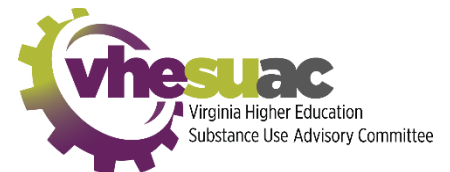


# Virginia Higher Education Substance Use Advisory Committee VHESUAC

September 20, 2021



# VHESUAC History

March 2015 –  
August 2017

- Virginia ABC studying IHE needs
- 4-Year IHE Needs Assessments
- Campus Policy & Programming Compilation
- Community College Needs Assessment
- Virginia College Alcohol Leadership Council Survey
- Collaboration with state agencies (DOE, SCHEV, & VDH)

January 2016

- Commission on Youth Letter to Secretariates

May 2017

- Commission on Youth Study Mandate Issued
- Commission on Youth and Virginia ABC partner to conduct study

September  
2017

- Study results & recommendations presented to the Commission on Youth

December  
2017

- Commission on Youth vote
- SB120/HB852 filed

# Approved March 9, 2018

**Be it enacted by the General Assembly of Virginia:**

**1. That § 4.1-103.02 of the Code of Virginia is amended and reenacted as follows:**

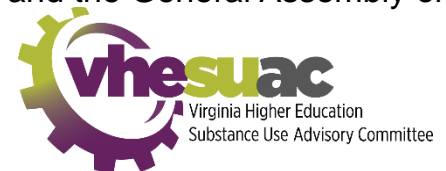
**§ 4.1-103.02. Additional powers; substance abuse prevention; Virginia Institutions of Higher Education Substance Use Advisory Committee established.**

It shall be the responsibility of the Board to administer a substance abuse prevention program within the Commonwealth and 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 shall 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 shall report annually by December 1 of each year to the Governor and the General Assembly on the substance abuse prevention activities of the Commonwealth.

The Board shall also establish and appoint members to the Virginia Institutions of Higher Education Substance Use Advisory Committee (Advisory Committee). The goal of the Advisory Committee shall be to develop and update a statewide strategic plan for substance use education, prevention, and intervention at Virginia's public and private institutions of higher education. The strategic plan shall (a) incorporate the use of best practices, which may include, but not be limited to, student-led peer-to-peer education and college or other institution of higher education recovery programs; (b) provide for the collection of statewide data from all institutions of higher education on student alcohol and substance use; (c) assist institutions of higher education in developing their individual strategic plans by providing networking and training resources and materials; and (d) develop and maintain reporting guidelines for use by institutions of higher education in their individual strategic plans.

The Advisory Committee shall consist of representatives from Virginia's public and private institutions of higher education, including students and directors of student health, and such other members as the Board may deem appropriate. The Advisory Committee's membership shall be broadly representative of individuals from both public and private institutions of higher education.

