



VIRGINIA OFFICE FOR SUBSTANCE ABUSE PREVENTION COLLABORATIVE

Thursday, August 21, 2025

10:00a.m. – 12:00p.m.

Virginia Alcoholic Beverage Control Authority

7450 Freight Way

Mechanicsville, VA 23116

VOSAP Collaborative Member Agency representatives in attendance:

Wyatt Anderson, Virginia Alcoholic Beverage Control (ABC)

Brianna Bonat, Virginia Cannabis Control Authority (CCA)

Sakina Weekes, CCA

Colleen Hughes, Department of Behavioral Health and Developmental Services (DBHDS)

Betsy Bell, Virginia Department of Criminal Justice Services (DCJS)

Tiffany Eustice, Virginia Department of Health (VDH)

Nennaya Shields, Virginia Department of Education (VDOE)

Jennifer Vedder, VDOE

Stephen Wade, Virginia Department of Social Services (VDSS)

Michael Parsons, Virginia Foundation for Healthy Youth (VFHY)

Keely Kiewet, VFHY

Kendall Lythgoe, Virginia State Police (VSP)

Kevin Botkin, VSP

Cristi Cousins, MADD Virginia (MADD)

Also in Attendance:

Chris Young, ABC

Elle Merkle, VDH - Crater Health District

Jada Woodley, VDH - Crater Health District

Tiesha Martin, Radford University

VOSAP Collaborative Members Agencies not in attendance:

Community Coalitions of Virginia

Virginia Department of Juvenile Justice

Virginia National Guard

Welcome and Introductions

The meeting was called to order at 10:12. Meeting attendees introduced themselves, including their position and the organization they represent.

Approval of May 2025 Meeting Minutes

Minutes from the August 2025 VOSAP meeting were approved.

Speaker: Tiffany Eustice of Virginia Department of Health gave a presentation on youth and young adult tobacco cessation efforts. Slides are attached alongside these minutes.

VOSAP Updates

Wyatt is reaching out to everyone individually with their respective sections of the Annual Report and any questions. It will receive additional revisions in September.

One general theme of the report is that compared to national data from the Youth Risk Behavioral Surveillance System, the Virginia Youth Survey shows lower rates of youth substance use. This is for 2023 data, as 2025 data has not been published yet.

There are some trends that while not overt in survey data, may be showing up in Virginia when 2025 data is available. E-cigarette use is down nationally, as youth nicotine pouch use has increased. This corresponds to reports of increased calls to Virginia's poison control centers.

Some ideas were shared for this fiscal year. These included developing a shared calendar of recurring events, campaigns and conferences. Additionally, it was proposed that resources be developed or shared to assist in calculating prevention programs' return on investment.

Group Discussion

Michael Parsons confirmed that the 2025 Virginia Youth Survey has a question relating directly to nicotine pouch use, making it useful for tracking this emerging trend.

Colleen Hughes shared that she is working on some resources for communicating prevention's return on investment and can share more as they are developed.

ABC News and Updates

[Youth Alcohol and Drug Abuse Prevention Project](#) (YADAPP) was a success. High school students from across the state came together at Christopher Newport University to develop their leadership skills and build plans to prevent drug and alcohol use in their skills and communities.

As a part of the [Miss Virginia School Tour](#) program, Miss Virginia visits elementary schools around the state with a message of healthy decisions and substance use prevention. As a part of the [Power of Parents](#) program, we distribute handbooks for parents on best practices for having conversations with their teens about alcohol and other drugs. Together with MADD Virginia, we also offer training presentations to groups on the themes of the handbook with Virginia specific data and practical tips, online or in-person.

We have posted [Virginia Alcohol Health & Safety](#) Community Dashboards on our website, displaying alcohol health and safety data and trends across the state.

Additionally, we are establishing a state-wide group to serve as a public resource for alcohol research, data and health behaviors called the Virginia Alcohol Research Consortium. To join, email Matt Santucci (matthew.santucci@virginiaABC.com).

CCA News and Updates

Sakina Weekes has joined the Virginia Cannabis Control Authority as an education and prevention specialist. The CCA also hired other positions, including an outreach coordinator and a compliance and enforcement specialist. There is also a new board member.

