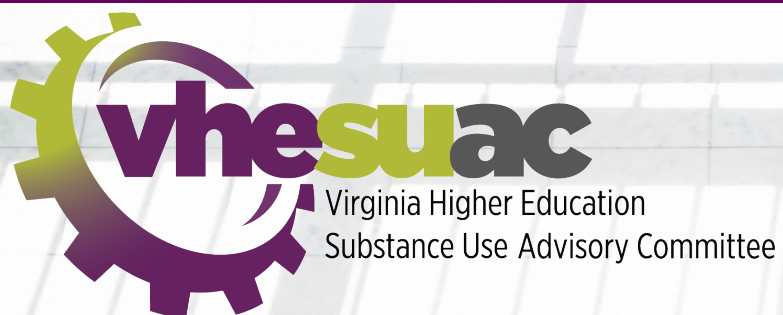




Virginia Higher Education Substance Use Advisory Committee (VHESUAC)

2025 Annual Report

TABLE OF CONTENTS

Letter from Virginia ABC Board Chair	4
Executive Information	5
Executive Summary	6
Statutory Authority	7
VHESUAC Formation	8
Commission on Youth Study	8
Operation	9
Executive Council Membership	9
Workgroup Membership	11
Campus Representation	13
Student Health Trends	14
Alcohol	14
Cannabis	15
Tobacco and Nicotine Delivery	15
Opioids	16
Prescription Stimulants	17
Other Drugs	18
Mental Health	19
Institutional Priorities	20
Other State and National Trends	22
Virginia Alcohol Health & Safety Community Dashboards	22
University-Branded Alcohol Products	22
Virginia Higher Education Tobacco Policy Dashboard	23
Operation FREE Virginia	23
Opioid Antagonist Training for Resistant Assistants	23
Hazing	24
College Athletics and Stadiums	25
Emerging Alternatives to Alcoholic Drinks	25
VHESUAC Strategic Plan	27
Background and Development	27
Campus-Wide Initiatives	27
Statewide Initiatives	27

VHESUAC Efforts and Initiatives	30
General Professional Advisory Committee Presentation	30
April Virtual Training	30
May Virtual Campus Forum	31
Campus Recognition Program	32
Background	32
Goals and Requirements	32
Program Updates	33
Recognized Campuses in 2024	33
Future	33
List of Recognized Campuses	34
VHESUAC Newsletter	35
September	35
February	35
May	35
Campus Engagement	36
VHESUAC Meetings	38
Executive Council	38
Workgroup	40
Future of VHESUAC	44
References	46
VHESUAC Contact Information	48

Virginia Alcoholic Beverage Control Authority

Chief Executive Officer
Dale F. Farino



Chair

Timothy D. Hugo

Vice Chair

L. Mark Stepanian

Board of Directors

Gregory F. Holland

Lisa N. Jennings

Jack E. Kerrigan

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 from the beginning of the fiscal year on July 1, 2024, to the end of the fiscal year on June 30, 2025.

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 *Terrance C. "Terry" Cole**

Secretary of Public Safety and Homeland Security *Marcus Anderson***

Secretary of Education *Aimee Rogstad Guidera*

Secretary of Health and Human Resources *Janet Kelly*

Virginia Alcoholic Beverage Control Authority Leadership



Chair
Tim Hugo



Vice Chair
Mark Stepanian



Gregory F. Holland



Lisa Jennings



Jack Kerrigan

Chief Executive Officer *Dale Farino*

* Secretary Cole resigned his position in July 2025.

** Secretary Anderson assumed his position in July 2025.

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.

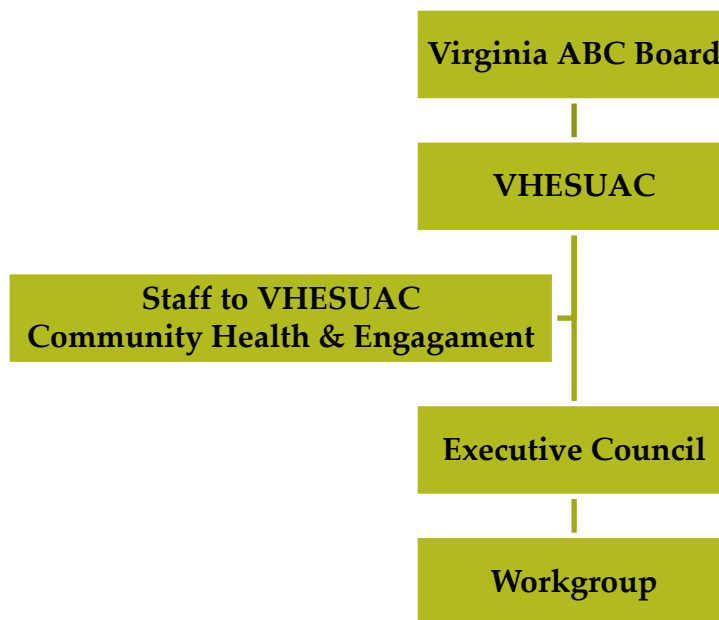


Figure 1. A diagram of the VHESUAC structure.

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 program 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.”

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

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

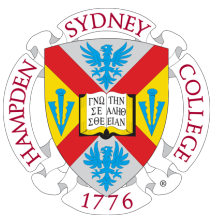
VHESUAC is comprised of public and private IHEs, student leaders, state agencies and statewide organizations who collaborate to reduce college substance use and advocate for research-based policies and practices. VHESUAC is led by an Executive Council and Workgroup and is staffed by Virginia ABC. The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

The Executive Council is the governing body and is responsible for setting the 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



Mountain Gateway Community College

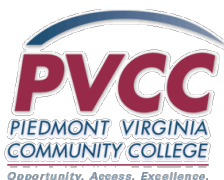
(Previously known as Dabney S. Lancaster Community College)

Matt McGraw – Chief Workforce Officer



Patrick Henry Community College

Greg Hodges – President



Piedmont Virginia Community College

Scott Jefferies – Vice President, Finance and Administrative Services



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 & 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



James Madison University

Sade Bowers – Special Advisor, Health Promoting Campus Initiatives



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 25% of campuses across the Commonwealth were represented by the 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. During this reporting period, VHESUAC undertook a membership drive with the goal of increasing the number of campuses represented on the committee and as a result one person joined the Executive Council and one person joined the Workgroup.

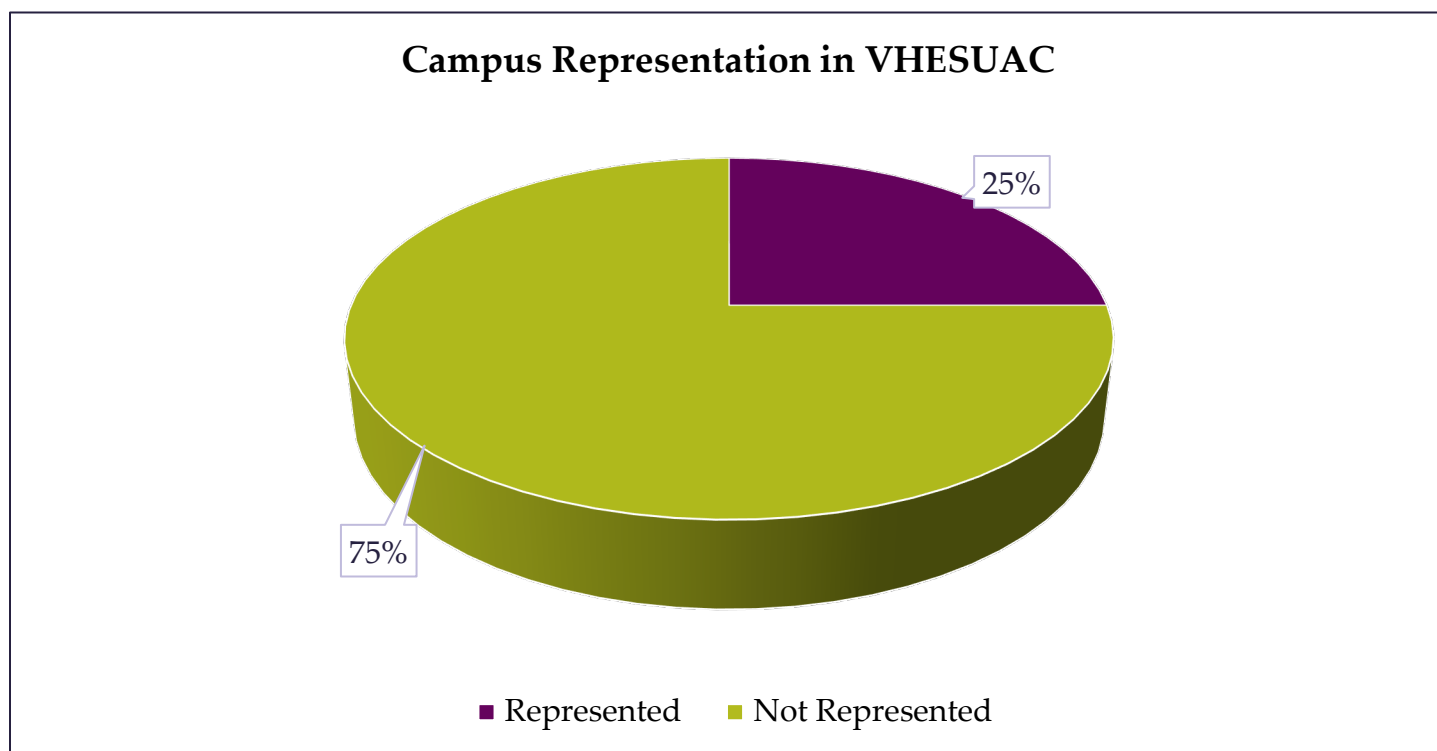


Figure 3. A pie chart showing the proportion of campuses who are represented on the VHESUAC Executive Council or Workgroup.

