



**Board of Trustees Meeting
Minutes
December 2, 2015**

Board Members present:

Laura E. Beamer, Valerie L. Bowman, M.D., Sandy L. Chung, M.D., Delegate T. Scott Garrett, M.D., Glory L. Gill, RN, Sarah B. Holland, James R. Jankowski II, Robert Leek, Thomas J. L'Ecuyer, M.D., Marissa Levine, M.D., Commissioner of Health, Sarah T. Melton, PharmD, Senator John C. Miller, Delegate John M. O'Bannon III, M.D., Vineeta T. Shah, MHS, RD, 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) (arrived at 12:43 p.m.).

Board Members not present:

January Britt, Teresa Gardner, DNP, Senator Thomas A. Garrett Jr., Andrew W. Goodwin, Kris E. Kennedy, M.D., Ritsu Kuno, M.D., Kristina N. Powell, M.D., and India Y. Sisler, M.D.

Staff:

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

Called to order:

Sandy L. Chung, M.D., Chairman, called the meeting to order at 12:13 p.m.

Delegate Sandy L. Chung, M.D. welcomed everyone to the meeting and asked for introductions from the Board of Trustees members and staff.

Minutes:

Motion: to approve the minutes as presented by Sarah Holland.

Second: Delegate T. Scott Garrett, M.D.

Vote: Unanimous in favor

Chairman's Comments:

Sandy L. Chung, M. D. encouraged VFHY Board members to educate their local legislators about VFHY's previous budget reduction and the need for the original 10% share of the Master Settlement Agreement. This would restore approximately \$2.3 million to VFHY's annual budget and provide funding for more tobacco use and childhood obesity initiatives.

VFHY's annual Virginia Healthy Youth Day event will be held on Wednesday, January 20, 2016. The main event will be held at the State Capitol at 11 a.m. Approximately 400 children from Richmond and Chesterfield public schools will be exercising on the lawn of the State Capitol that morning with help from mascots from local teams like the Richmond Flying Squirrels and the VCU Rams.

Executive Director's Report:

YEAR-END ACCOMPLISHMENTS:

VFHY submitted the following key accomplishments to the Secretary of Health and Human Resources for 2015:

- The First Lady of Virginia invited the Virginia Foundation for Healthy Youth (VFHY) to help develop and launch her "Great Starts with Breakfast" initiative, aimed at decreasing childhood hunger by increasing opportunities for children to eat a nutritious breakfast at school.
- VFHY held its fourth annual Weight of the State childhood obesity prevention conference in cooperation with the First Lady of Virginia's "Bridging the Nutritional Divide" initiative. The conference featured nutrition and obesity prevention experts from across the nation who engaged more than 350 Virginia health, policy and education professionals in discussing and learning about the latest strategies for obesity prevention and reduction.
- VFHY launched its 24/7 Tobacco-Free Schools campaign, with its Y Street youth-led volunteer group that promotes healthy lifestyle choices in communities across Virginia. The campaign's purpose is to educate local school systems about the need to develop comprehensive policies prohibiting all tobacco products on school campuses and at school-sponsored events. VFHY, in partnership with the Virginia Department of Health, offered schools a free implementation kit and signage as part of the initiative.
- VFHY volunteer Joshua Pritchett, 17, of Chesapeake won VFHY's third Youth Advocate of the Year award from the Campaign for Tobacco-Free Kids for his leadership to drive down youth tobacco use in the Eastern Region of the U.S. Joshua is a member of Y Street, the VFHY's youth-led volunteer group that promotes healthy lifestyle choices in communities across Virginia.
- In response to its latest program evaluation, VFHY developed, tested and distributed an education module about alternative tobacco and nicotine-delivery products such as e-cigarettes and hookahs. The evaluation identified a gap in students' understanding of the associated health risks of these products; at the same time, research nationwide showed increased use of these products among young people.
- VFHY conducted the 2015 Virginia Youth Survey in collaboration with the Virginia Department of Health. The survey incorporated data collection about teen peer cultural groups, previously collected separately, allowing for future health prevention campaigns to be targeted more effectively toward at-risk teens.

- VFHY provided grant support for its 20 statewide Healthy Communities Action Teams, which resulted in more than 300 community organization partnerships across Virginia, including public school systems, parks and recreation departments, private healthcare systems and nonprofit groups. VFHY's Healthy Communities Action Team grants require community stakeholder organizations to collaborate on projects and policies to improve access to nutritious foods and increase opportunities for physical activity within their regions.
- VFHY awarded 62 tobacco-use prevention grants to community organizations that delivered VFHY's prevention education classes to more than 60,000 children statewide.
- VFHY reached more than 50,000 Virginians statewide with its Rev Your Bev Day initiative, which raises awareness of the negative health impacts of sugary drinks. VFHY sponsored 300-plus events across Virginia in sites such as schools, dental offices and childcare centers.