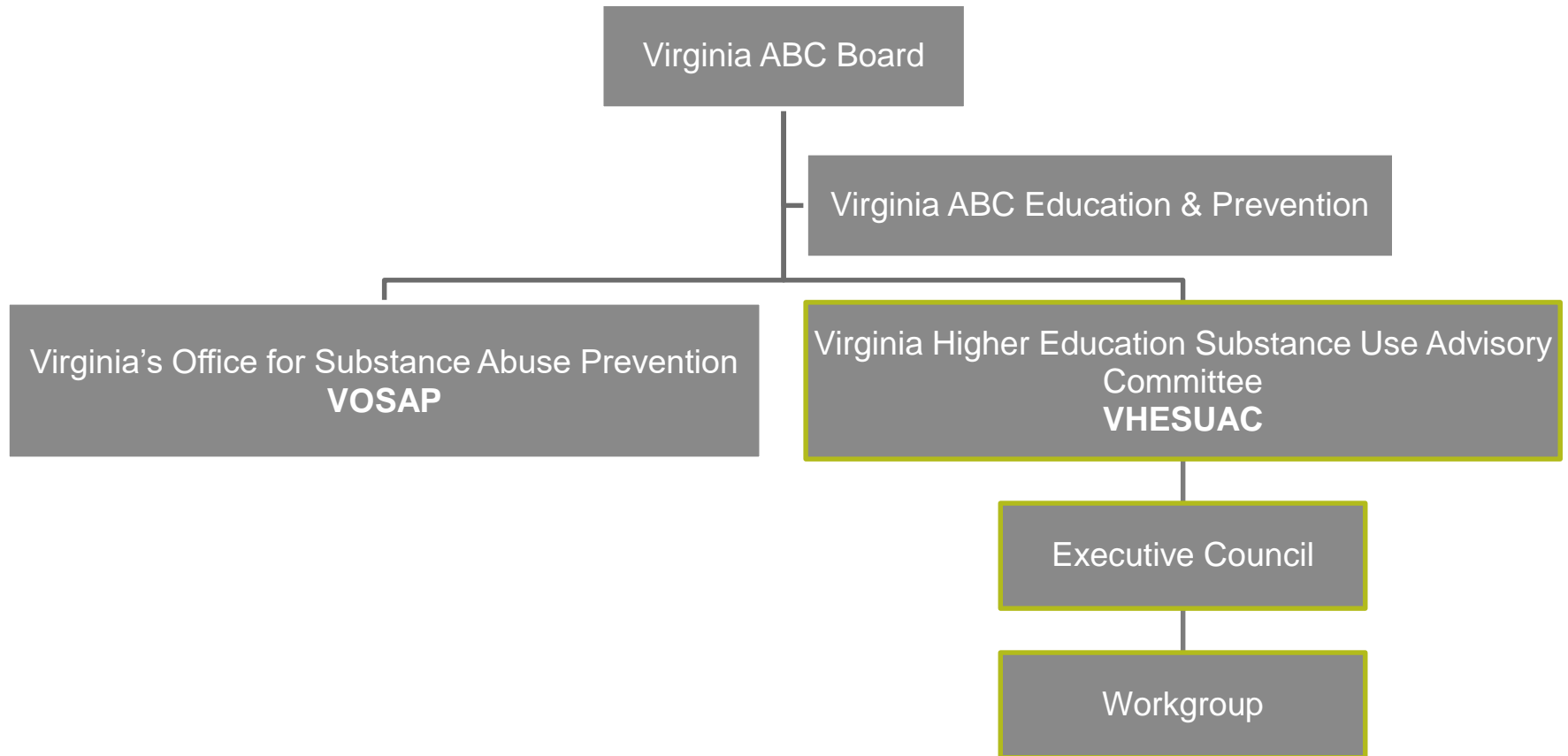
The Advisory Committee shall submit an annual report on its activities to the Governor and the General Assembly on or before December 1 each year.



# Legislatively Mandated Activities

- ✓ 1) Establish and appoint members to the Virginia Institutions of Higher Education Substance Use Advisory Committee
- ✓ 2) Develop and update a statewide strategic plan for substance use education, prevention, and intervention at Virginia's public and private institutions of higher education
- 3) Provide for the collection of statewide data from all institutions of higher education on student alcohol and substance use
- 4) Assist institutions of higher education in developing their individual strategic plans
  - Develop and maintain reporting guidelines for use by institutions of higher education
- 5) Provide networking and training resources and materials
- ✓ 6) Submit an annual report on its activities to the Governor and the General Assembly on or before December 1 each year

# 1.) Establish and Appoint Members



# Executive Council Composition

The Executive Council meets biannually and is responsible for setting overall direction and providing input on Workgroup activities. This may include decisions regarding programmatic priorities, resource allocation, and sustainability.

