



**Board of Trustees Meeting  
Minutes  
December 1, 2009**

**Board Members present:**

Delegate John O'Bannon, III, M.D., Edda Collins Coleman, Kevin R. Cooper, M.D., Philip A. J. Dawson, M.D., Don Gehring, Senator Emmett W. Hanger, Jr., Stacey A. Hinderliter, M.D., Jeffrey Logan Holland, Corey Howell, Patrick J. Hughes, John O. James, Jr., Patti Kiger, M.Ed., Michael C. Kontos, M.D., James L. McDaniel, M.D., Senator Ralph S. Northam, M.D., and Karen Remley, M.D.

**Board Members not present:**

Sanjeev K. Aggarwal, M.D., Curtis Coleburn, Rickie E. Fulcher, Delegate William R. Janis, Keith H. Newby, Sr., M.D., FACC, Rosa I. Villoch-Santiago and Claudia Tellez.

**Staff:**

Lisa Brown, Terri-ann Brown, Eloise Burke, Donna Gassie, Henry Harper, III, Wilma Jordan, Marty Kilgore, Jennifer Martin, Charlie McLaughlin, Jr., and Margaret White.

**Counsel:**

Stephanie L. Hamlett, Deputy Attorney General.

**Called to order:**

Delegate John O'Bannon, III, M.D. called the meeting to order at 12:18 p.m.

After introductions were made, Delegate John O'Bannon, III, M.D. welcomed six new board members: Philip A. J. Dawson, M.D., Stacey A. Hinderliter, M.D., Jeffrey Logan Holland, Corey Howell, Patti Kiger, M.Ed., and Michael C. Kontos, M.D.

Re-appointed board members are: Sanjeev K. Aggarwal, M.D., Kevin R. Cooper, M.D., and Claudia Tellez.

**Election of Chair/Vice Chair:**

Kevin R. Cooper, M.D. reported that the Policy/Personnel/Bylaws committee received one nomination for the chairman: Delegate John O’Bannon, III, M.D.

Kevin R. Cooper, M.D. moved to affirm the election of Delegate John O’Bannon, III, M.D. as Chairman of the Board.

Second: Patrick J. Hughes

Vote: Unanimous in favor.

Kevin R. Cooper, M.D. reported that the Policy/Personnel/Bylaws committee received one nomination for Vice Chairman: Edda Collins Coleman.

Kevin R. Cooper, M.D. moved to affirm the election of Edda Collins Coleman for Vice Chairman.

Second: Patrick J. Hughes

Vote: Unanimous in favor.

Note: Delegate O’Bannon, III, M.D. and Edda Collins Coleman recused themselves from the discussion and vote for their respective positions.

**Minutes:**

Motion: the Executive Committee to approve the Executive Committee meeting minutes for September 15 by Kevin R. Cooper, M.D.

Second: Patrick J. Hughes

Vote: Unanimous in favor.

**Executive Director’s Report:**

**PROGRAMS:**

The 8<sup>th</sup> *Annual VFHY Grantee Training Conference* was held on October 7-8, 2009 in Richmond. Over 200 prevention professionals attended the conference, entitled “Celebrating the Past, Embracing the Present, Envisioning the Future,” in honor of the agency’s 10-year anniversary. During the conference, participants were able to select from 19 breakout sessions & plenaries that featured topics such as:

- working with at-risk youth
- teen tobacco use cessation
- early childhood education and development
- sustainability
- new tobacco products
- family based programs
- compendium program roundtables and implementation tips
- applying for federal grants
- kids and chemicals, what parents need to know
- innovative classroom teaching techniques

The conference also provided an opportunity to introduce the new Virginia Youth Obesity Prevention initiative to attendees. The conference included regional meetings to provide

grantees with additional information including an update on VFHY initiatives, upcoming training events, site visit and quarterly report procedures, and statewide evaluation.

Program Department staff conducted the following compendium program training workshops:

- *Too Good for Drugs* workshop in Fincastle on September 15
- *Positive Action* workshop in Gate City on September 15
- *Intervening with Teen Tobacco Users* workshop in Charlottesville on September 18
- *Positive Action* workshop in Newport News on September 19.
- two *Life Skills* Training workshops in Shenandoah Public Schools on September 21-22.
- *Strengthening Families Program 10-14* workshop in Arlington on September 29-October 1.

These workshops are designed to prepare providers to deliver the curriculum with content and process fidelity.

The North Regional Advisory Board met on October 20, 2009 at the Sully Governmental Center in Chantilly, VA. Agenda items included: grantee first quarter progress, next RFP process, and summary of the 8<sup>th</sup> Annual Grantee Conference.

