

Virginia Substance Abuse Prevention Block Grant

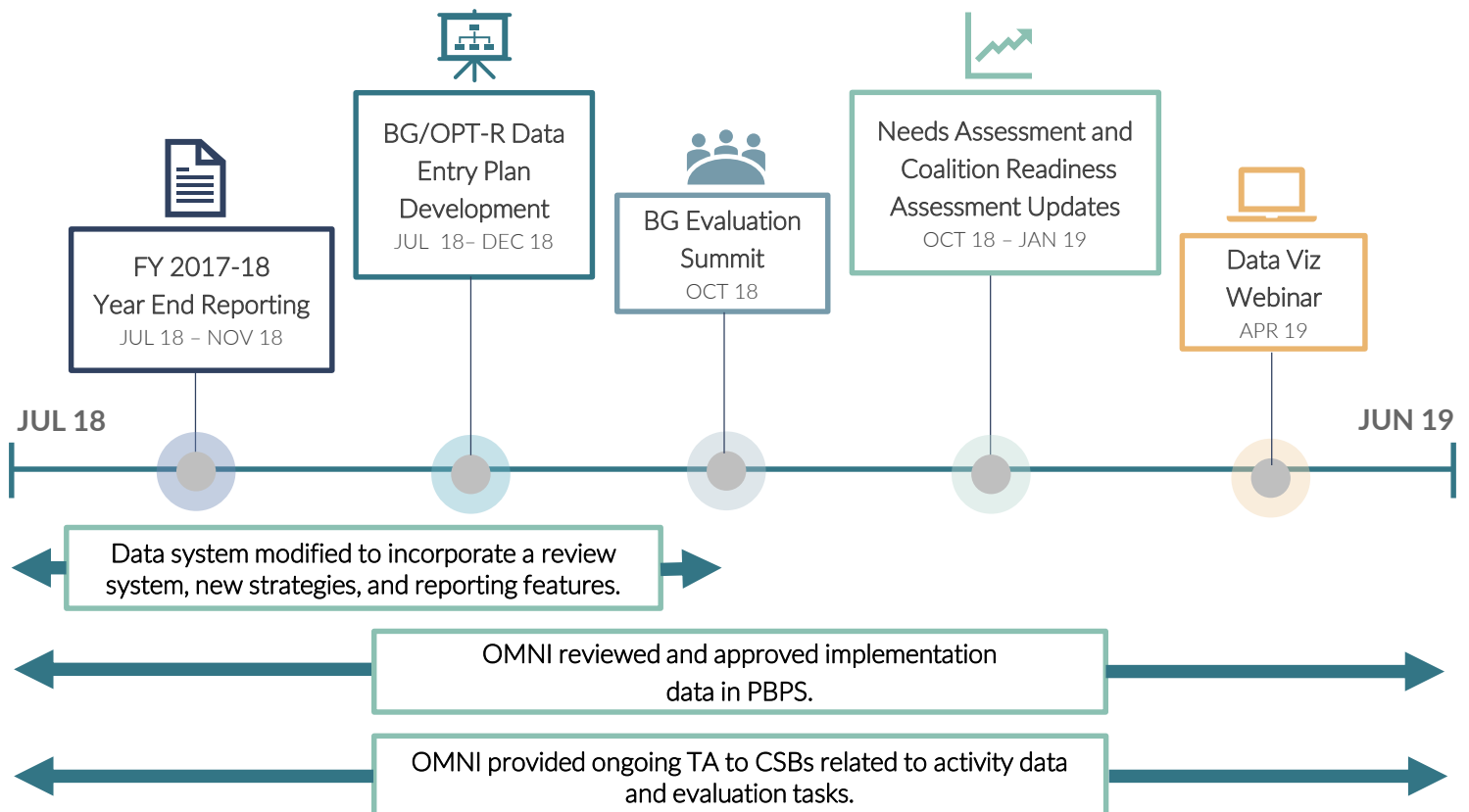
Annual Report 2018-19

This report summarizes Virginia’s Substance Abuse Prevention Block Grant for the July 2018 – June 2019 fiscal year. The Block Grant (BG) is funded by the Substance Abuse and Mental Health Services Administration (SAMSHA), and Virginia’s Department of Behavioral Health and Developmental Services (DBHDS) distributes grant funds to 40 Community Service Boards (CSBs) across the commonwealth to implement substance use prevention efforts.

This report was prepared by The OMNI Institute, a nonprofit social science consultancy that provides integrated research and evaluation, capacity building, and data utilization services to accelerate positive social change. DBHDS has contracted with OMNI since 2014 to evaluate Virginia’s BG activities as well as provide training and technical assistance (TA) to build evaluation capacity among Virginia’s prevention workforce.

BG Fiscal Year Journey Map

In FY 18-19, CSBs focused on collecting and sharing prevention implementation data in an impactful way. The BG Journey Map highlights some of the key evaluation activities completed by CSBs in order to successfully implement their prevention strategies and track associated outcomes.



BG Strategic Planning Progress

During the 2018-2019 Block Grant fiscal year, DBHDS's Office of Behavioral Health Wellness (OBHW) continued working through their strategic planning process. The process included identifying priority strategies to target specific risk and protective factors in order to impact three priority areas that were identified in a 2018 behavioral health needs assessment. Below is a summary of data related to the the priority areas, the targeted risk and protective factors, and the priority strategies identified through this strategic planning process.

