



**Board of Trustees Meeting
Minutes
December 4, 2014**

Board Members present:

Laura E. Beamer, Valerie L. Bowman, M.D., Sandy L. Chung, M.D., Stacey M. Ely, Delegate T. Scott Garrett, M.D., Glory L. Gill, RN, Sarah B. Holland, James R. Jankowski II, Ritsu Kuno M.D., Robert Leek, Sarah T. Melton, PharmD (by way of conference call after quorum was ascertained), Senator John C. Miller, Delegate John M. O'Bannon, III, M.D., Kristina N. Powell, M.D., Davis C. Rennolds, Vinetta Shah, MHS, India Sisler, M.D., Vanessa W. Harris, M.D., Director, Division of Prevention and Health Promotion (represented Marissa J. Levine, M.D., Commissioner of Health as her designee), Henry L. Marsh III, Commissioner of the Virginia Department of Alcoholic Beverage Control (represented Jeffrey L. Painter, Chairman of the Virginia Department of Alcoholic Beverage Control as his designee) (left at 1:30 p.m.).

Board Members not present:

January Britt, Edda Collins Coleman, Senator Thomas A. Garrett Jr., and Christopher S. Nicholson, M.D.

Staff:

Eloise Burke, Donna Gassie, Heidi Hertz, Wilma Jordan, Marty Kilgore, Danny Saggese and Margaret White.

Counsel:

Carrie S. Nee, Office of the Attorney General

Guests:

Jayne Flowers, VDH

Called to order:

Delegate John M. O'Bannon, III, M.D., Chairman, called the meeting to order at 12:07 p.m.

Delegate John M. O'Bannon, III, M.D. welcomed everyone to the meeting and asked for introductions from the Board of Trustees members and staff.

Chairman's Comments:

Delegate John M. O'Bannon, III, M.D. welcomed the new board members.

Delegate O'Bannon, III, M.D. announced that VFHY has a new, revised mission statement: **VFHY empowers Virginia's youth to make healthy choices by promoting active, nutritious and tobacco-free living.**

Delegate John M. O'Bannon, III, M.D. reported VFHY has an important job. Tobacco use and obesity are the two leading causes of preventable deaths in the U.S. The Foundation has made a major impact on youth in the Commonwealth. Through our work, youth tobacco use and overweight among teens have been reduced below the national averages.

Executive Director's Report:

PROGRAMS:

The VFHY Southeast Regional Advisory Board (RAB) will meet on Sept. 24 at the Peninsula Metro YMCA Office in Newport News. Topics to be discussed will include the previous meeting's minutes, the currently advertised RFP for tobacco-use prevention grants, plans for the RFP proposal review and VFHY's 2015 Weight of the State Conference.

The Virginia Foundation for Healthy Youth's latest RFP for three-year grants for youth tobacco-use prevention programs closed on Oct. 16, with 86 groups submitting proposals from across the state. A total of \$9.2 million is available to fund prevention programs from July 1, 2015, to June 30, 2018, with individual awards for the grant period not to exceed \$180,000 for three years or \$60,000 per year. Programs will take place throughout the commonwealth, serving children from preschool through high school. Regional proposal reviews took place in each of the four VFHY regions during the week of Nov. 10 utilizing a Best Value review system. All reviewed proposals underwent a second stage of review with a statewide panel in Charlottesville on Nov. 20. Final recommendations for more than 60 grants were presented to the VFHY Board of Trustees at its Dec. 4 meeting and awards will be finalized and posted on Dec. 5. The Virginia Foundation for Healthy Youth's Board of Trustees awarded \$9.2 million to more than 60 organizations statewide that applied for three-year, youth tobacco-use prevention grants funded under VFHY RFP #852P017. The awards were approved at the board's Dec. 4 meeting.

VFHY hosted 25 workshop trainings statewide and online in 2014, with 231 attendees. The trainings were held in partnership with VDH and DBHDS. Training locations included Richmond, Fredericksburg, Hampton Roads, Roanoke and Wytheville. Topics addressed included electronic cigarettes; teaching strategies for the classroom; substance-abuse prevention; tobacco-use prevention; and grant writing.