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 studying and living 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 that identify 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. The data continues the decades-long trend of a gradual decrease in the lifetime and 90-day usage rate of alcohol amongst college students. This trend is also a continuation of falling underage alcohol consumption rates

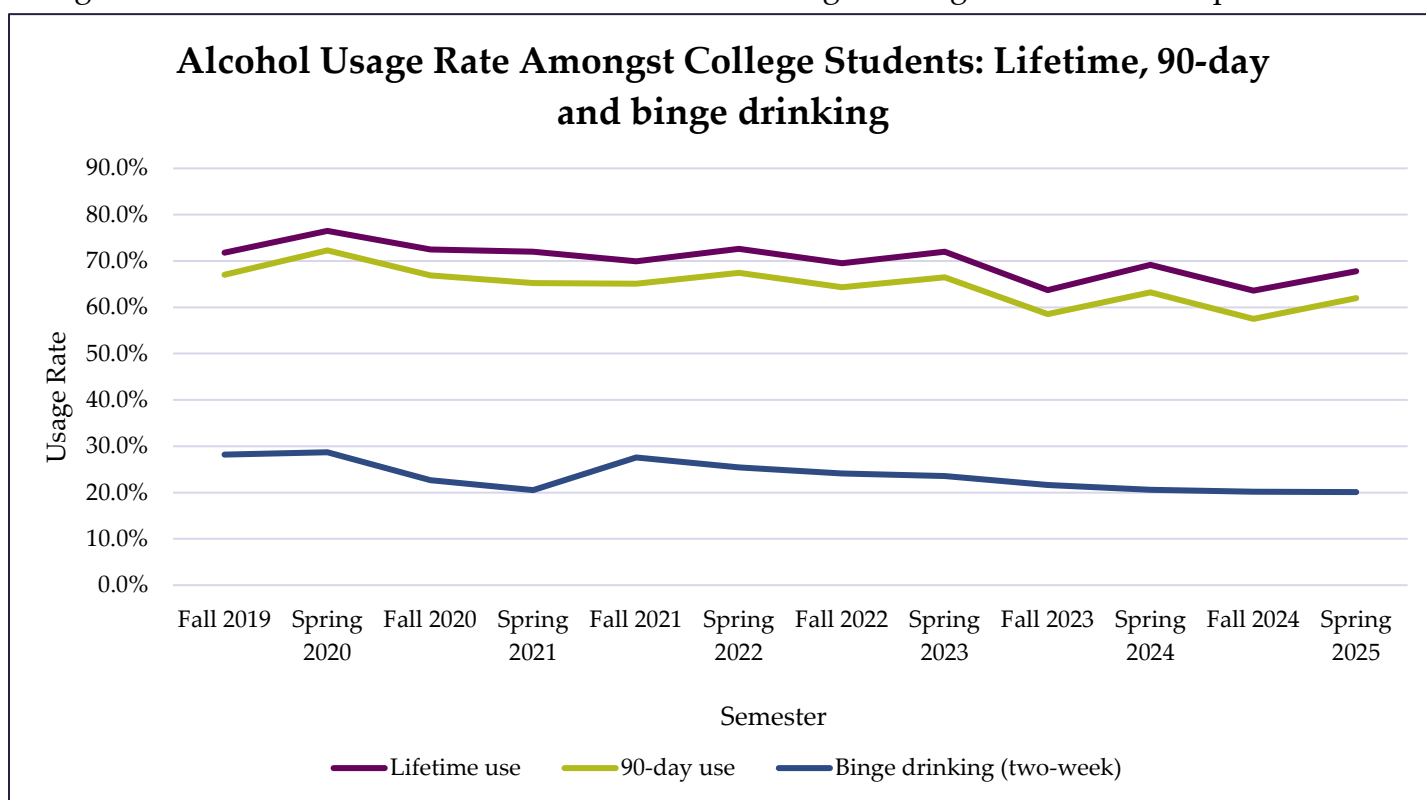


Figure 4. Chart showing the lifetime, 90-day usage and two-week binge drinking rates of alcohol amongst college students. Source: National College Health Assessment.

² (Monitoring the Future 2024)

among high school 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 six years. State legislation removing some restrictions on personal use in private homes for individuals 21 years and older went into effect July 1, 2021, and the Virginia Cannabis Control Authority (CCA) was established in the same year. Effective January 1, 2024, oversight of the medical cannabis program was transitioned from the Virginia Board of Pharmacy to the CCA. 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.

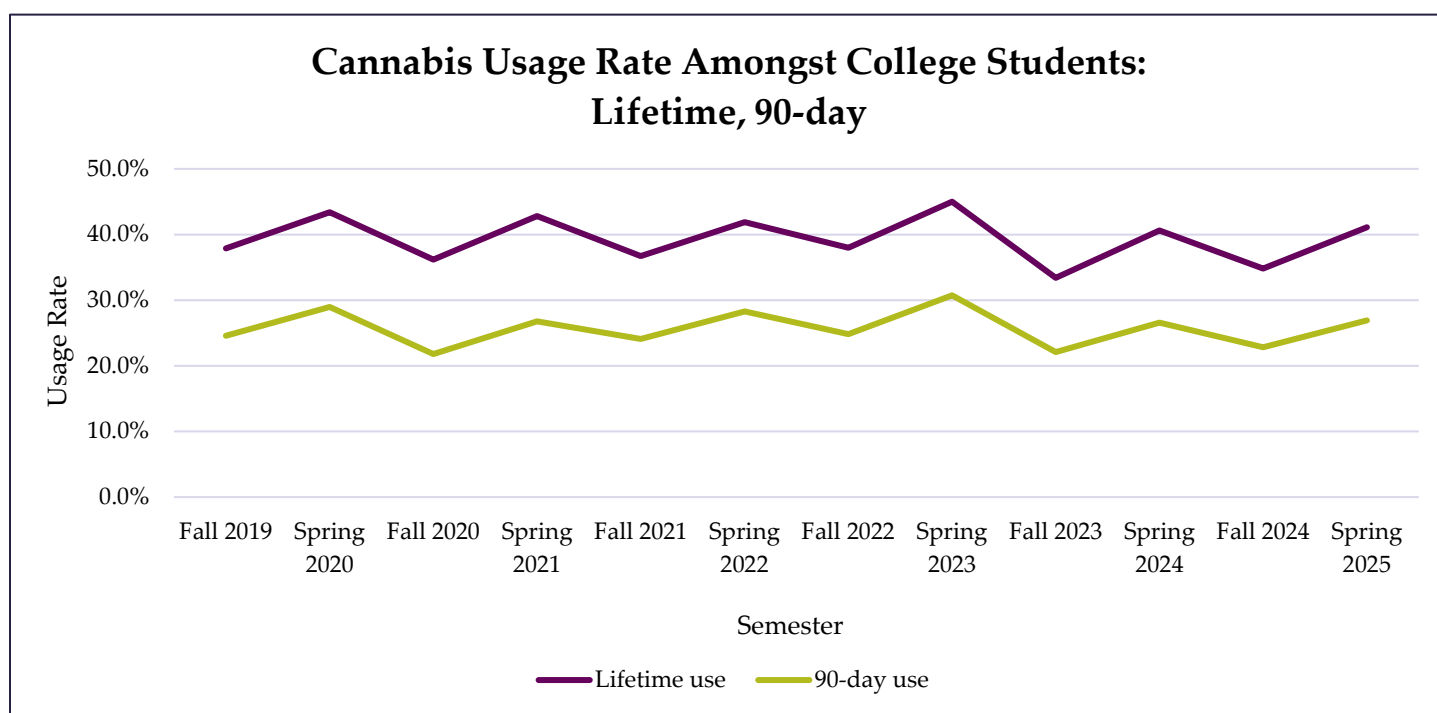


Figure 5. Chart showing the lifetime usage and 90-day usage of cannabis amongst college students. Source: National College Health Assessment.

Tobacco and Nicotine Delivery

Tobacco and other nicotine delivery systems are the third-most used drugs among college students. While overall usage data had shown a gradually decreasing level of usage among lifetime and 90-day

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.

