



**Board of Trustees Meeting  
Minutes  
May 17, 2017**

**Board Members present**

Laura E. Beamer, Valerie L. Bowman, M.D. (arrived at 12:22 p.m.), Sandy L. Chung, M.D., Delegate T. Scott Garrett, M.D., Glory L. Gill, RN, Andrew W. Goodwin, Kris E. Kennedy, M.D., Ritsu Kuno, M.D., Robert Leek, Thomas J. L'Ecuyer, M.D., Delegate John M. O'Bannon III, M.D. (left at 1:14 p.m.), James R. Jankowski II, Senator David W. Marsden, Henry L. Marsh III, board member of the Virginia Department of Alcoholic Beverage Control (represented Jeffrey L. Painter, Chairman of the Virginia Department of Alcoholic Beverage Control as his designee) (left at 1:12 p.m.), Sarah T. Melton, Kristina N. Powell, M.D., PharmD, Vineeta T. Shah, MHS, RD, Senator David R. Suetterlein (left at 1:12 p.m.) and Teresa Gardner Tyson, DNP (joined via conference call).

**Board Members not present:**

Sarah Holland, Marissa Levine, M.D.

**Staff:**

Terri-ann Brown, Eloise Burke, Richard Foster, Heidi Hertz, Wilma Jordan, Marty Kilgore, Danny Saggese and Margaret White.

**Counsel:**

Carrie S. Nee, Office of the Attorney General

**Guests:**

Amelia Roberts, VFHY Intern

**Call to order:**

Dr. Sandy L. Chung, M.D., Chairman, called the meeting to order at 12:05 p.m.

Dr. Chung welcomed everyone to the meeting. Dr. Chung also welcomed new board member Senator David R. Suetterlein. Dr. Chung then asked for introductions from the Board of Trustees members and staff.

**Minutes:**

Motion: to approve the minutes as presented by Delegate T. Scott Garrett, M.D.

Second: Kristina N. Powell, M.D.

Vote: Unanimous in favor.

**Chairman's Comments:**

During the most recent General Assembly session, Governor McAuliffe signed into law a bill to give VFHY the additional mission of preventing and reducing substance use by youth in the commonwealth. This includes but is not limited to: educational and awareness programs, implementing evidence-based practices, and assisting schools and communities with related policies and programs.

Adding substance-use prevention to VFHY's mission was a recommendation that came out of a study from the Joint Commission on HealthCare. I want to thank Delegate John O'Bannon, III, M.D. and Senator John Edwards for being the patrons for these bills and shepherding them through the Assembly session.

Unfortunately despite our best efforts, the Assembly did not allocate any additional funding for VFHY to take on substance-use prevention.

With the July 1<sup>st</sup> date approaching, VFHY has begun preparing for the law to go into effect with preliminary research to learn how VFHY can support existing youth substance-use prevention efforts.

Staff has already updated the VFHY strategic plan and mission statement to include substance-use prevention language and the staff is currently updating the Foundation's vision statement. VFHY staff is also compiling a Known Assets Inventory, listing all the organizations and stakeholders in Virginia that currently deal with youth substance-use prevention and reduction.

VFHY's summer college interns will be working on a gap analysis, identifying holes in services and prevention messaging statewide. Staff plans to have the results of that study ready to share with the Board by our next meeting in September.

Additionally, VFHY staff is also investigating how we can best leverage our existing assets for substance-use prevention.

For example, our Virginia Youth Survey segmentation research provides us with a source for data on which youth groups are most at danger for engaging in different types of substance use and gives us a foundation for future research.

VFHY is in the process of collaborating with the Department of Behavioral Health and Developmental Services on a post-conference following the 2018 Reduce Tobacco Use Conference.

VFHY staff is also conducting a review of VFHY's Compendium of Programs to see how we currently integrate substance-use prevention into our tobacco-use prevention curriculum. We know that of our nineteen current classroom-based programs, all of them cover tobacco:

- Four are tobacco only. (Project Ex, Project TNT, Model Smoking Prevention Program, and Not on Tobacco).

- Five include general substance-use prevention (All Stars, Al's Pals, Strengthening Families Program for 6-11 year olds, Strengthening Families program for 10-14 year olds and Lead & Seed).
- Five cover Tobacco, Alcohol and Marijuana. (LifeSkills Training, Keepin It Real, Project Alert, Prevention through Alternative Learning Styles (PALS) and Too Good for Drugs.
- Two cover Tobacco & Alcohol. (Media Detective and Media Ready).
- Three cover Tobacco Alcohol Marijuana and other Drugs. (Positive Action, Healthy Alternatives for Little Ones (HALO) and Project TND).

All of this background research will help us figure out where VFHY should fit into the substance-use prevention landscape in Virginia and it will also help us identify sources of funding for that work.