MARKETING:

VFHY recently launched "Fresh Society," a tobacco prevention messaging campaign targeting hip-hop culture, an at-risk and influential subculture in the state. All VFHY prevention messaging is based on youth research and follows VFHY's peer crowds-based segmentation strategy. This strategy focuses on authentic communication being delivered directly to sub-segments of the

youth population (also called peer crowds) in Virginia demonstrating the highest risk levels for tobacco use and other unhealthy behaviors as part of their subculture's norms. Messaging efforts are reinforced by television and online videos, and sustained with heavy social media support. The Fresh Society campaign will fill a gap within VFHY's teen tobacco prevention strategy that currently includes targeted campaigns for both Rural and Alternative teen peer crowds.

VFHY has selected 25 recipients of \$2,000 Y Street Grants for 2014-2015. These grants are awarded to local student organizations in Virginia for encouraging active youth to become a part of Y Street and its mission of enlightening their community to the benefits of living a healthy lifestyle. By the end of November each recipient will have hosted a Y Street Training for 30 to 50 youth and one adult coordinator. Last year's Y Street Mini-Grants produced 607 new Y Street members statewide who successfully completed 627 projects and volunteered more than 2,000 hours. Y Street – one of VFHY's multiple marketing strategies – is a statewide association of high school youth advocates who are working to create positive cultural change through projects designed to educate community members about the detrimental effects of tobacco use and obesity. Since 2004, more than 7,000 teens from all across Virginia have attended a training offered by Y Street.

VFHY was represented during three different sessions at the 142nd American Public Health Association (APHA) Annual Meeting and Exposition, as Director of Marketing Danny Saggese highlighted VFHY's peer crowds-based segmentation strategy. This best practice prevention strategy focuses on authentic communications being delivered directly to sub-segments of the youth population in Virginia, or peer crowds, demonstrating the highest risk levels for tobacco use and other unhealthy behaviors as part of their subculture's norm. VFHY was by APHA to present in the following conference tracks: Public Health Education and Health Promotion, Medical Care Section, and Alcohol, Tobacco and Other Drugs.

RESEARCH:

VFHY issued RFP#852R008 on Nov. 19. The RFP is open to organizations interested in completing one- to three-year research projects related to VFHY's mission and goals for youth tobacco-use prevention. VFHY will fund collaborative projects that focus on: identifying components of youth culture/behavior in order to inform future marketing efforts in Virginia; the knowledge, perceptions and/or impact of new and/or alternative tobacco products on youth in Virginia; the etiology of youth smoking, including the macro- and micro-environmental influences; psychosocial aspects of youth tobacco use; secondary data analysis of existing data sets; genetic predisposition to nicotine addiction and analysis of potential interventions to reduce the potential of addiction; the factors that relate to the progression of experimentation with tobacco products to addiction by youth; empirical research on the types of interventions that work with various demographics of youth; and/or research into tobacco use cessation specifically for youth. The RFP responses are due in VFHY's electronic grant portal on Feb. 2, 2015.

The VFHY-funded Virginia Youth Tobacco Projects Research Coalition announced its fifth triennial Virginia Forum on Youth Tobacco Use: Translating Research into Practice and Policy. This conference will be held in Richmond at the Crowne Plaza Richmond Downtown on April 8 and 9, 2015. The forum will feature presentations on the latest developments related to tobacco

regulation at the state and national levels, groundbreaking research on the effects of menthol and other flavorings, the use of technology and social media to prevent youth tobacco use, and the latest research on e-cigarettes and its implications for reducing youth tobacco use.

Virginia Commonwealth University's Center for the Study of Tobacco Products, which was formed as a result of seed money from the Virginia Foundation for Healthy Youth (VFHY), has been named a World Health Organization (WHO) collaborating center that will assist the global [health](#) organization with questions related to [tobacco](#) product testing and research. There are 84 collaborating centers in the [United States](#) and VCU's Center for the Study of Tobacco Products is the only collaborating center on [tobacco](#) product testing and research in the nation. The center was created in 2013 via an \$18.1 million grant from the U.S. Food and Drug Administration and the National Institute on Drug Abuse, which was received due to pilot research data funded by VFHY. VCU tobacco researchers have been recipients of VFHY grants since 2003.

CHILDHOOD OBESITY PREVENTION:

OFFICE OF THE FIRST LADY: CHILDHOOD NUTRITION AND HUNGER

On Sept. 16 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the Bon Secours' Movin' Mania Advisory Board meeting. The purpose of the advisory board is to broaden the influence of Movin' Mania throughout the community. The advisory board, with First Lady of Virginia Dorothy McAuliffe as honorary chair, includes representatives from community groups throughout the Richmond area including Venture Richmond, Children's Museum of Virginia, Center for Sports Leadership at VCU and others.

