



2020

**Virginia Office for
Substance Abuse Prevention**

Annual Report

Virginia Alcoholic Beverage Control Authority

Chief Executive Officer
Travis G. Hill



Chair
Maria J. K. Everett

Vice Chair
Beth G. Hungate-Noland

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

December 1, 2020

Dear Members of the General Assembly:

The Virginia Office for Substance Abuse Prevention (VOSAP) Collaborative is pleased to provide this report in accordance with §4.1-103.02, *Code of Virginia*. Consistent with its statutory responsibilities, VOSAP provides leadership, opportunities and an environment to further strengthen Virginia's prevention infrastructure and to ensure that prevention efforts are more unified, collaborative and evidence-based.

This report details efforts and coordination from fiscal year 2020, since the filing of the 2019 VOSAP Annual Report on December 1, 2019.

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

Sincerely,

A handwritten signature in black ink that reads "Maria J.K. Everett".

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



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Executive Information

The Commonwealth of Virginia



Governor Ralph S. Northam

Secretariats represented in the VOSAP Collaborative

Secretary of Public Safety and Homeland Security
Brian Moran

Secretary of Health and Human Resources
Dr. Daniel Carey

Secretary of Education
Atif Qarni

Secretary of Transportation
Shannon Valentine

Virginia Alcoholic Beverage Control Authority Leadership and Board

Chief Executive Officer

Travis G. Hill



Maria J. K. Everett, Chair



Beth G. Hungate-Noland, Vice Chair



William D. Euille



Gregory F. Holland



Mark E. Rubin

Executive Summary

The Virginia Office for Substance Abuse Prevention (VOSAP), operating as the VOSAP Collaborative, is pleased to report on substance abuse prevention efforts in the Commonwealth of Virginia. VOSAP representation spans four Secretariats including: Education, Health and Human Resources, Public Safety and Homeland Security, and Transportation. External to state government, VOSAP partners with community coalitions and other organizations that promote health, safety and wellness within the Commonwealth.

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

During meetings of the VOSAP Collaborative, representatives from 16 agencies and organizations reported on individual and joint projects related to prevention, and identified ways to further support their shared mission to promote health and safety in the Commonwealth. In 2020, particular attention was paid to building the substance abuse prevention capacity of localities through Community Service Boards (CSBs) and community coalitions. Assistant Secretary of Health and Human Resources, Catie Finley, participates at Collaborative meetings to provide a direct link to the Governor's Advisory Commission on Opioids and Addiction.

Statutory Authority

Pursuant to HB 1291 and SB 678 of 2012 (Chapter 835 of the 2012 Acts of Assembly), enacted through § 4.1-103.02 of the Code of Virginia, the Governor's reorganization of executive branch of state government states:

“The responsibility for the administration of a substance abuse prevention program transfers from the Governor to the Alcoholic Beverage Control Board. The bill gives the ABC Board the duty to (i) coordinate substance abuse prevention activities of agencies of the Commonwealth in such program, (ii) review substance abuse prevention program expenditures by agencies of the Commonwealth, and (iii) determine the direction and appropriateness of such expenditures. The Board is to cooperate with federal, state, and local agencies, private and public agencies, interested organizations, and individuals in order to prevent substance abuse within the Commonwealth. The Board must report annually by December 1 to the Governor and the General Assembly on the substance abuse prevention activities of the Commonwealth. [Enactments 103-104; HJ 49 #37]”

VOSAP Collaborative Mission

The mission of VOSAP is to support positive youth development by providing strategic statewide leadership, fostering collaboration and the sharing of resources at all levels, and providing tools and training to practice evidence-based prevention to reduce the incidence and prevalence of substance abuse and its consequences.

VOSAP Collaborative Goals

In addition to being responsive to ad hoc requests, the VOSAP Collaborative works to fulfill the following goals:

- VOSAP will be a working group where individual agency information, successes and challenges pertaining to prevention activities are openly shared and coordinated to eliminate redundancies.
- VOSAP will support the collection and analysis of state epidemiological data to support prevention planning, funding and programming.
- VOSAP will promote use of SAMHSA's Strategic Prevention Framework.
- The VOSAP Collaborative will use agency websites and social media to provide prevention information and highlight prevention work.

VOSAP/GOSAP Archive

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

GOSAP's records are maintained in the archives of the Library of Virginia located at 800 East Broad Street in Richmond, Virginia.

VOSAP Collaborative Members

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



Alcoholic Beverage Control Authority (ABC)

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



Behavioral Health and Developmental Services (DBHDS)

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



Criminal Justice Services (DCJS)

*Betsy Bell, Virginia Center for School and Campus Safety (VCSCS)
Mental Health and Suicide Prevention Programs Coordinator
Greg Hopkins, Juvenile Justice Program Coordinator*



Education (DOE)

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



Juvenile Justice (DJJ)

*Art Mayer, LCSW, CSOTP, Substance Abuse Treatment Program
Supervisor*



Health (VDH)

*Jean Hoyt, Division of Prevention and Health Promotion Health
Systems Injury and Violence Prevention Coordinator*



Motor Vehicles (DMV)

*Kimberly Burt, Virginia Highway Safety Office Deputy Director of
Program Development
Melanie Stokes, Impaired Driving Program Coordinator*



VIRGINIA DEPARTMENT OF
SOCIAL SERVICES

Social Services (DSS)

*Nicole Shipp, MSW, Child Protective Services Policy Specialist
Stephen Wade, MUP, Healthy Equity Project Manager*



State Police (VSP)

Mary King, YOVASO Program Manager



Virginia Foundation for Healthy Youth (VFHY)

Henry Harper, Director of Community Outreach



Virginia National Guard (VANG)

Lieutenant Colonel Craig Lewis, Counterdrug Taskforce Commander



Office of the Secretary of Health & Human Resources

Catie Finely, Assistant Secretary of Health and Human Resources



Community Coalitions of Virginia (CCoVA)

Nour Alamiri, Chair



Mothers Against Drunk Driving (MADD) Virginia

Cristi Cousins, State Programs Specialist



Hampton Roads Community Action Program (HRCAP)

Corissa Reed, Opioid Programming and Volunteer Coordinator



Hanover Cares

Octavia Marsh, Executive Director

Youth Substance Use Prevention Efforts

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

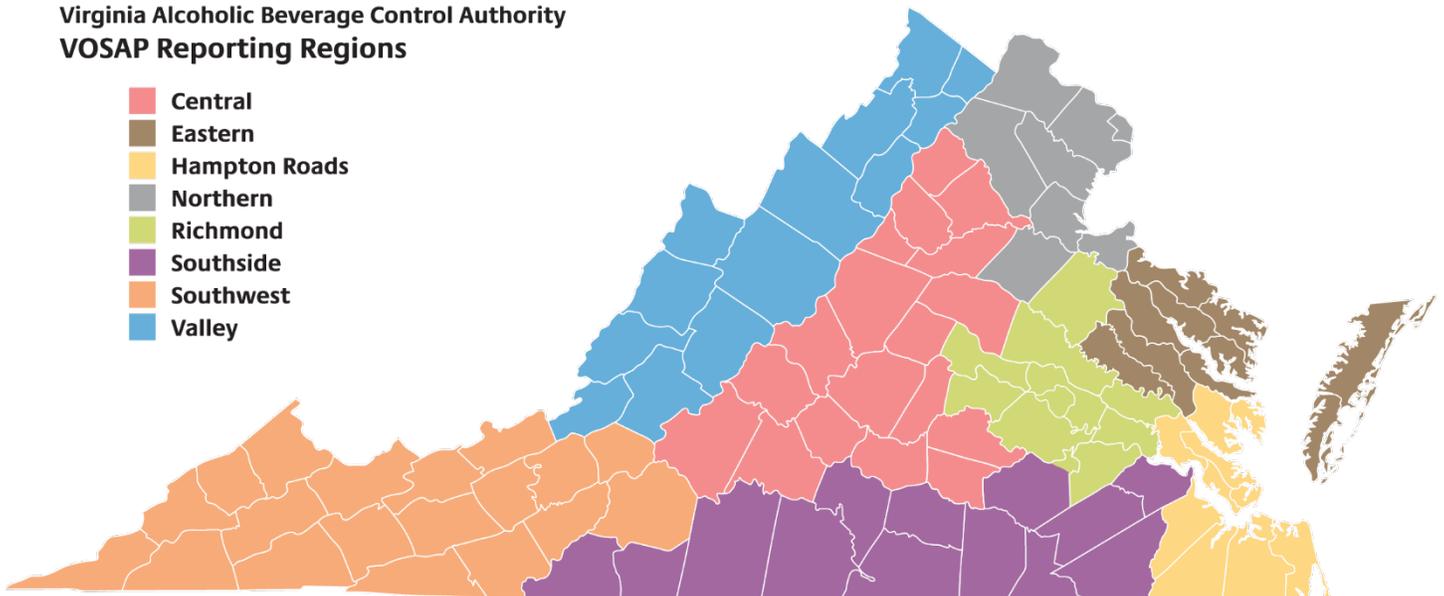
Statewide Regions

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

The regions listed below were developed based on a review of the various reporting regions of state agencies and organizations. There is not a standardized set of reporting regions across the Commonwealth, which provides challenges to collecting and reporting data accurately collaboratively throughout Virginia. The data and information provided in the following section has been reported as accurately as possible within the defined regions.

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

Virginia Alcoholic Beverage Control Authority
VOSAP Reporting Regions



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

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

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

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

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

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

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

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

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

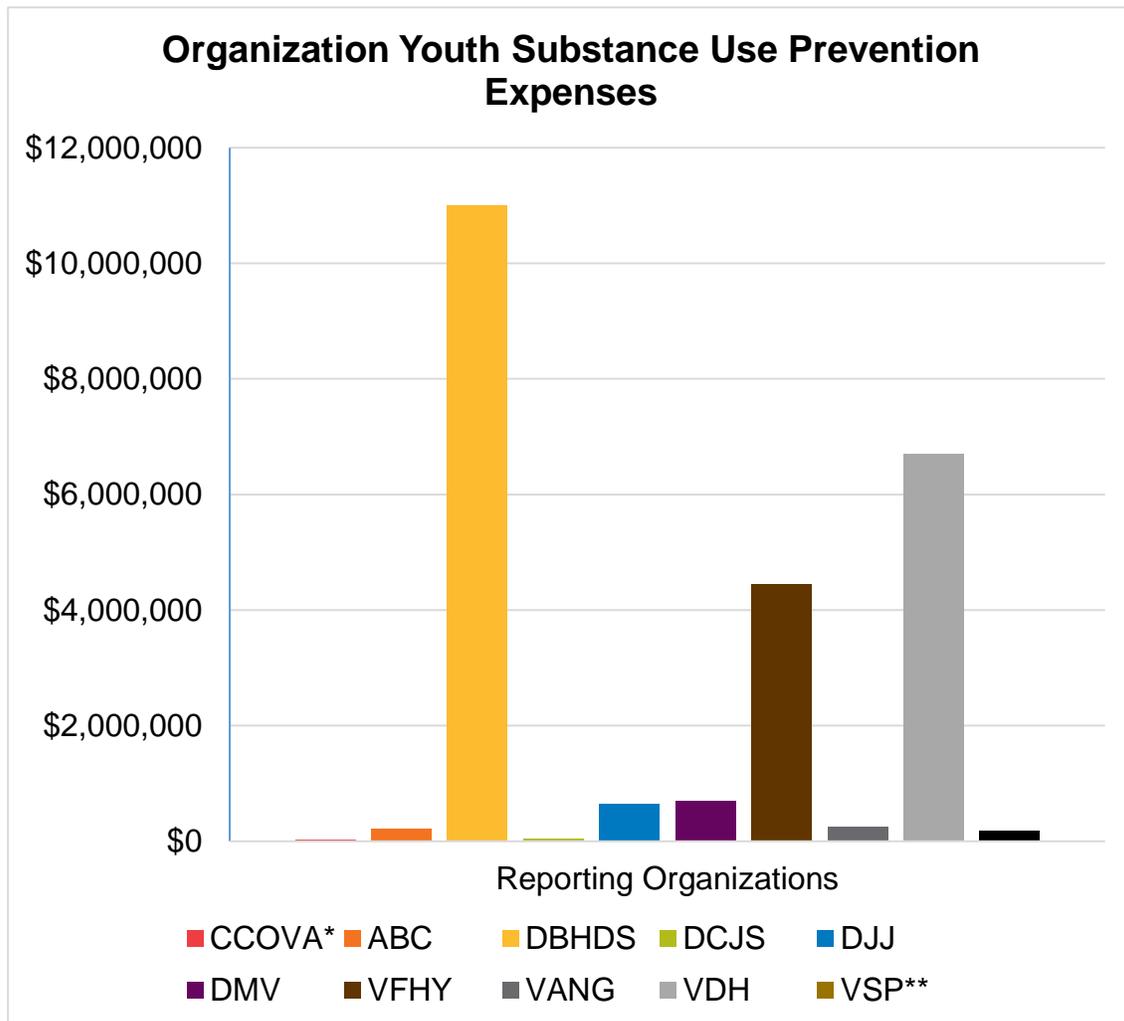
Spending

During fiscal year 2020, \$24,015,542 was spent throughout the Commonwealth on youth substance use prevention efforts. Table 2 provides specific organization spending totals and Figure 1 depicts total spending on youth substance use prevention by organization. The largest budget allocations to statewide prevention efforts were from DBHDS and VFHY, respectively. Organization prevention budgets are funded through federal budget allocations, federal grants, general fund allocations, organization revenue and state grants. Each VOSAP member organization's funding for substance use prevention efforts is detailed below.

Table 2. Total expenses of youth substance use prevention efforts by organization.

Organization	Expenses
Community Coalitions of Virginia	\$23,750
Virginia Alcoholic Beverage Control Authority	\$213,407
Virginia Department of Behavioral Health and Developmental Services	\$11,005,056
Virginia Department of Criminal Justice Services	\$44,870
Virginia Department of Juvenile Justice	\$638,702
Virginia Department of Motor Vehicles	\$699,637
Virginia Foundation for Healthy Youth	\$4,452,222
Virginia National Guard	\$250,477
Virginia State Police	\$179,000
Virginia Department of Health	\$6,711,172
Virginia Department of Education	Unable to report
Virginia Department of Social Services	Unable to report

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



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

**Virginia State Police substance use prevention efforts are funded through a grant provided by Department of Motor Vehicles and the National Highway Traffic Safety Administration. Data was not duplicated.

Figure 2. Total expenses of youth substance use prevention efforts by region.

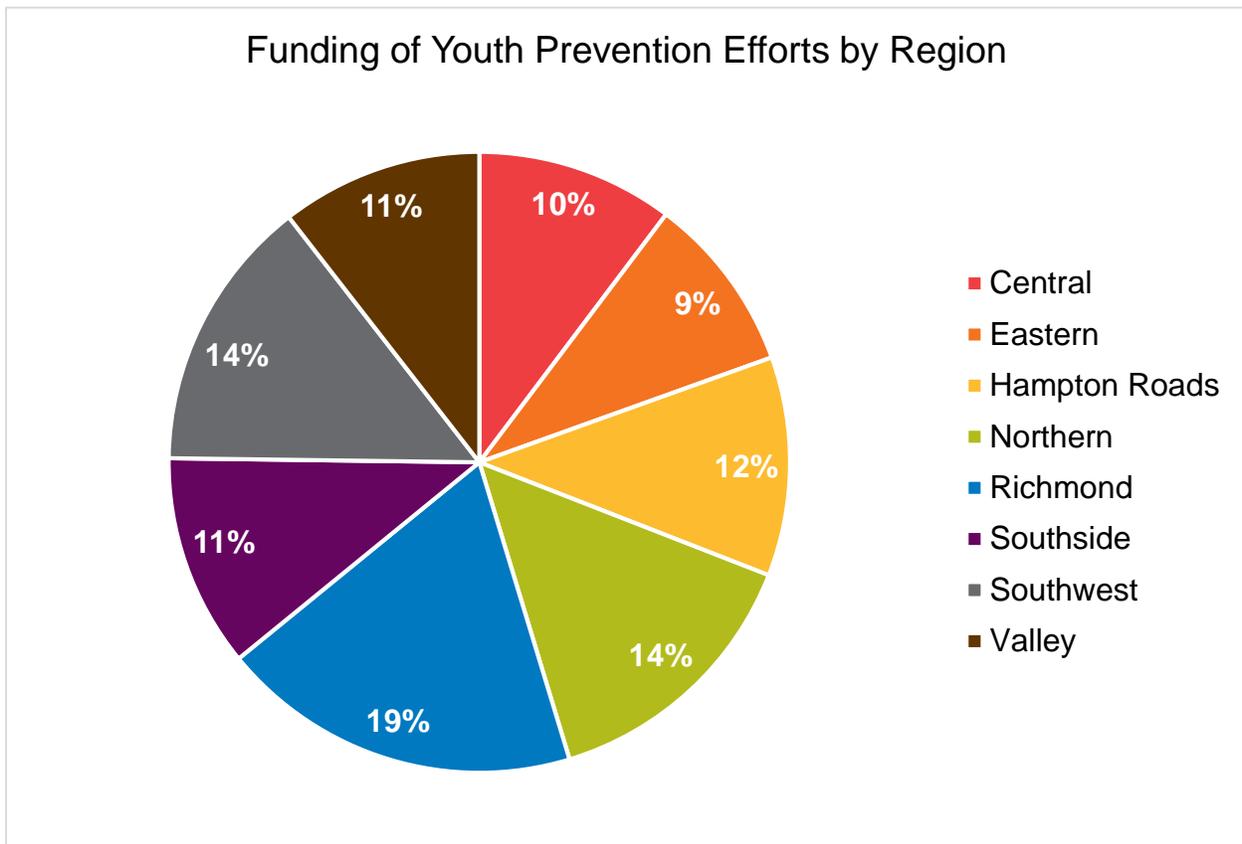


Table 3. Total expenses of youth substance use prevention efforts by region.

