

VTTSF

VIRGINIA TOBACCO SETTLEMENT FOUNDATION

Board of Trustees Meeting Minutes December 2, 2008

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. (left at 1:55 p.m.), Patrick Hughes, Delegate William Janis (left at 1:55 p.m.), James McDaniel, M.D., Delegate John O'Bannon, III, M.D. (left at 1:55 p.m.) and Karen Remley, M.D.

Members not present

Sanjeev K. Aggarwal, M.D. (participated via conference call), John O. James, Jr., Rakesh C. Kukreja, PhD., Keith H. Newby, Sr., M.D., Senator Ralph Northam, M.D., Carlos Quintela, Rosa I. Villoch-Santiago and Claudia Tellez.

Staff

Rita Angelone, Lisa Brown, Terri-ann Brown, Eloise Burke, Richard Foster, Donna Gassie, Henry Harper, III, Wilma Jordan, Marty Kilgore, Jennifer Martin, Danny Saggese, and Margaret White.

Counsel

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

Guest

Alison Breland, PhD, VCU Institute for Drug and Alcohol Studies
The Honorable Marilyn Tavenner, Secretary of Health and Human Resources

Called to order

Delegate John O'Bannon, III, M.D. called the meeting to order at 12:16 p.m.

After introductions were made, Secretary Marilyn Tavenner addressed the Board on childhood obesity and requested that the Board support legislation proposed to the General Assembly to create a Foundation entitled Virginia Foundation for Healthy Youth. Secretary Tavenner added that research and marketing must be done.

Marty Kilgore commented that the staff is very excited. Our staff feels it is important to conduct research up front as we did with VTSF.

Discussion: The board had a lengthy discussion regarding childhood obesity. Delegate William Janis questioned the structuring of the new organization as to whether it would be non-profit or would it be a subsidiary of this Foundation. Secretary Marilyn Tavenner explained that initially the proposal was to make it a part of the Foundation. After research has been done we can then begin to make recommendations. Delegate William Janis questioned if legislative action is required to amend the current charter of this Foundation. Secretary Tavenner replied yes. Delegate John O'Bannon, III, stated that the structure of this organization gives us the opportunity to look at this new initiative the same way we looked at smoking and develop a timeline as to how to go approach this new issue of childhood obesity.

Dr. Karen Remley expressed her excitement in the opportunity to work with this new childhood obesity initiative.

Margaret White stated that she worked with our deputy attorney general to re-draft the initial legislation presented to Secretary Tavenner. We basically added the childhood obesity initiative and still allowed this board to define what initiatives to affirm and what money would be devoted to childhood obesity. Certainly with programs targeted at the parents VTSF can do both initiatives well and it will be up to this board to define the initiatives if legislation permits.

Motion: to accept the proposal presented by Secretary Marilyn Tavenner by Dr. Karen Remley.

Second: Delegate William Janis.

Vote: Unanimous in favor

Motion: to have the Chairman appoint a sub-committee to develop an initial approach to childhood obesity by Delegate William Janis.

Second: Patrick Hughes

Vote: Unanimous in favor

Delegate John O'Bannon, III, M.D. requested that all persons interested in serving on the sub-committee to contact our executive director by Friday.

Chairman's Report

Welcome fellow trustees, staff and Secretary Tavenner.

I am extremely pleased to have Secretary Tavenner here to discuss the childhood obesity initiative that VTSF has been asked to take on. This is an issue with which I'm well acquainted: I chaired the Virginia General Assembly's Advisory Committee on Childhood Obesity, which concluded last year.

At today's meeting, we'll also be receiving Marty's report and we'll be hearing from Alison Breeland from VCU, who will be highlighting the university research that VTSF has funded since 2001.

I also want to take a moment to let you know how pleased I am to be serving as chairman of the board. I have served on VTFSF's Board of Trustees since its inception and I am looking forward to another productive year as VTFSF celebrates its 10th anniversary in 2009. Being a medical doctor gives me a unique perspective on youth health issues. As we all know, tobacco use is the leading preventable cause of deaths in the United States, so VTFSF's mission to reduce and eliminate youth smoking is crucial toward improving Virginia's overall public health.

