



Voice/TDD (540) 373-3223 | Fax (540) 371-3753

NOTICE

To: Public Information/Prevention Committee
Melissa White, Nancy Beebe, Linda Carter, Greg Sokolowski

From: Joseph Wickens
Executive Director

Subject: Public Information/Prevention Committee Meeting
September 13, 2022, 12:30 PM
600 Jackson Street, Board Room 208, Fredericksburg, VA

Date: September 8, 2022

A Public Information/Prevention Committee Meeting has been scheduled for Tuesday, September 13, 2022 at 12:30 PM. The meeting will be held at 600 Jackson Street, Board Room 208, Fredericksburg VA 22401.

Looking forward to seeing you on September 13, 2022 at 12:30 PM.

Cc: Melissa White, Chairperson

Public Information/Prevention Committee Meeting

September 13, 2022 – 12:30 PM

In-Person | 600 Jackson Street, Room 208 | Fredericksburg, VA 22401

Agenda

I.	Communication Goals FY 2022, <i>Umble</i>	3
II.	Media Releases FY 2022, <i>Umble</i>	7
III.	Prevention Programs FY 2022 Year-end Summary, <i>Wagaman</i>	23
IV.	Understanding Adverse Childhood Experiences Training FY 2022 Year-end Summary, <i>Wagaman</i>	24
V.	Suicide Prevention Initiatives FY 2022 Year-end Summary, <i>Wagaman</i>	27
VI.	Prevention Efforts Related to Opioid Epidemic FY 2022 Year-end Report, <i>Wagaman</i>	36
VII.	Virginia Problem Gambling and Gaming Prevention, <i>Wagaman</i>	40
VIII.	Healthy Families Rappahannock Area FY 2022 Year-end Report, <i>Wagaman</i>	52
IX.	Upcoming Events, <i>Wagaman</i>	55
X.	Other Business, <i>White</i>	

RAPPAHANNOCK AREA

COMMUNITY SERVICES BOARD

Overall, RACSB communications performed well during FY22. The agency met most of the FY22 goals set by the Communications Coordinator. Additional initiatives that were not part of the goals included a monthly column with the Rappahannock Area Health District (in FY23, RACSB will be the only contributor to the column) and acquisition of the agency's Google business listings (this is ongoing).

Fiscal Year 2022 Projects, Plans, and Goals

Marketing and Communications

- Oversee and maintain agency advertising
 - Agency advertised with Stafford Magazine, Fredericksburg Parent, Fredericksburg.Today
- Create and disseminate agency magazine, Cornerstone
 - The decision was made to table Cornerstone for a while
- Draft media releases and serve as liaison to local media
 - 12 media releases were disseminated
 - Additionally, helped reporters from The Free Lance-Star with information for five feature stories that included details about RACSB
 - Helped one reporter from The Virginia Mercury who was collecting information from CSBs
- Maintain website to keep contact information, events, and program descriptions current
 - Worked with a website design company to fix an issue with the depreciated framework which severely impacted the website
 - This work also involved a website overhaul and migration to a new framework and theme
 - The theme migration occurred in January. From February through July, eight pages have been created
- Use Search Engine Optimization techniques to help individuals learn about supports and services
 - SEO techniques were used. It is difficult to judge impact however, based on the website's migration to a new theme and changes to Google analytics
- Maintain blog on the new website, with frequent posts, photos, and videos
 - 21 blogposts were published in FY22
- Maintain social media accounts, with frequent posts, photos, and videos
- Redesign agency publications and brochures
- Serve as agency photographer
 - This is done as new publications are needed
- Find and use training opportunities for marketing, SEO, social media, Adobe programs, etc.

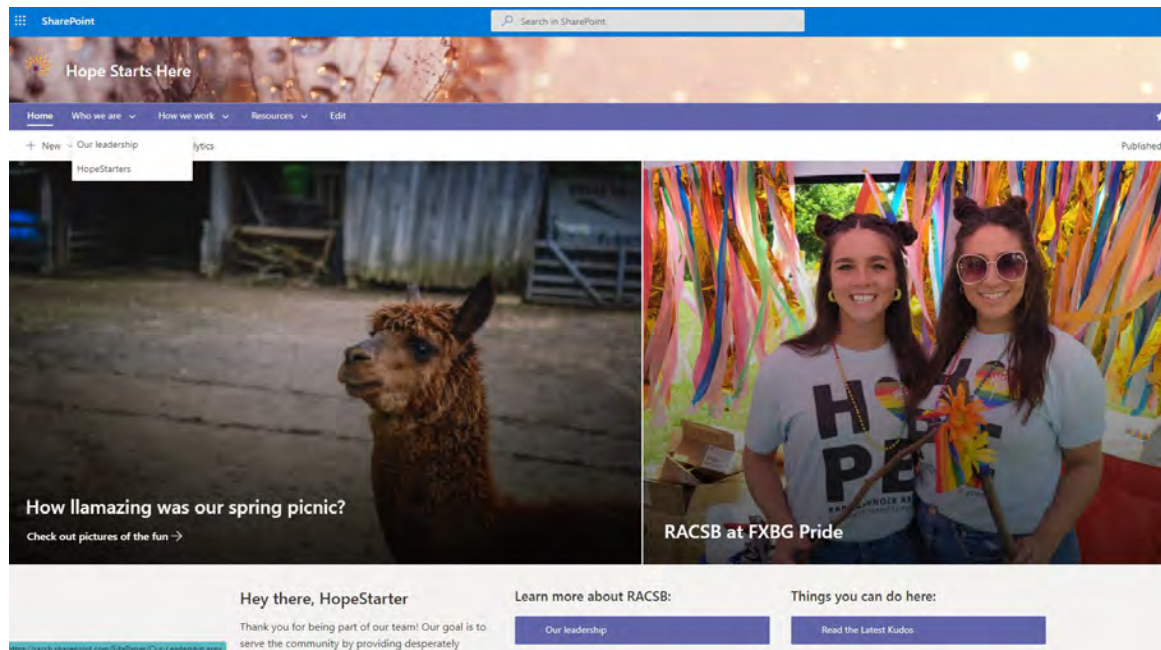
RAPPAHANNOCK AREA COMMUNITY SERVICES BOARD

Community Relations

- Plan and implement agency-wide events
 - Helped plan and host the agency staff picnic
- Build connections and partnerships with other groups providing community services
- Represent RACSB at community events (as needed) and provide materials to staff members representing RACSB

Internal Communications

- Send monthly employee e-newsletter
 - Newsletters were sent to staff 9/12 months
- Update intranet
 - Intranet has been redesigned



600 Jackson Street
Fredericksburg, VA 22401
540-373-3223

RappahannockAreaCSB.org



RAPPAHANNOCK AREA

COMMUNITY SERVICES BOARD

Other

- Work with Human Resources Manager to coordinate RUW's campaign
- Acknowledge donations
- Support programs with fundraising efforts
- Wellness initiatives
- Support recruitment efforts

RAPPAHANNOCK AREA

COMMUNITY SERVICES BOARD

The Communications Coordinator disseminated 12 media releases in FY22. These releases go to newspaper and online media outlets, radio stations, community partners, staff, and local government officials. The releases follow.

600 Jackson Street
Fredericksburg, VA 22401
540-373-3223

RappahannockAreaCSB.org



MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

Aug. 17, 2021 Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

CSB Director Announces Retirement

Fredericksburg, Virginia – Rappahannock Area Community Services Board announces that its executive director will retire on June 30, 2022.

Jane McDonald Yaun started working as a residential counselor at RACSB in 1988. In addition to serving in different capacities within RACSB, Yaun has also worked at Snowden at Fredericksburg and for the Department of Behavioral Health and Developmental Services. She has led Rappahannock Area Community Services Board since 2017.

"It has been challenging and rewarding to serve as Executive Director of Rappahannock Area Community Services Board," Yaun said. "I have been fortunate to work with many dedicated, compassionate people over the years. From dedicated staff to the individuals and families who come to RACSB for services, I am inspired daily by their strength and resilience."

Yaun has led the agency through some of the most tumultuous changes in the history of behavioral healthcare and disability services in Virginia. Over the past five years, RACSB has expanded Medication Assisted Treatment services and peer support services, and has expanded permanent supportive housing services for adults with serious mental illness. In addition, the agency continues to respond to the changing state requirements for the delivery of services for people with developmental disabilities, substance use disorders and mental health concerns, while balancing the needs of the region. RACSB's Prevention Services have also been a leader in education around suicide prevention, opioid use disorder, Mental Health First Aid, and impacts of adverse childhood experiences.

The global pandemic that hit in late 2019 added more hurdles to overcome. "While it is a challenge to navigate a constantly changing landscape and to respond to a pandemic, our work is essential", Yaun said. "The need for behavioral health and developmental services in our community continues to grow exponentially during this time".

Yaun plans to remain active in the community after her retirement. She serves on several boards and committees and hopes to continue this work.

The agency's Board of Directors formed a search committee to find and screen candidates for the executive director position. This months-long process will include input from the Department of Behavioral Health and

Developmental Services, the board, community partners and agency staff. The committee hopes to have a candidate announced in early 2022.

Founded in 1970, the Rappahannock Area Community Services Board (RACSB) provides public mental health, developmental disability, substance abuse and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

August 19, 2021, Fredericksburg, VA

For more information, contact: Amy Umble, Public Information Officer

540-940-2314 or aumble@rappahannockareacsb.org

Local Observance of International Overdose Awareness Day

Fredericksburg, Virginia – Opioids claimed the lives of more than 1,900 people in Virginia last year, according to reports from the Virginia Department of Health. Locally, community partners are coming together to remember loved ones lost and to continue their efforts to end overdose.

August 31 is annually recognized as International Overdose Awareness Day. Several local events are planned:

Rapid REVIVE! Drive Up Trainings

Rapid REVIVE! is a 10-minute abbreviated version of the REVIVE! training. Participants will gain an understanding of what causes an opioid overdose and how to administer Narcan. The Rapid REVIVE! will be conducted via drive thru from 8:30 a.m. to 12:30 p.m. on August 31st at two locations:

- Germanna Community College Fredericksburg Area Campus, 10000 Germanna Point Drive Fredericksburg VA 22408 in the first parking lot on the left
- Germanna Community College; Locust Grove Campus, 2130 Germanna Highway, Locust Grove VA 22508 in the bottom parking lot, please follow the directional signs.

Individuals 18 years and older who complete the Rapid REVIVE! will receive a free dose of Narcan Nasal Spray. The training and dispensing are coordinated by the Rappahannock Area Community Services Board, Germanna Community College, and Rappahannock Rapidan Health District.

It's On Us!

