

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
May 22, 2007**

Members present

Curtis Coleburn, Edda Collins Coleman, Kevin R. Cooper, M.D, Richard A. Crittenden, Rickie E. Fulcher, Don Gehring, Patrick Hughes, Debra E. Keith, RN, James McDaniel, MD; Keith H. Newby, MD (left at 12:50 p.m.); Ralph Northam, MD; Delegate John O'Bannon, III; Carlos Quintela; Senator John Watkins.

Members not present

Sanjeev K. Aggarwal, MD; Audrey Douglas-Cooke, RN; Jose Dimas; Senator Emmett W. Hanger, Jr.; Delegate William Janis; John O. James, Jr.; Rakesh C. Kukreja, PhD; Robert Stroube, MD, MPH.

Staff

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

Counsel

Gary L. Conover, Senior Assistant Attorney General

Called to order

Rickie Fulcher called the meeting to order at 12:05 p.m.

Rickie Fulcher welcomed two new board members: Dr. Keith H. Newby and Dr. Ralph Northam. They will serve on the Program Committee.

Carlos Quintela will serve on the Marketing Committee. Don Gehring in addition to serving on the Marketing Committee will serve on the Policy/Personnel/Bylaws Committee.

Debra Keith will not seek reappointment to the Board of Trustees when her term expires on June 30, 2007. However, Debra Keith will serve on the Southwest Region Advisory Board.

Minutes

Motion: to approve the minutes as presented: Dr. Kevin Cooper.

Second: Senator John Watkins

Vote: Unanimous in favor.

Chairman's Comments

I have just a few comments today, as you are aware Phillip Morris has come through with their Master Settlement Payment for which we are extremely grateful as our options would not have been favorable if they had delayed.

We held our Teen Volunteer for Y St. search on Saturday, May 19th at the Southwest Virginia Higher Education Center in Abingdon in which we were seeking 40 new teen members to serve. We will also be holding a like event on Saturday, June 2nd at the Comfort Suites in Manassas for an additional 40 members.

Right now, we have over 1,500 Y St. Members statewide. High School sophomores, juniors and seniors were invited to apply for membership to Y St. via the website but only a total of 80 will be added to our current membership.

These young people are more than volunteers; they are the lifeblood of Y St, for they are the promoters, designers, activists, event planners and leaders. They are what brings to and puts it on the "Street".

I hope all of you are receiving your "VTSF FACT FOR LIFE" email from Richard Foster. You should have at this point received 5 facts of vital information. These are great conversation tools which we can use everyday in our discussions relative to the impact of smoking on Virginia's Youth. If you are not receiving your copy please let Richard know so he can update his list.

We have lots of issues facing us everyday in Virginia; Education, Roads, Health Care and many others. While all of these are important the health and well-being of our children should always be held to the front of the list.

I want to thank each of you for being here today, it is only through your willingness to serve that we are able to direct this worthwhile cause and offer support and encouragement to our Staff as they devote their time and talents to eliminating smoking by Virginia's Youth day in and day out.

Director's Report:

PROGRAMS:

On January 18, RFP #852P008, a Best Value RFP, was released for one-year, non-renewal tobacco-use prevention and cessation grants beginning July 1, 2007 and ending June 30, 2008. Utilizing a Best Value format allows for more flexibility and an extended reach when awarding grants to organizations across the state. Optional Pre-proposal Offeror's Conferences were held at the following locations to review the RFP and to answer questions: Roanoke, Norfolk, and Fredericksburg. More than 4,000 notices were mailed or emailed regarding the availability of the RFP to nonprofit organizations, faith-based groups, CSBs and school divisions. A total of

\$1.75 million was available to fund local grants to provide tobacco-use prevention and reduction/cessation programs across the state with awards up to \$75,000 per grant. Proposals were due to VTSF by March 20, 2007 by 4 pm. Sixty-five proposals were received totaling \$3,030,336. Proposals were sent to reviewers and the review panel met in Staunton on April 24 to determine recommendations for funding to forward to the Board of Trustees. Forty-three proposals were recommended by the Statewide Review Panel with a total of \$1.4 million being recommended to award for the one-year grants.