We had some excellent news this year from our most recent Virginia Youth Tobacco Survey. As Gov. Kaine announced in September, smoking among Virginia high school students has plummeted to 15.5 percent, well below the national average of 20 percent. In fact, Virginia has seen a 45.8 percent decrease in the number of high school smokers over the last seven years!

But VTFSF's work isn't over. We still have an estimated 10,800 children becoming new smokers every year in the Commonwealth, and as new children age in, we have to continue to find new ways to help them live happy, healthy lives free of tobacco use.

Director's Report:

PROGRAMS:

VTFSF released RFP #852P010 on August 8. This RFP will provide a funding opportunity for three-year grants totaling up to \$225,000 per grant for the three years (\$75,000 each year). A total of \$9.6 million is available for grant awards. More than 2,000 postcards were sent to schools, community organizations and faith-based organizations announcing the release of the RFP. Copies of the RFP were mailed, emailed and made available at www.vtsf.org. Four mandatory Offeror's Conferences and Proposal Development Workshops were held around the state: Richmond (Sept. 3), Blacksburg (Sept. 5), Portsmouth (Sept. 8) and Chantilly (Sept. 10). More than 200 individuals attended, representing more than 100 organizations across the state. Proposals were due to VTFSF by October 8. VTFSF received 107 proposals in response to RFP #852P010. The funding cycle will begin July 1, 2009 - June 30, 2012. Funded programs will implement tobacco-use and cessation programs for youth across the state.

The 7th Annual VTFSF Grantee Training Conference was held on September 24 – 25 in Newport News. Over 200 prevention professionals attended the conference, which had the theme of "Grassroots Programs: The Passport to Healthy, Tobacco-Free Youth." During the conference, participants were able to select from 19 breakout sessions featuring topics such as:

- tobacco and drug addiction
- smoking in the movies
- early childhood education and development
- tobacco use prevention environmental strategies
- current drug trends among adolescents
- current quitting methods
- compendium program roundtables and implementation tips
- applying for grants
- innovative classroom management techniques.

Dr. Kevin Cooper, Chair of the Research Committee, presented the great results from the 2007 Youth Tobacco Survey. The conference concluded with regional meetings to provide grantees with additional information, including updates on VTSF initiatives, upcoming training events, site visit and quarterly report procedures, grants management notebooks, and statewide evaluations.

The Program Department held its quarterly meeting in Charlottesville on October 22-23. Discussion centered on planning for the upcoming online RFP and application process as well as preparing for regional proposal review activities for RFP #852P010. Regional reviews were held November 3 for the Southwest Region, November 5 for the Central and Southeast Regions, and November 13 for the North Region.

Program department staff met with representatives of Foundant Technologies to craft the upcoming online application for RFP #852P011 slated for release in January 2009.

The Program Department surveyed grantees and other statewide prevention professionals earlier this year to gauge interest in regionally scheduled workshops. The purpose of these workshops is to enhance the knowledge and skills of prevention professionals on a number of topics. These workshops were open to our grantees, as well as other interested individuals and other state entities. The following trainings were held since our last meeting:

Regional Training Workshops

Managing Behaviors In Youth Programs – Richmond (September 10)

Sustainability Workshop – Richmond (November 12)

VTSF Program Specialists conducted the following Compendium Program trainings for VTSF funded grantees:

Compendium Program Trainings

Positive Action – Richmond (October 10)

Too Good For Drugs – Martinsville (November 7)

MARKETING:

During the American Public Health Association's 136th Annual Meeting & Exposition in San Diego, CA (October 25-29, 2008), a poster highlighting VTSF's *Y Street* (www.ystreet.org) brand was presented by VTSF marketing contractor RescueSCG. Entitled "Motivating, Managing, and Measuring Impact of Youth-Led Movements in Public Health Policy (Tobacco Control Case Study)," the poster once again provided the high school aged volunteerism/advocacy brand of *Y Street* the opportunity to present its success on a national stage.

Y Street (Y St.), the youth-led volunteer and activist brand of the VTSF, recently announced its newly created campaign: the 86 Campaign. Y St. youth will educate and generate support for smoke-free restaurants in their communities. In their projects, Y St. will collect surveys, pledges, and video testimonials, as well as direct people to www.86thesmoke.com. These are called Measures of Influences (MOI), which are used to assess public support of the campaign.