### **Executive Director's Report:**

#### **PROGRAMS:**

During the period of November 2016 to April 2017 VFHY terminated grants to the following grantees due to lack of compliance with grant requirements: Roanoke City Schools, Richmond Health Department, Boys & Girls Clubs of Emporia. This reduced the number of 2015-2018 VFHY tobacco-use prevention grantees from 52 grantees to 49 grantees and reduced VFHY's statewide reach of tobacco-use prevention programs from 52,000 youth served to 49,000 youth. A group of ninth-graders participating in the VFHY-funded Too Good for Drugs and Violence program at Pulaski County High School [created a video for Kick Butts Day](#) (March 15) to raise awareness of the dangers of tobacco use that was shown to their entire school and posted on YouTube. The program is implemented via a three-year tobacco-use prevention grant from VFHY to Pulaski Public Schools.

On March 28-29 VFHY Programs Department staff met in Hume, Va., for their six-month planning meeting. Topics discussed included the upcoming Tobacco-Use Prevention and Healthy Communities Action Team RFPs, grantee networking opportunities, Regional Advisory Board member training, statewide evaluations, grantee management and the VFHY mission expansion.

The next request for proposals for tobacco-use prevention programs is scheduled to be released in August with regional and statewide review meetings to be held in November.

The next request for proposals for Healthy Communities Action Teams childhood obesity prevention programs is scheduled to be released in January with regional and statewide review meetings to be held in April.

#### **MARKETING:**

Members of Y Street joined the students and staff of Hopkins Road Elementary School as they hosted "Breakfast with a Bud" in December as part of No Kid Hungry's Virginia Breakfast Challenge. In an effort to increase awareness of and excitement for school breakfast, students had the chance to bring a "buddy" to breakfast, such as a parent, grandparent, or sibling. Y Street youth volunteers throughout Virginia are working to increase the awareness of the benefits of breakfast and also to encourage principals at Virginia schools to adopt alternative breakfast models. Y Street's Great Starts with Breakfast campaign connects principals with resources that can help them adopt alternative breakfast models at their school to increase student participation.

As a direct result of the work of VFHY's teen Y Street volunteers, Petersburg and Colonial Beach became the 27<sup>th</sup> and 28<sup>th</sup> school districts to adopt comprehensive policies prohibiting the possession and use of all tobacco and e-cigarette products by all persons on all school properties, 24 hours a day, seven days a week. Since December members of VFHY's teen volunteer group Y Street have been speaking to school boards across Virginia, requesting that board members consider adopting comprehensive tobacco-free policies for their schools. The effort is part of Y Street's 24/7 campaign, a youth-driven initiative to help schools become tobacco-free and e-cigarette free 24 hours a day, seven days a week. School districts reached by Y Street over the last six months include: Colonial Beach, Norfolk, Poquoson and Winchester as well as the following counties: Clarke, Greensville, King George, Loudoun, Page, Rappahannock, Shenandoah, Spotsylvania, Stafford and Westmoreland.

On Feb. 15 the Virginia Foundation for Healthy Youth (VFHY) hosted its second 24/7 Tobacco-Free Spirit Day, celebrating the nearly 30 school divisions in Virginia that have adopted comprehensive policies prohibiting the possession and use of all tobacco and e-cigarette products by all persons on all school properties, 24 hours a day, seven days a week. VFHY Executive Director Marty Kilgore kicked off the event at Boushall Middle School in Richmond. More than 60 schools across the commonwealth hosted 24/7 Tobacco-Free Spirit Day events, which are part of the 24/7 campaign by Y Street, VFHY's award-winning high school volunteer program. While all schools in Virginia are required to have a policy prohibiting tobacco use, just 28 out of Virginia's 132 school divisions possess fully comprehensive policies.

### **RESEARCH:**

On Feb. 21-22 VFHY sponsored the Virginia Youth Tobacco Project (VYTP) Research Coalition's annual meeting at the Crowne Plaza in Richmond, bringing university researchers from across Virginia together to present and share data and findings from a variety of VFHY-funded research projects furthering youth tobacco prevention. Session topics included health messaging around e-cigarettes and tobacco-use prevention strategies for young people with ADHD. VFHY staff in attendance included Executive Director Marty Kilgore, Deputy Director Marge White, Central Regional Grants Administrator Terri-ann Brown and North Regional Grants Administrator Lisa Brown.

### **CHILDHOOD OBESITY PREVENTION:**

#### **OFFICE OF THE FIRST LADY: CHILDHOOD NUTRITION AND HUNGER:**

On Feb. 3 VFHY Obesity Prevention Coordinator Heidi Hertz and Eddie Oliver, chief of staff for the First Lady of Virginia, met with FeedMore CEO Doug Pick and James Wallace with Virginia Community Capital to discuss the Commonwealth's Council on Bridging the Nutritional Divide and supporting Virginia agriculture.

On Feb. 24 Obesity Prevention Coordinator Heidi Hertz facilitated the Bridging the Nutritional Divide's Community Initiative's workgroup meeting. The goal of the meeting was to discuss the development of the council's website and get feedback from councilmembers on the website features and additional information to add. The workgroup also discussed developing the council's final report scorecard and potential items to include in the document. Additionally, members discussed creating a "day of action" to highlight the council's work and the First Lady's initiatives of childhood hunger prevention and volunteerism.

