

VIRGINIA OFFICE FOR SUBSTANCE ABUSE PREVENTION (VOSAP) COLLABORATIVE
FEBRUARY 16, 2017 - 9:00 -11:00 A.M.
DEPARTMENT OF BEHAVIORAL HEALTH AND DEVELOPMENTAL SERVICES
1220 BANK STREET, RICHMOND, VA 23219

VOSAP Collaborative Members in attendance:

James Christian, Dept. of Criminal Justice Services (DCJS)
Jennifer Farinholt, Dept. of Alcoholic Beverage Control (ABC)
Monica Jackson, DCJS
Marty Kilgore, Virginia Foundation for Healthy Youth (VFHY)
SFC Douglas Perry, Virginia National Guard Counterdrug Taskforce
Donna Michaelis, DCJS
Abby Pendleton, Virginia ABC
Anya Shaffer, Dept. of Health (VDH)
Vivian Stith-Williams, Dept. of Education (DOE)
Gail Taylor, Dept. of Behavioral Health and Developmental Services (DBHDS)
Sarah Westphal, Virginia State Police/YOVASO

VOSAP Collaborative Members not present:

Kim G. Brown, TurnKey KB & Associates LLC
Mark Buff, Dept. of Fire Programs
Mary King, Virginia State Police/YOVASO
Jessica Lambertson, Dept. of Motor Vehicles
Jodi Manz, Policy Advisor, Office of the Secretary of Health & Human Resources
Art Mayer, Dept. of Juvenile Justice
Christopher Spain, Dept. of Social Services
LTC William X Taylor, Virginia National Guard Counterdrug Task Force Commander

Key: **Meeting Summary attachments, hyperlinks and follow-up action items are noted in blue.**
Extra information that is pertinent but was not discussed in the meeting is noted in red.

Welcome and introductions

We opened by introducing ourselves. New Collaborative members include: K-12 School Safety Coordinator James Christian from DCJS' Virginia Center for School and Campus Safety and Monica Jackson, Juvenile Justice Program Analyst from DCJS' Division of Programs & Services. **Note: Christopher Linton, former FDA Tobacco Coordinator, is no longer with the Collaborative as he accepted a different position within Virginia ABC's Bureau of Law Enforcement. DSS CPS Program Manager Christopher Spain joined the Collaborative.**

Review of November 2, 2016 Meeting Summary

There were no changes to the November 2, 2016 Meeting Summary.

Tips for Building Social Media Following and Engagement, VDH Office of Family Health Services Communications Director Taya Jarman

Taya shared a presentation (attached and uploaded to VOSAP Dropbox) and her experience working with social media at DMV and VDH. A few notes in addition to the presentation:

- Don't bank everything on social media; it is one part of your overall strategic communication plan.
- Be sure to use analytics to measure how you're doing. Check out your Klout score to assess your influence. According to Klout.com: "Influence is the ability to drive action. When you share something

on social media or in real life and people respond, that's influence. The more influential you are, the higher your Klout Score.”

- If you want to build your following at a faster pace, consider placing ads. Ads can be targeted to within very narrow criteria and are less expensive than you might think.
- Does your agency have multiple accounts, with various names and logos? It's important to consolidate and have a uniform, professional, engaging and active voice.
- Don't shy away from conflict or controversy. If people post negative comments be ready to respond and share your messages. **Of course, it's crucial that your agency has a clear social media policy and “rules of engagement” guidelines in place so the people responsible for posting/responding will know what the agency has approved (see slide 16).** (For example, when #Pass Me the Houka and #Smoker Life were trending Taya jumped into the conversation with positive messaging and health facts.
- Tag photos by location and you could become part of the conversation for that area.
- Be sure that you have clear, cascading pages (Web, Facebook, Twitter) so the same message is being reinforced.
- Generally your website is your hub. Your social media messages direct back to your website.
- Social Media 1/3 Rule (see slide 17): 1/3 Supportive posts (Retweet partners...), 1/3 Promotional (Your messages), and 1/3 Responsive (Respond to Customer Concerns, provide resources, etc.)