The Rappahannock Area Health District is hosting a discussion on prevention strategies related to drug use from the public health perspective. Participants will learn what they can do as individuals as well as what can be done systematically to support a community free of drug use and abuse. Video call link:

<https://meet.google.com/dy-rxb> or dial+1 617-675-4444 PIN: 848 407 9306#

Virtual REVIVE! Training

For those unable to attend the Rapid REVIVE! Drive Up trainings in the morning, an evening Virtual REVIVE! Training will be held from 6:30 p.m. to 7:30 p.m. Participants will be taught to recognize and respond to an opioid overdose. Those who complete the course will receive a free dose of naloxone, the lifesaving antidote to opioid overdose. Register online for this training hosted by the Rappahannock Area Community Services Board:

https://bit.ly/VIRTUAL_REVIVE

Get Informed

Germanna Community Collage will host information tables throughout the day on August 31, 2021.

Paint the Town Purple!

Everyone is encouraged to wear purple on August 31 to show their support for International Overdose Awareness Day.

Founded in 1970, the Rappahannock Area Community Services Board (RACSB) provides public mental health, developmental disability, substance abuse and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

Oct. 4, 2021, Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

Mental Health First Aid Trainings provide tools to save lives

Fredericksburg, Virginia – Traditional first aid training teaches participants to perform CPR or create a tourniquet to save lives. Mental Health First Aid provides the skills to help during a mental health crisis. The Rappahannock Area Community Services Board provides both youth and adult curriculums of the training.

Participants gain skills to offer assistance in a mental health crisis. Participants will learn the common risk factors and warning signs of mental illnesses such as anxiety, depression, substance use disorder, bipolar disorder and schizophrenia. The course will enable participants to offer community resources to people in crisis.

The 8-hour course is available for individuals and organizations. It is provided over one or two days. The \$25 registration fee includes a workbook, refreshments and lunch on the first day of training. Classes are limited to 25 participants.

RACSB will offer the courses virtually in November and December.

Youth Mental Health First Aid

Wednesday, Nov. 10 from 9 a.m. to 3 p.m.

Register online, <https://bit.ly/VirtualYMHFA-PD16>

Adult Mental Health First Aid

- Tuesday, Dec. 7, 9 a.m. to 3 p.m. (register by Dec. 1)

Register online, <https://bit.ly/VirtualAMHFA-PD16>

To learn more, contact Sherry Norton-Williams, RACSB prevention specialist, at snorton@rappahannockareacsb.org or 540/374-3337, ext. 7533

Mental Health First Aid originated in 2001 in Australia and has since been replicated in 20 other countries worldwide.

Mental Health. To learn more, visit www.MentalHealthFirstAid.org.

Founded in 1970, the Rappahannock Area Community Services Board (RACSB) provides public mental health, developmental disability, substance abuse, and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania, and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

Oct. 6, 2020, Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

Fall Plant Sale to Benefit Adults with Disabilities

Fredericksburg, Virginia –Fall is in the air. And thanks to an annual fundraiser, it will soon be in your yard and on your porch.

Rappahannock Adult Activities annual fall plant sale features pumpkins, mums, and other autumnal plants. It will be held at the former Roxbury Plant and Garden Center, 601 Lafayette Blvd. in Fredericksburg.

The sale will run weekdays from noon to 5 p.m. and Saturdays from 9 a.m. to noon.

For questions, email raaihort@rappahannockareacsb.org or call 540/226-2949.

Proceeds from the sale will benefit RAAI's day support program for adults with developmental disabilities. The COVID pandemic has disrupted the routine of the day support participants, and the program is now more important than ever. RAAI helps participants learn new skills, develop friendships and explore their community. Horticulture is one of many hobbies that individuals can pursue.

For more than 40 years, RAAI day support services have helped caregivers be able to maintain jobs and hobbies, while providing adults with developmental disability chances to develop hobbies and friendships. RAAI serves more than 160 individuals in the City of Fredericksburg and counties of Caroline, King George, Spotsylvania and Stafford.

For details, call RAAI at 540/373-7643 or visit www.rappahannockareacsb.org/dayservices.

Founded in 1970, the Rappahannock Area Community Services Board (RACSB) provides public mental health, developmental disability, substance abuse and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford. To learn more, visit www.rappahannockareacsb.org.

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

Nov. 22, 2021, Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

HOLIDAY TREES, WREATHS AND GARLANDS ON SALE NOW Sale to Benefit Adults with Developmental Disabilities

Fredericksburg, Virginia – Trying to create a picture-perfect holiday? Rappahannock Adult Activities' annual greenery sale offers the chance to deck your halls and warm your heart.

This year's sale starts Nov. 24 and features fresh trees, wreaths, garland and poinsettias. Shoppers will be able to enjoy a hot cocoa bar and a fun backdrop perfect for holiday portraits. And proceeds will help adults with an intellectual disability thrive in our community. RAAI offers opportunities to make new friends, explore new hobbies and develop skills.

Customers can shop at 750 Kings Highway in Stafford County Monday through Friday from noon to 6 p.m. and Saturdays from 9 a.m. to 1 p.m. The sale will be closed for Thanksgiving on Nov. 25 and 26. The sale will be open while supplies last.

Find details online at www.rappahannockareacsb.org.

RAAI is a part of the Rappahannock Area Community Services Board. Founded in 1970, RACSB provides public mental health, developmental disability, substance abuse and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

December 1, 2021 Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

Free Virtual Event Help Adults Learn to Spot the Signs of Adolescent Substance Abuse

Fredericksburg, Virginia – For teenagers, hats can do more than hide a bad hair day. They can also camouflage a bad habit. A free virtual workshop will help parents and other adults who work with youth learn how to spot the signs of substance abuse by sleuthing in a teen's bedroom.

Be Well Rappahannock and Planning District 16 community partners will present Virtual Hidden in Plain Sight on Thursday, Dec. 9 from 6:30-7:30 p.m.

Virtual Hidden in Plain Sight allows parents and caregivers a unique virtual opportunity to look into a teen's mock bedroom. The room is full of common household items that could be used to hide or disguise drug, alcohol, or tobacco use and other risky behaviors.

The presentation will offer a virtual opportunity to "snoop" in a mock youth bedroom and the chance to ask questions of a panel which will include a medical provider, substance use disorder treatment professionals, an individual in recovery, law enforcement officers and social services employees. Participants will learn about new trends in adolescent substance abuse and about resources available to help. Please note that this program is for adults only.

The program is free, but registration is required. Register online at <https://bit.ly/HIPS12-2021>. For details, contact Sherry Norton-Williams at snorton@rappahannockareacsb.org.

Founded in 1970, RACSB provides public mental health, developmental disability, substance abuse and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

February 14, 2022, Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

FREE TRAINING ON IMPACTS OF CHILDHOOD TRAUMA

Learn how adversity in childhood can impact adult mental and physical health

Fredericksburg, Virginia – Before coronavirus hit, nearly half of American children experienced a traumatic event before the age of 18. Experts worry the global pandemic will drastically increase that number. Rappahannock Area Community Services Board will host free, virtual trainings to explain the impacts of childhood trauma and explore ways to mitigate those impacts.

Scientists have been studying Adverse Childhood Experiences (also known as ACEs) for years, and the research shows that children who live in toxic environments grow into adults who struggle with substance use disorder, mental illness, suicidal tendencies and other health issues.

Doctors, social workers and psychologists expect the number of children experiencing ACEs to skyrocket during the pandemic. During the previous two years, countless families have faced altered routines, financial worries, and sickness and death.

Covid-19 also exacerbates other traumatic situations for children, including domestic violence, abuse and neglect. Pediatricians across the country worry that these stressors will increase the risk of serious health, social and emotional issues.

But those outcomes could be prevented. One stable and caring relationship can mitigate the impacts of trauma. So, RACSB offers the ACE Interface Understanding Adverse Childhood Experiences and Building Self-Healing Communities sessions to help the public learn more about the effects of ACEs and the ways to build individual and community resilience.

Understanding ACEs will show the importance of being a positive influence and teach ways to help people respond to and overcome troubling experiences.

Upcoming training sessions include:

- February 16, 9 a.m. to noon
- February 23, noon to 3 p.m.
- March 10, 9 a.m. to noon
- March 23, 9 a.m. to noon

To learn more, email prevention@rappahannockareacsb.org. To register, visit <https://bit.ly/3G1b9xV>.

Founded in 1970, the Rappahannock Area Community Services Board (RACSB) provides public mental health, developmental disability, substance abuse and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

March 29, 2022, Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

FREE TRAINING ON IMPACTS OF CHILDHOOD TRAUMA

Learn how adversity in childhood can impact adult mental and physical health

Fredericksburg, Virginia –April is Child Abuse Prevention Month, and this year's theme focuses on using protective factors to help families thrive. When communities understand the impacts of childhood trauma and learn ways to mitigate those impacts, they can work to prevent abusive situations.

Rappahannock Area Community Services Board will host free, virtual trainings on Adverse Childhood Experiences (also known as ACEs). Research shows that children who live in toxic environments grow into adults who struggle with substance use disorder, mental illness, suicidal tendencies and other health issues.

But those outcomes could be prevented. One stable and caring relationship can mitigate the impacts of trauma. So, RACSB offers the ACE Interface Understanding Adverse Childhood Experiences and Building Self-Healing Communities sessions to help the public learn more about the effects of ACEs and the ways to build individual and community resilience.

Understanding ACEs will show the importance of being a positive influence and teach ways to help people respond to and overcome troubling experiences.

Upcoming training sessions include:

- April 6, 9 a.m. to noon
- April 7, noon to 3 p.m.
- April 20, 9 a.m. to noon
- May 4, noon to 3 p.m.
- May 27, 9 a.m. to noon.

To learn more, email prevention@rappahannockareacsb.org. To register, visit http://bit.ly/ACESregistration_RACSB

Founded in 1970, the Rappahannock Area Community Services Board (RACSB) provides public mental health, developmental disability, substance abuse and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

April 5, 2022, Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

RACSB Announces New Director

Longtime Agency Employee Selected to Lead Local Community Services Board

Fredericksburg, Virginia –Rappahannock Area Community Services Board selected Joe Wickens to be the agency's Executive Director. He succeeds Jane Yaun, who retired April 1.

"Community services boards are facing unprecedented pressures, so we were happy to choose someone who has decades of experience," Board of Directors Chairperson Kheia Hilton said. "That experience will help us make a smooth transition in leadership while providing important services to our community."

Wickens began working at RACSB as a residential counselor in 1997. He expected to find a part-time job to support him as he attended what was then Mary Washington College. He found a passion for helping individuals with developmental disabilities and a career that has spanned 25 years.

"I started at Wolfe Street Group Home, and I saw that the services provided changed the lives of adults with disabilities and their families," Wickens said. "I saw that we do important work in our community, and I wanted to be part of that."