Region	Expenses
Central	\$1,764,744
Eastern	\$1,614,407
Hampton Roads	\$1,986,534
Northern	\$2,480,862
Richmond	\$3,269,534
Southside	\$1,925,777
Southwest	\$2,443,103
Valley	\$1,819,409

Community Coalitions of Virginia

CCOVA has 501(c)3 status and is funded by membership fees, donations and occasional training and conference fees. Monthly meetings take place at the National Guard Waller Depot located in Richmond as an in-kind donation.

Virginia ABC

Virginia ABC funds substance use prevention efforts through organizational revenue. As seen in **Table 2**, Virginia ABC spent \$213,406 on youth substance use prevention efforts; however, an additional \$163,179 was spent on alcohol education and prevention efforts, not specific to youth substance use prevention, totaling \$376,585.

Virginia Department of Behavioral Health and Developmental Services

As seen in **Figure 1**, DBHDS Office of Behavioral Health Wellness (OBHW) provides the greatest amount of funding for substance use prevention efforts. DBHDS OBHW is funded through federal budget allocation and the following federal grants: Substance Abuse and Mental Health Services Administration (SAMHSA) Substance Abuse Block Grant (\$8.9 million), SAMHSA Partnership for Success Grant (\$2 million) and SAMHSA State Opioid Response Grant (\$2.9 million).

Virginia Department of Criminal Justice Services

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

Virginia Department of Health

VDH reported spending or providing \$6,711,172 during fiscal year 2020 on substance use prevention activities. Funding is received through pharmaceutical rebates, State Opioid Response grants and the following Centers for Disease Control and Prevention funding streams: Overdose Data to Action and Integrated HIV Surveillance and Prevention Cooperative Agreement. VDH's spending on substance use prevention is not included in the overall total of youth substance use prevention efforts. VDH programming and resources expanding across the lifespan and are not narrowed specifically to youth substance use prevention efforts.

Virginia Department of Juvenile Justice

During fiscal year 2020, DJJ spent \$648,941.75 on substance use treatment programs across the DJJ Community and Residential divisions. An additional \$496,799 in **Virginia Juvenile Community Crime Control Act** (VJCCCA) funds was budgeted by localities in support of substance abuse education and treatment programs. DJJ manages VJCCCA funds, which are administered through a formula grant to all 133 cities and counties in the Commonwealth. Each locality or grouping of localities, develop biennial plans for the use of VJCCCA funds that are consistent with the needs of their communities. Code changes that went into effect in July 2019 allow localities to incorporate prevention services into future biennial plans. Of the 76 local VJCCCA plans, during FY 2020, 13 local plans included funds budgeted for programming or services in the category of substance abuse education.

Virginia Department of Motor Vehicles

As shown in **Figure 1**, DMV is the third greatest contributor of finances to substance use prevention efforts. DMV prevention efforts are funded through Federal Highway Safety funds.

Virginia Foundation for Healthy Youth

VFHY receives no taxpayer funds and is solely funded by a share of Virginia's annual payments from the nation's major tobacco manufacturers through the **Master Settlement Agreement** (MSA). **Figure 1** shows that VFHY spends the second greatest amount for youth substance use prevention efforts.

Virginia National Guard

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

Virginia State Police

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

Unreported State Agencies

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

Reach

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

The total reach of VOSAP Collaborative substance use prevention initiatives for fiscal year 2020 is 5,340,710 individuals. DBHDS and DBHDS-funded partners reached the greatest number of individuals through substance use prevention efforts, reaching 2,539,110 individuals. DMV presented the second largest reach, with 1,573,981 individuals reached through VAHSO grantee prevention efforts. **Figure 3** and **Table 4** break down the total reach by organization while **Figure 4** and **Table 5** break down total reach by region.

Figure 3. Total reach of youth substance use prevention efforts by organization.

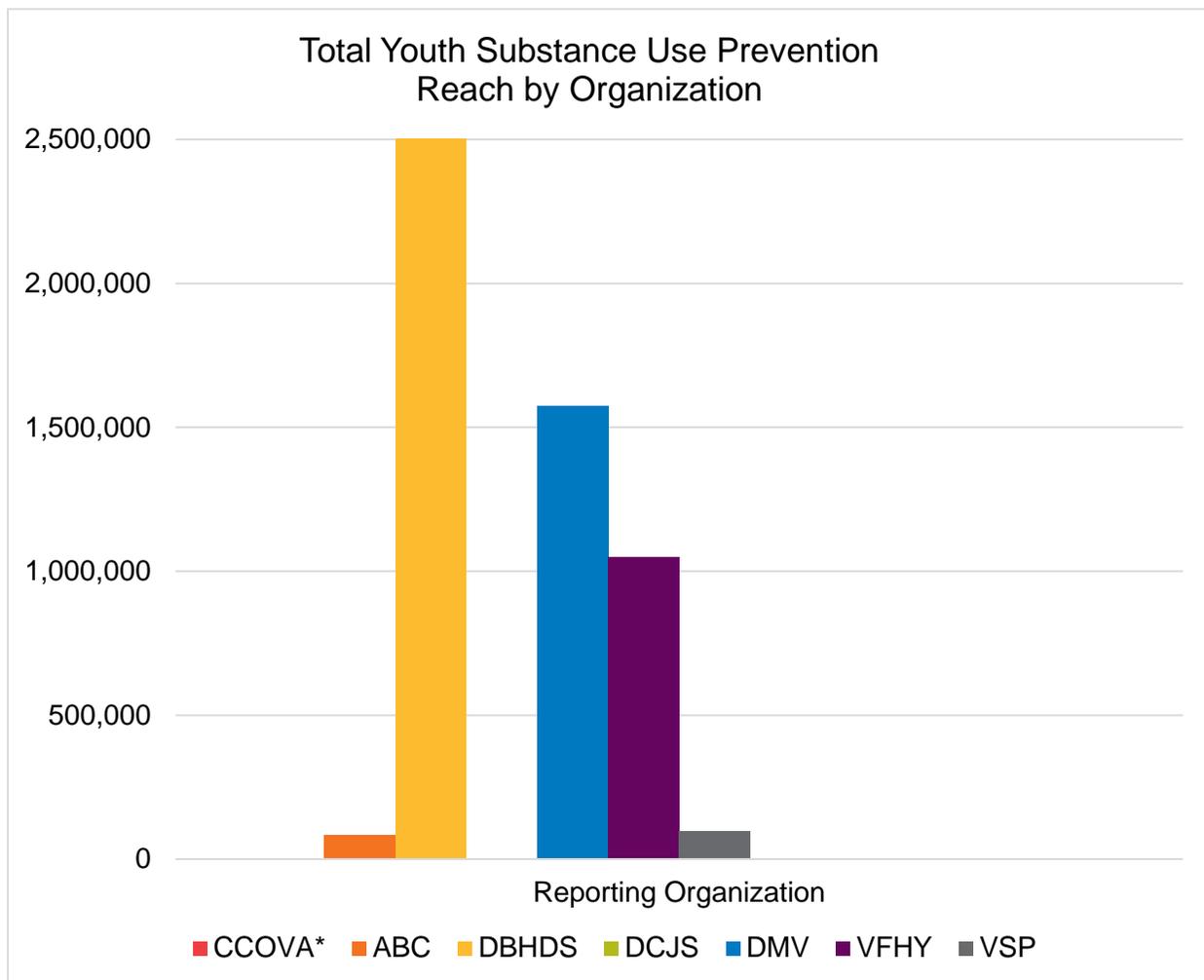


Table 4. Total reach of youth substance use prevention efforts by organization.

Organization	Reach
Community Coalitions of Virginia	540
Virginia Alcoholic Beverage Control Authority	82,483
Virginia Department of Behavioral Health and Developmental Services	2,539,110
Virginia Department of Criminal Justice Services	1,150
Department of Motor Vehicles	1,573,981
Virginia Foundation for Healthy Youth	1,047,746
Virginia State Police	95,700
Virginia National Guard	Did not report a numerical estimate
Virginia Department of Juvenile Justice	Did not report a numerical estimate
Virginia Department of Health	Did not report a numerical estimate
Virginia Department of Education	Did not report a numerical estimate
Virginia Department of Social Services	Did not report a numerical estimate

Figure 4. Total reach of youth substance use prevention efforts by region.

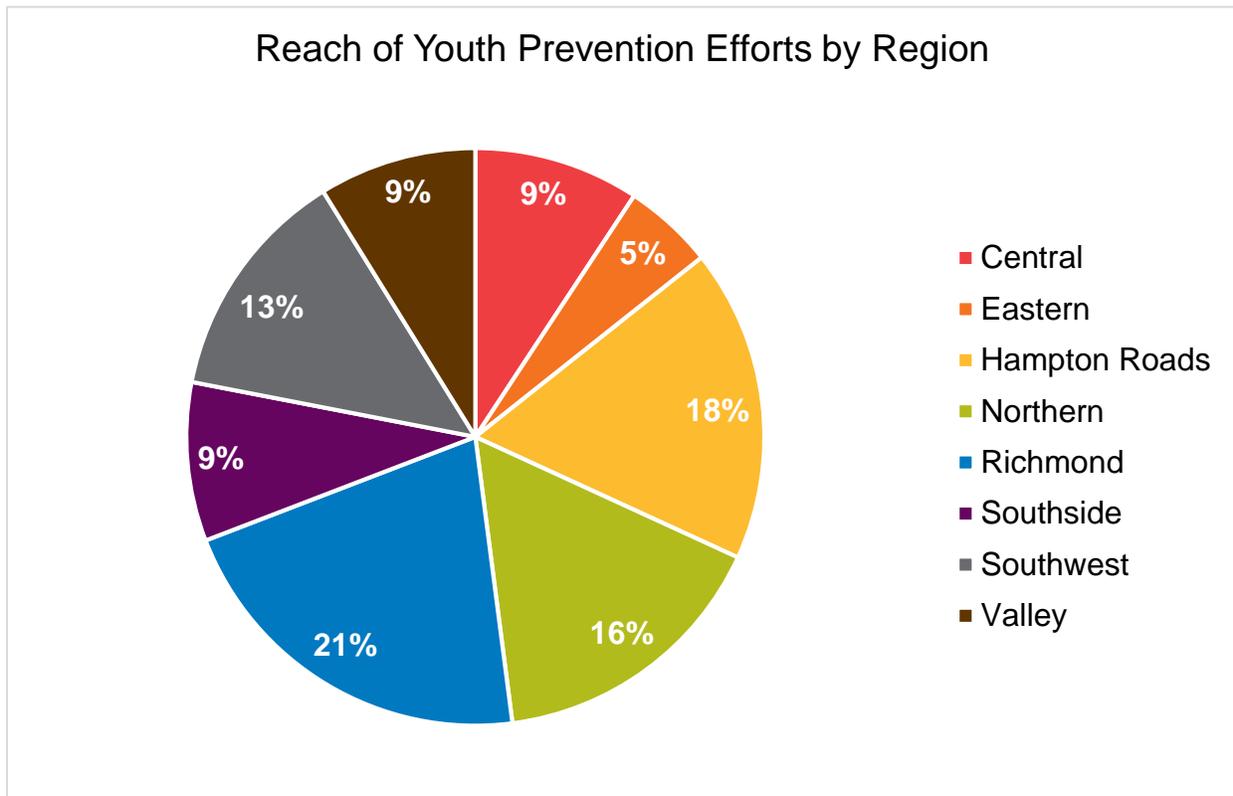


Table 5. Total reach of youth substance use prevention efforts by region.

Region	Reach
Central	492,843
Eastern	269,067
Hampton Roads	932,677
Northern	856,018
Richmond	1,128,272
Southside	472,906
Southwest	698,085
Valley	469,602

Unreported State Agencies

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

Activities and Initiatives

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

Community Coalitions of Virginia

CCoVA is a statewide coalition of coalitions representing large and small, rural and urban communities, working collaboratively to prevent and reduce substance abuse and related risk factors in Virginia communities that are measurable and improve quality of life. During fiscal year 2020, CCoVA hosted and provided multiple forums for prevention conversations and education.

- CCoVA holds monthly membership meetings to conduct business and invites presenters to speak on a variety of topics. The following presentations were held January through June, 2020.
 - Monday, January 6: Qlarion presented on the opioid and data-sharing platform, Framework for Addiction Analysis and Community Transformation (FAACT), that has been operating in the Northern Shenandoah Valley and recently expanded to the Roanoke Valley.
 - Monday, March 2: **United in Building Evidence Together (U-BET!) Collaborative** - The U-BET project aims to develop a substance use prevention program for youth who have been exposed to Adverse Childhood Experiences (ACEs).
 - Monday, April 6: **Health Quality Innovators (HQI)** - Through the recently awarded Centers for Medicare & Medicaid Services (CMS) contract, HQI and partners focused on improving nursing home quality, hospital readmissions, the opioid crisis, and chronic disease management.
 - Monday, May 4: **Washington/Baltimore High Intensity Drug Trafficking Area (HIDTA)**- HIDTA will be presented on the Overdose Detection Mapping Application (**ODMAP**), a free tool available for government agencies and first responders to provide on scene reports of real time overdoses. **Story of ODMAP, Spike Response Framework, ODMAP Training**

- Monday, June 1: CADCA - Sue Thau from CADCA's public policy team presented on Education vs. Lobbying. The presentation was focused on how coalitions can engage in legislative efforts and educate on prevention-related issues of concern.
- In October, CCoVA held the second annual statewide Prevention Summit, “Emerging Trends in Substance Use: Where do we go from here?” co-sponsored by DBHDS and VDH. The conference focused on substance use issues, impact, emerging trends, and evidence-based prevention and treatment strategies. CCoVA’s statewide summit brought together experts from the federal, state and local communities for three workshop tracks: Strategy/Prevention, Recovery/Treatment, and Substance Issues. Summit speakers featured substance use prevention and treatment experts, medical and law enforcement professionals, families, and individuals in recovery.
- Annually, CCoVA participates in Legislative Rally Day. In January, youth, prevention professionals and community members met with legislators in Richmond to educate them on how legislation can help communities prevent and reduce substance misuse among youth. The CCoVA Board conducted post-Rally Day evaluation surveys, as well as a legislative poll to gauge prevention needs and concerns of coalition members and communities served.
- In partnership with MADD, CCoVA hosted a Virtual Town Hall Meeting on Underage Drinking Prevention in honor of National Alcohol Awareness month and MADD’s PowerTalk 21 initiative. The town hall provided a forum for parents, professionals, and community members to discuss underage drinking and learn about evidence-based initiatives that are being undertaken across the state.

Virginia ABC

The mission of Virginia ABC Education and Prevention Section is to eliminate underage and high-risk drinking by building the capacity for communities to educate individuals and prevent alcohol misuse. This is implemented through programming and resources offered for all age groups and community organizations. The following programs and resources were implemented throughout the commonwealth during fiscal year 2020 to address youth substance use prevention.