Taya encouraged us to contact her with questions. She can be reached at 804-864-7299 or taya.jarman@vdh.virginia.gov.

Partnership for Success Grant Update and Epidemiological Data/Workgroup Report from Gail Taylor

Gail reviewed that the VOSAP Collaborative serves as the Advisory Committee for the Substance Abuse and Mental Health Services Administration (SAMHSA) Partnership for Success (PFS) Grant administered through DBHDS' Office of Behavioral Health Wellness. SAMHSA is requiring a young adult survey (18-25 year olds) that will assess drinking, prescription drugs and heroin. This group is the highest group of abuse (although for Rx drug abuse older adults have also been identified at very high risk.) Gail demonstrated the [Virginia Social Indicator dashboard](#) when DBHDS' contract with Omni concludes, VDH has agreed to sustain the dashboard. Donna suggested putting a link to the dashboard on the DBHDS website. Anya shared that the [Family and Children's Trust Fund of Virginia](#) is an excellent source of information, [VDH Population Health recently created a site on Tableau Public](#) and [VDH's Data Portal](#) is up.

Gail shared that the PFS Grantees have completed their needs assessments. For those whose targets have differed from the 18-25 year olds, they have received approval for expanding to reach the additional target groups. The PFS grantees will submit their plans in April and approvals must be completed in June. Vivian asked about cultural and language and access barriers. Gail said yes, the grantees were required to analyze these factors and adjust their plans accordingly.

There is also an Evidence-Based (EB) Workgroup that looked at all EB strategies and programs.

National Guard News and Updates

Doug said VNG is helping three new coalitions in Patrick County, Nottoway and Blackstone. Lynchburg is also looking at opening a recovery center. Community Coalitions of Virginia has been very active this General Assembly session fighting marijuana legalization.

YOVASO News and Updates

Sarah shared that YOVASO is planning their summer Leadership Retreat be held June 19-22 at James Madison University. The retreat, for rising high school freshmen to seniors, includes motivational speakers, traffic safety

experts and activities that prepare teens and their adult sponsors to lead effective peer-to-peer YOVASO clubs in their schools. YOVASO is also kicking off their Arrive Alive Campaign focusing on celebrating/driving safely during prom/graduation season.

DOE News and Updates

Vivian said there had been some interest expressed in having overdose reversal drugs available in the schools. After much discussion and analysis the Superintendents decided they didn't want to pursue this as the data did not support a need for this. This spurred conversation about: how these drugs are administered, who is trained, who can be trained, staffing in the schools (many do not have a full-time nurse), expansion of the DOE Standards of Quality to require certain full-time staff (school social worker, psychologist, nurse, etc.), SAMHSA directive that we must save lives, how data is collected through DOE'S Discipline, Crime & Violence reporting, the standard (felony) for reporting drug cases, cultural perception/treatment of heroin addicts (from lock 'em up, to wrap around services directing into recovery communities). Lastly we noted that change can be implemented quickly; cited the example of a student's death that resulted in 2012 legislation requiring all Virginia public schools to implement policies for the possession and administration of epinephrine pens.

DCJS News and Updates

Donna said that, as they have shared at previous meetings, DCJS is desperate to find great presenters to provide trainings regarding substance prevention/use/abuse (how to identify drugs, how drugs manifest on the body). Gail asked about the possibility of the DEA helping; Anya said she will talk to Lisa Wooten, Doug said he will look into this and Jennifer mentioned that DMV has Drug Recognition Experts (and Lori Rice attended a VOSAP meeting last year and said DMV's assets are state assets that should be shared with other agencies). Also Jennifer saw a promotion for [Warren Coalition's Substance Abuse Prevention Conference](#) and one of their presenters is a DRE.

DCJS is planning for the [17th Annual School Safety Training Forum](#) to be held at the Hampton Roads Convention Center on August 8-10. They are on target for having about 1,200 attendees this year (a combination of school administrators, law enforcement, counselors, social workers, etc.).

