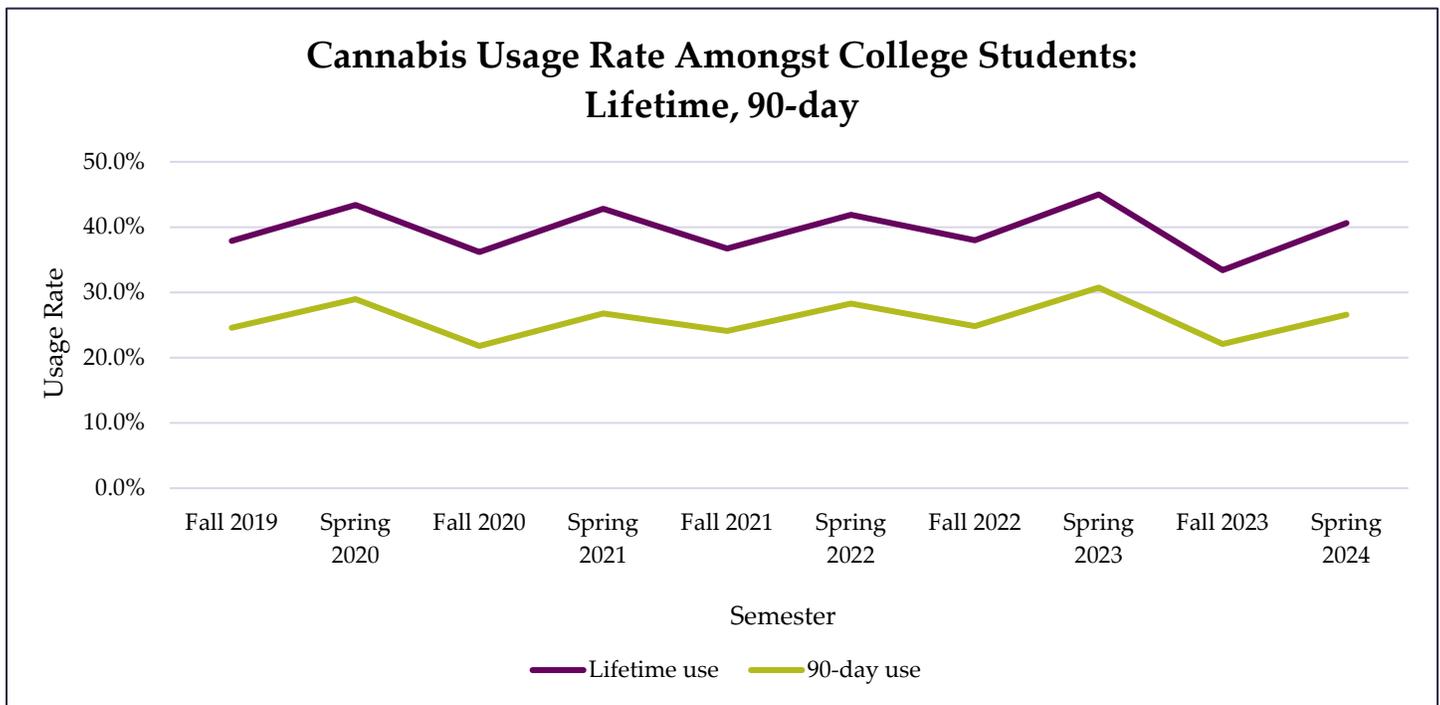


Figure 5. Chart showing the lifetime usage and 90-day usage of cannabis amongst college students. Source: National College Health Assessment.

Tobacco and Nicotine Delivery

Tobacco and other nicotine delivery systems are the third-most used drugs among college students. While overall usage data shows a gradually decreasing level of usage among lifetime and 90-day usage, vaping and e-cigarettes use is increasing, including amongst youth.⁵ This has caused the rate

³ (Monitoring the Future 2024)

⁴ Binge drinking is defined as consuming five or more drinks for males or four or more drinks for females in a single occasion.

⁵ (Office of the Surgeon General 2018)

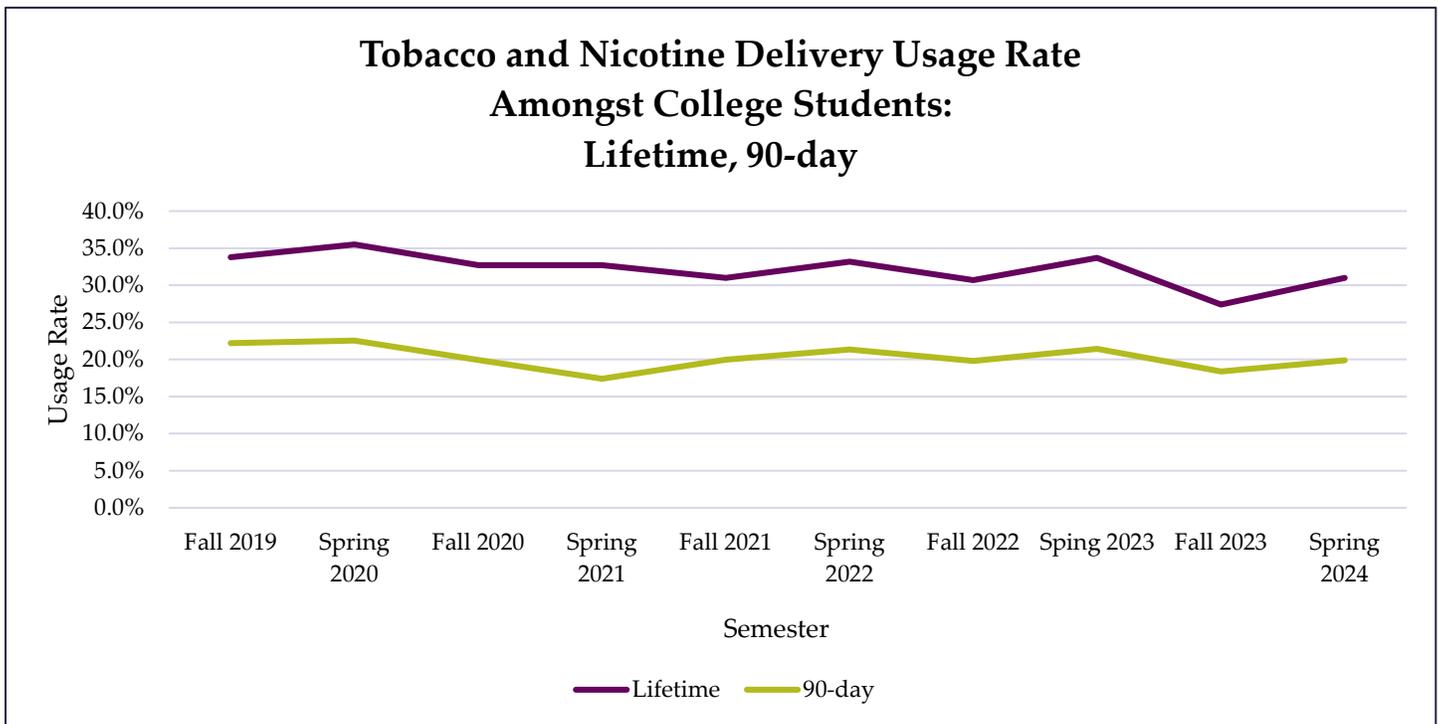


Figure 6. Chart showing the lifetime usage and 90-day usage of tobacco and other nicotine delivery products amongst college students. Source: National College Health Assessment.

of vaping of college campuses to increase, while cigarette use has decreased. Since July 1, 2019, the smoking age in Virginia has been 21.

