

# VTSF

## VIRGINIA TOBACCO SETTLEMENT FOUNDATION

### **Executive Committee Meeting Minutes May 19, 2009**

#### **Executive Committee members present**

Delegate John O'Bannon, III, M.D., Curtis Coleburn (left at 1:07 p.m.), Edda Collins Coleman, (participated via conference call after quorum was established), Kevin R. Cooper, M.D., Patrick Hughes, John O. James, Jr.(left at 1:06 p.m.)

#### **Board Members present**

Don Gehring, Senator Emmett W. Hanger, Jr., Delegate William Janis (left at 1:00 p.m.), James McDaniel, M.D., Carlos Quintela, Karen Remley, M.D., Rosa I. Villoch-Santiago.

#### **Board Members not present**

Sanjeev K. Aggarwal, M.D., Richard A. Crittenden, Jose Dimas, Rickie E. Fulcher, Keith H. Newby, Sr., M.D., Senator Ralph Northam, M.D., and Claudia Tellez.

#### **Staff**

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

#### **Counsel**

Stephanie L. Hamlett, Deputy Attorney General

#### **Guest**

Jenni Thompson, VTSF Intern (VCU MPH/MSN program)

#### **Called to order**

Delegate John O'Bannon, III, M.D. called the meeting to order at 12:09 p.m.

After introductions were made, Delegate John O'Bannon, III, M.D. welcomed Edda Collins Coleman to the meeting via conference call.

Delegate John O'Bannon, III, M.D. determined a quorum was not present. The Chairman determined a quorum of the Executive Committee was present and then convened the Executive Committee Meeting.

### **Members Present**

Curtis Coleburn, Kevin R. Cooper, M.D., Delegate John O'Bannon, III, M.D., Patrick Hughes, Ad Hoc Program Chair and John James, Ad Hoc Marketing Chair.

### **Members not Present**

Edda Collins Coleman (participated via conference call), Rickie Fulcher.

The Chairman verified with the Executive Director that the Executive Committee meeting had been posted to the public.

### **Chairman's Report**

Welcome fellow trustees, staff and guests.

I want to mention that this is the last Board of Trustees meeting before we become the Board of Trustees for the Virginia Foundation for Healthy Youth. As you know, Sen. Northam and I introduced legislation in this year's General Assembly session that renames VTFSF as the Virginia Foundation for Healthy Youth and gives us the added responsibility of childhood obesity prevention work. These changes become effective on July 1.

While smoking prevention will continue to be the Foundation's primary mission, childhood obesity is an important health risk to Virginia's children and as a legislator and doctor; it's a topic that I am well acquainted with. I chaired a joint subcommittee studying the childhood obesity issue in the General Assembly not long ago.

Our childhood obesity workgroup met on April 24 and staff are preparing for the second workgroup meeting tomorrow, when we will begin developing a strategic plan for this new prevention initiative. I'll be kicking off this initiative, introducing it to our grantees at the Annual Program Grantees Conference in October. The next meeting of the Childhood Obesity Workgroup will be held Wednesday May 20 at the Crowne Plaza located at 555 E. Canal Street 9 a.m. – 3 p.m.

At today's meeting, we will be voting on all of the VTFSF programs, marketing and research contracts. I want to thank everyone who was involved in reviewing the proposals and thank you for taking time out of your busy schedules to provide valuable input in the process.

Before we get started, I want to also mention that I recently had the pleasure of speaking at our recent VTFSF-funded research conference hosted by VCU, where VTFSF-funded researchers from across the state discussed how to evolve their research findings into policy and practice. Approximately 100 researchers and prevention practitioners attended the conference at the OMNI Richmond.

## **Director's Report:**

### **PROGRAMS:**

RFP #852P011, VTTSF's first online grants application, was released Jan. 15, 2009. This RFP marks the first time that VTTSF grant applicants submitted paper-free, electronic applications. The RFP covered grants to provide tobacco-use prevention and cessation activities from July 1, 2009 to June 30, 2010, in amounts up to \$75,000. An all-day training for staff occurred on Jan. 22, 2009, regarding the online system and further capabilities for grants management and oversight.