On Sept. 29 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended a press event with U.S. Secretary of Agriculture Tom Vilsack and Virginia Gov. Terry McAuliffe. During the event Secretary Vilsack announced details about the Food Insecurity Nutrition Incentive (FINI) program, which brings together stakeholders from distinct parts of the food system and fosters understanding of how they might improve the nutrition and health status of SNAP households. Funding for the FINI program is authorized under the 2014 Farm Bill and will bring approximately \$31.5 million in funding to increase purchases of fruits and vegetables by SNAP participants.

On Oct. 17 Virginia Foundation for Healthy Youth (VFHY) staff and Lincoln Saunders, chief of staff to First Lady of Virginia Dorothy McAuliffe, presented at the 2015 Virginia School Nutrition Association conference in Richmond. Saunders and a high school student from VFHY's youth volunteer group Y Street shared information about VFHY's new Great Starts with Breakfast initiative, which will survey students and school nutrition leaders across the state to determine opportunities and challenges to school breakfast participation with the goal of increasing school breakfast participation, specifically among low-income students. VFHY has partnered with the Office of the First Lady to create and launch Great Starts with Breakfast and Y Street will be collecting surveys throughout Virginia. Findings from the survey will be released in spring 2015.

On Oct. 28 Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with Lincoln Saunders, chief of staff to First

Lady of Virginia Dorothy McAuliffe, to discuss the First Lady's initiatives, launch and implementation of her strategic plan and future partnership opportunities between the First Lady of Virginia and VFHY. VFHY is currently partnering with the First Lady on Virginia's Weight of the State childhood obesity prevention conference, the Great Starts with Breakfast initiative, Y Street's Healthy Stores campaign, and other work highlighting access to healthy foods.

On Nov. 20 Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended events launching First Lady of Virginia Dorothy McAuliffe's Bridging the Nutritional Divide initiative. Bridging the Nutritional Divide centers around three goals: increasing participation in nutrition assistance programs, promoting Virginia's agricultural economy and assisting local initiatives throughout the state. During the Nov. 20 event a small group of partners attended Gov. McAuliffe's announcement of an executive order creating the Commonwealth Council Bridging the Nutritional Divide. That evening stakeholders were invited to a reception at the Governor's Mansion. VFHY has partnered with the Office of the First Lady to develop the Bridging the Nutritional Divide initiative and create a logo for the initiative.

INTERAGENCY TASKFORCE ON OBESITY AND NUTRITION:

On Sept. 22 VFHY Public Affairs Coordinator Richard Foster attended a meeting of the state Interagency Task Force on Obesity and Nutrition. Dr. Stephen Haering, director of VDH's Alexandria Health District, presented information on a VFHY-funded healthy vending initiative in his area and Judy Midkiff of Virginia Cooperative Extension updated members on the Virginia Tech division's family nutrition initiatives. VDH Director of Governmental and Regulatory Affairs Joe Hilbert also reviewed the task force's plan for obesity prevention, physical activity and healthy nutrition and the group recommended that the task force adopt Virginia Cooperative Extension's Eat Smart, Move More brand as the overall brand for the task force's statewide initiatives.

WEIGHT OF THE STATE:

Save the Date: VFHY's fourth Weight of the State childhood obesity prevention conference will be held on April 20-21, 2015, at the Hilton Richmond in Short Pump. Abstracts have been submitted and reviewed. We hope that all VFHY Board of Trustee members can attend. Virginia's 2015 Weight of the State conference will showcase the latest approaches in childhood obesity prevention and control. Hundreds of attendees from across the commonwealth will gather to hear national, state and local experts sharing cutting-edge tactics for reducing and preventing obesity, including community-based approaches and policy changes. For more information, visit www.weightofthestateva.com.

VIRGINIA HEALTHY YOUTH DAY

Save the Date: VFHY's sixth Virginia Healthy Youth Day celebration will be held on Jan. 20, 2015. The foundation's main event will be held at the State Capitol Bell Tower, with First Lady of Virginia Dorothy McAuliffe and more than 400 school children from Chesterfield County middle schools in attendance. All VFHY Board of Trustee members are welcome to attend. VFHY will also be offering toolkits to grantees and others to host more than 65 satellite Healthy Youth Day events around Virginia.

LEGISLATIVE SITE VISITS:

On Oct. 9 state Del. Israel O’Quinn of Abingdon visited a VFHY-funded LifeSkills tobacco-use prevention program implemented by VFHY grantee Highlands Community Services at Rhea Valley Elementary School in Meadowview. VFHY Southwest Regional Grants Administrator Jenny Martin also attended the visit.

