



**Board of Trustees Meeting  
Minutes  
September 23, 2015**

**Board Members present**

Sandy L. Chung, M.D., Teresa Gardner, DNP, Delegate T. Scott Garrett, M.D., Glory L. Gill, RN, Andrew W. Goodwin, Joe Hilbert (represented Marissa Levine, M.D., Commissioner of Health as her designee). Sarah B. Holland, James R. Jankowski II, Kris E. Kennedy, M.D., Ritsu Kuno, M.D., Robert Leek, Thomas J. L'Ecuyer, M.D., Senator John C. Miller, Kristina N. Powell, M.D., Vineeta T. Shah, MHS, RD

**Board Members not present:**

Laura E. Beamer, Valerie L. Bowman, M.D., January Britt, Senator Thomas A. Garrett Jr., Sarah T. Melton, PharmD, Delegate John M. O'Bannon III, M.D., Jeffrey L. Painter, and India Y. Sisler, M.D.

**Staff:**

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

**Counsel:**

Carrie S. Nee, Office of the Attorney General

**Guests:**

Alison Breland, Ph.D, Virginia Commonwealth University  
Karen Wilder, VFHY Intern

**Call to order:**

In the absence of Chairman O'Bannon, Sandy L. Chung, M.D., Vice Chairman, called the meeting to order at 12:10 p.m.

Sandy L. Chung, M.D. welcomed everyone to the meeting and asked for introductions from the Board of Trustees members and staff.

**Election of Chair:**

Bob Leek, Chair of the Personnel/Policy/Bylaws Committee reported he received one nomination for Chairman, Sandy L. Chung, M.D.

Bob Leek asked if there were nominations from the floor and there were none.

**Motion:** to close nominations: Senator John C. Miller.

Second: Delegate T. Scott Garrett, M.D.

Bob Leek noted that there was a motion and a second to close nominations and asked the Board to vote on that motion, while simultaneously affirming Sandy L. Chung, M.D. as Chairman.

The Board voted unanimously on this action.

**Election of Vice-Chair:**

Bob Leek, Chair of the Personnel/Policy/Bylaws Committee reported he received one nomination for Vice-Chairman, Delegate John M. O'Bannon, III, M.D.

Bob Leek asked if there were nominations from the floor and there were none.

**Motion:** to close nominations: Senator John C. Miller.

Second: Delegate T. Scott Garrett, M.D.

Bob Leek noted that there was a motion and a second to close nominations and asked the Board to vote on that motion, while simultaneously affirming Delegate John M. O'Bannon, III, M.D. as Vice-Chair.

The Board voted unanimously on this action.

**Election of Executive Committee:**

Bob Leek asked Chairman Sandy L. Chung, M.D. to handle the election for the executive committee. Chairman Chung noted there were two vacant positions on the Executive Committee and Bob Leek was nominated for one of the positions. Chairman Chung asked for nominations from the floor and Sarah Holland nominated herself.

**Motion:** to close nominations: Senator John C. Miller.

Second: Delegate T. Scott Garrett, M.D.

Chairman Chung asked the board to vote on that motion, while simultaneously affirming Sarah B. Holland and Bob Leek as members of the Executive Committee.

The Board voted unanimously on this action.

**Minutes:**

Motion: to approve the minutes as presented by Kristina N. Powell, M.D.

Second: Delegate T. Scott Garrett, M.D.

Vote: Unanimous in favor.

**Chairman's Comments:**

Sandy L. Chung, M. D. thanked everyone for their faith and trust in electing her Chairman of the Board of Trustees. As a Pediatrician, she is a firm believer in the Foundation's mission.

VFHY has been busy working with various programs and meeting with numerous legislators, stakeholders, partners and state agencies throughout the year. It will take the VFHY, state agencies, organizations and providers working together to accomplish the mission of the Foundation.

Dr. Chung looks forward to serving as Chairman and working with everyone to improve our state's health.

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

#### **PROGRAMS:**

VFHY's Southwest, North, and Central Regional Advisory Boards met over the summer. At the Southwest meeting, the Lenowisco Health District presented information on their Healthy Communities Action Team (HCAT) initiatives in Wise County. At the North RAB meeting, Smart Beginnings Rappahannock Area presented information on their VFHY-funded AI's Pals program. At the Central meeting, board members screened the film "Living in a Food Desert." John Lewis of Renew Richmond facilitated a discussion with the board about food insecurity after the film. At each RAB meeting, board members also discussed the recent Weight of the State 2015 conference, the current 24/7 campaign and the upcoming HCAT Request for Proposals and application review process planned for this fall.

