

VIRGINIA OFFICE FOR SUBSTANCE ABUSE PREVENTION (VOSAP) COLLABORATIVE

SEPTEMBER 9, 2015 - 9:30 -11:30 A.M.

NATIONAL GUARD WALLER DEPOT, RICHMOND VA

**VOSAP Collaborative Members in attendance:**

Sarah Westphal, Virginia State Police/YOVASO\*

Tracey Jenkins, Dept. of Criminal Justice Services\*\*

Donna Michaelis, Dept. of Criminal Justice Services

Gail Taylor, Dept. of Behavioral Health and Developmental Services

Jennifer Farinholt, Dept. of Alcoholic Beverage Control (ABC)

Marisa Harris, Dept. of Alcoholic Beverage Control/FDA Tobacco Program Coordinator

Marty Kilgore, Virginia Foundation for Healthy Youth

Ann Childress, Dept. of Social Services

**Guest attendee:**

Jodi Manz, Office of the Secretary of Health & Human Resources

**VOSAP Collaborative Members not present:**

Jon Chapman, Virginia National Guard Counterdrug Coordinator

Jo Ann Burkholder, Dept. of Education

Art Mayer, Dept. of Juvenile Justice

Butch Letteer, Dept. of Motor Vehicles

Heather Board, Dept. of Health

Mark Buff, Dept. of Fire Programs

\*Other VSP/YOVASO representative is Mary King

\*\*Other DCJS representatives include and Shellie Mackenzie

**Key: Passages in red are action items that require follow-up.**

**Welcome**

We opened by welcoming two new participants.

**Marisa Harris, ABC/FDA Tobacco Program Coordinator** will join the Collaborative on a permanent basis. Marisa provided background and explained her role with Virginia ABC's Tobacco Retail Compliance Check Inspection Program which is a strategic partnership with the Food and Drug Administration's (FDA), Center for Tobacco Products (CTP).

FDA obtained authority to regulate the manufacture, marketing, and distribution of tobacco products with the enactment of the Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act) in 2009. The Tobacco Control Act addresses fundamental "issues of particular concern to public health officials, especially the use of tobacco by young people and dependence on tobacco." The law recognizes that "virtually all new users of tobacco products are under the minimum legal age to purchase such products," as each day more than 3,200 youth under age 18 smoke their first cigarette and more than 1,200 youth first use smokeless tobacco.

The Tobacco Control Act authorizes FDA/CTP to contract, where feasible, with States, the District of Columbia, five U.S. Territories (American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the U.S. Virgin Islands), and American Indian Tribes to assist with inspections of tobacco retail establishments.

Section 102 of the Tobacco Control Act also required FDA to re-issue its 1996 final regulation restricting the sale and distribution of cigarettes and smokeless tobacco products. The rule contains provisions designed to limit young people's access to tobacco products, as well as restrictions on marketing to curb the appeal of these products to minors. The youth access and advertising regulations took effect on June 22, 2010 (21 C.F.R. Part 1140). This comprehensive federal initiative is designed to help protect public health, and aims to prevent and reduce tobacco use across the entire population, particularly among young people.

Under federal authority, Virginia ABC/Bureau of Law Enforcement agents conduct tobacco inspections aimed at federal regulation of the manufacture, distribution and marketing of tobacco products to protect public health. Virginia ABC carries out two types of tobacco compliance check inspection assignments:

- **Undercover Buy (UB)**, to determine a retail outlet's compliance with age and photo identification requirements; and
- **Advertising and Labeling (A&L)**, to cover other provisions of the Tobacco Control Act (i.e., impersonal modes of sale [self-service display or vending machines], flavored cigarettes or flavored roll-your-own tobacco, opened or partially packaged cigarettes, and free samples).

Jennifer mentioned that youth rates for e-cigarette use are alarming. (An April 16, 2015 news release from the CDC "[E-cigarette use triples among middle and high school students in just one year](#)" said in part: "This is the first time since the survey started collecting data on e-cigarettes in 2011 that current e-cigarette use has surpassed current use of every other tobacco product overall, including conventional cigarettes.")

