

Workgroup Meeting Minutes

Virginia Higher Education Substance Use Advisory Committee (VHESUAC) Members in attendance:

Cynthia Burwell, Norfolk State University

Raymond Tuttle, University of Mary Washington

Josh Redding, Virginia Polytechnic Institute and State University and Virginia College Collaborative (VCC)

Thomas Grane, Advancing Alcohol Responsibility

Lauren Yerkes, Virginia Department of Health

Lisa Wooten, Virginia Department of Health

Robert Chapman, Virginia College Collaborative (VCC)

Jill Russett, Christopher Newport University

Aditya Narayan, Virginia Department of Social Services

Lisa Wooten, Virginia Department of Health

Sasha Johnson, Longwood University

Virginia ABC staff members in attendance:

Chris Young, Virginia ABC

Abby Pendleton, Virginia ABC

Barbara Storm, Virginia ABC

Others in attendance:

Sarah Thomas, Vectre Corporation

VHESUAC members not in attendance:

Susie Bruce, University of Virginia

Marc Dawkins, Virginia Department of Criminal Justice Services (DCJS)

Keith Cartwright, DBHDS and Randolph-Macon College

Maureen Dalbec, Advancing Alcohol Responsibility

Dana Schrad, Virginia Association of Chief of Police (VACP)

Craig Branch, Germanna Community College

Sarah Jones, Virginia Military Institute

Maribel Saimre, Virginia Department of Education (VDOE)

Doug Goodman, Ashland Police Department

Katherine Scott, Virginia Commonwealth University

Slade Gormus, University of Richmond

Melodie Fearnow-Kenney, Virginia Commonwealth University

Danielle Dick, Virginia Commonwealth University

Christine Diggs, John Tyler Community College

Coordinator, Chris Young, called the meeting to order at 10:04 a.m.

Welcome and Introductions

Approval of the Minutes

- Members of the Workgroup approved the April 2021 meeting minutes unanimously.

VHESUAC Updates

▪ Summer Newsletter

The Summer Newsletter was emailed on Monday, July 12 and included the potential first steps for campuses to begin implementation of strategic plan that were discussed during the April meeting. The following topics were included in the newsletter:

- Assembling a multi-disciplinary taskforce
- Conducting a SWOT analysis
- Conducting a needs assessment
- Sharing the newsletter and strategic plan with other departments on campus that may be involved in substance use prevention

Strategic Plan Implementation

▪ Campus responses to VHESUAC Strategic Plan

Mary Washington's representative met with their Vice President of Student Affairs and with the University President to discuss what the response could and should be to the VHESUAC Strategic Plan. The plan identified the need to create a taskforce which includes members of the university and members of the community (law enforcement and community service boards/councils). Mary Washington's taskforce meets monthly and will be conducting a SWOT analysis; however, they are currently discussing immediate issues related to cannabis legalization.

It was discussed that having a dedicated individual on campus to implement the Strategic Plan, one who is invested and has the leverage and ability to implement the plan effectively, is a challenge.

Other members of the Workgroup shared that their campus responded to the July newsletter much the same as they did in March. Some members of the Workgroup still have not heard from their administrators about the plan.

▪ How to encourage campus participation

What benefits do college campuses see to implementing strategies from the Strategic Plan? Different people, positions, and organizations are motivated by different messages. It is important that VHESUAC is able to make 'elevator pitches' that cover a number of different motivating factors.

Colleges are interested in the student experience so asking them to implement the plan is an uphill challenge if administrators see this as hurting the student experience. The data indicates that moderate drinking positively impacts the student experience, but high-risk drinking can severely impact the experience negatively.

The Workgroup continued to discuss barriers around campus funding. Could Virginia ABC grants be reformatted to address campus needs for the strategic plan, and be reformatted to “not be as much work”? The Virginia ABC grants are a lot of work for not a lot of money. Are there opportunities for layer/tiered funding for universities of varying sizes, need, etc.?

Time was also spent discussing how campuses are and should be reacting to the change in marijuana laws. Campuses should now be thinking about individuals who haven’t used marijuana in the past and feel as if they have a “pass” to use because it’s been legalized. How do individuals understand appropriate ways to use marijuana? For example, they know not to come to class intoxicated, but do they know not to use marijuana prior to attending class? What resources can be provided for first-time cannabis users?

Joshua Redding shared the following resources related to cannabis use:

<https://ajph.aphapublications.org/doi/full/10.2105/AJPH.2017.303818>

<https://www.uvm.edu/health/t-break-take-cannabis-tolerance-break>

Is it possible for VHESUAC to do outreach to VPSAs and other campus administrators for the purpose of discussing VHESUAC’s goals towards implementation? It could be modeled after similar outreach was done during the initial needs assessment.

The VHESUAC coordinator is still working on identifying the correct individuals at each IHE to share VHESUAC communications with in order to ensure that the strategic plan and prevention messaging is shared with each campus in Virginia.