Grant Program Administrators conducted site visits with grantees throughout the four regions across the state during the months of February and March. Overall, programs are proceeding as planned with a few grants requiring adjustments as we prepare to move into year two of their programs. Third-quarter reports were received by the regional Grants Program Administrators on April 15.

Program Department staff met on March 8 in Charlottesville for an all-day review and planning session. Staff discussed and problem-solved issues related to the multi-year grants, updating forms and manuals, the annual conference and regional trainings. A final brainstorming agenda item resulted in ideas to effectively expand VTSF's grant programs and grantee services.

A team of evaluators met with program staff on March 27 to assess VTSF's current statewide program evaluation process and to determine if changes should be made in FY08. The consensus among the participants was that the current system provides a robust amount of information. The challenge for the upcoming grant year will be to delve even deeper into the data to examine trends among at-risk youth in particular.

VTSF has teamed up with the Tobacco Technical Assistance Consortium (TTAC) and James Madison University (JMU) to offer twenty-two regional trainings between April and November 2007. A national trainer, Janice Gabe, and a couple of local trainers Steve Hixon and Valerie Liggins-Law, will round out the training team to offer workshops in three selected training locations: Richmond, Roanoke and Newport News. Workshops offered will include, Prevention Basics (Levels I, II, & III), Needs Assessments, Proposal Writing, Cultural Competency, Evaluations, Coalition Building, Sustainability, Managing Youth Behaviors, Dealing With Difficult Children, Identifying Youth Potential, Kids in Cultural of Change, and Understanding and Motivating the Middle School Child. The schedule is posted on the VTSF website (www.vtsf.org).

The Virginia Tobacco Settlement Foundation forwarded a 2007 Training Interest Survey to more than 600 statewide tobacco-use prevention and substance-abuse professionals. The survey will assist in building a calendar of regional trainings offered by VTSF. The trainings will help increase tobacco-control knowledge and build organizational cultural competency, capacity, and sustainability. In 2006, more than 300 statewide participants attended regional trainings offered by VTSF.

The Annual Statewide Conference will take place September 26-27, 2007 at the Newport News Marriott City Center. This conference provides an opportunity for grantees to increase their skills in prevention and cessation efforts, grants management, and youth outreach.

MARKETING:

On February 20 and 21, community leaders in the Southeast and Central regions of Virginia came together with the VTSF at two separate luncheons for the initial meeting of the “Urban Youth Tobacco and Violence Prevention Community Partnership.” The purpose of the meeting was to present the new initiative, 2Up2Down, and to discuss the opportunity for community leadership. The 2Up2Down initiative is a community intervention that reaches youth in their social environment and during its launch has already seen over 1,200 participants in just a few months. Discussions focused on the tobacco and violence issues facing urban teens in Virginia and this new prevention effort. Among the attendees were: Norfolk Sheriff Bob McCabe, Newport News Sheriff Gabe Morgan, Richmond Officers Doug Wacker and Ronald McClarin; as well as numerous law enforcement Lieutenants, Safe and Drug Free School Coordinators, and Community Center representatives throughout the two regions.

The VTSF’s marketing campaign has launched an innovative initiative for reaching the youth of Virginia where they are spending more of their social lives. A social networking system, www.veeay.com, has been developed specifically for 10-15 year-olds in Virginia, and it will allow tweens to talk to their friends and other kids at their school online. Veeay (to pronounce, simply say the two letters used in the abbreviation of Virginia: VA) can boast about containing more safety protocols than other social networks, yet youth will still be able to participate in the activities they love about networking sites. The most important feature, however, will be the captive audience exposed to the marketing campaign’s tobacco-prevention message as part of Veeay’s online culture. To launch Veeay.com, influential youth who have been trained by the VTSF to be Y St. members have conducted projects across the state over the past few months to encourage youth to take the tutorial on Veeay and register. To date, more than 1,200 youth have created a new profile on Veeay.

