

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
August 31, 2004**

Members present

Ming S. Chiu, MD, Curtis Coleburn, Audrey Douglas- Cooke, RN, MS, Rickie E. Fulcher, Lolly Gilmore, Senator Emmett W. Hanger, Jr., Barbara Hughes, Patrick Hughes, Delegate William Janis, Debra Keith, Maria D. Kelly, MD, Robert Leek, James L. McDaniel, MD, Delegate John O'Bannon, III, Robert Stroube, MD, Senator John Watkins, Dixie Wolf.

Members not present

Kevin Bolling, Rebecca Darby, Jose F. Dimas.

Staff

Eloise Burke, Donna Gassie, Marty H. Kilgore, Danny Saggese, Peter Sengenberger and Marge White.

Counsel

Teresa Griggs

Called to order

Rickie Fulcher called the meeting to order at 12:05 p.m.

Minutes

Motion to approve the minutes: Senator Emmett Hanger, Jr.

Second: Delegate Bill Janis

Vote: Unanimous in favor

Chairman's Comments

Welcome to each of you and thank you for being here today. It is only through your active participation and continued support of our Staff and Programs that we are able to establish and meet our goals.

Our year is shaping up to be a year filled with excitement. Excitement from those reliable paths, which we have traveled, thus far to new visions, challenges and ideas opening up paths which we might not have known existed.

Indeed, we are moving forward. The State of Virginia steps into history tomorrow with the implementation of a 20¢ per pack excise tax on cigarettes, which may and should lead to a reduction in smoking and accessibility for our youth.

We have a new marketing agency bringing fresh, innovative ideas to move our campaign forward while maintaining focus on our mission.

We appear to be now living in a society moving toward a more health conscious "state of mind" as well as "body".

We may face reduced funding – while this is not a positive from our prospective it does challenge us to be more diligent with the distribution of our funds.

And our media exposure is on the rise, calling attention to our programs, marketing and research areas. This positive media should help to strengthen our campaign and may help to better protect our current funding as well as attract "new outside" funding sources.

Yes, exciting and challenging times are ahead, look forward to embracing, defining and adjusting to meet those times. Together we can and will accomplish great things "for a path traveled alone is much longer and harder than one which is traveled with friends".

Thank you for being willing to travel that path for the young people of Virginia and their future.

Director's Report

NEW CONTRACTS: July 1 marks the start of several contracts that were approved by the Board at the June meeting. Eighty-one local community groups throughout Virginia will begin implementing youth tobacco use prevention programs in community, school, and faith settings. Virginia's universities will carry forward their collaborative efforts to research youth tobacco use. The *Y Campaign*, the VTSF's successful marketing initiative, will continue under the guidance of four marketing and advertising agencies. Staff has been working closely with all of our contractors to ensure that programs and initiatives begin quickly and efficiently.

LEGISLATION/REGULATIONS: On July 1, language went into effect to correct an omission from the VTSF's enabling legislation, Section 32.1-357, related to paying Board members for their service. In the future, Board members who are not legislative members or full-time state employees will receive \$50 per meeting at which they are present. This will allow for compliance with Section 2.2-2813 of the *Code*.

PROGRAMS: The Program Department staff conducted grantee orientation events throughout the state in July and August. At each training, grantees were provided an overview of VTSF initiatives, the VTSF Grants Administration Manual, a timeline for quarterly reports and site visits, media relations training, and information on requesting the Mini and street teams. In addition, the Survey and Evaluation Research Lab staff, our new evaluation contractor, conducted a session on the statewide evaluation methods.

Deputy Secretary of Health and Human Resources, Nancy Roberts, conducted a site visit with a grantee in Chesterfield County at Bellwood Elementary on Tuesday, July 27. The Chesterfield Community Services Board utilizes a \$10,307 grant that serves children ages 10-13. It is a community-based program that partners with schools, other non-profits, and faith-based organizations for program implementation. Deputy Secretary Roberts enjoyed the implementation of the “All Star” program and seeing the kids in action.

MARKETING: On June 16, an initial meeting was held with the companies that were awarded contracts from the VTSF to coordinate components of the *Y Campaign*. Key officers from each of the four contractors attended a daylong orientation meeting, where they had the opportunity to network and discuss ways that the different components of the campaign can complement one another. The contractors were very enthusiastic and came to the meeting with many new ideas to further expand on the campaign.