Opioids

While prescription opioids are not among the most commonly used drugs among students, they are known for their serious health risks, including overdose and death. In particular, fentanyl is known

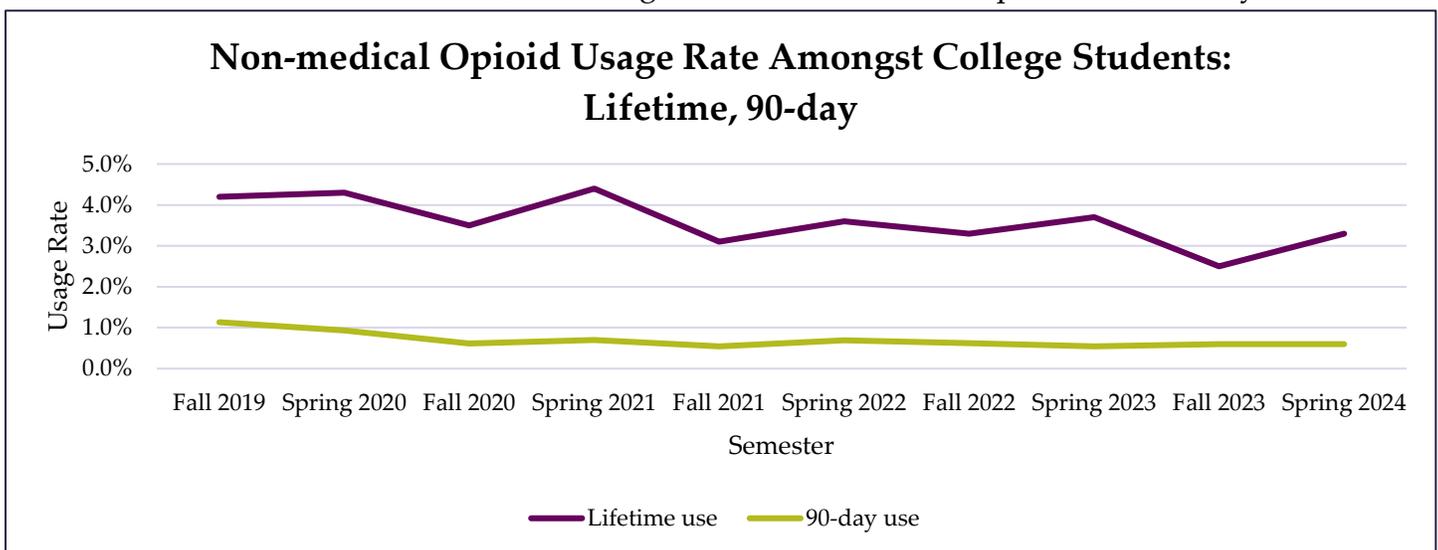


Figure 7. Chart showing the lifetime usage and 90-day usage of prescription opioids amongst college students for non-medical purposes. Source: National College Health Assessment.

for its potency, as it is approximately 100 times more potent than morphine.⁶ 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 the usage of 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.⁷ 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.⁸ 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 decrease in the usage rates of prescription stimulants when used for non-medical purposes.

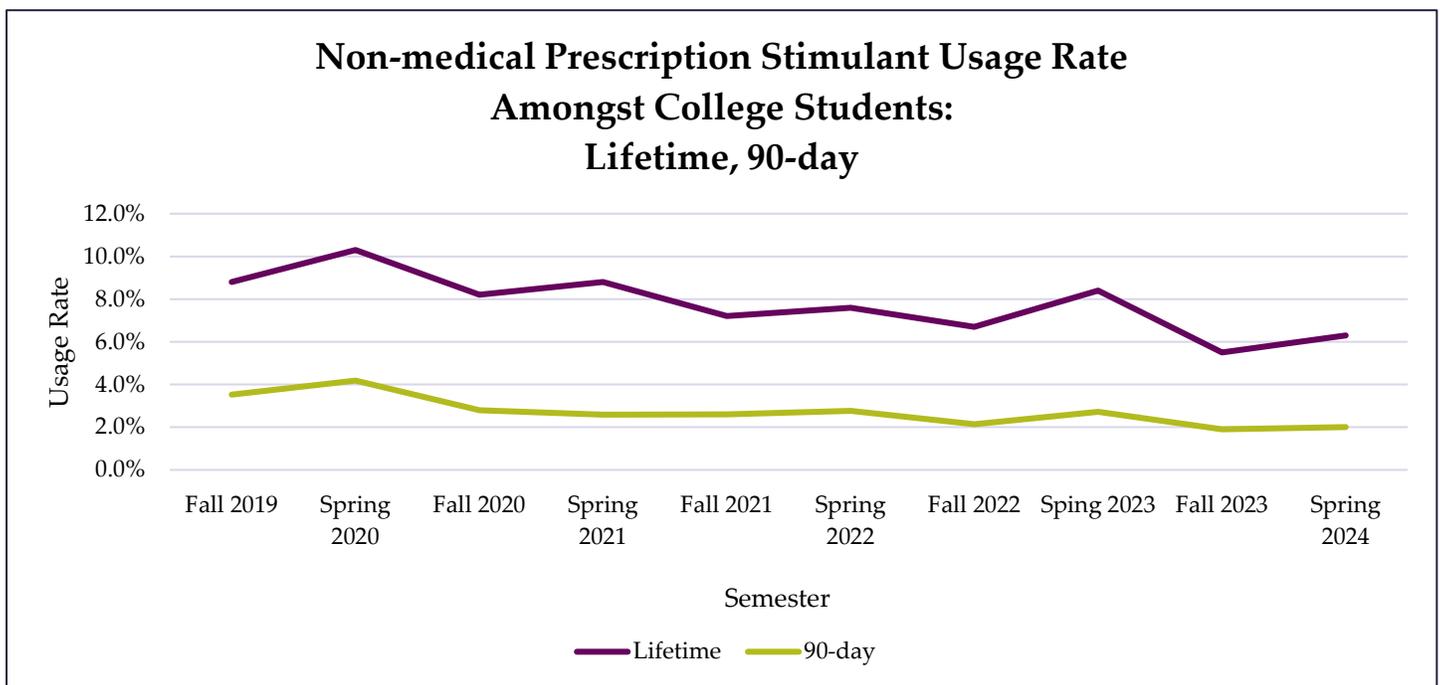


Figure 8. Chart showing the lifetime usage and 90-day usage of prescription stimulants amongst college students for non-medical purposes. Source: National College Health Assessment.

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

⁶ (United States Drug Enforcement Administration 2023)

⁷ (Arria, et al. 2017)

⁸ (United States Centers for Disease Control and Prevention 2023)

the drugs fell during the 2020-2021 school year, owing to the COVID-19 pandemic. Since then, the usage rates for some of the substances have generally reverted to pre-pandemic levels, though the usage rates for hallucinogens, sedatives and cocaine appear to be decreasing.