Offerors Conferences were held in Blacksburg, Charlottesville, and Chantilly, with approximately 100 individuals in attendance representing a number of first-time organizations, as well as many former grantee organizations. The conference provided training on utilizing the new online application system and clarified the expectation for all proposals to be submitted by the closing date of March 19. Seventy proposals were received. The review panel consisting of various RAB members met in Staunton and forwarded their recommendations to the Program Committee.

In early January 2009, VTTSF distributed a Training Interest Survey to nearly 1,000 statewide prevention professionals requesting input on regional workshops to be offered by VTTSF. Nearly 450 responses were received. The collected data was analyzed, and as a result, VTTSF will offer 41 workshops in 2009 in various locations throughout the state. The following workshops will take place during the spring and summer:

### **April**

#### *Culturally Competent Professional*

April 8, 2009 – Manassas

#### *Advanced Prevention*

April 17, 2009 – Manassas

#### *The ABCs of Classroom Management*

April 22, 2009 – Richmond

#### *Building A Child's Self Esteem & Self Efficacy*

April 23, 2009 – Richmond

### **May**

#### *Conflict Resolution*

May 7, 2009 – Richmond

#### *Children In America – Past, Present & Future*

May 12, 2009 – Roanoke

#### *Playing With Family Education*

May 13, 2009 – Roanoke

#### *Advance Cultural Competency – The Path To Cultural Competency*

May 14, 2009 – Richmond

#### *Advanced Prevention*

May 18, 2009 – Charlottesville

*Designing Effective Program Strategies For Youth*

May 19, 2009 –Manassas

May 28, 2009 –Richmond

*Effective Communication*

May 21, 2009 –Richmond

**June**

*Prevention 101*

June 9, 2009 – Falls Church

*Youth Advocacy Through Favored Technological Media*

June 17, 2009 – Charlottesville

*Children In America – Past, Present & Future*

June 23, 2009 – Richmond

*Playing With Family Education*

June 24, 2009 –Richmond

**July**

*Working With At Risk Youth - Roanoke*

July 9, 2009 – Roanoke

July 23, 2009 - Richmond

*Measuring Youth Program Outcomes*

July 17, 2009 –Richmond

July 24, 2009 – Northern Virginia

**August**

*Coalition Building*

Aug. 14, 2009 – Richmond

*Culturally Competent Professional*

Aug. 14, 2009 – Richmond

*Conflict Resolution*

Aug. 17, 2009 – Roanoke

*Effective Communication*

Aug. 18, 2009 - Roanoke

*Program Sustainability (Through Effective Communication)*

Aug. 19, 2009 – Richmond

*Identifying the Potential in Youth*

Aug. 20, 2009 – Richmond

*The ABCs of Classroom Management*

Aug. 25, 2009 – Blacksburg

*Building A Child's Self Esteem & Self Efficacy*

Aug. 26, 2009 – Blacksburg

VTSF has partnered with the Department of Mental Health, Mental Retardation and Substance Abuse Services (DMHMRSAS) to offer trainings for up to 160 prevention professionals throughout the state of Virginia. DMHMRSAS's Office of Substance Abuse Services will provide four registration scholarships to each statewide Community Service Board or Behavior

Health Authority so prevention directors and/or staff can attend training courses offered by the VTSF.

VTSF has partnered with Fairfax County Government to offer trainings for up to 35 Fairfax County government staff. Fairfax County will provide five registration scholarships for each of the seven VTSF workshops offered in northern Virginia.

### **MARKETING:**

VTSF's marketing department recently received proposals for three marketing-related RFPs:

- RFP #852M010 for multimedia marketing, including television advertising, closed March 24, receiving 23 proposals.
- RFP # 825MS011, for street marketing and VTSF's youth advocacy initiative, closed April 14, receiving 11 proposals.
- RFP #852ME012, for marketing campaign evaluation and research, closed April 16, receiving 17 responses.