Name	Organization	Role
Travis Hill	Virginia ABC	CEO
Deirdre Goldsmith	COY	Gubernatorial Appointee
Keith Anderson	Liberty University	Executive Director of Student Health Center and Wellness Initiatives
Greg Hodges	Patrick Henry Community College	Vice President of Academic and Student Success Services
Chris Holstege	University of Virginia	Executive Director of Student Health Center
Charles Klink	Virginia Commonwealth University	Senior Vice Provost for Student Affairs
Alexander Lee	University of Mary Washington	Undergraduate Student Leader
Ashley Lockhart	SCHEV	Coordinator for Academic Initiatives
Matt McGraw	Dabney S. Lancaster Community College	Associate Vice President for Institutional Effectiveness and Academic Services
Renae Mancastropa	Hampden-Sydney College	Assistant Dean of Students
Adam Williams	Regent University	Assistant Vice President for Student Life
Van Wilson	Virginia Community College System	Associate Vice Chancellor for Student Experiences and Strategic Initiatives

# Workgroup Composition

The Workgroup meets quarterly and provides support and recommendations to Virginia ABC and the Executive Council. They share pertinent research and evidence-based practices to help inform planning and decision-making during meetings.

## **Virginia ABC**

Barbara Storm – Special Agent in Charge  
Christopher Young (VHESUAC Coordinator) – Adult Education and Prevention Coordinator

## **Ashland Police Department**

Doug Goodman – Chief of Police

## **Christopher Newport University**

Jill Russett – Social Work Associate Professor and Field Instruction Coordinator

## **Responsibility.org**

Maureen Dalbec – Chief Operating Officer and Senior Vice President, Research and Data Analysis  
Helen Gaynor – Director, Educational Programs

## **Germanna Community College Police Department**

Craig Branch – Chief of Police

## **James Madison University**

Mindy Koon – Assistant Director, Alcohol and Other Drug Prevention

## **John Tyler Community College**

Christine Diggs – Human Services Associate Professor  
Mark Miller – Professional Counselor, Disability Support Services

## **Longwood University**

Sasha Johnson – Title IX Coordinator

## **Norfolk State University**

Cynthia Burwell – Director, NSU Center of Excellence in Minority Health Disparities

## **Randolph-Macon College**

Keith Cartwright – Coordinator, Alcohol and Other Drug Prevention

## **Virginia Association of Campus Law Enforcement**

### **Administrators**

Dana Schrad – Executive Director

## **Virginia College Collaborative**

Robert Chapman – Retired from Drexel University

## **Virginia Commonwealth University**

Danielle Dick – Director, College Behavioral Health and Emotional Institute (COBE)  
Melodie Fearnow-Kenney – Senior Research Associate, Center for School-Community Collaboration  
Kat Scott – Intern, Rams in Recovery

## **Virginia Department of Behavioral Health and Developmental Services**

Malcolm King – Child and Adolescent Family Program Specialist

## **Virginia Department of Criminal Justice Services**

Marc Dawkins – Campus Safety and Violence Prevention Coordinator

## **Virginia Department of Education**

Maribel Saimre – Director, Student Services

## **Virginia Department of Health**

Elizabeth Lowrey - Injury and Violence Prevention Program Evaluator  
Lisa Wooten - Injury and Violence Prevention Program Supervisor  
Lauren Yerkes – Injury and Violence Prevention Program Epidemiologist

## **Virginia Department of Social Services**

Aditya Narayan – Substance Use Disorder Training and Data Manager

## **Virginia Military Institute**

Sarah Jones – Director, Center for Cadet Counseling

## **Virginia Tech**

Kelsey O'Hara-Marasigan – Assistant Director, Student Wellness  
Joshua Redding – Assistant Director, Hokie Wellness