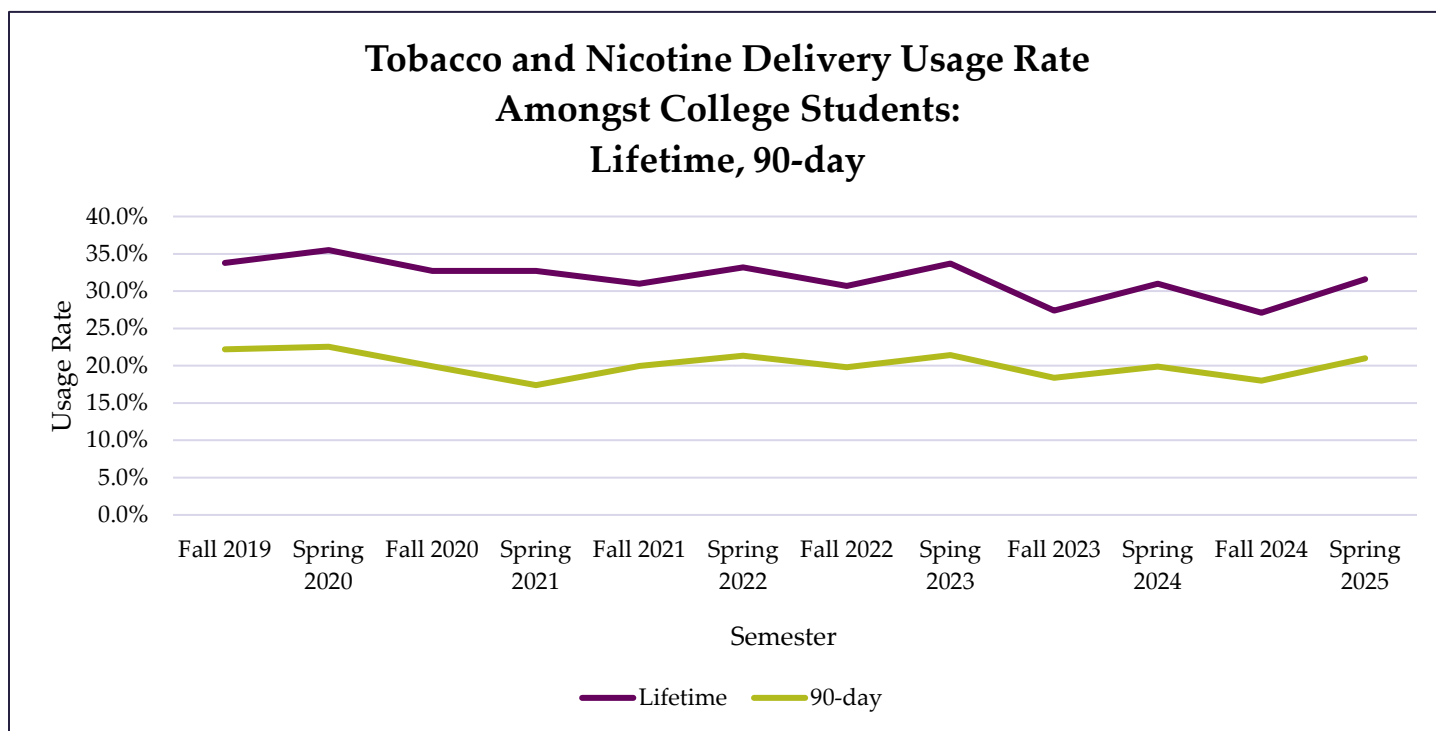


Figure 6. Chart showing the lifetime usage and 90-day usage of tobacco and other nicotine delivery products amongst college students. Source: National College Health Assessment.

usage amongst college students, usage rates from the last few years have remained relatively constant. This is likely due to the increasing usage rates of vapes and e-cigarettes, including amongst youth.⁵ Since July 1, 2019, the smoking age in Virginia has been 21. It is also important to note that while data regarding use of nicotine pouches, such as Zyn pouches, by college students does not exist, research shows a significant increase in the usage rate by youth and could be a precursor of a trend affecting college students in the coming years.⁶

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 for its potency, as it is approximately 100 times more potent than morphine.⁷ Usage data from the last six years shows a slight decrease in the lifetime and 90-day usage rates amongst college students. Data from the Virginia Department of Health shows a declining number of opioid-related deaths in Virginia since 2021.⁸

⁵ (Office of the Surgeon General 2018)

⁶ (Abrams 2025)

⁷ (United States Drug Enforcement Administration 2025)

⁸ (Virginia Department of Health 2025)

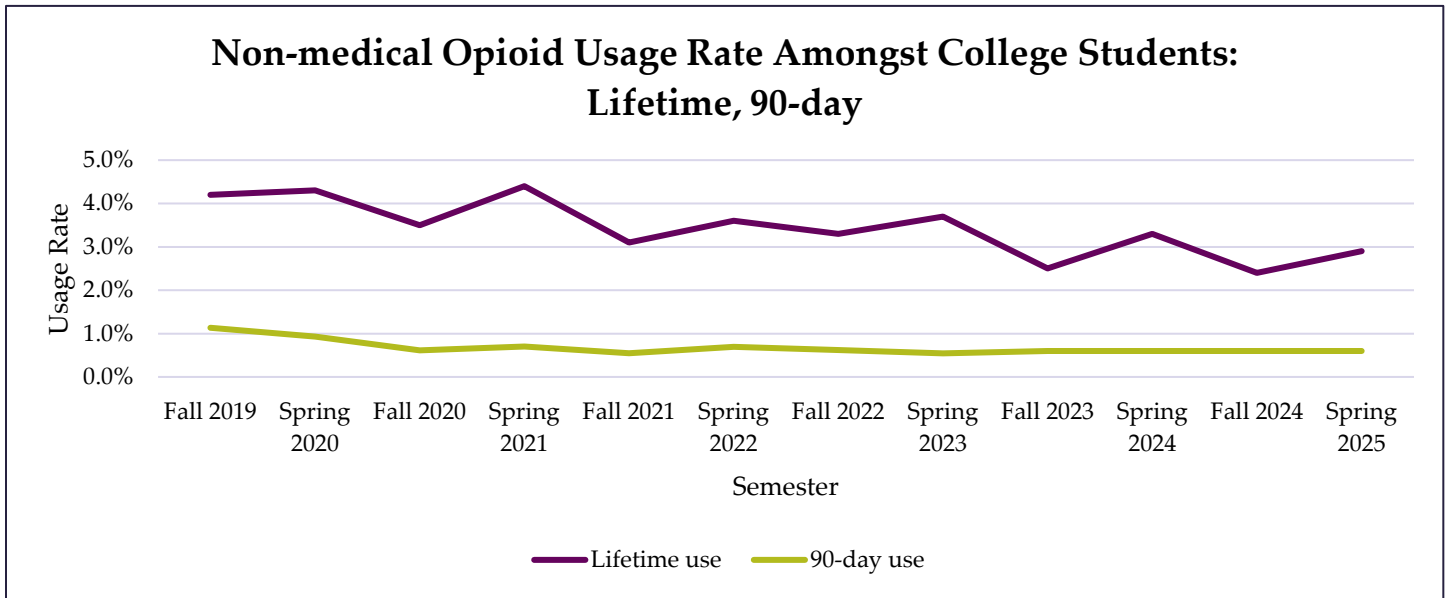


Figure 7. Chart showing the lifetime usage and 90-day usage of prescription opioids amongst college students for non-medical purposes. Source: National College Health Assessment.

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 grades and do not gain an advantage over their peers who are not taking prescription

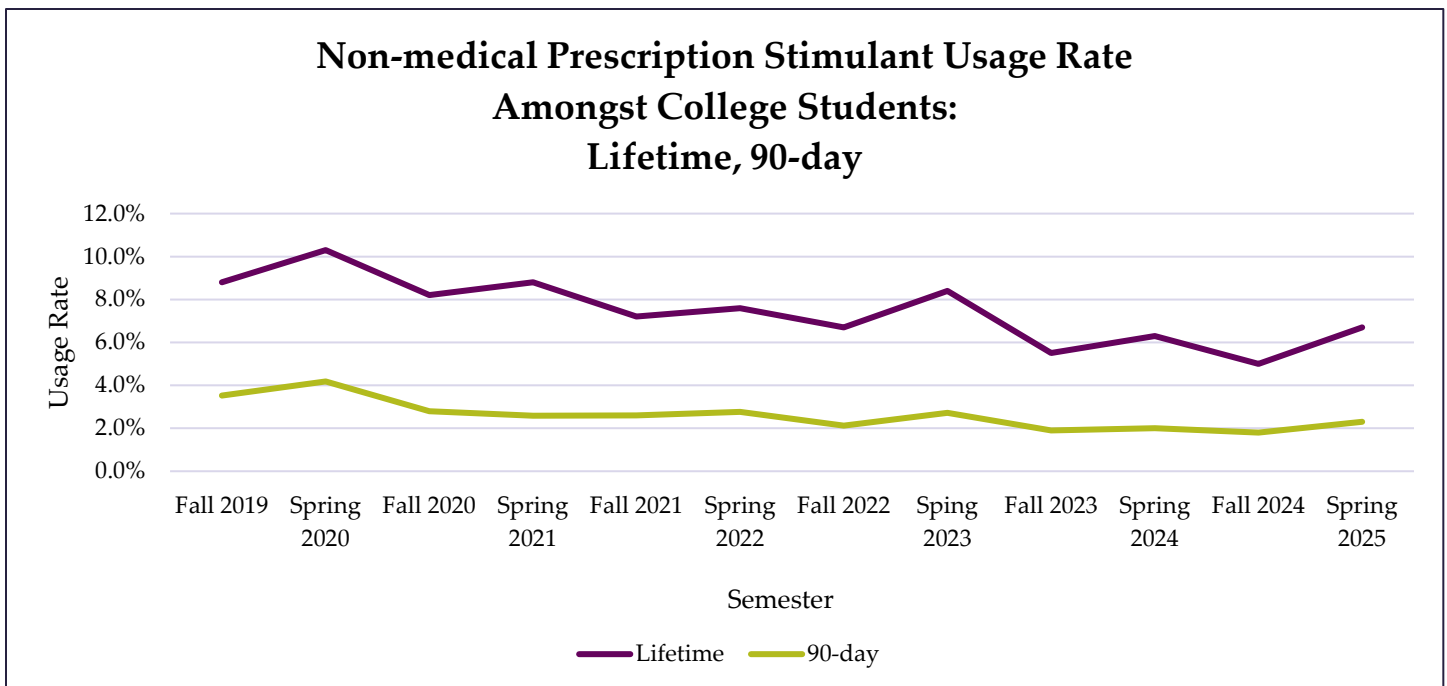


Figure 8. Chart showing the lifetime usage and 90-day usage of prescription stimulants amongst college students for non-medical purposes. Source: National College Health Assessment.

stimulants.⁹ Prescription stimulants are also more prevalent on college campuses than they traditionally have been, with diagnoses for conditions such as attention-deficient/hyperactivity disorder (ADHD) being much more common among youth than ever before.¹⁰ This has led to students having an easier time obtaining prescription stimulants from a friend or peer. Data from the last six years shows a decrease in the usage rates of prescription stimulants when used for non-medical purposes.

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 for some of the substances have generally reverted to pre-pandemic levels, though there was a spike in the usage rates of some of the drugs in the Spring 2025 data that is worth monitoring in future years.