Review teams met to discuss proposals for each RFP and identify finalists. Interviews were conducted with leading candidates for RFP #852M010 at VTSF's Richmond headquarters in early May.

In other marketing matters:

Three of VTSF's recent TV commercials – Kiss, Revolution, and Meatbelt – were featured on the CDC's monthly Media Network Web-cast and conference call. It was announced to all state and national partners that the ads are now available for their use through the [CDC's Media Campaign Resource Center](#) (MCRC).

VTSF's "Syke" energy drink television ad campaign finished in April with "reveal" ads giving away the fact that the energy drink with questionable additives was a metaphor for cigarettes. The Syke campaign's main objective was to ignite a passionate discontent with tobacco's presence and influence among teens in the alternative rock subculture in Virginia. Phase two of the Syke campaign was highlighted by mock product, "Syke #9," which offered nine "special" ingredients represented by the Syke #9 girls, the purpose being to mock the harmful ingredients in tobacco products. Now that the TV ad campaign has ended, the Syke brand will continue on as an anti-tobacco-use brand for Virginia teens in the alternative-rock subculture, sponsoring concerts and other events that appeal to this niche audience.

The Y St. Mini-Grant program has added 12 new organizations and more than 370 new youth activists as members of Y St. The Y St. Mini-Grant program was launched in 2008 to encourage active youth in Virginia to become part of Y Street and its mission by awarding grants to local student organizations. Y St. is one of VTSF's multiple marketing strategies. It is a statewide association of high school youth advocates who are working to enlighten their peers as to the consequences of tobacco use. Y Street strives to cause cultural change in Virginia's youth by deglamorizing tobacco and instilling pride in a smoke-free lifestyle. Since 2004, more than 2,500 teens from all across Virginia have attended a training offered by [Y Street](#).

VTSF has received the top-line data from the *86 campaign*, the latest advocacy effort by Y Street (Y St.), VTSF's youth-led volunteer and activist brand. The purpose of the 86 campaign was for Y St. youth to educate and generate support for smoke-free restaurants in their communities. In their projects, Y St. members collected surveys, pledges and video testimonials, and also directed people to [www.86thesmoke.com](http://www.86thesmoke.com). Overall, Y St. youth collected 3,725 total surveys while completing 270 different projects, putting in more than 650 volunteer hours. Some of the survey findings include:

- 82% of respondents, including a majority of smokers, think that smoking should be removed from Virginia restaurants.
- 91% of respondents who dine out 5-12 times a month said that they would dine out more often if all restaurants were smoke-free.

VTSF has received the top-line results of the 15<sup>th</sup> 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 7 years, the awareness level of VTSF's *ydouthink* campaign remains high at 70% among the target audience: kids in Virginia ages 10-17. The campaign's awareness level has been consistently strong (between 70% and 79%) for 66 consecutive months.

### **RESEARCH:**

VTSF's research RFP closed on Jan. 28. Seventeen proposals were received in response to the RFP and included 12 applied research projects (community-based and/or secondary data analysis) and five basic research projects (genetic, addiction, brain effects). To reduce conflicts of interest, researchers external to Virginia were identified to participate on the review panel. Each had appropriate expertise in these areas. The panel met by conference call on April 2 to form its recommendations for funding.

The VTSF-funded research conference, hosted by VCU at the OMNI Richmond, took place on April 14-15. Titled "The 2009 Virginia Forum on Youth Tobacco Use: Translating Research into Policy and Practice," the conference featured speakers discussing topics such as: current prevention activities at the national, state and local levels; epidemiology; youth smoking cessation; and primary healthcare and youth prevention. Approximately 100 participants attended, including researchers and prevention practitioners.