On Oct. 21 state Delegate Sam Rasoul of Roanoke visited Carilion Medical Center and VFHY-funded childhood obesity prevention grantee PATH Coalition for their “Walk Safely in Your Neighborhood” event in Roanoke’s West End Village neighborhood. Team volunteers coordinated the walking event to promote safe and fun walking for families in this neighborhood utilizing crosswalks and signals. Participants received fresh food coupons to use at their local farmers’ market.

On Oct. 24 state Senator Barbara Favola and Delegate Alfonso Lopez visited an afterschool celebration of national Food Day held by VFHY grantee FitArlington for about 150 elementary school children at Walter Reed Community Center in Arlington. Activities included apple and salad tasting and physical activity. At the close of the event, the children, adults and legislators participated in an “Apple Crunch,” simultaneously biting apples on cue to promote healthy eating. VFHY Public Affairs Manager Richard Foster also attended the event. FitArlington is a VFHY-funded childhood obesity prevention coalition led by the Arlington County Department of Parks and Recreation. Among its initiatives, FitArlington has rebranded vending machines in county public schools with the FitArlington logo and stocked machines with healthy snacks and drinks such as water and reduced fat chips. FitArlington is also working on a pilot program to encourage local retailers to offer healthy foods.

On Oct. 29 state Delegate Tom Rust visited VFHY tobacco prevention grantee Loudoun County Community Services Board to observe a session of the Life Skills Training afterschool program at the Pembroke neighborhood center in Sterling. The class participated in a lesson on smoking myths and realities. VFHY Regional Grants Administrator Lisa Brown also attended the program.

On Nov. 17 state Senator John Miller, a member of the VFHY Board of Trustees, visited a VFHY-funded Positive Action after-school program implemented by the city of Hampton at Christopher Kraft Elementary School. VFHY Public Affairs Manager Richard Foster and Obesity Prevention Coordinator Heidi Hertz attended the visit.

On Dec. 1 state Senator Barbara Favola visited a VFHY-funded Strengthening Families program at Barrett Elementary School in Arlington. The program is run by the Arlington County Community Services Board, a VFHY grantee. Senator Favola spoke with the group of 10- to 14 year-olds and met separately with their parents. Strengthening Families is a 14-week program that teaches families communicating, problem-solving and alcohol-, tobacco- and drug-use prevention skills. VFHY Regional Grants Administrator Lisa Brown also attended the visit.

On Dec. 3 state Delegate Israel O’Quinn visited a VFHY-funded Life Skills Training class at Galax Elementary School. The program curriculum is taught by Mount Rogers Community

Services prevention staff to all students in grades 3-7 at Galax elementary and middle schools. VFHY Regional Grants Administrator Jenny Martin also attended the visit.

During the week of Nov. 24 state Delegate Ed Scott visited a VFHY-funded Strengthening Families program implemented by Orange County Office on Youth. Strengthening Families is a 14-week program that teaches families communicating, problem-solving and alcohol-, tobacco- and drug-use prevention skills. Delegate Scott attended the family dinner portion of the program. One of the participants, a mom, shared that she “didn't think you could teach an old dog new tricks” but Strengthening Families has helped her learn new skills that she didn't think she was capable of before starting the program. VFHY Regional Grants Administrator Terri-ann Brown also attended the visit.

COLLABORATIONS/MEETINGS/PRESENTATIONS:

On Sept. 22 Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended Virginia Gov. Terry McAuliffe's press event at Peabody Middle School in Petersburg, highlighting his administration's plans to address education and struggling schools. During his speech Gov. McAuliffe focused on the need for bottom-up strategies and partnerships between education, business, health and the nonprofit sector, as well as the importance of local governments participating in education transformations. Gov. McAuliffe also shared the importance of nutrition programs as critical for student success.

On Sept. 22 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the Early Care and Education Learning Collaborative Advisory Council meeting. The ECELC, funded through Nemours/CDC, has received continuation funding for an additional year, bringing \$250,000 into the commonwealth to expand healthy eating and active living policies in early childhood education settings. During the meeting, the council, which was established as part of the grant, discussed plans for year 2 of the grant funding, including locations for expanding the program.