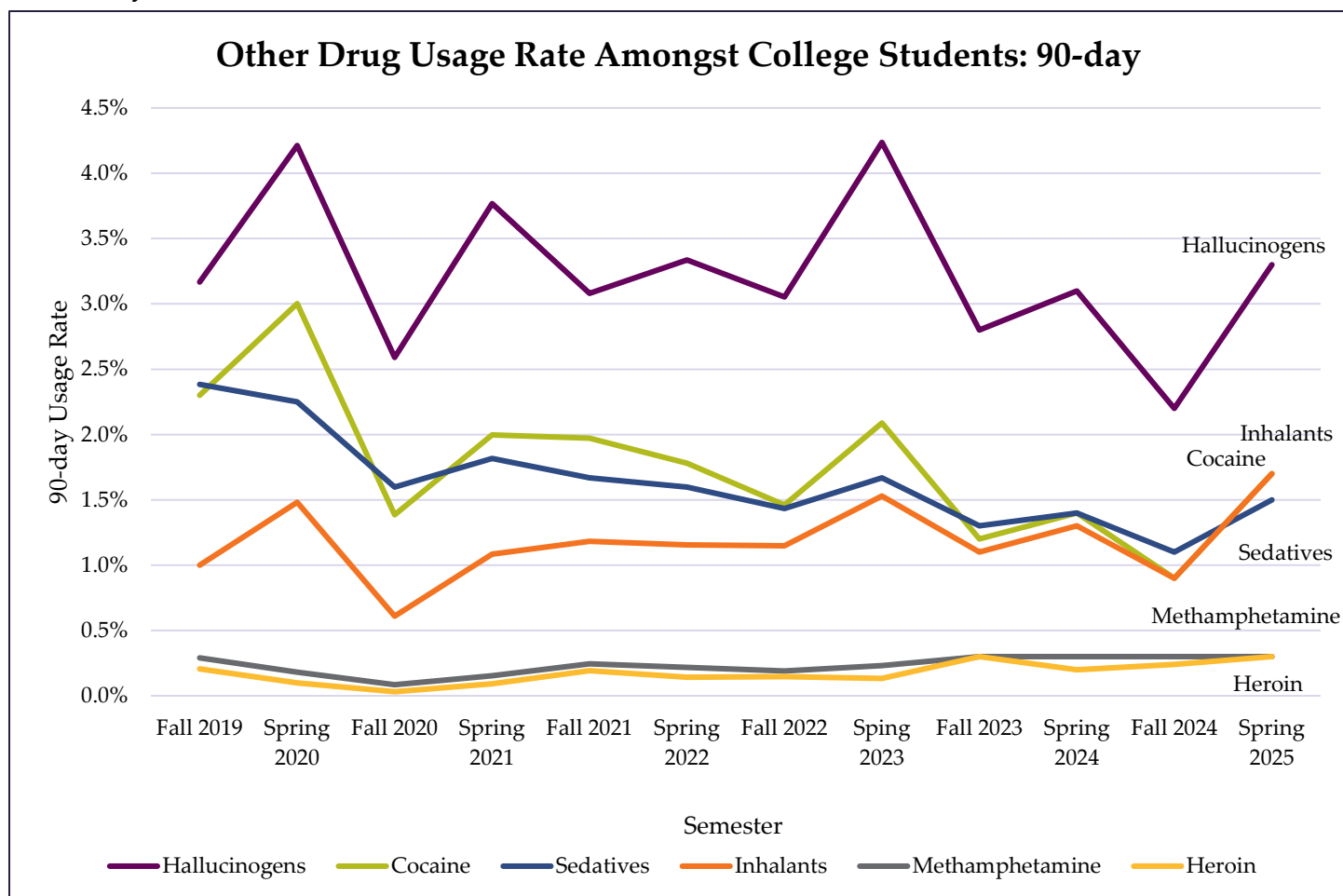


Figure 9. Chart showing the 90-day usage of hallucinogens, cocaine, sedatives, inhalants, methamphetamine and heroin amongst college students. Source: National College Health Assessment.

⁹ (Arria, et al. 2017)

¹⁰ (Antshel 2024); (United States Centers for Disease Control and Prevention 2024); (University of Utah Health 2024)

Mental Health

Rates of depression, anxiety and suicidal ideations on college campuses have never been higher than they are today. A 2023-2024 survey from the Healthy Minds Network found that 38% of respondents met the criteria for a major or moderate depressive episode within the last two weeks and 34% of respondents met the criteria for severe or moderate anxiety.

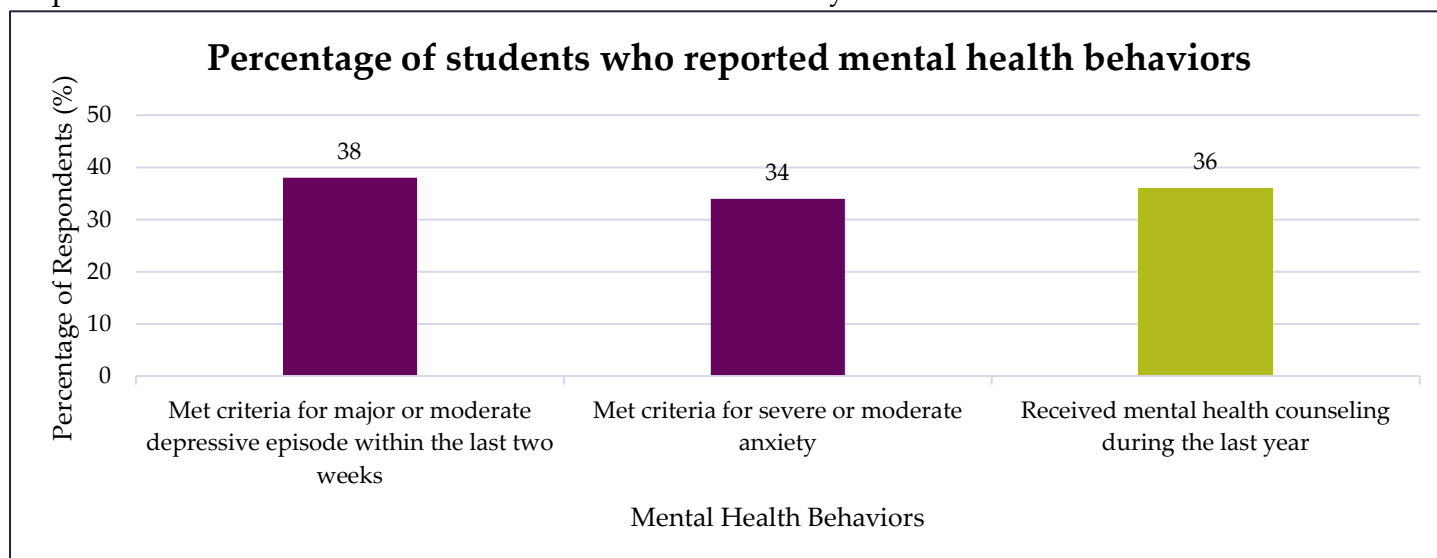


Figure 10. Chart the percentage of students who reported behaviors and feelings that meet the criteria for various mental health behaviors. Source: Healthy Minds Network.

Additionally, 26% of respondents reported non-suicidal self-injury within the last year and 13% reported suicidal ideation within the last year. 36% of respondents reported receiving mental health counseling or therapy during the last year.¹¹ These statistics have remained relatively stable over the last few years and demonstrate that college students are facing unique and difficult challenges on campuses. Substance abuse programs that target these students should take these worrying mental health statistics into consideration when planning out the program.

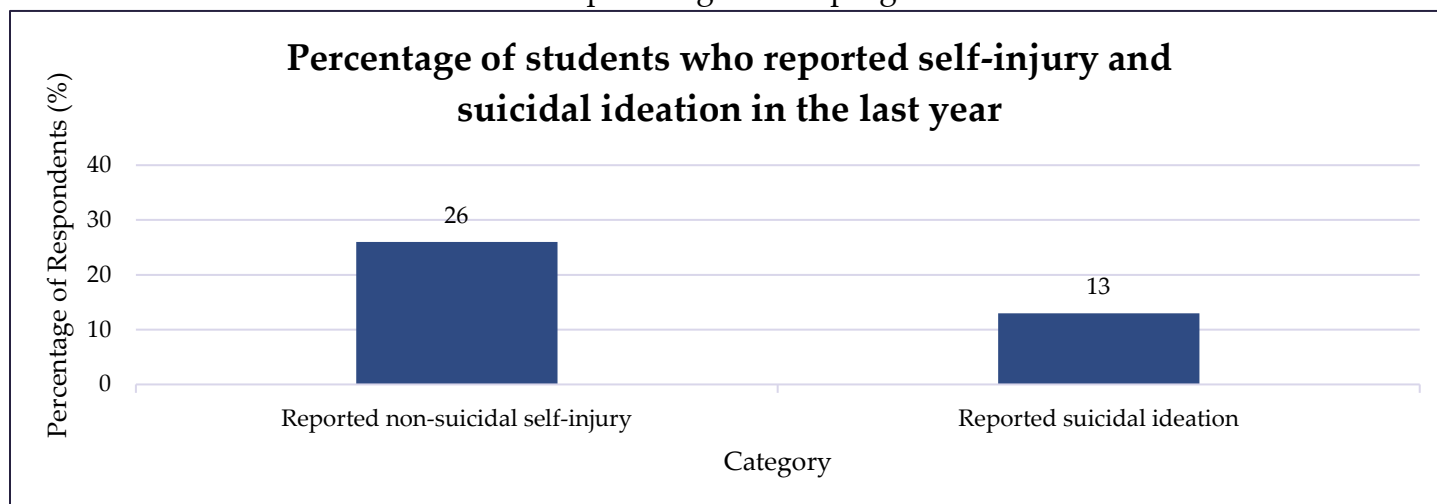


Figure 11. Chart the percentage of students who reported non-suicidal self-injury or suicidal ideation within the last year. Source: Healthy Minds Network.