▪ **Statewide Initiatives**

○ **Trainer Database**

The following resources were shared as good places to start as VHESUAC looks at creating a database of national trainers/educators in substance use prevention:

- NASPA AOD Convention speaker resources; David Arnold
- Look at other state substance use prevention councils for resources
- Higher Education Center for Alcohol and Drug Misuse at the Ohio State University
- ARHE; recovery resources; Tim Rabolt

If Virginia creates its own “Trainer Database,” what training topics do IHE’s need information on related to prevention and where can we find those individuals/organizations for resources on these subjects?

○ **Campus Reporting**

The Workgroup recapped the discussion about what reporting could/would look like from the April meeting. A tentative timeline (see below) for development and launch has been developed by Virginia ABC in order to give the Workgroup and Executive Committee time to review. Virginia ABC’s Data, Research and Evaluation Coordinator will be a part of this process.

- July 2021 WG
 - o Brainstorm questions
- October 2021 WG
 - o Present draft, get feedback
- January 2022 WG
 - o Present edited draft, get feedback
 - o Discuss launch communication

- April 2022 WG
 - o Present final draft, get final changes
 - o Discuss launch communication

- July 2022 WG
 - o Finalize launch communication

- Fall 2022 WG
 - o Launch report

- July 2021 EC
 - o Brainstorm questions

- January 2022 EC
 - o Present edited draft, get feedback
 - o Discuss launch communication

- May/June 2022
 - o Send to EC for review

- July 2022 EC
 - o Approve final draft
 - o Finalize launch communication

- Fall 2022 EC
 - o Launch report

If schools are not expecting an annual report to be completed, they will be surprised when they are expected to report information they didn't know they needed to be collecting. By launching the report in Fall 2022 but announcing that report will be complete for the first time Spring 2023, campuses are given a semester of advance notice of what data points they will need to report. VHESUAC can spend time during the 2021-2022 school year to begin communicating to campuses that an annual report is being developed.

Concerns were shared that this would be duplicative of the information reported in campus' biennial reviews. The suggestion was made to make this report an annual report and model it after the work already done by campuses during their biennial review. A suggestion was also made to financially incentivize completion of the form, such as if a campus completes their report then they receive funding for prevention programming. If a campus does not complete the report, could they be fined?

VHESUAC wants to capture AOD use data which is a part of what is done through incoming student programming and is information that is provided in the biennial review. In order to complete this review, some smaller institutions have to pay out to third party data collection programs. One goal of the Workgroup was to create this data collection method for the entire state (Core, AlcoholEdu, Alcohol Wise, ACHA, etc.) rather than each individual institution paying for reporting.

The report should mirror the federal mandate to report and help institutions remain accountable. Could there be a state-grant funding line where you must complete this report in order to receive funding for AOD prevention?

- **Campus-Community Coalitions**

Safer California Universities study (2010): <https://prev.org/Safer-Toolkit/index.html>

- Funded by NIAAA
- Shown to reduce intoxication at off-campus parties and local bars/restaurants
- Website includes a toolkit for organizing a campus-community prevention program

Could the toolkit provided by the Safer California Universities study serve as a basis for VHESUAC's guidelines for organizing a campus-community coalition?

Other Topics

- **The Color of Drinking Virtual Webinar:** <https://www.uhs.wisc.edu/prevention/color-of-drinking/>

The Coordinator spoke with Reonda Washington and Augustina Marconi on their ability to present a virtual workshop about The Color of Drinking study out of the University of Wisconsin-Madison. They are flexible depending on the needs identified by VHESUAC. It was expressed that campuses would want multiple stakeholders to participate in this training and potentially have access to it after the initial session/webinar. The webinar should be available to campuses at no cost. Members of the Workgroup agreed on the idea to offer two sessions on the study:

- The first session would cover the findings and implications of the study.
- The second session would allow campuses to do a 'deep dive' into how they could use these findings to impact students on their own campuses.

Depending on the reception of the webinar, regular webinars offered by VHESUAC are a possibility. Also, campus staff could also benefit from learning more about the intersection of other student populations (such as LGBTQ+ students) with substance use.

- **Homework**

Workgroup members were asked to identify their campus' education objectives related to substance use prevention and bring them to the October meeting to share.

Agency News, Successful Efforts and Discussion

- Virginia ABC has moved the Central Office to Hanover County.
- Virginia College Collaborative has acquired access to five webinars related to cannabis misuse; if you would like this information, contact Joshua Redding (<mailto:jredding@vt.edu>).

Tentative Future Meeting Scheduled

- October 21, 2021, 10:00 a.m. – 12:00 p.m.
- January 20, 2022, 10:00 a.m. – 12:00 p.m.
- April 21, 2022, 10:00 a.m. – 12:00 p.m.

Coordinator, Chris Young, adjourned the meeting at 11:32 a.m.