On March 2 VFHY assisted Gov. Terry McAuliffe and First Lady of Virginia Dorothy McAuliffe at the Virginia School Breakfast Week kickoff at Bensley Elementary School in Chesterfield. VFHY staff in attendance included Executive Director Marty Kilgore, Director of Marketing Danny Saggese and Obesity Prevention Coordinator Heidi Hertz. Members of VFHY's teen volunteer group, Y Street, were also present at the event, engaging with students and collecting school breakfast support pledges. Event partners included Virginia No Kid Hungry, Southeast United Dairy Industry Association, Fuel Up to Play 60 and the Virginia Department of Education.

On March 2-3 Obesity Prevention Coordinator Heidi Hertz and VFHY intern Anna Augusta facilitated two Bridging the Nutritional Divide workgroup meetings. The Virginia Agriculture workgroup met at FeedMore and shared updates regarding promoting local foods and initiatives supporting farmers' markets and healthy food financing. The Child Hunger workgroup met at Dominion Power and discussed updates to the School Breakfast Program and the At-Risk Afterschool Meals and Summer Food Service programs. Workgroup members heard council updates and discussed the upcoming launch of the council's website.

#### **ADMINISTRATION MEETINGS:**

On Jan. 10 Executive Director Marty Kilgore and Public Affairs Manager Richard Foster attended an agency head and legislative liaisons meeting at the Library of Virginia. The purpose of the meeting was to discuss the legislative and administrative preparation for the 2016 General Assembly session. Chief of Staff Paul Reagan opened the meeting, which was also attended by cabinet secretaries, deputy secretaries and other administration officials.

Deputy Director Marge White attended the Children's Cabinet meeting on Jan. 20. Each agency presented information regarding areas for continued collaboration. White highlighted the Virginia Youth Survey to be conducted this fall, which will include a census survey in Petersburg and oversample in Richmond to provide local data. She also noted that VFHY will be issuing two RFPs this year to support local grants for tobacco-use and obesity prevention, noting it could be an opportunity for agencies to promote the grants to groups throughout the state.

On March 7 Obesity Prevention Coordinator Heidi Hertz attended a meeting between local Richmond city officials and the Challenged Schools liaison team. During the meeting Richmond city employees shared challenges related to programs serving children and families. Priority areas for this collaboration include improving access to mental health, after-school programs, leadership training on wraparound services, early childhood programs, opportunities for court-involved children and opportunities to help families become self-sufficient. Similar to the support given to the Petersburg Public Schools, the Challenged Schools liaison team will begin meeting with and facilitating a partnership between the city of Richmond and Richmond Public Schools.

On March 28 Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended a meeting of the Children's Cabinet. Topics discussed included a presentation on adverse childhood experiences.

On May 10 state Secretary of Health and Human Resources Dr. Bill Hazel held a quarterly progress meeting with the VFHY Leadership Team. Hazel and VFHY staff discussed VFHY's new substance use mission and VFHY Director of Marketing Danny Saggese shared a Rev Your

Bev commercial promoting drinking water and avoiding sugary beverages. Also at the meeting were VFHY Executive Director Marty Kilgore, Deputy Director Marge White, Director of Programs Donna Gassie, Childhood Obesity Prevention Coordinator Heidi Hertz and Public Affairs Director Richard Foster.

### **HEALTHY YOUTH DAY:**

On Jan. 27 VFHY hosted a breakfast reception at the General Assembly in support of efforts to help children lead healthy lifestyles across Virginia. First Lady of Virginia Dorothy McAuliffe and Richmond Mayor Levar Stoney attended and were joined at the event by more than 80 state legislators, legislative aides and staff members, as well as representatives from advocacy groups such as the American Heart Association, the American Cancer Society and the Virginia Community Healthcare Association. Legislators in attendance included state Senators Dave Marsden and Frank Ruff and Delegates Betsy Carr, Peter Farrell, Rocky Holcomb, Mark Keam, Paul Krizek, Delores McQuinn, John O'Bannon, Israel O'Quinn, Todd Pillion, Margaret Ransone, Roslyn Tyler and Jeion Ward.

### **WEIGHT OF THE STATE:**

On April 3-4 VFHY and Prevention Connections co-hosted the fifth Weight of the State: Bridging the Nutritional Divide conference, chaired by First Lady of Virginia Dorothy McAuliffe. Governor Terry McAuliffe was the featured speaker at the conference, which highlighted Virginia's efforts to bridge the nutritional divide, showcasing the latest approaches to increasing access to healthy foods, ending childhood hunger and creating healthier communities. National, state and local experts shared cutting-edge tactics for promoting healthy nutrition and closing the hunger gap, including community-based approaches and policy changes. The conference also included a Mobile Food Rodeo, demonstrating how nonprofits and local governments across Virginia are using the marketing techniques of food trucks to increase access to healthy, Virginia-grown foods in food-desert communities. Speakers and presenters at the conference included Mrs. McAuliffe; Virginia Secretary of Health and Human Resources Dr. Bill Hazel; Fairfax County Public Schools Director of Food and Nutrition Services Rodney Taylor; and Stephanie Simms Hodges, operations manager for No Kid Hungry Virginia. About 350 professionals from across the commonwealth attended the conference, representing a variety of fields including nonprofits, health care, education and state and local government.

