



**Board of Trustees Meeting  
Minutes  
December 6, 2011**

**Board Members present:**

Sandy L. Chung, M.D., Curtis Coleburn, Kevin R. Cooper, M.D., Stacey M. Ely, Don Gehring, Robert C. Gunther M.D., Senator Emmett W. Hanger, Jr., Corey Howell, Robert Leek, Christopher S. Nicholson, M.D., Delegate John O'Bannon, III, M.D., Stephen Reardon, Davis C. Rennolds and Claudia Tellez. Helen Helentjaris, M.D., Director of the Office of Family Health Services represented Dr. Karen Remley, M.D., as her designee.

**Board Members not present:**

Sanjeev K. Aggarwal, M.D., Edda Collins Coleman, Jeffrey Logan Holland, John O. James, Jr., Delegate William R. Janis, Sarah T. Melton, PharmD, Senator Ralph S. Northam, M.D.

**Staff:**

Eloise Burke, Richard Foster, Donna Gassie, Henry Harper, III, Heidi Hertz, Wilma Jordan, Marty Kilgore and Danny Saggese.

**Counsel:**

Carrie S. Nee, Office of the Attorney General

**Guests:**

Keenan Caldwell, American Cancer Society  
Cathleen Grzesiek, American Heart Association

**Called to order:**

Robert C. Gunther, M.D., Chair, called the meeting to order at 12:15 p.m.

After introductions, Robert C. Gunther, M.D. welcomed everyone to the meeting.

**Election of Vice-Chair:**

Curtis Coleburn reported there was one nomination for Vice-Chair: Corey Howell.

Curtis Coleburn asked if there were nominations from the floor and there was one: Delegate John O'Bannon, III, M.D.

**Motion:** to close nominations: Curtis Coleburn.  
Second: Robert Leek.  
Vote: Unanimous in favor.

Delegate John O'Bannon, III, M.D. was elected as Vice-Chair.

**Minutes:**

Motion: to approve the minutes as presented: Stephen Reardon, M.D.  
Second: Sandy L. Chung, M.D.  
Vote: Unanimous in favor.

**Executive Director's Report:**

**PROGRAMS:**

On Aug. 19, 2011, the Virginia Foundation for Healthy Youth released RFP #852P014 to fund three-year tobacco-use prevention and cessation programs for youth across Virginia. A total of \$9.2 million is available for grant awards for the period of July 1, 2012 to June 30, 2015. Individual grants will not exceed \$60,000. Mandatory offerors' webinars were conducted in September for the more than 200 organizations interested in applying. Proposals were due by Oct. 21. Eighty-four applications were received in response to RFP #852P014. Proposal review took place regionally from Nov. 8 to Nov. 17.

The Program Department Staff met in Charlottesville in the fall for its quarterly staff planning meeting. Topics included evaluation, upcoming grant proposal review and the planned Healthy Communities Action Teams childhood obesity prevention RFP planned for release in January 2012.

The Southeast Regional Advisory Board met on Sept. 13 at the Boys & Girls Club of the Virginia Peninsula in Hampton. A staff person from the Boys & Girls Clubs of the Virginia Peninsula presented on their VFHY-funded Positive Action program. A staff person from the Suffolk Partnership for a Healthy Community presented information about their VFHY-funded Healthy Community Action Team grant. Other agenda items included: the recent VFHY RFP release, conducting of webinars and the second annual Weight of the State Conference on Oct. 4-5.

**VFHY Workshops and Trainings:**

June 3: Keep Fit in a Fattening World - Richmond

June 7: Effective Communication - Richmond

June 8: Time Management: An Essential Skill for Effective People - Chantilly

June 9: The Power of Clear Communication - Newport News

June 14: Social Marketing: Changing Behaviors for Good- Chantilly

June 14: Enhancing a Child's Self-Esteem and Self-Efficacy While Building Resiliency - Richmond

June 22: Working With At-Risk Youth - Fairfax

June 23: Effective Program Strategies for Successful Youth Programs - Richmond

June 29: Time Management: An Essential Skill for Effective People - Richmond

July 12: Recovering Your Creativity: Wellness for Prevention Professionals - Roanoke

