

Virginia ABC Education & Prevention Programs & Resources

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Why do people use substances?

- To cope with negative symptoms from depression or anxiety
- Lack of supervision
- To relax or escape
- To fit in
- To cope with abuse or neglect
- Excessively available
- To try and look “grown up”
- Parent modeling of substance use
- To rebel

Prevention = Solving for the
reason why people use drugs &
alcohol

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Prevention



The action of stopping something from happening.

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Unified Prevention Theory



BLOCK

Create a barrier between the person & substance use by limiting access & increasing enforcement

Strategies are:

- Policies
- Enforcement
- Training for parents



DEFLECT

Redirect person away from substance use by introducing something more attractive

Strategies are:

- Substance free parties
- Participation in sports or clubs



REPEL

Remove the attractive force of substance use by increasing knowledge & changing attitudes

Strategies are:

- Education
- Counter ad campaign
- Awareness events

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Strategic Prevention Framework



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The Center for Substance Abuse Prevention Strategies



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Virginia ABC's Mission

To strengthen the commonwealth through public safety, education and revenue from the responsible regulation and sale of alcoholic beverages

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How does Virginia ABC incorporate prevention?

For prevention of excessive alcohol consumption, The Community Guide recommends these strategies:

- Regulation of Alcohol Outlet Density
- Maintaining Limits on Days of Sale
- Maintaining Limits on Hours of Sale
- Enhanced Enforcement of Laws Prohibiting Sales to Minors
- Increasing Alcohol Taxes
- Dram Shop Liability*
- Prevention Programming
- Electronic Screening & Brief Interventions

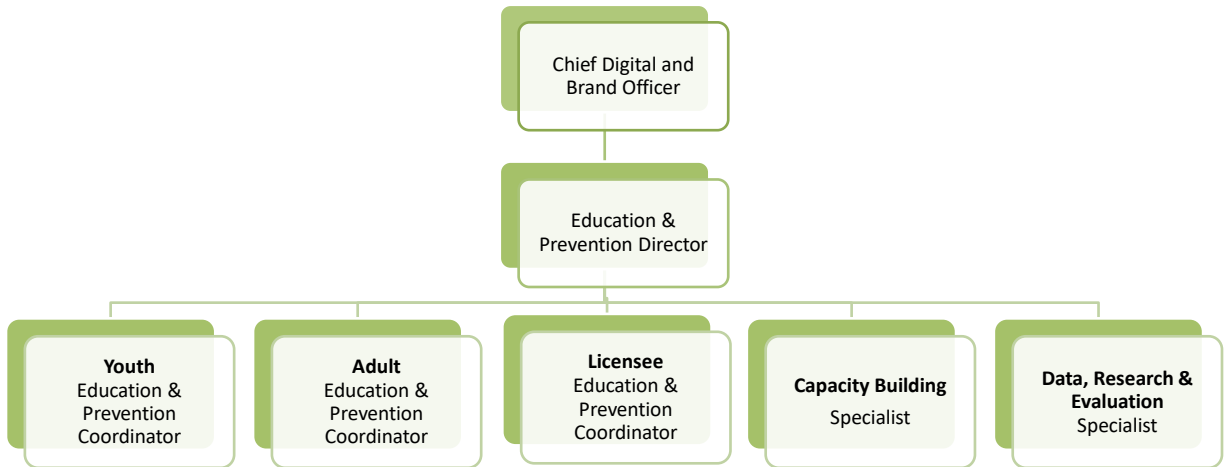
*Virginia currently does not have Dram Shop Liability laws

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Virginia ABC Education & Prevention Mission

To eliminate underage and high risk drinking by building the capacity for communities to educate individuals and prevent alcohol misuse.

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Miss Virginia School Tour – Elementary School



- **Cost:** Free resource
- Through the Miss Virginia School Tour elementary schoolers 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.