Ydouthink, the VTSF’s marketing initiative for youth in Virginia ages 10-17, has planned the next round of Tween Parties with the theme: “Veeay All-Access Party.” The events will resemble a red carpet event/party and will be the official debut of Veeay.com in four different regions of Virginia. The goal of the parties is to establish *ydouthink* and veeay.com as the hottest place for tweens to be online and in their social life, while also associating being cool, mature and social with being smokefree. The first two events are scheduled for May 19 at the SWVA Higher Educational Center in Abingdon and June 2 in Manassas at the Comfort Suites. Both events are scheduled in conjunction with the Y St. Trainings being held in those regions to allow newly trained youth to experience the *ydouthink* brand in action. After these trainings are complete, there will be over 1,600 youth statewide that have completed the Y St. Trainings and are advocating for *ydouthink* and living a smoke-free lifestyle. The two remaining events will take place on June 8th and 9th in the Central and Southeast regions of Virginia.

The VTSF has received the results of the eleventh wave of our bi-annual field study conducted by the Southeastern Institute of Research. This study is responsible for measuring the awareness and effectiveness of the VTSF youth tobacco use prevention marketing campaign among the youth of Virginia. After 4 ½ years, the awareness level of the VTSF’s *ydouthink* Campaign remains high at 76% among the target audience: kids in Virginia ages 10-17. The Campaign’s awareness has now been consistently strong (between 74% and 79%) for 42 consecutive months.

RESEARCH:

VCU's Youth Tobacco Project Coalition met on January 31, 2007, at the VCU Siegel Center Founder's Room. The investigators with VCU's small-grant research projects presented an overview of their respective projects. A brief overview of VTFSF-funded research projects was also provided. The chairman of the research committee of VTFSF's Board of Trustees, Dr. Kevin Cooper, was present and provided some background information about VTFSF's research initiative and the importance of collaboration between universities. VCU provided an update on the progress and future plans for its research-translation workgroup and noted they are accepting nominations for researchers and prevention professionals to serve on the workgroup.

LEGISLATION:

HB 3111 passed the House and Senate with technical amendments and was signed by the Governor. Introduced by Del. Bill Janis, the bill gives the authority to securitize all or a portion of the VTFSF's share of Virginia's Master Settlement Agreement funds. It also established a VTFSF endowment fund, a non-reverting fund.

A budget amendment, SB 750, introduced by VTFSF board member Sen. John Watkins to add funding to the VTFSF budget, was not included in the Senate budget recommendations.

SITE VISITS/LEGISLATIVE VISITS:

On March 13, Delegate Robert Wittman of Montross visited Northumberland Middle School in Heathsville and spoke with the organizers of the research grantee program, LIFT+, conducted by Virginia Commonwealth University. The program pairs middle school students with volunteer high school student mentors who teach their younger peers about making healthy life choices, such as not using tobacco products.

On March 28, VTFSF Executive Director Marty Kilgore, Central Region Grants Program Administrator Henry Harper and Public Affairs Coordinator Richard Foster attended an anti-tobacco-use play performed by fourth graders at Richmond's E.S.H. Greene Elementary School. The students, who participate in the Too Good For Drugs program administered by VTFSF grantee the Richmond Behavioral Health Authority (RBHA), wrote and performed the play for Kick Butts Day, a national celebration of youth tobacco-use prevention. School administrators were very supportive of the VTFSF grant program and spoke at the event in praise of RBHA instructor Brehonda Lewis-Cuff and the VTFSF's mission of tobacco-use prevention. Parents attended the play, and local legislators were invited, but were unfortunately unable to attend because of prior commitments.

Marty Kilgore, Executive Director, and Jenny Martin, Grants Program Administrator, conducted two site visits in Southwest Virginia. On Tuesday, April 10, they visited Chilhowie Elementary School for A Too Good for Drugs program. On Wednesday, April 11, they visited the Carroll County-Galax Regional Alternative Education Center in Hillsville. The media covered both visits.

Delegate Matt Lohr visited the VTFSF grantee program Positive Action at the Boys & Girls Clubs of Harrisonburg and Rockingham County on Wednesday, April 18. Staff also were present, as were officials from the local Boys & Girls Clubs.

Senator Mark Herring visited a Life Skills Training class serving elementary school children at the Fields of Leesburg apartment complex in Northern Virginia. The program is taught by grantee Loudon County Mental Health. Sen. Herring observed grantee staff teaching the children about how to effectively and appropriately communicate their emotions and how to better relate to their peers.