On April 4 Virginia Gov. Terry McAuliffe and VFHY Executive Director Marty Kilgore surprised First Lady of Virginia Dorothy McAuliffe at VFHY's Weight of the State: Bridging the Nutritional Divide conference with the unveiling of a new set of giant Virginia "LOVE" letters shaped like Virginia-grown agricultural products, such as corn, apples and peanuts, plus a fork and spoon. The sculptures, which are roughly seven feet tall and spell out the word "LOVE," honor Mrs. McAuliffe's commitment to end childhood hunger, improve school nutrition and promote Virginia-grown agriculture. A group of four state secretaries and other officials participated in the ceremony recognizing the First Lady's work on behalf of Virginia's children. The promotional "LOVE" letters are part of the Virginia Tourism Corp.'s LOVEworks branding initiative designed to promote family-friendly vacation experiences in Virginia and the Virginia is for Lovers message. Other officials participating in the event honoring Mrs. McAuliffe were: Secretary of Health and Human Resources Dr. Bill Hazel; Secretary of Agriculture and Forestry Basil I. Gooden; Secretary of Commerce and Trade Todd Haymore; Secretary of Education Dietra Trent; Virginia Tourism Corp. President and CEO Rita D. McClenny; State Health Commissioner Dr. Marissa Levine; Virginia Superintendent of Instruction Steven R. Staples;

Virginia Tourism Corp. Vice President of Marketing Diane Bèchamps; Eddie Oliver, chief of staff to First Lady of Virginia Dorothy McAuliffe; and Lincoln Saunders, chief of staff to Richmond Mayor Levar Stoney. The letters will be available for lease/loan from the Virginia Tourism Corp. for special events across the commonwealth.

### **LEGISLATIVE OUTREACH:**

On Nov. 28 State Sen. Adam P. Ebbin visited a VFHY-funded Life Skills Training (LST) program run by the Ethiopian Community Development Council (ECDC). The program is for African newcomers and is held at the Willston Multicultural Center in Falls Church. ECDC's mission is to resettle refugees and assist newcomer communities as they integrate into American society and achieve self-sufficiency. The LST program teaches youth the necessary skills to resist peer pressures to smoke, drink and use drugs as well as to help students develop greater self-esteem and self-confidence. VFHY Regional Grants Administrator Lisa Brown also attended the visit.

On Nov. 30 state Delegate Nick Freitas visited a VFHY-funded Positive Action after-school program implemented by Boys & Girls Clubs of Central Virginia. VFHY Public Affairs Manager Richard Foster attended the visit.

On Dec. 7 state Delegate Brenda Pogge visited a VFHY-funded preschool program at the R. F. Wilkinson Family YMCA in Williamsburg administered by the Peninsula Metro YMCA. The program, Healthy Alternatives for Little Ones (HALO), teaches children ages 3 to 6 how to make healthy life choices. VFHY Executive Director Marty Kilgore and Regional Grants Administrator Judy Link also attended.

On March 6 state Delegate Mark Levine visited a VFHY-funded program at ALIVE! Child Development Center in Alexandria, where preschool teachers implement the 42-lesson Al's Pals: Kids Making Healthy Choices program with their students. Staff from the preschool prevention team at Alexandria Department of Community and Health Services oversee program implementation. VFHY Regional Grants Administrator Lisa Brown was present at the visit.

On March 8 state Delegate Sam Rasoul visited a VFHY-funded Too Good for Drugs after-school prevention program at Virginia Heights Elementary implemented by Blue Ridge Behavioral Healthcare. Blue Ridge Behavioral Healthcare offers this evidence-based program to more than 1,500 youth in Botetourt, Craig, and Roanoke counties as well as in the cities of Salem and Roanoke. VFHY Southwest Regional Grants Administrator Jenny Martin attended the visit.

On March 16 state Delegate Mark Cole visited a VFHY-funded Al's Pals program for preschoolers at Ebenezer United Methodist Preschool in Stafford! Smart Beginnings Rappahannock Area implements the program. VFHY Executive Director Marty Kilgore also attended the visit.

On March 22 state Delegate Buddy Fowler visited a VFHY-funded Al's Pals program for preschoolers at the Caroline County YMCA. Smart Beginnings Rappahannock Area implements the program. VFHY Executive Director Marty Kilgore attended the visit.

On March 22 state Delegate Joseph Yost visited a VFHY-funded Project Alert program for seventh- and eighth-graders at Dalton Intermediate School in Radford. New River Valley

Community Services implements the program through a grant funded to Montgomery County Schools. Southwest Regional Grants Administrator Jenny Martin attended the visit.

On May 2 state Senator George Barker visited with participants from SCAN of Northern Virginia's Strengthening Families program at Key Middle School in Springfield. The program is provided via a grant from the Virginia Foundation for Healthy Youth (VFHY). Senator Barker distributed certificates and congratulated participants for successfully completing the seven-session program. Participants also met with high school students to talk about transitioning to high school, dealing with stress and staying away from bad influences.