**Jodi Manz, MSW, Policy Advisor, Office of the Secretary of Health & Human Resources** will join VOSAP meetings, based on her availability, to brief attendees regarding the Governor's Task Force on Prescription Drug and Heroin Abuse. On September 26, 2014, Governor McAuliffe signed Executive Order 29 establishing the Governor's Task Force on Prescription Drug and Heroin Abuse. Jodi works directly for Secretary Hazel on this issue, and also serves as staff to the Education workgroup of the Task Force. There are five workgroups:

- Data/Monitoring
- Storage/Disposal
- Treatment
- Enforcement
- Education

The Task Force submitted their Implementation Plan to the Governor on June 30, 2015 including 51 recommendations. Jodi said that some of the recommendations are more challenging (and expensive) such as developing additional drug courts and more treatment programs within our prisons. Other recommendations--such as raising public awareness about the dangers of misuse and abuse of prescription drugs and distributing information about appropriate use, secure storage, and disposal of prescription drugs--can be more easily implemented using our current networks and resources.

Some of the recommendations have already been implemented and a number of initiatives proposed by the Task Force were introduced as legislation in the 2015 General Assembly session. Several of these bills, which focused around the expanded availability of the overdose-reversing drug naloxone and greater use of the Prescription Monitoring Program, were enacted into law.

One message raised early on by law enforcement is "we can't arrest our way out of this problem." Jodi said this is a complex issue because the problem is different in different parts of the state. One model that has potential

for replication is the Northwest Virginia Regional Drug & Gang Task Force established with representation from Winchester area law enforcement, judiciary, health and other sectors.

Since this problem isn't isolated to Virginia, a meeting in Wise County on September 23-24, 2015 will gather representatives from surrounding states including Kentucky, West Virginia, Maryland, etc. Jodi invited members of the VOSAP Collaborative to attend the final meeting of the Governor's Task Force on September 21, 2015. (On 9/9/15, Jennifer forwarded Jodi's invitation to all members including a link to the [Task Force Implementation Plan](#).)

Jodi said going forward the monitoring of implementation of the recommendations will be directed by Secretary Hazel and Secretary Moran—much of the work now will be handled within the participating agencies. She is trying to get a handle on what various groups are doing in order to not duplicate efforts.

### **Group Discussion Regarding Prescription Drug and Heroin Abuse**

Jodi said a crucial element is boosting the Continuing Medical Education for physicians. Tracey suggested extending the continuing education requirements to include other medical professionals, social workers, and mental health providers. Gail said dentists are also an important group. Other discussion points:

- Pharmacists and other groups are pushing for lock boxes.
- The Attorney General's office has a prescription drug section in [Virginia Rules](#) and is working on a 30-minute video.
- Virginia's health curriculum stops at 10<sup>th</sup> grade—innovative prevention programs can help to fill the gaps.
- Several parents who lost children to overdoses shared with the Task Force that the addiction started after children were prescribed pain medication after a sports injury.
- Jodi will work with DOE to share information with school nurses, athletic directors, etc. Also preparing a Superintendents Memo.
- Donna suggested also issuing a Principals' Memo. She said it's very helpful when conducting grassroots efforts to have these official communications (Supt./Principal Memos) to reference. (Concept of marketing from all levels: top, bottom and middle. She said one of the reasons the Winchester Coalition took off was due to the passion of key leaders. Gail mentioned community coalitions are adept at finding/identifying champions—people who model how to keep things moving forward despite consistently facing barriers.)
- Tracey recommended bringing an event to this and other communities to announce the Task Force recommendations—this is a good way to give feedback to the community and close the loop.
- Donna said that DCJS very often rolls out initiatives with a series of six regional meetings. Communities like to learn from, and be motivated by, each other.

Gail congratulated Jodi for her tremendous work with the Task Force. She's done an amazing job pulling everything, and everyone, together!

### **Review of Meeting Summary from March 5, 2015 and Updates**

There were no changes to the Meeting Summary from March.

Marty said VFHY completed a module to provide more information to teachers regarding e-cigarettes and other tobacco products. **(Jennifer will follow up with Marty and distribute the module to the Collaborative.)**

Donna inquired about the status of D.A.R.E. Jennifer shared that D.A.R.E. (now a part of the Virginia State Police Association) approached ABC to serve as partner and fiscal agent for rollout of their programs. There is no official announcement but ABC is seriously considering the proposal and figuring out how this could work logistically. We discussed the widely held perception that “D.A.R.E. is not evidence-based.” Tracey said D.A.R.E.’s evaluation on [www.crimesolutions.gov](http://www.crimesolutions.gov) says that it is ineffective. Jennifer shared that D.A.R.E.’s “Keepin’ It Real” curriculum is on the [NREPP](#) with overall ratings from 1.7 (for Substance Use Resistance) to 2.7 (for Alcohol, Cigarette and Marijuana Use). Also, during the 2015 Wellness: Broadening Prevention conference Jennifer attended “Adapting Evidence-Based Programs to Meet the Needs of Today’s Target Populations” by Dr. Bill Hansen, developer of All Stars Middle School Program. The key points from his presentation:

- **Reasons for adapting:**
  - Participants’ risk status
  - Preferred style of teaching
  - Constraints of time or setting
  - Responsiveness to participants’ interests
  - Vagueness of instructions
- **Challenges with adaptation**
  - Reduced program fidelity
  - Reduced program efficacy
- **Positive adaptations fit the Logic Model of the Intervention.** Style of teaching does impact success of the program. Unless you understand the Logic Model of the program, it will be very difficult to teach, make adaptations.

Donna said having law enforcement officers in schools/developing relationships is a good thing. DCJS partnered with D.A.R.E. for the annual School and Campus Safety Conference until this past year. She is interested in potentially partnering again if the D.A.R.E. training/S.R.O. training provided up-to-date information on drug trends. (What to watch for, etc.) She also suggested the possibility of a law enforcement/drug track at the next statewide prevention conference. Jennifer said she’d keep the group informed and also share the group’s feedback with Amanda Kennedy ABC’s Education and Prevention Coordinator who is the lead for underage initiatives.

Regarding the marijuana needs assessment/funding request from Community Coalition of Virginia, leadership at ABC advised that we (ABC and VOSAP) may not grant funds to a group without the opportunity being an open solicitation. (If we are directed by the Governor or his cabinet to undertake certain initiatives, then we can mobilize, determine any funding needs and take action. Otherwise, the VOSAP Collaborative will continue to operate through information sharing and supporting our respective agencies’ efforts and partnership projects.)

### **Epidemiological Data/Workgroup Report**

Gail discussed that the SPF SIG grant had a separate advisory council. For the upcoming grant from SAMHSA, DBHDS would like to utilize the VOSAP Collaborative to eliminate duplication of effort that previously occurred. Members enthusiastically welcomed this idea and agreed this would be an efficient approach.

DBHDS selected [OMNI Institute](#) out of Denver, Colorado as the EPI vendor. Secretary Hazel sent a letter to all agency heads to identify a representative for the State Epidemiological Workgroup (SEOW). DBHDS/SEOW will conduct a Social Indicator Study (SIS) that will result in state and county/city epidemiological profiles

based on risk indicators for substance abuse and mental illness. Additionally, risk factors linked to Adverse Childhood Experiences (ACE) will be included. The group had their first meeting in August. Gail said they are still awaiting response from a few agencies to identify their respective representative. The next meeting is November 2 and 4, 2015. In December, the Omni Institute will deliver the risk hot spots with data for all cities and counties in Virginia. This will be available to all agencies. Additionally, all CSBs are being evaluated to ensure strategies will achieve the desired outcomes.

Also, stay tuned for news about a statewide prevention conference for 2016.

### **VFHY Update and Upcoming:**

Marty shared that due to VFHY's record of success reducing youth tobacco use/and their experience with messaging to youth, Secretary Hazel is exploring the possibility of expanding VFHY's mission to include other issues including alcohol and other drugs. VFHY submitted a decision brief and legislation ideas. This is being discussed; no decision has been identified as yet.

The Virginia Youth Survey will be conducted this fall. There are some differences around the state as to the methodology—some require active consent. Tracey said we should work on doing a better job of educating school boards about the importance of prevention, data collection, adolescent brain development, etc. We also need to send a clear message that the data represents the community—no sector exists in isolation.

The survey is typically done in the classroom during health or PE. Instructions are read aloud then the survey is collected. Some are done electronically and others on paper.

The Virginia Foundation for Healthy Youth and Prevention Connections will host the [12th National Reduce Tobacco Use Conference](#) on April 25-26, 2016 at the Crystal Gateway Marriott in Arlington.

### **YOVASO Update and Upcoming**

Sarah shared that YOVASO conducted their 2015 summer leadership conference June 22-25 at JMU with 150 participants. The conference focused on teaching students and school sponsors about safe driving behaviors and preparing them to work in their peer-to-peer clubs to promote safe teen driving in their schools and communities. The middle school conference will be held on September 26 at Brooke Point High School in Stafford.

YOVASO will present on a Youth Community Panel during the Virginia Distracted Driving Summit presented by DRIVE SMART Virginia on September 17-18 in Virginia Beach.