VFHY held orientation and training sessions in Blacksburg, Charlottesville, Newport News and Chantilly for the foundation's new tobacco-use prevention grantees. Approximately 100 representatives from grantee organizations attended. Topics covered included budget and program reporting requirements, evaluation activities and overall grants management. Grants were awarded under RFP #852P017, Tobacco Use Prevention Programs for Youth. A total of 62 grants were awarded statewide. The three-year grant period began July 1, 2015 and will end June 30, 2018.

VFHY released an RFP for two-year Health Communities Action Team grants on Aug. 10. A total of \$1.2 million is available for grants across Virginia. Grantees will be funded to form community partnerships to increase physical activity and access to healthful, nutritious foods. Individual grant awards will not exceed \$60,000 total for the two-year period of the grant. The contract period is July 1, 2016 to June 30, 2018. More than 150 representatives from organizations across Virginia attended VFHY's three mandatory offeror's conferences in Blacksburg, Newport News and Fredericksburg on Sept. 1, 8 and 9 respectively. Attendees spent more than two hours learning about VFHY RFP #852P018, including the mechanics of applying to the online system, partner identification, and how to appropriately identify and describe outcome objectives related to increased physical activity and/or nutrition and access to nutritious food. Proposals are due Oct. 19 and will be reviewed by a panel of representatives from VFHY's Regional Advisory Boards. Funding recommendations will be presented and voted on at the Dec. 2 VFHY Board of Trustees meeting.

#### **MARKETING:**

On June 10 VFHY Director of Marketing Danny Saggese met with James Wallace, fresh food project coordinator with Virginia Community Capital (VCC). As part of its Healthy Food Financing Initiative, VCC provides loans to individuals and businesses to increase access to healthy foods by attracting new grocery stores, retrofitting existing stores and working with store owners to increase the number of healthy food products available to customers. During the meeting VFHY shared information about Y Street's Healthy Stores initiative, Fresh Spot, and the findings of VFHY's Fresh Spot surveys. Many opportunities for future partnership were identified and VCC is interested in using Y Street's Healthy Stores data to support VCC projects statewide.

During the week of June 22 VFHY's Y Street Leadership Team (YSLT) gathered in Richmond for its seventh annual meeting in an effort to increase youth participation in the development of the Y Street work plan for FY16. This year's meeting was highlighted by meetings with First Lady of Virginia Dorothy McAuliffe and state Commissioner of Health Dr. Marissa Levine. YSLT consists of the top 30 Y Street members from across the state, representing more than

1,000 active high school-aged members of Y Street. Y Street is Virginia's largest youth-led volunteerism group working on initiatives to prevent obesity and tobacco use for the purpose of creating healthier communities throughout the commonwealth. Since 2004 more than 7,000 teens from all across Virginia have attended a training offered by Y Street. Y Street was named the 2011 Group Youth Advocate of the Year by the Campaign for Tobacco-Free Kids. Additionally, Y Street youth have been invited to present at numerous national conferences and have provided testimony to the FDA.

This spring VFHY launched its 24/7 campaign, a youth-driven initiative to help schools become tobacco-free 24 hours a day, seven days a week. The campaign also launched a website, 247CampaignVA.com, which offers free online resources and materials that Virginia schools can use to adopt or promote 100 percent tobacco-free schools policies. On June 23 VFHY Director of Marketing Daniel Saggese and two members of the Y Street Leadership Team (Macauley Thornton and Aaron Hou) attended a meeting of the Chesterfield County School Board to speak about the 24/7 campaign. Thornton and Hou congratulated the Chesterfield County School Board for being one of the few divisions in Virginia to implement a comprehensive tobacco-free policy for its schools.

Teen volunteers from the Y Street Leadership Team have been busy meeting with state legislators to discuss how Y Street youth are promoting health in their local communities and statewide.

Over the summer Y Street members met with Senator Frank Wagner, Senator Louise Lucas, Senator John Edwards, Senator Emmett Hanger, Senator Frank Ruff, Delegate Charles Poindexter, Delegate Riley Ingram, Delegate Jimmie Massie and Delegate Chris Peace.