PROGRAMS:

VFHY received 46 proposals in response to its RFP for grants for Healthy Communities Action Teams for Childhood Obesity Prevention. VFHY anticipates being able to fund fewer than half of the proposals due to limited funding. VFHY is making \$1.2 million in grants available, not to exceed \$60,000 per individual grant, for the grant period, which will run from July 1, 2016, to June 30, 2018. Regional Advisory Boards met on Nov. 19 in Charlottesville to review the grant proposals. Funded projects will address policy, systems and environmental change to reduce and prevent childhood obesity in the commonwealth.

On Oct. 22 staff from Warren County Middle School in Front Royal participated in a ribbon-cutting for their new outdoor basketball court. The court was constructed as part of the Warren Coalition's VFHY Healthy Communities Action Team grant. The basketball court will be used by Warren County Middle School students and community members. VFHY Regional Grants Administrator Lisa Brown attended the ribbon-cutting.

Mawouena K. Bohm, a Virginia Commonwealth University Hubert H. Humphrey Fellow and clinical psychologist from Togo, West Africa, began a six-week internship with VFHY on Nov. 9. As deputy coordinator of the Togo National Anti-Drug Committee, Bohm is involved in the development and implementation of Togo's national policy against drug abuse and trains teachers, community leaders and parents on how to help their children and family members prevent and reduce substance abuse. He will be working with VFHY Training and Resource Manager Charlie McLaughlin to enhance his knowledge of evidence-based prevention and treatment programs for youth so that he can introduce these programs to key stakeholders for possible implementation when he returns home.

VFHY has held the following compendium trainings for grantees and prevention professionals this year:

<u>Workshop/Instructor</u>	<u>Date/Location</u>
1. Life Skills Training – Charlie McLaughlin	4/24 (Dumfries)
2. Substance Abuse Prevention Skills Training (SAPST) – Kim Brown & Ginny Hardin	6/15 (Wytheville)
3. Childhood Obesity: What Can We Do To Help? - Theresa Roth	7/7 (Richmond)
4. Childhood Obesity: What Can We Do To Help? - Theresa Roth	7/9 (Wytheville)
5. Too Good for Drugs – Charlie McLaughlin	7/15 (Wytheville)
6. Substance Abuse Prevention Skills Training (SAPST) – Valerie Liggins Law & Steve Hixon	7/20 (Richmond)
7. Strengthening Families Program 10-14 – Charlie McLaughlin	7/27-29 (Arlington)
8. Life Skills Training – Charlie McLaughlin	7/30 (Winchester)
9. Too Good for Drugs – Charlie McLaughlin	8/3 (Danville)
10. Too Good for Drugs – Charlie McLaughlin	8/4 (Charlotte Courthouse)
11. Strengthening Families Program 10-14 – Charlie McLaughlin	8/11-13 (Richmond)
12. Classrooms That Work - Alayne MacArthur	8/17 (Richmond)
13. Engaging Students Who Don't Seem To Care - Alayne MacArthur	8/18 (Richmond)
14. Too Good for Drugs – Charlie McLaughlin	8/19 (Luray)
15. Ways of Asking - Alayne MacArthur	8/19 (Richmond)
16. Positive Action – Charlie McLaughlin	8/20 (Charlottesville)
17. Assessing Student Learning In The Health Education Classroom - Alayne MacArthur	8/20 (Richmond)
18. The New Landscape of Tobacco Products: E-Cigarettes & Other ENDS - Pam Ray	8/26 (Verona)
19. Effective Program Strategies for Successful Youth Programs - Steve Hixon & Valerie Liggins Law	8/27 (Richmond)
20. Positive Action – Charlie McLaughlin	9/1 (Kilmarnock)

21. Too Good for Drugs – Charlie McLaughlin	9/3 (Hampton)
22. Life Skills Training – Charlie McLaughlin	9/4 (Front Royal)
23. Too Good for Drugs – Charlie McLaughlin	9/23 (Richmond)
24. Positive Action – Charlie McLaughlin	9/24 (Emporia)
25. Life Skills Training – Charlie McLaughlin	9/25 (Virginia Beach)
26. Positive Action – Charlie McLaughlin	9/26 (Orange)