#### **POTENTIAL EXPANDED MISSION:**

On Feb. 21 Gov. McAuliffe signed into law SB 1050 and HB 1751, identical bills to add youth substance-use prevention to the Virginia Foundation for Healthy Youth's mission. The bills, which did not include an increase in VFHY's funding, will take effect starting July 1. The bills were introduced by state Senator John Edwards and Delegate John O'Bannon and give VFHY the additional mission of preventing and reducing substance use by youth in the commonwealth, including but not limited to educational and awareness programs, implementing evidence-based practices, and assisting schools and communities with related policies and programs. The bills came out of a mission expansion proposal recommendation by the Joint Commission on Health Care.

#### **AUDIT:**

Executive Director Marty Kilgore, Deputy Director Marge White and Business Manager Wilma Jordan met with staff from the Auditor of Public Accounts (APA) for an entrance meeting on Jan. 10. The APA completed its FY16 audit with no management points or findings.

#### **COLLABORATIONS/MEETINGS/PRESENTATIONS:**

On Dec. 6-7 Director of Programs Donna Gassie attended the Southeast States Tobacco Policy Directors meeting in Little Rock, Ark., hosted by the Tobacco Control Legal Consortium. Topics reviewed included national efforts to increase the legal age to buy tobacco products, innovative tobacco control initiatives and Other Tobacco Products (OTPs) such as e-cigarettes and smokeless tobacco products.

On Dec. 7 Obesity Prevention Coordinator Heidi Hertz and Lincoln Saunders, chief of staff to First Lady of Virginia Dorothy McAuliffe, met with representatives from Virginia Commonwealth University's Massey Cancer Center to discuss collaboration opportunities to prevent cancer in Southside Virginia. Polly Cole and Kathy Hurt from VCU Massey Cancer Center shared information about initiatives in Danville and Brunswick County to increase access to healthy foods and address rural food deserts. Future partnership opportunities will include connecting VCU Massey Cancer Center staff members with the Virginia No Kid Hungry campaign. VFHY will also follow up with Massey staff about youth messaging strategies for cancer prevention.

On Jan. 3 Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended a meeting organized by the VCU Massey Cancer Center to discuss the best practices for Human papillomavirus (HPV) prevention and upcoming application for funding. The VCU Massey Cancer Center is consulting with VFHY to assist their teen and youth messaging efforts in Danville. Additionally, VFHY is providing assistance with their food desert initiative in Southside Virginia. Meeting attendees included: Beth Bortz, President and CEO, VA Center for



Health Innovation (VCHI); Gordon Ginder, MD, Director, Massey Cancer Center; Jane Chappell, Executive Director, VA Chapter American Academy of Pediatrics (AAP); Kristina Powell, MD, Pediatric Associates of Williamsburg; Mary Lindsay White, Chapter Executive, VA Academy of Family Physicians; and Sam Bartle, MD, Pediatric ER, VCU CHOR / President, VA Chapter AAP.

On Jan. 23 Obesity Prevention Coordinator Heidi Hertz met with Shaune Lancit Regional Manager with WellCare Health Plans. During the meeting, Ms. Lancit shared information about their community-based programs and focus areas on addressing the social determinants of health.

On Feb. 1 Obesity Prevention Coordinator Heidi Hertz met with representatives from Brunswick County to discuss data and challenges related to health, hunger and nutrition in their community as well as opportunities to expand Brunswick County's school breakfast program. The meeting was coordinated by Polly Cole with the VCU Massey Cancer Center and included Elizabeth Brightwell with No Kid Hungry Virginia, Brunswick County Board of Supervisors Chair Barbara Jarrett, Brunswick County Schools Superintendent Dora Wynn and Brunswick County School Board Chair Carolyn Jones.

On Feb. 10 Obesity Prevention Coordinator Heidi Hertz participated in the Virginia Food System Council's quarterly meeting. The council discussed sustainability options for the organization and potential next steps for a formal agreement with Virginia Cooperative Extension. Hertz provided an update on the Commonwealth Council for Bridging the Nutritional Divide and discussed opportunities for ongoing partnership between the Virginia Food System Council and the Council on Bridging the Nutritional Divide.

On Feb. 13 Obesity Prevention Coordinator Heidi Hertz attended a stakeholders meeting with VCU Massey Cancer Center. The purpose of the meeting is to assist Massey and its partners with a grant application to Merck & Co. that would expand Massey's cancer prevention efforts. Meeting attendees also included: Beth Bortz with the Virginia Center for Health Innovation; Len Nichols, director of the Center for Health Policy Research and Ethics at George Mason University; Christy Gray with the Virginia Department of Health's Virginia Immunization Information System; Trinette Randolph with the Virginia Community Healthcare Association; Shelly Smith with the Virginia Council of Nurse Practitioners; and representatives from the Virginia Chapter of the American Academy of Pediatrics.

On Feb. 14 Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the Virginia Early Childhood Foundation's Nemours Early Care and Education Learning Collaborative (ECELC) Advisory Council meeting. Council members shared updates about ECELC activities and discussed the possibility of administering a survey to early childhood education providers regarding healthy eating and physical activity (HEPA) standards. Hertz provided an update on VFHY's early childhood education initiatives including plans for 2017 Rev Your Bev Day activities.