These MOIs will then be compiled into reports that will be used to encourage restaurant owners to adopt smoke-free policies.

The VTSF's www.ydouthink.com website was awarded the 2008 Silver Davey award under the section of *Websites – Health Category*. The annual International Davey Awards (www.daveyawards.com) honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than stratospheric budgets.

Y Street, the youth-led advocacy brand that supports the VTSF's marketing campaign, announced the 12 recipients of the \$2,000 Y Street Mini-Grants. These were being awarded to local student organizations in Virginia to encourage active youth to become part of Y Street and its mission. By December, each recipient will have hosted a Y St. Training at their location with 25 youth and one adult coordinator. Y Street is a statewide association of high school youth advocates who are working to enlighten their peers as to the consequences of tobacco use. Y Street strives to cause cultural change in Virginia's youth by deglamorizing tobacco and instilling pride in a smoke-free lifestyle. Since 2004, more than 2,000 teens from all across Virginia have attended a training offered by Y Street. To see the list of the Y St. Mini-Grant recipients, or to learn more about Y Street, go to www.ystreet.org.

Upcoming Y Street New Member Trainings

November 2, Sunday 1 pm – 5 pm

Y Street New Member Training

Oakton DECA

Oakton High School

2900 Sutton Road

Vienna, VA 22181

November 4, Tuesday 9 a.m. – 1 p.m.

Booker T. Washington DECA

Booker T. Washington High School

1111 Park Avenue

Norfolk, VA 23504

November 5, Wednesday 8 a.m. – 1 p.m.

Blacksburg DECA

Blacksburg High School

520 Patrick Henry Drive

Blacksburg, VA 24060

November 5, Wednesday 9 a.m. – 1 p.m.

Heritage DECA

Heritage High School

5800 Marshall Avenue

Newport News, VA 23605

November 6, Thursday 9:15 a.m. – 1:15 p.m.
Tazewell CADRE
Richlands High School Library
138 Tornado Alley
Richlands, VA 24641

November 6, Thursday 2:30 p.m. – 6:30 p.m.
Green Run DECA
Green Run High School
1700 Dahlia Drive
Virginia Beach, VA 23456

November 8, Saturday 1 p.m. – 5 p.m.
Harrisonburg-Rockingham Youth Council
Office on Children and Youth
ISAT Building (JMU), Room 1208
601 University Blvd.
Harrisonburg, VA 22807

November 20, Thursday 5:30 p.m. – 9:30 p.m.
City of Virginia Beach Youth Leaders in Action
City of Virginia Beach Youth Opportunities Office
2289 Lynnhaven Parkway
Virginia Beach, VA 23456

November 23, Sunday 2 p.m. – 6 p.m.
Midlothian & Richmond Chapters of Jack and Jill of America
13109 Liberty Point Court
Midlothian, VA 23112

RESEARCH:

Deputy Director Marge White met with Drs. Faye Belgrave and Aashir Nasim to review the 2007 Youth Tobacco Survey data. These VTsf-funded researchers were studying factors impacting African American youth tobacco use. They will complete an in-depth review of the data and identify new cross-tabulation items that could help inform their research.

VTsf issued RFP#852R0006 on October 15 to solicit proposals for three-year research projects focusing on youth tobacco use prevention. A total of \$4 million was offered in the RFP to fund all projects. Proposals are due on January 28, 2009.

The Virginia Youth Tobacco Project (VYTP) met at the Omni Hotel in Richmond on November 3-4. The agenda included the following: the presentation of small grant awards, a VYTP update, research grantee status reports from the various universities and colleges, and a guest speaker from the University of Minnesota.

ENFORCEMENT:

Executive Director Marty Kilgore and Deputy Director Marge White met with participants from DMHMRSAS, DMV and ABC to discuss the Enforcement Initiative regarding underage tobacco and alcohol sales. A follow-up meeting will take place on December 8. Monthly reports from ABC show a slight increase in underage buying taking place at local retail outlets, especially during the month of September.

MEDIA:

At a press conference on Tuesday, September 9, at Chesterfield County's Manchester Middle School, Virginia Gov. Timothy M. Kaine announced that youth smoking rates in Virginia have plummeted to the lowest point this decade. (This is according to the recently released results of the 2007 [Virginia Youth Tobacco Survey](#).)