Wickens went on to manage group homes, oversee residential services and coordinate community support services for RACSB. He graduated from Mary Washington College in 2001, and then earned a Master of Business Administration from the University of Mary Washington in 2010. Throughout his career, he has received many honors, including a Virginia Housing Award, and was chosen as one of the region's Top 40 under 40 in 2012. He is a 2016 alumnus of Leadership Fredericksburg.

He takes the over the helm of an organization that served nearly 25,000 individuals in Fiscal Year 2021. With a staff of 550, RACSB provides behavioral health and developmental disability services, including outpatient therapy, emergency services, day support, residential programs, prevention, early intervention, crisis intervention and more.

"RACSB has a long tradition of evolving to meet the changing needs of our community while staying steadfast to our mission," Wickens said. "I am proud to be part of that and committed to our vision of supporting education, recovery, treatment and wellness of the individuals in our community."

Wickens lives in Spotsylvania County with his wife and four children.

Founded in 1970, the Rappahannock Area Community Services Board (RACSB) provides public mental health, developmental disability, substance abuse and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

April 5, 2022, Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

Annual Plant Sale Helps Adults with Disabilities

Fredericksburg, Virginia – Did you know that gardening can reduce anxiety, spark creativity and increase productivity? And that's on top of providing physical exercise and getting Vitamin D. And when gardeners purchase plants from Rappahannock Adult Activities, they are also supporting their community.

When shopping at the RAAI Plant Sale, customers can purchase quality plants while helping adults with developmental disability flourish in their community. Shoppers can choose from more than 100 varieties of vegetables, herbs and flowers.

Customers can purchase plants at 750 Kings Highway in Stafford County on weekdays from 10 a.m. to 4 p.m. and on Saturdays from 9 a.m. to noon. Proceeds will benefit RAAI, which helps adults with disabilities explore hobbies, develop friendships, and learn new skills. For details, call RAAI at 540/373-7643 or visit www.rappahannockareacsb.org/dayservices.

Founded in 1970, the Rappahannock Area Community Services Board (RACSB) provides public mental health, developmental disability, substance abuse and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

April 27, 2022, Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

Statewide Survey Aims to Capture Opinions of Young Adults

Fredericksburg, Virginia –The kids are alright. Or are they? The Virginia Department of Behavioral Health and Developmental Services hopes to answer that question with a survey aimed at young adults ages 18-25.

The 2022 Virginia Young Adult Survey is the latest iteration of a periodic statewide survey intended to gauge prevention needs. The survey queries young adults about substance use, mental health and related topics. It was created by Virginia's Office of Behavioral Health and Wellness and OMNI Institute, a nonprofit organization working with Community Service Boards (CSBs) and coalitions across the state.

"The results of this survey help determine where prevention and wellness resources are allocated," said Michelle Wagaman, prevention services coordinator for Rappahannock Area Community Services Board. "It's very important to have the perspective of young adults when choosing the best way forward for a healthier Virginia."

Virginians ages 18-25 should text "Virginia" to 855/632-2201 for the survey link.

Founded in 1970, the Rappahannock Area Community Services Board (RACSB) provides public mental health, developmental disability, substance abuse and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

MEDIA RELEASE

Rappahannock Area Community Services Board

600 Jackson Street, Fredericksburg, VA 22401

540-373-3223 Fax: 540-371-3753

www.rappahannockareacsb.org

FOR IMMEDIATE RELEASE

June 29, 2022, Fredericksburg, VA

For more information, contact: Amy Umble, Communications Coordinator

540-940-2314 or aumble@rappahannockareacsb.org

Community Services Board Offers Suicide Prevention Training

Fredericksburg, Virginia – Suicide is preventable, but intervening can seem scary. A two-day training aims to give participants the skills and knowledge to save lives.

Rappahannock Area Community Services Board will offer Applied Suicide Intervention Skills Training on July 21-22, from 8:30 a.m. to 5 p.m. The workshop will help participants learn to recognize the warning signs of suicide, to reach out effectively, and to intervene in a timely manner.

Studies show that ASIST saved more than 15,000 lives in 2016, and the impacts continue to rise as more people receive the training.

The course will be offered at RACSB at River Club, 10825 Tidewater Trail in Spotsylvania County. There is no cost to participate, and lunch and refreshment will be provided. Participants must commit to full attendance on both days.

For details, email prevention@rappahannockareacsb.org. To register, go online to bit.ly/ASISTregistration.

To learn more about ASIST, visit livingworks.net/ASIST.

Founded in 1970, the Rappahannock Area Community Services Board (RACSB) provides public mental health, developmental disability, substance abuse, and prevention/early intervention services to the residents of the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania, and Stafford. To learn more, visit www.rappahannockareacsb.org.

###

Prevention Programs Fiscal Year 2022 Year-end Summary

RACSB Prevention Services facilitates several evidence-based curriculums in partnership with local schools and community groups. These curriculums include: Second Step; HALO (Healthy Alternatives for Little Ones); and Too Good for Drugs. These sessions were provided in-person. Additionally, we have been providing a Vaping Education presentation for high school health classes. This was able to be facilitated virtually.

Second Step

This past year, Second Step was facilitated in partnership with St. Paul's Day School and Four Seasons Day Care (both located in King George County). A total of 27 youth were served.

Healthy Alternatives for Little Ones (HALO)

Healthy Alternatives for Little Ones (HALO) was facilitated at two (2) locations within King George County this past year: St. Paul's Day School and Four Seasons Day Care. A total of 27 youth participated.

Alcohol Prevention Education Presentations

In partnership with King George High School, four (4) sessions were provided to NJROTC classes for a total of 65 students.

Vaping Education Presentations

We have seen an increase in the requests for education on vaping prevention. In partnership with King George High School (5 sessions), Riverbend High School (8 sessions), and Spotsylvania High School (16 sessions), we were able to reach 1,049 youth and parents through the vaping education presentations in FY 2022.

Understanding Adverse Childhood Experiences (ACEs) Training FY 2022 Year-end Summary

The Rappahannock Area Community Services Board began facilitating the ACE Interface “Understanding Adverse Childhood Experiences and Building Resilient Communities” in April 2018.

Adverse Childhood Experiences or ACEs are potentially traumatic events that can have negative, lasting effects on health and well-being. These experiences range from physical, emotional, or sexual abuse to parental divorce or the incarceration of a parent or guardian. This adversity can harm a child’s brain and its development, which can result in long-term negative health and social outcomes. Preventing ACEs is an opportunity for improving the well-being of community health.

ACE Interface

Michelle Wagaman, Prevention Services Coordinator, and Amy Jindra Rippey, ACT Coordinator, participated in the first cohort of master trainers (December 2017). They also serve on a state advisory council on this topic. In March 2019, RACSB was able to send two additional staff to become master trainers: Alison Standing, Part C System Manager, and Sherry Norton-Williams, Prevention Specialist. In April 2022, Prevention Specialist Jennifer Bateman participate in a virtual train-the-presenter cohort.

In response to COVID-19 precautions, we partnered with Community Services Boards from across the Commonwealth to facilitate virtual trainings throughout FY 2021. This collective effort continued in FY 2022. We also hosted local trainings that were open to the community as well as those at the request of various organizations.

The number of participants attending the virtual trainings has decreased significantly compared to the prior year.

Fiscal Year	# Trainings	# Participants
2018	10	157
2019	35	733
2020	23	646
2021	26	1,562
2022	29	690
Total	123	3,788

RAPPAHANNOCK AREA

COMMUNITY SERVICES BOARD

Virtual trainings via collaborating CSBs continue to be scheduled in FY 2023.

We are planning to host an in-person train-the-presenter cohort November 15, 16, and 17, 2022. Applications will be disseminated in September 2022. The class will be limited to 24 participants.

600 Jackson Street
Fredericksburg, VA 22401
540-373-3223

RappahannockAreaCSB.org




Understanding Adverse Childhood Experiences & Building Self-Healing Communities




UPCOMING TRAINING DATES

September

 Sept. 8 (9am-12pm)


 Sept. 20 (12pm-3pm)


October

 Oct. 11 (12pm-3pm)


 Oct. 20 (9am-12pm)

November

 Nov. 1 (9am-12pm)

 Nov. 10 (9am-12pm)

December

 Dec. 13 (9am-12pm)

FREE! VIRTUAL TRAININGS

When children experience traumatic events, it can have lasting effects on their mental health and wellbeing. These events are called ACEs.

This important training helps raise awareness and provide resources in an effort to reduce ACEs, foster resilience, and improve the overall health of our communities.

Click on the date to

REGISTER NOW



This free training is made possible by these collaborating Community Services Boards:
Alleghany Highlands;
Chesapeake; Chesterfield;
Goochland Powhatan; Hanover;
Henrico; Horizon; Northwestern;
Rappahannock Area; Region Ten;
Rockbridge Area; Southside;
and Valley

Suicide Prevention Initiatives Fiscal Year 2022 Year-end Summary

RACSB continues to facilitate suicide prevention initiatives to include trainings, safe messaging campaigns, and distribution of lethal means safety devices.

Mental Health First Aid Trainings

RACSB has the following instructors: Michelle Amey; Kari Norris; Sherry Norton-Williams; Sherry Thompson; and Michelle Wagaman. RACSB trainers are certified to facilitate the adult, youth, higher education, and public safety curriculums. We continue to provide the Public Safety curriculum to all recruits at the Rappahannock Regional Criminal Justice Academy. We also partner with the University of Mary Washington to train new resident life staff twice a year.

In FY 2022, 599 community members were trained (27 adult and 7 youth trainings held). Since we began offering the Mental Health First Aid training in 2014, a total of 3,133 community members have been trained.