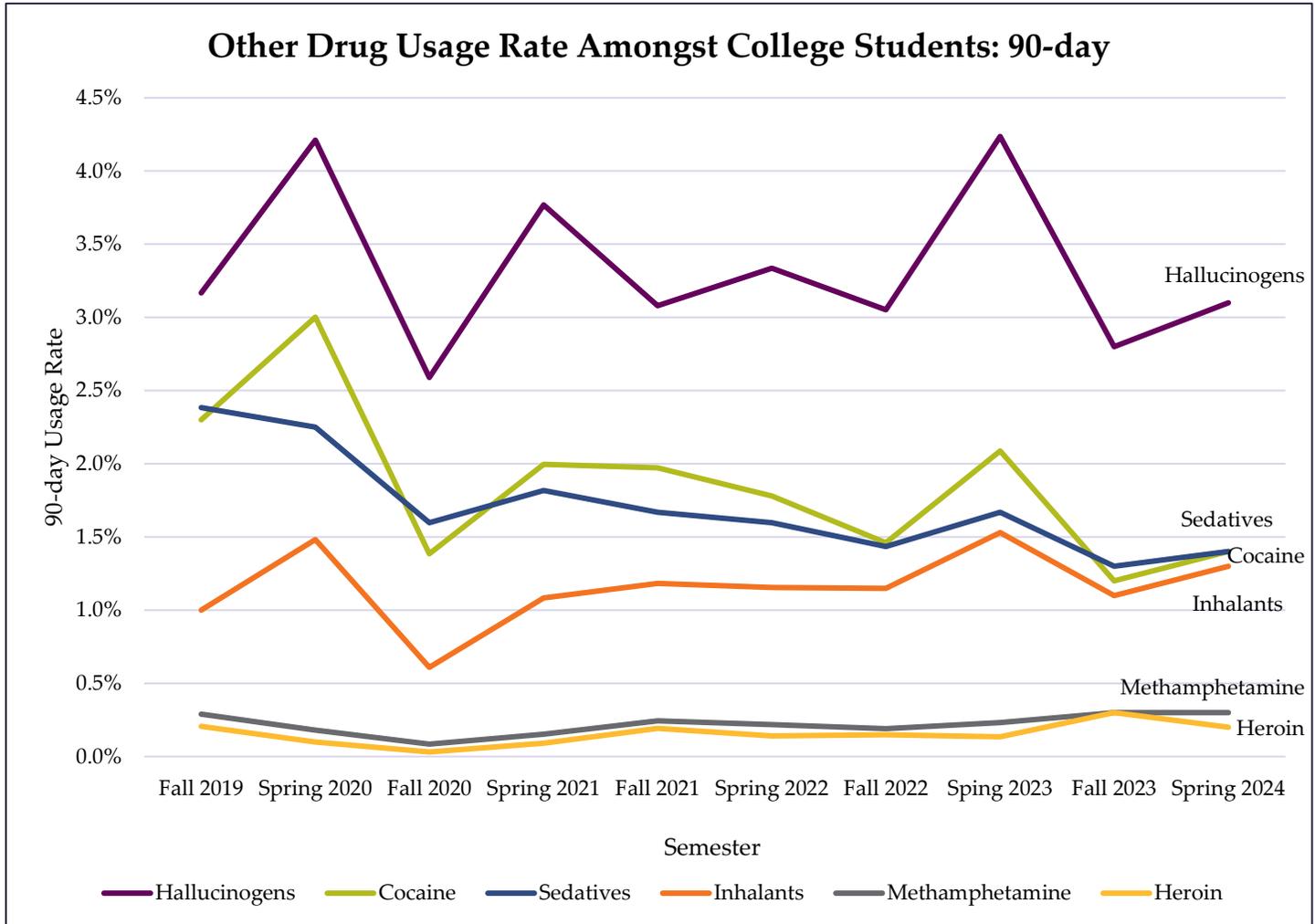


Figure 9. Chart showing the 90-day usage of hallucinogens, cocaine, sedatives, inhalants, methamphetamine and heroin amongst college students. Source: National College Health Assessment.

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.⁹ These statistics demonstrate that college students are facing unique and difficult challenges on

⁹ (The Healthy Minds Network 2023)

campuses today, and substance abuse programs that target these students should take these worrying mental health statistics into consideration when planning out the program.

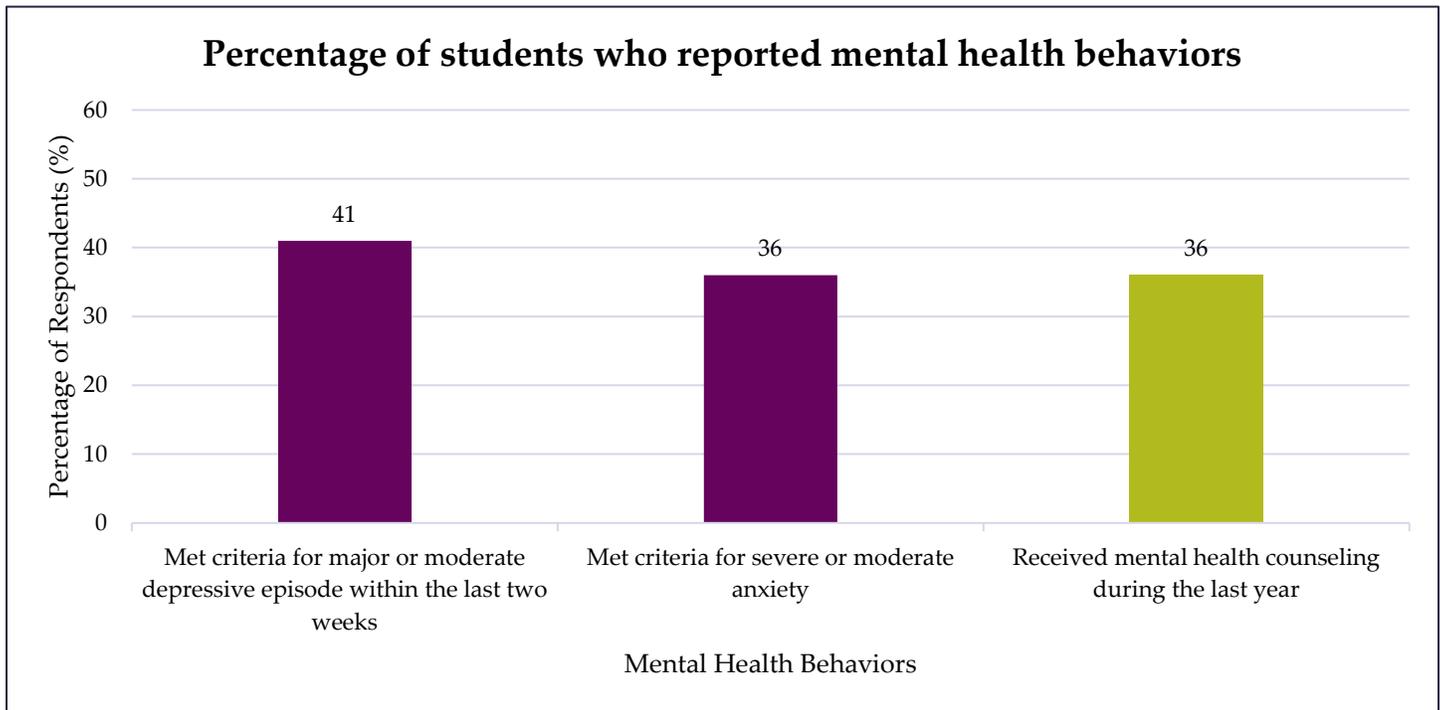


Figure 10. Chart the percentage of students who reported behaviors and feelings that meet the criteria for various mental health behaviors. Source: Healthy Minds Network.

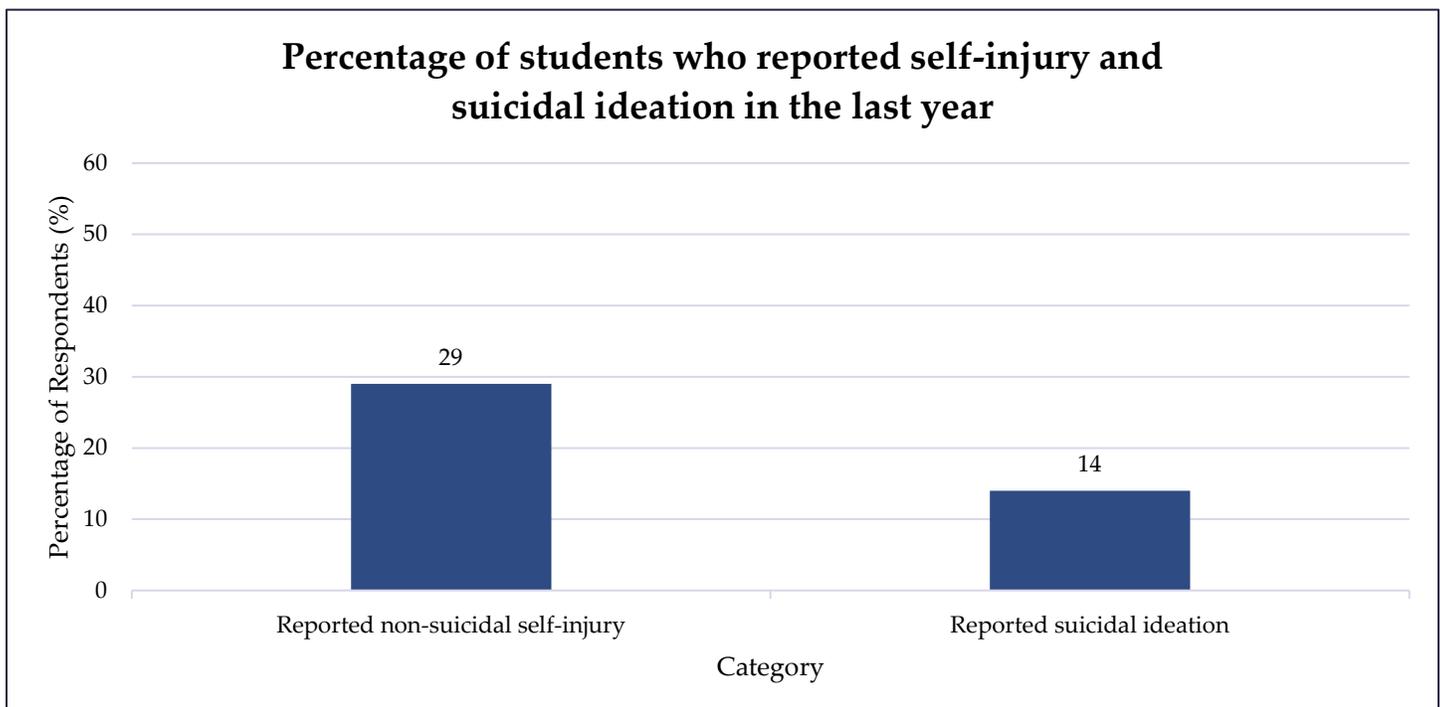


Figure 11. Chart the percentage of students who reported non-suicidal self-injury or suicidal ideation within the last year. Source: Healthy Minds Network.