On Aug. 24 Lt. Gov. Ralph Northam, a former VFHY Board of Trustees member, met with teen volunteers from the Y Street Leadership Team, who briefed him on some of the ways Y Street youth are promoting health in their local communities and across the commonwealth. Youth volunteers Eunice Namkoong of Tabb High School in Yorktown, Jordan Wilson of Cosby High School in Midlothian and Jaleel Davis of Oscar Smith High School in Chesapeake represented Y Street. VFHY Executive Director Marty Kilgore and Director of Marketing Danny Saggese also attended the presentation.

On Sept. 1 VFHY Director of Marketing Danny Saggese met with VDH Office of Minority Health and Health Equity Director Dr. Adrienne McFadden to discuss VFHY's Y Street initiative and how Y Street youth can provide feedback to VDH. After Dr. McFadden and state Health Commissioner Dr. Marisa Levine met with teen volunteers from VFHY's Y Street Leadership Team this summer, VDH has continued to seek youth input on the important factors of the Virginia Population Health Plan.

#### RESEARCH:

VFHY issued agreements for five research grants for the period July 1, 2015 – June 30, 2018. The grants focus on various aspects of youth tobacco use prevention. As in past cycles, Virginia Commonwealth University will coordinate the statewide Virginia Youth Tobacco Projects Coalition as well as a small grants program. This effort encourages collaboration among universities as well as fosters interest among new investigators to engage in youth tobacco use prevention research.

#### CHILDHOOD OBESITY PREVENTION:

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

Since May the Commonwealth's Council on Bridging the Nutritional Divide's Community Initiatives Workgroup has been busy moving forward many of the Council's initiatives. Various members of the council met with Secretary of Technology Karen Jackson to explore ways to analyze data and mapping systems and/or to build websites to help catalogue and share information. As a member of the communities initiatives workgroup VFHY is helping to develop the council's website to house data, local food system maps, contact information for groups working on nutrition education and food access and other resources.

On May 27 VFHY Obesity Prevention Coordinator Heidi Hertz attended a School Breakfast Stakeholders meeting coordinated by Eddie Oliver with the First Lady of Virginia's office. The meeting focused on planning the school breakfast summit that was held on June 9 in Richmond. The summit and Virginia's school breakfast initiative have been branded with VFHY's Great Starts with Breakfast brand. The goals of the summit and stakeholders group are to bring together partners and work collectively to increase participation in school breakfast, specifically using alternative breakfast models.

VFHY Executive Director Marty Kilgore attended the 2015 Virginia School Breakfast Summit hosted by First Lady of Virginia Dorothy McAuliffe on June 9. Speakers included Mrs. McAuliffe, Superintendent of Virginia Schools Dr. Steven Staples and Billy Shore, founder and CEO of Share Our Strength. Data used during the summit came from a statewide survey conducted by Y Street of more than 1,500 public school students. During the summit public school system representatives from Fairfax and Louisa counties, Martinsville and Richmond shared their successes with school breakfast programs. School nutrition directors from Newport News, Isle of Wight and Harrisonburg also held a panel discussion about initiatives such as grab n' go breakfast, breakfast in the classroom and second-chance breakfast.

On July 10 VFHY Executive Director Marty Kilgore participated in a planning session for a Virginia Afterschool Nutrition Summit to be held this fall. The summit will focus on topics including increasing physical activity and raising nutrition standards for after-school programs.

On Aug. 27 VFHY Obesity Prevention Coordinator Heidi Hertz attended the Virginia School Breakfast team meeting coordinated by Eddie Oliver with the Office of the First Lady. The team discussed the status of the school breakfast grants, including the breakfast incentive grant offered through the Virginia Department of Education. The team also reviewed the school breakfast participation data and discussed goals for the 2015/2016 school year. VFHY will participate in events during September to promote increased school breakfast participation and use of alternative breakfast models such as breakfast after the bell. Other meeting attendees included representatives from VDOE, Action for Healthy Kids, Southeast United Dairy Industry Association, Virginia Hunger Solutions and Virginia School Nutrition Association.

On Sept. 2 VFHY Obesity Prevention Coordinator Heidi Hertz attended the Virginia Afterschool Nutrition Committee meeting. Coordinated by Eddie Oliver with Virginia's No Kid Hungry Campaign and the Office of the First Lady of Virginia, the committee seeks to improve access to healthy after-school meals. During the meeting the committee discussed data related to the number of children receiving at-risk meals in Virginia. Additionally, the committee is planning a conference scheduled for Nov. 19 in Richmond. Meeting attendees included Alexandra London-Gross with the Virginia Alliance of YMCAs; Blaire Denson with the Virginia Partnership for Out of School Time; Leslie Van Horn with the Federation of Virginia Foodbanks; and Conchetta Yonaitis with VDH.