Senator Patricia Ticer and Delegate Adam Ebbin visited the VTSF grantee program Al's Pals with the Alexandria Community Services Board at a local daycare on Monday, May 7. The legislators enjoyed the preschool program presented by the grantee, asking numerous questions.

Senator Frank Ruff and Delegate Tommy Wright attended the Life Skills reception at Lunenburg Middle School on Monday, May 14. Numerous school personnel were on hand, as well as the Superintendent of Schools and individuals from the Southside AHEC.

MEDIA/PUBLIC RELATIONS:

WSET ABC 13 in Lynchburg aired a three-part series regarding the spending of the Master Settlement Agreement funding in Virginia. Two of the three segments examined VTSF initiatives such as educational programs in schools and peer-to-peer youth street marketing by VTSF's Y St. teen volunteers. WSET reporter Leigh Forrester visited a grantee program at Linkhorne Elementary School in Lynchburg and interviewed a teen volunteer Y St. project leader in Botetourt County.

Virginia Commonwealth University's Capital News Service, a student-run wire service that covers the General Assembly for community newspapers in Virginia, also conducted an interview with Public Affairs Coordinator Richard Foster on Jan. 30 regarding the proposed securitization legislation (HB 3111) and expected withholding from the April 2007 MSA payment.

Staff completed letters to all legislators in the Virginia General Assembly regarding all community-based grants that impact youth in their districts. The letter also invites legislators to call VTSF to schedule site visits in their respective districts to view programs in action.

Richard Foster, Public Affairs Coordinator, was also interviewed by a TV reporter from Richmond's WTVR News 6 in May regarding the Motion Picture Association of America's decision to include smoking as a factor when making rating decisions for movies. The MPAA's decision is an effort to prevent teens and children from being exposed to and influenced by on-screen smoking by actors and actresses.

YTS:

The Youth Tobacco Survey (YTS) planning started earlier this year. Staff met with VDH's Tobacco Use Control Program to review plans for the Youth Tobacco Survey. The survey will be conducted in the fall of 2007 and will be administered by the VCU Community Health Research Institute. VDH's epidemiologist will assist with the school sampling process, which is completed in coordination with the CDC and in reviewing the data and reports prepared by VCU.

VCU is reviewing the sample of schools received from CDC and has reviewed the methodology with CDC staff. A joint memo of support for the 2007 YTS was signed by the Secretary of Health and Human Resources and Secretary of Education, and was distributed to schools selected for participation with an introductory letter from VCU. It is anticipated that an Informational Superintendent's Memo to notify school divisions of the Fall 2007 YTS will be issued on DOE's website at the end of May. This type of memo was also distributed to school superintendents prior to the 2003 and 2005 YTS surveys. Staff at DOE are coordinating their internal processes to prepare the memo for posting.

VCU plans to schedule selected schools for September and October YTS administration. Initial response for participation is favorable. We will work with VCU to contact schools that decline or are non-responsive to the initial letter that was sent.

VTSF collaborated with VCU and Prevention Connections to apply for the CDC grant to test a new version of the Youth Tobacco Survey. If awarded, the survey will be conducted along with the standard Youth Tobacco Survey using a split ballot design. The survey would be conducted in the fall of 2007.

MSA PAYMENT:

VTSF received a total of \$12,315,193.52 from the Master Settlement Agreement (MSA) during the week of April 16. The amount is approximately \$1.6 million less than originally projected, due to the disputed escrow withholding by Lorillard and RJR Tobacco companies.

WEB SITE:

A newly redesigned VTSF website was launched in May 2007 (at www.vtsf.org). The project was started in November 2006 and was overseen by VTSF Public Affairs Coordinator Richard Foster and carried out by Richmond-based website design contractors Helium Design. In addition to an updated look and easier navigation for grantees, the redesigned VTSF website also includes new features such as resources for parents, a Tobacco FAQ page, Virginia-specific tobacco-use statistics and electronic registration for grantee training classes, as well as facts about the dangers of tobacco use that appear at random on each page.

Budget

Proposed Budget

Wilma Jordan presented a proposed Budget for FY08 and FY09 based on the total projected MSA payment for approval.