A practitioner training is currently being developed for cannabis, and the next Safe Driving Campaign is expected to launch in October. There are currently lots of educational resources available at <https://cca.virginia.gov/>.

DBHDS News and Updates

Navigating a new structure with new strategic plan covering July 1, 2025 – June 30, 2030. Aiming to address risk/protective factors in a strategic way to best support CSBs. Synar inspections are currently underway. This year, Community Coalitions of Virginia will not be hosting their annual conference but will offer a webinar training series to try and fill the gap.

Mental health conference on trauma-informed care geared towards refugees and immigrants September 15.

DCJS News and Updates

Strengthening Connections Conference will be held February 10-11 at The Crossings. Usually about 300 attendees, and there are lots of opportunities for state agencies to table.

Various trainings and events are coming up that may be of interest. These include a training on building healthy relationships for youth, October 9 in Fredericksburg, and the First Responder Wellness Conference, September 9-11 in Norfolk.

A full list of trainings is available at <https://www.dcjs.virginia.gov/training-events>

VDH News and Updates

Agency updates were shared within presentation slides. Additionally, shared that Stanford's REACH Lab has fantastic free prevention toolkits and resources.

Elle and Jada from the Crater Health District shared that funding was granted to Petersburg and Hopewell for opioid prevention work. They are collaborating with GMU and VSU on a four-to-six-part education series to be used in two prisons in the district. This will include REVIVE training and overdose awareness. The E-bridges program exists, where if an individual overdoses, they are supported with resources and peer recovery efforts.

VDOE News and Updates

Developed guidelines for parental notification when there is an overdose or suspected overdose in accordance with legislation.

Awarded new funding to train 200 new educators each year on delivering Botvin LifeSkills Training curriculum. Providing Health and Physical Education with video guides and support to help teach the SOLs related to opioid abatement. Will be working on modules for teens (9th-12th grade) on the neuroscience of addiction (and how opioids affect it specifically). Also received funding for recovery schools' technical assistance grants.

A convention is coming up in early November for university professors who teach education students. Currently gathering prevention resources in a one-stop shop for educators.

VDSS News and Updates

VDSS has been promoting, [211 Virginia](#), central source for referrals and human service resources. supported by a grant from the Opioid Abatement Authority, the Opioid Reduction Registry is its latest initiative, designed to expand access to opioid-related support services across the Commonwealth. A virtual informational session is taking place August 27 to provide an overview of the registry, its integration into 211 and ways to support these efforts.

This work is. Additionally, [Kinship Navigator](#) assists kinship caregivers by providing resources for financial assistance, legal guidance, and other types of issues caregivers face when raising children in order to provide stability and support in the home.

VSP News and Updates

Youth of Virginia Speak Out About Traffic Safety (YOVASO)'s 2025 Summer Leadership Retreat at JMU was successful. It had 125 students, and evaluation survey results indicated they felt motivated to help their communities after participating in the retreat. The retreat is expected to be the same week and same location in 2026.

A new youth advisory council was selected. These students represent communities across the state. There are also two new distracted driving simulators that schools can request.

Drive for Change campaign is coming up registration opens August 25. The campaign runs September 15 - October 14. Focus is on buckling up and slowing down. Those who sign up receive a box with items and resources in order to implement the project in school. Schools have the choice to compete within the project to win \$500.

Agency wide, two initiatives are going on right now. The Drive Sober or Get Pulled Over campaign, along with high-volume trooper presence on the roads as we approach Labor Day weekend. Early traffic fatalities data indicate a substantial decrease in 2025.

VFHY

Adapted the hour-long high school fentanyl awareness lesson for middle school. Expected to award 35 groups with grant funding to implement a prevention education starting in October. Created to be easy for schools to apply and implement. The third Champions for Youth Summit will be May 3-5 in Northern Virginia. Topics to include fentanyl, health and wellness, and more.

MADD

MADD Virginia partners with Virginia ABC on the Power of Parents program and is happy to support groups with handbooks and training presentations. MADD also offers Power of Youth program, a complementary program directed at teens.

Partners with national office on Saturation Saturday campaign ahead of Labor Day weekend. Additionally, MADD offers law enforcement awards, where officers making an impact at preventing drunk driving are recognized at an event in December. Last year's event had over 300 attendees.