On Feb. 15 VFHY Obesity Prevention Coordinator Heidi Hertz attended a meeting of the Virginia Partnership for Out of School Time (VPOST) leadership committee, which reviewed

quality standards for out-of-school time programs and discussed potential legislation impacting after-school programs. VPOST is a statewide public-private partnership dedicated to developing and expanding supports and services to school-age children and teens across the commonwealth during out-of-school time hours.

On Feb. 16 VFHY Executive Director Marty Kilgore attended the VOSAP (Virginia Office for Substance Abuse Prevention) collaborative meeting at DBHDS. The group discussed its goals for the upcoming fiscal year.

On Feb. 28 Obesity Prevention Coordinator Heidi Hertz attended the 2017 Summer Food Service Program (SFSP) State Planning Meeting. The goal of this meeting was to bring together SFSP sponsors and stakeholders throughout the Commonwealth to share 2016 SFSP data and collaboratively plan for next summer. Attendees included: No Kid Hungry Virginia, the Virginia Department of Health, Newport News School Nutrition, Blue Ridge Area Food Bank, and others.

On March 8 VFHY Director of Community Outreach and Development Henry Harper attended the symposium “Substance Use Disorders and Young People: Epidemiology, Impact, Treatment and Recovery” at the University of Virginia. The presenter, John F. Kelly, Ph.D., ABPP, Elizabeth R. Spallin Associate Professor of Psychiatry in Addiction Medicine at Harvard Medical School, presented the latest data and best practices for dealing with the youth substance abuse epidemic. The symposium was attended by health care providers, researchers, academia and public health professionals.

On March 13 VFHY Executive Director Marty Kilgore participated in a meeting of the Community Coalitions of Virginia. Topics addressed included a statewide update on the opioids and heroin epidemic from Virginia Department of Health Chief Deputy Commissioner Dr. Hughes Melton.

Director of Marketing Danny Saggese presented at the 2017 National Conference on Tobacco or Health in Austin, Texas, on March 22-24. VFHY initiatives were highlighted in numerous sessions, including: “Replacement Smokers: Why tobacco products appeal to youth and young adults,” “Developing and Implementing a Targeted Rural Teen Tobacco Prevention Effort” and “Engaging Youth and Adults in Tobacco Policy Change.” Additionally, VFHY shared information with nationwide attendees about VFHY’s Other Tobacco Products training module during the poster session. VFHY Training and Resource Manager Charlie McLaughlin also attended the conference.

On March 28 Executive Director Marty Kilgore and Deputy Director Marge White met with state Department of Alcoholic Beverage Control (ABC) Education and Prevention Manager Katie Weeks and Education and Prevention Coordinator Jennifer Farinholt to discuss how VFHY and ABC can collaborate on alcohol-prevention initiatives for young people. During its 2017 session the General Assembly added permissible language allowing VFHY to take on the additional mission of preventing and reducing youth substance use, including alcohol.

On March 29 Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the American Heart Association’s Summit on Health and Wellness. The goals of the

summit were to discuss the Every Student Succeeds Act (ESSA) and opportunities for integrating health and student wellbeing into planning and accountability systems for Virginia's schools. During the summit attendees identified and prioritized indicators for school accountability and school report cards and brainstormed methods for translating goals into measurable action steps for schools. Attendees included Virginia Deputy Secretary of Education Holly Coy, representatives from the Virginia School Board Association, and advocacy organizations including the Virginia Association for Health, PE, Recreation, and Dance; the Virginia Association of School Nurses; and the Virginia Academy of Nutrition and Dietetics.

On April 10 Executive Director Marty Kilgore participated in a meeting of the Community Coalitions of Virginia (CCoVA). Topics discussed included the opioids and heroin epidemic.

On April 21 VFHY staff successfully tested the agency Continuity of Operations Plan (COOP) Rapid Recall List.

On May 2 Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the American Heart Association's Closer to My Grocer stakeholders meeting. During the meeting Allie Atkeson, the American Heart Association's campaign manager for Virginia government relations, shared a newly produced Closer to My Grocer video and provided an update on recent activities and plans for future outreach. Kilgore shared an update with the group on VFHY's Y Street teen volunteer program's initiative Fresh Spot, which last year received a Voices for Healthy Kids grant from the American Heart Association and the Robert Wood Johnson Foundation to help support Y Street's work advocating for increased access to healthy foods in communities throughout Virginia.

On May 16 Director of Marketing Danny Saggese delivered a presentation, "How Different Teen Peer Crowds Influence Tobacco Use" at the Northern Virginia Regional Tobacco Use Control and Prevention meeting in Fairfax. The meeting was sponsored by the VDH Tobacco Control Project. Attendees included health district officials, prevention professions and school division staff. VFHY Regional Grants Administrator Lisa Brown also attended the meeting

### **MEDIA:**

WTVR CBS 6 in Richmond covered VFHY's 24/7 Tobacco-Free Spirit Day event on Feb. 15 at Boushall Middle School, with a segment focusing on the fact that fewer than 30 school divisions in Virginia have comprehensive policies prohibiting the possession and use of all tobacco and e-cigarette products by all persons on all school properties, 24 hours a day, seven days a week.