## **University of Mary Washington**

Raymond Tuttle – Director, Student Conduct and Responsibility

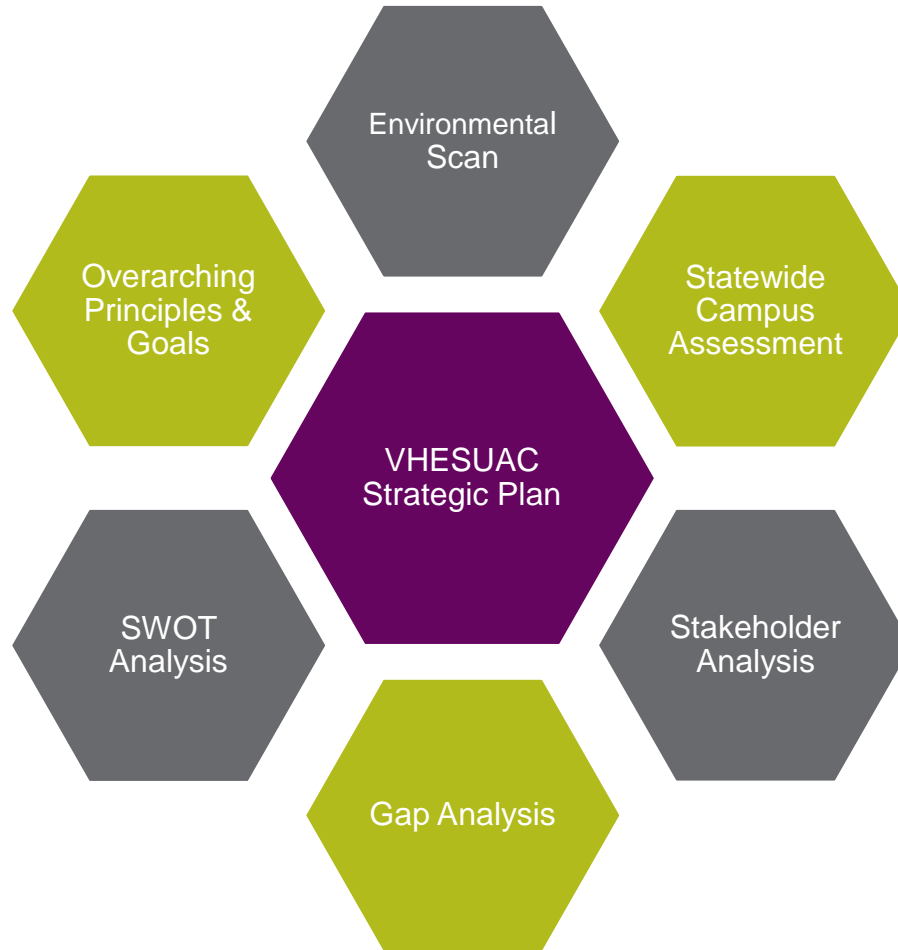
## **University of Richmond**

Slade Gormus – RN Health Promotion and Peer Education

## **University of Virginia**

Susie Bruce – Director, Gordie Center

# 2.) Develop Statewide Strategic Plan





# Statewide Campus Assessment

- Modeled after the Maryland Collaborative
- Funded by an award from the National Alcohol Beverage Control Association
- Partnered with Brand Planning for study design and to conduct interviews
  - *Interviews conducted virtually due to COVID-19*
- A representative sample, which was comprised of 45% of the population
- Cross-divisional assessment teams were interviewed about:
  - Education and Prevention Programs
  - Screening and Intervention Practices
  - Policy and Enforcement
  - Parent Involvement
  - Faculty and Staff Training
  - Planning and Collaboration
  - Evaluation Efforts
- Sample findings:
  - 48% of IHEs in Virginia provide training to their faculty and staff on how to refer students who may be experiencing an AOD problem
  - 14% of IHEs in Virginia do not educate first-year students on AOD
  - 55% of IHEs in Virginia have conducted a formal evaluation of their AOD policies
  - 38% of IHEs in Virginia formally evaluate their AOD education and prevention programs
  - 86% of IHEs in Virginia offer bystander intervention programs