Radford University

Tiesha Martin shared that she is developing a prevention program for middle-school aged youth and seeking to learn more about the programs and resources offered around the state. She can be reached at tmartin116@radford.edu

Upcoming Dates

- FY26 VOSAP Meetings
 - November 20, 2025
 - February 19, 2026
 - May 21, 2026

Public Comment

The meeting adjourned at 11:37

Respectfully submitted,
Wyatt Anderson
VOSAP Facilitator

Tobacco Control in Virginia: *Strategies for Collective Impact*

BUILDING A HEALTHIER, TOBACCO-FREE FUTURE

BY VDH TOBACCO CONTROL TEAM

AUGUST 2025

VDH TCP Team



Mark Boldt
Program Manager



Tiffany Eustice
Youth & Young Adult
Coordinator



Gina Roberts
Community Impact
Coordinator

VDH TCP Team



Nicole Mayaen
Cessation Coordinator



Kyle Girone
Epidemiologist & Evaluator



Sarah Birckhead
Policy & Outreach Coordinator

What We'll Cover

- Cessation and Prevention Programs
- Policy Initiatives
- Resources for Schools
- Coalitions
- Next Steps: Working Together

Cessation and Prevention Programs

Quit Now Virginia

- For anyone 13+ who uses ANY type of tobacco or nicotine product.
- Call 1-800-QUIT NOW (1-800-784-8669)
- Visit QuitNowVirginia.org to connect online with Quit Coaches.
- Free and confidential. Open 24/7.
- After registration, coaches will discuss:
 - If eligible, Free Nicotine Patches or Nicotine gum
 - Downloading a Quit app
 - Scheduling up to 5 sessions, including group session
 - Following your quit journey on online dashboard



Launch into your quit journey with a plan

Whether you smoke, vape, dip, or chew, Quit Now Virginia can provide you with the strategies and resources to reach your Quit Date and breathe easy.

What to expect:



Call, text, or chat with a coach:

Meet with a certified coach to design your personal Quit Plan and benefit from peer support and deep-dive conversations in group sessions.



Self-screening for NRT:

See if you qualify for free Nicotine Replacement Therapy in the form of nicotine patches or gum.



Online Support:

Access online tools like personalized quit plans and group coaching to help manage your triggers.

Get started today and embrace the benefits of our flexible, evidence-based program. The best part? It's available to Virginia residents at **no cost**.

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Scan the QR code to
visit quitnow.net or call
1-800-QUIT NOW.



Quit Now
Virginia

Tobacco and Nicotine Quit Services
Free 24/7 • QuitNowVirginia.org • 1-800-Quit Now

Vape Free VA: A Comprehensive Resource

- Go-to resource for vaping information:
 - Teens
 - Young adults
 - Support circles: Parents, coaches, educators, physicians
- Includes discussion guides and conversation tools
- Access at: VapeFreeVA.org
- **Call to Action:** Share Vape Free VA with your network



EX Program

The EX Program is a joint initiative between Mayo Clinic & truth initiative

Start by texting:

EXPROGRAM to 88709

Or visit: <https://www.exprogram.com/>

**** Also available in Spanish ****

Parents can text **QUIT** to **847-278-9715** to sign up to receive text messages designed specifically for parents of vapers.



Policy Initiatives

Leveraging Taxes for Prevention

2021 Update: Counties can increase cigarette taxes up to 40¢/pack (effective July 2021)

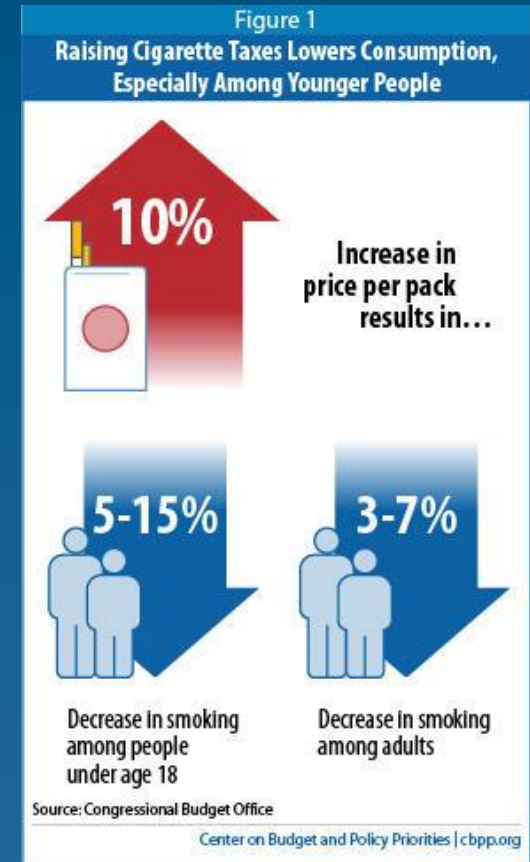
- **State Tax:** 60¢/pack
- **City Taxes:** Some cities already implement local taxes