MARKETING/Y STREET:

On Nov. 18 Lt. Gov. Ralph Northam, a former member of the Virginia Foundation for Healthy Youth (VFHY) Board of Trustees, kicked off VFHY’s 24/7 Tobacco-Free Spirit Day, which celebrates school divisions in Virginia that have comprehensive tobacco-free policies prohibiting the possession and use of all tobacco products by all persons on all school properties, 24 hours a day, seven days a week. Lt. Gov. Northam and VFHY Executive Director Marty Kilgore spoke at the event at the Oceanfront Area Library in Virginia Beach. 24/7 Tobacco-Free Spirit Day is part of the 24/7 campaign, an initiative of Y Street, the Virginia Foundation for Healthy Youth’s award-winning high school volunteer program. The 24/7 campaign serves as a partner and resource to schools throughout Virginia – providing schools with free tobacco-free signage and a free tobacco-free toolkit complete with a model policy, event announcements and sample enforcement strategies. While all schools in Virginia are required to have a policy prohibiting tobacco use, just 20 school districts possess fully comprehensive policies that serve to protect students from the influence and negative health impacts of tobacco. The 20 divisions are: Alexandria, Carroll County, Chesterfield County, Dickenson County, Giles County, Grayson County, Harrisonburg, Henrico County, King William County, Manassas, Powhatan County, Richmond, Roanoke County, Rockingham County, Russell County, Smyth County, Tazewell County, Virginia Beach, Washington County and Wise County.

As part of the 24/7 Campaign, Y Street teen volunteers spoke to their local school boards and engaged school administrators in an effort to help their schools become tobacco-free 24 hours a day, seven days a week. David Bates, a junior at Henrico High School spoke before the Richmond School Board on Oct. 5 and Daryl Anderson, a senior at Green Run High School in Virginia Beach, spoke to the Virginia Beach School Board on Oct. 6. On Oct. 13 Powhatan High School senior Tabitha Martin attended a Powhatan County School Board meeting to deliver public comments to the board. On Oct. 27 Estephania Lopez and Natalie Amoateng, both sophomores at Patriot High School in Nokesville, spoke before the Manassas City School and congratulated school board members for being one of the few divisions in Virginia to currently implement comprehensive tobacco-free policies for its schools.

Y Street Leadership Team member Katherine Vaughn of Brentsville District High School in Prince William County met with state Senator Luke Torian on Sept. 28 to discuss some of the ways Y Street youth are promoting health in their local communities and across the commonwealth. Y Street, VFHY’s youth-led volunteer group, is a statewide association of high school youth advocates who promote healthy choices to members of their local community.

VFHY has won a MarCom Platinum Award for its tobacco-use prevention messaging campaign Fresh Society, an intervention for reaching hip-hop culture, an at-risk and influential youth peer crowd in Virginia. The MarCom Awards are an international creative competition that recognizes outstanding achievement by marketing and communication professionals, and Fresh Society was awarded the highest award level for its Role Model video under the Television/PSA category. Fresh Society follows VFHY's peer crowds-based segmentation strategy, which focuses on authentic communication being delivered directly to sub-segments of the youth population, or peer crowds, demonstrating the highest risk levels for tobacco use and other unhealthy behaviors as part of their subculture's norm.

The Virginia Foundation for Healthy Youth (VFHY) recently won a People's Telly Silver Award for its Fresh Society campaign, a tobacco-use prevention messaging campaign targeting hip hop culture, an at-risk and influential subculture in Virginia. The Telly Awards honor the very best in film and video productions, groundbreaking online video content and outstanding local, regional, and cable television commercials and programming.

RESEARCH:

The annual meeting of the VYTP Research Coalition will be held at the Richmond Crowne Plaza Hotel on Feb. 16-17.

CHILDHOOD OBESITY PREVENTION:

OFFICE OF THE FIRST LADY: CHILDHOOD NUTRITION AND HUNGER

On Oct. 6 Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz participated in a Farm to School kickoff event held at J. Blaine Blayton Elementary School in Williamsburg. The event was coordinated by VFHY, VDACS, Williamsburg-James City Public Schools and the Virginia School Nutrition Association. First Lady of Virginia Dorothy McAuliffe participated in the event, reading the book "My Virginia Plate" to students and presenting a copy to the school library. Mrs. McAuliffe also met with school nutrition staff and sampled a dish cooked using locally grown butternut squash.