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 types of incidents can be grouped into three broad categories: academic issues (such as student attrition and missed classes), campus behaviors (such as damage to residence halls and other campus property) and personal behaviors (such as violent behavior, sexual assault and unsafe sexual practices).

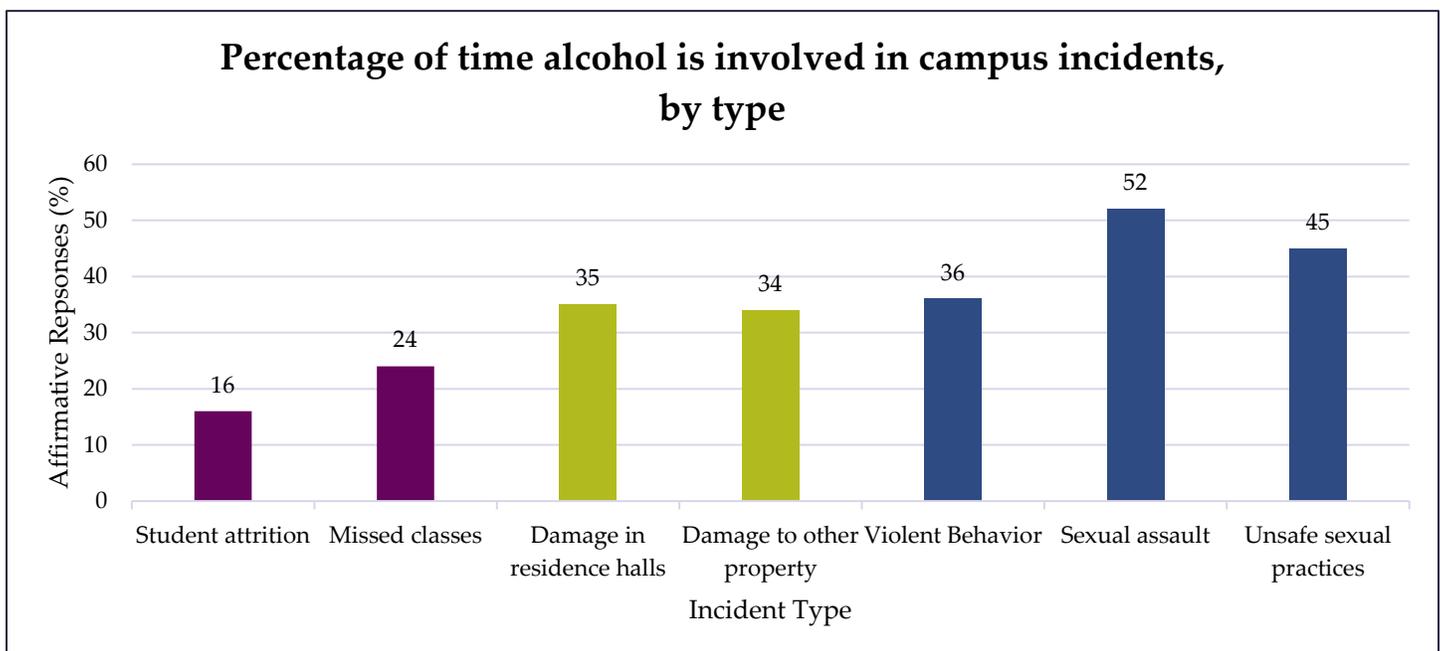


Figure 12. Chart showing the percentage of time campus professionals reported alcohol being involved in different types of incidents on campus. Source: 2021 College Alcohol Survey.

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.¹⁰ While these statistics are higher than when the questions were first asked on the College Alcohol Survey more than twenty years ago, they are each lower than the reported statistics in the 2018 version of the survey.

¹⁰ (Anderson 2021)

OTHER STATE AND NATIONAL TRENDS

College Athletics and Stadiums

The last five years have seen a dramatic change in policies regarding alcohol at collegiate athletic stadiums and arenas. According to a survey conducted by the Associated Press in 2023, 55 of the 69 schools in the then-Power 5 conferences¹¹ sold alcohol in the public areas of their football stadiums on game days¹². Some of the remaining 14 schools sold alcohol in non-public areas of the stadiums, such as suites and premium seating. Since that survey in 2023, several universities have announced that they will begin selling alcohol in their stadiums in 2024, including prominent football programs such as the University of Georgia, the University of Michigan, and the University of Wisconsin. This trend was quick to take hold, as only 20 universities in those conferences sold alcohol at their stadiums before 2019. Out of the five Division I FBS football programs in Virginia, four of them sell alcohol to the general public in their football stadiums, including James Madison University, Old Dominion University, the University of Virginia and Virginia Tech; Liberty University is the only FBS program in the commonwealth that does not sell alcohol in its stadium. In addition to the sale of alcohol in football stadiums, many universities additionally sell alcohol in their other stadiums, such as basketball, volleyball and soccer stadiums and arenas.

Hazing

In July 2022, the Code of Virginia was amended to include new requirements for all public and private colleges and universities regarding hazing. This is commonly referred to as “Adam’s Law” in memory of VCU student Adam Oakes who died in February 2021 after a fraternity hazing incident. These new requirements for campuses include:

- Mandatory in-person hazing prevention training for current members, new members, potential new members and advisors of any student organization with a new member process is now required at all institutions of higher education.
- School policies must provide disciplinary immunity for certain individuals who make hazing reports.
- Requirements to report hazing violations by:
 - o Listing a summary on the school’s website at least 10 calendar days before the start of fall and spring academic semesters;
 - o Providing a hardcopy notice of the nature and availability of the reports, including the website address where they can be found, to all attendees at student orientations; and

¹¹ Until 2024, the term Power 5 conferences referred the five most prominent collegiate conferences for college football: Atlantic Coast Conference (ACC), Big XII, Big Ten, Southeastern Conference (SEC) and the Pac-12. Notre Dame is often included in this grouping.

¹² (ESPN 2023)

- Annually reporting hazing violations to the Timothy J. Piazza Center for Fraternity and Sorority Research and Reform at Penn State for their national hazing scorecard.
- Beginning with the 2022-2023 school year, maintain and publicly report actual findings of violations of the institution's code of conduct or of federal or state laws pertaining to hazing to campus authorities or local law enforcement.

While this law only mentions alcohol as an ancillary topic to hazing, data from hazing incidents shows that over 60% of hazing-related deaths have involved alcohol since January 1, 2000. The inclusion of alcohol in hazing incidents has been shown to dramatically increase the risk and severity of hazing-related injuries and deaths.¹³

The Stop Campus Hazing Act was introduced in both the U.S. House of Representatives and the U.S. Senate in September 2023. This bill would add hazing as a crime that campuses must report under the Cleary Act and would also require campuses to conduct comprehensive hazing prevention programs. Both houses referred the bill to committee, and the House Committee on Education and the Workforce voted to advance the bill in September 2024.¹⁴

Tobacco

The Virginia Department of Health (VDH) published their Virginia Higher Education Tobacco Policy Dashboard in 2024¹⁵. This dashboard provides an overview of the tobacco policy landscape across Virginia's four-year public and private colleges and universities. Each institution's policy was graded on standards by the American for Nonsmokers Rights Foundation and each institution was subsequently issued a report card, outlining areas of excellences and areas for improvement.