RESEARCH: On August 27, the Virginia Research Consortium met at UVA to hear presentations from each VTSF research grantee regarding outcomes from FY04, as well as the direction of FY05 continuation grants. The Consortium also discussed the VCU grant submission for a “Research to Practice” conference proposed for the fall of 2005. If funded, this conference will bring researchers and preventionists together to share resources and help coordinate future efforts in tobacco use prevention.

MEDIA: In your Board packet you will find a cover story that appeared in *The Sun*, which features an extensive article and fact sheet about our Franklin Teen Advisory Board and *Y Campaign*. I included this clip to show how the marketing campaign is further evolving to empower and create a movement among Virginia youth. This article shows the evolution because it is not about the VTSF reaching out to kids with a marketing campaign, it is about the kids themselves embracing the campaign and becoming a part of it. There are currently eleven Teen Advisory Boards across the Commonwealth. Many of these Teen Advisory Boards have received similar press coverage to this, which will be included in your next press clippings packet.

The Associated Press story about the Youth Tobacco Survey was picked up by media outlets throughout the Commonwealth, including Richmond, Roanoke, Hampton Roads, Northern Virginia, and Southwest Virginia. The dozens of print articles and television and radio news broadcasts were all very positive and effectively sent the message that the mission of the VTSF is being achieved.

Committee Reports

Research Committee

Marge White reported that JMU is still in data collection, but have collected first year data among 6th grade students with ADHD whom they will be following for the next several years. They are also bringing new youth into this study to look at whether a comprehensive treatment approach will impact smoking rates among this high risk population. Kids with ADHD usually smoke twice as often as kids without ADHD.

VCU has discovered a new gene not yet identified that is implicated in nicotine addiction. They are doing further research into that gene to determine if it can be used for preventative screening.

UVA announced that they have identified a candidate gene for screening to test people to see if they are at higher risk for getting cancer. They're hopeful that this type of screening might allow for the identification of people at high risk to in turn allow for targeted interventions.

GMU is using rats to do brain studies. They have discovered changes in the brain specifically in the development of neurons. The longer branching of neurons in the brain is indicative to making people susceptible to nicotine addiction.

In conclusion Marge White reported that the research consortium is excited about its collaboration with VTSF. ODU and VSU who are not funded by the Foundation were present at the recent consortium meeting. They are trying to find ways to become integrated in the existing grant projects. Six applications have been submitted to the NIH for additional funding based on the data presented so far. Five presentations and abstracts were reported on from the researchers where they are presenting some of these initial findings at scientific meetings.

Program Committee

Marge White reported that additional parameters for program grants were discussed by the program committee. Further research will be done and recommendations will be presented at the November program committee meeting.

Marge White also reported that the annual VTSF Grantee Training will be in Williamsburg October 26th and 27th. Everyone is encouraged to attend; registration materials will be distributed shortly.

All grantee orientation sessions and evaluations have been completed with the new grantees.

Marge White presented the board with the names of the new RAB recommendations.

Motion that the staff be given the authority to approve the new RAB: Pat Hughes

Second: Senator Watkins

Vote: Unanimous

Donna Gassie reported that for FY04-FY05 there are 95 grantees and illustrated their locations on a map of Virginia. Funding is in the amount of \$5.1 million. Programs will be shared with 50,000 kids. All of FY03 and FY04 grants have been closed out.

Marketing Committee

Barbara Hughes reported that VTSF is excited about the new contractors: Barber Martin Advertising, Rescue Productions, Southeastern Institute of Research, and freeRadical.

Danny Saggese introduced each team who gave a brief summary of accomplishments to date.

Public Comment

None

Budget

Marge White reported in Wilma Jordan's absence that each board member is entitled to receive a \$50 compensation for attending board meetings.

Marge White also reported from the updated three-year working budget. The projected monthly cash flow for FY05 was a handout. It is anticipated that at the end of February the Foundation will have a cash flow issue. Therefore, a recommendation regarding application for a Treasury loan will be forwarded to the board for consideration at its next meeting.

Old Business

Rickie Fulcher reported that the Foundation has received two letters of resignation from Kethandapatti G. Srinivas and Dr. Robert Kelley. There is currently one additional vacancy. One other inactive board member has not responded to inquiries regarding attendance. All of the information has been forwarded to the Secretary of the Commonwealth for assistance in filling the vacant board positions.

New Business

The next board meeting will be held Tuesday, November 30, 2004. Committee meetings will start at 1:00 pm, the board meeting at 3:00 pm, and the reception at 5:00pm.

Adjournment: 2:10 p.m.

Motion: Barbara Hughes

Second: Curtis Coleburn

Vote: Unanimous