On Oct. 23 VFHY Obesity Prevention Coordinator Heidi Hertz presented on behalf of the Commonwealth's Council on Bridging the Nutritional Divide at the Virginia Urban Agriculture Summit in Richmond. The presentation provided background on the council and details on the council's goals and accomplishments. The summit brought together 250 attendees representing agriculture, local food issues, urban and rural development and other fields. First Lady of Virginia Dorothy McAuliffe provided the opening remarks.

On Oct. 29 VFHY Obesity Prevention Coordinator Heidi Hertz attended a School Breakfast Stakeholders meeting coordinated by the First Lady of Virginia's office. The goals of the stakeholders group are to bring together partners and work collectively to increase participation in school breakfast programs, specifically by using alternative breakfast models. The group discussed the school breakfast amendment and additional funding opportunities to support school breakfast. In addition to VFHY, other stakeholder organizations at the meeting included the Virginia School Nutrition Association, Virginia Hunger Solutions, VDOE, Southeast United Dairy Industry Association, Virginia Action for Healthy Kids and Share Our Strength.

On Nov. 5 VFHY Obesity Prevention Coordinator Heidi Hertz attended the Commonwealth's Council on Bridging the Nutritional Divide Community Initiatives workgroup meeting. As a member of this workgroup, VFHY is assisting the council in developing outreach materials highlighting the purpose of the council, its accomplishments and next steps. Topics discussed included updates on the development of the Bridging the Nutritional Divide website, which will include a food system map.

On Nov. 5 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the Commonwealth's Council for Childhood Success' (CCCS) Health and Wellbeing workgroup meeting. During the meeting members of the Health and Wellbeing workgroup heard updates on progress in meeting the CCCS Recommendations approved in May 2015. As a member of the Health and Wellbeing workgroup, VFHY is helping to identify best practices in nutrition and physical activity for early childhood education.

On Nov. 9 VFHY Obesity Prevention Coordinator Heidi Hertz met with Lincoln Saunders, chief of staff to the First Lady of Virginia, and Christy Gabbard of the Chesapeake Foodshed Network. The purpose of the meeting was to discuss and align the Chesapeake Foodshed Network's strategies with the work of the Commonwealth's Council on Bridging the Nutritional Divide. The Chesapeake Foodshed Network is in the initial stages of working with funders to develop a regional effort to develop a vision for creating a more sustainable, resilient, inclusive and equitable food network within the Chesapeake watershed region.

ADMINISTRATION MEETINGS:

On Oct. 6 VFHY Obesity Prevention Coordinator Heidi Hertz attended a meeting of the Children's Cabinet Challenged Schools Liaison Team. The team provides support for underperforming schools that have been denied accreditation or are conditionally accredited. It also identifies supports that agencies outside the Virginia Department of Education (VDOE) may be able to provide in assisting challenging schools and to identify current challenges facing schools and to gain a deeper understanding of current supports that are in place. Other team members include representatives from VDH, the office of the state Secretary of Health and Human Resources and the office of the state Secretary of Education. To assist Petersburg City Schools, an identified challenged school district, VFHY is providing resources for Petersburg to collect district-level Virginia Youth Survey data this fall.

On Oct. 7 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz facilitated the initial meeting of the Commonwealth's Council on Childhood Success's (CCCS) Workgroup on Early Childhood Nutrition and Physical Activity Standards. As a recommendation of the CCCS, VFHY brought together stakeholders in early childhood education and health to discuss best practices in nutrition and physical activity in childcare. Attendees included Catherine Hancock from DBHDS, representatives from VDH, VECF, DSS, AHA, the Virginia Alliance of YMCAs and Childcare Aware of Virginia.

On Oct. 1 VFHY Director of Marketing Danny Saggese and Director of Programs Donna Gassie participated in the VDH Tobacco Use Control Program Regional Meeting. Newly hired VDH staff attended a two-day orientation training during which Saggese and Gassie presented

information about VFHY's overall accomplishments and projects, grants programs, marketing initiatives and agency events.

On Sept. 30 VFHY Executive Director Marty Kilgore and Director of Programs Donna Gassie met with Virginia Board for People with Disabilities (VBPD) Executive Director Heidi Lawyer and VBPD Director of Administration Nan Pemberton. Kilgore and Gassie shared information about VFHY's online grants management system and its possible uses for VBPD. Opportunities for collaboration between the two agencies were also explored.

On Oct. 28 VFHY Public Affairs Manager Richard Foster assisted VDEM Webmaster Charmaine Bigby with a VDEM website development RFP.