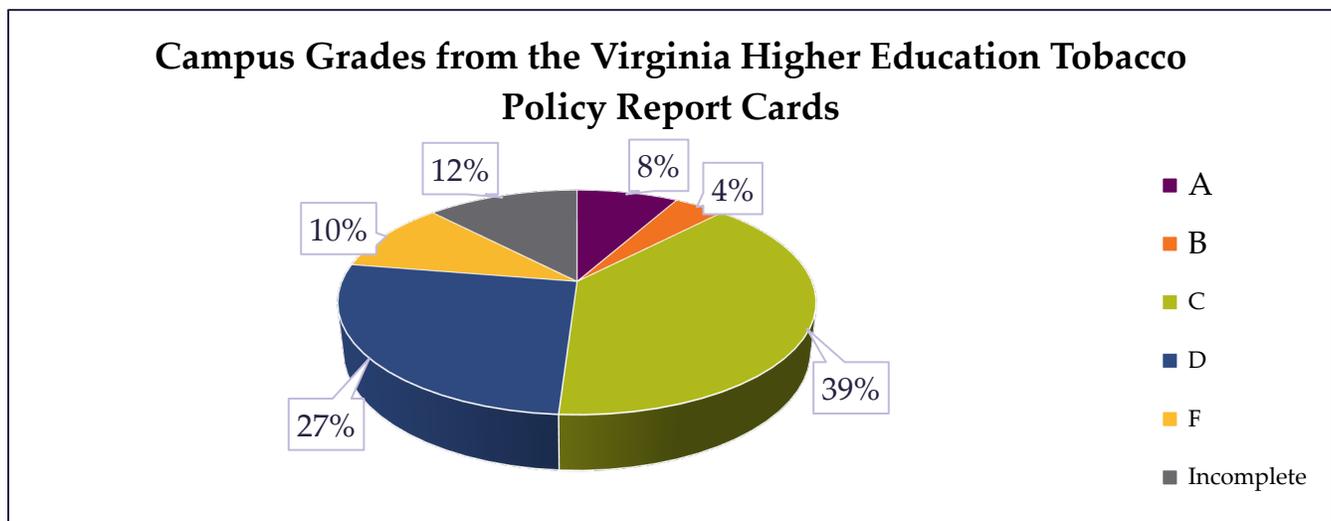


Figure 13. A pie chart showing the proportion of campuses received each letter grade on their Virginia Higher Education Tobacco Policy report card. Data is accurate as of September 2024. Source: VDH.

¹³ (Gordie Center n.d.)

¹⁴ (Palmer 2024)

¹⁵ (Virginia Department of Health 2024)

University-branded Alcohol Products

Another trend across colleges and universities has been the introduction and production of university-branded alcohol products. For universities who have established these partnerships, there seem to be three major motivations: an academic initiative, branding and the additional revenue.¹⁶ There are dozens of campuses across the country that partner with local breweries and wineries to produce university-branded products, and revenue from many of them is used for scholarships or other academic purposes. For example, People's Brewery has a partnership with Purdue University and produces Boiler Gold and Boiler Black, and the money that Purdue gets from licensing these products is earmarked for the school's agriculture program. Students at Purdue analyze the brewery's hops and learn about supply chains and distribution.

There are critics of these partnerships who raise concerns about colleges and universities lending their names to alcohol given the prevalence of underage drinking and alcohol abuse. For example, when VCU announced in 2022 that it was partnering with a local brewery to create Ram Bam, they found a negative reaction from the campus and local community. In this case, campus community members felt that the decision to license an alcoholic product was insensitive in light of the death of VCU student Adam Oakes in 2021. VCU paused production of the product after hearing the reaction of the community.¹⁷

There are currently at least five colleges and universities in Virginia that have partnered with local breweries and wineries to produce university-branded products, including George Mason University, James Madison University, Old Dominion University, the University of Virginia and Virginia Tech.

¹⁶ (McCormick and Smith 2019)

¹⁷ (Alonso 2022)

VHESUAC STRATEGIC PLAN

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 27.

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: Programming 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

Background

In September 2021, Virginia ABC's Education & Prevention Division 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. One of the three recommendations included:

- 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.

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 July 1 each year:

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.

Program Updates

During this reporting period, VHESUAC spent significant time reviewing the five applications from June 2023 and updating the application process for 2024. The major updates to the application process in 2024 included:

- Streamlining a 'renewal' application process for campuses who were recognized the previous year and wanted to apply for recognition again.
- Moving the deadline for applications from June 1 to July 1. This moves the deadline to align with the start of the fiscal year and will make reporting on the program easier and streamlined in this report.
- Adding a question about what strategies of alcohol, tobacco and other drug (ATOD) education the applying campus is currently implementing, and about the student reach of those education programs. This data will help VHESUAC accurately report the student reach across the commonwealth of campus education efforts.

Recognized Campuses in 2023

Five campuses submitted applications through the VHESUAC Campus Recognition Program in June 2023, were approved in August 2023 and then were recognized during this reporting cycle.¹⁸ The campuses were (in alphabetical order):

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

Future

As the deadline for applications changed during this reporting period, the applications that were submitted on July 1, 2024 will be referenced and discussed in the 2025 VHESUAC Annual Report.

The VHESUAC Executive Council and Workgroup are continuing to think of ways to encourage campuses across the commonwealth to apply for recognition in this program. The long-term goal for the program is for each campus across Virginia to apply each year, so the committee is working to help actualize progress towards that goal.

¹⁸ (Virginia ABC 2023)

VHESUAC NEWSLETTER

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's Community Health & Engagement Division to be added to the email list.

September

The September 2023 edition of the newsletter contained a report by Amelia Arria and Greta Wagley entitled "Addressing College Drinking and Drug Use," which aims to provide campus administrators with resources for initiating student substance use prevention work. The report also outlines the current challenges faced by campuses as well as suggestions for administrators to tackle those challenges. The newsletter also contained a link to the National Institute on Alcohol Abuse and Alcoholism (NIAAA) website for the College Alcohol Intervention Matrix, otherwise referred to as CollegeAIM. CollegeAIM helps campus staff review their current prevention strategies on campus and learn about new evidence-based options. Data and links to the 2022 College Prescription Drug Study from The Ohio State University were also included in the newsletter. There was also a brief section publicizing the upcoming APPLE Training Institutes, hosted by the Gordie Center at the University of Virginia. The APPLE training institutes provide education and training to prevent substance misuse and hazing to student-athletes and athletics departments. Finally, the newsletter contained a link to a new set of professional competencies for campus substance misuse professionals, entitled "The Guide to Eight Professional Competencies for Higher Education Substance Misuse Prevention."

November

The November 2023 edition of the newsletter contained a link to the 2023 VHESUAC Annual Report, which was submitted to Virginia's Legislative Information System (LIS) earlier that month. There were also two resources about cannabis included in the newsletter; registration information for the 2023 Cannabis Symposium held by the Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery (HECAOD) and a report from the Virginia Cannabis Control Authority that made recommendations on consumable hemp products.

February

The February 2024 edition of the newsletter contained information about the VHESUAC Campus Recognition Program, as the application period was opening in March. The newsletter also contained new fentanyl prevention lessons hosted on the Virginia Foundation for Healthy Youth's (VHFY) website. The lessons are intended for youth in grades 9-12, but a lot of the information in the lessons

is also applicable for college students. These lessons were originally developed by the Warren County Community Health Coalition before VFHY revised them with support from researchers at Virginia Commonwealth University, Virginia Tech and East Tennessee State University. Finally, the newsletter contained links to VDH's Opioid Cost Calculator. This resource illustrates the economic impact of the opioid crisis in Virginia, such as the costs of lost labor, healthcare, crime-related costs and others. The website also breaks down data by locality, allowing individual counties to examine the impact of opioid on their communities.

May

The May 2024 edition of the newsletter contained a reminder about the VHESUAC Campus Recognition Program, as applications were due on July 1, 2024. The newsletter also contained information about the HECAOD's Training Advisory Committee, which was accepting new members from across the country. There were also a variety of links and resources aimed at addressing the fentanyl crisis included in the newsletter, as a continuation of Operation FREE Virginia which was held in April. Finally, there were two additional resources shared from VDH; the Overdose Dashboard, which contains data and statistics about overdose deaths, emergency department visits and more, as well as the Overdose Needs Assessment Tool, which can help identify which communities across Virginia may need more targeted drug overdose-related prevention and intervention strategies.

