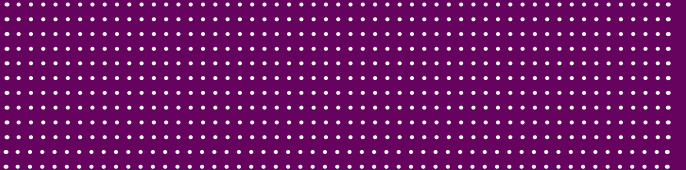


VIRGINIA ABC COMMUNITY HEALTH AND ENGAGEMENT



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VirginiaABCEducationAndPrevention

COMMUNITY HEALTH & ENGAGEMENT SERVICES



ALCOHOL EDUCATION AND PREVENTION

Provides prevention programming, trainings and resources in order to eliminate underage and high risk drinking by building capacity for communities to educate individual and prevent alcohol misuse.



YOUTH



Monitors and works to decrease underage drinking in Virginia by planning, developing, implementing, and evaluating statewide alcohol education and prevention programming for youth under 18 years of age involving schools and parents.



ADULT

Monitors and works to decrease underage and high-risk drinking in Virginia by planning, developing, implementing, and evaluating statewide alcohol education and prevention programming for adults aged 18 years and older including Virginia's institutes of higher education.



LICENSEE

Monitors and works to increase licensee understanding of alcohol safety and responsibility and increase licensee compliance rates by planning, developing, implementing, and evaluating statewide alcohol education and prevention programming for licensees.



COMMUNITY ENGAGEMENT

Works to strengthen communication and engagement with the communities we work in by providing a variety of accessible and meaningful ways for employees to engage in their communities and ways for communities to engage with Virginia ABC.



HEALTH COMMUNICATION AND MARKETING

Further the work of the division and the authority's public health communication by ensuring the proper marketing of Virginia ABC's Community Health & Engagement division and public health and safety programming and we strive to ensure quality resources that are in keeping with health communication best practices are available for internal and external partners to help build their capacity to conduct alcohol education and prevention work.



PUBLIC HEALTH DATA, RESEARCH AND EVALUATION

Increases the quality of the authority's public health and safety work by monitoring alcohol research and trends, measuring the need for new and revised public health and safety programming and ensuring that programming is responsive to current data and science conversations about the dangers and consequences of underage drinking.

IN FY25 WITH THE HELP OF INTERNAL AND EXTERNAL PARTNERS, COMMUNITY HEALTH & ENGAGEMENT...



Worked with **91%** of Virginia's institutes of high learning.



Labeled **54,796** products with responsibility messaging at off-premise licensed locations.



Awarded **11** grants to organizations across Virginia.



Distributed **30,870** educational publications.



Reached **22,675** elementary, middle & high school students.



Trained **46,340** people who sell/serve alcohol in Virginia.