- **Miss Virginia School Tour** – Virginia ABC provides a grant to the Miss Virginia Organization, in which Miss Virginia visits elementary schools spreading a message of health, wellness and prevention with students and teachers. At each visit, students receive a copy of Virginia ABC’s elementary activity workbook. The Miss Virginia School Tour messaging aligns with the Virginia Standards of Learning of Advocacy and Health Promotion, Essential Health Concepts and Healthy Decisions. Through the Miss Virginia School Tour, students will:
 - Demonstrate knowledge of how to identify what is safe and healthy for their bodies
 - Learn what positive choices are and how to make them and how to say “no” when something is not healthy for their bodies
 - Learn what it means to be a leader in their community and among their friends
 - Be able to identify who is a trusted adult and understand the role they play in their lives.
- **YADAPP** - The Youth Alcohol and Drug Abuse Prevention Project (YADAPP) is a peer-led program for high school students to address underage substance use at the high school level. Teams of four students and one Adult Sponsor attend a week long summer kick-off conference to develop strategic prevention plans addressing underage alcohol and other drug use in their schools and communities. After the conference, students implement their plans utilizing leadership and prevention skills learned during conference sessions. Through YADAPP, program participants:

- Broaden their knowledge of substance use prevention and work as a team to create a high school substance use prevention plan for their school
 - Learn leadership skills needed to address common issues among youth
 - Network and build supportive relationships with others from across Virginia
- **Project Sticker Shock** - Project Sticker Shock aims to prevent underage youth from obtaining alcohol from adults 21 or older or using a fake ID to purchase alcohol by raising community awareness about Virginia laws. During an event, participants place stickers and window clings that warn about the legal consequences for providing alcohol to underage youth and using a fake ID to purchase alcohol on cases and coolers of alcohol at local retailers. This program encourages partnership between community organizations, youth, retail establishments, law enforcement, media, and other community members.
 - **Power of Parents** - Virginia ABC partnered with MADD Virginia to bring the Power of Parents program, free of charge, to parents and communities in Virginia. The Power of Parents handbooks and training will improve how parents and teens relate to each other and can help guide middle and high schoolers in positive decision making. The Power of Parents handbooks and trainings are adapted from Dr. Robert Turrisi's (Pennsylvania State University) research with the goal of empowering parents to have effective conversations with their middle and high schoolers about drinking. Handbooks are available online for downloading or ordering. Training is offered online or in-person for groups.
 - **Publications** - The Virginia ABC Education and Prevention Section provides the public with free publications for all ages. Publications are age-appropriate for all groups. The elementary, middle and high school and parents publications are those that have been recorded in this report.
 - **Alcohol Education and Prevention Grants** - Alcohol Education and Prevention Grants provide funding to organizations that are working to prevent underage and high-risk drinking. Grant applicants must address one or more of the following priorities: underage drinking prevention, social providing/social hosting prevention, or high-risk drinking prevention. Online training is provided to applications to provide a structure to assess the needs of the community, identify their unique local issues and explore what prevention best practices may work best for the selected objectives and audiences.

Virginia Department of Behavioral Health and Developmental Services

DBHDS OBHW provides resources to the **40 local Community Services Boards** (CSBs) across the state to implement a variety of evidence based prevention programs, practices and strategies to include: information dissemination, educational opportunities, alternative substance free activities, coalition development and mobilization, problem ID and referral, environmental approaches to include policy development and decreased access. All strategies are identified after the implemented after a needs assessment and development of a strategic plan and logic model.

DBHDS and DBHDS funded partners provided prevention resources listed by region in **Table 6**.

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

Region	Prevention Resources	
Central	<ul style="list-style-type: none"> • ACEs Training Applied Suicide Intervention Skills Training (ASIST) • Bridges Out of Poverty • Community Mobilization • Compliance Checks Counter Tools • Dare to be You (DTBY) • Drug Deactivation Packets • Drug Take Backs • Healthy Alternatives for Little Ones • LEADS For Youth Lock and Talk Media Campaign • Adult Mental Health First Aid • Youth Mental Health First Aid • Mentor Programs • Multi-Agency Collaboration / Coalition Naloxone Trainings • Nurturing Parenting Program • Parenting Wisely 	<ul style="list-style-type: none"> • Permanent Drug Dropboxes Prescriber. Pharmacy and Patient Education Prescription Drug Lock Boxes • Project Sticker Shock • QPR Gatekeeper Training for Suicide Prevention • Ripple Effects Whole Spectrum Intervention • Safe TALK Second Step Services to Communities/Volunteers • Smart Pill Bottles • Social Marketing Campaign • Social Norms Campaign • Staying Connected with Your Teen, Strengthening Families Targeted Media Messaging (i.e, parents of adolescents, Senior Citizens, Pregnant Women) • Teen Intervene • Too Good for Drugs
Eastern	<ul style="list-style-type: none"> • ACEs Training • Al's Pals: Kids Making Healthy Choices • ASIST • Community Mobilization • Counter Tools • Drug Deactivation Packets • Facilitating Systems of Care Linkages • Life Skills Training (Botvin) • Lock and Talk Media Campaign • Adult Mental Health First Aid • Youth Mental Health First Aid • Merchant Education (Tobacco) • Multi-Agency Collaboration / Coalition Naloxone Trainings • Nurturing Parenting Program 	<ul style="list-style-type: none"> • Other Prevention Education • Parents Who Host Lose the Most • Permanent Drug Dropboxes • Prescription Drug Lock Boxes • Proper Disposal with Targeted Groups Rx Bag Stickers • Safe TALK Services to Communities/Volunteers • Social Marketing Campaign Strengthening Families Targeted Media Messaging (i.e, parents of adolescents, Senior Citizens, Pregnant Women) • Too Good for Drugs • Too Good for Drugs & Violence
Hampton Roads	<ul style="list-style-type: none"> • ACEs Training • Al's Pals: Kids Making Healthy Choices • ASIST • Community Mobilization • Counter Tools • Drug Deactivation Packets • Facilitating Systems of Care Linkages • Life Skills Training (Botvin) • Lock and Talk Media Campaign • Adult Mental Health First Aid • Youth Mental Health First Aid • Merchant Education (Tobacco) • Multi-Agency Collaboration / Coalition Naloxone Trainings 	<ul style="list-style-type: none"> • Nurturing Parenting Program • Parents Who Host Lose the Most • Permanent Drug Dropboxes • Prescription Drug Lock Boxes • Proper Disposal with Targeted Groups Rx Bag Stickers • Safe TALK Services to Communities/Volunteers • Social Marketing Campaign Strengthening Families, Targeted Media Messaging i.e, parents of adolescents, Senior Citizens, Pregnant Women • Too Good for Drugs • Too Good for Drugs & Violence

Table 6 continued.

Region	Prevention Resources	
Northern	<ul style="list-style-type: none"> • ACEs Training • ASIST • At-Risk for High School Educators • Compliance Checks • Counter Tools • Drug Deactivation Packets • Drug Take Backs • Kognito At-Risk for High School Educators • Life Skills Training (Botvin) • Lock and Talk Media Campaign • Adult Mental Health First Aid 	<ul style="list-style-type: none"> • Youth Mental Health First Aid • Mentor Programs • Multi-Agency Collaboration / Coalition • Naloxone Trainings • Prescriber, Pharmacy, Emergency Department and Patient Education • Prescription Drug Lock Boxes • Project Sticker Shock • Services to Communities/Volunteers • Social Marketing Campaign • Too Good for Drugs
Richmond	<ul style="list-style-type: none"> • ACEs Training • AI's Pals: Kids Making Healthy Choices • ASIST • Community Mobilization • Counter Tools • Drug Deactivation Packets • Drug Take Backs • Facilitating Systems of Care Linkages • Lead and Seed • Life Skills Training (Botvin) • Lock and Talk Media Campaign • Media Detective • Adult Mental Health First Aid • Youth Mental Health First Aid • Merchant Education (Alcohol) • Merchant Education (Tobacco) • Multi-Agency Collaboration / Coalition 	<ul style="list-style-type: none"> • Naloxone Trainings • Nurturing Parenting Program • Permanent Drug Dropboxes • Prescriber, Pharmacy, Emergency Department, and Patient Education • Prescription Drug Lock Boxes • Project Sticker Shock • Rx Bag Stickers • Safe TALK Services to Communities/Volunteers • Smart Pill Bottles • Social Marketing Campaign • Social Norms Campaign • SOS Signs of Suicide • Strengthening Families Targeted Media Messaging (i.e, parents of adolescents, Senior Citizens, Pregnant Women)
Southside	<ul style="list-style-type: none"> • 24/7 Dads • Abatement Task Force • ACEs Training • Active Parenting • Active Parenting of Teens All Stars (Core,) • ASIST • Children of Divorce Intervention Program (CODIP) • Community Mobilization • Counter Tools • Drug Deactivation Packets • Drug Take Backs • Facilitating Systems of Care Linkages • InsideOut Dad • Keep a Clear Mind • Legislative Roundtables • Lock and Talk Media Campaign • Adult Mental Health First Aid • Youth Mental Health First Aid • Merchant Education (Alcohol) • Merchant Education (Tobacco) • Multi-Agency Collaboration / Coalition • Naloxone Trainings • Parenting Wisely 	<ul style="list-style-type: none"> • PDMP Approaches (i.e. incentivizing prescribers to activate their PDMP) • Permanent Drug Dropboxes • Prescriber, Pharmacy, Emergency Department, and Patient Education • Prescription Drug Lock Boxes • Project Sticker Shock • Project SUCCESS • Proper Disposal with Targeted Groups • Public Policy • Rx Bag Stickers • Safe TALK Services to Communities/Volunteers • Smart Pill Bottles • Social Marketing Campaign • Social Norms Campaign • SOS Signs of Suicide • Strengthening Families Systematic Training for Effective Parenting (STEP) • Targeted Media Messaging (i.e, parents of adolescents, Senior Citizens, Pregnant Women) • Teen Intervene • Too Good for Drugs • Understanding Dad

Table 6 continued.

Region	Prevention Resources	
<p>Southwest</p>	<ul style="list-style-type: none"> • 24/7 Dads • Abatement Task Force • ACEs Training • Active Parenting • Active Parenting of Teens All Stars (Core) • ASIST • CODIP • Community Mobilization • Counter Tools • Drug Deactivation Packets • Drug Take Backs • Facilitating Systems of Care Linkages • InsideOut Dad • Keep a Clear Mind • Legislative Roundtables • Lock and Talk Media Campaign • Adult Mental Health First Aid • Youth Mental Health First Aid • Merchant Education (Alcohol) • Merchant Education (Tobacco) • Multi-Agency Collaboration / Coalition • Naloxone Trainings • Parenting Wisely • PDMP Approaches (i.e. incentivizing prescribers to activate their PDMP) 	<ul style="list-style-type: none"> • Permanent Drug Dropboxes, • Prescriber, Pharmacy, Emergency Department, and Patient Education • Prescription Drug Lock Boxes • Project Sticker Shock • Project SUCCESS • Proper Disposal with Targeted Groups • Public Policy • Rx Bag Stickers • Safe TALK Services to Communities/Volunteers • Smart Pill Bottles • Social Marketing Campaign • Social Norms Campaign • SOS Signs of Suicide • Strengthening Families • STEP • Targeted Media Messaging (i.e. parents of adolescents, Senior Citizens, Pregnant Women) • Teen Intervene • Too Good for Drugs • Understanding Dad
<p>Valley</p>	<ul style="list-style-type: none"> • ACEs Training • ASIST • Bridges Out of Poverty • Community Mobilization • Compliance Checks • Counter Tools • Dare to be You (DTBY) • Drug Deactivation Packets • Drug Take Backs • Healthy Alternatives for Little Ones • LEADS For Youth • Lock and Talk Media Campaign • Adult Mental Health First Aid • Youth Mental Health First Aid • Mentor Programs • Multi-Agency Collaboration / Coalition • Naloxone Trainings • Nurturing Parenting Program • Other Prevention Education • Parenting Wisely 	<ul style="list-style-type: none"> • Permanent Drug Dropboxes • Prescriber, Pharmacy, Emergency Department, and Patient Education • Prescription Drug Lock Boxes • Project Sticker Shock • QPR Gatekeeper Training for Suicide Prevention • Ripple Effects Whole Spectrum Intervention • Safe TALK • Second Step Services to Communities/Volunteers • Smart Pill Bottles • Social Marketing Campaign • Social Norms Campaign • Staying Connected with Your Teen • Strengthening Families Targeted Media Messaging (i.e. parents of adolescents, Senior Citizens, Pregnant Women) • Teen Intervene • Too Good for Drugs

Virginia Department of Criminal Justice Services

The DCJS Virginia Center for School and Campus Safety (VCSCS) hosted several programs primarily focused on vaping and marijuana use and prevention. DCJS contracted with the **Tall Cop Says Stop** program presented by Jermaine Galloway; originally this was to be an in-person training, however, due to COVID-19, it was moved to an online webinar format. Four webinars were presented on vaping, marijuana and alcohol abuse. Webinars had a state-wide reach with over 200 participants in each.

DCJS VCSCS also worked with a professor at Virginia Commonwealth University (VCU) for two programs: “21st Century Vaping” and “What are They Smoking Now.” These programs were offered both in person and as online webinars as well as part of School Resource Officer Basic training. Last, DCJS hosted Matt Griffin out of Dallas, TX to bring “Fighting Fentanyl” to the Northern Virginia region.

DCJS Juvenile Justice Services worked with Danville CSB with a school based program that addressed alcohol and substance abuse treatment services. The program included the implementation of the following evidence-based prevention programs designed to address substance use prevention: the Project Toward No Drug Abuse (Project TND) and Victims and Bystanders: Thinking and Acting to Prevent Violence (AVB). DCJS also partnered with Carroll County Public Schools Substance Abuse Cessation and Prevention Program in which students who are referred are provided with at least once a week individual counseling services in addition to the weekly peer group counseling.

Virginia Department of Education

DOE provides supplemental resources through **Health Smart Virginia** to address substance use prevention education. This website serves as a clearing house for virtual resources that can be incorporated into lesson plans addressing the Virginia Health and Physical Education **Standards of Learning** (SOLs) related to substance use.

Additionally, approximately 100 hours of staff time from the Office of STEM and Innovation was invested providing substance use prevention resources and activities for teachers.

Virginia Department of Health

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

- Prevent injury and death from addiction:
 - Implement provider-level strategies (prescription monitoring, education on safe prescribing practices)
 - Increase access to naloxone
 - Establish process to address needs of infants born to mothers with addiction
 - Increase education of the public and populations at risk
- Prevent and reduce infectious disease relating to addiction:
 - Increase education of the public and populations at risk
 - Promote identification of disease status (hepatitis/STD/HIV testing)
 - Conduct disease surveillance
 - Promote treatment as prevention (linkage to care, access to medications)
 - Implement Comprehensive Harm Reduction (CHR) programs

- Prevent and reduce the disease of addiction:
 - Support development of regional and community coalitions
 - Increase access to treatment via provider trainings on addiction disease management
 - Advocate for and assure access to treatment for substance abuse
 - Support expansion of medication-assisted treatment (MAT)
 - Collaborate to assure and implement successful policy strategies
- Use data to monitor and evaluate the addiction epidemic:
 - Collect, analyze and share data and information to inform evidence-based and data-driven decision making

Virginia Department of Juvenile Justice

In part of the Juvenile Correctional Center (JCC) evaluative process youth receive a drug and alcohol assessment, which utilizes the Substance Abuse Subtle Screening Inventory-A2 (SASSI-A2), or if 18 years or older, the SASSI-4. The SASSI-A2 helps to identify individuals who have a low or high probability of having a substance use disorder. The SASSI-A2 is designed to help service providers determine if an adolescent is in need of further assessment and possible treatment for a substance use disorder. Further, any substance abuse history is documented on the JCC Intake Medical History Form, which questions frequency of use, age of first use and last use for a variety of drugs and alcohol including: cigarettes, alcohol, marijuana, cocaine, crack cocaine, heroin, hallucinogens, inhalants, designer and prescription drugs.

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

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

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

- Skill building to address: alcohol and drug refusal techniques; decision making/problem solving; relapse prevention; coping with alcohol and drug cravings; peer relations / peer pressure; etc.
- Recognizing medical/physical effects, social consequences, and other various impacts of drug and alcohol abuse.
- Understanding the process and science of addiction.
- Therapies to address a co-occurring disorder.
- Recognizing basic defenses and how they relate to substance abuse.

- Understanding the effects of chemical dependency on the family.
- Examining how cognitive distortions (thinking errors) affect substance abuse and/or poor decision making.
- Examining how communicable diseases can be related to substance abuse and high risk behaviors.
- Understanding cultural and gender issues and how they may relate to chemical dependency and recovery.
- Demonstrating coping skills related to relapse prevention.