Campus Engagement

Throughout the course of the year, VHESUAC was able to reach 64 campuses (100%), primarily through the VHESUAC Campus Newsletter. This is the second year in a row that VHESUAC was

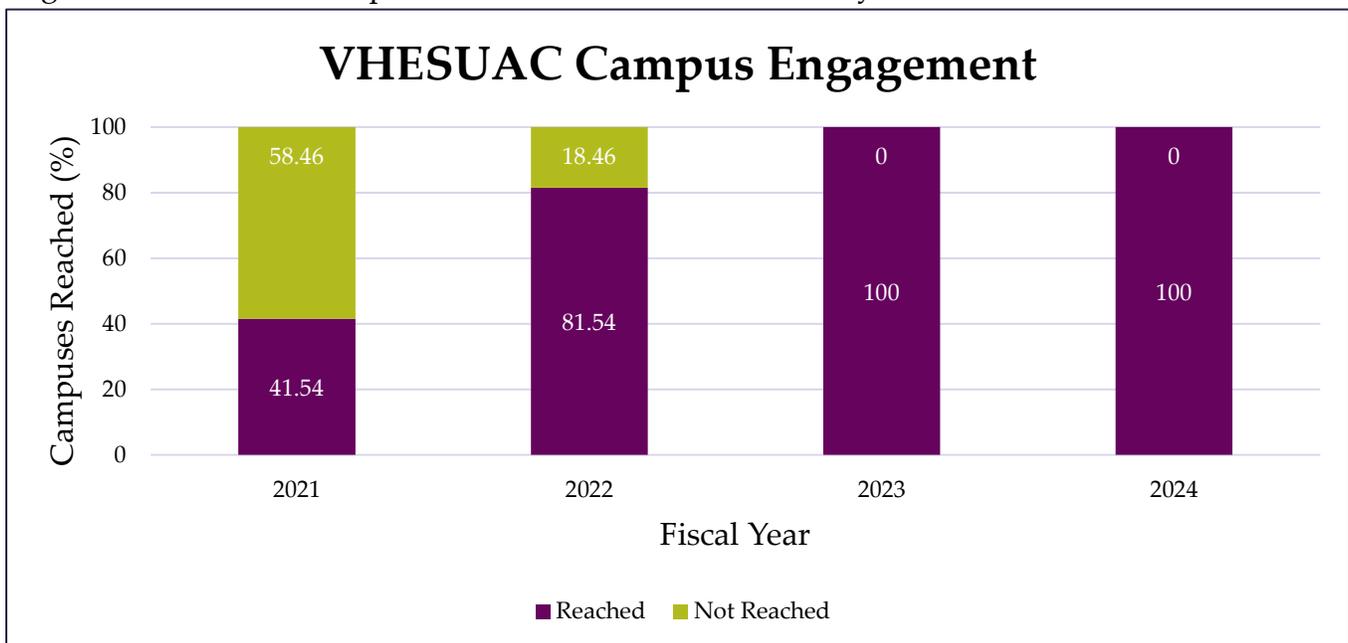


Figure 14. A bar chart showing the proportion of campuses who were reached by VHESUAC over the last four fiscal years.

able to create at least one touch point with each campus across the commonwealth. 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.

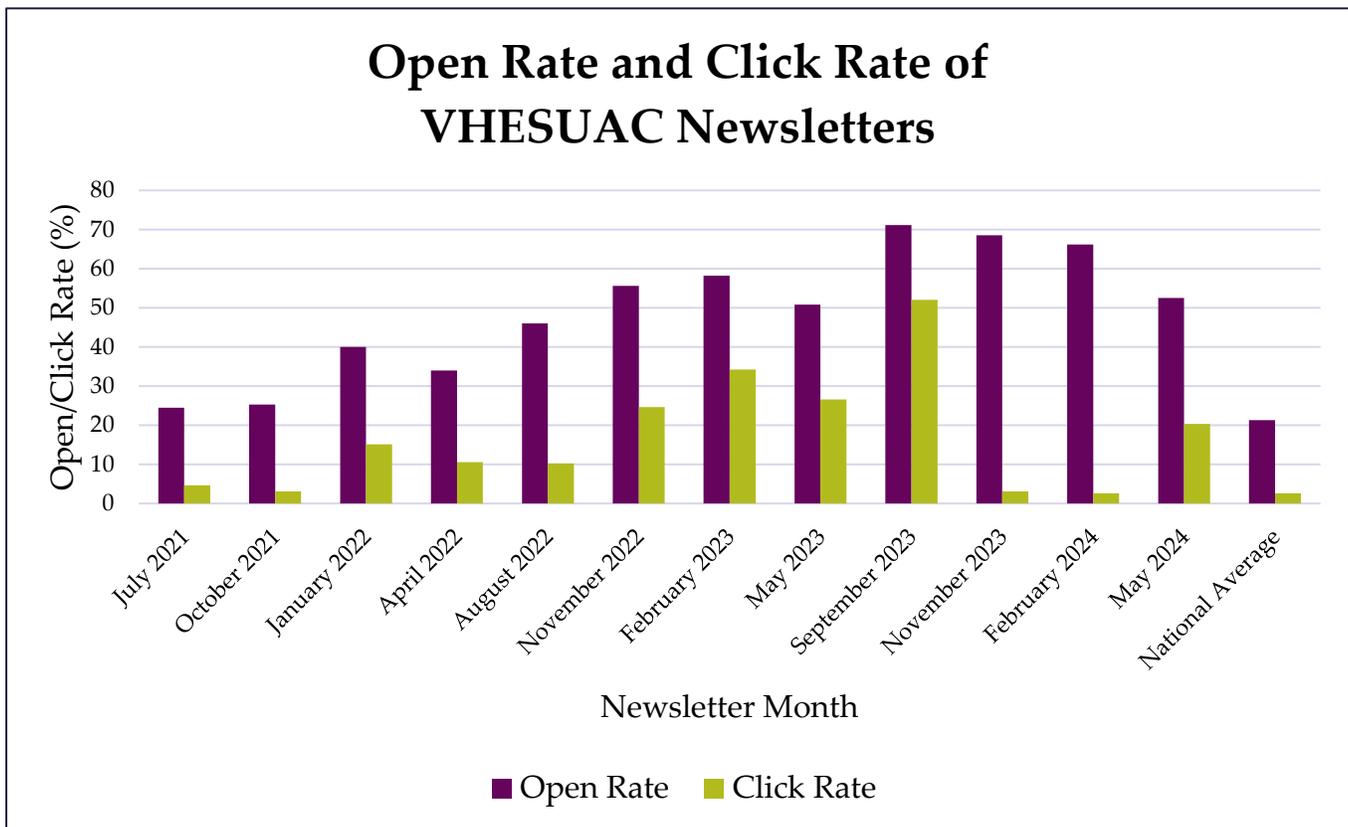


Figure 15. A bar chart showing the open and click rates of VHESUAC newsletters over the last three fiscal years compared with the national average according to Mailchimp.

The open and click rates for each of the newsletters rose earlier in the fiscal year, with engagement for the September 2023 newsletter being at an all-time high, but engagement with the newsletter dropped as the reporting period continued. However, the open and click rates continued to outperform the national average for email newsletters by a large margin.¹⁹ 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.

¹⁹ (Mailchimp 2022)

VHESUAC MEETINGS

The VHESUAC Executive Council met twice during the reporting period in August 2023 and January 2024. The VHESUAC Workgroup met in July 2023, October 2023, January 2024 and April 2024. The meetings throughout the reporting period included reviewing the campuses that applied for the VHESUAC Recognition Program, updating the program for the next application cycle and initiating discussions about holding a virtual training for college professionals.

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 18, 2023 Meeting Minutes

Presentation

- Brianna Bonat of the Virginia Cannabis Control Authority gave a presentation to the Executive Council. After the presentation, the Executive Council discussed the potential of a webinar for campus professionals with the CCA.

Upcoming Quarterly Newsletter

- The VHESUAC fall newsletter will be sent on August 28. The contents will include:
 - Information about the College Prescription Drug Study from The Ohio State University.
 - <https://pharmacy.osu.edu/college-prescription-drug-study>
 - A link to CollegeAIM.
 - <https://www.collegedrinkingprevention.gov/collegeaim>
 - A link to “Addressing College Drinking and Drug Use” by Amelia Arria and Greta Wagley.
 - <https://www.goacta.org/resource/addressing-college-drinking-and-drug-use/>
 - Information about the Gordie Center at the University of Virginia’s APPLE Training Institutes.
 - <https://apple.studenthealth.virginia.edu/>
 - A link to the DEA’s webinar series covering the eight professional competencies for substance misuse professionals on college campuses.
 - <https://www.campusdrugprevention.gov/media/enhancing-professional-competencies-preventing-drug-and-alcohol-misuse-among-college-students>

VHESUAC Campus Recognition Program

- The VHESUAC Recognition Program launched March 14 and closed on June 1. Five campuses submitted applications, and all of them contained all required materials and documents. The

Executive Council did not have any concerns about any of the campuses that applied during this cycle and approved all five campuses for recognition.