On Nov. 6 Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore and Deputy Director Marge White attended the HHR Collaboration & Planning Session, held at the Virginia Housing Center. The purpose of the planning session was to share information and updates about the top priorities of HHR agencies in order to identify opportunities for collaboration; focus on major cross-agency initiatives and identify critical integration points; and refresh HHR priorities for the next two years.

On Nov. 3 VFHY Obesity Prevention Coordinator Heidi Hertz participated in the Challenged Schools Children's Cabinet Liaison Team meeting. The team provides support for underperforming schools that have been denied accreditation or are conditionally accredited. The goal of the meeting was for participating agencies to share opportunities for partnering with schools identified as struggling and to brainstorm recommendations to the Children's Cabinet. To support Petersburg City Public Schools, an identified challenged school district, VFHY is assisting the district with collected health risk behavior data through the Virginia Youth Survey. This data will help local organizations and groups prioritize resources to meet the needs of the Petersburg community.

On Nov. 17 VFHY Executive Director Marty Kilgore, Director of Programs Donna Gassie and Obesity Prevention Coordinator Heidi Hertz participated in a partnership meeting with VDH staff in the Division of Prevention and Health Promotion. VDH staff members Kathy Rocco, Henry Murdough, and Kate Alie shared their recent CDC work plan and opportunities for expanded partnership and alignment with VFHY. VFHY will be assisting VDH in outreach to priority schools outlined in their CDC grant and expanding the reach of their Preventative Health and Health Services block grant to community-based organizations and schools.

LEGISLATIVE SITE VISITS:

On Sept. 30 state Delegate Patrick Hope visited an afterschool program run by VFHY-funded FitArlington Healthy Communities Action Team at Lubber Run Community Center in Arlington. During the program the students received a hands-on lesson in healthy cooking, making mini-pizzas. VFHY Regional Grants Administrator Lisa Brown attended the visit.

On Oct. 15 state Delegate Brenda Pogge visited a VFHY-funded Al's Pals prevention program at York County Head Start sponsored by VFHY grantee Alternatives. VFHY Executive Director Marty Kilgore was also present for the visit.

On Oct. 14 state Senator Creigh Deeds visited a VFHY-funded Too Good For Drugs prevention program for second graders at Waddell Elementary in Lexington. The program is sponsored by VFHY grantee Rappahannock Area Community Services Board. VFHY Public Affairs Manager Richard Foster was also present for the visit.

On Oct. 9 state Delegate Tony Wilt visited a Walk to School Day event at Spotswood Elementary School in Harrisonburg sponsored by VFHY childhood obesity prevention grantee Sentara RMH. VFHY Public Affairs Manager Richard Foster also attended the event.

On Oct. 13 state Delegate Leslie Adams visited Too Good for Drugs prevention programs in Henry County funded by a VFHY grant to Henry County Public Schools. The school system collaborates with Piedmont Community Services to deliver the Too Good for Drugs curriculum to fourth- and fifth-graders. Delegate Adams visited programs at Stanleytown, John Redd Smith and G.W. Carver elementary schools.

On Oct. 21 state Senator Creigh Deeds visited a school-based nutrition program run by VFHY-funded Rockbridge Area Healthy Kids Community Action Team at Enderly Heights Elementary School in Buena Vista. During the program the students participated in a healthy foods taste-testing activity. VFHY Executive Director Marty Kilgore, Regional Grants Administrator Terriann Brown and Obesity Prevention Coordinator Heidi Hertz attended the visit.

On Oct. 26 state Delegate Kathleen Murphy visited a Life Skills Training prevention program at an after-school program at Sugarland Elementary School in Sterling implemented by Loudoun County Community Services Board, a VFHY grantee. VFHY Regional Grants Administrator Lisa Brown and Public Affairs Manager Richard Foster attended the visit.

On Oct. 22 state Delegate Sam Rasoul met with two VFHY grantees in Roanoke. The Carilion PATH Coalition, a VFHY Healthy Communities Action Team, shared information on their current initiatives including school gardens, family wellness activities and infrastructure improvements in Roanoke. Delegate Rasoul helped judge student art entries in a Healthy Plate Competition sponsored by PATH through their recent fall family event that promoted physical activity and healthy eating. Following this meeting Delegate Rasoul visited a VFHY-funded Too Good for Drugs after-school program at Wasena Elementary School. Blue Ridge Behavioral Healthcare, a VFHY tobacco-use prevention grantee, provides the program in partnership with the YMCA Magic Place. VFHY Regional Grants Administrator Jenny Martin attended both visits.