### **ENFORCEMENT:**

Due to concern over an increase in retailers selling tobacco products to buyers under the legal age (18 years old), VTSF participated in a series of meetings with ABC, DMV and DMHMRSAS to discuss an education-outreach strategy to retailers in light of the new redesign to Virginia driver's licenses that began launching this year. As a result of these discussions, DMV and ABC created a 4-minute training film for retailers, and created posters and counter stickers reminding clerks to request the age and ID of customers seeking to buy tobacco products and/or alcoholic beverages. ABC data showed possible spikes in sales last year to underage buyers in urban areas of Tidewater and Northern Virginia.

## **LEGISLATION:**

The Governor's legislation to change VTSF's name to the Virginia Foundation for Healthy Youth and to add childhood obesity to the agency's mission passed the General Assembly unanimously. Sponsored by Del. O'Bannon in the House ([HB2456](#)) and by Sen. Ralph Northam in the Senate ([SB1112](#)), the legislation was signed by the Governor and becomes effective on July 1.

Also during the 2009 General Assembly session, the Senate Finance Committee proposed making a 50% cut in funding to VTSF in order to provide more MSA funding for Medicaid. However, as proposed, this cut would have actually taken 64% of VTSF's annual budget, as it did not take into account factors such as withholding by tobacco manufacturers, redirection of bonus payments and lower annual MSA payments. After lobbying by legislators and stakeholders such as the state Heart, Lung and Cancer associations, VTSF's funding cut was replaced by federal stimulus money and Senate Finance kept the redirection of VTSF funds to Medicaid in the budget, creating a possible precedent for future raids on VTSF's MSA funding.

## **YTS:**

VTSF has received a joint letter from the state Secretaries of Health and Education asking school systems to participate in the 2009 Virginia Youth Tobacco Survey (YTS). The state Superintendent of Schools will issue a Superintendent's Memo in June to encourage participation as well. A school sample has been identified, and VCU has submitted the survey to its Internal Review Board for approval. VTSF and VCU will begin contacting school systems in June to get the YTS scheduled on their school calendars for the fall semester.

## **MEDIA AND PUBLIC RELATIONS:**

Executive Director Marty Kilgore appeared on the Blue Ridge PBS TV show "This Week in Richmond." Kilgore was interviewed on Thursday, March 5, about VTSF's mission and recent successes in reducing youth smoking, as well as the agency's upcoming name change to the Virginia Foundation for Healthy Youth. The show aired during the weekend of March 6-8 on PBS channels in Southwest Virginia, covering a region that includes Lynchburg, Roanoke and Norton.

Style Weekly magazine in Richmond ran a [cover story about VTSF's Syke marketing campaign](#), revealing VTSF's involvement and discussing its innovative method of marketing against youth tobacco use. Port Folio Weekly magazine in Hampton Roads later republished Style Weekly's cover story about Syke.

Washington Post Staff Writer Anita Kumar interviewed Kilgore and VTSF Deputy Director Marge White on Jan. 27 for a story involving the Master Settlement Agreement and the pending childhood obesity legislation.

Media General News Service ran [an article about the childhood obesity legislation](#) on Jan. 26, quoting Sen. Ralph Northam as saying that VTSF has a "tremendous program" for communicating with children. The article also cited the Virginia Youth Tobacco Survey reduction in high school smoking from 28 percent in 2001 to 15 percent in 2007.

Richmond Times-Dispatch Staff Writer John Reid Blackwell also wrote an article Feb. 6 about the VTFSF childhood obesity legislation. The article quoted Executive Director Marty Kilgore and Secretary of Health and Human Resources Marilyn Tavenner. An American Lung Association source was quoted as being concerned about the possibility of money being diverted from tobacco-use prevention for the childhood obesity initiative.

In other public relations news, VTFSF added an interactive calendar to its VTFSF.org site, listing upcoming events such as Board of Trustees meetings, conferences and grantee training opportunities, complete with links to more information, as well as driving directions and maps to event locations.

Additionally, VTFSF Public Relations Coordinator Richard Foster is currently working on the transition to the Virginia Foundation for Healthy Youth by working with graphic designers to create new logos, Web sites and other communications products in time for the July 1 transition.

