

Education Competition

Education Competition Analysis Methodology



What does success look like for an educational programs?

Clearly articulated, well branded programing that builds loyalty through involvement

D.A.R.E.



Resources for communities and individuals

Education and Prevention programs and resources are available at all levels: nationally, state, and local.



Why should Virginians turn to VA ABC E&P with the plethora of programs available?

Comparing the VA ABC Education Program

Several sub-brands offer programming for every age.



Elementary

MISS VA SCHOOL TOUR

Travels across Virginia to elementary schools.



Middle

BOLT

Prevention knowledge for middle school students and their parents.



High School

YADAPP

A high school peer-led leadership conference



College

COLLEGE TOUR & HEADS UP

Prevention of misuse (underage) and abuse on college campuses



Adult

VOSAP

Misuse prevention

MART & RSVP

Licensee Training



Older Adult

AAAG

Prevention of the misuse of alcohol and medications as adults age.

Comparing the VA ABC Education Program

But several different brands don't share a common identity.



Education Competition Consideration

How can VA ABC leverage its extensive programs to build deeper relationships with VA citizens and lawmakers?

Education Recommendation

Unify the education identity

Create a unifying identity and supportive messaging that evokes a central brand narrative through all programs.

Appendix

- **DARE and TRUTH**

<http://www.dare.org> <https://www.thetruth.com>

- **Budget**

<http://www.wral.com/ale-agents-worry-senate-budget-limits-law-enforcement-abilities/16709963/>

- **MADD**

<http://www.madd.org/local-offices/va/newsletters/Programs10.pdf>

- **Alcohol problems and solutions**

<https://www.alcoholproblemsandsolutions.org/Controversies/20070111184521.html>

- **Addiction Care options**

<http://www.addictioncareoptions.com/specialized-programs>

- **ABC**

<https://www.abc.virginia.gov/library/education/pdfs/vosap-2016-annualreport.pdf?la=en>