The "Save Your Tailgate, Buckle Up" Campaign kicks off September 14 and runs until October 9, 2015. The campaign is a competition between participating Virginia schools to increase safety belt educational and awareness activities at the middle and high school levels and to increase overall seat belt use among teenagers.

### **DSS Update and Upcoming**

Ann provided highlights about DSS Child Protective Services and the annual Child Abuse Prevention Conference. In 2015 the planners intentionally downsized from 500 to 300 attendees. The keynote speaker was Jim Harris, MSW, Ed. S., creator of "10 Things You Need to Know About Kids" an audio program that helps parents and teachers be more effective in their work with children. Jennifer/VOSAP exhibits at this conference and this year she met DBHDS' Martha Kurgans, program specialist/women services coordinator. Due to a conversation they had, ABC is adding information about the dangers of drinking alcohol while pregnant to one

of their new publications. Jennifer also met Liz Pearce, Director of Parent Engagement for Richmond Children’s Museum (merged w/ Commonwealth Parenting) and discussed possible future collaborations.

Ann expects we will begin hearing more about home visiting serving at risk families. (Home visiting is a proven family-strengthening strategy in which trained professionals bring support and information to families in their homes during their children’s first five years.) DSS is expanding home visiting support and doing more staff development. The Consortium employs four core strategies to create a comprehensive, coordinated system that delivers high-quality, responsive, and innovative solutions:

- Coaching, professional development and technical assistance.
- Promoting resource development, innovation, efficiency, and advocacy.
- Coordinating home-based services across public and private agencies.
- Facilitating data collection, analysis, and evaluation.

See the [Virginia Home Visiting Consortium](#) for more information.

Ann also shared copies of the [Virginia Child Protection Newsletter](#). The most recent issue explores the inter-relationships between poverty and maltreatment. The newsletter is research-focused; topics are planned approximately one year in advance of publication. All issues are available online.

### **ABC Update for FDA/SYNAR**

Marisa shared that she is wrapping up SYNAR reporting to send to DBHDS by October 1. Gail said compliance with the SYNAR Amendment ([SYNAR synopsis from SAMHSA](#)), keeps substance abuse prevention funding in the state. Currently five CSBs are partnering with [Counter Tools](#) to produce a more accurate list of retailers to be used by ABC’s Bureau of Law Enforcement for compliance visits (and to assist with future retailer education efforts). Representatives of the five CSBs are “ground truthing” block by block to identify retailers of tobacco, vape shops, etc.

### **DCJS Update**

Among many other trainings, Tracey said registration is open for "Applied Suicide Intervention Skills Training" in Lynchburg & Williamsburg in November. They are also partnering with DOE as part of the Project Aware grant to provide Youth Mental Health First Aid training and offering numerous grant opportunities.

Tracey also coordinates the Advisory Committee on Juvenile Justice and Prevention. She said too many youth are entering the justice system from status offenses (an act which is unlawful only if committed by a juvenile). We need to reverse the school/cradle-to-prison pipeline that this feeds. We need to work more on prevention and diversion. Gail said if she can get some data on this, the coalitions can work on local policy changes. (Jennifer mentioned she attended “[The Child in the City](#)” event earlier in the year, Secretary of Education Anne Holton and City of Richmond Schools Superintendent Dana Bedden were among the speakers. DJJ Director Andrew Block shared a powerful presentation about the school-to-prison pipeline. (Prior to Director Block’s appointment in 2014, he was an Associate Professor and Director of the Child Advocacy Clinic at the University of Virginia School of Law from 2010-2014. From 1998 until the spring of 2010 he was the founder and Legal Director of the JustChildren Program of the Legal Aid Justice Center. He started the program to meet the unaddressed legal needs of court-involved youth in the Charlottesville area.) There is very strong leadership in place to make progress on this crucial issue.

The Virginia Advisory Committee on Juvenile Justice and Prevention, DCJS, Chesterfield County Police Department, and DOE are partnering on a conference on October 8 “[Building Equity: Understanding & Addressing Disproportionate Minority Contact Among Our Youth](#).” Contact Tracey for more information.

**2015 VOSAP Annual Report**

**Jennifer sent the template to collect information for the 2015 VOSAP Annual Report with this Meeting Summary. It will be the same format that we settled on last year. The information is needed by Friday, October 16, 2015.**

The meeting adjourned at noon.

Respectfully submitted,  
Jennifer Farinholt  
VOSAP Facilitator