Several news media outlets from across the state attended the press conference (see below), including The Washington Post. The press conference reached an estimated 668,500 Virginians through television news reports, according to media monitoring.

Selected Media Coverage

Washington Post: [Underage Smoking in Virginia Drops](#)

Richmond Times-Dispatch: [Va. Youth Smoking Rates Down](#)

WWBT NBC 12 (Richmond): [Va. Youth Smoking Rates Decline](#)

WRIC TV 8 ABC (Richmond): [Va. Youth Smoking Rate Declines](#)

WDBJ 7 CBS (Roanoke): [Va. Youth Smoking Rate Declines](#)

WAVY NBC 10 (Portsmouth): [Va. Youth Smoking Rates Decline](#)

Fox 43 (Hampton Roads): [Va. Teen Smoking Lowest in a Decade](#)

WHSV 3 ABC (Harrisonburg): [Va. Youth Smoking Declines](#)

WTOP 103.5 FM (Washington, D.C.): [Fewer Teens, Preteens Lighting Up in Va.](#)

Delmarvanow.com (Associated Press): [Va. Youth Smoking Rates Decline](#)

DEPARTMENT OF PLANNING AND BUDGET:

The Department of Planning and Budget's Best Management Practices Division conducted a study of VTSF. The study focused VTSF's initiatives, evaluation methods and outcomes, as well as process improvements made since our inception. DPB staff has completed interviews with VTSF staff, grantees, regional board members, etc. VTSF anticipates a draft report by early December.

LEGISLATION:

The Office of the Secretary of Health and Human Resources requested VTSF staff to draft legislation to address the issue of childhood obesity. The draft copy was reviewed by the Office of the Attorney General and submitted to the Secretary. This legislation would need to be approved by the General Assembly and Governor, and would take effect July 1.

SITE VISIT:

Executive Director Marty Kilgore, Public Relations Coordinator Richard Foster, and Grants Program Administrator Lisa Brown conducted a site visit with Senator Patsy Ticer in Alexandria on Friday, November 7. The VTSF Grantee, Alexandria Community Services Board, conducted a Too Good For Drugs program in a kindergarten class at Patrick Henry Elementary School.

STAKEHOLDER ISSUES:

Public Affairs Coordinator Richard Foster created a social networking site and discussion forum for VTSF grantees and staff using NING, a social network creation service suggested by Virginia Secretary of Technology Aneesh Chopra. In its first week, the site had 85 members. The site will allow grantees statewide to better share information and strategies for reaching Virginia's youth. It also allows interaction and information sharing between VTSF-funded university researchers.

Budget Report

Wilma Jordan presented the actual expenditures to budget for July-October 2008. The board reviewed the total fiscal year budget for 2009, which represents the original amounts approved by the board.

Discussion: The board had a lengthy discussion regarding the allocation of funds. Delegate John O'Bannon, III, M.D. questioned if VTSF had any unallocated funds. Patrick Hughes mentioned looking into the possibility of setting aside funds in light of Secretary Tavenner's request. Wilma Jordan stated that all of the FY09 funds have been budgeted. The board maintains the right to revisit the approved budgets for fiscal years 2010 through 2012.

Motion: to accept the budget report by Delegate William Janis.

Second: Senator Emmett Hanger, Jr.

Vote: Unanimous in favor

Minutes:

Motion: to approve the minutes by Dr. James McDaniel

Second: Delegate William Janis

Public Comment

Keenan Caldwell of the American Cancer Society commented on Secretary Tavenner's proposal as something needed in Virginia. The American Cancer Society's major concern is funding issues. The American Cancer Society has been requesting MSA dollars and tobacco tax revenue for prevention. The American Cancer Society is asking for a funding stream to assist with tobacco prevention efforts.

Cathleen Grzesiek of the American Heart Association was in agreement with Keenan Caldwell. The American Heart Association is excited that VTSAF is taking on the issue of childhood obesity. Cathleen Grzesiek has a concern about solutions and recommended that we form a working group to ensure that we are able to properly focus on the issue at hand.

David DeBiasi of the American Lung Association expressed concern that the focus on tobacco prevention will be diluted if the MSA funds are used for obesity.

