

VTSF

VIRGINIA TOBACCO SETTLEMENT FOUNDATION

Board of Trustees Meeting Minutes September 11, 2007

Members present

Curtis Coleburn, Edda Collins Coleman, Kevin R. Cooper, M.D, Richard A. Crittenden, Jose Dimas; Rickie E. Fulcher, Don Gehring, Senator Emmett W. Hanger, Jr., Patrick Hughes, John O. James, Jr., Delegate William Janis (left at 12:45), James McDaniel, MD, and Carlos Quintela.

Members not present

Sanjeev K. Aggarwal, MD, Audrey Douglas-Cooke, RN.; Debra E. Keith, RN, Rakesh C. Kukreja, Keith H. Newby, Ralph Northam, MD, Delegate John O'Bannon, III, Robert Stroube, MD, MPH., and Senator John Watkins.

Staff

Eloise Burke, Richard Foster, Donna Gassie, Wilma Jordan, Marty Kilgore, Danny Saggese, and Margaret White.

Counsel

Frank Ferguson, Deputy Attorney General filled in for Stephanie L. Hamlett

Called to order

Rickie Fulcher called the meeting to order at 12:15 p.m.

Minutes

Motion: to approve the minutes as presented: Dr. James McDaniel.

Second: Dr. Kevin Cooper

Vote: Unanimous in favor.

Chairman's Comments

I struggled to think of something to put in my comments for this meeting. The VTSF is moving along with good results based on our indicators of which we feel sure will be validated by the Virginia Youth Tobacco Survey this fall.

Our Marketing Department continues to deliver new creative and innovative ideas to drive our ads, street and online marketing efforts which allows us to continue to maintain high recognition rates.

Our Program Department continues to provide support throughout the state on programs which impact our youth through various avenues. With their support and oversight our local schools, churches and youth facilities continue to deliver messages which are meaningful and hold value.

Our Research Department continues to set a standard of cooperation throughout Virginia's Educational and Research based colleges and universities. The achievements of this unique partnership will be measured by the impact of its results, just imaging what can come from a statewide effort focused on finding opportunities to change the health of a person by trying to identify markers which influence tobacco use and the impact of that use.

Our sister board, Prevention Connections is moving forward and has received a grant in the amount of \$99,854 form the CDC to test their revised Youth Tobacco Survey. This is the first major grant received by PC. They are also in the planning stages for some fundraising activities throughout the state.

Noting all the positive events which are occurring within the VTSF Program what could I possibly say to bring it all home.

While we are moving forward and showing positive results we must never become blinded by success and lose focus on our true mission. That mission is to continue to work diligently to reduce and eventually eliminate underage smoking by Virginia's Youth. That mission is never so important as it is when you hold one of your children, grandchildren, niece or nephews – let's all continue to work toward an environment in which the norm is to never have the desire to smoke, so that they are not faced with the world we had to face.

Director's Report:

PROGRAMS:

Program Specialists Terri-ann Brown and Charlie McLaughlin attended the 4th Annual Points Across Health Promotion Conference in Columbia, Maryland, on May 16-17. The conference highlighted best practices and provided instructions on collecting, interpreting, applying, and reporting health promotion program data.

New Grantee Orientation meetings were held on May 30 in Blacksburg and on June 1 in Richmond. Thirty-eight organizations received information for administering their grant awards for 2007-2008. Contracts for the new one-year program grantees began July 1. Facilitator trainings have been taking place across the state. Special thanks to Charlie McLaughlin and Terri-ann Brown for coordinating and implementing all of the trainings.

Critzer Elementary School (through a VTSF program grant with Pulaski County Public Schools) was recently highlighted in the Spring 2007 issue of the National Positive Action Newsletter. The school's principal, Dr. Michael Perry, was also invited to present information about his school's success with the Positive Action program at the National Title I conference in Nashville, Tennessee, in late January 2008. Critzer Elementary experienced a transformation

after implementing the Positive Action program, disciplinary incidents dropped and the school is now meeting and exceeding federal, state and local standards.