Virginia Department of Motor Vehicles

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

- Chesterfield Substance Abuse Free Environment implements a drinking- and drugged-driving campaign in Chesterfield County targeting males ages 16 to 25. The educational and enforcement campaign raises awareness on alcohol laws, DUI enforcement and crash risks associated with drunk driving.
- Washington Regional Alcohol Program (WRAP) conducts the Alcohol Awareness Program for approximately a thousand Northern Virginia-area students in public and private high schools, educating them on the consequences of underage drinking and driving, and advocating moments of silence to be held at schools during prom and graduation season remembering teens who lost their lives.
- Youth of Virginia Speak Out (YOVASO) peer-to-peer education and prevention program is in over 100 high schools, middle schools and youth groups educating youth on alcohol use prevention. This is a statewide program.
- Virginia Association of Chiefs of Police (VACP) launched the BuzzKill Party SAFEVA social media campaign to reach Virginia college students to provide alcohol prevention and underage drinking messages. This programming was statewide and focused on the following college campuses: Longwood University, Randolph Macon College, Christopher Newport University, James Madison University, Virginia Commonwealth University, and University of Virginia.
- Virginia Association for Health, Physical Education has focused on preventing underage drinking and driving message through their Choose Your Vibe campaign. This program is statewide.

Virginia Department of Social Services

DSS promotes and connects local departments of social services with community events aimed toward substance use prevention. A resource list has been developed suggesting ways to promote community-wide, targeted and evidence-based prevention interventions for children. DSS's Prevention Manual was reviewed to ensure prevention strategies for addressing substance use within families is included. Additionally, DSS ensures that foster parents receive comprehensive education on safe storage and disposal of medications, the relationship between trauma and addiction, signs of addiction in adolescents and how to access treatment services.

For local departments of social services, resources are provided on the secondary trauma workers experience working with families impacted by addiction. Best practices and resources for workforce wellness promoting healthy work environments have also been developed. To support substance use prevention activities, DSS continues to explore additional funding resources.

Additionally, support was reported in the following regions:

- **Southwest**
 - Supports the Appalachian Community Action and Development Agency
- **Central**
 - Through Virginia Service Commission's AmeriCorps Opioid Programs, DSS provides substance use recovery case management, peer recovery support and addiction prevention activities at CARITAS, The McShin Foundation, REAL LIFE Community Center, and Virginia Commonwealth University's Rams in Recovery Program
- **Hampton Roads**
 - Through Virginia Service Commission's AmeriCorps Opioid Programs:
 - Conducted outreach, trauma-informed trainings for teens and REVIVE trainings in the cities of Chesapeake, Hampton, Newport News, Norfolk, and Portsmouth
 - Coordinated individual and group resiliency training

Virginia Foundation for Healthy Youth

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

- All Stars
- Al's Pals
- LifeSkills Training
- Healthy Alternatives for Little Ones (HALO)
- Media Detective
- Media Ready
- Positive Action
- Project ALERT
- Project TND
- Project TNT
- Strengthening Families Program (SFP 6-11, 12-16)
- Strengthening Families Program (SFP 10-14)
- Too Good For Drugs

During fiscal year 2020, VFHY also implemented a prevention marketing strategy targeted towards youth through a peer crowd campaign.

Virginia National Guard

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

VANG provided indirect support to the Eastern, Northern and Richmond Regions through work with CCoVA including: communicating best practices, legislation information and fostering collaborative work among the regions. Throughout the year efforts with CCoVA resulted in supporting 43 events directed at statewide prevention. Additional support was provided to the following regions:

- **Central**
 - Support of operational, organizational, Strategic Prevention Framework procedures and products.
 - Support of prevention efforts and activities of one local coalition conducting eight events in Bedford and Lynchburg, to include: building/ sustainment of Youth prevention groups, sustainment of Drug Free Community (DFC) Grant, social media initiatives, Red Ribbon

Week, community forums, recovery information and drug take back events.

- **Hampton Roads**
 - Support of operational, organizational, Strategic Prevention Framework procedures and products.
 - Support of prevention efforts and activities of one local coalition conducting seven events in Norfolk and Virginia Beach, to include: building/ sustainment of youth prevention groups, social media initiatives, legislative avocation, community forums, and drug take back events.
- **Southside**
 - Support of operational, organizational, Strategic Prevention Framework procedures and products.
 - Support of prevention efforts and activities of five local coalitions conducting 63 events in Brunswick, Danville, Dinwiddie, Franklin, Halifax, Henry, Martinsville, Mecklenburg, Patrick, and Pittsylvania, to include: building/ sustainment of youth prevention groups, social media initiatives, Red Ribbon Week, community forums, legislative advocacy, community events, trainings and drug take back events.
- **Southwest**
 - In the Southwest Region there were seven coalitions that requested support. Throughout the year the Virginia National Guard provided support to 37 events in response to requests for assistance. Our efforts primarily consisted of helping coalitions assess, plan, and implement strategies within their communities. Specific youth events included, the implementation and sustainment of youth prevention groups, social media initiatives, Red Ribbon Week, community forums, and drug take back events.
 - While focusing prevention efforts within the Southwest Region, we estimate that both the Valley and Southside Regions are influenced by prevention efforts. We connected Communities of the Southwest with communities across the state providing a more uniform message around prevention, legislative advocacy and sharing of best practices.
- **Valley**
 - Support of operational, organizational, Strategic Prevention Framework procedures and products. Support of prevention efforts and activities of four local coalitions conducting 35 events in Augusta, Bath, Botetourt, Highland, Roanoke County, Roanoke City, and Waynesboro, to include: building/ sustainment of youth prevention groups, social media initiatives, Red Ribbon Week, community forums, legislative avocation and drug take back events.

Virginia State Police

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

Unreported State Agencies

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

Gaps in Youth Substance Use Prevention Efforts

Based on data in [Figure 2](#) and [Table 3](#), a majority of funding (19 percent or \$3,269,534) for youth substance use prevention efforts were spent in the Richmond Region, while the Eastern Region received the least amount of funding (nine percent or \$1,614,407).

Correspondingly, as seen in [Table 5](#), the Richmond Region had the highest reach (1,128,272) of prevention efforts while the Eastern Region (269,067) had the lowest reach of prevention efforts. However, based on the 2017 census population data located on the [Virginia Social Indicator Dashboard](#) and the FY20 reach, seen in [Table 7](#), the Eastern Region reach of substance use prevention efforts reached a greater percent of the region's population than the Richmond Region initiatives.

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

Region	2017 Population	FY20 Reach	% of Population Reached	Spent in FY20	Spent per person in FY20
Central	699,828	492,843	70.42%	\$1,764,743.88	\$3.58
Eastern	139,591	269,067	192.75%	\$1,614,406.75	\$6.00
Hampton Roads	1,687,371	932,677	55.27%	\$1,986,534.10	\$2.13
Northern	2,905,152	856,018	29.47%	\$2,480,862.45	\$2.90
Richmond	1,224,895	1,128,272	92.11%	\$3,269,533.75	\$2.90
Southside	379,277	472,906	124.69%	\$1,925,777.15	\$4.07
Southwest	814,652	698,085	85.69%	\$2,443,103.02	\$3.50
Valley	619,254	469,602	75.83%	\$1,819,409.21	\$3.87

Data found in [Table 7](#) reveals gaps in the percent of population reach across the eight established regions. While the majority of regions reach at least 70 percent of the population, the Northern and Hampton Roads regions reach 55 percent and 29 percent of their regions, respectively. Additionally, there is an inconsistent amount of funding available for each region, leading to inconsistent amounts of funding spent per person on prevention efforts.

Administratively, consistent measurement, tracking and data collection across state agencies and organizations poses a challenge. Each organization collects and reports youth substance use prevention efforts and measures in a different way. Some organizations report youth prevention efforts in age groups up to 18 years of age, while others report youth prevention efforts in age groups up to 22 years of age. A standardized, unified method of data collection and reporting would benefit the Commonwealth as it relates to youth substance use prevention. This is key in effectively integrating and streamlining prevention efforts and providing a unified front on youth substance use prevention.

Unmet Substance Use Prevention Needs

While youth substance use prevention efforts received over \$24,000,000 in overall funding during fiscal year 2020, lack of financial resources is a continued challenge. Secure funding for local and statewide organizations is minimal due to a large quantity of available funding coming through federal and state grants. These grants often have stipulations for continuity and sustainability, as well as use of funds, creating a barrier not only for sustained efforts, but for retaining prevention staff as well.

One of the greatest unmet needs for youth substance use prevention is reaching the diverse audiences across the Commonwealth. As we continue to develop messaging for youth substance use prevention, we need to ensure that we have messaging that relates and reaches the diverse audiences.

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

Virginia Department of Criminal Justice Services

The largest challenge DCJS had with unmet needs during fiscal year 2020 was the cancellation of programs or shift to online platforms that were scheduled for the Southwest, Valley and Southside Regions due to COVID-19. There are plans to reschedule the programs for fiscal year 2021.

Virginia Department of Behavioral Health and Developmental Services

DBHDS and local CSBs seek state general funds to allocate to substance use prevention to provide a greater reach by hiring more state and local staff to implement more prevention strategies.

Virginia Department of Education

It has been identified that teachers require additional resources and professional development opportunities to address youth substance use prevention and education.

Virginia Department of Social Services

DSS has identified the following unmet needs for youth substance use prevention: resources available in Spanish; additional resources for youth leaving juvenile justice facilities; and more foster parents.

Virginia Foundation for Healthy Youth

VFHY has identified a need of funding allocated specifically for youth substance use prevention.

Community Coalitions of Virginia

Secure, ongoing funding is needed for new community coalitions in the southwestern part of Virginia. Coalitions continue to arise to meet the needs of opioid use prevention. CCoVA seeks to assist DBHDS with capacity building for existing coalitions by offering additional conferences and workshops. Funding and expertise are also needed to coordinate and conduct community level data collection. CCoVA is actively considering creating a paid position to lead the coalition and continue to expand its year-round efforts.

VOSAP Collaborative Meeting Summaries

Meeting notes from all fiscal year 2020 VOSAP Collaborative meetings in order from July 2019 to June 2020 are detailed below. Full copies of meeting minutes can be found on the [Commonwealth Calendar](#).

August 15, 2019 Discussion Topics

- Meeting program: Collen Howarth, Virginia ABC Adult Education and Prevention Coordinator, presented on the formation, timeline and initiatives of Virginia Higher Education Substance Use Advisory Committee (VHESUAC). VHESUAC is comprised of an executive council that meets bi-annually and a work group that meets quarterly. The executive council is responsible for setting overall direction and providing input on work group activities. The work group provides support and recommendations to Virginia ABC and the executive council through research and evidence-based practices that help inform planning and decision-making.
- Governor Northam's Opioid and Addiction Initiatives: The Stakeholder Group established **five work groups**: Community Support and Prevention, Supply Prevention, Treatment and Recovery, Harm Reduction and Justice-Initiatives. Gail Taylor, DBHDS Director of the Office of Behavioral Health Wellness, is the facilitator of the Community Support and Prevention work group and proposed that the VOSAP Collaborative serve as the work group. The work group responsibilities include providing feedback and discussing goals during regularly schedule VOSAP meetings.
- Organization Updates:
 - **VFHY** reported a continued increase in electronic cigarette usage. A new legislative mandate (**HB 1881**) requires DOE to provide education on e-cigarettes to be spearheaded by VFHY. E-learning modules have been developed and are available on **Health Smart Virginia**. At the elementary level, teachers developed the materials for this curriculum and parallel the SOLs. Combustible products were added to the other tobacco products module for 6th – 12th grade students.
 - **DBHDS** held the Virginia CADCA Mini-Academy August 5 -7 where 17 coalitions were represented including commonwealth attorneys from varying districts. DBHDS will receive funding for the fifth year for the Partnership for Success (PFS) Grant.
 - **DSS** Home Office Work group on Opioid Addiction meets every other month with representation from every division of DSS including regional directors representing all 120 Virginia counties and cities. In partnership with DBHDS, DSS is in the early planning stages to hold five regional trainings. A survey was sent out to identify training topics; results revealed the workforce wanted basic information on the chemical aspects of addiction.
 - **DJJ** began medication assisted treatment (MAT) within the last year. There is a very low percentage of youth under MAT, but DJJ is prepared for any future developments surrounding MAT.
 - **MADD** participated throughout summer 2019 in three Virginia Rules camps with the Power of Youth program. Additionally, MADD's Power of Parents partnership with Virginia ABC is live on the **Virginia ABC website**. MADD received a grant through DMV to host law enforcement award ceremonies honoring officers for their impaired driving arrests, training

or education initiatives. MADD was awarded a grant through Virginia ABC for the *Tie One on for Safety* campaign.

- **DCJS** Juvenile Services Division acts as a liaison between Juvenile Justice and Delinquency Prevention (JJDP) in Washington DC to ensure compliance with the JJDP Act's core requirements and solicitations for **grants** to local communities for training, certifications, equipment and community based services and programs. Report funding categories have been:
 - Juvenile Justice and Delinquency Prevention (JJDP) Alternative Interventions for Status Offenders
 - JJDP Title II One-Time Funding Initiative
 - JJDP Reducing Racial and Ethnic Disparities in the Juvenile Justice System

DCJS received 16 applications for youth engagement programs through the Byrne Law Enforcement Grant.

DCJS Center for School and Campus Safety held the School and Safety Training Forum July 30 – August 1 in Hampton. The National Threat Assessment Conference is scheduled for November 4 – 6 in Richmond.

- **Virginia ABC** hosted the 35th annual Youth Alcohol and Drug Abuse Prevention Project (YADAPP) July 15 – 19 with 69 Teams from across the state. Eighteen grants were awarded to Teams to use as seed money for their strategic prevention plans. Power of Parents launched with materials available for ordering on the Virginia ABC website. Parents can sign up for online training or request in-person training. Prevention programming for middle schoolers is still in the development process, but will take the format of prevention resources, toolkits and training for successful prevention program development and implementation.
- **Hanover Cares** is distributing a Young Adult Survey in partnership with Hanover CSB. They are using census data to identify a target audience. The Hanover Youth Survey will be distributed this fall (2019). Teens Care too received a sustainability grant at YADAPP for their prevention plan focusing on social norming and e-cigarette policy change including installation of a vape detector. The coalition is hosting a speaker education series twice a month that covers prevention, treatment and recovery.
- **CCOVA** is hosting the annual prevention conference October 30 in Roanoke. The conference theme is: Emerging Trends in Substance Use: Where do we go from here? And will focus on accessing what trends have been identified and what can impact visible trends.
- **UVA Center for Addiction and Prevention Research** opened an **opioid addiction helpline**, funded by the strategic investment fund at UVA. It is free and available statewide for participants 18 years and older. Individuals can call if they have been told they have an opioid use disorder (OUD) or are concerned with their opioid use.
- **DOE** is continuing to revise the health education Standards of Learning (SOLs). Addiction is the focus of the SOLs from digital addiction to alcohol and other substances. As a whole, DOE is working to change the culture so that teachers are teaching youth, they are not teaching subjects. DOE is working with **CASEL Collaborative** experts in evidence-based social and emotional learning.

- **VSP's** Youth of Virginia Speak Out about Traffic Safety (YOVASO) is in the running for a \$25,000 grant from State Farm for incentives for students to attend after prom parties.
- **VANG** is available to coalitions and community organizations in need of counterdrug-related assistance. Virginia National Guard just needs a request from the organization and the request must be counterdrug related. Staff have been trained in strategy and are subject matter experts for strategic planning/development. Currently Virginia National Guard is supporting 16 coalitions, mostly in Southwest Virginia.

November 21, 2019 Discussion Topics

- Meeting program: Dr. Matt Neal, English teacher from Hidden Valley High School in Roanoke County presented on opioid awareness curriculum a group of teachers implemented the week before prom (**Appendix A**). The curriculum development stemmed from a group of teachers who started a book group focused on Beth Macy's *Dopesick* which features Hidden Valley High School and alumni taught by Dr. Neal and his colleagues.