Action Steps:

- Advocate for funds to support:
 - Prevention programs
 - Tobacco treatment
 - Community health workers

Call to Action:

- Email your regional tax board: <https://www.tax.virginia.gov/regional-cigarette-tax-boards>
- Utilize the cigarette tax toolkit: <https://www.vaco.org/cigarette-tax/vaco-cigarette-tax-toolkit/>



HB 947: Locality can regulate any retail sale location



- Any locality can prohibit any new tobacco retailers from opening within 1000 feet of child day center, public private or parochial school.
- Including nicotine vapor products, alternative nicotine products, or hemp products intended for smoking.
- HB 947: <https://legacylis.virginia.gov/cgi-bin/legp604.exe?241+sum+HB947>

Share the Air – Tobacco Free Parks and Recreation

Y Street campaign for tobacco- and e-cigarette-free parks, playgrounds, beaches, and events that is already in **31** parks around the state!

- Over 17,000 community surveys: 93% of Virginians support tobacco-free spaces
- Offers free signage for parks and event boards

How to Get Involved:

- Partner with Parks Directors and Event Boards
- Promote the campaign in your community

Call to Action: Contact Tabatha Magobet at tabatha@ystreet.org with VFHY to get your park tobacco-free!



Schools

Addressing Student Tobacco Use in Schools: Alternative Measures

Using suspension and expulsion to penalize prohibited commercial tobacco use may not be reasonable considering the targeted marketing, science of addiction, and long-term consequences associated with expulsion and suspension.

School policies should attempt to address the underlying addiction to commercial tobacco in lieu of purely punitive measures, which may exacerbate the problem and not deter future use.



Assessing Vaping Exposure Risk for Teens (AVERT): A Resource Linkage Tool

Connecting professionals to risk-based assessment and resources for vaping prevention and cessation for teens.

- With this resource, medical and education professionals, along with parents and teens, will be able to quickly assess teens' levels of risk for vaping use and addiction.
- The assessment will connect them with evidence-based resources for teen vaping prevention and intervention based on level of risk.
- How to Get Involved:
 - Tell schools about this resource
 - Connect K-12 schools with this partner
 - Use this resource at: <https://avertvaping.org/>
- **Call to Action:** Contact: YouthVape@odu.edu



Assessing Vaping Exposure Risk for Teens
(AVERT): A Resource Linkage Tool

ELIMINATE TOBACCO USE VIRGINIA INITIATIVE

Goals of Eliminate Tobacco Use Virginia

- 1 Bring together tobacco control and college health champions from higher education institutions in Virginia.
- 2 Share information about tobacco control, education, cessation services and research.
- 3 Share resources and best practices for improving campus-wide tobacco control efforts.
- 4 Develop strategies to improve tobacco control through the implementation and tailoring of policies, education and cessation services for Virginia's higher education institutions.

Virginia Steering Committee Leadership



Roger Anderson, PhD

Associate Director, Population Science
UVA Comprehensive Cancer Center
University of Virginia



Bernard Fuemmeler, PhD, MPH

Associate Director, Population Science
Massey Comprehensive Cancer Center
Virginia Commonwealth University

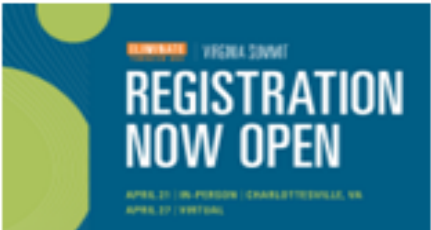
Want to Get Involved in ETU?