Virginia ABC News and Updates

Abby shared that Virginia ABC has launched free online responsibility training for alcohol sellers and servers. This augments our free classroom trainings led by Bureau of Law Enforcement special agents. There are two modules RSVP (Responsible Sellers & Servers Virginia's Program) is for frontline employees (servers, hosts, bartenders) and MART (Managers' Alcohol Responsibility Training) is for managers and owners. The goal is to increase the number of licensees trained by 25 percent. The training is available on the ABC External domain of the Commonwealth of Virginia Learning Center (COVLC).

Enrollment opens on March 1 for the 2017 Youth Alcohol and Drug Abuse Prevention Project ([YADAPP](#)). The YADAPP mission is to develop youth peer leadership that fosters substance use prevention at the state and local levels. During the YADAPP conference students develop prevention plans to take back to their communities and implement during the academic year.

ABC is now accepting applications for [Alcohol Education and Prevention Grants](#). Community coalitions, non-profits, schools/IHEs, law enforcement and faith communities are encouraged to apply. The grants are for a maximum of \$8,000 each; applicants must address at least one of the focus areas: underage drinking prevention, social providing/social hosting prevention, high-risk drinking prevention. New for this year, applicants must complete a short online training module hosted on the ABC External domain of the COVLC. [Jennifer will send](#)

an announcement and would appreciate if everyone could share with their contacts who may be interested. (Emailed 2/17/17.)

Jennifer asked Vivian about prevention resources for educators being updated on a DOE website; Jennifer couldn't recall the name. **After the meeting, Heidi Hertz from VFHY provided the link. It's Health Smart VA.** <https://healthsmartva.pwnet.org/>. Jennifer also noticed the Virginia Association for Health, Physical Education, Recreation, and Dance has a website with resources listed (<http://www.vahperd.org/>). Jennifer will follow up with Vivian about Health Smart and whether VOSAP could be helpful with submitting suggested resources, etc.

VFHY News and Updates

Marty said that they had just completed Tobacco-Free Day. There are now 26 counties that are 24/7 tobacco-free school systems; Page County is the most recent addition. **Y-Street** students advocate for no smoking, vaping and dipping on school grounds and during school events and sports. Marty said the biggest obstacle is during sporting events but they're working on this.

The Weight of the State 2017—Bridging the Nutritional Divide will be April 3-4 at the Hilton Richmond Hotel at Short Pump. The conference showcases the latest approaches to increasing access to healthy foods, ending childhood hunger and creating healthier communities.

In November the Joint Commission on Health Care (JCHC) recommended expansion of VFHY's mission. The **General Assembly passed the associated legislation and the Governor approved on 2/21/17.** Effective July 1, 2017 VFHY's mission will include the reduction and prevention of substance use by youth in the Commonwealth.

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VDH News and Updates

Anya said she is excited there is a new person on board at VDH to address the intersection between expectant mothers, substance use and neglect and abuse. (**Jennifer is following up with Anya for missing and/or incorrect details here.**) Also VDH & DBHDS' Suicide Prevention Plan has been approved. Donna asked if DOE is updating suicide guidelines and Vivian is looking into this.

VDH is working on using telemedicine to reduce opiate abuse. There are different models of telemedicine. Some use a videoscreen with a doctor on the other end. Extension for Community Healthcare Outcomes or "Project ECHO" increases access to specialist providers in underserved communities via a tele-consultation and continuous learning process for providers.

DBHDS News and Updates

Virginia applied for an additional \$9 million to address the Commonwealth's opiate problem. Marge White wrote the grant application. There is a need to expand the recovery community; want for someone at hospitals to do a warm hand off and establish a Warm Line—this would not necessarily be staffed 24/7 but would replicate the **model used in Rhode Island**. The goal is for people who survive an overdose to receive a warm hand-off/active help getting into a recovery program.

There will be additional focus on optimizing the Prescription Monitoring Program. The software has a lot of capacity but there needs to be additional staffing to monitor and implement.

The meeting adjourned at 11 a.m..

Respectfully submitted,
Jennifer Farinholt
VOSAP Facilitator