The Southwest Regional Advisory Board met on October 15, 2009 at the Wythe Youth Services office in Wytheville. A grantee presentation was made from the American Lung Association in Virginia. Other agenda items included a summary of the recent VTSF Grantee Conference, Y St. trainings, January 2010 programs RFP, and an update on childhood obesity prevention.

The Central Regional Advisory Board met on November 5, 2009 at the Charlottesville/Albemarle Technical Education Center. Presentations were made by two grantees—the American Lung Association and Charlottesville Public Schools. Director of Programs Donna Gassie provided a VFHY update.

VFHY Program Specialists will be conducting a review of the VTSF Compendium program in preparation for an upcoming 2010 Request for Proposal (RFP). Worksheets required for the review were forwarded to potential program vendors and are to be returned no later than December 7, 2009. A review team is being formed to assist with the review.

### **MARKETING:**

New *Y Street* New Member Trainings began on October 1. Trainings were held all across the state. By the end of November, at least 12 new organizations and more than 300 new Y St. youth activists were added as members of Y St.

In addition, the Y St. Mini-Grant program was launched in 2008 to encourage youth in Virginia to become part of Y Street and its mission by awarding grants to local student organizations. Y St. – one of VFHY’s multiple marketing strategies – is a statewide association of high school youth advocates, who are working to enlighten their peers about the consequences of tobacco use. Y Street strives to cause cultural change in Virginia’s youth by deglamorizing tobacco use and instilling pride in a smoke-free lifestyle. Since 2004, more than 3,000 teens from all across Virginia have attended a training offered by Y Street. To learn more, go to [www.ystreet.org](http://www.ystreet.org).

The Syke campaign's "Falling Forward" compilation CD, features some of the best teen alternative-rock bands in Northern Virginia. Syke hosted a Sept. 26 CD-release concert at McLean's Old Firehouse Teen Center to distribute the CD to its target audience. Its release to the Southeast region of Virginia took place at the Syke CD Release Show on Friday, November 13<sup>th</sup> at Club Relevant in Virginia Beach. Check out [www.SykeEnergy.com](http://www.SykeEnergy.com) for more information.

Executive Director Marty Kilgore, Deputy Director Marge White and Director of Marketing Danny Saggese listened to presentations made by teams of graduate students at the VCU Brandcenter on November 10. The presentations were the culmination of a 6-week immersion of the VFHY's *ydouthink* marketing brand into the Brand Campaigns class taught at the Brandcenter. Eight different teams were given the task developing a campaign – focusing on broadcast and viral concepts – that could potentially be used by *ydouthink*.

### **RESEARCH:**

VCU's Youth Tobacco Project's (VYTP) executive committee met on September 17 to plan the next meeting of the VYTP coalition. The coalition includes all VFHY-funded researchers along with others interested in youth tobacco-use prevention research. The VYTP project is funded to coordinate the coalition work to enhance collaboration and data sharing among VFHY grant recipients and to foster new research in youth tobacco use prevention.

Deputy Director Marge White attended a meeting on October 23 at VCU entitled, "Research with Public Schools: Making the Collaboration Work," which included research coordinators from several school districts in the local area.

### **YOUTH TOBACCO SURVEY:**

VCU's Survey and Evaluation Laboratory (SERL) is in the field administering the Youth Tobacco Survey (YTS) at middle and high schools throughout the state. In order for schools to participate, SERL must gain approval from the division superintendent as well as each individual school principal. To date, 41 school divisions have agreed to participate, 6 have declined and two have not responded. Within the 50 middle and 50 high schools in the sample, some surveys have been completed, others are scheduled, and in some, SERL is waiting for a response. It is anticipated data collection will be complete by the end of February.

Several school divisions that have declined to participate have been contacted by regional advisory board members and grantees. Additionally, special thanks goes to Senator Northam, who met with the Virginia Beach School Superintendent and contacted three other districts in his area to encourage their participation.

### **AMERICAN RECOVERY AND REINVESTMENT ACT (ARRA) GRANT**

#### **APPLICATION:**

VFHY helped to prepare a grant application in response to this federal stimulus grant: CDC RFA DP09-90101ARRA09, Communities Putting Prevention to Work: State Supplemental Funding for Healthy Communities, Tobacco Control, Diabetes Prevention and Control and Behavioral Risk Factor Surveillance System. The RFA contained non-competitive and competitive portions and each will be reviewed separately. VFHY and Prevention Connections (PC) were proposed as

sub-recipients within the grant application to handle projects including: VFHY - Safe Routes to School (SRTS) mini-grants statewide and marketing efforts for the state Quitline; PC – SRTS mini-grants; and a vending machine content project for Title I schools, along with marketing for young adults. Approximately \$750,000 will be contracted to VFHY and PC through the non-competitive portion of the RFA and an additional \$2.5 million if awarded funds through the competitive portion of the RFA. The application was due on November 24 and the anticipated award date is December 31.