July 14: Working With At-Risk Youth - Roanoke

Aug. 16: Beyond Body Image - Roanoke

Aug. 30: Conflict Resolution- Hampton

Sept. 8: Building a Child's Self-esteem & Self-efficacy - Hampton

Sept. 14: What's Your Conflict Management Style? - Hampton

Sept. 19: Effective Program Strategies for Successful Youth Programs - Fairfax

Oct. 18: Social Marketing: Changing Behaviors for Good - Richmond

Nov. 4: Managing Behaviors in Youth Programs – Falls Church

Nov. 29: Facilitating Community Change through Environmental Approaches – Portsmouth

Nov. 30: Facilitating Community Change through Environmental Approaches – Lebanon

Dec. 5: Facilitating Community Change through Environmental Approaches – Fishersville

Dec. 7: Facilitating Community Change through Environmental Approaches – Petersburg

Dec. 8: Facilitating Community Change through Environmental Approaches – South Boston

**MARKETING:**

Judy Hou and Blayne Allen, teen volunteers for the VFHY's Y Street youth movement, presented at the U.S. Food and Drug Administration's (FDA) Center for Tobacco Products (CTP) Stakeholder Discussion Series Session for Youth in Boston on Sept. 13. The FDA invited a select group of organizations from across the nation to provide strategies and ideas to the CTP for developing and sustaining a successful youth-led empowerment movement. Y Street is a statewide association of high-school, volunteer advocates who are working to enlighten their peers as to the consequences of tobacco use. The Campaign for Tobacco-Free Kids (CTFK) named Y Street the winner of its national 2011 Youth Advocates of the Year Group Award. 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 5,000 teens from across Virginia have attended a training offered by Y Street. To learn more, go to [www.ystreet.org](http://www.ystreet.org).

VFHY conducted a research study in Virginia high schools to gather insights for increasing the effectiveness of messaging used in the upcoming FY12 commercial development process. The study began in the fall school semester, with data being collected from youth in Appomattox County High School on Sept. 20 and from Woodrow Wilson High School in Portsmouth on Sept. 21.

Y Street announced 22 recipients of \$2,000 Y Street Mini-Grants for FY11-12. These grants are awarded to local student organizations in Virginia for encouraging active youth to become a part of Y Street and its mission. By the end of November, each recipient hosted a Y Street community training, which trained 30-50 young people and one adult coordinator. Last year, 512 new Y Street members successfully completed 590 projects and volunteered 982 hours.

The Virginia Foundation for Healthy Youth's "That's Y" TV ads supporting the ydouthink campaign received a 2011 Gold Davey award in the Not-For-Profit TV Campaign category. The annual, international [Davey Awards](#) (sponsored by the International Academy of the Visual Arts) honor the achievements of the "Creative Davids" who derive their strength from big ideas rather than big budgets. VFHY also won a Davey in 2008 for ydouthink.com in the Websites – Health category.

#### **CHILDHOOD OBESITY:**

In partnership with the Office of the First Lady, Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz helped coordinate a fall garden planting and cooking demonstration at the Executive Mansion. Youth from Hanover Community Services' 4-H after-school program assisted in planting vegetables and herbs for the Executive Mansion Chef Todd Schneider. After the garden planting, the young people participated in a cooking demonstration with the Executive Chef. This event was a partnership between the Office of the First Lady, VFHY, Southern States, Hanover Community Services Board, and others.

On Sept. 16, Regional Grants Administrator Lisa Brown attended the steering committee meeting of the Northern Virginia Healthy Kids Coalition. The meetings' guest speaker was VFHY Board of Trustees member Dr. Sandy Chung, M.D. Dr. Chung spoke about a program used in her pediatric practice in Northern Virginia, C.H.A.N.G.E: Children with Health, Activity, Nutrition and Good Emotions.

