



Legislation Text

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City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 3, 2021

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 DCHS.

RECOMMENDATION: That City Council:

- 1) Approve the submission of an application to VA ABC 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, 2021 through May 15, 2022, 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 has received this grant for the past three years 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; and opportunities for youth to participate in positive, substance-free, supervised activities.

Project 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. During the re-accreditation process by the Commission on Accreditation of Rehabilitation Facilities in November 2020, the City's Youth Development Team received the special accommodation for exemplary conformance to the standard "Recognition of exemplary conformance indicates a practice that produces outstanding business or clinical results and/or is innovative or creative and beneficial to be shared with the field," with a specific reference to Project Sticker Shock, based on the use of best practices and the implementation of initiatives that can be duplicated successfully.

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.

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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