¹¹ (The Healthy Minds Network 2024)

Institutional Priorities

The College Drug and 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 2024 version of the College Drug and 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). Each of the reported percentages were lower than the percentages in the 2021 version of the survey.

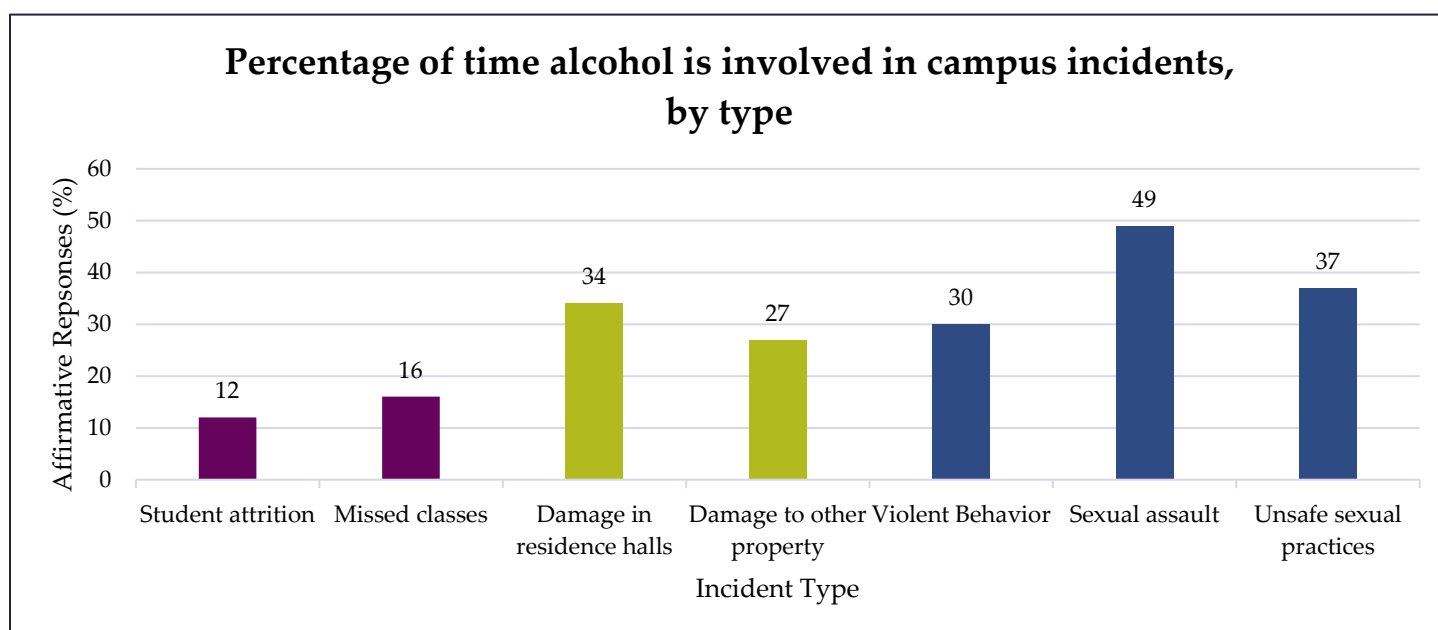


Figure 12. Chart showing the percentage of time campus professionals reported alcohol being involved in different types of incidents on campus. Source: 2024 College Drug and Alcohol Survey.

45% 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, an increase from the 42% who reported so in previous survey. Campuses reported an average of 1.36 Full-Time Equivalent (FTE) staff working specifically in alcohol and substance misuse education and reported an average of 0.92 FTE for graduate students working in the same field.¹²

¹² (Anderson 2021); (Anderson, Lange, et al. 2024)

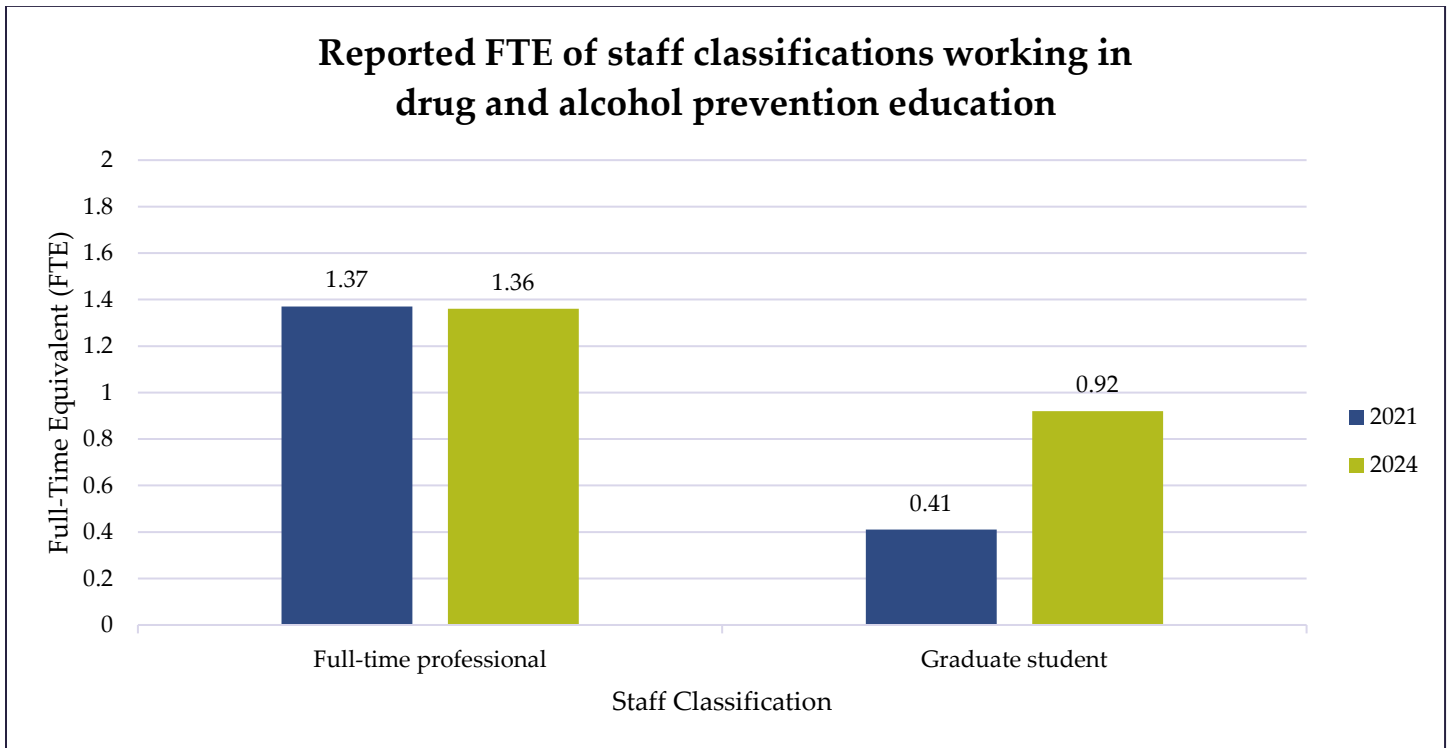


Figure 13. Chart showing the reported FTE of different staff classifications working in drug and alcohol prevention education. Source: 2021 College Alcohol Survey and 2024 College Drug and Alcohol Survey.

OTHER STATE AND NATIONAL TRENDS

Virginia Alcohol Health & Safety Community Dashboards

Virginia ABC launched its Virginia Alcohol Health & Safety Community Dashboards in April 2025. These dashboards were built to increase public health and safety and to reduce alcohol-related harms in the state by informing state and local government, community groups and individuals of the alcohol data and trends impacting Virginia communities. The type of data included in the dashboards includes community demographic data, alcohol outlet data, licensee compliance and violation data, alcohol consumption and behavior data, alcohol-related health outcomes data, alcohol traffic crime data and other alcohol-related crime data. The dashboards will be updated annually and can be accessed on the Virginia ABC website.¹³

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 additional revenue.¹⁴ 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 following the death of VCU student Adam Oakes in 2021. VCU paused production of the product after hearing the reaction of the community.¹⁵

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.

¹³ (Virginia Alcoholic Beverage Control Authority n.d.)

¹⁴ (McCormick and Smith 2019)

¹⁵ (Alonso 2022)

Virginia Higher Education Tobacco Policy Dashboard

The Virginia Department of Health (VDH) first published its Virginia Higher Education Tobacco Policy Dashboard in 2024¹⁶. 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. The campus report cards are updated annually.