VTSF did not need to utilize the line of credit this past fiscal year due to the payment schedule of invoices.

Motion: Approve the proposed budget for FY08 and FY09 as presented:

Delegate John O'Bannon, III.

Second: Patrick Hughes

Vote: Unanimous in favor.

Public Comment

None

Committee Reports/Business:

Programs:

Donna Gassie, Director of Programs, reported that the current grant cycle for one year grantees will end on June 30, 2007 and also, the end of the first year of the three year cycle. This is the first year of moving through the three year cycle of multiple grantees. Only two contracts were cancelled. VTSF has 48 grants in the 3-year cycle.

Statewide Evaluation Process

Donna Gassie reported the current grantees which participate in the statewide evaluation receive a report at the end of the year. In the next fiscal year, the evaluation will shift to use only a post test while also gathering additional process data to better measure the level of impact of programs as well as fidelity of program implementation.

Ms. Gassie distributed a list of proposals recommended for funding. Sixty-five proposals were received. Forty-three proposals were recommended by the Statewide Review Panel for the one-year grants which will start July 1st, while several of these were referred for further discussion. The Program Committee met and recommended forty-one proposals.

This year VTSF switched to a Best Value RFP. This involved using a rating system instead of a numeric scoring system.

Motion: Accept the Program Committee's recommendation to fund forty-one grants at a total of \$1,385,572.00: Patrick Hughes.

Second: Dr. Kevin Cooper

Vote: Unanimous in favor.

Ms. Gassie concluded that the Program Committee will continue to explore ways to recognize the Regional Advisory Board members for all of their hard work.

Margaret White reported on additional contractual approvals for the following:

Enforcement: Department of Alcoholic Beverage Control: \$350,000 to continue to complete compliance checks with retailers through out the state to identify those that are not in compliance with Virginia's youth access law. It will provide VTSF with an annual report of the number of checks completed as well as the non-compliance rate.

Evaluation: Virginia Commonwealth University: \$265,000. The Community Health Research Initiative at VCU, in collaboration with the Survey and Evaluation Research Laboratory at VCU, will continue to coordinate the statewide program evaluation process with VTSF program grantees. VCU will coordinate pre- and post- surveys with each grantee, enter and analyze data, produce individual grantee reports of results, and produce a statewide report of results.

Youth Tobacco Survey (FY07 – FY08): The Community Health Research Initiative in collaboration with the Survey and Evaluation Research Laboratory at VCU: \$110,000. Conduct the Youth Tobacco Survey in the fall of 2007. VCU will work with the Centers for Disease

Control and Prevention to obtain a random sample of Virginia schools within which the survey will be conducted. It will coordinate the data collection, weight the data sets, analyze the data, prepare a report that compares prior year data to the current year, and prepare fact sheets for use by VTSF.

Motion: Accept Enforcement, Evaluation, and Youth Tobacco Survey contractual proposals:
Patrick Hughes
Second: Senator John Watkins
Vote: Unanimous in favor.

Curtis Coleburn abstained from voting on the ABC Enforcement contract.

Don Gehring abstained from voting on both the VCU Evaluation and Youth Tobacco Survey contracts.

Marketing

Danny Saggese, Director of Marketing, reported on the results of the Evaluation Tracker. The awareness level jumped to 76%. The campaign's awareness has now been consistently strong (between 74% and 79%) for 42 consecutive months.

In December, numerous focus groups were conducted with middle school-aged youth in two different middle schools in the central Virginia region. The purpose was to get a better look at some of the attitudes and images driving the identity of youth culture, so that we may better position the *ydouthink* brand amongst our target. The results suggest that the ideal personality sought by the youth we need to reach is that of a socially successful teenager. This reflects much of the marketing campaign's current strategy, but suggests that elements of *ydouthink* should look to age-up slightly.

In February, community leaders in the Southeast and Central regions of Virginia were invited to meetings to learn about the new initiative, 2Up2Down, and to discuss the opportunity for community leadership. The focus market for 2Up2Down is comprised of teens that identify with hip hop culture and smoke (cigarettes or Black and Mild's) in Southeastern and Central Virginia. A short video was shown of the three past events that were attended by over 1200 youth.