VFHY is continuing to support Virginia's 3-6-5 initiative to end childhood hunger. Executive Director Marty Kilgore, Deputy Director Marge White and Obesity Prevention Coordinator Heidi Hertz attended a planning team meeting for the USDA Demonstration Project at the Central Virginia Foodbank. In March Virginia was awarded an \$8.8 million federal grant for an innovative project designed to help end childhood hunger in the Commonwealth. Virginia's proposal was spearheaded by First Lady Dorothy McAuliffe, and brings together key stakeholders from the Virginia Departments of Education, Health, and Social Services, as well as the Virginia Foundation for Healthy Youth, the Federation of Virginia Food Banks and Share Our Strength, a national nonprofit focused on ending child hunger. VFHY is developing the initiative's logo and materials for outreach.

#### ADMINISTRATION MEETINGS:

On May 29 VFHY Obesity Prevention Coordinator Heidi Hertz attended the Commonwealth Council on Childhood Success's (CCCS) town hall meeting hosted in partnership with the Smart

Beginnings Network of Greater Richmond. The town hall meeting included a panel presentation by the CCCS Data and Governance Workgroup led by Delegate Rob Krupicka presenting their findings and recommendations. A panel of local government administrators moderated by Delegate Chris Peace shared their experiences with improving coordination of early childhood services and programs across departments and agencies at the local level.

VFHY Executive Director Marty Kilgore, Public Affairs Manager Richard Foster and Obesity Prevention Coordinator Heidi Hertz attended meetings of the Challenged Schools Children's Cabinet Liaison Team over the summer. The team provides support for underperforming schools in Richmond, Norfolk and Petersburg that have been denied accreditation or are conditionally accredited. The goal of the team is for participating agencies to share opportunities to partner with schools identified as struggling and brainstorm next steps for recommendations to provide to the Children's Cabinet.

On June 30 and Sept. 16 state Secretary of Health and Human Resources Dr. Bill Hazel and Special Advisor on Families, Children & Poverty Pamela Kestner met with VFHY Executive Director Marty Kilgore and other staff for quarterly agency review meetings.

Executive Director Marty Kilgore and Deputy Director Marge White met with Secretary of Health and Human Resources Dr. Bill Hazel and DPB's Mike Shook and Kenny McCabe to discuss potential legislation.

VFHY Director of Marketing Danny Saggese attended a meeting of the Governor's Task Force on Prescription Drug and Heroin Abuse on Aug. 13 at the Department of Health Professions in Henrico. Saggese serves as a member of the task force's education workgroup, one of five workgroups created to inform and support the task force as it meets to identify needs and make recommendations to the Governor.

On Aug. 24 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the Commonwealth Council on Childhood Success meeting. During the meeting the co-chairs of the Children's Cabinet and Secretary of Health and Human Resources Dr. Bill Hazel provided an update on the cabinet's progress. Additionally Lt. Gov. Ralph Northam provided a status update on council recommendations approved in May. Two briefings were provided on the status of the Virginia Preschool Initiative and the child care development block grant to conclude the meeting.

As outlined in the May 2015 recommendations approved by the Commonwealth's Council on Childhood Success, VFHY will be leading a workgroup to explore developing best practice nutrition and physical activity strategies for early childhood education settings. On Aug. 19 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended a meeting of stakeholders to discuss nutrition and physical activity best practices in early childhood education settings. The goal of this meeting was to bring together stakeholders to begin determining how various state early childhood education workgroups will function. In addition to VFHY staff, meeting attendees included representatives from the Virginia Early Childhood Foundation, VDH and the Virginia YMCA.

#### INTERAGENCY TASKFORCE ON OBESITY AND NUTRITION:

On May 28 VFHY Executive Director Marty Kilgore and Director of Marketing Danny Saggese attended the Secretary of Health and Human Resources' Interagency Taskforce on Nutrition and Obesity meeting at VDH. During the meeting state Health Commissioner Dr. Marissa Levine presented the Population Health Plan and Kathy Rocco provided an overview of VDH's chronic disease prevention grants. The group also discussed next steps for the task force in creating healthier Virginia communities.