The concept started by creating lesson plans centered on opioid use and addiction; however, the lesson plans had to fit into each teacher's curriculum and tie into the SOLs. Initially there was fear of pushback because of the portrayal of Hidden Valley High School in *Dopesick* as almost a heroin epicenter. However, with the curriculum aligning to SOLs it was an educational tool to show in a different manner. Multiple departments were involved including Mathematics, English, Psychology, Spanish, Health and Library. An example of integrating opioid education into curriculum in subjects that don't seem to have a link to opioid use is: The Spanish courses compared drug use in the United States to the Spanish speaking world and researching the passage of fentanyl from China to the United States to Mexico and back across the southern border of the United States. Examples of student work from this curriculum can be found in **Appendix B** and **Appendix C**.

- Governor Northam's Opioid and Addiction Initiatives: During the first Prevention Work Group meeting goals, or "nodes," were developed. Recently the goals and objectives were reviewed to identify additional measures as it relates to the nodes of the Prevention Work Group. The Prevention Work Group is focused on opioid prevention.

The updated goals and their respective metrics and data sources can be found in **Table 1**.

The collection of statewide data is seeking to tell a Virginia-specific story, so whatever data exists for the whole state will tell that story. It was noted that there is a gap in data collection at both a local and state level.

DMV noted that opioids are number four in the top four substances related to impaired driving. Additionally, according to the State Epidemiological Workgroup, the top three drugs in the state of Virginia are alcohol, tobacco and marijuana.

Table 1. Goals of Governor Northam’s Opioid and Addiction Initiatives Prevention Work Group.

Node	Current Metric	Measurement Data Sources
Build prevention capacity through community mobilization and coalition development to include disparate populations	<ul style="list-style-type: none"> Number of community coalitions implementing opioid prevention strategies 	<ul style="list-style-type: none"> CCoVA active membership roster DBHDS Office of Behavioral Health Wellness CPG data system
Reduce risk of use disorders and prevent development of use disorders	<ul style="list-style-type: none"> Number of Adverse Childhood Experience (ACE) Prepared Communities in partnership with 40 CSB catchment areas (<i>Partnering with DSS to identify what they are doing to mobilize and what ACE measures they have</i>) Number of Medicaid managed care plans that have added coverage to existing non-pharmaceutical therapies (yoga, acupuncture, etc.) (DMAS) 	<ul style="list-style-type: none"> Virginia Youth Survey – High Schoolers <ul style="list-style-type: none"> Percentage of students who first tried before age 13: cigarette smoking, alcohol, marijuana Current use: cigarettes, vaping, smokeless tobacco, cigars, alcohol, binge drinking, marijuana, cocaine, heroin, meth, ecstasy, synthetic marijuana, prescription drug misuse National Survey on Drug Use and Health (NSDUH). All stats below are available for ages 12-17 and 18-25 <ul style="list-style-type: none"> Past 30 day use: any illicit drugs, marijuana, illicit drug use not including marijuana, alcohol, binge drinking, any tobacco product (not including vaping), cigarettes Past year use: cocaine, heroin, meth, pain reliever Perceive great risk from: smoking marijuana once a month; using cocaine once a month; trying heroin once or twice; binge drinking once or twice a week; smoking one or more packs of cigarettes per day Past year: illicit drug use disorder, pain reliever misuse disorder, alcohol use disorder, substance use disorder
Heighten community awareness	<ul style="list-style-type: none"> Curb the Crisis website visits, social and video impressions SOR Educational efforts 	<ul style="list-style-type: none"> Monthly dashboard reports from Reingold, Inc. DBHDS Office of Behavioral Health Wellness CPG data system
General fund dollars appropriated to prevention to sustain efforts initiated from SOR federal funding and initiate other SUD prevention efforts	<ul style="list-style-type: none"> Dollars allocated to opioid and or SUD prevention 	<ul style="list-style-type: none"> General Assembly Opioid/SUD prevention allocations

- Organization Updates:
 - CCOVA held their prevention summit in October in Roanoke. The closing session was focused on guidance in strategic planning and CCOVA will be taking these notes and reviewing for action. Currently CCOVA is preparing their legislative agenda. CCOVA learned there will be a cannabis summit sponsored by the Attorney General’s Office in Richmond on December 11 that will feature states that have legalized or decriminalized marijuana. There is an article about the summit in the [Virginia Mercury](#).

- **DBHDS** is in the fifth and last year of the Partnership for Success Grant. There is currently no sustainability plan; however, the State Epidemiological Outcomes Workgroup will be sustained as it is a great opportunity to share statewide data. The strategic plan implementation meeting will be in January, focusing on alcohol access, tobacco, marijuana, mental health first aid, suicide prevention, adverse childhood experiences (ACEs) and coalition development.
- **DCJS** Juvenile Services has requested and received technical assistance with the Center for Coordinated Assistance with States, to provide technical assistance for localities on addressing status offenders and the use of the valid court order exceptions. The goal is to work with the identified localities to develop healthy alternatives for status offenders before the juvenile court.

The DCJS Center for Campus and School Safety holds trainings across the state for law enforcement. Over the summer new initiatives for trainings were developed on topics of smoking and vaping and “how you can’t suspend out of the problem.” Other topics were on administrator response, prevention techniques and an overview of what behaviors and trends kids are participating in.

- **DJJ** and **DBHDS** are embarking on a collaboration to look into bringing the Lead and Seed program for prevention to DJJ. The launch will happen in January or February. A part of the block grant **DBHDS** is responsible for involves working with the indicated population which is met through this collaboration. After the residential students work with Lead and Seed **DBHDS** hopes to connect them with local coalitions to continue prevention work.
- **DOE** has started planning for annual Safe and Supportive Schools conference targeted towards specialized support personnel (counselors, social workers, psychologist, etc.). One thing that will be different at the conference from the past is taking a deeper look at what practices different areas of the state are implementing to support students.

The revised health Standards of Learning (SOLs) have a focus on substance use and mental health. The final review will be in January and they will go through the town hall process again where there will be another opportunity for open comment. Social Emotional Learning Efforts are picking up momentum on legislatively. **DOE** is working to embed this into existing efforts focusing on how to teach students to be resilient – regulate emotions and build relationships with others. **DOE** has formed an intra-agency team from all departments to identify how SOLs for social emotional competencies will become embedded throughout the current SOLs. **DOE** is learning from other states who have worked or are working in this area.

- **DMV** is planning to hold the Highway Safety Summit in Northern Virginia; the summit will offer sessions relatable to prevention professionals, not just law enforcement. **DMV** offers Advanced Roadside Impaired Driving Enforcement (ARIDE) for law enforcement which trains attendees on identifying drivers who are impaired but not under the influence of alcohol through a roadside test that helps them rule out medical impairments.

DMV is also looking to train school staff on how to determine impairment in students through the Drug Impaired Training for the Education Profession. They would train teachers on the same test that officers use. Drug Recognition Experts (DRE) officers would be

trained to facilitate the training, but training can also be outsourced. There are currently 28 active DREs, seven were added last year (Newport News, Arlington, Loudoun, Amherst, Blacksburg, Tidewater). DMV is seeking what resources are available for DREs to share with individuals during evaluations. The DMV Grant process is opening in February. There is strong support for funding that will support the state as a whole. Funding is available for both alcohol and drug impairment.

- **Hanover Cares** announced the CBS6 “Not4ME” PSA contest for high schools to participate in. In the past the PSAs have had to address underage alcohol use but this year videos can address vaping. Students and their teachers have the opportunities to win a financial award.
- **HRCAP**’s Dose of Change Program is rolling out through the Head Start programs and works to provide resiliency programming for youth. Target families to participate are those who have self-identified substance use problems. The program aims to mitigate behavior in the classrooms as a result of what may be occurring at home through working one-on-one, building traits and characteristics of resiliency. The 2020 HRCAP calendar is ready and includes the Youth Violence Prevention Workshop focused on intimate partner violence and substance abuse. Based on last year’s evaluations, attendees want to learn more on mental health. HRCAP will be seeking partnerships to provide trainings.
- **Virginia ABC**’s Alcohol Education and Prevention Grant applications will open in January and due in April. Grant applications must address one of the following topics: underage drinking prevention, social providing/social hosting prevention or high-risk drinking prevention. Enrollment for YADAPP 2020 opens March 1. Teams must include four students and one Adult Sponsor. The conference will be July 13 – 17, 2020 at Longwood University. To highlight one of the Strategies To Act Now (STAN) Plans the Teams developed, CHILL Franklin County has implemented their plan of a Hidden in Plain Sight, *Teacher Edition*, to educate teachers in the ways drug paraphernalia can make its way into classrooms.

The Miss Virginia School Tour has visited 24 schools this far reaching over 7,500 students. There are a few spaces left for the 2019/2020 school year if area elementary schools are interested.

- **VFHY** will host the National Reduce Tobacco Use conference April 20 -22 including a post conference on substance use disorders in partnership with DBHDS.
- **VANG** shared that if anyone is looking for a presentation or information related to vaping, contact Dr. Pam Ray with New River Valley Department of Health. She has done a lot of work researching vaping and is available for presentations to multi-audiences. In partnership with Virginia Department of Health (VDH), VANG is working with on rural health responses. One specific community they’re working with is three times below the poverty level. They are working with the community to bring them up to at least poverty level before addressing other areas.

VANG is working with Bath and Highland counties as they continue to build their coalition. They are holding their sixth meeting as a coalition and are funded by a Drug Free Communities Grant.

February 20, 2020 Discussion Topics

- Meeting program: Danny Saggese, VFHY Marketing Director presented on VFHY's **peer crowd campaigns (Appendix D)**. This tool looks beyond simple demographics and taps into identities and values. Through focus groups and research the VFHY has identified five Virginia peer crowds for youth:
 - Mainstream Alternative
 - Alternative
 - Country
 - Hip Hop
 - Preppy Popular

The Virginia Youth Survey is conducted every two years. The most recent report was published in 2017 and the 2019 data will be published in the coming weeks. This newest edition will include more detailed information regarding vaping. Utilization of the Virginia I-Base Survey, a photo-based questionnaire, allowed VFHY to identify peer crowds. From this they developed the Virginia prevention strategy, understanding that not all teens are the same. Use of peer crowd information was used to target high risk groups with specific messaging based on their values.

- Organization Updates:
 - **DCJS** is partnering with VFHY to offer an in-person training for K-12 faculty/staff on adolescent brain development and vaping (including both nicotine and THC use). Work also includes developing alternatives to suspension for substance use policy violations. Suspension and expulsion typically send students back into the environment where they are able to use substances and are not receiving the help and services that they need.

DCJS is also working to bring the Mental Health Matters program to Virginia and would like to implement in all school divisions. They hope to receive a grant to support this program and continue their work on Safe and Supportive Schools.

- **DOE** received feedback from teachers and counselors suggesting there is a lack of options or resources for cessation programs for students. Other participants suggested Truth Initiative or the Virginia Quitline but agreed there was not much else.

The Health Education SOLs were revised and approved by the Board of Education in January. Changes were made to the mental health and substance use standard (K-10th) and the updated standards will be available online by the end of the month.

- **DMV's** 2020 Virginia Highway Safety Summit will be April 28 – 30, 2020 at the Hilton Alexandria Mark Center in Alexandria. The summit's theme is Vision 2020: Striving for Zero. One of the presentations will focus on vaping and additionally hope to have this presentation offered to juvenile and adult judges across the state.
- **DSS** is focused this year on training local staff on substance use disorders (1,000 staff members total) and developing stronger partnerships with faith-based organization.
- **Virginia ABC** Alcohol Education and Prevention Grant applications are open and are due April 1. Grant applications must address one of the following topics: underage drinking prevention, social providing/social hosting prevention or high-risk

drinking prevention.

Enrollment for YADAPP 2020 opens March 1. Teams must include four students and one Adult Sponsor. Early Bird Enrollment is \$500/Team and regular is \$600/Team. The conference will be July 13 – 17, 2020 at Longwood University. The Miss Virginia School Tour has visited 45 schools this far reaching over 15,000 students. Requests for next year are available.

- **VFHY's** Reduce Tobacco Use Conference will be held April 19-21 in Alexandria. The conference will address all types of nicotine use. A Substance Use Post Conference will be held beginning April 21.
- **VANG** has facilitated youth focus groups with middle and high school aged students, mostly in southwest Virginia. Two consistent messages emerged from these discussions:
 - Feedback from students suggests programs and assemblies are not effective tools to educate students. Students would prefer adults be blunt, open and honest about substance use.
 - Students overwhelmingly stated the need for mental health counseling in schools. The fact that students are asking for this suggests the mental health/first aid efforts are working, and there is a general de-stigmatization of seeking mental health aid.

It was suggested to look to Roanoke and Botetourt Counties as examples of implementing mental health programs for students. They hired Mental Health Counselors in every middle and high school. They are measuring success by the number of students using the services and hope to see a reduction in substance abuse and violence

May 21, 2020 Discussion Topics

Due to COVID-19, this meeting was held virtually via teleconference.

- Meeting program: Julia Simhai, Senior Researcher at the OMNI Institute shared information regarding CSB and community substance use prevention initiatives since social distancing practices began (**Appendix E**). Data was compiled based on a survey of CSBs about two to three weeks into social distancing practices. It was noted that there has been a greater sharing and connection across the prevention world.

The following were determined as to why socially distant prevention initiatives are working the way they are:

- Relationships – the relationship across the prevention field community has taken years of development and culturing, but fosters a place of collaboration. In Virginia, the Prevention Works portal allows for sharing of materials, resources and webinars being shared out. The partnerships with schools, coalitions and community organizations that have been built over many years have kept things moving throughout multiple channels.
- Agility of the prevention providers – due to the nature of the prevention field, prevention professionals are creative, passionate and are used to working with limited and changing resources. This skillset has come in handy to be agile to changing world.

The following were identified challenges of prevention initiatives during social distancing:

- Funding – CSB budgets are tight and furloughs have occurred; however, there are some steady funding streams such as the Block and SOR grants

- Prevention work is inherent, very community based, which social distancing poses a lot of challenges for how work is normally done. Some groups of people are more difficult to reach due to limited internet access or they may be uncomfortable going online.
 - There is no online equivalent to some initiatives such as drug take back events; however, mailings have been able to replace some initiatives.
 - There is an uncertainty of what the future holds. Prevention professionals typically work one year at a time for planning and programming; however, it's challenging to do long term planning because there is uncertainty when in-person events will be feasible.
 - Organizations are having to work week-to-week in response to the latest information.
- Governor Northam's Opioid and Addiction Initiatives: Catie Finely began serving as the Assistant Secretary of Health and Human Resources in December. Since then, the position has been expanded to include disability services agencies. An update from the May 20, Governor's Press Conference was shared and it was reported there was an uptick in fatal and non-fatal overdoses. Resources and services information from the Department of Behavioral Health and Developmental Services (DBHDS) and Department of Medical Assistance Services (DMAS) and services continued to be offered through the Department of Social Services (DSS) **COVID-19 Virginia Resources** phone app.

Gail Taylor reiterated the VOSAP Collaborative's role of serving as the Prevention Workgroup for Governor Northam's Opioid and Addiction Initiatives. Gail presented to the Opioid Executive Leadership Team on May 20 about the prevention workgroup and made note of the following current focus of opioid prevention:

- The number of active community coalitions that are implementing opioid prevention strategies
- General fund dollars appropriated to sustain efforts initiated from state opioid response (SOR) federal funding and initiate other substance use disorder prevention efforts
- Number of Adverse Childhood Experience (ACE) Prepared Communities in partnership with 40 community service board (CSB) catchment areas
- Number of trauma informed school divisions
- Number of providers reached through multiple forms of education sessions on safe prescribing practices
- Heighten community awareness of opioid related resources and information via Curb the Crisis media campaign

Sustainable funding resources are a continued need for community coalitions to continue funding their prevention initiatives and for sustainability purposes.

- Organization Updates:
 - **CCOVA** provided updates on behalf of all community coalitions that are members of CCOVA. A town hall on underage drinking was co-hosted with MADD where information was gathered on **digital and virtual resources**.

Many coalitions are doing virtual outreach through resources like Facebook Live. Virtual ACES, REVIVE and other professional development trainings and webinars have been held. Coalitions have been providing communities with drug lockboxes and drug disposal bags through school and community food distribution centers. Each month CCOVA will be holding webinars to discuss future legislation related to substance use prevention. Coalitions are engaging youth through various stay at home virtual challenges such as

TikTok and Vimeo videos on natural highs.

Funding related, many coalitions are navigating making adjustments to grants due to travel cancellations. Additionally, Drug Free Communities (DFC) grants are being transferred from the Substance Abuse and Mental Health Services Administration (SAMHSA) to the Centers for Disease Control and Prevention (CDC) for oversight.

