

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
June 3, 2003**

Members present

Delegate George E. Broman, Ming S. Chiu, MD, Curtis Coleburn, Steven Danish PhD, Jose F. Dimas, Jr., Lolly A. Gilmore, Senator Emmett W. Hanger, Jr., Barbara Hughes, Patrick Hughes, Delegate William Janis, Maria D. Kelly, MD, Robert Leek, V. Carole Loughheed, James L. McDaniel, MD, Delegate John M. O'Bannon, III, Robert B. Stroube, MD, Percy Wootton, MD.

Members not present

Kevin M. Bolling, Rebecca Darby, Rickie E. Fulcher, Robert S. Kelley, Ed.D, Kethandapatti G. Srinivas, MD, Ed.D, Senator John Watkins.

Staff

Terri-ann Brown, Eloise Burke, Donna Gassie, Henry Harper, III, Wilma Jordan, Marty Kilgore, Jenny Martin, Charlie McLaughlin, Jr., Danny Saggese, Peter Sengenberger and Marge White.

Counsel

Roscoe Roberts

Guest

Nancy Kaplin, Office of the Attorney General

Called to order

Chairman Dr. Steven Danish called the meeting to order at 1:35 p.m.

Dr. Danish began the meeting with the approval of the minutes.

Minutes

Motion to approve minutes: Curtis Coleburn

Second: Delegate John O'Bannon

Vote: Unanimous in favor

Chairman's Report

Dr. Steven Danish stated that Virginia Tobacco Settlement Foundation is at a critical point to determine how we want to proceed to be most effective. He acknowledged that the board should remain proactive in analyzing each initiative of the VTSF as we begin to formulate a long-range plan for FY05 forward.

Director's Report

Programs: Renewal applications for FY04 arrived on March 31 and were reviewed by VTSF staff. The proposals were then distributed to Regional Advisory Boards for their review and recommendation. The Program Committee was forwarded these recommendations and met this morning. A vote will be required later in the meeting regarding funding beginning July 1. If approved, a total of \$4,862,211 will be awarded for local community programs.

Marketing: VTSF received results of the third wave of telephone surveys conducted by Harris Interactive, measuring awareness of the VTSF youth tobacco use prevention marketing campaign among Virginia's youth. After 12 months, the VTSF campaign has maintained a strong awareness level of nearly 60%. The research finds that "smoking is stupid" is now the number one response given by our target as the main idea of the campaign. Also, there is a significant increase in the recall of information on tobacco use and of the campaign through school programs; providing evidence that our strategy to integrate the campaign with grantee programs is working.

The next series of the Y Campaign television and radio commercials launched statewide on April 21. This latest series included six new television and six new radio spots. One of these new television commercials was chosen as "Best Spot" by ADWEEK, one of the premiere news magazines in the advertising industry. The commercial was featured alongside nationally known companies and organizations, including Snapple, NASCAR, ESPN, Toyota, and Volkswagen.

In collaboration with VTSF grantee programs, VTSF has offered youth participants the opportunity to submit an essay, crossword puzzle, or cartoon related to youth tobacco use prevention with the potential of being featured in the next issue of "Filter," the Y Campaign's youth magazine. "Filter" spotlights music, sports, trends and the general lifestyle concerns of Virginia kids aged 10-17, while focusing on a youth tobacco use prevention message.

The May 2003 issue of Richmond Parents Monthly magazine featured a story about the Y Campaign. The article discussed the background of the VTSF, the youth marketing research conducted prior to developing the campaign, and the various strategies and tactics being implemented.

YTS: This spring, VCU contacted those school systems selected for the Youth Tobacco Survey (YTS). VCU notified VTSF that less than 50% of the schools selected through a randomized sampling method were willing to participate this spring, although many have agreed to participate this fall. A 60% or greater participation rate is required to have scientifically valid data. Thus, the Youth Tobacco Survey has been postponed. VTSF and

DMHMRSAS met with VCU to discuss the plan and timeline to complete the surveys in schools in early October, as well as the schedule for preparing preliminary and final reports.

