

Virginia ABC Community Health & Engagement Programs & Resources



Virginia ABC's Mission

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





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



Virginia ABC

Community Health & Engagement Division

Virginia ABC values community health and engagement.

CH&E Mission: to strengthen the capacity of communities across Virginia by providing data, research, evidence-based programming, strategic resources and genuine partnership in order to ensure Virginians are able to make informed choices.



Community Health & Engagement Programs and Resources

Youth	Adult	Capacity Building	Licensee
    	  <p>Higher Education Alcohol & Drug STRATEGIC UNIFIED PREVENTION</p>  <p>Virginia Higher Education Substance Use Advisory Committee</p>	 	  

Youth Programming & Resources





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.



BOLT – Middle School

Cost: Free resource

Trainings for professionals with downloadable classroom resources

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



**Being Outstanding
Leaders Together**

AGAINST DRUGS AND ALCOHOL



YADAPP – High School



Cost: Enrollment Fee

\$500 Early, \$600 Regular/Team

Team: 1 Adult Sponsor, 4 Students

Dates to know:

Enrollment: April 1 – June 1

Conference: July 14 – 18

Prevention plan implementation the following school year



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.



Power of Parents

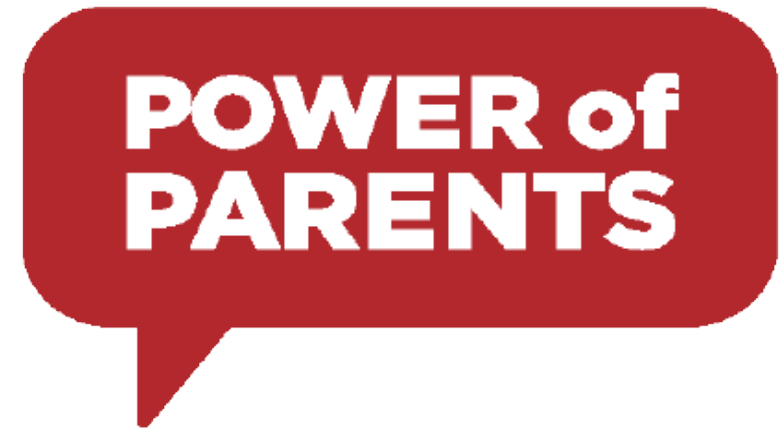
Cost: Free Resource

Resources:

Handbooks for parents of middle and high schoolers

Training: in-person or online with free speaker, self-paced

The Power of Parents handbooks and training 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