Contact Lindsay Hauser, ETU VA Lead:

lindsay.hauser@uvahealth.org

ETU Virginia Current Initiatives

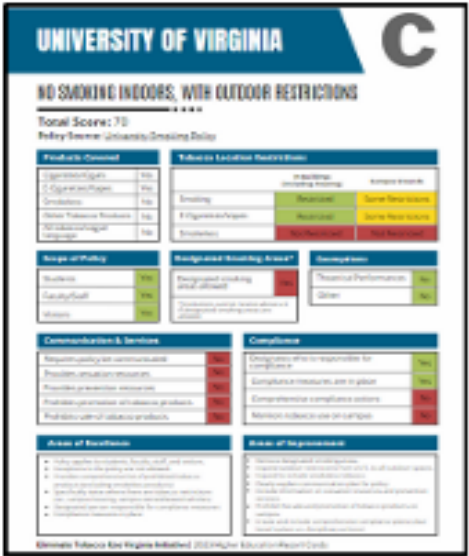
ANNUAL SUMMITS



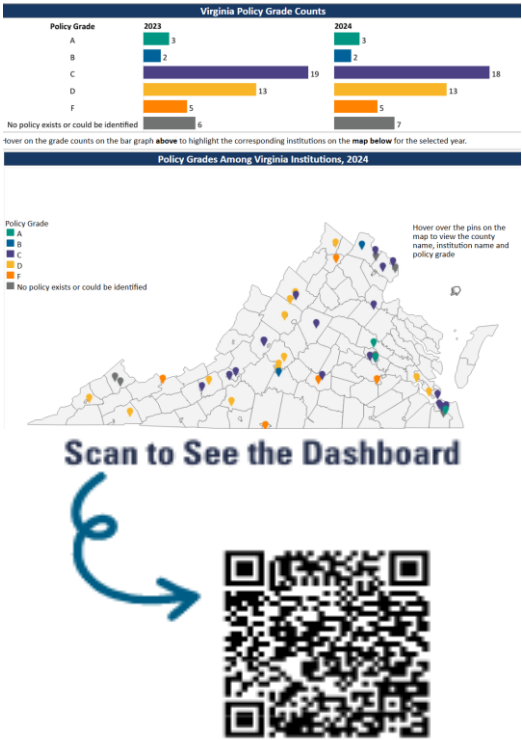
TECHNICAL ASSISTANCE



POLICY REPORT CARDS



POLICY DASHBOARD



Truth Initiative's Tobacco/Nicotine-Free College Program

- Since 2015, Truth Initiative has provided grants to more than 235 colleges and universities to advocate for, adopt and implement a **100% tobacco/nicotine-free policy**.
- **Impact: 168 policies** adopted impacting over **1.5 Million** students, faculty, and staff and now we're going beyond adoption to ensure long term impact.
- Next application opens in **2027**



Coalitions

Collaborate with TFAV



The Tobacco Free Alliance of Virginia is the only statewide coalition solely focused on tobacco.

Connect with local, statewide and national partners working on tobacco and nicotine prevention, cessation and policies.

Join communications, membership or legislative committees for more impact!

Visit: <http://tobaccofreeallianceva.org/> (*coming soon*)

Call to Action: Join TFAV to amplify your impact

TFAV Membership Form and will be added to the newsletter

<https://forms.gle/rsqZ11bUYGThTxQo7>

CCOVA



Community Coalitions of Virginia (CCoVA) is a coalition of coalitions that work collaboratively to prevent and reduce substance use and related risk factors in Virginia.

- The 50+ member organizations represent communities across the Commonwealth, large and small, rural and urban.
- Not every member is currently working to address tobacco use or vaping specifically, but many do include these important issues in their work.
- CCoVA can help to connect you with coalitions working in specific communities.