On Sept. 30 VFHY Executive Director Marty Kilgore and Public Affairs Manager Richard Foster attended the Virginia Secretaries' Summit on Analytics, held at the Greater Richmond Convention Center. Gov. Terry McAuliffe opened the conference, which was co-hosted by state Secretary of Health and Human Resources Dr. Bill Hazel and Secretary of Technology Karen Jackson. Breakout sessions were divided into business and technical tracks and topics addressed included driving social change by making data actionable, predictive modeling and the use of visualization tools to better communicate information. About 400 agency heads and staff attended the meeting.

In honor of Childhood Obesity Awareness Month, VFHY co-hosted a free screening of “FED UP,” a documentary about the childhood obesity epidemic, at the Science Museum of Virginia on Sept. 30. About 180 people attended. This eye-opening film emphasizes the detrimental effect of added sugar and marketing on children. The other hosts included: Health Diagnostic Laboratories and the Greater Richmond Coalition for Healthy Children, in partnership with the Science Museum of Virginia.

On Sept. 24 Director of Community Outreach and Development Henry Harper represented VFHY at the Substance Abuse Services Council meeting. The council is reviewing the pros and cons of the legalization of medical cannabis and experts in the field of marijuana research, medicine and law presented information about how medical cannabis legalization has worked in other states. The council is forming an ad hoc committee to develop recommendations on this issue that will be voted on by the council and sent to the Governor.

On Sept. 25 Director of Community Outreach and Development Henry Harper attended a meeting of the Virginia Chronic Disease Prevention and Health Promotion Collaborative. The collaborative had a representative from its VCU evaluation team present on the findings of a recent survey of members on the effectiveness of the collaborative and its initiatives. The findings show that the majority of members see an advantage to being involved with the network and feel that meetings and networking should continue.

VFHY Deputy Director Marge White provided initial information to VDH for its application to the CDC for a five-year funding cycle for tobacco-use control programs. White and VFHY Director of Marketing Danny Saggese will continue to work closely with VDH on its submission to ensure efforts are coordinated for a comprehensive state plan.

VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the Oct. 6 meeting of the Commonwealth Council on Childhood Success at the Patrick Henry Building. Topics discussed included presentations on a federal preschool expansion grant and early childhood work by the Commission on Youth. VFHY is a supporting stakeholder on the council.

On Oct. 15 VFHY Obesity Prevention Coordinator Heidi Hertz met with members of the Virginia Office of Substance Abuse Prevention (VOSAP) to offer revisions to the VDOE Health Standards of Learning. Members of the VOSAP workgroup included representatives from VDOE, VDH and DBHDS.

On Oct. 16 VFHY's leadership team attended a HHR management retreat led by Secretary of Health and Human Resources Dr. Bill Hazel. Topics addressed included updates and overviews of various HHR initiatives including: *A Healthy Virginia* plan, the Mental Health Task Force, the Veterans Access Summit, the Prescription Drug and Heroin Task Force and the Children's Cabinet. Agency heads were also asked to discuss pilot analytics projects that would help better measure outcomes and agency heads also talked about what projects they'd like to see HHR continue or start.

On Oct. 18 VFHY Obesity Prevention Coordinator Heidi Hertz will present at the 2015 Virginia Alliance for Family Child Care providers conference in Richmond. The conference brings together early childhood education professionals for continuing education and networking. Hertz will be sharing information about VFHY's Rev Your Bev initiative, findings from the Rev Your Bev surveys and the expansion of Rev Your Bev into the early childhood education setting.

The October 2014 edition of the Federal Grants Management Handbook includes an article written by VFHY Director of Programs Donna Gassie, also a member of the Editorial Advisory

Board for Thompson Publishing. The article outlines the successful steps VFHY took to fund the development of productive partnerships and utilize their collective impact to address childhood obesity prevention in Virginia. The Federal Grants Management Handbook is the leading guide for local, state and federal agencies and other organizations administering grants at all levels.

On Oct. 20 VFHY's leadership team members held a facilitated meeting to discuss updating VFHY's agency messaging, mission statement and outreach strategies to legislators, stakeholders and the general public. The meeting was held at Barber Martin Agency and facilitated by Josh Dare and Sean Ryan of The Hodges Partnership, a Richmond-based public relations and marketing firm. Team members drafted a new mission statement and a follow-up leadership team meeting is scheduled for November.