In addition to hosting numerous trainings that were open within the community, trainings were held in partnership with the following organizations:

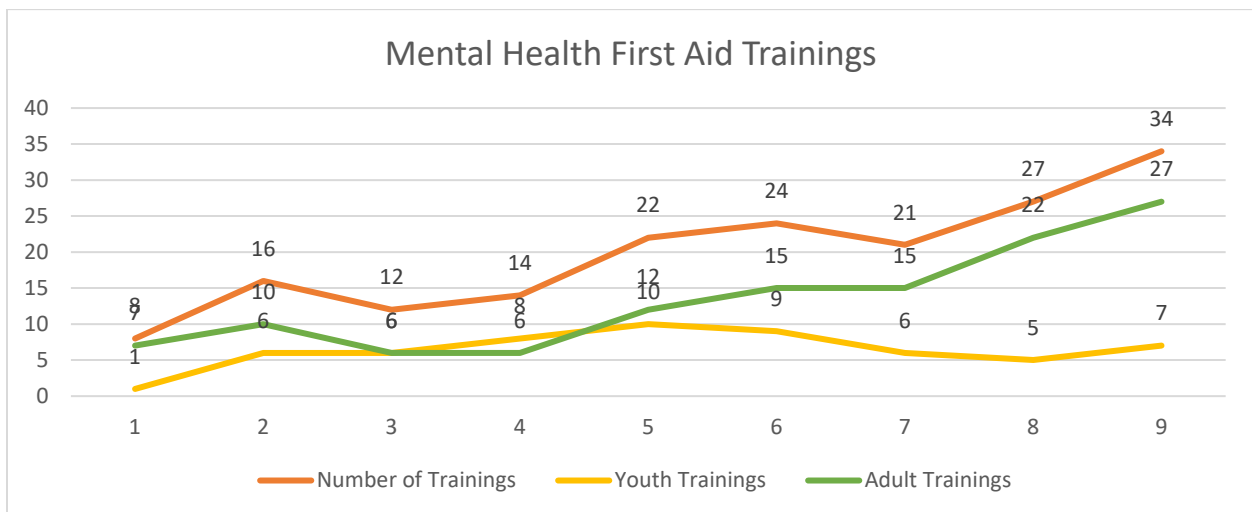
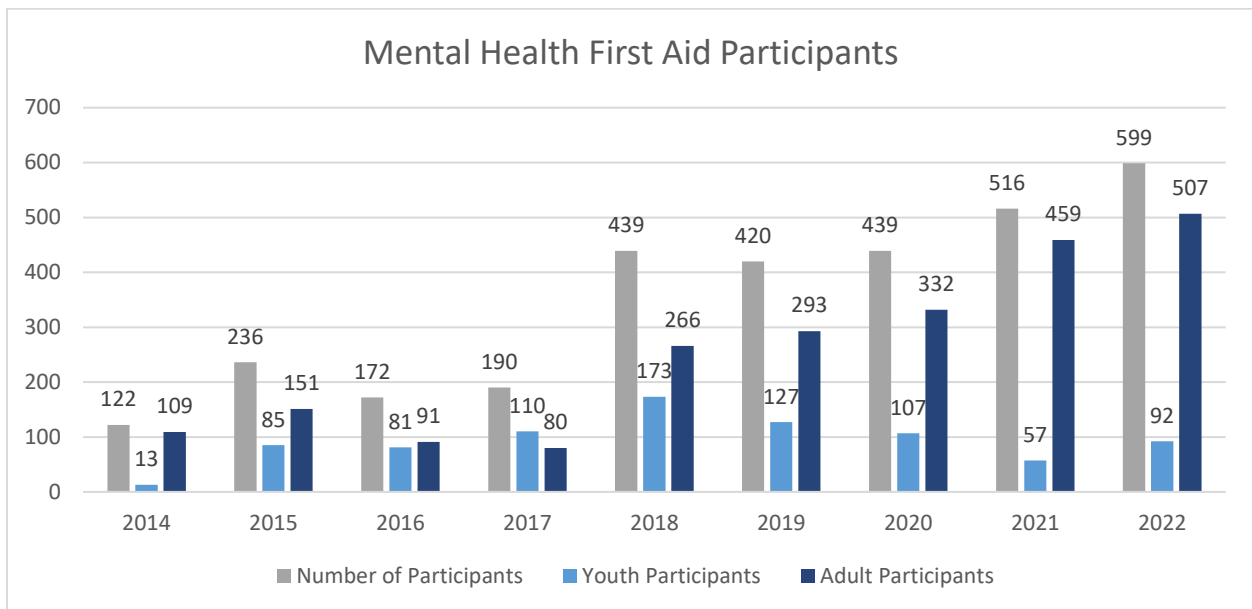
- Rappahannock Regional Criminal Justice Academy
- University of Mary Washington
- U.S. Air Force Air Traffic Controllers (via Langley, VA)

We partnered with Stafford County Government to host a series of trainings for their employees as part of their Stafford CARES initiative.



RAPPAHANNOCK AREA COMMUNITY SERVICES BOARD

The new Mental Health First Aid 2.0 curriculum the the CONNECT Platform continue to evolve. The virtual option includes a 2-hour self-paced module prior to 5.5-hour virtual instruction.



Lock and Talk Virginia

RACSB is one of the eight founding CSBs of Lock and Talk Virginia. It has since grown from Health Planning Region 1 to across the Commonwealth with all 40 CSBs participating.

In addition to providing gatekeeper trainings like ASIST and Mental Health First Aid, the initiatives promotes help seeking behaviors and lethal means safety. RACSB distributes medication lock boxes and gun locks through our clinics, trainings, and prevention outreach efforts. In FY 2022, RACSB distributed:

- 130 Medication Lock Boxes
- 338 Cable Gun Locks
- 333 Trigger Gun Locks
- 1626 Medication Deactivation Kits
- 56,000 Wallet Resource Cards

Much of FY 2022 was spent expanding the graphics library and implementing a series of social media campaigns (Suicide Prevention Month, Caregiver Awareness Month, Mental Health Month, Men's Mental Health Month). We also finalized the creation of an expansion starter kit for localities outside of Virginia interested in being part of the Lock and Talk Family.

In September 2021, we provided Lock and Talk resource bags to each school nurse, counselor, social worker, and psychologists. We also provided bags to local pediatricians, orthodontists, libraries, and community partners.

RAPPAHANNOCK AREA COMMUNITY SERVICES BOARD



In FY 2023, we will partner with the Central Rappahannock Regional Library to have Lock and Talk information as well as lethal means safety devices on display and available to community members at each branch.

The Gun Shop Project to provide education to firearm retailers is currently on hold.

600 Jackson Street
Fredericksburg, VA 22401
540-373-3223

RappahannockAreaCSB.org



ASIST: Applied Suicide Intervention Skills Training

This suicide prevention “first aid” is a 2-day training that supports participants to identify and intervene to help keep a person with thoughts of suicide safe for now. We were successful in getting a second internal instructor certified in March 2022. We will resume offering this training in FY 2023.

SafeTALK

SafeTALK is a 3-hour suicide alertness training. We were successful in getting staff members included in the DBHDS train-the-trainer. We will begin offering this training in FY 2023. This will allow for an option of a training with a shorter duration.



FREE YOUTH MENTAL HEALTH FIRST AID

WHY YOUTH MENTAL HEALTH FIRST AID?

Youth Mental Health First Aid teaches you how to identify, understand and respond to signs of mental illness and substance use disorders in youth. This 6-hour training gives adults who work with youth the skills they need to reach out and provide initial support to children and adolescents (ages 6-18) who may be developing a mental health or substance use problem and help connect them to the appropriate care.

Training Dates:

- **August 4, 2022**
9:00 a.m. to 3:00 p.m.
(register by July 21)
- **October 6, 2022 -9:00**
a.m. to 3:00 p.m.
(register by Sept. 22)

64.1%

of youth with major depression **do not receive any mental health treatment.**

- Mental Health America

5.13%

of youth report having a **substance use or alcohol problem.**

- Mental Health America

1 IN 5

teens and young adults **lives with a mental health condition.**

- National Alliance for Mental Illness

REGISTER HERE

- **First Aiders will be provided lunch and snacks as well as a participant manual and Participant Processing Guide.**

Register here: <http://bit.ly/MHFAregistration>

Limited to first 30 registrations.

Questions, please contact: Sherry Norton-Williams, 540 374-3337

snorton@rappahannockareacsb.org

WHO SHOULD TAKE IT

- TEACHERS
- SCHOOL STAFF
- COACHES
- CAMP COUNSELORS
- YOUTH GROUP LEADERS
- PARENTS
- PEOPLE WHO WORK WITH YOUTH

WHAT IT COVERS

- Common signs and symptoms of mental illness in this age group, including
 - » Anxiety
 - » Depression
 - » Eating disorders
 - » Attention deficit hyperactive disorder (ADHD)
- Common signs and symptoms of substance use
- How to interact with a child or adolescent in crisis
- How to connect the person with help
- **New:** Expanded content on trauma, addiction and self-care and the impact of social media and bullying

The course will teach you how to apply the **ALGEE** action plan:

- **Assess** for risk of suicide or harm.
- **Listen** nonjudgmentally.
- **Give** reassurance and information.
- **Encourage** appropriate professional help.
- **Encourage** self-help and other support strategies.





ADULT MENTAL HEALTH FIRST AID

WHY MENTAL HEALTH FIRST AID?

Mental Health First Aid teaches you how to identify, understand and respond to signs of mental illness and substance use disorders. This training gives you the skills you need to reach out and provide initial support to someone who may be developing a mental health or substance use problem and help connect them to the appropriate care.

WHO SHOULD TAKE IT

- Employers
- Police officers
- Hospital staff
- First responders
- Faith leaders
- Community members
- Caring individuals

On average,

123

people die by suicide each day.

– American Foundation for Suicide Prevention

From 1999 to 2016,

630,000

people died from drug overdose.

– Centers for Disease Control and Prevention

Nearly

1 IN 5

U.S. adults lives with a Mental Illness.

– National Institute of Mental Health via the National Survey on Drug Use and Health and the Substance Abuse and Mental Health Services Administration

REGISTER:

<http://bit.ly/MHFAregistration>

- September 22, 2022, 9:00 a.m. to 3:00 p.m. (register by Sept. 9th)
- November 29, 2022. 9:00 a.m. to 3:00 p.m. (register by November 17th)

These training dates are 100% IN-PERSON.

Lunch and participant materials provided.

*Questions, please contact:

Sherry Norton-Williams, 540 374-3337 or snorton@rappahannockareacsb.org

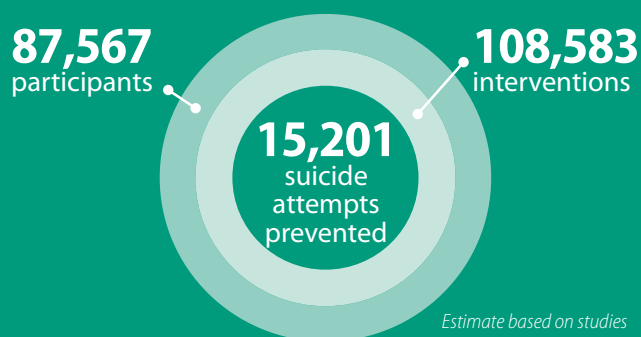


Learn the skills. Help save a life.

Suicide is preventable. Anyone can make a difference.

- Two-day workshop in suicide intervention skills
- Learn and practice a life-saving intervention model
- Widely used by professionals and the general public

ASIST's impact in 2016



ASIST changes lives

Odds of improvement after receiving an ASIST intervention (2013 study):

- ▲ 35% more hopeful
- ▼ 31% less depressed
- ▼ 46% less overwhelmed
- ▼ 74% less suicidal

ASIST is cost-effective

50:1 return on investment in decreasing long-term costs of suicide (2015 study)

ASIST works

Studies show that ASIST participants gain:

- Knowledge about suicide
- Skills to reach out
- Confidence to help save a life

To register: <http://bit.ly/ASISTregistration>

November 9 -10, 2022

8:30 a.m. to 5:00 p.m.