VIRGINIA YOUTH SURVEY:

VFHY collaborated with VDH to administer the 2015 Virginia Youth Survey (VYS). The VYS will assess knowledge, attitudes and behaviors regarding health indicators among youth in Virginia. The Centers for Disease Control and Prevention (CDC) randomly selects schools to participate in the survey based on Virginia's school enrollment data. This year the sample size of 137 includes 83 high schools and 54 middle schools. Survey information packets were delivered to the selected school divisions for dissemination and scheduling. Surveys were administered from October through mid-December.

COLLABORATIONS/MEETINGS/PRESENTATIONS:

On Sept. 30 the Virginia Foundation for Healthy Youth (VFHY) hosted a brainstorming meeting with partners for Virginia's Farm to Preschool initiative to identify current farm to preschool resources and discuss ideas for further farm to preschool implementation opportunities in Virginia. Attendees included Emily Keenum with Virginia Early Childhood Association; Alex London-Gross with Virginia Alliance of YMCAs; Jodie Roberts with Childcare Aware of Virginia; and Leanne DuBois with the Virginia Department of Agriculture. Obesity Prevention Coordinator Heidi Hertz and intern Karen Wilder represented VFHY.

On Sept. 30 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz held a conference call meeting with state Delegate Israel O'Quinn and American Heart Association representatives Robin Gahan and Melissa Assalone to discuss the American Heart Association's Healthy Food Financing initiative, which promotes increased access to healthy foods in food deserts across Virginia. The American Heart Association is holding a Healthy Food Financing Summit in October to convene stakeholders around this issue.

On Sept. 29 VFHY Obesity Prevention Coordinator Heidi Hertz attended the Chronic Disease Prevention and Health Promotion Collaborative Network meeting. The meeting included presentations on healthy corner stores, the Let's Move Initiative and the Virginia Well-Being Plan. Supported through the Centers for Disease Control and Prevention, the collaborative brings together organizations across the state with the purpose of aligning the goals and activities to achieve better health outcomes.

On Oct. 13 Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore, Director of Marketing Danny Saggese and Obesity Prevention Coordinator Heidi Hertz met with Sarah Bedard Holland, executive director of the Virginia Oral Health Coalition and VFHY Board of Trustees member. During the meeting VFHY and OHC staff discussed opportunities to partner together to decrease public consumption of sugar-sweetened beverages.

VFHY Director of Community Outreach and Development Henry Harper presented at the Cancer Action Coalition of Virginia conference held in Staunton on Oct. 15-16. His talk, titled "Tobacco Use Prevention: Saving the Future," was co-presented by Eletta Hanson, R.N., of Quest Health Diagnostics.

On Oct. 22-23 VFHY Training and Resource Manager Charlie McLaughlin attended a two-day training/meeting with VFHY-funded Virginia Commonwealth University (VCU) research staff and representatives from the vendors of the VFHY curriculum programs Supporting Teen's Academic Needs Daily (STAND) and Strengthening Families Program 10-14 (SFP 10-14). The training/meeting familiarized the group with the STAND program and discussed ways to integrate SFP 10-14 program material into the STAND program.

On Oct. 28 VFHY Executive Director Marty Kilgore, Director of Marketing Danny Saggese and Obesity Prevention Coordinator Heidi Hertz attended the "Closer to Your Grocer: Healthy Food Retail Summit" at FeedMore in Richmond. Hosted by the American Heart Association, Virginia Community Capitol, and the Food Trust, the summit brought together public health organizations, grocers and retailers and decision makers to learn and discuss opportunities for increasing access to healthy foods in Virginia by expanding healthy food options among retailers. Jordan Wilson, a

student at Chesterfield County's Cosby High School and a member of VFHY's Y Street youth-led volunteer program, presented at the summit. Jordan shared results from the Fresh Spot survey, which gauged Virginians' access and demand for healthy foods in their community.

On Nov. 4 VFHY Obesity Prevention Coordinator Heidi Hertz attended the Virginia Oral Health Coalition (OHC) meeting to discuss strategies to improve oral health among children entering kindergarten. Meeting attendees heard presentations on programs from West Virginia and South Carolina. The OHC also discussed policy strategies to ensure all children in Virginia have a dental care provider, with an emphasis on school-age children.

VFHY Director of Community Outreach Henry Harper attended the Statewide Epidemiology Workgroup on Nov. 2 and 3 to discuss and learn about available datasets available in the commonwealth and how they can be used to better serve Virginians.