# Assessment Wins National Award

- Virginia named StateWays Magazine's Best Practices Overall Winner for Fall 2022
  - Launching point of sale system
  - Developing a new mobile application and scanning system
  - **Conducting VHESUAC statewide campus assessment**
  - Creating a cocktail recipe video series
  - Innovating holiday marketing campaigns



# Strategic Plan



Foundation  
and  
Leadership



Planning  
and  
Assessment



Policy  
and  
Enforcement



Programming  
and  
Services



Collaboration  
and  
Communication

# Implementation Guide for Campus-Wide Initiatives

<b>SAMPLE INITIATIVES</b>	<b>Low Complexity</b>	<b>Medium Complexity</b>	<b>High Complexity</b>
<b>High Impact</b>	Actively encourage parent involvement with students and establish a communication network for parents to share AOD knowledge.	Train all relevant campus faculty and staff to identify, screen and provide referrals for students experiencing AOD-related problems.	Build a campus-community coalition to address AOD-related issues.
<b>Medium Impact</b>	Ensure that AOD education, prevention, intervention and recovery efforts include cross-divisional stakeholders.	Consistently enforce AOD policies on campus, especially in residential areas such as residence halls and Greek life housing.	Develop a campus strategic plan that regularly assesses data and tracks progress to evaluate and improve AOD education, prevention, intervention and recovery efforts over time.
<b>Low Impact</b>	Involve students in planning and implementing programming, services, policies and enforcement.	Regularly review and update AOD policies and procedures based on stakeholder input and best practices.	Provide effective bystander intervention training on campus.

# 3.) Collection of Statewide Data and 4.) Individual Strategic Plans



## Statewide Initiatives

- Provide for the collection of statewide data from all institutions of higher education on student alcohol and substance use
- Develop and maintain reporting guidelines for use by institutions of higher education



## Campus-Wide Initiatives

- Assist institutions of higher education in developing their individual strategic plans

# 5.) Provide Resources and Materials

## HEADS UP

**Higher Education Alcohol and Drug Strategic Unified Prevention (HEADS UP)**

ORDER HEADS UP PROMOTIONAL MATERIALS



**HEADS UP**

**Contact Us**

Education and Prevention  
(804) 977-7440  
education@virginiaabc.com  
[Request Information](#)

**Trainings**

HEADS UP offers free online training to increase the capacity of campuses to reduce high-risk drinking and other substance-related issues among students. Get started today with the Virginia ABC Education and Prevention online training registration process and presentations and lesson plans below to hold a training on campus.

**Online Trainings**

- Alcohol Basics for College Students
- Alcohol and Other Drug Prevention Training for College Faculty and Staff

### Educational Resources

HEADS UP offers a number of educational materials that provide information on various topics related to substance misuse. Our goal is for you to use the below resources to strengthen or support the education and prevention programming on your campus.

### Promotional Materials

HEADS UP provides free promotional materials with college students.

### Guides

- Alcohol Education Basics Guide (PDF) use during trainings, activities and events for making safe and healthy decisions
- Tips for Planning Your Alcohol Awar through sponsoring a resource fair.
- Community College Resource Guide

### Outside Resources

- Aware Awake Alive:** Aware Awake Alive prevents loss of life to alcohol poisoning by educating teens, young adults and parents on the dangers and symptoms of alcohol overdose.
- Boosting Alcohol Consciousness Concerning the Health of University Students Initiatives:** BACCHUS Initiatives is a collegiate peer education program that supports the achievement of students' academic and personal success by building skills in student leaders to address campus health and safety issues.
- Campus Drug Prevention:** The Drug Enforcement Administration (DEA) provides institutions of higher education and their surrounding communities with resources to prevent drug abuse among college students.
- College Drinking Prevention:** This is a one-stop resource for information on issues related to alcohol abuse and binge drinking among college students. Here you will find CollegeAIM, a comprehensive tool used to identify effective alcohol interventions.
- College Parents Matter:** The Maryland Collaborative provides tools and resources to help parents have conversations with their college students about common situations that may involve high-risk drinking.
- FallSafe:** FallSafe is a web-based toolkit that engages and empowers student leaders to assess, manage, and reduce high risk drinking behaviors among members of their student organization.