Adult Programming & Resources





Project Sticker Shock



Audience: Adults 21 and older

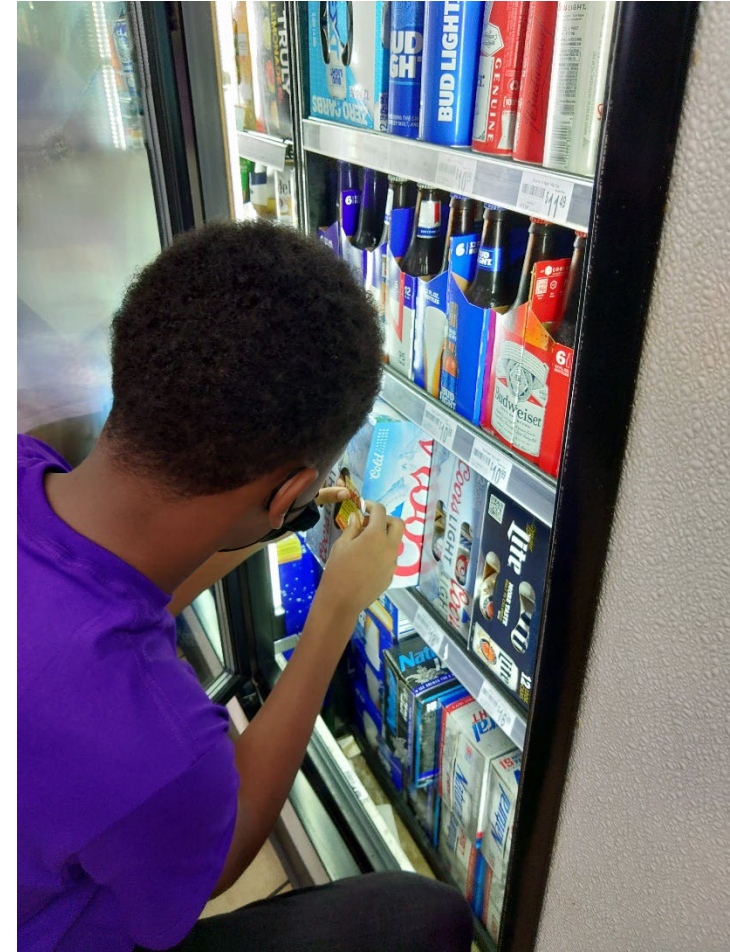
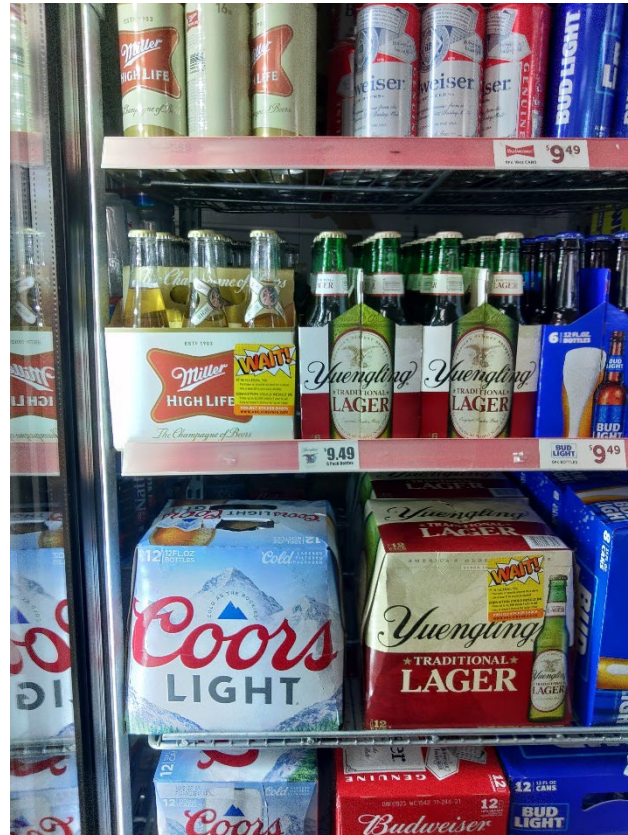
Youth Participants & Community Partners

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.



Project Sticker Shock



HEADS UP - College



Higher Education Alcohol & Drug
STRATEGIC UNIFIED PREVENTION

Audience: College Students & Partners

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 and students to build the capacity of student leaders to hold substance misuse education or awareness events.

HEADS UP – Online Trainings



Alcohol Basics Training is intended to help college students become aware of Virginia law, common myths about alcohol and how to make healthy and responsible decisions.

Alcohol and Other Drug Prevention Training is intended to provide college faculty and staff with knowledge on student substance use and skills to intervene with students who may be experiencing problems related to substance use.

HEADS UP – Posters and Flyers

HOW TO BE AN ACTIVE BYSTANDER

An active and empowered bystander takes action when they witness a person in need. Warning signs can include excessive drinking, verbal arguments and body language signaling that someone is uncomfortable.

FIVE STEPS TO BEING AN ACTIVE BYSTANDER:

- 1 Notice the event.
- 2 Determine whether the event is a problem or an emergency and how you can safely respond.
- 3 Assume responsibility.
- 4 Come up with a plan.
- 5 Take action to protect yourself and others.

Intervening early and often can help create a **safe and respectful environment**.

THE THREE D'S OF BYSTANDER INTERVENTION

DIRECTLY INTERVENE. ASK SOMEONE WHO LOOKS UNCOMFORTABLE "ARE YOU DOING OKAY?"

DELEGATE. SEEK ASSISTANCE FROM SOMEONE ELSE.

DISTRACT. BE CREATIVE! INTERRUPT THE SITUATION WITHOUT DIRECTLY CONFRONTING THE HARMFUL BEHAVIOR.

HEADS UP Higher Education Alcohol & Drug STRATEGIC UNIFIED PREVENTION
WWW.ABC.VIRGINIA.GOV/HEADSUP

CAN YOU RECOGNIZE ALCOHOL POISONING?