On Oct. 21 Executive Director Marty Kilgore, Southeast Regional Grants Administrator Judy Link and Obesity Prevention Coordinator Heidi Hertz attended Combating Obesity: The Healthy Hampton Roads Leadership Summit in Portsmouth. Featured presenters included state Secretary of Health and Human Resources Dr. Bill Hazel, Portsmouth Mayor Kenneth Wright and Dr. Wayne Giles from the Centers for Disease Control and Prevention. Mrs. Kilgore presented an overview of VFHY childhood obesity initiatives at the summit.

Obesity Prevention Coordinator Heidi Hertz partnered with VDH Special Nutrition Program Manager Denise Branscome to submit a proposal for the 2012 Head Start

Conference to be held in Leesburg on March 27-28. The proposal focuses on assessing the nutrition and physical activity environment of the childcare setting and meeting benchmarks for promising practices to prevent obesity in early childhood.

Obesity Prevention Coordinator Heidi Hertz met with Mary Dunn Stewart, new executive director of Fit4Kids, on Nov. 2. During their meeting, Hertz shared with Stewart how regional collaborative partnerships formed across Virginia have been successful at creating healthier communities. In addition, Hertz discussed the upcoming Healthy Community Action Team (HCAT) RFP opportunity, which will be released in January.

Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with YMCA of Greater Richmond Wellness Director Cindy Angus on Nov. 7 to discuss Virginia Healthy Youth Day. VFHY will partner with the YMCA of Greater Richmond during Virginia Healthy Youth Day to promote fitness as YMCA instructors lead group exercise activities for the more than 400 young people who will attend the Jan. 19 event.

On Nov. 7, Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with Patsy Arnett of Arnett & Associates to discuss coordination of efforts around promoting healthy lifestyles and strengthening families. This meeting was a follow-up meeting from a conversation between First Lady of Virginia Maureen McDonnell and Arnett regarding health and wellness among Virginia's children and families.

On Nov. 9, Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with Karin Addison, Special Advisor to the Governor on Children's Services, to re-cap VFHY's second Weight of the State conference and discuss future projects to increase coordination and collaboration around obesity prevention.

On Nov. 15, Executive Director Marty Kilgore, VFHY Board of Trustees Chairman Dr. Robert Gunther and Childhood Obesity Coordinator Heidi Hertz attended a groundbreaking ceremony and tour for a VFHY-funded community gardening project at the Berry Farm Park in Augusta County. Called Project GROWS, the gardening project is funded through a VFHY Healthy Communities Action Teams (HCAT) childhood obesity prevention grant to Valley Community Services Board in Staunton. VFHY's HCAT grants help community coalitions implement childhood obesity prevention and reduction strategies on the local level. Collaborating agencies on Project GROWS include: Central Shenandoah Valley Office on Youth, Head Start, Waynesboro Boys & Girls Club, Virginia Cooperative Extension, Blue Ridge Area Food Bank, Mary Baldwin College and the Augusta County departments of Health and Social Services. After the groundbreaking, Kilgore and Hertz also attended a related Project GROWS event held by Valley Community Services Board at the Waynesboro Boys & Girls Club.

Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended Gov. Bob McDonnell's second No Kid Hungry Collaborating Table on Nov. 16. The purpose is to bring together a collaboration of community advocates; nonprofit,

educational and faith-based organizations; and local and state government agencies working together to share information about programs and work related to reducing childhood food insecurity. Additionally, the group will identify ways that participating organizations can partner on current or new initiatives that address childhood food insecurity. This meeting was led by Secretary of the Commonwealth Janet Polarek, as well as Share our Strength representative/VFHY Board of Trustees member Davis Rennolds.

On Nov. 16, Obesity Prevention Coordinator Heidi Hertz attended Richmond City Mayor Dwight Jones' community healthy forum, "Better Together: Collaborating for a Healthier Richmond." Sponsored by Cigna, the forum focused on multi-sector collaboration to improve the health of the citizens of Richmond.

### **WEIGHT OF THE STATE:**

On Sept. 21, Executive Director Marty Kilgore, Obesity Prevention Coordinator Heidi Hertz and Prevention Connections' Safe Routes To School Program Manager Ashley Johnson participated in the final planning session for the 2011 International Walk to School Day event being held at Henrico County's Crestview Elementary School on Oct. 5. Other meeting participants included Crestview Elementary School Principal Karen Rawlyk, National Safe Routes to School Partnership liaison Stephanie Smith and staff from VDH and VDOT. This year's Walk to School Day event is being held in conjunction with Virginia's second annual [Weight of the State conference](#), which will be held Oct. 4-5 at the Richmond Marriott.