## VHESUAC Newsletter



**SUMMER NEWSLETTER**

This email contains important information regarding substance prevention, intervention and recovery at Virginia's institutions of higher education. Please feel free to share this newsletter with your colleagues.



### REMINDER

Virginia Higher Education Substance Use Advisory Committee (VHESUAC) released their strategic plan for substance use prevention, intervention and recovery at Virginia's institutions of higher education in the summer of 2020. You can find the full plan in VHESUAC's Annual Report at [https://www.vhescuac.org/annual-report-2020-2026](#)

### AND FULL STRATEGIC PLAN

Members of VHESUAC:

- Christina Anderson, Brooke Berry, Dede Goldsmith, Travis Holstege, Charles Klink, Alexander Lee, Ashley Lockhart, Matt Shriann White, Adam Williams, Van Wilson

Young Adult Education and Prevention Coordinator (christopher.young@virginiaabc.com)

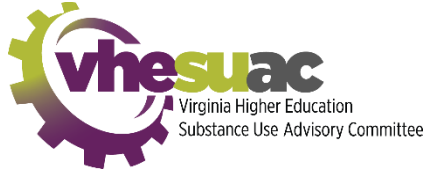
**HEADS UP**

**THINKING ABOUT THE FALL**

In preparation for the return of students to campus this fall after over a year of adapted learning, take some time to examine current programs and efforts related to substance use. It will be important to continue to educate students about the dangers and risks of substance use and how to engage in healthy behaviors. To help support these efforts, Virginia ABC offers its Higher Education Alcohol and Drug Strategic Unified Prevention (HEADS UP) program. This program provides free online trainings, resources and materials to increase knowledge of substance misuse and high-risk drinking among college faculty/staff, students and their parents, and to build the capacity of student leaders to hold substance misuse education or awareness events. HEADS UP informs and equips these individuals to effectively promote healthy decision-making and advocate for substance misuse education and prevention programming on college campuses.

FREE RESOURCE MATERIALS FOR COLLEGE FACULTY/STAFF AND STUDENTS

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# 6.) Provide Annual Reports



[www.abc.virginia.gov/education/programs/vhesuac](http://www.abc.virginia.gov/education/programs/vhesuac)


Programs > Vhesuac

Select a Store My Account Item(s)

## Virginia Higher Education Substance Use Advisory Committee (Vhesuac)

Print Share

Access Vhesuac Meeting Dates & Minutes on the Commonwealth Calendar



Every day Virginia's college students, their families and friends, and the community-at-large face negative consequences related to substance misuse, including academic problems, unintentional injuries, assault, dependency and death. Whether the substance is alcohol, illicit drugs or prescription drugs, the toll of misuse on the intellectual and social lives of students is enormous. Without partnerships and support at the local and state levels, colleges and universities have a limited capacity to address the problem of substance misuse.

### Annual Reports

The following reports highlight Vhesuac activities for each calendar year, detailing progress made toward the statewide strategic plan for Virginia.

[2020 \(PDF\)](#)

[2019 \(PDF\)](#)

[2018 \(PDF\)](#)

### Recent Vhesuac Outputs

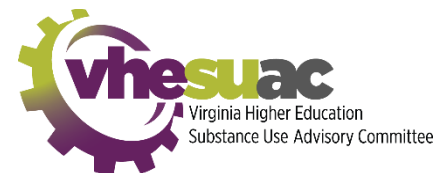
[Vhesuac Strategic Plan 2021-2026](#)

[Status Report of Substance Use Programs at Virginia's Institutions of Higher Education](#)