January 26, 2024 Meeting Minutes

Upcoming Quarterly Newsletter

- The VHESUAC winter newsletter will be sent on February 12. The contents will include:
 - A link to the FY23 VHESUAC Annual Report.
 - Preview of the upcoming VHESUAC Campus Recognition Program, which opens April 1.
 - Information about the Virginia Young Adult Survey, conducted by the Virginia Department of Behavioral Health and Developmental Services.
 - Information about the Virginia ABC Alcohol Education & Prevention Grant, whose application period closes March 1.
 - Two other resources, depending on their release before the newsletter distribution date:
 - Bill tracker from Community Coalitions of Virginia (CCoVA).
 - A fentanyl lesson plan developed by VFHY.

Legislative Updates and Bill Tracking

- The Virginia ABC Data, Research and Evaluation Specialist discussed a couple bills working their way through the legislative process, including:
 - HB307, which would permit the manufacture of spirits at a personal residence for domestic consumption (depending on certain conditions).
 - SB168, which would change the food-to-beverage ratio for certain mixed beverage licensees (depending on monthly food sales).

College Student Health Trends: ATOD and Mental Health

- The VHESUAC Coordinator shared with the Executive Council student health trends relating to alcohol, cannabis, opioids, prescription stimulants, tobacco and other drugs. The data for these trends comes from the ACHA-National College Health Assessment (NCHA). The coordinator then shared data from the Healthy Minds Network that examined the mental health of college students. Finally, the coordinator shared information from the College Alcohol Survey that quantified the percentage of time alcohol is involved in various types of campus incidents.

VHESUAC Recognition Program

- Virginia ABC issued a press release announcing last year's recognized campuses on November 21, 2023. Five campuses were recognized:
 - James Madison University
 - Longwood University
 - University of Mary Washington
 - Virginia Commonwealth University
 - Wytheville Community College
- VCU News published a news article covering their recognition.

- The 2024 application cycle will open April 1 and close on July 1 for ease of compiling records by Virginia ABC's Community Health & Engagement Division. Campuses are required to reapply to receive recognition each year, however campuses who are reapplying will receive a copy of their application from the previous year to ease the difficulty and effort required to complete the application.
- There will be a few changes to the application from the 2023 application:
 - Minor wording/phrasing changes
 - Three additional questions have been added:
 - “What percentage of students receive some form of ATOD education throughout the school year?”
 - “What was your institution’s fall 2023 enrollment?”
 - “What was your institution’s spring 2024 enrollment?”
 - It was mentioned that the term “ATOD education” could be interpreted broadly (or narrowly), so the workgroup suggested including a sample list of activities to clarify the term for the applicant.
- A timeline for the 2024 application cycle was shared, including finalizing the recognized campuses at the July and August VHESUAC meetings of the Workgroup and Executive Council, respectively, and publicly recognizing the campuses selected in October and November.

Workgroup

July 27, 2023 Meeting Minutes

Upcoming Quarterly Newsletter

- The VHESUAC fall newsletter will be sent on August 28. The contents will include:
 - Information about the College Prescription Drug Study from The Ohio State University.
 - <https://pharmacy.osu.edu/college-prescription-drug-study>
 - A link to CollegeAIM.
 - <https://www.collegedrinkingprevention.gov/collegeaim>
 - A link to “Addressing College Drinking and Drug Use” by Amelia Arria and Greta Wagley.
 - <https://www.goacta.org/resource/addressing-college-drinking-and-drug-use/>
 - Information about the Gordie Center at the University of Virginia’s APPLE Training Institutes.
 - <https://apple.studenthealth.virginia.edu/>
 - A link to the DEA’s webinar series covering the eight professional competencies for substance misuse professionals on college campuses.
 - <https://www.campusdrugprevention.gov/media/enhancing-professional-competencies-preventing-drug-and-alcohol-misuse-among-college-students>

College Prescription Drug Study

- The Workgroup reviewed some of the key findings from the 2022 version of College Prescription Drug Study. Key findings from the study include:
 - About 20% of college students reported having ever used pain medications, sedatives or stimulants for non-medical purposes.
 - About 14% of college students reported having ever used more than one drug at the same time for non-medical purposes.
 - The vast majority responded that they first used a drug for non-medical purposes during high school or college.
 - The most common ingestion method for use of a drug was orally.
- Workgroup members discussed the factors that lead individuals to take prescription drugs for non-medical purposes, and stimulants were the main focus of that discussion. While students will use anecdotal evidence to justify taking stimulants (such as that the drugs help them focus on studying and during test-taking), research has begun to show that taking stimulants does not show an increase in student grades.
- With the growing rate of diagnosis of conditions such as anxiety and ADHD, prescription drugs are more prevalent (and more accessible to students) on campuses. The Workgroup discussed potential resources to share with campuses about prescription drug safety, such as drug recognition training, drop boxes for leftover prescription drugs on campuses, and current social media campaigns by colleges in the commonwealth.

VHESUAC Recognition Program

- The VHESUAC Recognition Program launched March 14 and closed on June 1. Five campuses submitted applications, and all of them contained all required materials and documents. The Executive Council will discuss the applicants at their meeting on August 18.
- The Workgroup discussed the process for campuses to re-apply to the program in the following years. Members suggested creating a separate application process for campuses looking to renew their applications. Members also suggested soliciting feedback from the campuses that applied this year about the application process. The VHESUAC coordinator will draft a potential renewal process and bring it to the Workgroup at their October 2023 meeting for discussion.

October 19, 2023 Meeting Minutes

Upcoming Quarterly Newsletter

- The VHESUAC fall newsletter will be sent on November 13. The contents will include:
 - A list of the campuses recognized through the VHESUAC Campus Recognition Program.
 - Information about the upcoming virtual 2023 Cannabis Symposium organized by the HECAOD at The Ohio State University.
 - A link to the Healthy Minds Network and their annual survey examining young adult mental health.
 - <https://healthymindsnetwork.org/>

- Information about the upcoming Virginia ABC Alcohol Education & Prevention Grant.
- Information about the 2024 APPLE Training Institutes.

College Student Health Trends: ATOD and Mental Health

- The VHESUAC Coordinator shared with the Executive Council student health trends relating to alcohol, cannabis, opioids, prescription stimulants, tobacco and other drugs. The data for these trends comes from the ACHA-National College Health Assessment (NCHA). The coordinator then shared data from the Healthy Minds Network that examined the mental health of college students. Finally, the coordinator shared information from the College Alcohol Survey that quantified the percentage of time alcohol is involved in various types of campus incidents.

VHESUAC Recognition Program

- Five campuses applied for recognition through the 2023 VHESUAC Campus Recognition Program, and all were approved. The VHESUAC Coordinator has reached out to Virginia ABC's Communications Division to begin working on a press release, and campuses will be notified shortly of their recognition.
- The Workgroup then discussed the 2024 VHESUAC Campus Recognition Program, specifically on the re-application process. While the Workgroup is comfortable with requiring campuses to apply each year, they want to lessen the amount of time and effort required for re-applying campuses as campuses who spend a considerable amount of time typing up their application in the previous year may find that as a potential roadblock to re-applying.
- The coordinator shared a timeline for the 2024 Recognition Program, including finalizing the application in January 2024, and opening the application period from April 1, 2024 through July 1, 2024.

January 18, 2024 Meeting Minutes

Upcoming Quarterly Newsletter

- The VHESUAC winter newsletter will be sent on February 12. The contents will include:
 - A link to the FY23 VHESUAC Annual Report.
 - Preview of the upcoming VHESUAC Campus Recognition Program, which opens April 1.
 - Information about the Virginia Young Adult Survey, conducted by the Virginia Department of Behavioral Health and Developmental Services.
 - Information about the Virginia ABC Alcohol Education & Prevention Grant, whose application period closes March 1.
 - Two other resources, depending on their release before the newsletter distribution date:
 - Bill tracker from Community Coalitions of Virginia (CCoVA).
 - A Fentanyl lesson plan developed by VFHY.

Legislative Updates and Bill Tracking

- The Virginia ABC Data, Research and Evaluation Specialist discussed a couple bills working their way through the legislative process, including:

- HB307, which would permit the manufacture of spirits at a personal residence for domestic consumption (depending on certain conditions).
- SB168, which would change the food-to-beverage ratio for certain mixed beverage licensees (depending on monthly food sales).