SYMPTOMS CAN INCLUDE:

- VOMITING
- CONFUSION
- BLUISH LIPS
- SEIZURES
- TROUBLE BREATHING
- CLAMMY + PALE SKIN
- DIFFICULTY OR INABILITY TO REMAIN CONSCIOUS

TAKE ACTION

- ROLL THEM ON THEIR SIDE
- CALL 911
- DON'T LEAVE THEM ALONE
- DON'T GIVE FOOD OR FLUIDS
- BEGIN CPR IF HEART RATE STOPS

TIPS TO PREVENT ALCOHOL POISONING

STANDARD SIZE DRINKS contain the same amount of alcohol.

12 OZ BEER = 5 OZ WINE = 1.5 OZ 80 PROOF LIQUOR

- Don't drink on an empty stomach. Eat foods high in protein before, during and after drinking.
- Pace yourself, alternate with water and keep track of how much you drink.
- The liver typically processes one standard size drink per hour. Only time can sober you up.
- Avoid drinking games and binge drinking. They increase your risk of alcohol poisoning.

WHAT IS BINGE DRINKING?

WOMEN: 4+ DRINKS
MEN: 5+ DRINKS

HEADS UP Higher Education Alcohol & Drug STRATEGIC UNIFIED PREVENTION
WWW.ABC.VIRGINIA.GOV/HEADSUP

Flyers and Posters

Alcohol Basics

Can You Recognize Alcohol Poisoning?

What is Blood Alcohol Concentration (BAC)?

How to be an Active Bystander

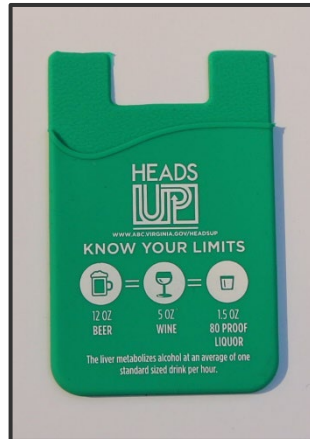
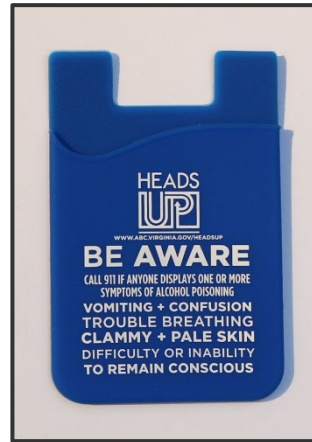
Do You Know Virginia Law?

And more!

Available for download for free!



HEADS UP – Resources and Giveaways



Resources

College Publications

Pens

Magnets

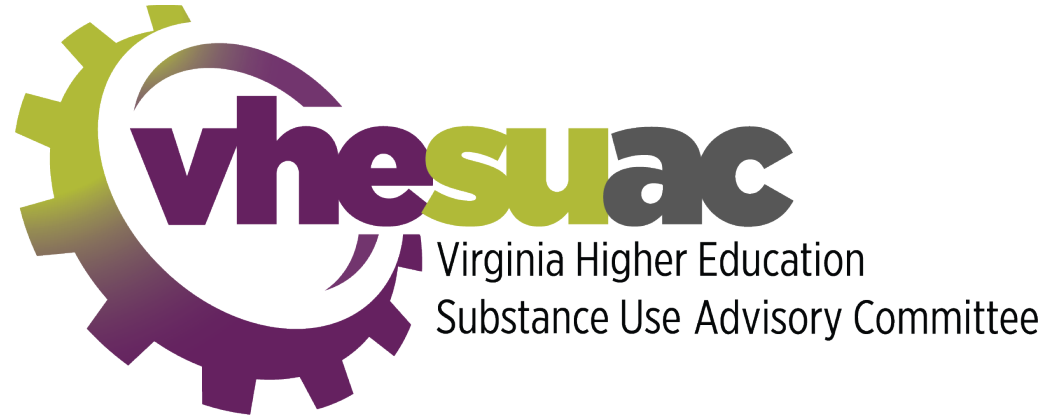
Tote Bags

Wallet Cards

Phone Wallets

Available for order for free!