Program Department staff attended a quarterly staff meeting July 16-17. Staff discussed the close out of 06-07 grant programs, the start-up of 07-08 grants, and budget and programmatic adjustments to the three year grants. Other topics discussed included the upcoming Statewide Conference, regional statewide training programs, and evaluation projects.

VTSF trainings continue with TTAC (Tobacco Technical Assistance Consortium) and JMU (James Madison University). Workshops have been conducted in three locations—Richmond, Roanoke and Newport News. The following workshops have taken place: *Behaviors in Youth, Assessing Community Needs, Kids in Cultures of Change, Advanced Cultural Competency, and Prevention Basics II.*

The 6th Annual VTSF Grantee Training Conference will take place on September 26-27 at the Newport News Marriott City Center. The online registration process has made registering easy. The process is completely paperless. By clicking on selected links, registrants can instantly confirm conference registration and selected workshops. VTSF anticipates approximately 150 individuals registering. The conference provides an opportunity for grantees to increase their skills in prevention and cessation efforts, grants management and youth outreach.

MARKETING:

The website of the VTSF's marketing initiative, www.ydouthink.com, continues to do well. The website was host to 37,550 unique visitors from the Commonwealth of Virginia during FY07. The 100+ Virginia visitors per day viewed 158,085 pages of the tobacco- use prevention website for teens and tweens. Based on the release of the Ydouthink Identity Research Report, which was conducted by VTSF marketing contractor RescueSCG, the *ydouthink.com* website has received numerous improvements to its aesthetics and content to more accurately reach the focus market's ideal identity: a socially successful teen. The new design will communicate a slightly more mature and edgy image that will make it more competitive with other appealing teen websites. To see the latest, go to www.ydouthink.com.

Y St. (the VTSF's youth-led advocacy movement that supports the *ydouthink* marketing campaign) continues to excel and reach more and more youth. The Y St. trainings scheduled for Abingdon, Manassas, Richmond and Norfolk went well. After these trainings were completed, VTSF has more than 1,700 Y St. members advocating for *ydouthink* and living a smoke-free lifestyle.

The goal of Y St. has been to integrate youth directly into the campaign, while also advancing their leadership skills and boosting their enthusiasm for educating other youth in tobacco prevention. To facilitate this, Y St. members can choose from different projects that promote a larger initiative, such as the "GlamRock Campaign." The goal of this initiative is to discourage magazines with large youth readerships, such as Rolling Stone and Glamour, from accepting advertising for tobacco. To learn more, go to www.glamrockva.com. Since the conclusion of the Y St. Trainings in June, Y St. members have signed up for 132 separate projects.

The online social network, www.veeay.com, developed specifically for 10 to 15 year-olds in Virginia, and which allows youth to communicate with their friends from school, continues to add more student profiles. Veeay (pronounced “V - A”) can boast about containing more safety protocols than other social networks, yet youth will still be able to participate in the activities they love about networking websites. The most important feature, however, will be the captive audience exposed to the marketing campaign’s tobacco-prevention message as part of Veeay’s online culture. More than 1,600 youth have created a new profile on Veeay.

RESEARCH:

Richard Bonnie, a VTSF research grantee and UVA professor and Director of the Institute of Law, Psychiatry, and Public Policy at the School of Law, chaired the Institute of Medicine Committee that developed recommendations to significantly reduce the smoking rate in this country. Media throughout the country, reported on the findings. The Institute is a branch of the National Academy of Sciences.

YTS:

The Youth Tobacco Survey (YTS) is on track to be administered in the fall. The survey will be administered by the VCU Community Health Research Institute in September and October. VCU has done an excellent job working with VTSF and the various school divisions chosen in the CDC random sample. Many thanks go to numerous people for helping to get school divisions on board.