On Nov. 9 VFHY Obesity Prevention Coordinator Heidi Hertz was contacted by the United Way of the Okanagan area of British Columbia, Canada, to ask permission to reproduce materials from VFHY's Screen-Free Week health campaigns to support the United Way's "Unplug and Play" initiative launching in British Columbia in January. VFHY shared its Screen-Free Week materials and is excited to be working with this new international partner! Screen-Free Week is held every May. Each year VFHY provides a toolkit for teachers, early childhood educators and other stakeholders to help them plan lessons focused on increasing physical activity and finding ways to disconnect children from televisions, mobile devices and computers.

On Nov. 13 VFHY Regional Grants Administrator Lisa Brown attended the Northern Virginia Healthy Kids Coalition meeting in Fairfax. Representatives from the Fairfax Food Council and Safe Routes to School presented.

On Nov. 17 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. In addition to an update from Movin' Mania staff, advisory board members also completed the Bon Secours' Health System community needs assessment.

MISCELLANEOUS: Decision brief to the Governor info
VIRGINIA HEALTHY YOUTH DAY

VFHY will hold its seventh annual Virginia Healthy Youth Day on Jan. 20, 2016. The flagship event will be held with First Lady of Virginia Dorothy McAuliffe at the State Capitol Bell Tower, with the YMCA of Greater Richmond helping to lead more than 400 Chesterfield County Public Schools students in exercises. Thousands of children statewide will celebrate Virginia Healthy Youth Day, which promotes healthy lifestyle choices such as good nutrition, increased physical activity and not using tobacco products.

REDUCE TOBACCO USE CONFERENCE:

VFHY has selected the Crystal Gateway Marriott in Arlington as the site for its 2016 national Reduce Tobacco Use Conference, which will be held on April 25-26, 2016. The conference, which will feature tobacco-use prevention experts from across the nation, will gather approximately 350 health professionals, policy makers, educators, physicians and other stakeholders.

There was some discussion about the VFHY matrix and a presentation at a future meeting of the accomplishments of the Foundation beginning to the present.

Budget Report:

Wilma Jordan, Business Manager, reported on the Statement of Net Assets and Governmental Funds Balance Sheet as of October 31, 2015.

Wilma Jordan also reported on the Actual Expenditures vs. Budget for July through October 2015. 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@healthyyouthva.org.

Public Comment:

Peter deFur, Chair of the Virginia Leadership Council with American Lung Association of the Mid-Atlantic commented that VFHY must continue with their efforts to restore Master Settlement Agreement funding to the Foundation. The VFHY board was also encouraged to advocate for a cigarette tax increase during the next General Assembly session. Mr.deFur stated that studies show that you see a reduction in tobacco use by adding an increase to the price of a package of cigarettes.

Committee Reports:

Program Committee Report and New Business

Delegate T. Scott Garrett, M. D, reviewed the funding recommendations for RFP #852P018, Healthy Communities Action Teams (HCAT) that were distributed to the board. See attachment.

Motion: to award twenty-one grants not to exceed \$1.2 million to organizations in Virginia to establish and expand Healthy Communities Action Teams (HCAT) to conduct activities related to systems, policy and environmental change to prevent and reduce childhood obesity for the award period July 1, 2016 – June 30, 2018: Delegate T. Scott Garrett, M.D.

Second: Senator John C. Miller

Vote: Unanimous in favor

Marketing Committee

Danny Saggese, Director of Marketing, reported that sixteen of the twenty four Y Street grantee trainings have been completed, and 498 high school youth have been trained as new Y Street members to this point. After trainings are complete there will be approximately 750 new members supporting two primary campaigns this year: 24/7 and *RevYourBev*.

VFHY recently celebrated 24/7 Tobacco -Free Spirit Day on November 18th. This day supports the 24/7 Campaign and was a celebration of the 20 school divisions in Virginia (of 132) that currently have a 100% tobacco-free school division policy in place. Dozens of events took place in schools across the state to engage students and school staff on the issue, and there was

significant activity online at the Y Street FB, Twitter, and Instagram accounts primarily through #TobaccoFree247. Currently, Virginia law only requires the main school building and school buses to be tobacco free. The 24/7 Campaign will continue to offer for free resources to schools and school division to help them become tobacco free, including: comprehensive tobacco-free language, indoor and outdoor signage, sample announcements, sample letters for parents and staff, cessation tools, and more.

Research Committee

Thomas J. L'Ecuyer, M.D., Research and Evaluation Committee member, reported the state-level Virginia Youth Survey data collection in middle and high schools should be completed by December 15. We anticipate the state and regional analyses will be available in March.