On Oct. 3, Prevention Connections hosted a Preconference Policy Forum, in partnership with YMCA-USA and the National Association of City and Country Health Officials. More than 40 participants attended the forum representing local, regional, state and national groups. The purpose of the Preconference Policy Forum was to provide an opportunity for groups working to create healthier communities to come together and share challenges, opportunities and next steps for obesity prevention. Christy Filby from the YMCA-USA facilitated the forum, which was held in advance of Virginia's second annual Weight of the State childhood obesity prevention conference.

Virginia's second [Weight of the State](#) childhood obesity prevention conference hosted by the Virginia Foundation for Healthy Youth (VFHY) and Prevention Connections was held on Oct. 4-5 at the Downtown Richmond Marriott. More than 350 health professionals, educators, government officials and physicians attended the conference. First Lady of Virginia Maureen McDonnell served as the honorary conference chair and welcomed attendees. Other speakers included Virginia Secretary of Health and Human Resources Dr. Bill Hazel; State Health Commissioner Dr. Karen Remley; state Senator Ralph Northam; VFHY Executive Director Marty Kilgore and VFHY Board Chair Patti Kiger. The conference's keynote speaker was Margo Wootan, director of nutrition policy for the Center for Science in the Public Interest (CSPI). Also speaking was Dr. Terry O'Toole with the Centers for Disease Control and Prevention (CDC).

Topics covered at the Weight of the State conference included: food marketing to children; school nutrition services; community gardening; and partnering with parks and recreation departments. Breakout sessions focused on a variety of topics, including: access to healthy foods; physical activity and active transportation; healthcare: research to practice; and school and after-school and community collaboration for healthy kids. Ancillary conference events included a Preconference Policy Forum; the 2011 International Walk to School Day celebration; and a Physician's Training on Nutrition and Physical Activity. This year's conference also provided continuing education for Health Educators (CHES), Registered Dietitians (CPEU) and Physicians (CME). Photos and videos from the conference may be found on [VFHY's Facebook page](#).

A celebration of International Walk to School Day was held in connection with the Weight of the State conference on Oct. 5 at with more than 350 children at Crestview Elementary School in Henrico County. First Lady of Virginia Maureen McDonnell, Secretary of Health and Human Resources Dr. Bill Hazel, VFHY Board of Trustees member Delegate John O'Bannon and other state and local officials accompanied more than 350 school-children on a lively half-mile walk to school led by the J.R. Tucker High School marching band. Other event sponsors included Henrico County Public Schools, Prevention Connections and the Virginia Department of Transportation. The Richmond Times-Dispatch, WTVR and WBDJ were among the media outlets covering the event. Photos and videos from the event may be found on [VFHY's Facebook page](#).

#### **RESEARCH:**

Deputy Director Marge White and Regional Grants Administrator Lisa Brown met via teleconference with University of Virginia faculty regarding the progress of U.VA.'s research grant from VFHY. Due to difficulty with recruiting youth into their study, U.Va. submitted a revised plan and budget for Year 3 to be considered for a contract modification.

#### **LEGISLATIVE SITE VISITS:**

State Sen. Phillip Puckett visited a VFHY-funded program at Virginia Wilderness Institute on Oct. 25.

VFHY Southwest Regional Grants Administrator Jenny Martin met with state Del. Will Morefield during his visit to Bland High School in Bland County on Oct. 26.

On Oct. 27, state Delegate Jim Scott of Fairfax County visited a VFHY-funded LifeSkills prevention program taught by the Ethiopian Community Development Council (ECDC) for elementary school-age students at Wexford Manor Community Center. Instructor Kontj Edward of ECDC led a smoking-prevention class for the children, discussing tactics kids can use to avoid peer pressure as well as the consequences of tobacco use. Del. Scott was very complimentary of the work ECDC and Edward are doing for the youth in his district and at Wexford Manor. VFHY Public Affairs Coordinator Richard Foster also attended the visit.