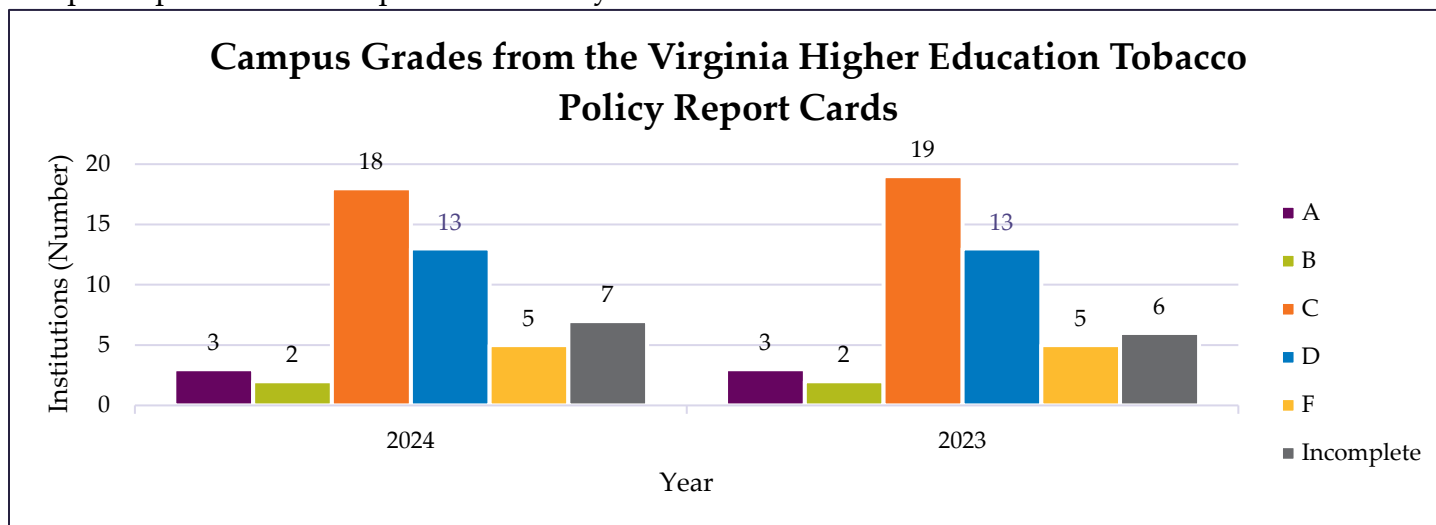


Figure 14. Chart showing the number of campuses receiving each letter grade from the Virginia Higher Education Tobacco Policy Dashboard. Source: Virginia Department of Health.

Operation FREE Virginia

VHESUAC participates in furthering the goals of Operation FREE Virginia, a statewide initiative with the goal of defeating the Fentanyl crisis in the Commonwealth.¹⁷ VHESUAC regularly shares information about the risks and dangers of Fentanyl, including resources from One Pill Can Kill and It Only Takes One.

Opioid Antagonist Training for Resistant Assistants

In March 2025, a new law was passed by the General Assembly and signed into law by Governor Youngkin that requires resident assistants, commonly referred to as RAs, on public colleges and universities in Virginia to receive training on the administration of an opioid antagonist.¹⁸ Additionally, it requires public campuses to adopt policies and procedures related to the administration of an opioid antagonist. This new law went into effect July 1, 2025.

¹⁶ (Virginia Department of Health 2024)

¹⁷ (Virginia Department of Emergency Management 2025)

¹⁸ (Legislative Information System 2025)

VHESUAC, in partnership with the Virginia College Collaborative (VCC), hosted a virtual campus forum in May 2025 with representatives from the Virginia Department of Health, Virginia Department of Behavioral Health and Developmental Services and other state agencies. More information about the forum can be found on page 31.

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 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 hard-copy 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
 - o 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.¹⁹

The Stop Campus Hazing Act was introduced in both the U.S. House of Representatives and the U.S. Senate in September 2023 and was passed and signed into law in December 2024. This bill adds hazing as a crime that campuses must report under the Clery Act and also requires campuses to conduct comprehensive hazing prevention programs. It is the first piece of federal legislation that addresses hazing.²⁰

¹⁹ (Gordie Center n.d.)

²⁰ (Stop Hazing 2025)

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 Football Bowl Subdivision (FBS) conferences²¹ sold alcohol in the public areas of their football stadiums on game days²². 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, many universities have begun selling alcohol in their football stadiums, including schools with prominent football programs such as the University of Georgia, the University of Michigan and the University of Wisconsin. This trend has been 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. There are three Football Championship Subdivision (FCS) schools that sell alcohol in their football stadiums, including William & Mary, who began alcohol sales in August 2024, and Norfolk State University and Hampton University, both of which sell alcohol in premium seating and viewing areas of their stadiums.²³

Emerging Alternatives to Alcoholic Drinks

In addition to the growing market of non-alcoholic drinks that serve as an alternative to alcoholic drinks, there has been the emergence of other drug-infused drinks, such as cannabis-infused and kratom drinks. A standard dose of THC in cannabis-infused drinks does not exist, with some “low-dose” drinks containing 4mg of THC and others including up to 200mg.²⁴ Consumers may also feel different effects from cannabis-infused drinks depending on their tolerance, and older adults may be more vulnerable to unpleasant effects.²⁵

Kratom beverages are even less regulated than cannabis-infused beverages, with some products making national headlines in recent months. Kratom is a tropical tree native to Southeast Asia, and leaves from the plant are used to make many products that are sold throughout the United States.²⁶ The Food & Drug Administration has not approved any prescription or over-the-counter drug

²¹ Until 2024, the term Power 5 conferences referred to 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.

²² (ESPN 2023)

²³ The author of this report was unable to find any Division II or Division III schools in Virginia that sell alcohol in their football stadiums.

²⁴ (National Capital Poison Center n.d.)

²⁵ (Corliss 2024)

²⁶ (U.S. Food & Drug Administration 2025)

products containing kratom or its two main chemical components, and the Mayo Clinic reports numerous safety issues regarding kratom, including harmful side effects, effects to the mind and nervous system, and contamination with heavy metals and harmful germs such as salmonella.²⁷ In recent months, a kratom beverage called “Feel Free,” which has been advertised as an alternative to alcohol but has been reported to have addictive properties, has been prominent in the news and on social media.²⁸ The FDA has also begun taking steps to restrict access by recommending a scheduling action to control a specific byproduct of the kratom plant.²⁹

²⁷ (Mayo Clinic 2024)

²⁸ (Bellamy 2025); (Fitchen 2024)

²⁹ (U.S. Food & Drug Administration 2025)

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 continued to coordinate and run a recognition program that allows campuses to share with VHESUAC the campus-wide initiatives they have begun to implement. Three 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 Campus 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 32.

Statewide Initiatives

VHESUAC has continued to implement the statewide initiatives mentioned in the VHESUAC Strategic Plan, including providing training and professional development opportunities for campus faculty and staff; developing and maintaining guidelines for the operation of campus-community

coalitions; and establishing a network of experienced practitioners who can support campuses throughout the Commonwealth. The committee has completed many statewide initiatives mentioned in the Strategic Plan, 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.

VHESUAC EFFORTS AND INITIATIVES

During this reporting period, VHESUAC undertook and initiated three new efforts and initiatives, including a presentation in front of a committee of college and university presidents and holding two virtual educational opportunities for professionals across Virginia.

General Professional Advisory Committee Presentation

On March 24, the VHESUAC Coordinator gave a presentation to the General Professional Advisory Committee (GPAC), an advisory group to the State Council of Higher Education for Virginia (SCHEV) that includes the presidents of the four-year public institutions of higher education and several community college presidents. This presentation encouraged university presidents to further their institution's involvement in VHESUAC and its initiatives. Following this presentation, leaders at James Madison University, Old Dominion University, Radford University and Virginia Military Institute followed up with the VHESUAC Coordinator and asked for more information about the committee and its initiatives.

April Virtual Training

VHESUAC held its first-ever sponsored training during April 2025 titled "Foundations in Substance Misuse Prevention in Higher Education." This training was held over three days and was led by Joan Masters and Kayce Matthews, from Missouri Partners in Prevention and Tennessee's Coalition for Healthy And Safe Campus Communities respectively. This training had the following learning objectives:

- **Public Health Approach:** Understand and articulate the fundamentals of the public health approach, including how the Strategic Prevention Framework can be utilized in higher education substance misuse prevention.
- **Substance Misuse Challenges in Higher Education:** Explain the unique substance misuse prevention challenges in higher education settings and selection of evidence-based strategies to address high-risk substance misuse behavior.
- **Implementation of Strategies:** Equip participants to return to their campuses and implement evidence-based strategies to address higher education substance misuse prevention, regardless of their previous prevention, higher education experience, or current job description.

Fifteen attendees from seven different campuses and organizations across Virginia signed up for and attended the training. Participants were also given the opportunity to attend a train-the-trainer session following the training, allowing professionals across Virginia to be able to lead the training in the future. VHESUAC paid the presenters \$2,000 for the training, including the train-the-trainer session and access to the training materials.

May Virtual Campus Forum

VHESUAC, in partnership with the Virginia College Collaborative, held a virtual forum called “Navigating the New Training Requirements for RAs” for Virginia campuses on May 19. This forum allowed campuses to learn about the new Virginia law, mentioned on page 23, that requires public campuses to train their resident advisors on the administration of opioid antagonists, and to learn about programmatic opportunities for opioid antagonist funding that already exist across the Commonwealth. During the forum, three campuses shared their current efforts to train campus RAs, including James Madison University, Virginia Commonwealth University and Virginia Tech. Fifty-three professionals from across Virginia attended the virtual forum from various campuses, organizations and state agencies.

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

This was the first reporting period with the new, updated timeline for the program. Starting in 2024, each application and recognition cycle falls within the same fiscal year, making it easier to include information about the program in this report.

During this reporting period, VHESUAC continued to market the program to college and university administrators across the Commonwealth, including presenting the program to university presidents and other administrators at the General Professional Advisory Committee's (GPAC) March 24 meeting. Four campuses reached out to VHESUAC for more information about the program after the presentation.

Recognized Campuses in 2024

Three campuses submitted applications through the VHESUAC Campus Recognition Program in July 2024, were approved in August 2024 and then were recognized during this reporting cycle.³⁰ The campuses were (in alphabetical order):

- Longwood University
- Northern Virginia Community College
- Virginia State University

Longwood University became the first campus to be recognized for a second consecutive year, and Virginia State University became the first Historically Black College or University in Virginia to be recognized.

Future

Despite four campuses reaching out to VHESUAC for more information about the VHESUAC Campus Recognition Program following the presentation at the GPAC meeting in March, none of those campuses applied to the program during the 2025 application cycle (the cycle included in next year's report).

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

³⁰ (Virginia Alcoholic Beverage Control Authority 2025)

List of Recognized Campuses

Since the launch of the VHESUAC Campus Recognition Program in 2023, seven unique campuses have been recognized between the two years the program has been run. Below is a list of campuses recognized each year.