#### LEGISLATIVE SITE VISITS:

On July 16 Speaker of the Virginia House of Delegates William J. Howell visited a summer camp for middle school students in Fredericksburg sponsored by a VFHY childhood obesity prevention grantee, Stafford Junction. VFHY's grant funding of Stafford Junction helps promote nutritious

eating and increased physical activity at the camp. Among other activities Stafford Junction uses VFHY funding to increase community access to nutritious foods, particularly within at-risk neighborhoods in Stafford County. VFHY Executive Director Marty Kilgore and Regional Grants Administrator Lisa Brown were present for the visit.

#### VIRGINIA YOUTH SURVEY:

VFHY will again collaborate with VDH to assist in administering the 2015 Virginia Youth Survey (VYS). The VYS will assess knowledge, attitudes and behaviors regarding health indicators among youth in Virginia. The Centers for Disease Control and Prevention (CDC) randomly selects schools to participate in the survey based on Virginia's school enrollment data. This year the sample size of 137 includes 83 high schools and 54 middle schools. Survey information packets have been delivered to the selected school divisions for dissemination and scheduling. Surveys will be administered from October through early December.

#### COLLABORATIONS/MEETINGS/PRESENTATIONS:

A SIM grant was awarded to the Virginia Center for Health Innovation (Center) to create a statewide plan to improve health. The plan is being designed to "achieve the Triple Aim of improving the patient experience and population health while reducing costs for all Virginians." The core strategy is to support the development of regional Accountable Care Communities (ACCs) in which public and private stakeholders work collaboratively to advance the Triple Aim for their region's population. The Center is preparing that plan in anticipation of submitting a proposal for an implementation grant next year. In May VFHY staff participated in each of the five initial SIM grant stakeholder meetings held across the state and participated in the second round of regional meetings this month. At the meetings staff from the Virginia Center for Health Innovation and the state Department of Medical Assistance Services provided updates on the Virginia Health Innovation Plan, the Lieutenant Governor's Quality, Payment and HIT Roundtable as well as details related to the Delivery System Reform Incentive Payment (DSRIP). The next round of regional meetings will be held in November.

On June 9 VFHY Regional Grants Administrator Lisa Brown attended the monthly meeting of the Loudoun Pediatric Obesity Coalition (LPAC) in Leesburg. LPAC is made up of organizations from across Loudoun County that are dedicated to making healthy food, exercise and wellness programs accessible to everyone in the community. Brown discussed VFHY's upcoming HCAT RFP.

VFHY Executive Director Marty Kilgore attended the July 1 meeting of the state Early Care & Education Learning Collaborative (ECELC) project, which was held at the Virginia Early Childhood Foundation. ECELC is a CDC-funded childhood obesity prevention initiative implemented by the Nemours Foundation and state partners including VFHY. The group talked about the project's successes from last year and discussed moving forward into 2016. Each of the collaborative agencies also discussed their involvement in the grant.

VFHY Director of Programs Donna Gassie attended the July 1 meeting of the state Tobacco Control Leadership Team. Attendees included representatives from VDH, the American Cancer Society, the Campaign for Tobacco-Free Kids and the Tobacco-Free Alliance of Virginia. Topics discussed included the Adult Tobacco Survey, developing a statewide strategic plan (as requested by the CDC), the Quitline and developing an agenda for a small December 2015 conference to be held in Northern Virginia.

VFHY Director of Community Outreach and Development Henry Harper and VFHY Director of Marketing Daniel Saggese conducted numerous workshops at the Virginia Department of Alcoholic Beverage Control's 31<sup>st</sup> Youth Alcohol and Drug Abuse Prevention Project (YADAPP) conference on July 21 at Longwood University. YADAPP is an annual summer leadership conference that began in 1984 to empower high school students to keep their schools and communities alcohol and drug-free by taking positive peer leadership roles.

On July 21 VFHY Regional Grants Administrator Lisa Brown participated in the monthly conference call of the Tobacco Control Network (TCN) Executive Leadership group. The TCN's mission is to improve the public's health by providing education and expertise to tobacco prevention and control at the state and national levels.

VFHY Southwest Regional Grants Administrator Jenny Martin attended the Tobacco-Free Campuses meeting on July 23 at the Southwest Virginia Higher Education Center in Abingdon. Public health officials and representatives from area colleges and universities gathered to discuss tobacco-free campus policies. A panel of presenters shared lessons learned from successful policies already implemented and plans were shared for building support for policy changes on other campuses within the coming year.