On Nov. 1, state Delegate Greg Habeeb of Roanoke County and Salem visited a VFHY-funded afterschool program taught by Blue Ridge Behavioral Health Care as part of the YMCA Magic Place program at East Salem Elementary School. VFHY Southwest Virginia Regional Grants Administrator Jenny Martin also attended the visit.

On Nov. 15, state Del. Patrick Hope of Arlington County visited a VFHY-funded [Strengthening Families program](#) offered by the Arlington County Department of Human Services at Swanson Middle School. VFHY Public Affairs Coordinator Richard Foster also attended the program session.

On Nov. 16, state Senator Charles Colgan, president pro tempore of the Virginia Senate, and state Delegate Jackson Miller attended a dedication ceremony for a new youth athletic field in Manassas funded by a childhood obesity prevention grant from the VFHY. Fox 5 News and NewsChannel 8 from Washington, D.C., both covered the event. Youth Apostles Institute's Don Bosco Center dedicated the AstroTurf field at Georgetown South Community Center in memory of 15-year-old Miguel "Mickey" Hernandez, who was killed by gang members in November 2010 as he was walking home from Osbourn High School in Manassas. Miguel, who was not involved in gangs, played soccer in the field at the Georgetown South Community Center, where he was enrolled in the Youth Apostles Institute's Don Bosco Center after-school program. Also in attendance at the event were Miguel's family, the principal of Osbourn High School, various city government and school system officials, and VFHY Northern Virginia Regional Grants Administrator Lisa Brown. The Youth Apostles Institute's Don Bosco Center is a recipient of a VFHY HCAT grant.

On Dec. 1, Del. Dickie Bell visited a VFHY-funded youth tobacco-use prevention program administered by Virginia Rural Health Resource Center at Highland Elementary School.

On Dec. 12, Sen. Mark Herring will visit a VFHY-funded afterschool youth tobacco-use prevention program at the Fields of Leesburg apartment complex. The program is taught by Loudoun County Mental Health.

On Dec. 13, Del. Vivian Watts will visit a VFHY-funded Al's Pal's preschool prevention program at the ACCA Child Development Center in Annandale. The program is administered by the Fairfax/Falls Church Community Services Board.

On Dec. 14, Del-Elect Margaret Ransone will visit a VFHY-funded Too Good for Drugs prevention program administered by Global Wellness Solutions at King George Elementary School.

On Dec. 19, Del. Rob Bell will visit a VFHY-funded Al's Pals preschool prevention program at Baker Butler Head Start in Charlottesville. The program is administered by Children, Youth & Family Services Inc.

#### **PREVENTION CONNECTIONS:**



The Prevention Connections Board of Directors participated in a daylong meeting for the purpose of finalizing the action plan activities of PC's Strategic Plan. The meeting took place in Richmond on Oct. 6.

The Virginia Partnership for Tobacco Cessation (VPTC) met on Sept. 8. Two workgroups of the VPTC finalized their respective portions of the state cessation strategic plan and created tasks, deadlines and lead organizations for each activity. The group will meet again in January to review its progress on the plan and to plan future meetings.

Obesity Prevention Coordinator Heidi Hertz and Prevention Connections contractors Ashley Johnson and Amanda Mullins participated with VDH staff in the Centers for Disease Control and Prevention (CDC) Communities Putting Prevention to Work (CPPW) site visit on Sept. 20-21. Diane Ayers, CDC Division of Nutrition, Physical Activity, and Obesity Project Officer, provided an overview of Virginia's progress to date on the CPPW grant requirements and outputs. Johnson and Mullins provided program updates on the SRTS and Vending mini-grant programs.

CDC announced the recipients of CTG funding, and unfortunately, PC was not awarded funding. There is a possibility of another application opportunity – possibly in 2012.