2024

- Longwood University
- Northern Virginia Community College
- Virginia State University

2023

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

VHESUAC NEWSLETTER

The VHESUAC Campus Newsletter was distributed to campuses throughout 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 2024 edition of the newsletter contained a link to the updated Prevention with a Purpose strategic planning guide by Campus Drug Prevention. There was also a link to a 2023 ESPN article that examined a survey by the Associated Press about the number of colleges that sell alcohol in their football stadiums. Finally, numerous cannabis education resources were included in the newsletter, including the T-Break Guide from the University of Vermont and the educational guides and resources on the Cannabis Control Authority's website.

February

The February 2025 edition of the newsletter contained information about the VHESUAC Campus Recognition Program, as the application period was set to open in April. The newsletter also contained two sign-up links; the first was a link to sign up for the upcoming virtual training presented by Joan Masters and Kayce Matthews on the foundations of substance misuse prevention in higher education and the second was a link to sign-up to join either the VHESUAC Executive Council or Workgroup. Finally, the newsletter contained information about the upcoming Virginia Hazing Prevention Summit at the University of Virginia.

May

The May 2025 edition of the newsletter contained a reminder about the VHESUAC Campus Recognition Program, as applications the application window was set to close on July 1, 2025. The newsletter also contained a reminder about the VHESUAC membership drive. It also included a link to and background information about the new Alcohol Health & Safety Community Dashboards by Virginia ABC. Finally, the newsletter contained a recap of the virtual training in April and a recap of the virtual forum on recent RA legislation in May.

Campus Engagement

Throughout the course of the year, VHESUAC was able to reach 58 campuses (90.63%) out of the 64 campuses through Virginia, primarily through the VHESUAC Campus Newsletter. While this fell short of VHESUAC's goal to reach every campus across the Commonwealth, it demonstrates a continued high-level of engagement with Virginia campuses. This continued 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 (VCC) listserv, ensuring more IHE professionals across the Commonwealth have access to the material. As mentioned earlier in the report, this fiscal year also saw VHESUAC hold a virtual training opportunity for campus professionals and saw VHESUAC partner with the VCC to hold a virtual campus forum on recent legislation affecting resident assistants on public campuses.

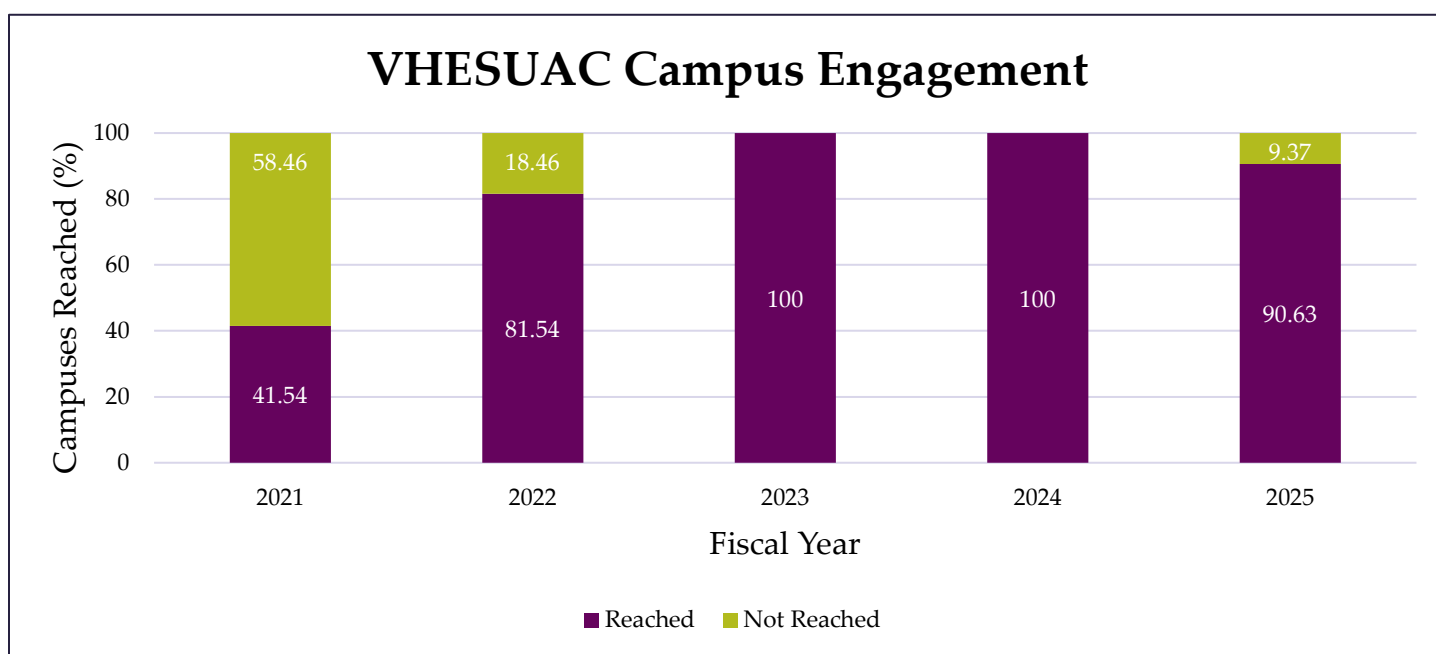


Figure 15. A bar chart showing the proportion of campuses who were reached by VHESUAC over the last four fiscal years.

The open and click rates for each of the newsletters rose earlier in the fiscal year, with engagement for the September 2024 and June 2025 newsletters ending up as the second and third-highest editions since the newsletter began. The open and click rates continued to outperform the national average for email newsletters, though February 2025's edition was one of the lowest on record.³¹ This positive feedback continues to reinforce VHESUAC's current practice of distributing helpful resources and

³¹ (Mailchimp n.d.)

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 VCC listserv.³²

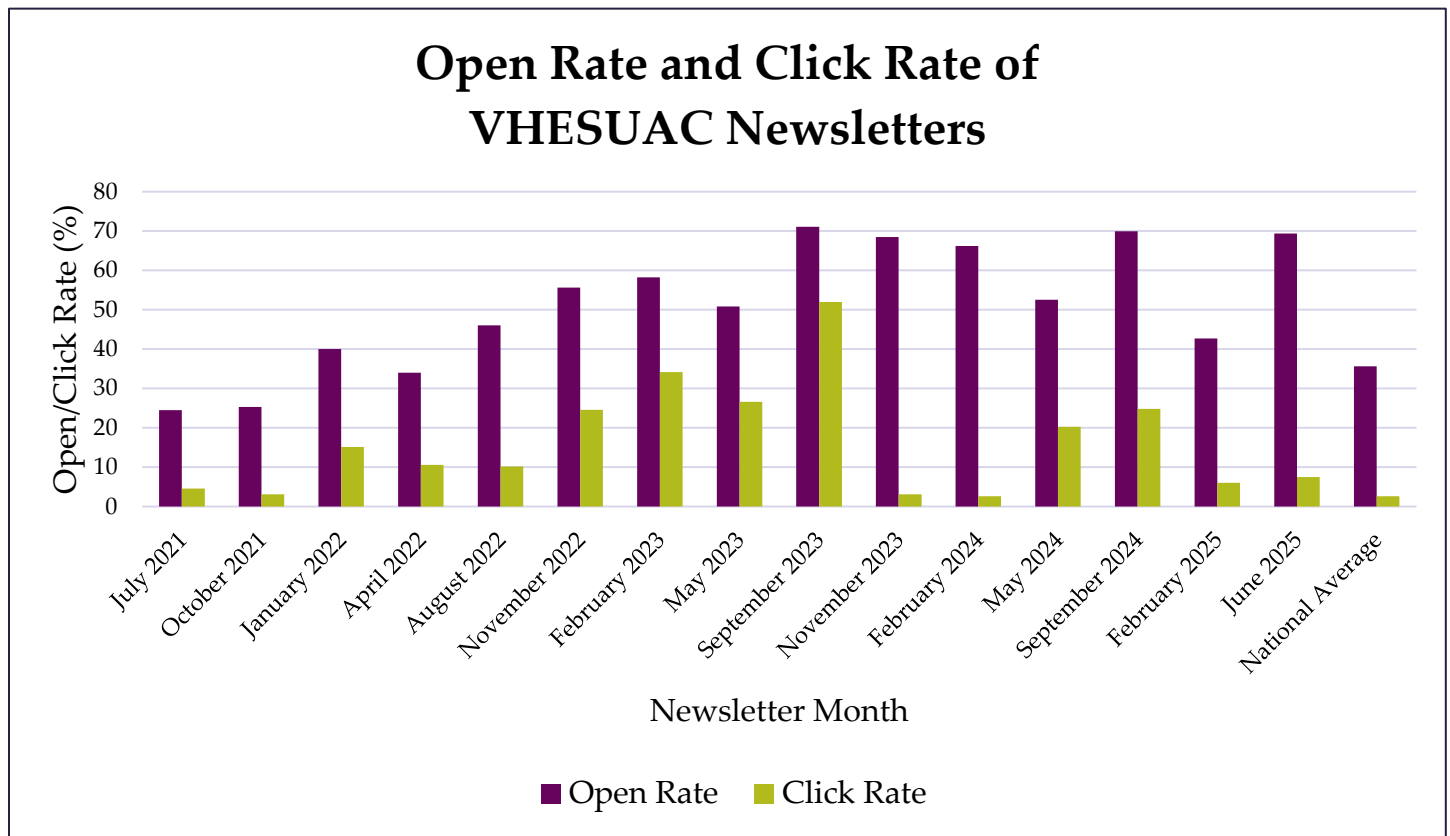


Figure 16. A bar chart showing the open and click rates of VHESUAC newsletters over the last three fiscal years compared with the national average according to Mailchimp.