Call to Action: Reach out to CommunityCoalitionsofVA.com

Working Together

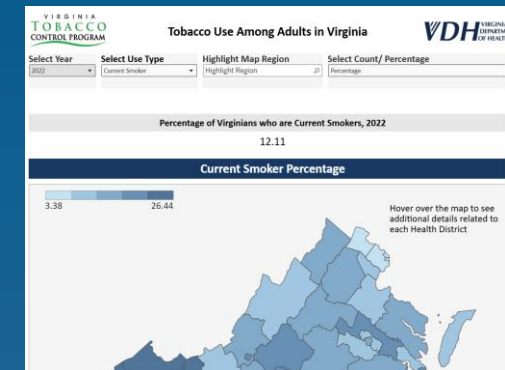
VDH Tobacco Control Website

<https://www.vdh.virginia.gov/tobacco-free-living/>

- Overview of VDH TCP Initiatives
- Digital Quit Now Virginia and Vape Free VA Resources
- Tobacco data and ETU Dashboard
- **Call to Action:** Visit site for QNV and VFVA resources and up to date information on TCP



Vape Free VA



Tobacco Control Throughout VA



Stay Connected: *Resources and Engagement*

Sign Up to Join Statewide Coalitions:

- Join TFAV: <https://forms.gle/rsqZ11bUYGThTxQo7>
- CCOVA Newsletter: <https://communitycoalitionsofva.com/newsletter/>
- Join CACV: <https://fs26.formsite.com/CACV/l27tpimsns/index.html>
 - CACV Newsletter: <https://cancercoalitionofvirginia.org/join/>

Stay in touch with TCP:

- **Resources:** <https://www.vdh.virginia.gov/tobacco-free-living/resources/>
- **TA:** TCP Team is available to meet with partners on tobacco control best practices. Keep an eye on the newsletter for possible workshops!
- Contact us: tobaccocontrol@vdh.virginia.gov





Tobacco and Nicotine Quit Services

Free and confidential, 24/7 • Visit QuitNowVirginia.org • Call 1-800-Quit Now



- Meet our team
- Materials
- Resources
- Material order form

<https://www.vdh.virginia.gov/tobacco-free-living/>

VOSAP Collaborative Quarterly Meeting

August 21, 2025

10:00 a.m. – 12:00 p.m.