On Oct. 26, PC's Safe Routes to School (SRTS) Network Manager Ashley Johnson hosted a face-to-face meeting for the network partners. During this meeting Rob Williams from VDOT provided a preview of VDOT's Safe Routes to School Strategic Plan. In addition, network partners discussed a plan for the future of the Virginia SRTS Network. Stephanie Smith from the National SRTS Network attended the meeting and will provide additional guidance as the plan is developed.

Staff participated in the Alliance for a Tobacco Free Virginia meeting on Nov. 2. VFHY will participate in the prevention/cessation workgroup to develop goals and strategies to advance prevention in the state.

PC began the process to update its website. Numerous nonprofit sites were reviewed to identify key components to attract donors and for ease of use. A list of the most important factors is being developed, and necessary information is being gathered for the new site. Bids are being solicited from several web designers. It is anticipated the new site will be live in the first quarter of 2012.

#### **VIRGINIA HEALTHY YOUTH DAY:**

Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with Rich Sliwoski, Commissioner of the Department of General Services on Sept. 29 to begin planning the third annual [Virginia Healthy Youth Day](#) celebration at the State Capitol. DGS will assist VFHY with event location logistics, including audio/visual needs.

The 2012 event will be held on Thursday, Jan. 19, 2012, at the Virginia State Capitol's Bell Tower. First Lady of Virginia Maureen McDonnell will be the keynote speaker at the event, which will promote healthy lifestyles for Virginia youth. More than 400

children from Chesterfield County Public Schools, Hanover Public Schools and St. Gertrude High School will gather at the Bell Tower to exercise with fitness specialists from the Richmond YMCA. Mascots from the Richmond Flying Squirrels, the Children's Museum of Richmond and various Virginia universities will be on hand to exercise alongside the children. Virginia Healthy Youth Day will also feature performances by the Richmond Ballet's Minds in Motion children's dance group and juggler Jonathan Austin. Virginia Secretary of Health and Human Resources Dr. Bill Hazel will attend the event along with VFHY board members. About 20 satellite Virginia Healthy Youth Day events will be held across the Commonwealth on the same day. (In 2011, more than 5,600 children across Virginia, from Bristol to Northern Virginia, celebrated Virginia Healthy Youth Day.) State officials are encouraged to participate in the Jan. 19, 2012, Virginia Healthy Youth Day celebration at the Capitol. (Please note that in the event of poor weather, Richmond's Virginia Healthy Youth Day event will be held in the ballroom of the Landmark Theatre.)

**PUBLIC RELATIONS:**

[The Health Journal](#), a free monthly magazine covering health issues with a circulation of 88,000 in Richmond, Williamsburg and Hampton Roads, is writing a small article about VFHY's youth volunteer group Y Street as part of a larger feature story about Virginians who are making a difference in public health. Health Journal reporter Dianna Stiles spoke with Public Affairs Coordinator Richard Foster and Director of Marketing Danny Saggese.

The Richmond Times-Dispatch, Richmond's WTVR News 6 and Roanoke's WDBJ 7 were among the media outlets that covered events at Virginia's second annual [Weight of the State](#) childhood obesity conference on Oct. 4-5. Times-Dispatch reporter Tammie Smith [covered the conference's keynote speech](#) by Margo Wootan, director of nutrition policy for the Center for Science in the Public Interest (CSPI). Other outlets that ran stories related to the conference included Richmond NPR affiliate WCVE 88.9 FM, the Virginian-Pilot in Norfolk, and WHSV in Harrisonburg.

Public Affairs Coordinator Richard Foster distributed press releases about the second Weight of the State childhood obesity prevention conference to media outlets across Virginia. WTVR 6 News in Richmond aired an interview about the conference with Director of Marketing Danny Saggese and Obesity Prevention Coordinator Heidi Hertz on Oct. 3 and 4.

On Sept. 28, the Virginian Pilot [published an interview](#) with Obesity Prevention Coordinator Heidi Hertz in a light-hearted health article about the calorie counts and fat content of deep-fried foods at the State Fair of Virginia. Hertz urged fairgoers to eat in moderation, share with friends and exercise.