(must be fully present both days)

RACSB at River Club
10825 Tidewater Trail
Fredericksburg, VA 22408

Questions:

prevention@rappahannockareacsb.org



Learn more about ASIST and see the evidence at www.livingworks.net/ASIST



safeTALK

suicide alertness for everyone

- **Widely used by professionals and the general public**
- **Half-day training in suicide alertness skills**
- **Learn four basic steps to create a life-saving connection**

SEPTEMBER 14, 2022
1:00 P.M. TO 4:00 P.M.

OCTOBER 18, 2022
8:00 A.M. TO 12:00 P.M.

REGISTRATION LINKS:

<https://bit.ly/safeTALK-RACSB>



"SUICIDE IS PREVENTABLE. ANYONE CAN MAKE A DIFFERENCE!"

Prevention Efforts Related to Opioid Epidemic Fiscal Year 2022 Year-end Report

RACSB continues to facilitate initiatives to prevent opioid use, abuse, and overdose. This includes naloxone trainings, safe messaging campaigns, and distribution of medication deactivation kits and medication lock boxes.

REVIVE! Opioid Overdose Reversal Training

The Rappahannock Area Community Services Board began providing the REVIVE! Training in July 2017. In Fiscal Year 2023, our instructors hosted 53 trainings and trained a total of 736 individuals. Additionally, we hosted 10 train-the-trainers for another 56 individuals.

Fiscal Year	# Trainings	# Participants
2017	3	43
2018	25	290
2019	30	409
2020	21	275
2021	26	329
2022	63	792
Total	168	2,138

In addition to open community groups, the following organizations/groups hosting trainings:

- RACSB Clinical Division
- Germanna Community College (multiple sessions/days)
- King George Public Schools – High School Health Careers classes (multiple sessions/days)
- Lighthouse Counseling – staff, individuals served, and families
- The Table at St. George’s
- Fredericksburg PRIDE

- National Night Out
- Drug Take Back Days
- MAT Clients
- Neighborhood Watch – Spotsylvania County Sheriff's Office

Narcan Dispensing

RACSB entered into a memorandum of understanding with the Virginia Department of Health to allow REVIVE! Instructors to dispense Naloxone (Narcan) to those completing the REVIVE! training. A total of 693 doses were dispensed in FY 2022.

Contactless dispensing is offered twice a month. Narcan was also dispensed following facilitation of Rapid REVIVE! at Fredericksburg PRIDE to 71 community members.

Prescription Drug Drop Boxes

Our community benefits from multiple permanent collection bins. Many are located at pharmacies like CVS and Walgreens as well as within the lobbies of local sheriff's offices. We created a map of locations within Planning District 16:

<https://bit.ly/PlanningDistrict16MedicationCollectionSites>

Drug Deactivation Kits

In FY 2022, RACSB distributed more than 1,600 medication deactivation kits.

Drug Take Back Events

Operation Medicine Cabinet was held in October 2021 (944 pounds collected) and April 2022 (1,513 pounds collected). Additionally, King George Sheriff's Office collected 172 pounds in October 2021 and 128.2 pounds in April 2022. That locality is not part of the Operation Medicine Cabinet effort organized by the Partners in Aging coalition but does

participate in the DEA National Drug Take Back. The next take back day is scheduled for Saturday, October 29, 2022.

Opioid Workgroup

The Opioid Workgroup continues to meet monthly and plan community events like Hidden in Plain Sight as well as educational opportunities. A big undertaking recently was planning for International Overdose Awareness Day on August 31, 2022. This involved drive through Rapid REVIVE! with Narcan dispensing at Germanna Community College (both campuses), encouraging community members to wear purple, and outreach efforts. Through the partnership between Mary Washington Healthcare and Fredericksburg Nationals Baseball, a community member with lived experience was invited to throw out the first pitch and a brief PSA was shared. A subcommittee has formed to explore additional harm reduction strategies that could be implemented locally.

Hidden in Plain Sight

We hosted one (1) virtual Hidden in Plain Sight events in FY 2022. We are collaborating with the Spotsylvania County Sheriff's Office to create a mobile Hidden in Plain Sight trailer that can be utilized at various community events throughout the year.

Free VIRTUAL REVIVE! TRAINING



Why: Narcan saves lives!

- Free REVIVE! Opioid Overdose Reversal Lay Person Training.
- Access to free dose of Narcan once trained.
- Learn how overdose happens.
- Learn the risk factors for opioid overdose.
- Learn how to respond to an opioid overdose emergency using Narcan (Naloxone).

June 21, 2022 at 6:00 p.m.

September 1, 2022 at 6:30 p.m.

July 7, 2022 at 6:30 p.m.

September 13, 2022 at 10:30 a.m.

August 4, 2022 at 6:30 p.m.

August 13, 2022 at 10:30 a.m.

Registration required:



https://bit.ly/VIRTUAL_REVIVE

Questions? Contact Sherry Norton-Williams: snorton@rappahannockareacsb.org



FREE NARCAN

After completing a REVIVE! Opioid Overdose Reversal training, you have access to a free dose of Narcan. Dispensing is provided through a partnership with Virginia Department of Health.

Dispensing Dates and Times

June 30, 2022 from 4:30 p.m. to 6:30 p.m. August 25, 2022 from 2:00 p.m. to 5:00 p.m.

July 11, 2022 from 1:00 p.m. to 4:00 p.m. September 12, 2022 1:00 p.m. to 4:00 p.m.

July 28, 2022 from 11:00 a.m. to 4:00 p.m. September 22, 2022 from 12:00 p.m. to 4:00 p.m.

August 8, 2022 from 1:00 p.m. to 4:00 p.m.

Registration Required:

<https://bit.ly/RACSB-NARCAN>



Pick up location: Rappahannock Area Community Services Board at River Club
10825 Tidewater Trail, Fredericksburg, VA 22408

Virginia Problem Gambling and Gaming Prevention

With the legalization of online gambling and gaming, CSB Prevention teams were tasked to complete a community needs assessment earlier this year. This involved the collection of data on local gambling and gaming behaviors, the completion of an environmental scan, and measuring community readiness to address problem gambling prevention. Over the next year, these findings will be incorporated into our prevention strategic plan, logic model, and measurement plan.

The Department of Behavioral Health and Developmental Services (DBHDS) has released the “Virginia Substance Abuse Prevention Block Grant Gaming and Gambling Environmental Scan Report” dated June 2022. This report summarizes the findings from the environmental scans conducted by all 40 CSBs between October 2021 and May 2022. This helps to better understand the physical gaming and gambling landscape in Virginia. An additional report with the findings of the Young Adult Survey (YAS) is expected later this year.

Environmental Scan Type for RACSB

Brick and Mortar	Charitable Gaming	Community Walk	Passive Media
21	5	10	4

Brick and Mortar: Visit 10% of the licensed venues in catchment

Charitable Gaming: Locate and scan at least five venues with at least one bingo, raffle, and pull-tab

Community Walk: Observe five busy intersections or roads as well as five school zones

Passive Media: Recruit five adults and five youth to keep track of media advertising for five consecutive days

Virginia Substance Abuse Prevention Block Grant

June 2022

Gaming and Gambling Environmental Scan Report

Since 2019, there has been an expansion in gambling opportunities nationwide, with over 30 states currently offering some form of legal gambling, gaming, or sports betting. Alongside this expansion is a rise in problem gambling behaviors, and a call for increased focus on gambling and gaming within the prevention community. In 2021, the Virginia Department of Behavioral Health and Developmental Services (DBHDS) received funding from fees and taxes collected from gambling operators to support prevention efforts targeted at problem gambling and gaming. DBHDS, in partnership with the OMNI Institute, leveraged these funds to support Community Service Boards (CSBs) across the Commonwealth in conducting needs assessment efforts that would allow for a greater understanding of community behaviors, knowledge, attitudes, and environments related to gaming and gambling using two primary methods – a qualitative assessment of community readiness and an environmental scan. This report summarizes findings from the environmental scans conducted by CSBs between October 2021 and May 2022 to understand the physical gaming and gambling landscape in Virginia.

OMNI Institute is a non-profit social science consultancy that provides integrated research, evaluation, and capacity building services to foster understanding, guide collaboration, and inform actions that accelerates change toward a more equitable society.

Gambling vs. Gaming



Gambling is making or placing a bet or wager where outcomes are dependent upon chance.



Gaming outcomes are achieved mostly by skill vs chance.

Over the years the differences between gambling and gaming have become more blurred, due in part to a rise of gaming/gambling opportunities which combine skill and chance, one example being online games that allow users to take a chance on winning prizes via “loot boxes.”¹ While the environmental scan process focused largely on gambling-related issues, certain gaming-related findings came through as a result of this blurring.

Environmental Scan Process Overview

Over the years, the environmental scan process has been adapted by public health from the business sector to identify opportunities to develop and/or improve interventions, guide research priorities and inform policy.²

In Virginia, this process is being used as an opportunity to understand the current gaming/gambling landscape and note where CSBs and DBHDS may want to focus prevention efforts.

What we wanted to learn from this process:

- 1 Where do Virginians encounter opportunities to engage in gambling?
- 2 How is gambling being advertised in Virginia and how does it relate to at-risk groups?
- 3 How accessible is information about problem gambling prevention and support?

¹Gaming Law Review. Convergence Between Gambling and Gaming: Does the Gambling and Gaming Industry Have a Responsibility in Protecting the Consumer. (2019)

²Crumpton, M.A., (2015). *Strategic Human Resource Planning for Academic Libraries*. Elsevier.

Focus Areas



Brick and Mortar Establishments

Licensed physical venues that sell gambling products and/or host gambling services including lottery retailers, gaming halls, and racinos.



Charitable Gaming Hosts

Licensed locations that conduct activities such as bingo, pull tabs, electronic pull tables, raffles, and other activities for charitable purposes.



Passive Media Advertising

Advertisements that appear during routine online searches that are not intentionally focused on locating gambling and/or gaming opportunities.



Community Walks

Information/advertisements within the community people might encounter while out and about with the intent to invite or persuade them to gamble.

What was collected

CSBs were provided an Environmental Scan Guide, including worksheets to record data collected through the brick and mortar, charitable gaming, community walk, and passive media scans. CSBs identified the location, venue type, gambling type, and/or gambling options available. Additional information about ads such as type, number, location, content and presence of support ads were also collected. For the passive media scan, volunteers were asked to record the platform (e.g., TV, radio, etc.) where they encountered gambling/gaming ads, a description of people/characters represented, and to note if any information or support for problem gambling/gaming appeared.