PASS Initiative: VTSF issued a mini-grant application to PASS initiative priority schools to implement Life Skills Training. Schools are eligible to apply for training as well as funding to purchase curricula and student materials to implement this program. The program has been shown to have a positive impact on reducing youth tobacco use while also improving general social skills and personal self-management skills. These skills are useful in enhancing overall academic performance.

Committee Meeting Update: Several committees convened on April 23. The research and marketing committees discussed long-range plans for their respective initiatives. The executive committee heard reports from these committees and decided to convene the board for a strategic planning session this fall. The board will focus on planning for FY05 forward and will use evaluation data from all VTSF initiatives to formulate a long-range plan.

Old Business

None

Public Comment

Jeffrey Rodman with Warren Community Health Coalition appealed the recommendation made by the Northwest Regional Advisory Board not to receive continuation funding.

Budget

Wilma Jordan reported on the budget vs. actual expenditures up to May 31st as well as the total budget for the year. The Foundation's spending is on target

New Business

Strategic Planning Session

Marty Kilgore requested a meeting on September 9th for a strategic planning session to begin planning for FY05 forward. The focus would be to review current initiatives, review the evaluation data collected and develop a plan on where we want to go in the future. Each board member was requested to reply via e-mail regarding potential agenda items to Dr. Steve Danish, Marty Kilgore or Marge White.

Grantee Renewal Applications

V. Carole Lougheed reported that the Program Committee and the Regional Advisory Boards recommended the renewal of 89 grant program contracts in the amount of \$4,862,211 for the period July 1, 2003 to June 30, 2004.

Twelve programs were denied renewal.

Motion to approve the recommendations of the Regional Advisory Boards and the Program Committee of the VTSF Board of Trustees to renew 89 grant program contracts for FY2003 to FY2004 in the amount of \$4,862,211: V. Carole Lougheed

Second: Jose F. Dimas

Vote: Unanimous in favor

Carole Lougheed also reported that the Program Committee has decided not to make a determination of the carry-forward funds and unobligated funds until the committee has a chance to review the evaluation report of the current programs by August. The committee is reviewing the entire picture of the state of Virginia to see where additional funding may be most effective.

The 2nd Annual Grantee Training Conference will be held June 10th – 11th at Downtown Omni Richmond Hotel.

Marge White reported that staff is conducting a feasibility study to establish a 501c(3) “arm” for the VTSP as a mechanism to raise additional funds for tobacco use control initiatives. The staff has obtained the necessary paperwork and is also reviewing the structure used by UVA and VCU for their respective 501c(3) organizations. Staff will be meeting with counsel in the near future to begin the process to establish this entity.

Committee Reports

Research Report

Dr. Maria Kelly reported that the Research Consortium met on April 23rd to discuss the future of research. They agreed that they needed to have a more structured reporting format and to focus on the objectives that were stated in the grant applications and where they are in accomplishing those objectives. A follow-up meeting is scheduled for June 27th in Charlottesville, 9:00 a.m.- 1 p.m. to finalize the format which will be utilized in reporting on grants. The Research Consortium will present completed reports the day before the September board meeting.

VCU will be hosting a two day Research Conference on March 10th –11th, 2004.

Marketing Report

Danny Saggese reported that the awareness level continues to be at 58%. The “Smoking is Stupid” is now the #1 response given as the main idea of the campaign. The discussion of the campaign has increased.

Rob Austin from Work, Inc. added that the more they can fine tune their efforts in terms of finding out which medium works the best and how best to put their funds against them the more effective the campaign will be. Within the next six months the agency will have results to show a movement in a positive direction.

Danny Saggese concluded by saying the Y Fest will be taking place the end of September or early October. Marketing was able to save close to \$300,000 on this event.

Announcements

Next meeting will be held September 9th at 10:00 a.m. at the VCU Siegel Center in the Founders Room.

Adjournment

Motion: Delegate John M. O'Bannon, III

Second: Delegate William Janis

Vote: Unanimous

The meeting was adjourned at 3:00 p.m.