### **New Business:**

#### **Funding Recommendation & Renewal Contracts**

Danny Saggese, Director of Marketing, reported on the marketing renewal recommendations from the Marketing Committee for award for FY18:

#### **VFHY's Web/Digital/Design Marketing Initiatives**

For continued implementation of the online and digital initiatives that address the prevention messaging efforts by the Virginia Foundation for Healthy Youth. This could include but not be limited to: website development, content management, social media, digital media development, web metric analysis, digital media buying, digital strategic planning and graphic art/design.

- **Rescue Agency:** Award amount not to exceed \$400,000 – Contract #8521124
- **Channel Communications, Inc.:** Award amount not to exceed \$100,000 – Contract #8521125

### VFHY’s Social Marketing Initiatives, Messaging, and Media

For continued implementation of youth tobacco-use prevention and obesity prevention campaigns/initiatives by the Virginia Foundation for Healthy Youth. This could include, but not be limited to: developing, producing, and delivering prevention messaging, and the use of all appropriate mediums to communicate those messages.

- **Barber Martin Agency:** Award amount not to exceed \$2,500,000 – Contract #8520991
- **Rescue Agency:** Award amount not to exceed \$1,500,000 – Contract #8520995
- **Virginia Broadcast Solutions:** Award amount not to exceed \$500,000 – Contract #8520996

### VFHY’s Evaluation and Research of VFHY’s Social Marketing Initiatives

For continued evaluation and research of the Virginia Foundation for Healthy Youth’s social marketing campaigns/initiatives. This could include, but not be limited to: survey instruments, focus groups, online panels, interviews, and other quantitative and qualitative methods of acquiring useful data.

- **Market Decisions:** Award amount not to exceed \$250,000 – Contract #8520994
- **Rescue Agency:** Award amount not to exceed \$250,000 – Contract #8520993

### VFHY’ s Youth Engagement, Volunteerism, and Advocacy Initiative

For continued implementation of the youth engagement/volunteerism/advocacy initiatives by the Virginia Foundation for Healthy Youth. This could include, but not be limited to: the training of high school youth to be effective advocates, the management and retention of youth advocates, the scheduling and managing of events, and the development of new tobacco and obesity prevention initiatives for youth to implement within their community.

- **Rescue Agency:** Award amount not to exceed \$1,500,000 – Contract #8520992

Motion: to approve the recommendations of the Marketing Committee for contract renewals for FY18 by Robert Leek.

Second: Delegate John M. O’Bannon, III, M.D.

Vote: Unanimous in favor

### Bylaws Change

Robert Leek, Policy/Personnel/Bylaws Committee chair reported on making a bylaws change to elect the Chair and Vice-chair for a two-year term vs a one-year term as discussed at the December, 2017 meeting. There was a discussion about the language “may serve up to two years” vs.” is eligible to serve up to two years.”

At this point in the meeting, Carrie Nee, Counsel, asked the Chairman, Dr. Chung, to recess the meeting due to a lost telephone connection with Teresa Gardner Tyson who was participating by phone. This action is required by Virginia’s Freedom of Information Act. Dr. Chung called a recess at 12:32 and resumed the meeting at 12:45 when the connection was re-established.

The bylaws change discussion was continued and some language changes were identified in the proposed document. Therefore, the board determined these should be made and this action postponed until the September, 2017 board meeting.

Counsel Carrie Nee then noted that the board should revisit the vote related to marketing renewal contracts to ensure this action was taken while the telephone connection with Teresa Gardner Tyson was active. Therefore, Robert Leek made a motion to approve the contracts renewals as presented:

Motion: to approve the recommendations of the Marketing Committee for contract renewals for FY18 by Robert Leek.

Second: Delegate John M. O'Bannon, III, M.D.

Vote: Unanimous in favor

### Mission Expansion Discussion

Dr. Sandy L. Chung, M.D., reported that at our last meeting there was an informal consensus among the board members that we would keep VFHY's funding devoted to reducing tobacco use and childhood obesity. She noted the General Assembly requires that VFHY spend \$1 million of its budget per year on obesity and the board has decided to continue allocating the rest to tobacco prevention. There was discussion about the possibility of increasing funds for obesity and whether we should remain true to the Master Settlement Agreement's (MSA) intent to fund tobacco use prevention. Dr. O'Bannon provided a historical context of the allocation of MSA funds by the General Assembly and the board's commitment to tobacco use prevention since its inception. Delegate Garrett also provided comments related to the use of funds for our current initiatives. Dr. Chung asked if there was consensus to leave the budget categories as they are allocated, noting they could be changed by the board if desired in the future. The board concurred. Again she noted that staff will be able to seek out additional funding sources for any substance-use prevention efforts once the gap analysis is complete.

In September, VFHY will have outside trainers come for a daylong training with staff so that they can get up to speed on the latest substance-use prevention theories and trends. Board of Trustees members are welcome to attend. Executive Director Marty Kilgore asked if the board would like a brief overview during the September meeting and the board agreed that it would be helpful for those who may not be able to attend a day-long training.

### **Budget Report:**

Wilma Jordan, Business Manager, reported on the Statement of Net Assets and Governmental Funds Balance Sheet as of April 30, 2017.

Wilma Jordan also reported on the Actual Expenditures vs. Budget for July 2016 through April 2017. She noted line items are currently under budget in a number of categories due to the timing of invoices received from grantees and contractors.