Rickie Fulcher thanked Keenan Caldwell, Cathleen Grzesiek and David DeBiasi for the all of their support and for all they do on the behalf of VTSAF.

Committee Reports/Business

Program Committee

Patrick Hughes reported on behalf of the program committee. There were overall 3,000 Request for Proposals distributed across the state. VTSAF received 107 proposals in response to RFP #852P010. Of the 107 proposals received 57 were approved. The breakdown by region is as follows: 11 for the Southwest Region, 15 for the Central Region, 14 for the North Region and 16 for the Southeast Region totaling \$8.9 million for a three year period. There is a 30 day opt clause in everyone of our contracts. If necessary, we can opt out of some of these contracts. Allocation would begin July 1, 2009.

Motion: to approve the 57 proposals for \$8.9 million by Patrick Hughes, Committee Chair.

Second: N/A

Vote Unanimous in favor.

Donna Gassie reported that the next RFP will be issued January 15, 2009 for one year. This RFP will be an online application. The proposals will be received online. Reviewers will be able to handle the proposals online. The criteria will be the same with Best Value as before. Applicants will still be required to attend the offertory conferences.

Research

Dr. Kevin Cooper reported that the research report today is an overview of research from 2001 up today to be presented by Dr. Alison Breland from VCU Institute for Drug and Alcohol Studies.

Dr. Alison Breland gave a presentation on VTSAF Funded Research under the Virginia Youth Tobacco Projects (VYTP): 2002 – 2007. He also distributed a hand out of the presentation.

Discussion: Dr. Kevin Cooper questioned if there has been any research based on economic factors. Dr. Breland answered that the area of economic factors has not been a focus of any of the studies that have conducted thus far.

Marketing

On behalf of the committee Danny Saggese thanked Delegate John O'Bannon, III, for his service as Chair of the Marketing Committee.

Danny Saggese reported on a new initiative done by our Y Street youth: the 86 Campaign. The Y Street youth will educate and generate public support in their community for smoke free restaurants. They will do so by completing projects such as obtaining customers video testimonials, getting pledges and completing survey cards. This information will be compiled and presented back to restaurants within those localities. 86 is a code number used in restaurants to remove something from the menu. Go to www.86thesmoke.com.

Old Business:

None

New Business:

Dr. Karen Remley commented that she sees over and over again a various at risk population of adolescent girls that we have not figured out why they are at risk. They are at risk to smoke, become obese, become pregnant and/or drop out of school. They sometimes seem to all be together. We need to get a better understanding of who those girls are and how to capture and be able to better explain and identify early on in the 5th or 6th grades by using some form of tool.

Dr. Alison Breland agreed with Dr. Remley and added that there is not a tool in place. Dr. Breland added that low self-esteem starts the entire process.

Frank Ferguson, Deputy Attorney General stated that the Conflict of Interest Training is required to be taken once in a two year period. Mr. Ferguson provided everyone with a copy of the State and Local Government Conflict of Interest Act. Mr. Ferguson also provided a hard copy of the power point presentation. Mr. Ferguson then conducted the Conflict of Interest Training via power point presentation. After the training, all attendees signed the Course Certificate of Completion Form as well as the attendance sheet.

Prevention Connections:

Margaret White reported on a listing of accomplishments:

- PC's first annual fundraising event – net revenue of \$11,000
- CDC grant – YTS test instrument - \$99,000 award
- Wal-Mart \$1,000 award – co-sponsored the first Youth Advocate of the Year award
- Federal Substance Abuse Mental Health Services Administration (SAMHSA) \$25,000 award for a conference on young adults and tobacco use to be held April 29-30 at the Westin in Alexandria.

Ongoing events

- Speakers Bureau – presentations to local organizations
- Statewide Annual Youth Advocate and Business Advocate of the Year awards – To be presented in Fall, 2009 at the VTSF annual conference

Fundraising Opportunities

- Second annual fundraising event – March 7, 2008
- Annual campaign kickoff – November, 2008
- Combined Virginia Campaign kickoff – January, 2009

Announcements:

Board Meeting Dates:

May 19, 2009

September 15, 2009

December 1, 2009

Adjournment

Meeting adjourned by Edda Collins Coleman at 2:20 p.m.