Virginia Higher Education Substance Use Advisory Committee



Audience: College Prevention Partners

VHESUAC is comprised of public and private universities and colleges, student leaders, state agencies and partners in substance misuse prevention. VHESUAC is tasked with:

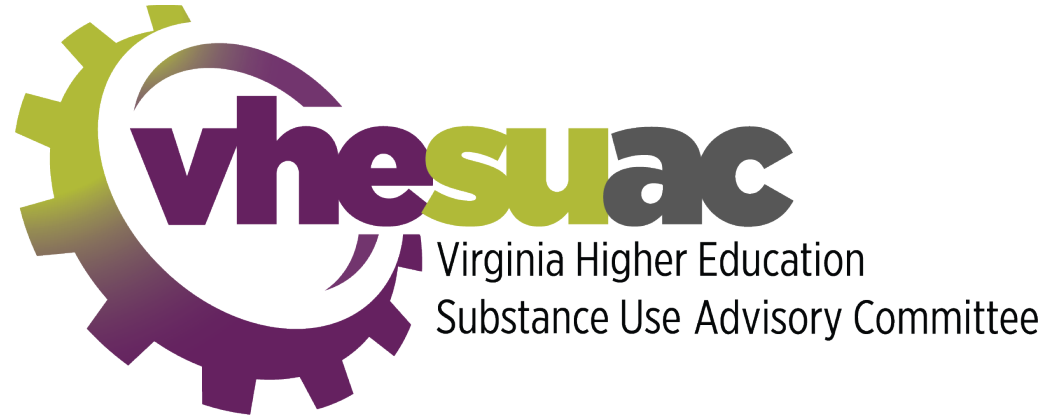
- Developing a statewide strategic plan

- Collecting statewide data

- Aiding partners in resource development

- Developing and maintaining reporting guidelines for IHEs

VHESUAC



Two Bodies:

Executive Council

Workgroup

Meetings are held quarterly at Virginia ABC's Headquarters in Mechanicsville.

Launched Campus Recognition Program in March 2023.

Licensee Training & Resources



Licensee Training (RSVP and MART)



Audience: Sellers, Servers, Managers, Owners at any licensed establishment

Cost: Free resource

Designed to support sellers and servers in understanding the facts of alcohol education and prevention and Virginia ABC's laws and regulation. The trainings provide the participants the tools and knowledge needed to be successful and compliant.

Seller/Server Training Approval Program (STAP)



Virginia ABC approves external alcohol seller server training courses pursuant to [COV 4.1-227.E](#) which states that the Virginia ABC Board shall “Provide for a reduction in the length of any suspension and a reduction in the amount of any civil penalty for any retail licensee where the licensee can demonstrate that it provided to its employees **alcohol server or seller training certified in advance by the Board;**”

Responsible Alcohol Delivery Driver (RADD)



Audience: Licensees, delivery drivers

Cost: Free resource

Designed to educate licensees and alcoholic beverage delivery drivers on delivery best practices.

Capacity Building Resources



Publications & Toolkits

Cost: Free resource

Publications:

Available for all audiences *through the lifespan*

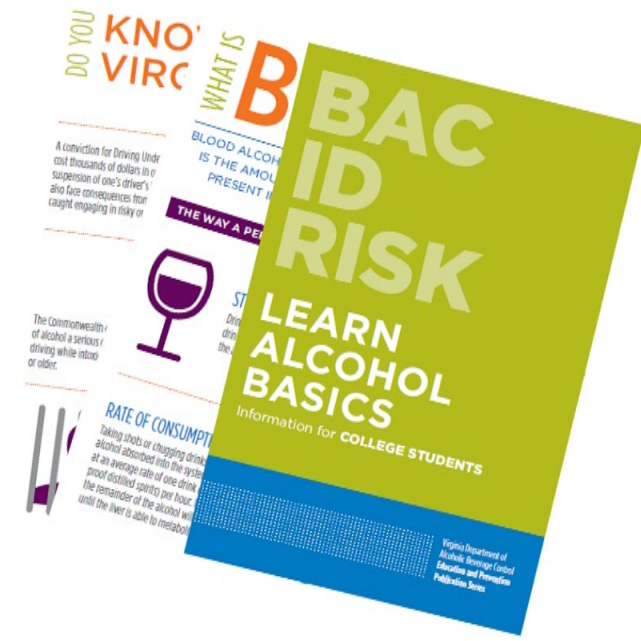
Available for professionals: licensees & health care professionals

Toolkits:

How Much Alcohol am I Drinking?

How to Promote your Alcohol Education & Prevention Project

And more!