³² There were only three newsletters sent during this reporting period, compared with four newsletters in each prior year.

VHESUAC MEETINGS

The VHESUAC Executive Council met twice during the reporting period in August 2024 and January 2025. The VHESUAC Workgroup met in August 2024, October 2024, January 2025 and April 2025.

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> or by sending an email to education@virginiaabc.com.

Executive Council

August 2, 2024 Meeting Minutes

Upcoming Quarterly Newsletter

- The VHESUAC fall newsletter will be sent on August 26. The contents will include:
 - Prevention with a Purpose
 - Cannabis Cessation Guide
 - Two articles discussing the sale of alcohol at college football stadiums
 - Article discussing the NCAA's policy update regarding cannabis in narrow football instances

VHESUAC Campus Recognition Program

- Three 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 three campuses for recognition. The campuses are:
 - Longwood University
 - Northern Virginia Community College
 - Virginia State University

Upcoming Annual Report

- The Workgroup was asked if there were any other topics that should be included in the report in addition to the ones included in the previous year. The availability of alcohol at college athletic stadiums was mentioned as a potential topic for inclusion.

Membership Drive

- The Executive Council discussed conducting a membership drive to restore VHESUAC attendance numbers to the attendance numbers before the COVID-19 pandemic. A timeline will be presented at the October 2024 Workgroup meeting. As mentioned in previous meetings, Executive Council members continued to express a desire to return to virtual meetings.

January 24, 2025 Meeting Minutes

Upcoming Quarterly Newsletter

- The VHESUAC winter newsletter will be sent on February 10. The contents will include:
 - A preview of the upcoming Campus Recognition Program
 - Virginia Higher Education Tobacco Policy Report Cards
 - Advertisement for Foundations in Substance Misuse Prevention in Higher Education training in April
 - Hazing Prevention Summit
 - Virginia ABC Education & Prevention Grant

Annual Report

- The FY24 VHESUAC Annual Report was approved and submitted to the legislature. The report contained information on the following topics:
 - Student health trends, including alcohol, cannabis, tobacco and nicotine delivery products, opioids, prescription stimulants, other drugs, mental health and institutional priorities related to student health
 - VHESUAC Recognition Program
 - Quarterly Campus Newsletter
 - Alcohol in college stadiums and arenas
 - Hazing
 - Virginia Higher Education Tobacco Policy Dashboard
 - University-branded alcohol products

Campus Recognition Program

- A press release recognizing the three approved campuses through the VHESUAC Campus Recognition Program is expected to be released very soon.

Membership Drive

- The VHESUAC Coordinator shared a timeline for conducting a membership drive for the committee, with the goal of sending out information in February and March.

Virtual Training

- VHESUAC has entered into a contract with Joan Masters to present a virtual training in April titled 'Foundations in Substance Misuse Prevention in Higher Education' for professionals across Virginia.

College Drug and Alcohol Survey

- The results of the 2024 College Drug and Alcohol Survey have been released and can be found on the Center for the Advancement of Public Health website. The VHESUAC Coordinator reviewed some of the responses with the Executive Council and discussed some of the findings.

Workgroup

August 1, 2024 Meeting Minutes

Upcoming Quarterly Newsletter

- The VHESUAC fall newsletter will be sent on August 26. The contents will include:
 - Prevention with a Purpose
 - Cannabis Cessation Guide
 - Two articles discussing the sale of alcohol at college football stadiums
 - Article discussing the NCAA's policy update regarding cannabis in narrow football instances

VHESUAC Campus Recognition Program

- Three 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 three campuses for recognition. The campuses are:
 - Longwood University
 - Northern Virginia Community College
 - Virginia State University

Upcoming Annual Report

- The Workgroup was asked if there were any other topics that should be included in the report in addition to the ones included in the previous year. The availability of alcohol at college athletic stadiums was mentioned as a potential topic for inclusion.

Membership Drive

- The Executive Council discussed conducting a membership drive to restore VHESUAC attendance numbers to the attendance numbers before the COVID-19 pandemic. A timeline will be presented at the October 2024 Workgroup meeting. As mentioned in previous meetings, Executive Council members continued to express a desire to return to virtual meetings.

October 17, 2024 Meeting Minutes

Presentation

- Kyle Girone from VDH gave a presentation on the newly launched Virginia Higher Education Tobacco Policy Dashboard. Committee members learned about the data that is included in campus report cards and the criteria that generates the awarded grade on each report card.

Upcoming Quarterly Newsletter

- The VHESUAC fall newsletter will be sent on November 18. The contents will include:
 - Virginia Higher Education Tobacco Policy Report Cards
 - Advertisement for Foundations in Substance Misuse Prevention in Higher Education training in spring 2024

Annual Report

- The FY24 VHESUAC Annual Report has been sent to the Virginia ABC Board for approval. The report contains information on the following topics:
 - Student health trends, including alcohol, cannabis, tobacco and nicotine delivery products, opioids, prescription stimulants, other drugs, mental health and institutional priorities related to student health
 - VHESUAC Recognition Program
 - Quarterly Campus Newsletter
 - Alcohol in college stadiums and arenas
 - Hazing
 - Virginia Higher Education Tobacco Policy Dashboard
 - University-branded alcohol products

VHESUAC Campus Recognition Program

- The VHESUAC Coordinator shared that all three applicants in the Campus Recognition Program were approved at the Executive Council meeting on August 2. The campuses to be recognized include:
 - Longwood University
 - Northern Virginia Community College
 - Virginia State University

Membership Drive

- The VHESUAC Coordinator shared a timeline for conducting a membership drive for the committee, with the goal of sending out information in February and March.

Virtual Training

- The VHESUAC Coordinator has a phone call scheduled with Joan Masters next week about a potential virtual training opportunity.

January 16, 2025 Meeting Minutes

Upcoming Quarterly Newsletter

- The VHESUAC winter newsletter will be sent on February 10. The contents will include:
 - A preview of the upcoming Campus Recognition Program
 - Virginia Higher Education Tobacco Policy Report Cards
 - Advertisement for Foundations in Substance Misuse Prevention in Higher Education training in April
 - Hazing Prevention Summit
 - Virginia ABC Education & Prevention Grant

Annual Report

- The FY24 VHESUAC Annual Report was approved and submitted to the legislature. The report contained information on the following topics:

- Student health trends, including alcohol, cannabis, tobacco and nicotine delivery products, opioids, prescription stimulants, other drugs, mental health and institutional priorities related to student health
- VHESUAC Recognition Program
- Quarterly Campus Newsletter
- Alcohol in college stadiums and arenas
- Hazing
- Virginia Higher Education Tobacco Policy Dashboard
- University-branded alcohol products

Campus Recognition Program

- A press release recognizing the three approved campuses through the VHESUAC Campus Recognition Program is expected to be released very soon.

Membership Drive

- The VHESUAC Coordinator shared a timeline for conducting a membership drive for the committee, with the goal of sending out information in February and March.

Virtual Training Drive

- VHESUAC has entered into a contract with Joan Masters to present a virtual training in April titled 'Foundations in Substance Misuse Prevention in Higher Education' for professionals across Virginia.

College Drug and Alcohol Survey

- The results of the 2024 College Drug and Alcohol Survey have been released and can be found on the Center for the Advancement of Public Health website. The VHESUAC Coordinator reviewed some of the responses with the Workgroup and discussed some of the findings.

April 17, 2024 Meeting Minutes

Upcoming Quarterly Newsletter

- The VHESUAC spring newsletter will be sent on May 12. The contents will include:
 - A reminder about the VHESUAC Campus Recognition Program
 - A reminder about the membership drive
 - A recap of the virtual training in April
 - Highlighting recent legislation for campus RAs

Virtual Campus Forum

- Workgroup members discussed holding a virtual campus forum to allow campuses to learn about the recent legislation for campus RA. The VHESUAC Coordinator would set up a Zoom call to begin planning.

Membership Drive

- The VHESUAC Coordinator shared that the membership drive survey had been sent.

VHESUAC Campus Recognition Program

- The application opened up on April 1 and closes on July 1. No campus has started their application as of this meeting day.

Virtual Training

- There are currently 12 people signed up for the virtual training beginning next week, with more registration spots open.

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.

This year, the Executive Council and Workgroup spent a significant portion of the year planning opportunities for dialogue statewide, including VHESUAC's first-ever sponsored training for campus faculty and staff, and holding a virtual forum for campuses to discuss the new legislative requirements for RAs on public campuses to be trained in opioid antagonist administration. VHESUAC also conducted multiple outreach efforts throughout the year, including presenting in front of SCHEV's General Professional Advisory Council and making a brief touchpoint with the Joint Commission on Health Care to discuss how campuses are tackling the fentanyl crisis.

As VHESUAC begins to look past the end of the current strategic plan in 2026, it is worth noting that members of the Executive Council and the Workgroup are engaging with the committee in different ways than when the committee began in 2018. While VHESUAC did launch a membership drive during this reporting period with the hope of restoring the number of members on each group to their pre-pandemic levels, VHESUAC received only added a handful of people to its ranks – and only one person joined the Executive Council. After the strategic plan ends, VHESUAC should consider the pros and cons of having two separate bodies, and whether there might be different ways to engage upper-level administration staff on college campuses than inclusion on the Executive Council.

FY26

- Finish assessing the progress made towards the completion of the VHESUAC Strategic Plan and begin developing future plans.
- Continue to establish a regular professional development series for campus professionals.
- Develop a repository of effective approaches, evidence-based strategies, best practices and model programs for campuses.

FY27

- Develop future plans for VHESUAC post-strategic plan.
- Continue to work towards VHESUAC's goal of promoting campus substance use education, prevention, intervention and recovery efforts across Virginia.

Figure 17. A graphic showing VHESUAC's goals over the next two fiscal years.

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