- **DBHDS** announced that the 2020 CADCA Mid-Year Training Institute was to be held virtually, July 26 – July 30, with a specific youth leadership track to enhance student development. The CADCA Coalition Mini Academies will be offered again once in-person trainings can proceed.
- **DCJS** has moved **training** efforts to be webinar based. DCJS has partnered with Jermaine Galloway to offer a webinar series on alcohol and substance use as it applies to adolescents. The next hour long-live webinar was held on June 4.

DCJS is working with DBHDS on a webinar series on COVID-19 related trauma. The four main objectives of the training are to:

- Understand trauma
- Understand behaviors of trauma
- Help youth cope at a distance
- Help youth return to school and routine

Due to COVID-19, the DCJS School Safety Training Forum scheduled for July was cancelled. Limited in-person training for law enforcement is taking place following certain protocols and procedures to ensure the health and safety of participants

Juvenile Services recently awarded eleven localities Title II Juvenile Justice System Improvement grants totaling \$675,088 through a competitive grant process. A total of 16 applications were submitted.

- **DOE** is focusing on providing resources during COVID-19. The Health and Physical Education **Standards of Learning** (SOLs) have been approved by the Board of Education. Curriculum to support the revised SOLs will be shared in the coming weeks. Sixth through tenth grades have SOLs focused on substance use prevention.
- **VDH** is continuing to work on offering more medically assisted treatment (MAT) training for prescribers. COVID-19 has affected the status of offering MAT training. All trainings will now be held virtually.
- **DJJ** has partnered with DBHDS to offer prevention services to residents; however, COVID-19 impacted implementation. Plans to move forward with prevention services are being explored.
- **VFHY**'s programming involving school and community organization partnerships has been impacted by COVID-19 has impacted. VFHY grantees have needed to make budget modifications and VFHY has allowed funds to be shifted for virtual trainings, postponements of activities and to move grant funds forward. Also due to COVID-19, the Reduce Tobacco Use Conference scheduled for April was cancelled. VFHY is planning to

offer webinars from the planned speakers of the conference.

Statewide **regional trainings** are all now offered virtually. Training offerings have increased since Executive Order 55 was established and several trainings are now offered each week. Trainings are being offered at no cost.

- **VANG** continues to focus on the potential legalization of marijuana and prevention efforts. The following **Smart Approaches to Marijuana (SAM)** data point was cited: for every one dollar in tax revenue from legal drugs, it costs over ten dollars to overcome the negative effects of marijuana use (***The Costs of Marijuana Legalization to Society Toolkit***). VANG is working to develop one-pagers with data points and information on ACES, child abuse and other topic areas from other states where recreational marijuana use has been legalized. The Counter Drug Taskforce hopes to work with community coalitions to help inform legislators on the impact of recreational marijuana use for the next legislative session.
- **Virginia ABC** has needed to make adjustments to programming due to COVID-19. The Miss Virginia School Tour ended mid-March when schools were closed for the remainder of the school year. Miss Virginia was able to visit 56 elementary schools reaching over 16,000 students. The Youth Alcohol and Drug Abuse Prevention Project (YADAPP) kick-off conference scheduled for July was cancelled. Virginia ABC continues to provide resources for YADAPP 2019 Teams as COVID-19 necessitated virtual prevention efforts. All licensee trainings have been moved online.

Being Outstanding Leaders Together Against Drugs and Alcohol (BOLT) materials and resources will be available in fiscal year 2021. BOLT offers free online training for prevention professionals and free resources to incorporate in lesson plans that align with the middle school substance use prevention SOLs.

Final Summary

Through the review of information submitted for fiscal year 2020, \$24,015,542 was spent on youth substance use prevention efforts reaching an estimated number of 5,340,710 individuals throughout the Commonwealth. Reporting organizations shared information by region in a format pre-determined by VOSAP Collaborative members. Evaluation of this data shows there is not only an inequity in the percentage of regional populations reached across the commonwealth, there is also an inequity in prevention spending per capita.

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

With this new annual reporting format, the VOSAP Collaborative will work to create a SWOT (strengths, weaknesses, opportunities and threats) Analysis to further identify gaps. Furthermore, a review of annual report information collection will be done to ensure that all necessary youth substance use prevention information is collected, evaluated and reported to inform future efforts.

VOSAP Collaborative Contact Information

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Attention: Abby Pendleton
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Email: abby.pendleton@virginiaabc.com

Phone: (804) 213-4498

Website: www.abc.virginia.gov/education/programs/vosap

Future VOSAP Meeting Dates

VOSAP meets on a quarterly basis on the third Thursday of the first month of the quarter. Meetings are held from 9:00 a.m. to 11:00 a.m. virtually or at a collaborative organization's location. Meeting dates for the remainder of the fiscal year are:

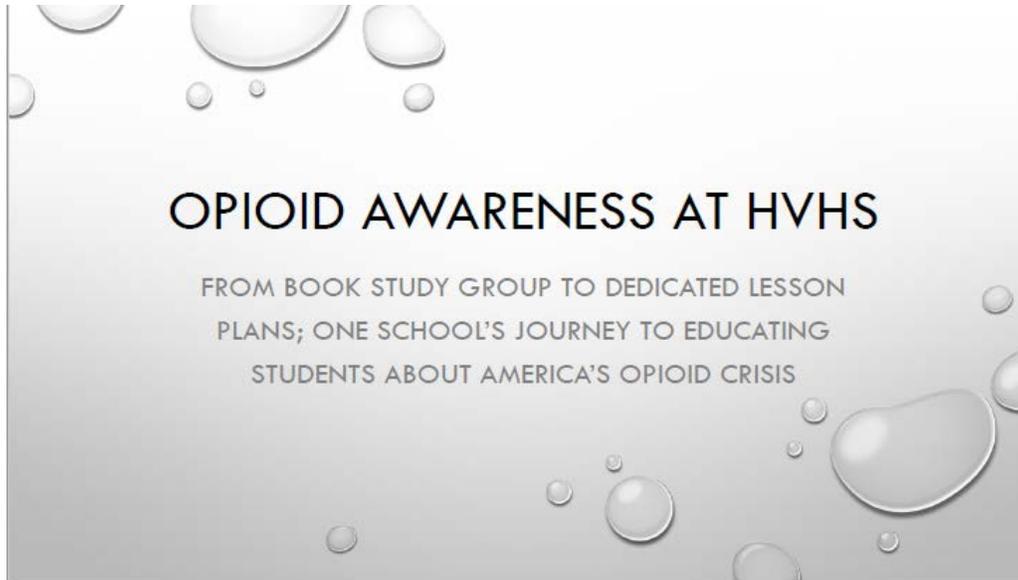
- February 18, 2021
- May 20, 2021

Appendices

Appendix A

Opioid Awareness Efforts at Hidden Valley High School

The following presentation slides outline the opioid awareness efforts infused into the Spanish, Math, Psychology, Health, English and Library curriculum at Hidden Valley High School. The curriculum was implemented in the 2018 – 2019 school year and was spearheaded by Dr. Matthew Neal.

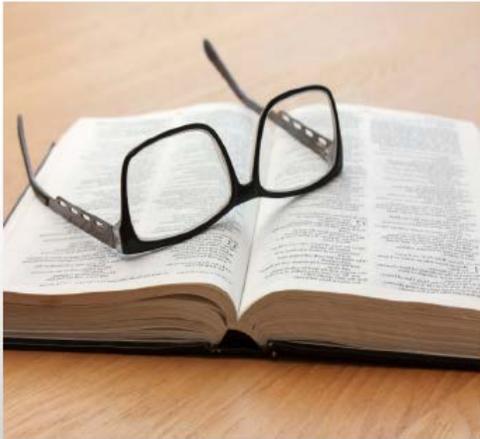


DOPESICK

WHO: THIS ALL STARTED BECAUSE A GROUP OF TEACHERS IN THE ENGLISH DEPARTMENT AT HIDDEN VALLEY HIGH SCHOOL DECIDED TO READ THIS BOOK TOGETHER.

WHAT HAPPENED: MEMBERS OF THE MATH DEPARTMENT JOINED THE BOOK STUDY AND THEN WE DECIDED WE NEEDED TO DO SOMETHING BIGGER WITH THE BOOK.

WHY: SEVERAL OF THE TEACHERS TAUGHT STUDENTS MENTIONED IN THIS BOOK AND JUST WANTED TO KNOW WHAT THEY MISSED.



THREE STAGES OF EVOLVING THE IDEA

STAGE 1

THE CONCEPT

CREATE A WEEK OF LESSON PLANS THAT FOCUS ON EDUCATING STUDENTS ABOUT THE OPIOID CRISIS IN AMERICA DURING THE WEEK LEADING UP TO PROM.

TWO STANDARDS HAD TO BE MET:

1. IT HAD TO FIT INTO EACH INDIVIDUAL TEACHER'S CURRICULUM.
2. CLASSROOM SIZES NEEDED TO BE KEPT BELOW 50 STUDENTS.

STAGE 2

THE MEETING

A MEETING, COMMUNICATED THROUGH HIDDEN VALLEY HIGH SCHOOL'S STAFF EMAIL, WAS HELD AFTER AN ALREADY SCHEDULED FACULTY MEETING. THE MEETING WAS LED BY MYSELF, DR. MATTHEW NEALE (ENGLISH TEACHER), AND HEAVILY ASSISTED BY MR. BRIAN HARRIS (MATH TEACHER). DURING THE MEETING WE EXPRESSED OUR GOALS AND STANDARDS.

STAGE 3

COMMUNITY INVOLVEMENT

GIVEN TEACHERS' LIMITED KNOWLEDGE ABOUT THE CRISIS AND THE EMPHASIS ON 21ST CENTURY LEARNING, WE DECIDED TO REACH OUT TO NANCY HANIS AND THE PREVENTION COUNCIL OF ROANOKE TO HELP TEACHERS GENERATE LESSON PLANS. THE RESULT WAS TO SUPPLEMENT SEVERAL TEACHERS' LESSON PLANS WITH SPEAKERS ORGANIZED BY THE PREVENTION COUNCIL THAT WOULD ADD A PERSONAL NARRATIVE TO THE MATERIAL CREATED BY THE TEACHERS.

OPIOID AWARENESS LESSON PLAN WEEK AT HVHS MARCH 26TH – 29TH, 2019

FIFTEEN PERCENT OF HIDDEN VALLEY HIGH SCHOOL FACULTY OR STAFF PARTICIPATED AS FOLLOWS:

CRYSTAL WAGGONER - SPANISH IV/AP

COMPARING DRUG USE IN THE UNITED STATES TO THE SPANISH SPEAKING WORLD. RESEARCHING THE PASSAGE OF FENTANYL FROM CHINA TO THE UNITED STATES TO MEXICO AND BACK ACROSS OUR SOUTHERN BORDER. EXPLORING THE DISPROPORTIONATE USE OF FENTANYL IN THE UNITED STATES TO THE SPANISH SPEAKING WORLD.

BRIAN HARRIS - STATISTICS AND CARRIE BUSH – ALGEBRA II

STUDENTS IN ALGEBRA II AND AP STATISTICS WILL TAKE RELEVANT DATA SETS FROM REGIONAL AND NATIONAL PARTNERING ORGANIZATIONS AND WILL ANALYZE THESE DISTRIBUTIONS TO LOOK FOR PATTERNS AND DEPARTURES FROM PATTERNS IN OPIOID PRESCRIPTIONS. IN ALGEBRA II, STUDENTS WILL USE THE SKILLS OF STANDARDIZATION AND THEIR KNOWLEDGE OF NORMAL DISTRIBUTIONS; AND IN AP STATISTICS, STUDENTS WILL RUN APPROPRIATE STATISTICAL TESTS AND PRESENT THEIR RESULTS IN LARGE POSTERS DESIGNED TO RAISE AWARENESS.

OPIOID AWARENESS LESSON PLAN WEEK AT HVHS MARCH 26TH – 29TH, 2019 CONT.

LOIS KESSLER – AP ENGLISH 11

PLAYING NPR – "MY HEART STILL BEATS" – AND USING IT AS A LAUNCHING POINT INTO USING CREATIVE WRITING TO HELP PEOPLE DISCOVER THE POWER OF THE WRITTEN WORD TO PROCESS TRAUMA, BUILD SELF-ESTEEM, AND SUPPORT HEALTHY, SUSTAINED RECOVERY.

MATTHEW NEALE - ENGLISH 11 CB

USING THE SECTION OF DOPESICK FEATURING TESSA HENRY'S STORY TO OPEN A JOURNALING ACTIVITY, ASKING STUDENTS: WHAT SHOULD YOU DO IF A FRIEND IS ADDICTED TO DRUGS VERSUS WHAT WOULD YOU DO IF A FRIEND IS ADDICTED TO DRUGS? CREATE A FOUR CORNERS DEBATE IN CLASS USING THE JOURNAL RESPONSES TO DISCUSS COMMON STIGMAS ABOUT DRUG USE IN HIGH SCHOOL AND RESPONDING TO A FRIEND IN NEED. REINFORCE LESSON BY SURPRISING STUDENTS WITH TESSA HENRY'S MOTHER AS A GUEST SPEAKER, AND USING THEIR JOURNAL RESPONSES TO GUIDE THE CONVERSATION.

OPIOID AWARENESS LESSON PLAN WEEK AT HVHS MARCH 26TH – 29TH, 2019 CONT.

BEV NEWBERN - PSYCHOLOGY

PSYCHOLOGY WILL HAVE A LECTURE SUPPLEMENTED BY ADAM TUCKER, SUBSTANCE ABUSE COUNSELOR, TALKING ABOUT ADDICTIVE PERSONALITIES. STUDENTS WILL LOOK AT ADDICTION THROUGH THEIR GENETICS AND BEHAVIORS.

SCOTT WEAVER AND DAN KING – 9TH GRADE HEALTH

LESSON PLANS BUILT AROUND PERSONAL NARRATIVES SUPPLIED BY GUEST SPEAKERS.

PAIGE FAIRCHILDS – LIBRARIAN

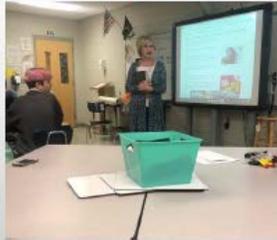
A SERIES OF LUNCH AND LEARN PRESENTATIONS OPEN TO ALL STUDENTS, BUT CAPPED AT FIFTY, AS FOLLOWS: ROANOKE COUNTY POLICE DEPARTMENT, OFFICER BUTTS; HVHS SRO, OFFICER SMITH; AND HVHS NURSE, MRS. SHORES.

PICTURES FROM THE WEEK

**NILES COMER SPEAKING
TO 9TH GRADE HEALTH**



**JAMIE WALDROP
SPEAKING TO ALGEBRA
II CLASSES**



**OFFICER BUTTS
SPEAKING AT A LUNCH
AND LEARN**



MORE PICTURES FROM THE WEEK

**AMANDA BOCCHI PERFORMING
FOR ENGLISH 11 CLASSES**



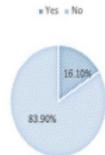
**DANNY GILBERT SPEAKING TO
ENGLISH 11 CLASSES**



THE EFFECTS OF THE WEEK PROVIDED BY BRIAN HARRIS' AP STATISTICS CLASSES

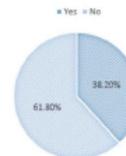
TWO WEEKS PRIOR TO OPIOID AWARENESS WEEK AT HVHS

PERCENTAGE OF PEOPLE OF WHO HAVE HAD A CONVERSATION WITH A TRUSTED ADULT ABOUT OPIATE USE IN THE PAST TWO WEEKS



TWO WEEKS FOLLOWING OPIOID AWARENESS WEEK AT HVHS

PERCENTAGE OF PEOPLE OF WHO HAVE HAD A CONVERSATION WITH A TRUSTED ADULT ABOUT OPIATE USE IN THE PAST TWO WEEKS



MOVING FORWARD

• WHAT WORKED

1. SMALL GROUPS CREATED DISCUSSIONS AND QUESTIONS THAT WOULD NOT EXIST IN AN AUDITORIUM SETTING.
2. GIVING TEACHERS PARAMETERS CREATED BETTER LESSONS AND CREATED CROSS CURRICULUM DISCUSSIONS AND PLANNING.
3. STUDENTS RESPONDED POSITIVELY, SPECIFICALLY FOCUSING ON THE IMPACT OF THE PERSONAL NARRATIVES OF THE SPEAKERS AND THE EDUCATION THEY RECEIVED FROM THE LESSONS.
4. APPROXIMATELY 50% OF THE STUDENT BODY PARTICIPATED IN ONE OF THE LESSON PLANS OR LUNCH AND LEARNS.
5. WE HONESTLY BELIEVED WE SAVED A LIFE THIS WEEK GIVEN THE RESULTS OF THE STATISTICS.