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BOLT – Middle School



- **Cost:** Free resource
- Through BOLT middle schoolers will:
 - Demonstrate knowledge of the effects of alcohol and other drugs on the body and brain as well as identify substance use consequences
 - Understand the importance of peer leadership and positive decision making
 - Recognize youth substance use influences and the key concepts of social providing and peer pressure

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YADAPP – High School



- **Cost: Enrollment Fee**
 - \$100 Early, \$125 Regular/Team
 - Team: 1 Adult Sponsor, 4 Students
- **Dates to know:**
 - Enrollment: April 1 – June 1
 - Conference: July 2022
 - Prevention plan implementation: The 2022- 2023 school year

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YADAPP – High School



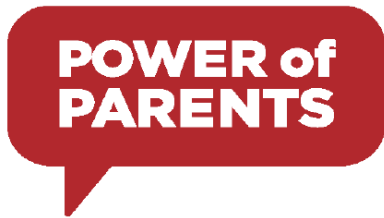
- Through YADAPP, high schoolers will:
 - Broaden their knowledge of substance use prevention and work as a team to create a high school substance use prevention plan for their school.
 - Learn leadership skills needed to address common issues among youth.
 - Network and build supportive relationships with others from across Virginia.

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Power of Parents



- **Cost:** Free Resource
- **Resources:**
 - Handbooks for parents of middle and high schoolers
 - Training: in-person or online, self-paced
- 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.

Virginia Office on Substance Abuse Prevention



- A collaborative of state agencies and organizations that reports annually to the General Assembly on the status of and spending on youth substance use prevention efforts collectively as well as by each state agency or organization
- VOSAP is facilitated by Virginia ABC

Project Sticker Shock



- **Audience:** Adults 21 and older
 - Youth Participants & Community Partners
- **Cost:** Free resource
- 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.

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HEADS UP



Higher Education Alcohol & Drug
STRATEGIC UNIFIED PREVENTION

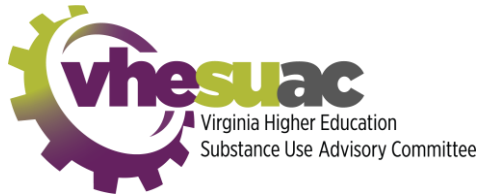
- **Audience:** College students and staff
- **Cost:** Free resource
- HEADS UP provides free online trainings, resources and materials to increase knowledge of substance misuse and high-risk drinking among college faculty/staff, students and their parents, and to build the capacity of student leaders to hold substance misuse education or awareness events.

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VHESUAC



- A committee codified in the Virginia code that furthers college and university substance use prevention efforts across the Commonwealth. It is comprised of public and private universities and colleges, student leaders, state agencies and statewide partners in substance use education.
- VHESUAC is facilitated by Virginia ABC

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Data, Research and Evaluation Specialist



- New position added in 2020.
- Expert in data collection and analysis. Enables Education and Prevention to do in-depth Needs Assessments to guide programming.
- Will create White Papers
 - Documents that do a deeper dive into a particular topic, i.e. 'What is a Control State?'

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Licensee Training



- We offer free licensee trainings that assist businesses in shouldering their many responsibilities for maintaining a safe and regulated operation, which include preventing underage sales and consumption of alcoholic beverages.
 - Managers' Alcohol Responsibility Training (MART)
 - Responsible Alcohol Delivery Driver (RADD)
 - Responsible Sellers & Servers: Virginia's Program (RSVP)

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Alcohol Education & Prevention Grants



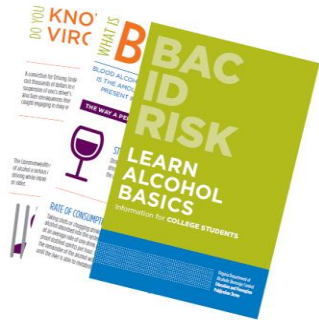
- Grants of up to \$10,000
- Must address one of the following prevention priorities:
 - Underage drinking
 - Social hosting/social providing
 - High-risk drinking
- **Dates to know:**
 - March 1, 2023 FY24 application deadline

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Publications & Toolkits



- **Cost:** Free resource
- **Publications:**
 - Available for all audiences *through the lifespan*
 - Available for professionals: licensees & health care professionals
- **Toolkits:**
 - How Much Alcohol am I Drinking?
 - How to Promote your Alcohol Education & Prevention Project

QUESTIONS?

Contact Information

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