VHESUAC Recognition Program

- Virginia ABC issued a press release announcing last year's recognized campuses on November 21, 2023. Five campuses were recognized:
 - James Madison University
 - Longwood University
 - University of Mary Washington
 - Virginia Commonwealth University
 - Wytheville Community College
- VCU News published a news article covering their recognition.
- The 2024 application cycle will open April 1 and close on July 1 for ease of compiling records by Virginia ABC Community Health and Engagement. Campuses are required to reapply to receive recognition each year, however campuses who are reapplying will receive a copy of their application from the previous year to ease the difficulty and effort required to complete the application.
- There will be a few changes to the application from the 2023 application:
 - Minor wording/phrasing changes
 - Three additional questions have been added:
 - "What percentage of students receive some form of ATOD education throughout the school year?"
 - "What was your institution's Fall 2023 enrollment?"
 - "What was your institution's Spring 2024 enrollment?"
 - It was mentioned that the term "ATOD education" could be interpreted broadly (or narrowly), so the workgroup suggested including a sample list of activities to clarify the term for the applicant.
- A timeline for the 2024 application cycle was shared, including finalizing the recognized campuses at the July and August VHESUAC meetings of the Workgroup and Executive Council, respectively, and publicly recognizing the campuses selected in October and November.

April 25, 2024 Meeting Minutes

Upcoming Quarterly Newsletter

- The VHESUAC spring newsletter will be sent on May 13. The contents will include:
 - A reminder about the VHESUAC Recognition Program.
 - Information about the HECAOD's drive for membership on their Training Advisory Committee.
 - VDH's Overdose Needs Assessment Tool.

- VDH's Overdose Deaths dashboard.
- Various fentanyl resources and websites, including "It Only Takes One."
- Members of the Workgroup also recommended including information about the upcoming Virginia Hazing Prevention Summit at VCU on June 4.

Legislative Updates and Bill Tracking

- The VHESUAC coordinator gave an update on the legislative bills brought up during the January 2024 meeting. None of the bills mentioned at the prior meeting became law.

Operation FREE Virginia

- Throughout the month of April, agencies overseen by the Secretary of Public Safety and Homeland Security are promoting resources designed to defeat the fentanyl crisis in Virginia. Some of the websites with resources about fentanyl include:
 - [It Only Takes One](#)
 - [One Pill Can Kill](#)
 - [Right Help Right Now](#)
 - [Virginia Rules - Teens Learn and Live the Law](#)

VHESUAC Campus Recognition Program

- The VHESUAC Recognition Program opened its 2024 application cycle on April 1 and will close on July 1. A launch email was sent to all campus contacts that Virginia ABC maintains and was also sent over the VCC listserv. No applications were started as of this meeting.
- The coordinator shared some of the changes made to the application from the 2023 cycle, which included:
 - Minor wording changes/updates,
 - Added a total of four questions to the application, including:
 - "What percentage of students receive some form of ATOD education throughout the school year?"
 - "Which of the following strategies of ATOD education does your institution currently implement? You may select more than one."
 - "What was your institution's fall 2023 enrollment?"
 - "What was your institution's spring 2024 enrollment?"
 - Added a separate application path for campuses who are re-applying after being recognized last year. This path asks campuses to describe any changes from their application the year prior.
- The Workgroup discussed the strategy of promoting the program. It was suggested to include in future promotional messaging suggested ways of how the institution could use being recognized on their campuses. Potential ways to use recognition include: writing a campus news article covering the recognition, including the recognition on campus websites, including the recognition in various campus reports, and promoting the recognition on social media. It was also suggested that VHESUAC could provide recognized campuses with a sample press kit for them to use on their campus.

Other Discussion

- Members of the Workgroup discussed a growing trend on campuses to focus efforts on student mental health, sometimes at the expense of discussion on alcohol and other drugs. While they can sometimes be separate issues and topics, there is very often overlap on the issues of student mental health and student substance use, and the topics would be better served while discussing the topics together. Members said that they had seen positive feedback from students when discussions were about protective and risk factors in general.

FUTURE OF VHESUAC

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 analyzing the applications to the VHESUAC Campus Recognition Program and recognizing the selected campuses. Looking forward, VHESUAC hopes to recognize more campuses in FY25, but discussions have been held that have identified barriers in campuses applying. VHESUAC is already having discussions about how to get information about the Campus Recognition Program directly in front of college and university administrators and staff at conferences, statewide meetings and other gatherings. VHESUAC Executive Council and Workgroup members have also given feedback that without recognition in the program coming with tangible incentives, such as grant funding, and without a statewide mandate to apply to the program, barriers will prevent some campuses from turning in applications.

As noted in the reports from the previous two years, 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 statewide initiatives, including developing guidelines for strategic planning, policy development, programming and services and more for campuses throughout the commonwealth. 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.

Over the next year, VHESUAC will also begin preparations for the end of the current strategic plan in 2026. This will include analyzing the statewide and campus-wide initiatives laid out in the strategic plan and identifying those that will be completed by the end of the cycle as well as identifying those that may need additional time or resources in order to be completed.

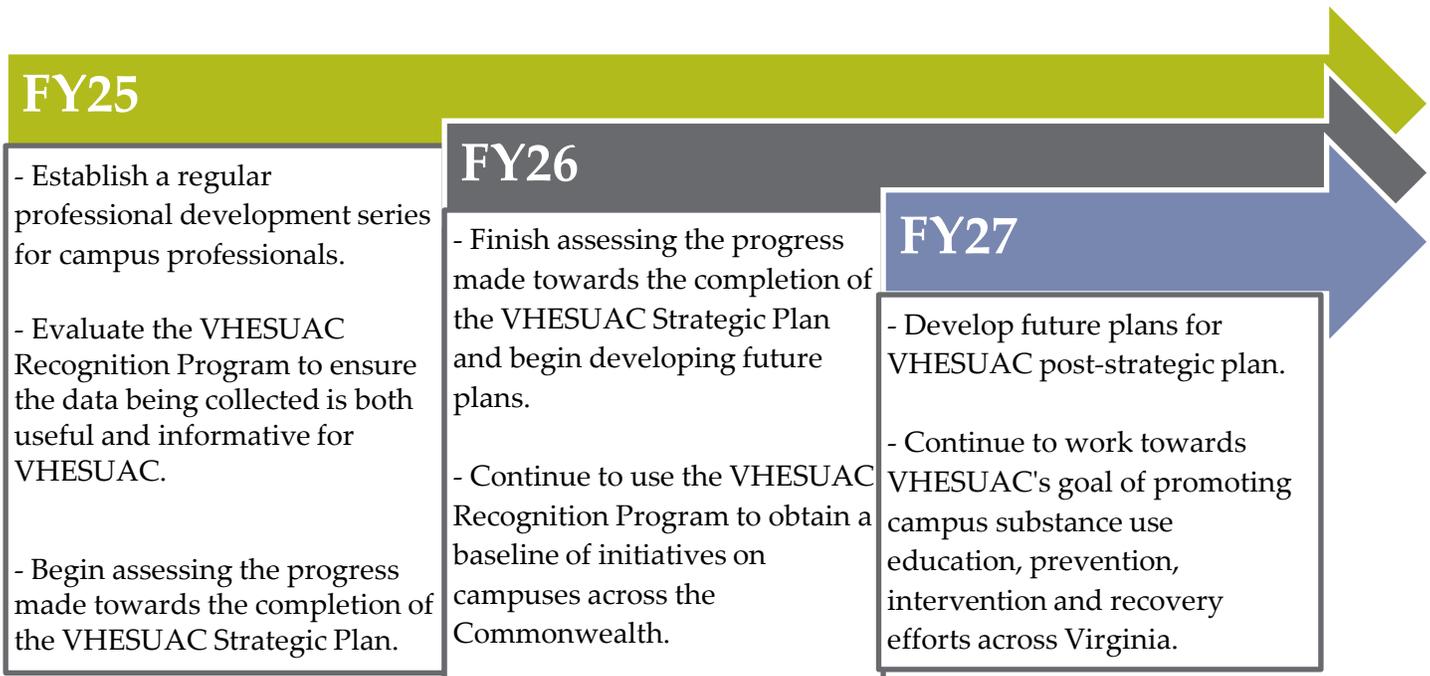


Figure 16. A graphic showing VHESUAC's goals over the next three fiscal years.

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