CSBs were given the following data collection goals by scan type:



Brick and Mortar Establishments

10% of gambling licensed retailers or a minimum of 10 locations



Passive Media Scans

A 5-day record of observations from 5 adults and 5 youth



Charitable Gaming Hosts

5 locations (at least one Bingo Hall)



Community Walks

5 busy intersections/streets and 5 school zones

Environmental Scan data were collected by 40 CSBs covering all counties of the Commonwealth. CSBs were instructed to select retailers and areas that ensured representation from all counties within their catchment areas. A total of 627 brick and mortar establishments and 140 charitable gaming hosts were visited, along with 301 passive media scans and 393 community walks conducted.



"[We] learned a lot about the presence of gaming and gambling in our community. The scan opened up a new partnership with Rosie's Gaming Emporium that will be beneficial in the future as their presence expands in our community."

- Virginia Community Service Board Staff



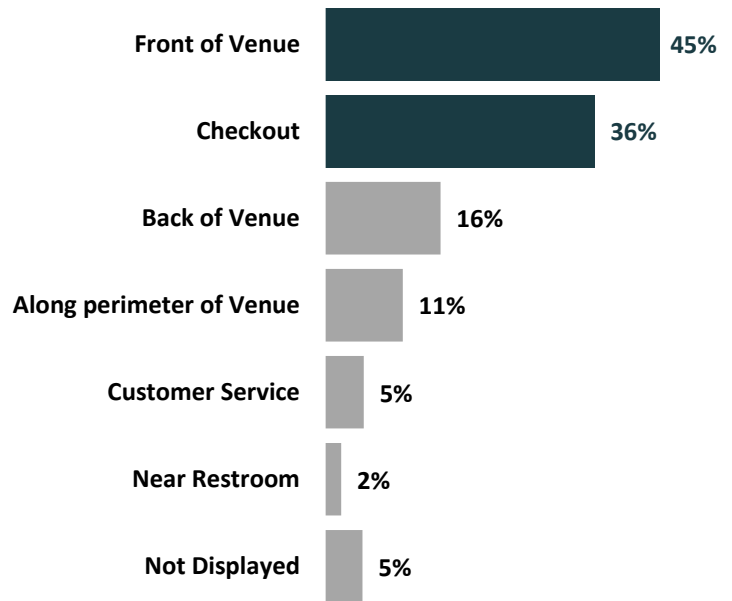
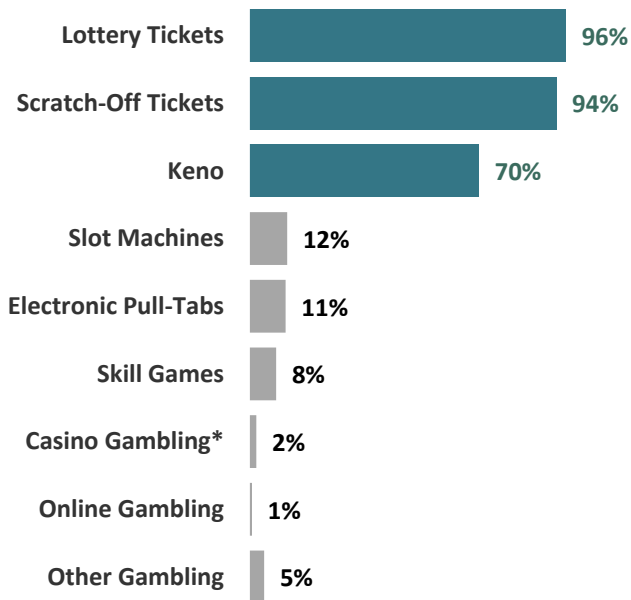
Brick and Mortar Scan of Licensed Lottery Retailers

627 licensed lottery retailers were visited as part of the effort to capture a snapshot of physical gambling venues in Virginia. Each of the 40 CSBs selected locations at random from a list of licensed lottery retailers via the VA Lottery Website. They were instructed to select 10% of the licensed venues in their CSB region (or at least a minimum of 10 venues if they had fewer than 100 lottery retailers). An equal distribution of urban and rural retailers was represented. Using a template worksheet, observers were sent to record information such as what kind of gambling was available, how many ads there were, and how these related to the wider environment of the venue.

68%
of retailers were
Convenience Stores

Lottery, Scratch-Off and Keno were available at the majority of retailers, with other types of gambling opportunities only being offered at less than 1 in 8 retailers visited

Retailers most often placed Gambling Machines or Displays at the **front of the venue** or at **checkout**, an ideal location to monitor access



**Casino gambling included activities such as blackjack, poker, craps, or roulette games.*

Note: More than one answer type could be chosen for each retailer, so percentages will total over 100%.

Almost all locations visited were accessible to people under 18 years old. Although some locations restricted access to gambling/game machines, **61% of locations had automated lottery game machines that could be used accessed by people under age 18**, creating openings for those under the legal gambling age to access gaming/gambling opportunities.

Gambling displays were most often located next to snacks and candy, followed by ATMs and tobacco. This may enable impulse purchases, foster associations with products marketed to children, and reinforce tobacco use.



Licensed Lottery Retailers should control access to lottery and scratch-off tickets, as well as other gambling/game machines, by placing them behind the checkout or customer service counters or having an ID age checker built in.

Gambling & Gaming Advertisements at Brick & Mortar Locations

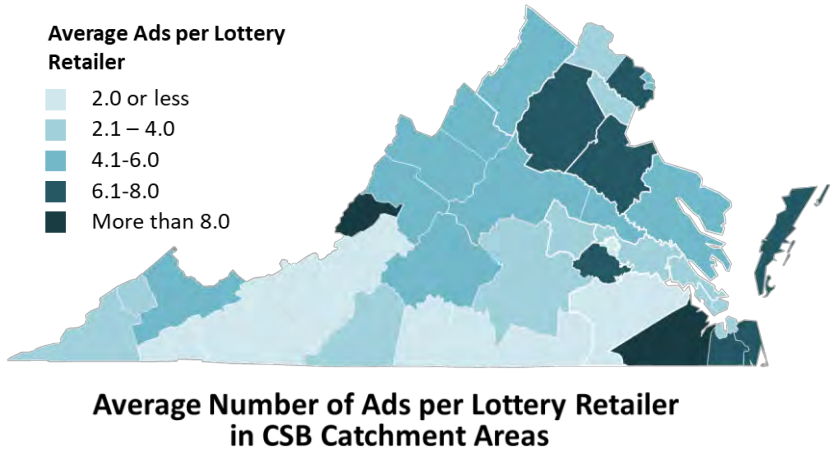
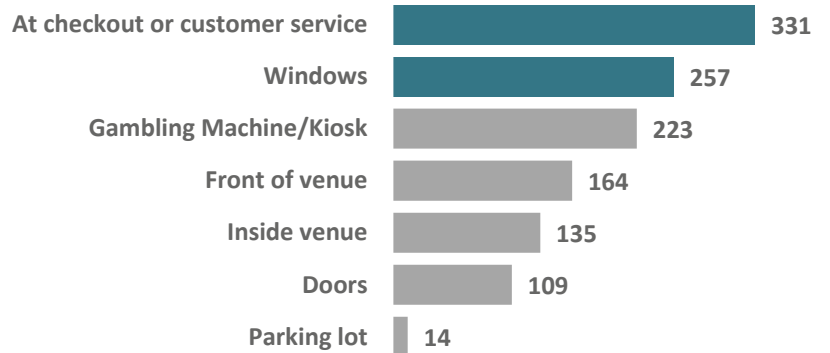
2,636 Gambling Advertisements were observed across the 627 locations

4.3 Average number of Gambling Ads at Lottery Retailers

Lottery, Scratch-Off, and Keno were advertised at the most locations, mirroring the greater availability of these offerings among retailers. Locations typically were found to have ads at checkout or on store windows, with more than half (56%) placing ads below 3 ft, which is more likely to be seen by children.

Locations were observed to most commonly have advertisements in English (92%), with a small number of locations having ads in Spanish (7%). Many locations did not appear to have advertisements depicting specific genders, though when gendered ads were observed, locations more often targeted men (1 in 5 locations). Observations of racial and ethnic groups represented in advertising that contained people, found that 20% of locations had ads featuring White/Caucasian individuals while 16% featured Black or African-American individuals. The majority of locations with ads that depicted people focused on young to middle-aged adults. However, 17% of locations had ads containing cartoon characters or game avatars which may appeal more to youth.

Ads were common at **checkout counters** and on **windows**



There was a notable lack of advertising or other signage at Lottery Retailers about problem gambling support resources

46% of locations have gambling ads containing **no information** about problem gambling support

71% of gambling advertisements at Lottery Retailers included **no problem gambling support info**

Among the 54% of locations with information about problem gambling supports, the majority of CSBs found it somewhat hard, hard or very hard to locate information regarding problem gambling support resources at lottery retailers.

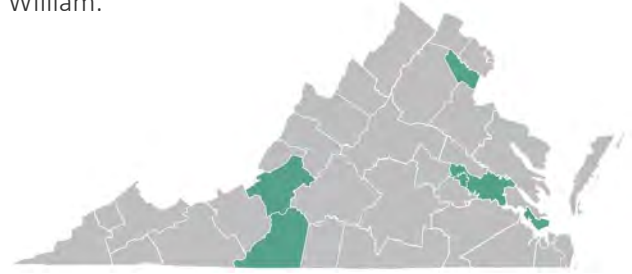
N= 238



Rosie's Gaming Emporiums

Rosie's Gaming Emporiums are gaming centers located throughout Virginia. As part of the environmental scan of physical brick and mortar gambling/gaming retailers, 5 of the 6 Rosie's Gaming Emporiums were visited. These venues were located in the following counties: New Kent, Henry, Richmond, Roanoke, and Prince William.

While one location was near a school and one was near a gym or sports facility, Rosie's are not generally near locations that primarily serve youth. Additionally, while one location was accessible to youth, the majority of locations checked ID and did not allow people under age 18 to enter the venue.



"Casino-like Environment"

Rosie's locations are described as having a "casino-like" environment, with betting machines located throughout the venue. Importantly, some Rosie's locations serve alcohol and food, leading to gambling activities being associated with these as well. One location was also noted as having a smoking section, enabling tobacco use while gambling/gaming.

The majority of Rosie's locations have narrow options for gambling, with the primary activity being gaming and placing bets on horse racing. However, the location in Prince William County also functions as a lottery retailer, selling lottery tickets, scratch-off tickets, keno, and slot machines. Additionally, locations often featured one additional gambling activity, including sports betting in Henrico, slot machines and scratch-off tickets in Blue Ridge, and electronic pull-tabs in Piedmont.