Welcome & Introductions

Approval of May 2025 Meeting Minutes

Youth and Young Adult Tobacco Cessation

VOSAP Updates

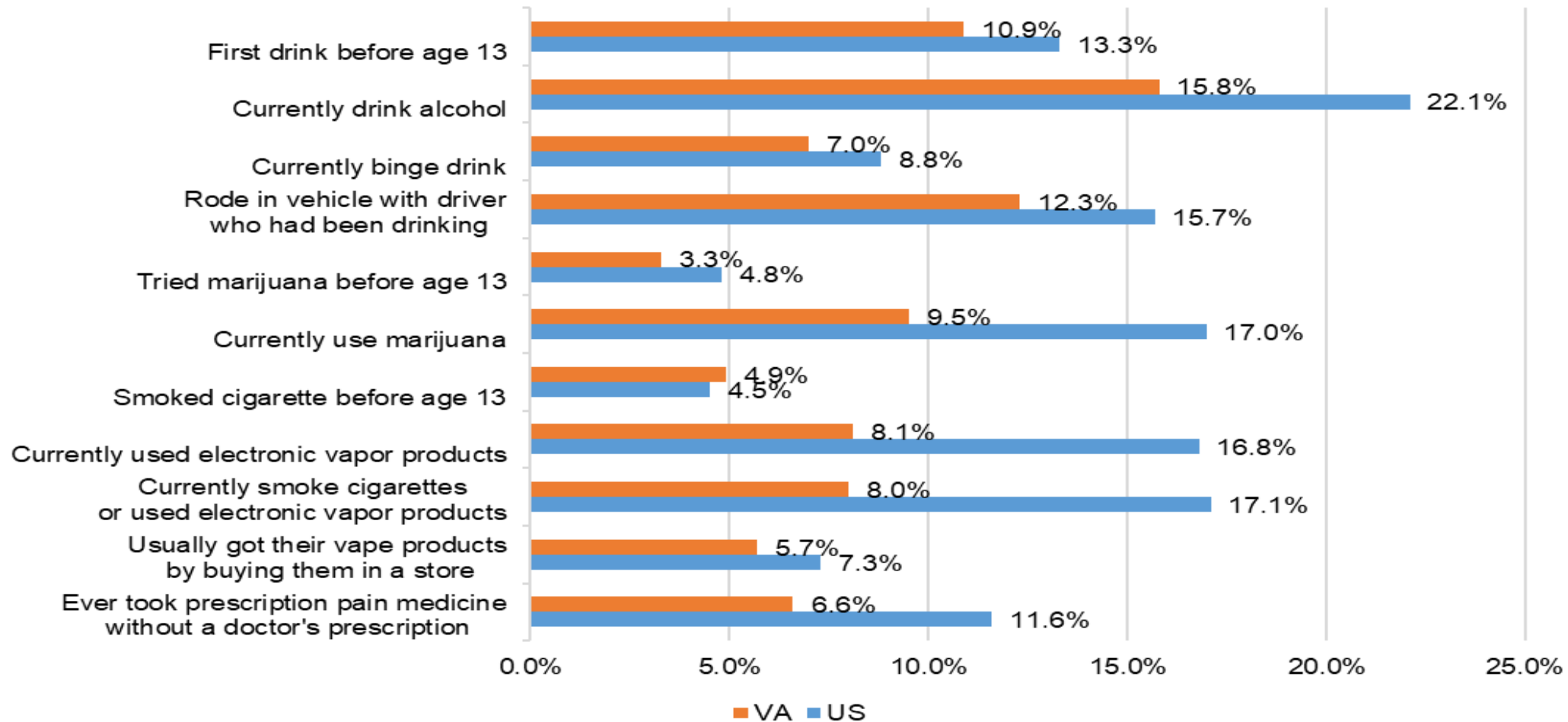
VOSAP Updates

- I will be reaching out next week to everyone individually with their respective draft sections of the Annual Report and any questions.
- It will receive additional revisions in September.

Themes and Trends

- Most recent Virginia Youth Survey Data (2023) showed broad decreases youth substance use, corresponding with national data.
- Important to pay attention to developing trends ahead of the 2025 Virginia Youth Survey.
 - While e-cigarette use is down nationally, increases in youth nicotine pouch use.
 - Corresponds to increased calls to Virginia's poison control centers.

2023 Virginia vs. National Rates (High School)



Ideas

- A shared calendar or list of recurring campaigns, conferences and events.
- Ideas surrounding resources to help demonstrate the importance of prevention and its return on investment.
 - Some possible resources:
 - [The Return on Investment of Substance Use Prevention](#)
 - [A Targeted Impact Assessment & Accountability Matrix *](#)

Current Events

Restricting 7-OH Opioid Products

“The FDA is specifically targeting 7-OH, a concentrated byproduct of the kratom plant”

Chat GPT & Dangerous Advice to Teens

“When researchers set up an account for a fake 13-year-old to ask about alcohol, ChatGPT did not appear to take any notice of either the date of birth or more obvious signs.”

Current Events

Nicotine pouches pose poisoning danger for young kids

“The Virginia Poison Center reports that the number of calls they’ve received has gone up exponentially over the past few years.”

U.S. Drinking Rate at New Low as Alcohol Concerns Surge

Group Discussion

Agency News and Updates

Virginia ABC Updates

- YADAPP Kickoff Conference.
 - 85 youth from across Virginia came together at Christopher Newport University to develop their leadership skills and build plans to prevent drug and alcohol use in their schools.
- [Miss Virginia School Tour](#)
 - Miss Virginia visits elementary schools around the state with a message of healthy decisions and substance use prevention

Virginia ABC Updates

- Power of Parents
 - Free handbooks and presentations to help parents have important, ongoing conversations with their teens about drugs and alcohol.
- Virginia Alcohol Health & Safety Community Dashboards
 - <https://www.abc.virginia.gov/education/health-dashboard>
- Virginia Alcohol Research Consortium
 - Establishing a state-wide group to serve as a public resource for research, data and trends relating to alcohol consumption, behaviors, health and safety.
 - Email matthew.Santucci@virginiaABC.com

Upcoming Events

Things to Note

- **Fiscal Year 2026 Meeting Schedule:**
 - August 21, 2025
 - November 20, 2025
 - February 19, 2026
 - May 21, 2026
- **Virginia ABC Contact Information**
 - Education@VirginiaABC.com
 - www.ABC.Virginia.gov
 - 804-977-7440

Public Comment