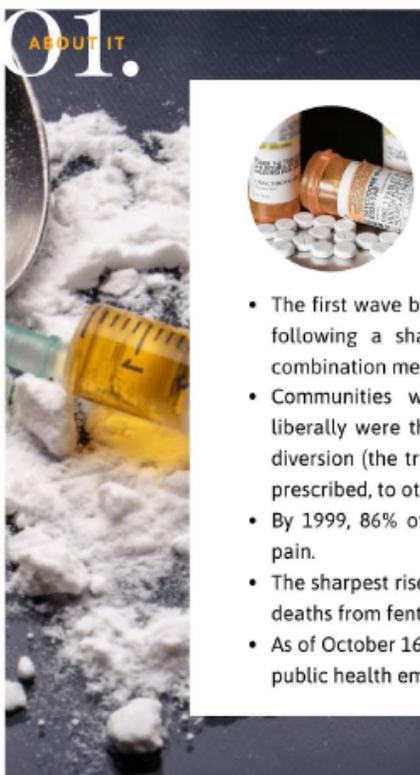
• WHAT WE NEED TO DO MOVING FORWARD

1. GET MORE FACULTY INVOLVED AND EXPAND THE CURRICULUM BEYOND MATH, ENGLISH, FOREIGN LANGUAGE, HEALTH AND PSYCHOLOGY.
2. SET A GOAL TO REACH 100% OF THE STUDENT BODY.
3. DEVELOP MORE COMMUNITY RELATIONS, SO WE ARE LESS DEPENDENT ON PREVENTION COUNCIL.
4. EXPAND THE PROGRAM BEYOND ONE SCHOOL, ONE COUNTY.
5. BREAK DOWN THE RESISTANCE.

Appendix B

Hidden Valley High School Advanced Placement (AP) Statistics Report on Opioid Use

As a part of the curriculum, students were given assignments that involved not only research on opioid use, but required use of skills learned in the classroom to dissect and evaluate data. The following report is an AP Statistics group assignment on nationwide opioid use.



The Origins of Opioids:

- The first wave began in 1991 when deaths involving opioids began to rise following a sharp increase in the prescribing of opioid and opioid-combination medications for the treatment of pain.
- Communities where opioids were readily available and prescribed liberally were the first places to experience increased opioid abuse and diversion (the transfer of opioids from the individual for whom they were prescribed, to others, which is illegal).
- By 1999, 86% of patients using opioids were using them for non-cancer pain.
- The sharpest rise in drug-related deaths occurred in 2016 with over 20,000 deaths from fentanyl and related drugs.
- As of October 16, 2017, the US Government declared the opioid epidemic a public health emergency.

02.



Engage:

Attend local coalitions, to incorporate your voice in prevention priorities



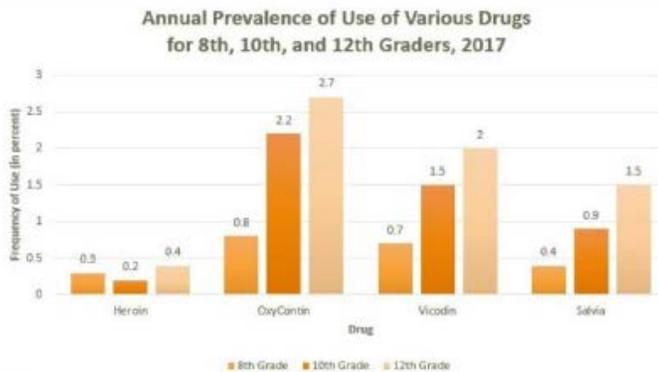
Report:

If you know or see someone using opioids, tell someone



Learn:

Educate yourself about drug usage, and how to deal with different situations



Note:

Monitoring the Future is an ongoing study of the behaviors, attitudes, and values of American secondary school students, college students, and young adults. Each year, a total of approximately 50,000 8th, 10th and 12th grade students are surveyed (12th graders since 1975, and 8th and 10th graders since 1991). MTF is conducted at the Survey Research Center in the Institute for Social Research of the University of Michigan. <http://monitoringthefuture.org/>

Our Analysis of National Data

The graph shows varying range between 8th grade prevalence of drug use and 12th grade prevalence of drug use, with the least variation being the Heroin category with a range of 0.2, and the greatest range being 1.9 in the OxyContin category. The maximum prevalence of drug use is 12th graders who use OxyContin, and the least prevalent being 10th graders who use Heroin. 12th graders show the most prevalence of drug use in each category. Finally, there is a strange trend in the Heroin category, in which there is more prevalent use if Heroin for 8th graders compared to 10th graders.

Monitoring the Future Survey Map

This map shows schools who submitted data from their 8th, 10th, and 12th grade students throughout the country (each dot representing one school).



03.

Chi-Square Test:

State:

Population: all 8th, 10th, and 12th graders in participating public and private institutions in the Monitoring the Future annual study.

Parameter: the true proportions of 8th, 10th, and 12th graders who claimed to use the various opioids annually.

H₀: There is no association in opioids used by 8th, 10th, and 12th graders.

H_a: There is an association in opioids used by 8th, 10th, and 12th graders.

Plan:

Chi-Square Test for Association, $\alpha=0.01$

- Random Sample
- All expected counts are greater than or equal to 5
- Populations are normally distributed

Observed Counts			
	8th Graders	10th Graders	12th Graders
Drug	45	27	91
Heroin	102	297	340
Codeine	167	283	312
Tablet	81	121	189

Expected Counts			
	8th Graders	10th Graders	12th Graders
Drug	22.943	46.539	55.518
Heroin	58.291	173.885	212.238
Codeine	83.865	142.214	161.141
Tablet	41.902	60.642	72.059

$\chi^2 = 38.507$ $df = 6$ $p\text{-value} = 8.94 \times 10^{-7}$

Do:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\frac{(45-22.943)^2}{22.943} + \frac{(27-46.539)^2}{46.539} + \dots + \frac{(91-55.518)^2}{55.518}$$

$$\chi^2 = 38.507 \quad df = 6 \quad p\text{-value} = 8.94 \times 10^{-7}$$

Conclusion:

Since our p-value of 8.94 x 10⁻⁷ is less than our significance level ($\alpha = 0.01$), we reject the null hypothesis. There is sufficient evidence to show that there is an association in opioids used by 8th, 10th, and 12th graders in participating public and private institutions in the Monitoring the Future annual study. The largest contributor comes from the 8th graders who claim to use heroin.



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Jones, Mark R, et al. "A Brief History of the Opioid Epidemic and Strategies for Pain Medicine." *Pain and Therapy*. Springer Healthcare, June 2018. www.ncbi.nlm.nih.gov/pmc/articles/PMC5993682/.

Liu, Lindsay, et al. "History of the Opioid Epidemic: How Did We Get Here?" *Poison Control*, NCPCC, 1 June 2018. www.poisson.org/articles/opioid-epidemic-history-and-prescribing-patterns-182.

Taylor, Gail. "Virginia Substance Abuse Prevention Block Grant." *Blue Ridge Behavioral Healthcare*, 2018. www.brhb.org/2019/01/14/virginia-substance-abuse-prevention-block-grant-annual-report-2017-18/.

Appendix C

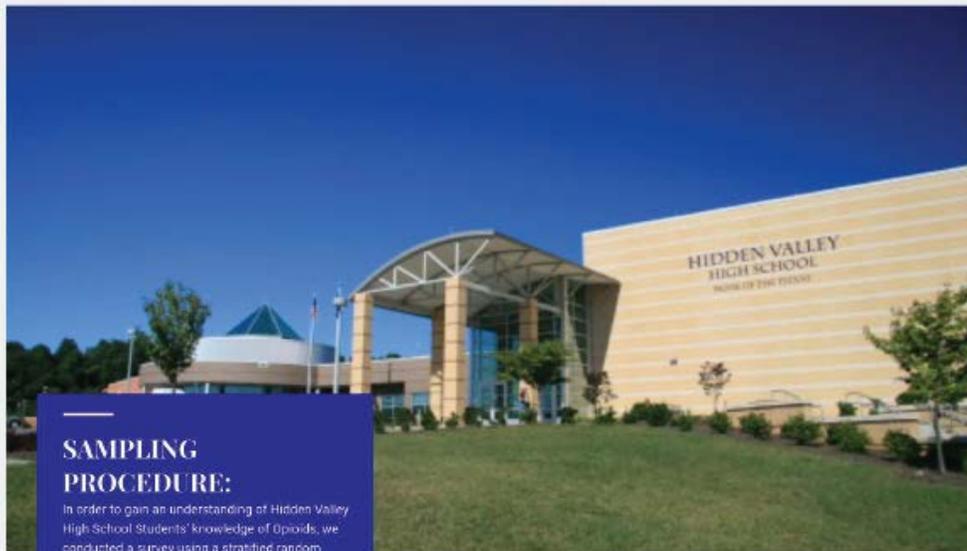
Hidden Valley High School AP Statistics Report on School Opioid Curriculum Efforts

As a part of the curriculum, students were given assignments that involved not only research on opioid use, but required use of skills learned in the classroom to dissect and evaluate data. The following report is an AP Statistics group assignment on tracking trends within Hidden Valley High School post opioid awareness curriculum implementation.

Prepared by: Ahmed Adnan, Calvin Anthony, Patrick Bagby, Dylan Carter, Sam Delaney, Kendall Flippen, Kacie Hanson, Olivia Honaker, Drew Lucktong, Hannah Luviano, Josh Mabry, Amber Rickman, Bay Stclair and Alivia Wasicki

TRACKING TITAN TRENDS

Hidden valley students participated in a two-week Opioid Awareness themed curriculum. The information below is a result of a study conducted by AP Statistics students designed to measure the outcomes of this school-wide effort.



SAMPLING PROCEDURE:

In order to gain an understanding of Hidden Valley High School Students' knowledge of Opioids, we conducted a survey using a stratified random sampling process. We used a stratified random sample to ensure equal representation from each grade in survey responses. We gathered a list of students in 9, 10, 11, and 12 grades and students were each assigned a number starting at 1. We used technology to randomly select 18 students in each grade for a total sample size of 72 HVHS students.

Each student was located and surveyed individually, and responses were anonymously recorded through a Google Forms Survey with the goal of answering the following questions: 1) Have students had conversations with trusted adults about opiates? 2) Can students identify legal and illegal opiates? The survey questions were designed to be brief and straightforward in order to prevent response bias. Free popcorn vouchers were offered to students in exchange for participating in the survey in efforts to minimize non-response bias. After many classes at Hidden Valley implemented opiate-based lesson plans, we produced a new random sample of 72 students using the same process to understand the effect of the lesson plans on the survey responses.

What our data showed prior to opioid awareness week

STATE

2019



We will estimate the true proportion (p) of Hidden Valley High School students who "have had a conversation with a trusted adult about opiate use in the last two weeks (3/28/19)."

PLAN

2019

We will construct a 95% 1-Prop Z Interval

- Data taken from a random sample
- Population $\geq 10n$ Pop $\geq 10(66)$ Pop ≥ 660
- $np \geq 1066(.227) \geq 1014.982 \geq 10$
- $n(1-p) \geq 1066(.773) \geq 1051.018 \geq 10$

DO

2019



$$\hat{p} \pm Z^* \sqrt{\hat{p}(1-\hat{p})}/n =$$

$$.227 \pm 1.96 \sqrt{.227(.773)}/66 =$$

$$(.12617, .32838)$$

CONCLUDE

2019



We are 95% confident that the true proportion (p) of Hidden Valley High School students who have had a conversation with a trusted adult about opiate use in the last two weeks (3/28/19) lies between 12.617% and 32.838%. There were 6 students who were selected and chose not to answer this survey resulting in some non-response bias.

What our data showed after opioid awareness week

STATE

2019



We will estimate the true proportion (p) of Hidden Valley High School students who "have had a conversation with a trusted adult about opiate use in the last two weeks (4/5/19)."

PLAN

2019

We will construct a 95% 1-Prop Z Interval

- Data taken from a random sample
- Population $\geq 10n$ Pop $\geq 10(66)$ Pop ≥ 660
- $np^* \geq 1066(.379) \geq 1025.014 \geq 10$
- $n(1-p^*) \geq 1066(.621) \geq 1040.986 \geq 10$

DO

2019



$$\hat{p} \pm Z^* \sqrt{\hat{p}(1-\hat{p})}/n =$$

$$.379 \pm 1.96 \sqrt{.379(.621)}/66 =$$

$$(.26176, .49582)$$

CONCLUDE

2019

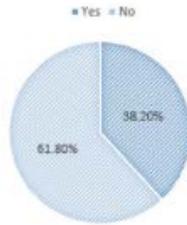


We are 95% confident that the true proportion (p) of Hidden Valley High School students who have had a conversation with a trusted adult about opiate use in the last two weeks (4/5/19) lies between 26.176% and 49.582%. There were 6 students who were selected that chose not to answer this survey resulting in some non-response bias.

AFTER:

2019

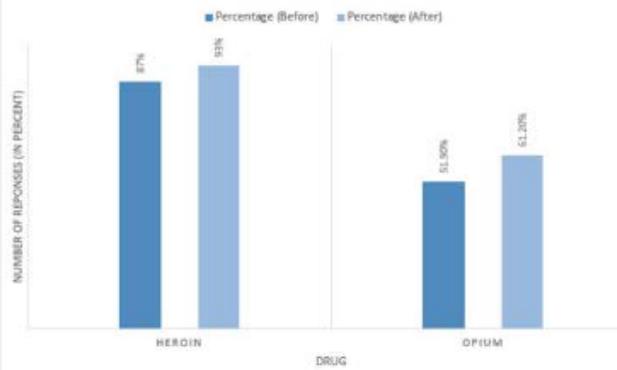
PERCENTAGE OF PEOPLE WHO HAVE HAD A CONVERSATION WITH A TRUSTED ADULT ABOUT OPIATE USE IN THE PAST TWO WEEKS



ILLEGAL:

2019

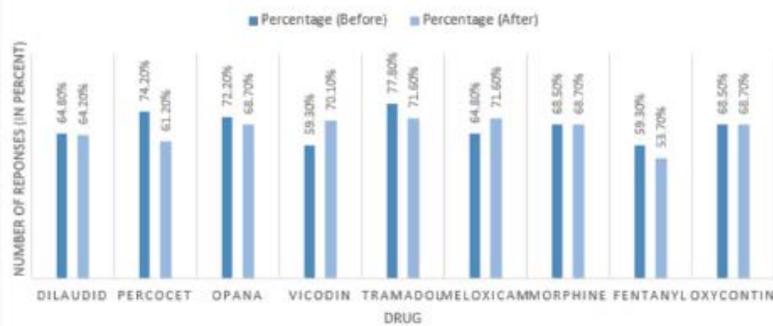
ILLEGAL OPIATES (CORRECTLY IDENTIFIED)



LEGAL:

2019

LEGAL OPIATES (CORRECTLY IDENTIFIED)



Appendix D

Virginia Foundation for Healthy Youth (VFHY) Presentation Highlights on Using Segmentation to Promote Health to Teens

This peer crowd research looks beyond simple demographics and taps into identities and values of youth audiences. Through focus groups and research VFHY has identified five Virginia peer crowds for youth: Mainstream, Alternative, Country, Hip Hop and Preppy Popular.



All Teens Are Not the Same

Using Segmentation to Promote Health to Teens

Danny Saggese
Director of Marketing, VFHY

What if McDonald's Ran Like Us?

Get More People To Buy More Salads



1. Corporate decides we need to sell more salads.
2. Corporate tells all the franchises to increase salads among two key demographics: Hispanics and Low-Income Caucasians.
3. Corporate gives each franchise funds to do their own research and develop their own salad selling strategies.
4. Franchises spend 6 months planning their strategies, including posters, up-selling, new salads, price discounts, and community outreach.
5. Corporate tells each franchise to survey their customers to ask if they are more likely to eat salads with the new program.
6. One year later, corporate decides it wants to sell apple wedges instead of salads. The salad program is ended.



What is a Brand?

A brand is not...



× An Ad ×



× A Logo ×



× A Jingle ×



× A Symbol ×



× A Spokesperson ×



× A Product ×

THE CURIOUSLY
STRONG MINTS

× A Slogan ×

Virginia

× A Name ×

A brand is...