PREVENTION CONNECTIONS:

Prevention Connections (PC) was awarded a grant from the CDC to test a revised instrument for the Youth Tobacco Survey (YTS). PC will partner with VTSF and VCU to over sample classrooms during the fall YTS administration. CDC plans to transition to the new instrument for use in all states once the testing is complete. Therefore, Virginia will have the advantage of gathering baseline data with the revised instrument for comparison to future YTS data.

NATIONAL CONFERENCE:

Marge White, Deputy Director, and Lisa Brown, Grants Program Administrator, submitted abstracts that were accepted for poster presentations during the 2007 National Conference on Tobacco or Health (October 24-26, 2007 in Minneapolis, Minnesota). The abstracts were respectively titled “Establishing a Statewide Research Coalition” and “Comprehensive Evaluation of Process and Outcome Measures in Community Programs.”

Danny Saggese, Director of Marketing, submitted an abstract that also was accepted for a portion of a workshop within the Youth Track of the 2007 National Conference on Tobacco or Health. The workshop is entitled: *Identity-Based Segmentation in the Design, Implementation, and Evaluation of Campaigns*. Identity-Based Segmentation utilizes characteristics that are associated with the risk behavior to segment a population, and was used to develop the “2Up2Down” campaign in Virginia to reduce the use of "Black and Mild" brand cigarillos among urban teens.

STAFF RETREAT:

VTSF staff participated in a retreat on June 25 and 26. Staff worked on the ARMICS (Agency Risk Management and Internal Control Standards) plan, the COOP (Continuity of Operations Plan), and the Strategic Plan for the upcoming year.

GOSAP:

The Governor's Office on Substance Abuse Prevention (GOSAP) continues to work on the Governor's Executive Directive #4. The Collaborative Survey Workgroup, of which Executive Director Marty Kilgore is a member, is tasked with the following: Research and determine the feasibility of a statewide survey of youth to monitor attitudes, perceptions and behaviors that contribute to the health and well-being of Virginia's youth, families, schools and communities.

STAKEHOLDER ISSUES:

The CDC Project Officer for Virginia, Kathleen Columb, conducted a site visit with VDH's tobacco use control program on Wednesday, June 27. The VTSF executive and deputy directors met with Ms. Columb, VDH staff, and staff from the American Cancer Society, American Lung Association of Virginia, and American Heart Association to review all tobacco prevention and control efforts in the state. Ms. Columb was very enthused about the collaboration taking place between the participants, which does not occur in several states she supervises. She discussed several funding opportunities for Virginia and will pass the information to VDH and VTSF.

MEDIA:

Public Affairs Coordinator Richard Foster oversaw the production of a new VTSF promotional brochure with new facts and an updated design to complement the new VTSF website, which launched this spring. Copies of the brochure will be distributed to grant program administrators, grantees, press, board members, legislators and other interested parties.

New Business:

Election of Chair/Vice Chair

Curtis Coleburn reported there were three nominations for the chairman, Curtis Coleburn, Rickie Fulcher and Patrick Hughes. He asked if there were nominations from the floor and there were none.

Motion: close nominations by Delegate Bill Janis.

Second: Dr. Kevin Cooper

Jose Dimas asked the candidates to say a few words about their future plans for the year.

Each of the three candidates offered comments about their willingness to serve as Chairman.

Motion: to affirm the election of Rickie Fulcher as Chairman of the Board by unanimous consent by Delegate Bill Janis.

Second: Jose Dimas

Vote: Unanimous in favor.

Curtis Coleburn reported two nominations for Vice Chairman, Patrick Hughes and Curtis Coleburn. He asked if there were nominations from the floor and there were none.

Motion: to close nominations for Vice Chairman, Delegate Bill Janis

Second: John O. James, Jr.

Vote: Unanimous in favor.

Motion: to affirm the election of Patrick Hughes for Vice Chairman by unanimous consent by Delegate Bill Janis.