Advertising and information about problem gambling support resources were more prevalent at Rosie's Gaming Emporiums as compared to Lottery Retailers

34

Average number of **gambling ads** per location

75% of ads were in English and did not appear to target any specific demographic group. Only one location had ads with celebrities or athletes, and one location had no ads at all beyond the gambling machines themselves.

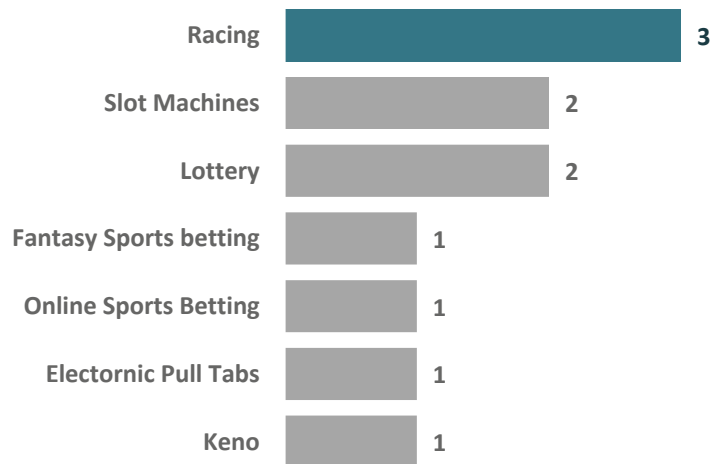
Information on problem gambling support was hard to find. One location kept Problem Gambling Helpline cards and brochures in a highly visible spot right next to the register. Otherwise, problem gambling support information at Rosie's locations was often described as hard to find or unavailable.

No ads for Rosie's Gaming Emporium were observed at other gaming/gambling locations.

90%

of gambling advertisements at Rosie's establishments included **no problem gambling support info**

Racing ads were found the most at Rosie's establishments



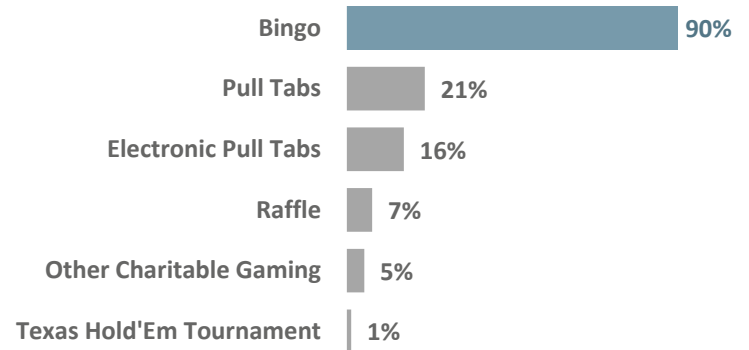


Brick and Mortar Scan of Charitable Gaming Hosts

A total of 140 licensed charitable gaming venues identified and included in this portion of the environmental scan. The goal for each CSB was to locate and scan at least five venues in their area with at least one bingo, raffle and pull-tab. To help CSBs locate venues, links listing licensed charitable gaming hosts and suppliers as well as bingo venues were included in the environmental scan guide.

A diverse set of venues were visited, the most frequent being fraternal organizations or lodges. While some establishments offered multiple types of gaming, nine out of ten offered bingo games.

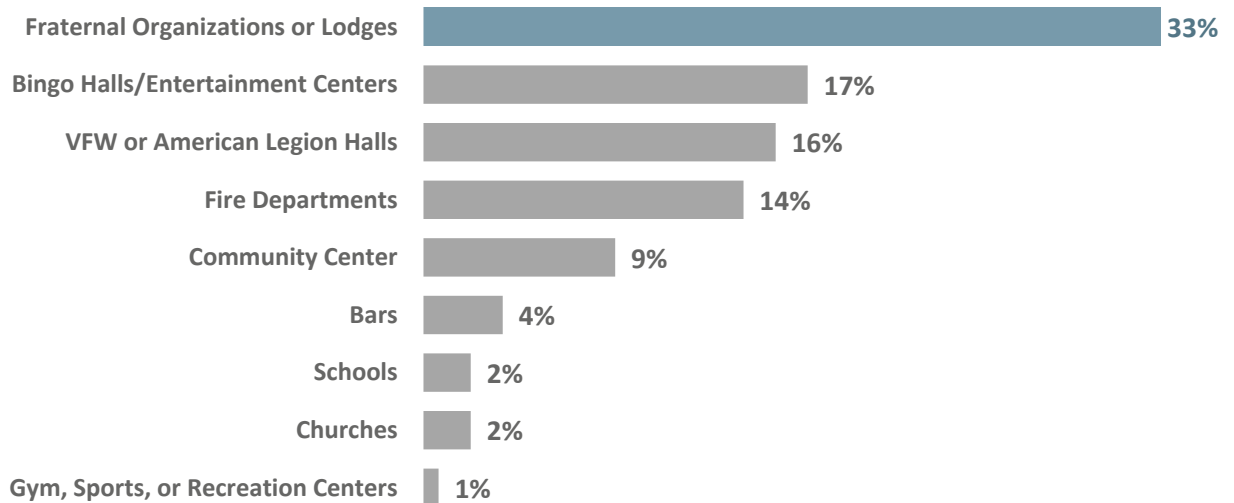
Bingo was the most popular charitable gaming offered



Note: More than one answer type could be chosen for each venue, so percentages will total over 100%.

Charitable Gaming Venues

1 out of 3 Charitable Gaming Scans were conducted at fraternal organizations or lodges such as Elks Lodge, Moose Lodge, or Knights of Columbus chapters.



There was a notable lack of advertising or other signage about problem gambling support resources at Charitable Gaming events

2.2

average number of **Gambling Advertisements** observed at charitable gaming events

99%

of gambling advertisements at charitable gaming events included **no problem gambling support info**



Community Walk

CSBs completed a community walk to visit busy areas and school zones to capture what kinds of gambling inducements people encounter in the community. The instructions for this scan were to observe 5 busy intersections or roads in their region, as well as 5 school zones. Observers brought a worksheet to each of these locations and recorded a mixture of quantitative and qualitative data. This allows us to better understand the kinds of advertisements and other inducements to gamble that people encounter as they move through the community. It also enables us to examine what kinds of problem gambling risks youth may be exposed to in areas they frequent like schools.

393 community walk observations were completed.

40% of locations had advertisements for gambling

Ads were often located near places frequented by youth



Schools (22%)



Libraries (9%)



Gyms/Sports Facilities (13%)



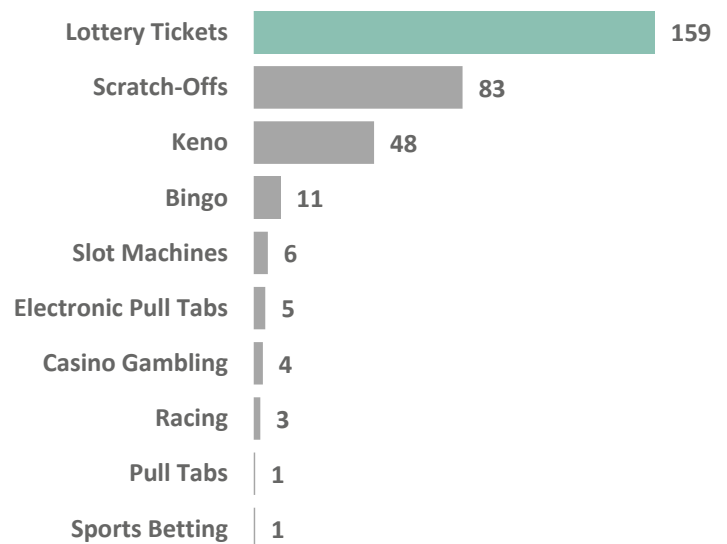
Youth Centers (4%) or Other Youth Facilities (6%)

Locations were most often found to have ads for Lottery, Scratch-off, and Keno. Fewer locations had ads for bingo, slot machines, electronic pull tabs, casino gambling, racing, and sports betting. While billboards and bus stops were expected to be common locations for gambling ads, less than 15% of ads were found in these locations. Instead, gambling ads appear in a diversity of locations within the community suggesting potential challenges for regulators

5% or fewer of ads contained unrealistic statements about winning, cartoon characters/game avatars, or athletes/celebrities. Likewise, less than 1% of ads encountered on community walks appeared to target specific demographic groups. The vast majority of ads included only text, lottery logos, or images without people.

85% of locations with gambling/gaming advertisements had no visible information on problem gambling support.

Locations most often promoted lottery-related gambling opportunities



Among the 15% of locations with information on problem gambling supports, the majority of CSBs found it was not easy to locate this information

N= 49



■ Somewhat Hard, Hard, or Very Hard ■ Neither Easy nor Hard ■ Somewhat Easy, Easy or Very Easy



Passive Media Scans

The Passive Media Scan was conducted using a different approach from the previous scans as it was meant to capture how people are encountering gambling advertisements while using different forms of media. Each CSB worked to recruit 5 adults and 5 youth to keep track of the following for five days: what media platforms they saw gambling advertisements on, how many they saw, and what type of gambling was advertised.

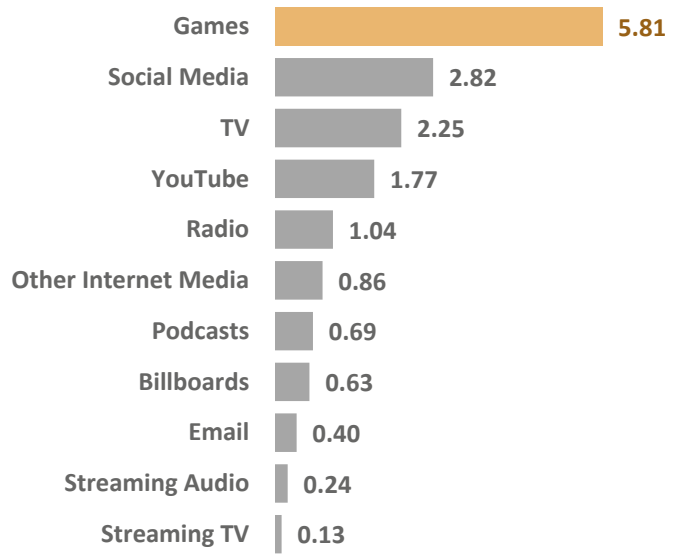
28.2 Average number of **Gambling Advertisements** over a 5-day period

The average person participating in this scan encountered over 28 gambling advertisements within a 5-day period.

While the majority of people saw three or less gambling advertisements per day, roughly 10% of participants reported seeing 10 or more gambling advertisements, indicating that some people are receiving higher exposure to inducements to gambling and may be at greater risk.