### Contact Us

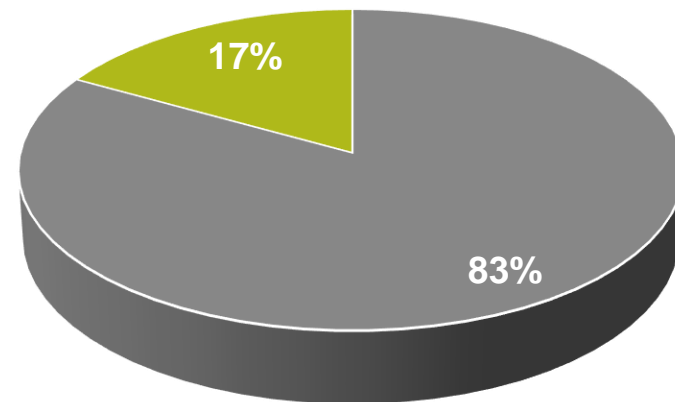
### Interested in Becoming a Member?

Executive Council and Workgroup members are appointed by the Virginia ABC Board and serve on a voluntary basis. If you are interested in becoming a member of the Executive Council or the Workgroup, please fill out [this form](#).



# VHESUAC Participation

- Participation measured by one or more of the following:
  - Reading VHESUAC Newsletters
  - Workgroup Membership
  - Executive Council Membership
  - Statewide Campus Assessment Contributor
- While IHE **participation** with VHESUAC is high, **quality engagement** with IHEs could be improved



■ IHEs Participated ■ IHEs Not Yet Participated



# Options for Increasing Quality Engagement

Options	Budget	IHE Requirements	Outcomes
1) Recognition Program	<ul style="list-style-type: none"> <li>• \$0</li> </ul>	<p>Provide essential VHESUAC documentation, which could include:</p> <ul style="list-style-type: none"> <li>• Biannual report</li> <li>• AOD-specific strategic plan</li> <li>• Progress on VHESUAC strategic plan campus-wide initiatives</li> <li>• Student data</li> </ul>	<ul style="list-style-type: none"> <li>• Compilation of statewide data</li> <li>• Increased awareness of progress towards VHESUAC strategic plan</li> <li>• Recognition for IHEs who engage with VHESUAC</li> </ul>
2) Strategic Initiative Grant	<ul style="list-style-type: none"> <li>• up to \$20,000 for up to 20 IHEs who apply each year</li> <li>• Total = up to \$400,000 each year</li> </ul>	<p>Submit grant application to implement a new VHESUAC strategic plan campus-wide initiative and report on results at the end of the year</p>	<ul style="list-style-type: none"> <li>• Increased capacity for IHEs to complete VHESUAC strategic plan campus-wide initiatives</li> <li>• Increased awareness of progress towards VHESUAC strategic plan</li> </ul>
3) Incentivized Reporting	<ul style="list-style-type: none"> <li>• \$5,000 - \$10,000 for each IHE each year</li> <li>• Total = \$325,000 - \$650,000 each year</li> </ul>	<p>Provide essential VHESUAC documentation, which could include:</p> <ul style="list-style-type: none"> <li>• Biannual report</li> <li>• AOD-specific strategic plan</li> <li>• Progress on VHESUAC strategic plan campus-wide initiatives</li> <li>• Student data</li> </ul>	<ul style="list-style-type: none"> <li>• Compilation of statewide data</li> <li>• Increased awareness of progress towards VHESUAC strategic plan</li> </ul>
4) Combination of Option #1 and Option #2	<ul style="list-style-type: none"> <li>• Same as Option #2</li> </ul>	<p>Same as Option #1 and Option #2</p>	<p>Same as above</p>
5) Combination of Option #2 and Option #3	<ul style="list-style-type: none"> <li>• Opportunity for each IHE to receive \$5,000 - \$30,000 each year</li> <li>• Total = \$725,000 - \$1,050,000 each year</li> </ul>	<p>Same as Option #2 and Option #3</p>	<p>Same as above</p>



[www.abc.virginia.gov/education](http://www.abc.virginia.gov/education)

# Thank You!

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Katie Crumble

Education and Prevention Manager