Second: Edda Collins Coleman

Vote: Unanimous in favor.

PROGRAMS:

Donna Gassie reported that VTSF started out the year with new one-year grants and the second year of three-year grants for a total of 85 grants for this year. Three of the three-year grants in year two were cancelled due to administrative and/or contract performance issues.

Patrick Hughes reported on behalf of the Committee, the remaining program funds be used to support grants in under-served areas.

Motion: by Patrick Hughes to approve the allocation of FY07 – 08 Program funds to support the implementation of current successful grant programs in the other under-served areas of the pilot project.

Second: Delegate Bill Janis

Vote: Unanimous in favor.

Motion: by Senator Emmett W. Hanger, Jr. that additional Program awards will not be made if VTSF is subject to state budget cuts.

Second: Delegate Bill Janis

Vote: Unanimous in favor.

Donna Gassie reminded the Trustees of the upcoming VTSF Grantee Training Conference that will take place on September 26-27 at the Newport News Marriott City Center. Since 2001, VTSF has issued numerous grants across the Commonwealth and has reached almost 750,000 children with programs. This resulted in a decrease in the current tobacco use and an increase in the number of children who see the benefits of remaining tobacco free. As a department, Staff is interested in putting together an internal dashboard – to show how we are making a difference with our programs.

Donna Gassie also reported the Program Committee is looking at other ways of reaching kids and the possibility of doing some innovative grants through a competitive RFP process.

Budget

Wilma Jordan referred to the Balance Sheet for the end FY07 and the Actual Expenditures vs. Budget through the end of the year.

The Auditor of Public Accounts is in the process of finalizing the audit for FY07. The audit went very well. A copy of the APA letter is available upon request from Wilma Jordan.

A copy of the FY08 – FY09 budget was included for the Board to review.

Rickie Fulcher asked for the minutes to reflect that the Board reviewed the FY08 and FY09 budget.

Deputy Attorney General, Frank Ferguson gave an update on the disputed escrow account with R. J. Reynolds Tobacco Co. and Lorillard Tobacco Co.

Margaret White gave an update on the endowment funds. In the last General Assembly Session, legislation was passed that would provide VTSP the opportunity to securitize funds and /or a portion of the funds. Included in that language was the establishment of an Endowment Fund in which VTSP could deposit funds to a separate endowment.

The Endowment Fund is established in the *Code*. The Department of Treasury said that it will establish the actual account for those funds once actual deposit is made. The Department of Treasury must distribute interest that is earned on those funds back to the Foundation each year. VTSP has the option to re-deposit that interest.

Within the language of the legislation, VTSP would be restricted to withdrawing 10% of the corpus of the endowment

The earnings can come from both taxable and non-taxable investments. In general, the earnings in the endowment will be very similar to the interest earnings VTSP sees now in the VTSP fund.

Public Comment

None

MARKETING:

Danny Saggese, VTSP Director of Marketing, provided an update on numerous new online initiatives that have been produced recently by the marketing campaign. These included: an updated ydouthink.com, veeay.com, an updated ystreet.com, glamrockva.com, and the new backend tracking system that supports Y St.'s advocacy efforts titled "Helix".

RESEARCH:

None

Margaret White introduced Dr. Aashir Nasim, Center for Prevention Health Research on Children & Adolescents who will be working with VCU and is transitioning from JMU to Virginia State. Dr. Nasim is a Co-PI and will be working with Virginia State to build their research program.

Dr. Nasim gave a presentation on “Pathways to Smoking: Familiar, Cultural & Contextual Considerations”.

Old Business:

None

Announcements:

The final Board Meeting for 2007 is December 4th at the Crowne Plaza.

2008 Board Meeting Dates:

March 25, 2008

May 21, 2008

September 9, 2008

December 2, 2008

Adjournment

Meeting adjourned by Rickie Fulcher at 1:49 p.m.