Priority Areas

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Alcohol
Most commonly used substance in VA. 23% of high schoolers and 55% of adults consumed alcohol in the past 30 days.
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Tobacco and Nicotine
1 in 6 high school youth used tobacco or nicotine in the past 30 days, and 26% of adults reported tobacco use in the past month.
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Mental Health and Suicide
In 2017 1,179 suicides were recorded, and 16% of high school youth considered suicide in the past year.

Risk & Protective Factors

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Retail Access
High prevalence of active liquor licenses in Virginia, with 1 license for every 436 individuals.
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Youth and Adult Mental Health
15% of adults reported poor mental health on 8 or more days in the past month.
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Adverse Childhood Experiences
61% of adults experienced at least one adverse childhood experience (ACE).
- 

Norms Related to Use
About 1 in 4 high schoolers think young people who smoke cigarettes definitely or probably have more friends.

DBHDS Priority Prevention Strategy	2018-2019 Baseline Data
Counter Tools*	972 tobacco and nicotine retailers were provided education on marketing and selling to underage Virginians.
ACE Interface Training	6,698 individuals completed one of 215 ACEs Trainings.
Community Coalition Development	Prevention staff either lead or participate in at least 53 coalitions across Virginia.
Mental Health Promotion and Suicide Prevention	173 strategies targeted Mental Health and Suicide, like community events, coalitions or media campaigns.
Lock and Talk	455 Lock and Talk activities took place reaching 1.8 million Virginians with strategies such as messaging, gun locks or medication lock boxes.

*The legal age to purchase tobacco products increased to 21 on 7/1/2019. Due to the new law, many communities chose to minimize merchant education efforts until the new laws went into effect.

2018-19 BG Strategies

From local media campaigns to trainings, CSBs implemented a variety of strategies throughout the year to engage their communities in preventing substance use. Below are a highlight of the efforts and impact CSBs have made throughout Virginia. Data is displayed according to SAMHSA's Center for Substance Abuse Prevention (CSAP) strategy categories.



Community Based Processes

Coalition development and community trainings are common activities.

- CSBs provided 45 naloxone trainings to 525 individuals.
- CSB staff engaged with over 1,300 coalition members across their communities.



Education

Many strategies involve a focus on direct classroom based programming to youth.

- Over 300 small group substance use prevention and mental health programs reached 12,425 youth.
- Over 1,300 individuals participated in parenting and family management classes.



Environmental

Strategies include supply reduction, social marketing campaigns and policy work.

- CSB staff distributed 14,973 drug deactivation packets.
- 47 social marketing campaigns reached over 752,000 Virginians.



Information Dissemination

Common strategies include media campaigns and attending or hosting community events.

- 356 media campaigns reached 1.7 million Virginians.
- CSB staff spoke at 237 gatherings reaching over 14,400 individuals.



Other

Alternative or Problem ID & Referral strategies are also utilized.

- 7,252 youth participated in recreation activities instead of using substances.
- 2,172 students were provided with resources and referrals to services.

Highlights and Successes

CSBs reported highlights in their BG FY 18-19 Monitoring Visit reports. Below are common highlights and successes shared across the commonwealth.



Community Trainings

An increased number of staff and community members were trained in MHFA, ACEs, and REVIVE!. Community members are requesting trainings!



Partnerships

Prevention messaging, trainings, and events were welcomed by partners, who are also supporting coalition sustainability.



Coalition Development

CADCA trainings brought in new ideas for coalitions, who also focused on developing materials and community events.



Youth Engagement

Higher youth participation rates. One CSB shared a shift in attitudes related to substance use among youth. “The youth really enjoyed being a part of preventing underage drinking and it helped spark their interest in the coalition.”



Media Messaging

Using multiple media formats for their messaging campaigns aided in success, “This has increased reach on [our] website and social media sites.”



Youth participated in the Community Builders Network with Hampton-Newport News CSB.



Youth and law enforcement engaged in Project Sticker Shock with Alleghany Highlands CSB.

Challenges and Lessons Learned

CSBs also reported challenges and lessons learned while implementing their prevention strategies and programs throughout the fiscal year.

1

Attendance/Engagement

While communities are receptive to trainings and events, some CSBs struggle with consistent attendance, including on the day of trainings. CSBs are looking into incentives, location changes, and sending reminders to encourage participation.

2

Supplies

Many CSBs ran out of supplies and materials, such as Lock and Talk items, due to the increased demand for suicide prevention trainings. A change in law resulted in many CSBs delaying merchant visits until FY 19-20 when they would receive new Tobacco 21 materials.

3

Staff Capacity

Due to staff shortages and turnover, many CSBs reported that there are not enough staff to provide trainings or implement strategies. CSBs are also considering coalition member recruitment efforts because of turnover concerns and identifying ways to expand coalition support in marginalized communities.

For more information about substance use prevention efforts in Virginia, contact Gail Taylor, Director, Office of Behavioral Health Wellness: gail.taylor@dbhds.virginia.gov.