On Aug. 30 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with VDH Child Health Program Consultant Bethany Geldmaker and VDH Division of Child and Family Health Director Cornelia Deagle to discuss partnering to develop statewide early childhood development standards for physical activity and healthy nutrition. The discussion grew out of a meeting of the Virginia Early Childhood Foundation's advisory group about initiatives funded through the \$1.5 million Nemours grant to reduce obesity in Virginia. VFHY and VDH are members of the advisory group.

Southwest Regional Grants Administrator Jenny Martin attended the "Help. Hope. Healing: Empowering Ordinary People to Save Lives" workshop on Aug. 6 at the Southwest Virginia Higher Education Center in Abingdon. The event was organized by the Region III West Wellness Council and provided information and training for prevention professionals, law enforcement, members of the faith community and others on suicide prevention. The Wellness Council hopes to raise awareness around the issues of suicide, including substance abuse and depression, in an effort to combat the rising suicide rates in Southwest Virginia.

VFHY Executive Director Marty Kilgore attended the Physical Activity Forum on Aug. 12 at the Virginia Early Childhood Foundation. Dr. Diane Craft, Ph.D., a nationally recognized expert on physical activity in early learning environments, facilitated discussion among stakeholders at the forum. Also a consultant with the CDC, Craft talked about other states' experiences with early childhood physical activity.

On Aug. 6 VFHY Southeast Regional Grants Administrator Judy Link attended the Businesses Investing in Babies (BIB) Awards ceremony conducted at Eastern Virginia Medical School. The celebration was held to mark the 2015 World Breastfeeding Week and the conclusion of the first year of Eastern Virginia Medical School's Healthy Communities Action Team grant from VFHY. BIB Awards were presented to recipients ranging from day care centers to faith-based organizations and military installations as well as restaurants. The U.S. Army Corps of Engineers received the Advocate of the Year Award.

VFHY Executive Director Marty Kilgore attended the Sept. 9 meeting of the Virginia Office for Substance Abuse Prevention collaborative. Among the items on the group's agenda included a briefing on the Governor's Opioid Taskforce by Policy Advisor Jodi Manz with the Office of the Secretary of Health and Human Resources.

On Sept. 10 VFHY Executive Director Marty Kilgore, Director of Marketing Danny Saggese and Obesity Prevention Coordinator Heidi Hertz met with Robin Gahan, senior director of government relations for the American Heart Association, and Melissa Assalone with the American Heart Association's Voices for Healthy Kids Campaign. The group discussed opportunities for collaboration around increasing access to healthy foods and addressing food deserts in Virginia. VFHY shared information about its current initiatives and partnerships in this area, including Y Street's Fresh Spot campaign.

VFHY Executive Director Marty Kilgore, Director of Programs Donna Gassie and Obesity Prevention Coordinator Heidi Hertz participated in a partnership meeting with VDH staff in the Division of Prevention and Health Promotion on Sept. 17. VDH Division Director Vanessa

Walker-Harris and VDH staff members Heather Board and Kathy Rocco shared their recent CDC work plan and opportunities for expanded partnership and alignment with VFHY. The group also discussed opportunities for community-level partnership between VFHY-funded HCATs and local health departments.

**MISCELLANEOUS:**

On June 2 VFHY Executive Director Marty Kilgore submitted a decision brief to Governor Terry McAuliffe and Chief of Staff Paul Reagan proposing an expansion of VFHY's mission to include additional areas that negatively impact youth health, including behavioral health, injury prevention, hunger and diabetes. VFHY submitted this decision brief at the request of state Secretary of Health and Human Resources Dr. Bill Hazel, who felt that VFHY is uniquely positioned to take on this mission, due to its expertise in youth culture and its success at cutting youth smoking rates more than in half within the Commonwealth. The additional health issues proposed for VFHY to take on have been identified as problem areas by the biennial Virginia Youth Survey of youth health behaviors and are among the top 10 causes of preventable deaths and/or related factors that can be positively impacted by prevention efforts during childhood and adolescence.

**REDUCE TOBACCO USE CONFERENCE:**

VFHY has selected the Crystal Gateway Marriott in Arlington as the site for its 2016 national Reduce Tobacco Use Conference, which will be held on April 25-26, 2016.