### **LEGISLATIVE SITE VISITS AND OUTREACH:**

Since October, Foundation staff members have been conducting legislative outreach visits in order to educate legislators about the Foundation's new name and our new expanded mission to reduce and prevent youth tobacco use and childhood obesity. We've also been informing these legislators about the educational programs we're funding in their districts and we've invited them to visit some of the programs we're funding, particularly in public schools and after-school programs.

As of this date, we have met with the following legislators: Sen. Charles Colgan; Sen. Janet D. Howell; Sen. L. Louise Lucas; Sen. Wm. Roscoe Reynolds; Sen. Richard Saslaw; Sen. Patricia Ticer; Sen. Mary Margaret Whipple; Del. Ward L. Armstrong; Del. Daniel C. Bowling; Del. Anne Crockett-Stark; Del. David Englin; Del. Johnny S. Joannou; Del. S. Chris Jones; Del. Joe T. May; Del. James M. Scott; Del. Robert Tata; Del. Onzlee Ware

### **CHILDHOOD OBESITY:**

Staff has been working closely with VDH Obesity Prevention Coordinator Heidi Hertz on additional opportunities to collaborate.

Baseline data collection began for childhood obesity following approval from the September Board of Trustees meeting. Market Decisions, Inc. is using a random-digit-dial telephone survey of Virginia households with children. Data will be analyzed both at the state and regional levels. Data collection began November 16 after being field-tested. It is anticipated that the data collection will be completed by the end of the year with a full report distributed in the winter of 2010.

### **STAFF TRAININGS:**

Director of Programs attended training titled “Ensuring Responsible Spending of Recovery Act Funds” sponsored through the National Grants Management Association on October 14, 2009. This will ensure proper compliance and use of the funds received through the Recovery Act.

The VFHY Business Manager and Director of Programs attended the 2009 DHRM Human Resources Leadership Conference on October 29-30, 2009. Valuable session information included Managing Conflict in the Workplace, Talent Management, VRS and legal updates.

Business Manager Wilma Jordan and Senior Executive Assistant Eloise Burke attended the State Procurement Conference in Hampton November 16-18.

**PUBLIC RELATIONS:**

Executive Director Marty Kilgore and state Commissioner of Health Dr. Karen Remley held a press conference at the Madison Building on Thursday, Nov. 19, at 11 a.m. on the date of the Great American Smokeout. Dr. Remley discussed the upcoming restaurant smoking ban and Marty Kilgore discussed the results of *Y Street's* 86 Campaign. Teen volunteers in VTFS's *Y Street* group polled 3,725 restaurant patrons statewide about their attitudes toward smoking in the 86 Campaign, named after the wait-staff slang for striking an item from an order. The survey results revealed that 82% of survey respondents are in favor of smoking being 86'ed from Virginia restaurants, while 91% said they would dine out just as often or more often if restaurants were smoke-free. For every survey respondent who said they would dine out less often because of a smoking ban, five out of six said they would dine out more frequently if those restaurants were completely smoke-free. *Y Street* was well-represented with students from Goochland High School, Henrico High School and Maggie Walker Governor's School. Two students were interviewed by the media—Cory Howell and Christine Hou. Full details can be found at [www.86thesmoke.com](http://www.86thesmoke.com). Public Affairs Coordinator Richard Foster worked closely with VDH Public Relations Coordinator A.J. Hostetler to prepare for the press conference.

The Virginia Foundation for Healthy Youth is hosting a Virginia Healthy Youth Day at the Bell Tower on January 20, 2010 at 10:30 a.m.

**Budget Report:**

Wilma Jordan presented the actual expenditures to budget for July - October 2009 and the balance sheet as of October 31, 2009. The board reviewed the approved budgets for FY2010 – FY2012.

The Foundation does not foresee any cash flow problems at this point.

The Auditor of Public Accounts is concluding the audit for the FY2009 fiscal year-end. Please email Wilma Jordan at [wjordan@healthyouthva.org](mailto:wjordan@healthyouthva.org) if you do not receive a copy of the report and would like to receive a copy.

Motion: to accept the budget report by James L. McDaniel, M.D.

Second: Senator Emmett W. Hanger, Jr.

Vote: Unanimous in favor.

**Public Comment:**

None

**Committee Reports/Business:**

Program Committee

Donna Gassie, Director of Programs, reported on the draft debarment procedures for any individual or firm for the following causes:

1. Unsatisfactory performance of a contract for VFHY or another public body.
2. Breach (including anticipatory breach) of a contract with a public body.

3. Conferring or offering to confer any gift gratuity, favor, or advantage, present or future, upon any VFHY employee who exercises any “official responsibility” for a “procurement transaction” as those terms are defined in Va. Code §2.2-4368. It is not necessary that the offer be accepted by the employee, or that the offer is made with intent to influence the employee in an official act. Extending to any VFHY employee exercising official responsibility for a procurement transaction any discount or privilege not available to all VFHY employees is considered to be offering an advantage.