On Oct. 29 VFHY Obesity Prevention Coordinator Heidi Hertz attended a statewide discussion about SNAP EBT and Healthy Food Incentives programs at Virginia farmers' markets. The purpose of the meeting is to convene stakeholders to discuss how to build a statewide network to increase and sustain SNAP/EBT and Healthy Food Incentive programs at farmers' markets with an eye towards seeking available USDA grant funding. Other attendees included: Lincoln Saunders, chief of staff to the First Lady of Virginia; Julia Pon with Wholesome Wave; Leanne Dubois with the Virginia Department of Agriculture and Consumer Services; and Elizabeth Borst with the Fredericksburg Farmers Market.

On Oct. 29 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with Sean Carithers, founder of Virtual World Tour. Carithers is partnering with local schools to provide Virtual World Tour as an online physical activity promotion program. The web-based program tracks students' and teachers' physical activity as they compete to travel around the world. Future VFHY partnerships with Virtual World Tour may be made during National Screen-Free Week and by utilizing GIS mapping technology to promote physical activity.

On Oct. 30 VFHY Director of Marketing Danny Saggese and Obesity Prevention Coordinator Heidi Hertz met with James Wallace, fresh food project coordinator with the Virginia Community Capital (VCC). As part of its Healthy Food Financing Initiative, VCC provides loans to local individuals and businesses to increase access to healthy foods through attracting new grocery stores, retro-fitting existing stores and working with store owners to increase the number of healthy food products available to customers. During the meeting VFHY staff shared information about Y Street's Healthy Stores initiative and the types of data that will be collected by VFHY's Y Street teen volunteers in their Healthy Stores surveys. From the meeting many opportunities for future partnership were identified and VCC is interested in the results of the Y Street Healthy Stores data report to support VCC projects statewide.

On Nov. 3 VFHY Obesity Prevention Coordinator Heidi Hertz met with Fitz Koehler, founder of the Morning Mile. The Morning Mile is a before-school walking/running program that gives students the chance to start each day with physical activity and provides a system of rewards to keep students motivated and engaged. VFHY Board of Trustees member Stacey Ely with Mountain States Health Alliance met Koehler at an event and connected VFHY with the Morning

Mile. Partnership opportunities discussed included expanding the Morning Mile into Virginia and sharing the success of the program at VFHY's upcoming 2015 Weight of the State childhood obesity prevention conference.

On Nov. 5 Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore attended a meeting of VOSAP (Virginia Office on Substance Abuse Prevention). Items of business discussed included reviewing the 2014 VOSAP Annual Report; updating the Health Standards of Learning project; and discussing 2015 VOSAP projects.

VFHY Deputy Director Marge White met with VDH staff on Nov. 5 to provide input into their five-year application to the CDC for continued funding for tobacco-use control. White also provided baseline data from the Virginia Youth Survey along with suggested objectives that correlate to the Healthy People 2020 objectives to include in their work plan. VFHY is included as a key partner in the plan for marketing, training/conferences, school policy change and supporting the state coalition.

Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore attended a Nov. 12 meeting of the Early Care and Education Learning Collaborative (ECELC) Advisory Council. Funded through a grant from Nemours/CDC, ECELC has received continuation funding for an additional year, bringing \$250,000 into the commonwealth to expand healthy eating and active living policies in early childhood education settings. During the meeting, the council, which was established as part of the grant, discussed plans for year 2 of the grant funding, including locations for expanding the program. The council also discussed how VFHY could support the ECELC by expanding implementation in early childhood education centers of childhood obesity prevention policies, including encouraging healthy beverages, limiting screen time and increasing opportunities for physical activity.

VFHY Director of Marketing Danny Saggese attended the first meeting of the Governor's Task Force on Prescription Drug and Heroin Abuse on Wednesday, November 12 at the Patrick Henry Building in Richmond. Mr. Saggese was invited to serve as a member of the Education Workgroup, one of five Workgroups created to inform and support the Task Force as it meets to identify needs and make recommendations to the Governor.

Deputy Director Marge White participated in the National Conference on Tobacco or Health Advisory Group meeting on Nov. 21. The CDC convened the advisory group to develop recommendations regarding the timeline, format and content for the next national conference. The group also discussed potential co-hosts that will help provide a conference every 2-3 years.

Deputy Director Marge White assisted the Department of Education (DOE) with its response to additional questions related to its USDA grant application; the response was submitted Dec. 4. DOE has been selected as one of five finalists and is in the final negotiation stages prior to USDA's selection for awards.

Budget Report:

Wilma Jordan, Business Manager, reported on the Statement of Net Assets and Governmental Funds Balance Sheet as of October 31, 2014.