**MEDIA:**

On May 29 Virginia Commonwealth University issued a press release about the VFHY Board of Trustees awarding up to \$1.25 million in grants to VCU researchers working on youth tobacco-use prevention. VFHY Public Affairs Manager Richard Foster provided information for the release to VCU Public Relations Specialist Brian McNeill. An article was also published on VCU News.

**Video**

Danny Saggese, Director of Marketing presented the updated VFHY agency video which provides an overview of the agency's mission and initiatives.

**Budget Report:**

VFHY Business Manager, Wilma Jordan reported on the Statement of Net Assets and Governmental Funds Balance Sheet and the Actual Expenditures vs. Budget for the period July-August, 2015. Questions should be directed to Wilma Jordan at 804.786.7409 or [wjordan@healthyouthva.org](mailto:wjordan@healthyouthva.org).

Motion: to re-affirm the 2016 budget as presented by Delegate T. Scott Garrett, M.D.

Second: Vineeta T. Shah, MHS, RD.

Vote: Unanimous in favor

Lastly, Year-end-Financial reports will be available in the annual report, but if you would like copies beforehand, contact Wilma Jordan.

**Old Business:**

None

**New Business:**

**Program Evaluation Recommendation**

Motion by Kris E. Kennedy, M.D.: VFHY to contract with Virginia Commonwealth University to evaluate FY16-funded Healthy Communities Action Teams (HCATs). A process of interviews

will be utilized to explore and identify the elements and processes by which HCATs are achieving success. The results will build upon previous evaluation efforts and help VFHY to understand the factors that lead to success and sustainability of HCATs. This is critical data to collect as we anticipate the next round of HCATs beginning July 1, 2016. The period of the contract is 10/1/2015 – 6/30/2016 in the amount of \$71,468

Second: Delegate T. Scott Garrett, M.D.

Vote: Unanimous in favor.

### **Public Comment:**

Peter deFur, Chair of the Virginia Leadership Council with American Lung Association of the Mid-Atlantic commented that VFHY must ensure that it maintains sufficient funding and collaborates if VFHY expands its mission. Additionally, he noted that an effective way to reduce the smoking rate is to increase cigarette taxes. He stated studies show that raising cigarette taxes to the national average will result in a 12% to 15% reduction in youth smoking. The VFHY board was encouraged to advocate for a cigarette tax increase during the next General Assembly session.

### **Committee Reports:**

#### **Program Committee**

VFHY Director of Programs Donna Gassie reported that the current RFP for the Healthy Communities Action Teams (HCATs) closes October 19, 2015. Additionally, sixty-two new tobacco use prevention grants started on July 1, 2015. Twenty HCAT grantees have started their final year.

The 2016 Reduce Tobacco Use Conference Call for Abstracts will be issued in the near future. Refer anyone interested in speaking at our conference to the [www.vfhy.org](http://www.vfhy.org) website.

The third year of the statewide evaluation using concept mapping is complete. As a result, VFHY developed an Other Tobacco Use Module for grantees to use as a supplement to their grant program delivery.

#### **Program Evaluation Presentation**

Alison Breland, PhD, Virginia Commonwealth University presented on the VFHY evaluation studies. These studies were designed to ask questions that go beyond traditional evaluation involving HCAT grantees, tobacco use prevention program instructors and youth. Methods of evaluation used were concept mapping, focus groups and surveys. The goals of the studies were to conduct a participatory process evaluation, gather information to be used in RFPs and offerors' conferences, inform programming and community partnerships and to create best practices guides. Contact Donna Gassie at 804.225.3619 or [dgassie@healthyyouthva.org](mailto:dgassie@healthyyouthva.org) for a copy of the presentation or more information.

#### **Marketing Committee**

Danny Saggese, VFHY Director of Marketing reported that VFHY's youth volunteer group – Y Street - launched its *24/7 Campaign* to convince schools and school divisions across Virginia to adopt 100% comprehensive tobacco free policy, which means tobacco products and e-cigarettes would not be allowed anywhere on school property, by anyone, at anytime.

The *24/7 Campaign* allows VFHY to position itself to be a partner and resource to schools and school divisions by offering all the resources they might need to assist with this initiative, including free signage for schools to post inside and outside the school. Y Street youth are continuing to schedule appointments to speak at school board meetings across the state. If you are interested in obtaining free resources for a school in your community contact Danny Saggese at 804.225.3624 or [dsaggese@healthyyouthva.org](mailto:dsaggese@healthyyouthva.org).