4. Failing to disclose a condition constituting a conflict of interest by any officer, director, owner, partner of the vendor in a contract or purchase order awarded by VFHY.

5. Any cause indicating that the individual or firm is not a responsible vendor.

6. A determination by the VFHY that an individual or firm has used abusive or obscene language or a threatening manner toward VFHY personnel during the performance of their duties or as a result of the performance of their duties.

7. Conviction of any criminal offense involving public contracting. Examples include, but are not limited to, bribery (Va. Code §18.2-447) and knowingly making a false statement in regard to collusion on a solicitation (Va. Code §18.2-498.4). Conviction for any of the above of any officer, director, owner, partner, agent, or related business entity of a vendor shall constitute grounds for the debarment.

8. Court judgment finding a violation of either federal or state antitrust laws.

9. Conviction of any offense indicating a lack of moral or business integrity.

10. Failure to pay reprourement costs pursuant to a contract termination for default.

Motion: to delegate authority to the Executive Director to make determinations for debarment and/or ineligibility to participate in public contracts as defined in the *Code of Virginia §2.2-4321* by Patrick J. Hughes.

Second: Jay O. James, Jr.

Vote: Unanimous in favor.

Donna Gassie also reported that for the next Request for Proposals (RFP), a requirement will be added that VFHY program grant recipients must participate in the Youth Tobacco Survey (YTS) if selected.

Donna Gassie reported on the possibility of adding optional supplemental obesity programs to next RFP.

Patrick J. Hughes requested the board have a discussion on this since funding has not been allocated for the obesity initiative.

### Discussion:

There was a general discussion among the Board members about VFHY's plans for using MSA funds to support childhood obesity prevention programs. Several Board members expressed the desire to explicitly define the dollar amount that VFHY will allocate for childhood obesity initiatives.

The Deputy Attorney General suggested that an opinion from the Attorney General be written to address the spending of tobacco money for childhood obesity prevention.

Motion: to allow the Program staff up to \$20,000 seed money for supplemental obesity programs by James L. McDaniel, M.D.

Second: Patrick J. Hughes.

Substitute Motion: to increase the amount of money to a \$50,000 absolute dollar amount and to specifically authorize the staff to work on the development of obesity related programs by Senator Emmett W. Hanger, Jr.

Second: Karen Remley, M.D.

Vote: Unanimous in favor.

### Research

Kevin R. Cooper, M.D. reported that data collection is underway for YTS and baseline data for childhood obesity.

### Marketing

Jay O. James, Jr. Chair of the Marketing Committee reported that the *YStreet* trainings resulted in 281 new members.

The Meltdown campaign is underway. Margaret White discussed new dissolvable tobacco product samples. Many of these products are not available in Virginia yet, but have been test-marketed in Indiana.

### Upcoming Marketing Events:

Step Royale event Saturday, December 5, 2009.

2UP 2Down event December 11, 2009.

### **Affirm Actions of Executive Committee:**

Motion: to approve the minutes for May 19 and September 15 by Karen Remley, M.D.

Second: Kevin R. Cooper, M.D.

Vote: Unanimous in favor.

Senator Emmett W. Hanger, Jr. moved to affirm the following actions taken by the Executive Committee:

- Approve Childhood Obesity Strategic Plan
- Building Rent/Parking

- Targeted Program Grants
- Baseline Data for Childhood Obesity
- Green Policy
- Travel Policy

Second: Patrick J. Hughes  
Vote: Unanimous in favor.

**Old Business:**

None

**New Business:**

None

**Update on External Funding Sources:**

Margaret White, Deputy Director reported that the ARRA Grant announcement (CDC stimulus funds for tobacco and obesity prevention) should be made by the end of December.

The Department of Health has awarded a contract to Prevention Connections to perform work with college campuses to make both indoor and outdoor athletic arenas smoke-free.

An application has been submitted for Prevention Connections to be fiscal administrator for the Safe Routes to School Network and to coordinate efforts with VDOT.

Reviewing numerous funding opportunities such as Robert Wood Johnson Foundation, Kaiser Permanente, and The Clinton Foundation. VFHY is also applying for a Federal Grant to do an in-depth evaluation of our marketing campaign.

**Final Comments:**

Delegate John O'Bannon, III, M.D. discussed that the next challenge is the budget. The General Assembly is in Richmond beginning January 13 – March 13.

**Announcements:**

Board Meeting Dates:

May 11, 2010

September 14, 2010

December 1, 2010

All meetings will be held at the VCU Siegel Center in the Founders Room.

**Adjournment:**

Meeting adjourned at 1:32 p.m.