[WDBJ 7 in Roanoke aired a news story on Oct. 27 about the Virginia Foundation for Healthy Youth](#) and its work to reduce youth tobacco use in the Roanoke Valley. WDBJ visited two VFHY-funded prevention programs led by Blue Ridge Behavioral Health

Care and New River Valley Community Services. Southwest Virginia Regional Grants Administrator Jenny Martin was interviewed for the story and Public Affairs Coordinator Richard Foster assisted with press requests and scheduling. The segments that aired on WDBJ on Oct. 27-28 reached a combined Nielsen Audience of 242,430 viewers in the Roanoke Valley and Southwest Virginia.

[Richmond Family Magazine](#) contacted Public Affairs Coordinator Richard Foster to get photos of Virginia Healthy Youth Day for inclusion in their January issue's calendar of community events.

**MISCELLANEOUS:**

Executive Director Marty Kilgore received the Child Advocate of the Year award from the Virginia chapter of the American Academy of Pediatrics at a ceremony held on Sept. 28 in Williamsburg.

Deputy Director Marge White, Director of Marketing Danny Saggese and Public Affairs Coordinator Richard Foster met with [R2integrated \(R2i\)](#), one of VFHY's website contractors, to discuss updating VFHY's website. The website redesign is scheduled to launch in early 2012.

Henry Harper, Director of Community Outreach and Development, attended the "Everybody Walk Summit" held at the offices of Kaiser Permanente in Washington, D.C. This event was held to educate members of the health and wellness community on the many health benefits of simply walking. It also offered a great opportunity to network with professionals in the field and to discuss what VFHY is doing in the area of childhood obesity. Kaiser expressed interest in a potential partnership with VFHY in 2012.

On Oct. 13, the VDH Tobacco Use Control Project (TUCP), VFHY, Prevention Connections, Virginia Department of Alcoholic Beverage Control and the Virginia Department of Behavioral Health and Developmental Services Synar Project met with representatives from the FDA's Center for Tobacco Products (CTP) at ABC's Richmond office. The meeting's purpose was to introduce CTP to the various tobacco control partners in Virginia and to discuss opportunities to collaboratively support each other's missions. Executive Director Marty Kilgore, Deputy Director Marge White and Director of Marketing Danny Saggese participated.

**VDH PARTNERSHIP:**

Training and Resource Manager Charlie McLaughlin collaborated with VDH and the American Cancer Society (ACS) to coordinate registration for the *Best Practices in Tobacco Control* Conference (co-hosted by VDH and ACS) on Nov. 3 in Richmond. Five VFHY staff members attended the conference and assisted by moderating sessions,

working the registration table and manning the VFHY/PC exhibit booth. Approximately 175 participants attended the conference.

Charlie McLaughlin also coordinated regional Environmental Strategies trainings for VDH as required by a VDH- awarded Communities Putting Prevention to Work (CPPW) grant.

VFHY finalized flyers and giveaways promoting the enhanced services of Virginia's Tobacco QuitLine: 1-800-QUIT-NOW. The items will be mailed to nearly one hundred Community Health Centers across the state for distribution to their clients in need of tobacco cessation services. The opportunity is possible through a partnership between VFHY and VDH, working to meet deliverables of the CDC's CPPW grant.

**Budget Report:**

At the previous board meeting, the board had asked staff to provide a timeline of the MSA payment schedule and a budget for FY13 that is adjusted using a projected lower payment amount.

Wilma Jordan presented the VFHY projected working budget for FY12 -13.

There was a lengthy discussion on the projected budget vs. projected payments.

Motion: to reaffirm FY12 budget and to accept the revised FY13 budget by Delegate John M. O'Bannon, III, M.D.

Second: Dr. Kevin R. Cooper.

Vote: Unanimous in favor.

**Public Comment:**

Keenan Caldwell of the American Cancer Society reported that his organization will continue to advocate for the restoration of funds to the Foundation during the upcoming General Assembly Session in 2012. Keenan Caldwell added he will educate General Assembly legislators on the work done by the Foundation for the youth in Virginia.