Wilma Jordan also presented the FY18 and FY19 proposed budgets which would begin July 1 of each fiscal year. She noted the Master Settlement Agreement payment was received in April in the amount of approximately \$9.25 million; therefore the FY18 budget was based on that amount and FY19 on a projected MSA payment. The FY 18 budget was previously approved, but needs to be affirmed by the board. The FY19 budget proposal is new and needs to be approved.

Motion: to affirm the FY18 and approve the FY19 projected budgets as presented by Kristina Powell, M.D.

Second: Vineeta Shah, MHS, RD

Vote: Unanimous in favor

Questions should be directed to Wilma Jordan at 804.786.7409 or [wjordan@healthyyouthva.org](mailto:wjordan@healthyyouthva.org)

**Committee Reports:**

**Marketing Committee**

VFHY Director of Marketing Danny Saggese reported on the following save the dates:

Rev Your Bev Day, Thursday, May 18, 2017. Over three hundred events will take place across the State. #RevYour Bev or visit <http://revyourbev.com/> for more information.

The Y Street Leadership Summit will take place the week of July 24, 2017. More information will be forthcoming and board members are welcome to attend.

**Program Committee**

VFHY Regional Grants Administrator Terri-ann Brown reported:

The next RFP for Tobacco Use Prevention Program Grants will be released in August 2017.

The next RFP for Healthy Communities Action Teams will be released in January 2018.

Terri-ann Brown also reported on the other tobacco products module developed by VCU. This module teaches the dangers of Other Tobacco Products that are new to the market. This module will be required to be used by grantees in the next round of tobacco use prevention grants for programs focused on sixth grade and higher. Visit <https://www.vfhy.org/tobacco/dangers-other-tobacco-products>

**Public Comment:**

None

**Old Business:**

None

**Announcements**

Next Board Meeting Dates:

September 13, 2017

December 6, 2017

**Adjournment:**

Meeting adjourned at 1:30 p.m.

**Virginia Foundation for Healthy Youth  
Actual Expenditures vs. Budget  
July 2016 through April 2017**

	<b>Actual Expenses</b>	<b>Budget</b>	<b>\$ Over/Under</b>	<b>FY2017</b>
	<b>July 2016 - April 2017</b>	<b>July 2016 - April 2017</b>	<b>Budget thru April 2017</b>	<b>Total Budget</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Interest on Securities	63,133	0	63,133	0
Conf & Training Registration/Misc.	4,075	0	4,075	0
Grants/reimbursed expenses	11,728	0	11,728	0
Virginia Tobacco Settlement Fund	9,517,532	9,250,000	267,532	9,250,000
<b>Total Income</b>	<u>9,596,468</u>	<u>9,250,000</u>	<u>346,468</u>	<u>9,250,000</u>
<b>Expense</b>				
Administration	802,674	833,333	-30,660	1,000,000
General/Inter Agency Expenses	2,835	105,000	-102,165	140,000
Marketing	2,377,107	2,612,500	-235,393	3,135,000
Program Expense	2,530,814	2,416,667	114,148	3,100,000
Research/Surveillance and Eval.	429,113	723,333	-294,220	875,000
Obesity	547,685	793,333	-245,648	1,000,000
Endowment				
<b>Total Expense</b>	<u>6,690,229</u>	<u>7,484,167</u>	<u>-793,938</u>	<u>9,250,000</u>

**VIRGINIA FOUNDATION FOR HEALTHY YOUTH**  
**STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS**  
**BALANCE SHEET**  
**As of April 30, 2017**

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	<u>Governmental Funds</u>
	<u>Special Revenue</u>
<b>ASSETS:</b>	
Cash held by the Treasurer of Virginia	\$ 14,824,217
Investments/cash equivalents Held by the Treasurer	\$ 79,531
Lease Deposits	\$ 5,966
Prepaid Expenses	\$ -
Capital Assets, net of accumulated depreciation: Operating equipment	<hr/>
TOTAL ASSETS	<hr/> \$ 14,909,714
<b>LIABILITIES:</b>	
Obligations Under Security Lend	\$ 79,531
Compensated absences	\$ 121,051
Account payables	\$ 827,751
	<hr/>
Total Liabilities	<hr/> \$ 1,028,332
<b>NET ASSETS:</b>	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	<hr/> \$ 13,881,382
Total net assets	\$ 13,881,382



**VIRGINIA FOUNDATION FOR HEALTHY YOUTH  
FY2018 and FY2019 PROJECTED BUDGETS**

	<u>FY2018</u>	<u>FY2019</u>
Available Budget	\$9,517,532	\$9,500,000
Obesity	\$1,000,000	\$1,000,000
Programs	\$3,232,500	\$3,235,000
Marketing	\$3,270,032	\$3,250,000
Research	\$725,000	\$725,000
Surveillance and Evaluation	\$150,000	\$150,000
Interagency/GF Transfers	\$140,000	\$140,000
Administration	\$1,000,000	\$1,000,000
Total	<u>\$9,517,532</u>	<u>\$9,500,000</u>
Projected deficit/overage	0	0