



Legislation Text

File #: 19-1964, Version: 1

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 17, 2019

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: MARK B. JINKS, CITY MANAGER /s/

DOCKET TITLE:

Consideration of a Grant Application to the Virginia Alcohol and Beverage Control Authority for Underage Drinking Prevention Initiatives Carried Out by the Substance Abuse Prevention Coalition of Alexandria.

ISSUE: Consideration of a grant application to the Virginia Alcoholic Beverage Control Authority (VA ABC) to support underage drinking prevention activities of the Substance Abuse Prevention Coalition of Alexandria (SAPCA) within the Department of Community and Human Services (DCHS).

RECOMMENDATIONS: That City Council:

- 1) Approve the submission of an application to VA ABC, which is due on April 25, 2019, for funding in the amount of \$10,000 to be used to support underage drinking prevention initiatives for Alexandria youth; and
- 2) Authorize the City Manager to execute all necessary documents that may be required.

BACKGROUND: VA ABC's Alcohol and Education and Prevention Grant will fund up to \$10,000 for programs, from July 1, 2019 through June 30, 2020, that meet one or more of the following priorities: underage drinking prevention, social providing or social hosting prevention, or high-risk drinking prevention. SAPCA proposes to use the funding for initiatives that fall into these categories and are included in their action plan. SAPCA received this grant last year and will continue to work on the strategies listed above.

DISCUSSION: The grant application requests \$10,000 in non-personnel costs to carry out community-wide prevention strategies for underage drinking prevention and social providing/social hosting prevention. These strategies include: Project Sticker Shock; Alcohol Awareness Month activities; opportunities for youth to participate in positive, substance-free, supervised activities; and Parents Who Host Lose the Most.

Sticker Shock is a youth-led initiative designed to educate adults who might purchase alcohol legally and provide it to minors. Teams of youth and adults place warning stickers on multi-packs of beer and other alcohol products in Alexandria stores. In April, Alcohol Awareness Month, youth design and implement prevention activities, which are conducted at their respective schools. They quiz their peers on their alcohol knowledge, and award prizes to those who participate in activities. Through collaboration with its partners, SAPCA hosts events that provide constructive use of time for youth, such as quarterly teen nights. These substance-free events allow for youth to connect with their peers in a supervised environment. SAPCA also hosts an annual Youth Leadership Conference. In addition to workshops centered on leadership and becoming a community change maker, this event facilitates supportive relationships with caring adults in Alexandria and connects youth with opportunities to become more civically engaged. *Parents Who Host Lose the Most: Don't Be a Party to Teenage Drinking* campaign educates parents about the health and safety risks of providing alcohol to teenagers and increases awareness of and compliance with underage drinking laws. The campaign targets celebratory times for youth, such as homecoming, holidays, prom, and graduation.

FISCAL IMPACT: The funding request in this grant application totals \$10,000. There is no match requirement. These funds will be used for non-personnel related expenses such as purchases of supplies and printing materials to support the substance abuse prevention activities. Staff will seek alternative private and foundation funding to support these activities in subsequent years.

STAFF:

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