In games played on the computer, video game console, or phone, people reported seeing more than 5 gambling ads a day. Social Media and TV had the second and third highest number of gambling advertisements.

The average number of Gambling Ads per day was highest on **online gaming platforms**



Urban areas are exposed to higher amounts of gambling advertisements on media platforms.



Average number of gambling advertisements



Rural Areas
21.7 Ads



Urban Areas
37.3 Ads

People in urban areas encountered significantly more gambling ads than those in rural areas, especially through social media and TV. This includes seeing twice as many ads for sports related gambling. This suggests that these areas may be more highly targeted by advertisers and face greater exposure to gambling advertisements. While youth are not able to legally engage in gambling activities, findings indicated a similar rate of gambling advertisement exposure as among adults.

Sports Betting and Fantasy Sports advertisements are the most common type of gambling advertised in media.

Sports Betting and Fantasy Sports ads were rarely seen at physical locations in other scans, yet it was one of the most common forms people are encountering via media indicating substantially different marketing strategies for lottery products than for sports betting activities. Though at the time of these scans there were only six racinos and no built casinos located throughout the state, observers saw an average of three casino advertisements per day. Games with Loot Box mechanics were also in the top three forms of gambling advertised on media platforms. These ads allow marketers to invite users to directly click on the advertisement to go to a page where they sign up for or download the game or items, potentially increasing risks of impulsive problem gambling behaviors.

Recommendations and Strategies

Based on the findings, the following statewide recommendations are developed to help guide the development and implementation of problem gaming/gambling prevention strategies.



Sustainable Funding

Dedicated and continuous funding for prevention efforts targeting problem gaming and gambling behaviors is needed to address the current and anticipated need that will arise out of increased availability of gaming and gambling activities across the state. Efforts should be integrated into the current prevention framework by adding problem gambling and gaming into the statewide prevention logic model and aligning strategies.



Merchant Education

Statewide merchant education efforts for tobacco retailers (Counter Tools) should be expanded to include lottery retailers, recognizing the significant overlap between tobacco and lottery retailers and need for improved advertising practices.



Community Awareness Efforts

Statewide and local efforts should be facilitated to educate communities on problem gambling signs and availability of problem gambling support resources to ensure community readiness to support problem gaming and gambling prevention efforts.



Expanded Protections for Consumers

With increased opportunities for gaming and gambling, efforts should be made to expand consumer protections through enforcement of ID checks and provision of training for staff at dedicated gaming and gambling establishments (Casinos, Racinos, Rosie's Gambling Emporium, and Racetracks) to recognize problem gambling behaviors and provide resources to consumers.



Advertising Regulations

State agencies and decision-makers should explore options for the regulation of gaming and gambling advertising, including placing restrictions on ad placements to minimize messaging impact on youth and restricting the number of ads per lottery retailer to minimize ad exposure in urban areas. Mandates on the inclusion of problem gambling support resources in advertising of gaming and gambling services and at charitable gaming events should also be considered.



Zoning Restrictions

State agencies and decision-makers should explore options for zoning restrictions to regulate saturation of gaming and gambling opportunities in localities, as well as proximity of gaming and gambling establishments to youth-serving organizations (e.g. schools, youth centers, etc.).



Develop a Responsible Gambling Host Association

Establishment of an association of gambling hosts (e.g. Casinos, Racinos, Rosie's Gambling Emporiums, Racetracks, etc.) can serve to facilitate collaboration with state agencies (e.g. DBHDS, VA Council on Problem Gambling, Law Enforcement, etc.) and provide a central pathway for communication, education, and enforcement.



Youth Education

Community Service Boards should implement problem gaming and gambling prevention education efforts targeting youth in order to mitigate impact of gaming and gambling advertising on youth behaviors.

Appendix

Environmental Scan Type by CSB

	Brick and Mortar	Charitable Gaming	Community Walk	Passive Media
Alexandria	10	4	10	2
Alleghany-Highlands	10	2	10	1
Arlington	10	-	10	-
Blue Ridge	28	4	10	9
Chesapeake	13	4	10	11
Chesterfield	18	4	10	5
Colonial	12	1	10	7
Crossroads	11	3	10	10
Cumberland Mountain	10	3	10	11
Danville-Pittsylvania	11	1	10	9
Dickenson	13	-	11	10
District 19	22	5	10	10
Eastern Shore	10	4	11	10
Fairfax-Falls Church	42	5	10	-
Goochland-Powhatan	10	-	10	6
Hampton-Newport News	25	4	10	11
Hanover	10	4	10	6
Harrisonburg-Rockingham	10	5	10	2
Henrico Area	22	3	10	13
Highlands	10	5	10	6

Environmental Scan Type by CSB, Continued

	Brick and Mortar	Charitable Gaming	Community Walk	Passive Media
Horizon	22	4	10	8
Loudon County	14	3	10	9
Middle Peninsula- Northern Neck	12	4	9	13
Mount Rogers	11	4	10	-
New River Valley	13	6	10	10
Norfolk	15	4	10	11
Northwestern	20	5	9	6
Piedmont	21	4	10	14
Planning District 1	10	4	10	11
Portsmouth	9	2	10	9
Prince William County	29	-	-	-
Rappahannock Area	21	5	10	4
Rappahannock- Rapidan	13	4	10	5
Region Ten	15	5	11	10
Richmond	21	3	12	17
Rockbridge Area	10	2	10	1
Southside	10	3	10	13
Valley Community Services	11	5	10	9
Virginia Beach	32	5	10	11
Western Tidewater	11	-	10	-
Missing CSB Name	-	7	-	1
Grand Total	627	140	393	301

Healthy Families Rappahannock Area FY 2022 Year-end Report

Healthy Families Rappahannock Area is a voluntary home visitation program designed to promote healthy families and healthy children through a variety of services, including child development, access to health care and parent education.

Rappahannock Area Community Services Board serves as the fiscal agent for Healthy Families Rappahannock Area (HFRA). The program consists of a Program Director, two Supervisors, one Office Manager and ten Direct Service Professionals (Family Resource Specialists and Family Support Specialists).

In FY 2022, Healthy Families Rappahannock Area:

- Completed 399 Screenings
- Completed 198 parent assessments
- Offered services to 133 families
- Enrolled 88 new families
- Conducted 2,713 home visits with 262 families
- Served 358 families

RAPPAHANNOCK AREA

COMMUNITY SERVICES BOARD

Healthy Families Rappahannock Area (HFRA) July 1, 2021 – June 20, 2022

HFRA helps parents **IDENTIFY** the best version of themselves, **PARTNERS** with parents with success in parenting, and **EMPOWERS** parents to raise healthy children. We provide free support to families residing in the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford.

SCREENINGS

Period	Quarter 01	Quarter 02	Quarter 03	Quarter 04	YTD
Total number of Healthy Families screenings completed	81	102	111	105	399

ASSESSMENTS

Period	Quarter 01	Quarter 02	Quarter 03	Quarter 04	YTD
Total number of Parent Survey/Assessment completed	43	43	53	59	198
How many families were offered HV services	26	34	39	34	133
How many families enrolled (completed 1st home visit)	20	23	29	17	88

HOME VISITS

Period	Quarter-01	Quarter-02	Quarter-03	Quarter-04	YTD
Total number of home visits completed	648	645	707	713	2713
Total number of Families served with home visiting	174	164	174	174	262

FAMILIES SERVED

Period	Quarter 01	Quarter 02	Quarter 03	Quarter 04	YTD
Total number of Families served	195	173	202	212	358
Total number of Target Children served	187	158	173	177	274

Newsorthy:

- Received Level Funding for both VDSS-TANF and MIECHV
- Received award for Child Abuse and Neglect Prevention grant of **\$50,000**
- October 2021, HFRA moved into their new office and for the first time in 23 years, has its own sign over their office.
- Hired **2** new Family Support Specialist and **1** new Family Resource Specialist
- HFRA received 58 (\$100) grocery gift cards from community partners to hand out at this year's Holiday Drive Thru (Common Ground Church, New Hope UMC, Faith RXD, Prince Hall #61, The Obsidian Group, and Advanced Care for Woman)
- HFRA received a **\$5,000** donation from Strong Tower Church
- Hosted first annual Community Awareness "Open House" – had 31 guest attend.
- As of May 2022, HFRA is now back in Mary Washington Hospital providing services and collecting screens.
- HFRA received funding from the Rapp United Way- FY23 HFRA will receive **\$25,000** for Healthy Families and **\$,3500** for Village Fathers
- Offering 2 playgroups a month with participation from Positive Male Role Models in the community (Honorable Judge Marcel Jones, former Delegate Joshua Cole, and Pastor Justin Williams from Hillcrest United Methodist)

Upcoming Events

RACSB staff will be hosting and/or participating in a number of upcoming events:

- Barbershop Talk on September 12, 2022 at 6:00 p.m. at The Gentlemen's Club Barbershop (8907 Courthouse Road). Gary Taylor, LCSW is speaking on men's mental wellness
- PhotoVoice reception on September 13, 2022 from 5:00 p.m. to 7:00 p.m. at the Howell Branch of the Central Rappahannock Regional Library. The exhibit is on display for the month of September.
- Baron "Deuce" P. Braswell II 5K Run/Walk Against Teen Violence at Courtland High School on September 17, 2022.
- Mental Health America of Fredericksburg's Another Day Walk on September 24, 2022 at Old Mill Park.
- March the Runway on October 2, 2022 on Caroline Street.
- American Foundation for Suicide Prevention's Out of Darkness Walk on October 15, 2022 at Pratt Park.

A central sign-up has been created for staff to volunteer:

<https://www.signupgenius.com/go/409044caba928a1fe3-volunteering>

Barbershop TALK

JOIN US FOR AN IMPORTANT DISCUSSION ABOUT MEN'S MENTAL HEALTH

FEATURING GARY TAYLOR, LCSW

MONDAY, SEPT. 12 6–8 P.M.

THE GENTLEMEN'S CLUB BARBERSHOP

8907 COURTHOUSE RD, SPOTSYLVANIA COURTHOUSE, VA 22553



presented by

hopestarter



RAPPAHANNOCK AREA
COMMUNITY SERVICES BOARD

UPHOLD 31.8

The Gentlemen's Club
CLOSE SHAVES. PROPER FADES.
BARBER SHOP

What does wellness look like to you?



YOU ARE INVITED TO AN

PHOTOVOICE RECEPTION

September 13, 2022

5:00 p.m. to 7:00 p.m.

Central Rappahannock Regional Library

Howell Branch

806 Lyons Blvd.

Fredericksburg, VA 22406

Questions: 540-374-3337 or
prevention@rappahannockareacsb.org



RAPPAHANNOCK AREA
COMMUNITY SERVICES BOARD