As part of the state's initiative to assist schools facing accreditation challenges, we are administering the Virginia Youth Survey and providing a report for the Petersburg and Richmond school divisions. This will help these divisions assess factors that contribute to negative health outcomes and overall academic performance.

The VFHY research grants are in progress with site visits being scheduled in early 2016. As part of VCU's Virginia Youth Tobacco Project grant, they recently awarded two small grants for pilot projects. VCU also plans to have its VYTP coalition meeting on February 16 in Richmond. Board members are welcome to attend.

Next Board Meeting Dates:

May 16, 2016

September 21, 2016

November 30, 2016

SAVE-THE-DATE: 2016 Reduce Tobacco Use Conference – April 25 and 26 at Crystal Gateway Marriott, Arlington, VA.

Adjournment:

The meeting was adjourned at 12:56 p.m. by Sandy L. Chung, M.D.

Confidential working papers of VFHY Executive Director

**VIRGINIA FOUNDATION FOR HEALTHY YOUTH
STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS
BALANCE SHEET
As of October 31, 2015**

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
ASSETS:	
Cash and cash equivalents held by the Treasurer of Virginia	\$ 8,627,614
Investments Held by the Treasurer	\$ -
Lease Deposits	\$ 5,966
Prepaid Expenses	\$ -
Capital Assets, net of accumulated depreciation: Operating equipment	<hr/>
TOTAL ASSETS	<hr/> \$ 8,633,580
LIABILITIES:	
Obligations Under Security Lend	\$ -
Compensated absences	\$ 112,782
Account payables	\$ 28,655
 	<hr/>
Total Liabilities	\$ 141,437
NET ASSETS:	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	\$ 8,492,143
 	<hr/>
Total net assets	\$ 8,492,143

Virginia Foundation for Healthy Youth Actual Expenditures vs. Budget

July 2015 Through October 2015

	Actual Expenses July - Octoberber 2015	Budget July - Octoberber 2015	\$ Over/Under Budget thru October 2015	FY2016 Total Budget
Ordinary Income/Expense				
Income				
Interest on Securities	0	0	0	0
Conf & Training Registration/Misc.	950	0	950	0
Grants/reimbursed expenses	25,000	0	25,000	0
Virginia Tobacco Settlement Fund	0	0	0	9,327,905
Total Income	<u>25,950</u>	<u>0</u>	<u>25,950</u>	<u>9,327,905</u>
Expense				
Administration	301,260	333,333	-32,073	1,000,000
General/Inter Agency Expenses	16,250	35,000	-18,750	140,000
Marketing	828,929	1,016,667	-187,738	3,050,000
Program Expense	888,021	1,086,031	-198,010	3,258,093
Research/Surveillance and Eval.	203,066	291,667	-88,600	875,000
Obesity	270,625	333,333	-62,709	1,000,000
Endowment			0	0
Total Expense	<u>2,508,151</u>	<u>3,096,031</u>	<u>-587,880</u>	<u>9,323,093</u>

NOTICE OF INTENT TO AWARD

RFP #852P018, Healthy Communities Action Teams

Virginia Foundation for Healthy Youth will provide grant awards to the organizations listed below not to exceed the following award amounts. Award

Period: July 1, 2016-June 30, 2018

Organization Name	Award Amount (not to exceed)
Alternatives, Inc.	\$52,964.00
Arlington Partnership for Children, Youth & Families Foundation	\$60,000.00
Eastern Virginia Medical School - Eastern Shore	\$59,501.00
Eastern Virginia Medical School - Hampton Roads	\$59,252.00
Fairfax County Health Department	\$60,000.00
Greater Richmond Fit4Kids	\$60,000.00
LENOWISCO Health District	\$60,000.00
Loudoun County Health Department	\$43,030.00
Martinsville-Henry County Family YMCA	\$55,552.00
Middle Peninsula-Northern Neck CSB	\$57,414.00
New River Health District/Pulaski County Health Department	\$60,000.00
New River Valley Community Services	\$60,000.00
Page County Public Schools	\$31,520.00
Project GROWS	\$60,000.00
Richmond Department of Social Services	\$56,000.00
Rockbridge Area Community Services	\$60,000.00
Sentara Martha Jefferson Hospital	\$58,847.00
Sentara RMH Medical Center	\$59,991.00
Stafford Junction	\$60,000.00
United Way of Southwest Virginia	\$58,815.00
Warren County Community Health Coalition	\$60,000.00