Marge White, VFHY Deputy Director added that the Virginia Department of Health's Tobacco Use Control Program is a primary partner on this campaign. They are providing some funding for signage and will be assisting in some of the regions as well.

### Research and Evaluation Committee

Kristina N. Powell, M.D., Chair of the Research and Evaluation Committee reported that there has been a change to the high school youth survey which is given every other year. The survey will run from October to December within 137 schools. This survey has approximately 100 questions related to risk behaviors, tobacco use and obesity. The data is compiled through the Foundation and the Virginia Department of Health. Additionally, this year VFHY's identity-based survey questions were included for the first time.

### Announcements

Next Board Meeting Dates:

Dec. 2, 2015

May 18, 2016

September 21, 2016

November 30, 2016

### Adjournment:

Meeting adjourned at 1:26 p.m.

**Virginia Foundation for Healthy Youth**  
**Actual Expenditures vs. Budget**  
**July 2015 Through August 2015**

|                                    | Actual Expenses       | Budget                | \$ Over/Under              | FY2016           |
|------------------------------------|-----------------------|-----------------------|----------------------------|------------------|
|                                    | July - August<br>2015 | July - August<br>2015 | Budget thru<br>August 2015 | Total<br>Budget  |
| <b>Ordinary Income/Expense</b>     |                       |                       |                            |                  |
| <b>Income</b>                      |                       |                       |                            |                  |
| Interest on Securities             | 0                     | 0                     | 0                          | 0                |
| Conf & Training Registration/Misc. | 950                   | 0                     | 950                        | 0                |
| Grants                             | 0                     | 0                     | 0                          | 0                |
| Virginia Tobacco Settlement Fund   | 0                     | 0                     | 0                          | 9,327,905        |
| <b>Total Income</b>                | <b>950</b>            | <b>0</b>              | <b>950</b>                 | <b>9,327,905</b> |
| <b>Expense</b>                     |                       |                       |                            |                  |
| Administration                     | 126,620               | 166,667               | -40,047                    | 1,000,000        |
| General/Inter Agency Expenses      | 16,250                |                       | 16,250                     | 140,000          |
| Marketing                          | 232,963               | 508,333               | -275,370                   | 3,050,000        |
| Program Expense                    | 233,821               | 543,016               | -309,194                   | 3,258,093        |
| Research/Surveillance and Eval.    | 50,651                | 145,833               | -95,183                    | 875,000          |
| Obesity                            | 112,839               | 166,667               | -53,827                    | 1,000,000        |
| Endowment                          |                       |                       | 0                          | 0                |
| <b>Total Expense</b>               | <b>773,144</b>        | <b>1,530,516</b>      | <b>-757,371</b>            | <b>9,323,093</b> |

Confidential working papers of VFHY Executive Director

| <b>VIRGINIA FOUNDATION FOR HEALTHY YOUTH</b>          |   |                      |
|---|---|----------------------|
| <b>STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS</b> |   |                      |
| <b>BALANCE SHEET</b>                                  |   |                      |
| <b>As of August 31, 2015</b>                          |   |                      |
|   |   | Governmental Funds   |
|   |   | Special Revenue      |
| <b>ASSETS:</b>  |   |                      |
|   | Cash and cash equivalents held by the             |                      |
|   | Treasurer of Virginia                             | \$ 10,432,709        |
|   | Investments Held by the Treasurer                 | \$ -                 |
|   | Lease Deposits                                    | \$ 5,966             |
|   | Prepaid Expenses                                  | \$ -                 |
|   | Capital Assets, net of accumulated depreciation:  |                      |
|   | Operating equipment                               |                      |
|   |   |                      |
|   | <b>TOTAL ASSETS</b>                               | <b>\$ 10,438,675</b> |
| <b>LIABILITIES:</b>                                   |   |                      |
|   | Obligations Under Security Lend                   | \$ -                 |
|   | Compensated absences                              | \$ 112,782           |
|   | Account payables                                  | \$ 123,743           |
|   |   |                      |
|   | <b>Total Liabilities</b>                          | <b>\$ 236,525</b>    |
| <b>NET ASSETS:</b>                                    |   |                      |
|   | Investment in Capital Assets, net of related debt | \$ -                 |
|   | Unrestricted                                      | \$ 10,202,150        |
|   |   |                      |
|   | <b>Total net assets</b>                           | <b>\$ 10,202,150</b> |