- All of the promises and perceptions an organization wants its market to feel and believe about its product and service offerings
- An asset; a property with a measurable value that should be maximized



PUBLIC HEALTH MAKES BRANDS FOR TOPICS

COMPANIES MAKE
BRANDS FOR PEOPLE



Tailoring Products to the Audience



- Young
- Fun
- Partier
- Mainstream



- Extreme
- Hard core
- Young
- Creative



- Healthy
- Outdoorsy
- Fit
- Active lifestyle

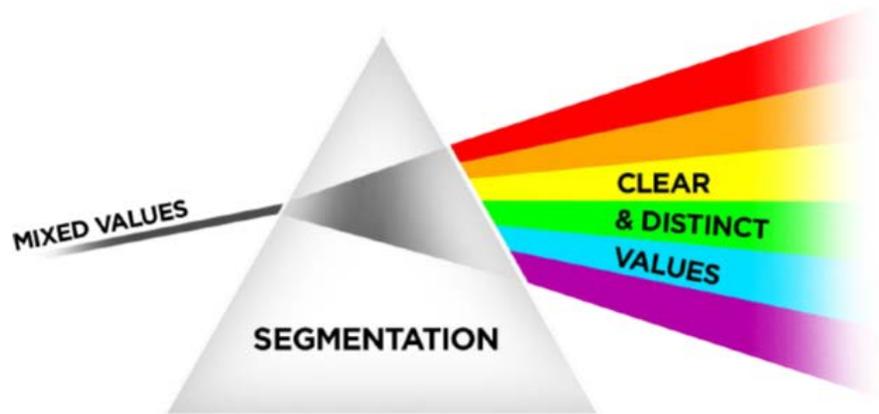


Segmentation

The process of classifying a market into distinct segments that behave in similar ways or have similar needs.



Segmentation is a Prism



Fast Food Segmentation



- Rebellious
- Youthful
- Non-Family
- Anti-McDonalds
- Cheap



- Family, but Hip
- Rebellious
- Modern
- Youthful



- Family
- Traditional
- Value
- Healthy Options
- Urban
- Responsible



WE NEED DIFFERENT STRATEGIES TO REACH DIFFERENT AUDIENCES



Peer Crowds

- Peer Crowds provide an evidence-based segmentation approach.
- Peer Crowds are the macro-level connections between peer groups with similar interests, lifestyles, influencers and habits.
- While a teen has his/her peer group that he belongs to, both the teen and his/her peer group belong to a larger “Peer Crowd” that shares significant cultural similarities across geographic areas.



The Science of Peers

Why Peer Crowds Exist

- Symbolic Interactionism: objects, images, symbols have collective meaning
- (In-Group) Social Norms: defines acceptable behavior
- Social Identity Theory: desire to belong in relevant social group

Why Peer Crowds Matter to Us

- Social Cognitive Theory: observational learning, self-regulation, self-efficacy, outcome expectations
- Diffusion of Innovation: cultural leaders introduce innovations that trickle down
- Information Processing Theories: message presented in a familiar manner by a familiar person



Virginia Peer Crowds



Peer Crowd Values

Value	HH	Alt	Preppy	Mainstream	Country
Companies and corporations should be able to do whatever they want	-	▼	-	-	▲
I am always up for trying new things	▲	▲	-	▼	▼
I am going to be famous	▲	-	-	▼	▼
I am more creative than most people	▲	▲	-	-	▼
I use the clothes I wear to express myself	▲	▲	▲	-	▼
I take time to make sure I look just right when I leave the house	▲	▼	▲	-	▼
I consider myself religious	-	▼	-	-	▲



2017 Virginia Youth Survey

- Statewide survey using YRBS methodology
- 70 high schools throughout Virginia
- Data collected in fall of 2017
- I-Base Survey plus many YRBS tobacco use questions
- 4,130 HS students completed I-Base Survey Portion
- I-Base Survey measures peer crowd identification using pictures
- School response rate was 100%, the student response rate was 82%, and the overall response rate was 82%



The Virginia I-Base Survey™

Step 1: First, look at all the 40 pictures below.
 Step 2: Find **THREE** girls that would **BEST FIT** in your group of friends. Fill in the **GREEN** bubble under those three pictures.
 Step 3: Find **THREE** girls that would **LEAST FIT** in your group of friends. Fill in the **RED** bubble under those three pictures.
 Step 4: Double check to make sure that you **ONLY** have **THREE** green bubbles and **THREE** red bubbles.

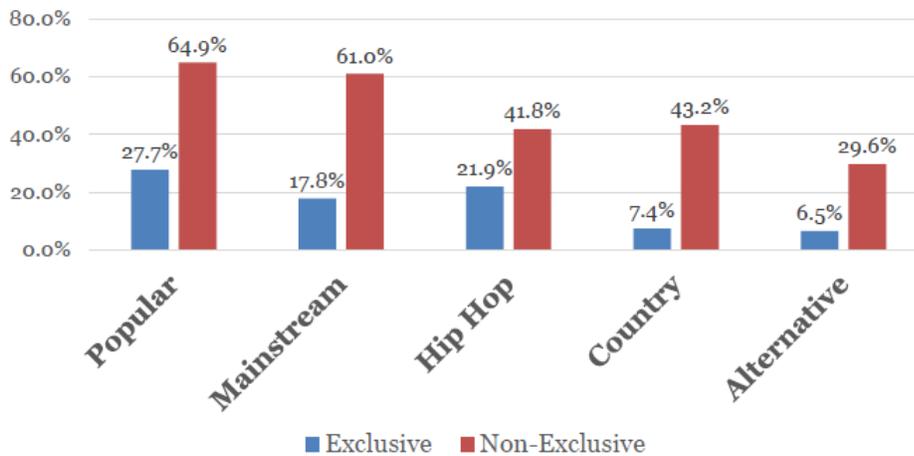
Rank the 3 people that would best fit into your main group of friends

Rank the 3 people that would least fit into your main group of friends

Teens receive a score between -6 and +6 for every peer crowd



2017 Size of Peer Crowds



2017 Virginia Youth Survey (N = 4,130)

Peer Crowds & Race

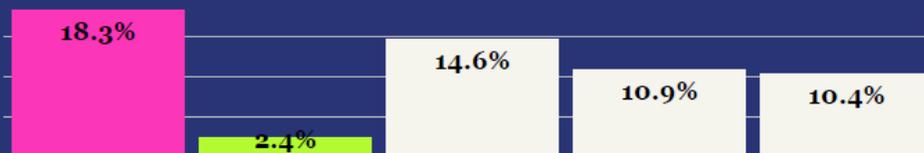
Race/Ethnicity	Indeterminate	Preppy	Alt	Mainstream	Hip Hop	Country
Asian	21.4%	26.9%	2.8%	42.3%	3.8%	2.8%
Black or African American	19.4%	17.9%	1.6%	16.7%	42.2%	2.2%
White	14.5%	43%	7.5%	19.3%	4%	11.2%
Hispanic / Latino	17.4%	36.9%	5.8%	19%	16.5%	3.4%
Other / Multiple Races	18.4%	28.9%	7.6%	17.6%	23.9%	3.6%

*No significant differences in distributions by age or gender.

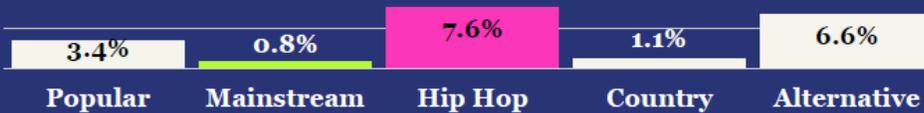


Tobacco Use By Peer Crowd

Currently used electronic vapor products (11.9%)



Currently used a waterpipe to smoke tobacco (hookah) (3.6%)



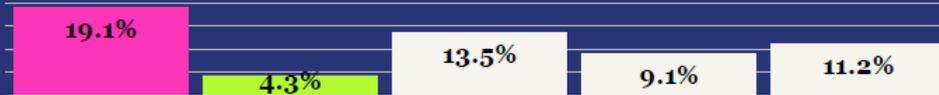
■ = Significantly less at-risk ($p < .05$) ■ = Significantly more at-risk ($p < .05$)

Virginia Youth Survey (N = 4,130)

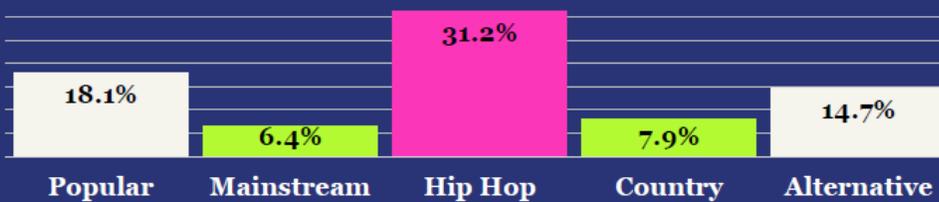


Binge Drinking & Marijuana

Drank five or more drinks of alcohol in a row (12.5%)



Currently used marijuana (16.2%)



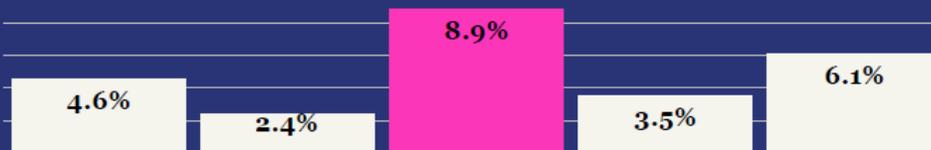
■ = Significantly less at-risk ($p < .05$) ■ = Significantly more at-risk ($p < .05$)



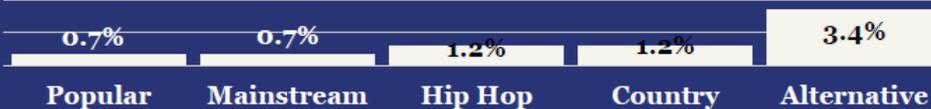
Virginia Youth Survey (N = 4,130)

Prescriptions & Heroin

Currently took a prescription pain drug without a doctor's prescription (5.1%)



Currently used heroin (1.0%)



■ = Significantly less at-risk ($p < .05$) ■ = Significantly more at-risk ($p < .05$)



Virginia Youth Survey (N = 4,130)

Health Risk By Peer Crowd

Low



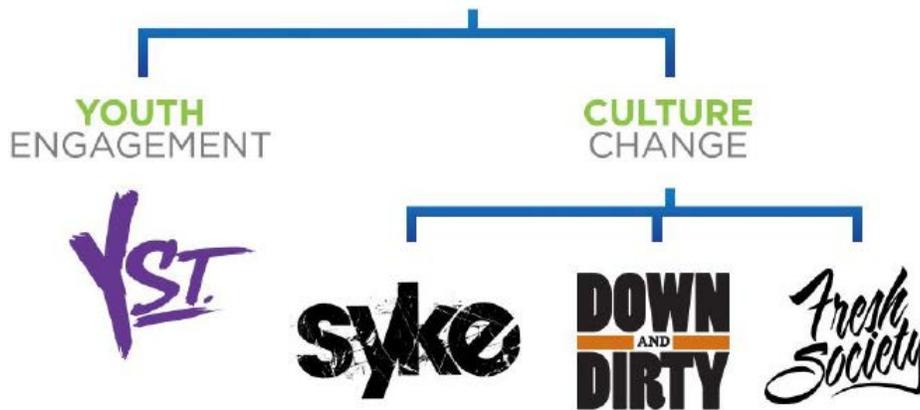
Moderate



High



Virginia Case Study



Appendix E

COVID-19 Impacts on Prevention Work

The following research was compiled by the OMNI Institute regarding CSB and community substance use prevention initiatives since social distancing practices began in March, 2020. CSBs were surveyed approximately two to three weeks into social distancing practices.

COVID-19 IMPACTS ON PREVENTION WORK

How Virginia communities are adapting prevention amid the COVID-19 pandemic

WHAT IS WORKING

CSBs and communities across Virginia have transitioned some in-person strategies to work remotely. There has been significant amounts of trial and error in adapting strategies, including trainings, which continue to evolve and develop into virtual sessions. New opportunities have also presented themselves during this difficult time. New partnerships of all kinds have developed, fresh media campaigns on new platforms have launched, and staff are able to devote more time to important tasks typically overshadowed.

See the areas below where CSBs have seen some small – and large! – successes recently.



WHAT IS CHALLENGING

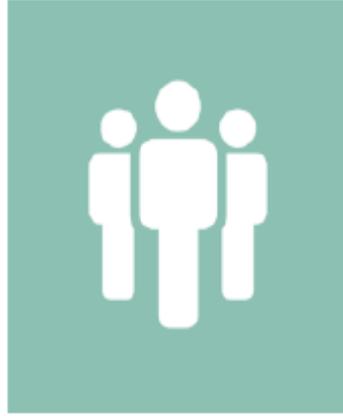
There are some barriers CSBs and communities are still overcoming. Many challenges involve using new and unfamiliar technology applications and platforms, difficulty with internet access for some communities, and reaching targeted populations.

CSBs continue to problem solve and develop work-arounds to address the challenges listed below.



Technology

- Internet access in rural areas
- Learning curve with new platforms and programs
- Different partners use different platforms
- Connecting with tech averse populations or those without internet
- Privacy concerns when connecting with youth



Staffing

- Staffing changes due to layoffs or furloughs
- Shifting duties, including non-prevention staff implementing prevention work
- Community and coalition partners lack capacity currently, or are unable to shift focus to COVID-19 related efforts



Prevention Relevance

- Ensuring prevention remains visible now that in-person community efforts are suspended
- Communicating value of prevention work during current crisis, and afterwards
- Planning for future events, trainings and efforts with uncertain timelines or resources

WHAT WOULD BE HELPFUL?

- For DBHDS and OMNI to continue to share updates and resources
- Opportunities to connect with each other across Virginia, by region, and/or by topic
- Learning from others and sharing tips or resources
- Specific TA on maximizing the use of Zoom and other virtual meeting/training platforms
- Support revising data entry plans to reflect current strategies
- Guidance and ideas on spending funds reallocated from strategies no longer being implemented
- Communication support on the importance of prevention and adhering to funding compliance requirements

WHAT CSBs ARE FOCUSING ON



Of the 33 CSBs and communities that responded to the recent COVID-19 Impact survey...

- 91% have canceled trainings or meetings
- 79% are equipped to work remotely
- 30% don't have full capacity to work remotely
- 52% continue to focus on prevention work as before
- 9% have had some or all prevention staff redirected elsewhere
- 82% have some or a lot of experience with conference calls
- 64% would like TA on Zoom and 64% have some experience with Zoom
- 58% would like TA on Google Hangouts

Planning and Administrative Work

- Revising planning and evaluation documents
- Reviewing trends and indicator data
- Researching new strategies and curricula
- Exploring grants and new funding opportunities
- Strategizing plans for next fiscal year
- Shifting funding away from strategies no longer implementing

Getting Ahead

- Drafting materials for future use (i.e., articles, blog posts, presentations)
- Developing media campaigns to use at a later time
- Creating data visualizations for reports, presentations, or marketing materials

Professional Development

- Enhancing or learn new skills (i.e., group facilitation, leadership, coalition building, marketing)
- Becoming certified in a specific curriculum
- Reading the latest literature on population specific strategies

Data

- Catching up on data entry in the CPG Performance Based Prevention System (PBPS)
- Reviewing PBPS data for accuracy by running reports
- Delving into evaluation of some strategies
- Developing data visualizations of PBPS data

BEST PRACTICES FOR WORKING FROM HOME



Dedicated workspace

An office, a desk in a bedroom or corner in the living room – anywhere is fine!



Connect with others

Set aside time in meetings for water cooler talk and chit chat



Set boundaries

Communicate boundaries and work time expectations with family



Breaks

Take breaks throughout the day – go outside, check in with family & friends, take a walk, or even get up and do some jumping jacks every once in a while



Structure work time & have routines

Set aside work time and create/maintain routines for your workday; stop working at end of the day.



Set priorities

Use to do lists to prioritize tasks, but make sure they are realistic and manageable for the day or week



Productivity

Re-think what being productive means now



Self-Care

Go easy on yourself

SHARING COVID-RELATED RESOURCES WITH OTHER CSBS

Continue sharing resources and ways you are adapting your strategies with others!

- Most folks identified the VA Prevention Works! Portal as the best forum for sharing materials and news
- Don't forget about the designated COVID-19 section of the portal – sharing there will allow for a central resource hub. [Click here to check it out!](#)