Community Engagement Resources





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:

- January 1, 2026 application opens
- March 1, 2026 application deadline



Data, Research and Evaluation Resources



White Papers

Understanding the
**THREE-TIER
SYSTEM**



Understanding the
**CONTROL
STATE SYSTEM**



Understanding the Effectiveness of
**DRUNK
GOGGLES**



Audience: Professionals

Cost: Free resource

White papers inform the public about complex issues in a concise manner.

Currently three available for download:

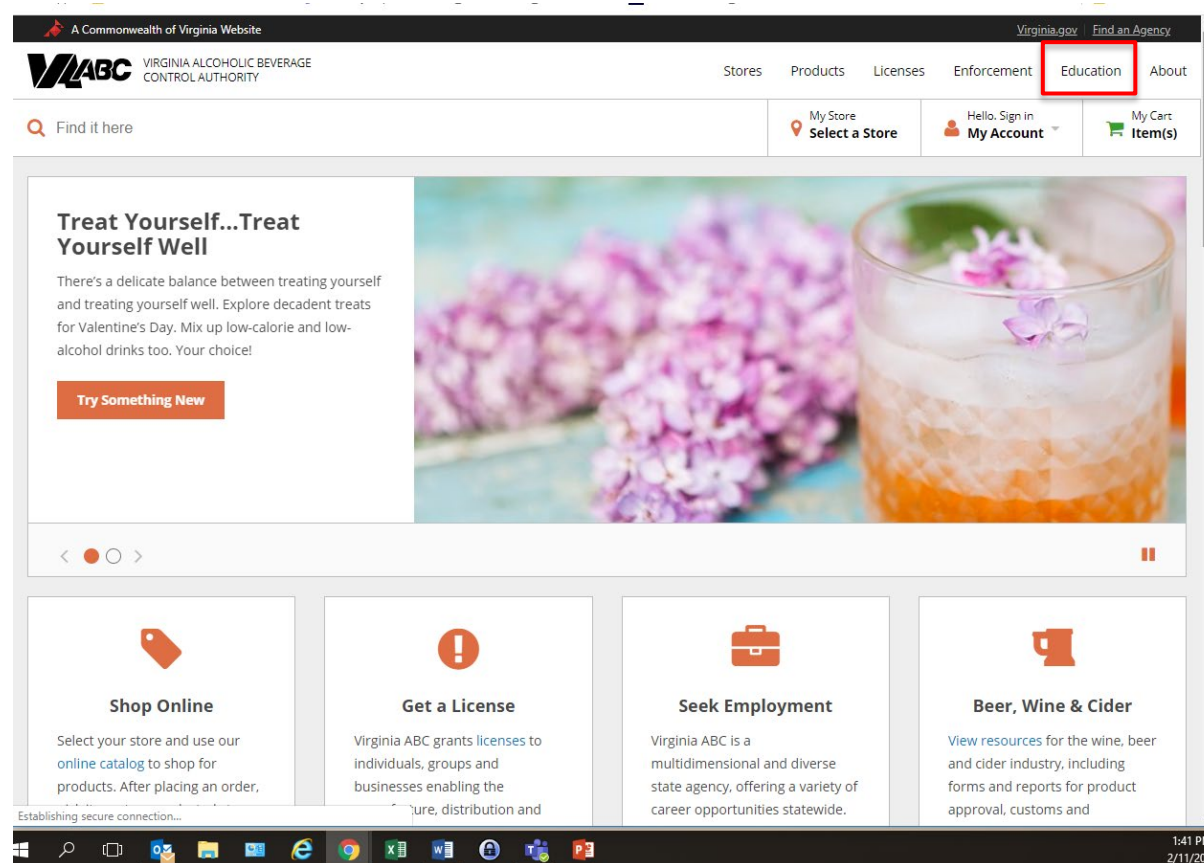
Understanding the Three-Tier System

Understanding the Control State System

Understanding the Effectiveness of Drunk Goggles

Locating Community Health & Engagement

Find CH&E on our website: www.abc.virginia.gov/education



A screenshot of the Virginia ABC website. The top navigation bar includes links for Stores, Products, Licenses, Enforcement, Education (highlighted with a red box), and About. Below the navigation bar is a search bar and user account options. The main content area features a promotional banner for Valentine's Day with a "Try Something New" button. Below the banner are four service tiles: Shop Online, Get a License, Seek Employment, and Beer, Wine & Cider. The bottom of the page shows a Windows taskbar with the date 2/11/2020 and time 1:41 PM.



QUESTIONS?

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