Summary of Marketing Contracts Recommended for Renewal:

Barber Martin Advertising

Renewal Amount: \$4,000,000

- Continued implementation of the Virginia Tobacco Settlement Foundation's current marketing initiative: the *ydouthink* Campaign.

Rescue Social Change Group

Renewal Amount: \$800,000

- Continued implementation of the Virginia Tobacco Settlement Foundation's current street marketing initiative that supports the *ydouthink* Campaign.

Rescue Social Change Group

Renewal Amount: \$225,000

- Implementation of the Virginia Tobacco Settlement Foundation's current interactive initiative of the *ydouthink* Campaign: www.ydouthink.com. This includes website development and management, hosting, interactive media development, and interactive media planning/purchasing/placement.

Southeastern Institute of Research

Renewal Amount: \$175,000

- Continued implementation of the Virginia Tobacco Settlement Foundation's current evaluation efforts associated with the *ydouthink* Campaign. This includes conducting a tracking survey twice a year, analyzing data and preparing reports for each survey, as well as providing statistical analysis of other campaign initiatives.

Motion: Accept contracts recommended by the Marketing Committee for renewal: Delegate John O'Bannon, III.

Second: Don Gehring

Vote: Unanimous in favor.

Research

Marge White reported on the Youth Tobacco Survey school sample. Letters have been sent to the Superintendents of the selected school districts to request their participation.

VTSF is collaborating with Prevention Connections and VCU on a grant application to the CDC to test a new Youth Tobacco Survey instrument. If selected for funding the CDC has agreed that we can use our current school sample and double sample classrooms to get the level of student participation needed. Notification should occur in August.

Personnel/Policy/Bylaws

Curtis Coleburn reported on an amendment to the bylaws in Article VII. Section 7.4. Attendance. *Board members must notify the chairman and/or management in advance of meetings if he/she is unable to attend. If a board member misses two consecutive board meetings without providing such notice, the Chairman may send a letter to the Governor and the board member regarding such absences.*

Motion: Accept amendment to the Bylaws in Article VII. Section 7.4: Curtis Coleburn.

Second: Delegate John O'Bannon, III.

Discussion: The purpose of the bylaws change is to eliminate the concern that some members miss meetings repeatedly, and this impacts the board's ability to achieve quorum.

Motion: To amend the original motion and change the word "may" to "shall" in the bylaws language modification: Dr. James L. McDaniel

Second: Senator John Watkins.

Discussion: Using “shall” would require the Chairman to send a letter to the Governor when a member misses two meetings without notification of absence.

Vote: Majority in favor.
Don Gehring voted against this amendment.

Vote on original motion as amended: Passed

Grantee Spotlight

Henry Harper, III, Central Region Grants Program Administrator, introduced Brehonda Lewis-Cuff, a Prevention Specialist with Richmond Behavioral Health Authority who gave a brief overview of her job duties and interaction/feedback from the youth at Richmond’s E.S.H. Greene Elementary School. She also showed a short play which the kids produced and performed.

Old Business

Senator Watkins expressed concerns about one of the television commercials; “Off To School”. He felt that one aspect of the commercial was distasteful for the Virginia Tobacco Settlement Foundation.

Danny Saggese responded by referencing the campaign’s overwhelmingly strong awareness level (76%) among youth in Virginia, and that the campaign was created by research conducted with Virginia youth.

Marty Kilgore responded by referencing the falling prevalence rates among youth since the Foundation was formed, with the *ydouthink* marketing campaign playing a big part.

Patrick Hughes added the Board of Trustees agreed early in the Foundation’s existence that it would let this form of messaging occur, because it resonates with youth in Virginia.

New Business

Prevention Connections

Dr. James L. McDaniel has resigned from the board of Prevention Connections.

Motion: Nominate Edda Collins Coleman to represent VTSP on the board of Prevention

Connections: Dr. James L. McDaniel.

Second: Dr. Kevin Cooper

Vote: Unanimous in favor.

Announcements:

Next Board Meeting Dates:

September 11, 2007

December 4, 2007

Adjournment

Meeting adjourned by Rickie Fulcher at 1:50 p.m.