**Committee Reports:**

**Program Committee**

Donna Gassie, Director of Programs reported the Program Committee reviewed the list of proposals recommended for funding for RFP #852P014, Tobacco Use Prevention and Cessation with Youth in Virginia. Eighty-four proposals were received. The Regional Advisory Boards recommended fifty-five proposals for three-year grants totaling \$7.9 million.

Motion: to award fifty-five grants not to exceed \$7.9 million to organizations and schools in Virginia to conduct tobacco prevention and/or cessation programs for the award period of July 1, 2012 – June 30, 2015 by Dr. Sandy L. Chung.

Second: Dr. Christopher S. Nicholson.

Vote: Unanimous in favor.

Donna Gassie added that a RFP will be issued in January for the second Healthy Community Action Teams (HCAT) projects to begin July 1, 2012.

### Research Committee

Dr. Kevin R. Cooper reported that the Research RFP will be due in January. Research reviewers external to Virginia will serve on the application review team.

Dr. Kevin R. Cooper announced the Virginia Youth Tobacco Project at VCU prepared a report summarizing VFHY's research projects from FY2002 –FY2011. Copies of the report were made available at the meeting.

### Marketing Committee

Danny Saggese, Director of Marketing, reported that twenty-two groups have been chosen for Y Street youth led advocates. Training is completed for seventeen. More than two hundred projects have been completed successfully by Y Street youth.

Danny Saggese added that Judy Hou and Blayne Smith presented in Boston to the FDA Youth Stakeholder Committee Meeting in October. They presented their views on tobacco prevention among youth and detailed the Meltdown Campaign findings previously submitted on their behalf. Subsequently, Judy Hou has been invited to present the findings of the Meltdown Campaign on January 20, 2012 to the FDA's Tobacco Products Scientific Advisory Committee. Jeff Jordan from RescueSCG and Danny Saggese, Director of Marketing will also join Judy Hou at the committee meeting.

Danny Saggese passed around an Electronic cigarette. Electronic cigarettes do not contain tobacco but they do contain nicotine. This particular product is said to contain five- hundred puffs and is not regulated by the FDA.

### **Old Business:**

None

### **New Business:**

None

### Prevention Connections Report

Danny Saggese, Chair of Prevention Connections (PC), reported that as a partner of the CPPW Grant with the Department of Health, Prevention Connections is funding seventy-five mini grants for Vending and seventy-five mini grants for Safe Routes to School. Three out of four of the schools funded are a Title I school.

Danny Saggese added that on October 6, 2011 at the Prevention Connections board meeting, the mission and identity statements were finalized. The Board also created the following priorities:

### Tobacco

- Coordinate a collaborative approach to funding the QuitLine in Virginia.
- Educate more policy makers in the advancement of tobacco control policies.
- Support the Tobacco Free Alliance of VA and the Partnership for Tobacco Cessation.

## Obesity

- Compile list of Best Practices and groups.
- Convene a stakeholder summit and develop a strategic plan.
- Expand the Foundation's Healthy Community Actions Team (HCAT).

## **Announcements**

2012 Board Meeting Dates:

May 22, 2012

September 18, 2012

December 4, 2012

## **Adjournment:**

**Motion:** to adjourn: Robert Leek

Second: Curtis Coleburn

Vote: Unanimous in favor.

Meeting adjourned at 1:30 p.m.

## Virginia Foundation for Healthy Youth FY12-13 Projected Working Budget

	FY 2012	FY 2013
FY12MSA actual/FY13Projected Payment	9,371,777	10,221,777
FY12 Payables	-825,351	
FY13 projected withholding		-850,000
FY12 projected deficit		-1,680,067
FY12 Projected cost savings		350,000
Total available funds	<b>8,546,426</b>	<b>8,041,710</b>
Marketing	3,315,000	2,915,000
Programs	3,596,493	3,256,000
Research	1,000,000	750,000
Surveillance & Evaluation	350,000	350,000
Obesity	1,000,000	1,000,000
Projected endowment	0	0
Administration/Operating	825,000	1,000,000
IAT's Genl fund transfers	140,000	140,000
Total Budgeted expenses	<b>10,226,493</b>	<b>9,411,000</b>
Budget Surplus/Deficit	-1,680,067	-1,369,290