Wilma Jordan also reported on the Actual Expenditures vs. Budget for July through October 2014. We are currently under budget in a number of categories due to the timing of invoices received from grantees and contractors.

Questions should be directed to Wilma Jordan at 804.786.7409 or wjordan@healthyouthva.org.

No approval was necessary.

Public Comment:

None

Minutes:

Motion: to approve the minutes as presented by Delegate T. Scott Garrett, M.D.

Second: Sandy L. Chung, M.D.

Vote: Unanimous in favor

Committee Reports:

Program Committee

Donna Gassie, Director of Programs, reported on the funding recommendations for RFP #852P017 – Tobacco Use Prevention Programs for Youth for the award period of July 1, 2015 – June 30, 2018.

Motion: to award three-year grants as listed and distributed to the board not to exceed a total of \$9.2 million to organizations in Virginia to conduct tobacco use prevention activities with youth. The award period is July 1, 2015 – June 30, 2018 by Sandy L. Chung, MD.

Second: Stacey M. Ely

Vote: Unanimous in favor

Marketing Committee

Danny Saggese, Director of Marketing, reported that twenty of the twenty-four Y Street grantee trainings have been completed. The new Y Street members have already collected more than 4,000 surveys in support of their two primary campaigns this year: *24/7* and *Fresh Spot*.

Research Committee

Marge White, Deputy Director, presented an overview of VFHY’s research initiatives to the research committee since new board members were assigned to the committee. VFHY has an open research RFP that will close February 2, 2015 for awards that will cover a three-year period. Recommendations will be brought to the May 2015 meeting.

New Business:

Open Meeting Law Policy

Carrie Nee, Office of the Attorney General, explained the draft policy to allow telecom participation in board meetings.

The draft policy presented to the board in their package follows:

Members of the Board of the Virginia Foundation for Healthy Youth may remotely participate in meetings from locations that are not open to the public to the full extent authorized under the provisions of the *Code of Virginia*, § 2.2-3708.1. Each individual board member may rely on this policy to remotely participate in one meeting per calendar year provided that all of the necessary conditions are met. The necessary conditions are: 1) A quorum of the Board must be physically assembled at the primary meeting location; 2) arrangements must be made for the voice of the remote participant to be heard by all persons at the primary meeting location; 3) the minutes of the meeting must include both the specific reason for the member's inability to attend at the primary meeting location and the remote location from which the member will participate; and 4) except in cases involving a member's temporary or permanent disability or other medical condition, the Board must affirmatively approve the request to participate remotely. This policy shall be applied strictly and uniformly, without exception, to the entire membership of the Board without regard to the identity of the member requesting remote participation or the matters that will be considered or voted on at the meeting.

Motion: To adopt the policy to allow telecom participation in Board Meetings by Delegate T. Scott Garrett, M.D.

Second: Bob Leek

Vote: Unanimous in favor

Election of two Executive Committee members

Bob Leek, Chair of the Personnel/Policy/Bylaws Committee reported he received two nominations for Executive Committee members for Davis Rennolds and Delegate T. Scott Garrett M.D.

Bob Leek asked if there were nominations from the floor and there were none.

Motion: to close nominations by Senator James C. Miller

Second: Stacey M. Ely

Vote: Unanimous in favor

Motion: To affirm Davis Rennolds and Delegate T. Scott Garrett, M.D., as members of the Executive Committee by Bob Leek

Second: Commissioner Henry L. Marsh, III

Vote: Unanimous in favor.

Davis Rennolds and Delegate T. Scott Garrett, M. D. abstained from voting on both of these motions.

Segmentation Strategy Presentation

Danny Saggese, Director of Marketing, reported on Using Peer Crowd Segmentation in Youth Tobacco Use Prevention.

Mr. Saggese summarized the approach, noting that in order to reach Virginia youth most likely to use tobacco products and to maximize the efficiency of VFHY's tobacco prevention funds, VFHY developed a segmentation model that identifies priority populations for tobacco use prevention messaging. The model is based on research conducted across multiple studies by

VFHY's evaluation contractors: Market Decisions and Rescue Social Change Group (Rescue SCG). The approach includes the following components:

Formative Research

VFHY worked with Rescue SCG to conduct research with teens in diverse communities throughout the state to better understand which teens were more at risk of tobacco use. After conducting surveys, focus groups, and interviews with hundreds of teens, five "peer crowds" were identified in Virginia. While these peer crowds are better defined using images than words, youth focus group participants most commonly named these groups: Hip Hop, Mainstream, Alternative, Country and Preppy. Next, Market Decisions conducted a statewide random sample of over 3,500 teens using the peer crowd images to measure influence and tobacco use. This study revealed that Alternative teens were the most likely to smoke cigarettes, followed by Country and Hip Hop teens. In addition, Hip Hop teens are the only peer crowd at elevated risk of cigarillo smoking, and the Country peer crowd is the only one at elevated risk of smokeless tobacco use. Just as importantly, it was also discovered that Mainstream and Preppy teens were significantly less likely to use any kind of tobacco. Two follow-up studies were conducted to confirm findings. The first focused on African American teens and discovered that African American teens who identify with the Hip Hop peer crowd are twice as likely to smoke as those who identify with the Preppy or Mainstream peer crowds. The second study focused on rock music events, which are frequented by Alternative teens. The study showed that 37.6% of teens at these events were current smokers. Across multiple studies that replicated findings with unique populations of youth, VFHY has confirmed that Hip Hop, Alternative and Country teens are the teens most likely to use tobacco in Virginia.

Research Application

VFHY's tobacco prevention strategy targets the three peer crowds with high tobacco use rates. SYKE (sykeva.com) is an intervention focused on reaching the cultural leaders of the Alternative peer crowd through rock concerts, influencer trainings, traditional media, social media, direct mail and branded gear. Next, VFHY has implemented the Down & Dirty campaign to reach Country teens. Down & Dirty uses country events, influencer trainings, traditional media, social media, and branded gear to reach these teens. Finally, to reach Hip Hop teens, VFHY recently launched Fresh Society, which uses traditional media and social media to reach this peer crowd. These three efforts feature distinctive imagery to match each of the peer crowds and deliver their messages through the channels and locations where these youth are concentrated. More importantly, messages are unique to each peer crowd, ensuring that the peer crowd's unique values and interests are associated with living tobacco-free.

Follow-Up Research & Evaluation

SYKE, the longest running peer-crowd-targeted strategy, has been evaluated for the past four years. Research has shown that Alternative teen tobacco use rates have declined significantly in Richmond and Northern Virginia, where the evaluation and campaign are conducted. Down & Dirty and Fresh Society were launched more recently but also being evaluated. Those findings are forth-coming.

Next Board Meeting Dates:

May 20, 2015

September 23, 2015

December 2, 2015

Adjournment:

The meeting was adjourned at 1:31 p.m. by Delegate John O’Bannon, III, M.D.

**VIRGINIA FOUNDATION FOR HEALTHY YOUTH
STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS
BALANCE SHEET
As of October 31, 2014**

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
ASSETS:	
Cash and cash equivalents held by the Treasurer of Virginia	\$ 8,654,716
Investments Held by the Treasurer	\$ -
Lease Deposits	\$ 5,966
Prepaid Expenses	\$ 41,820
Capital Assets, net of accumulated depreciation: Operating equipment	<hr/>
TOTAL ASSETS	<hr/> \$ 8,702,502 <hr/>
LIABILITIES:	
Obligations Under Security Lend	\$ -
Compensated absences	\$ 106,634
Account payables	\$ 360,349
	<hr/>
Total Liabilities	<hr/> \$ 466,983 <hr/>
NET ASSETS:	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	\$ 8,235,519
	<hr/>
Total net assets	\$ 8,235,519

VIRGINIA FOUNDATION FOR HEALTHY YOUTH
Actual Expenditures to Budget

	Actual Expenses July - October 2014	Budget July - October 2014	\$ Over/Under Budget thru October 2014	FY2015 Total Budget
Ordinary Income/Expense				
Income				
Interest on Securities	0	0	0	0
Conf & Training Registration/Misc.	1,977	0	1,977	0
Grants	0	0	0	0
Virginia Tobacco Settlement Fund	0	0	0	9,503,156
Total Income	<u>1,977</u>	<u>0</u>	<u>1,977</u>	<u>9,503,156</u>
Expense				
Administration	286,968	333,334	-46,366	1,000,000
General/Inter Agency Expenses	16,531	16,250	281	140,000
Marketing	881,610	1,066,664	-185,054	3,200,000
Program Expense	765,849	1,043,952	-278,103	3,131,856
Research/Surveillance and Eval.	245,735	325,000	-79,265	975,000
Obesity	217,188	333,000	-115,812	1,000,000
Endowment	0	0	0	0
Total Expense	<u>2,413,882</u>	<u>3,118,200</u>	<u>-704,318</u>	<u>9,446,856</u>