### **CHILDHOOD OBESITY:**

The childhood obesity workgroup of the Virginia Tobacco Settlement Foundation Board of Trustees and staff met on Friday, April 24 to discuss national and state trends regarding the issue, as well as key strategies being implemented. The next meeting will take place on May 20 and the workgroup will begin to develop a strategic plan.

VTFSF grantees and stakeholders have been resoundingly supportive of the childhood obesity initiative:

*Ruth Anne Paisely, Director, Orange County Office on Youth (a VTFSF grantee):*

“I was delighted as certainly this is a major problem facing our children and VTFSF has a great track record with tobacco use prevention, so you will do the same great job with an additional ‘mission.’ You have been so successful with tobacco prevention and cessation and I know that success will carry over to your work with childhood obesity. We have a committee going, Madison-Orange Association for Healthy Kids (M-OACH). I’m sure this group will be eager to work with you.”

*Psychology Professor Bob Smith, a VTFSF-funded researcher from GMU:*

“I think this is a real testament to how effective VTFSF has been in mobilizing researchers and practitioners to understand and address youth smoking. Well-deserved!”

*Janis Dauer, CEO of the Alliance for the Prevention and Treatment of Nicotine Addiction and a member of the VTFSF East Regional Advisory Board:*

“I can't believe it's been 10 years! And I can't believe that the percentage of current high school smokers in Virginia has dropped from 28.6% to 15.5% since 2001 (while the national average is 20%) - a lot of us never thought we'd see the day that happened! We all deserve a pat on the back, but I'd really like to make sure Judy[Grant Program Administrator at VTFSF] and the other VTFSF staff know how awed I am by how much they've accomplished. Way to go, you guys - great job and keep up the good work, we all appreciate it!” [Dauer has worked in tobacco control and prevention in Virginia since 1993.]

## **GRANT OPPORTUNITIES:**

VTSF submitted a brief proposal to the Robert Wood Johnson Foundation in response to its call for proposals titled "Healthy Eating Research: Building Evidence to Prevent Childhood Obesity." Staff proposed to implement and study a project similar to its Y St. peer-to-peer marketing program, adapted to address childhood obesity prevention. The Robert Wood Johnson Foundation received 200 letters of intent and only intended to fund 10-14 proposals. Unfortunately, VTSF was not selected to submit a full proposal.

## **Budget Report**

Wilma Jordan presented the actual expenditures to budget for July 2008-April 2009. The board reviewed the total fiscal year budget for FY2010-2012, which represents the original amounts approved by the board.

**Motion:** to accept the budget report and re-affirm the budget for the upcoming fiscal year by Curtis Coleburn. Second: Jay James

Vote: Unanimous in favor

Don Gehring noted that since he is not a member of the Executive Committee, it is not necessary for him to abstain from the voting process.

## **Public Comment**

None

## **Committee Reports/Business**

### **Program Committee**

Patrick Hughes, Program Chair, reported that the Program Committee reviewed the list of proposals recommended for funding. Seventy proposals were reviewed. The Statewide Review Panel recommends thirty-eight proposals, for one year grants, which will begin July 1, 2009.

Motion: to approve the recommendations of the Regional Advisory Boards and the Program Committee of VTSF, and award grants to 38 organizations listed for final recommendations for RFP#852P011. The total amount will not exceed \$1,529, 766.00. Also, a balance of \$200,000 will be used for the underserved areas: Patrick Hughes, Program Committee Chair

Vote: Unanimous in favor.

## **Marketing**

John James, Marketing Chair, reported on the marketing contracts recommended for approval:

### **RFP #852M010 - VTSF's Marketing Initiative**

#### **Barber Martin Advertising**

#### **Potential Award Amount: \$4,200,000**

Implementation of the Virginia Tobacco Settlement Foundation's current marketing initiative, with the primary focus being the *ydouthink* Campaign. This includes the development of new creative concepts and ideas, the production of ideas into finished advertising deliverables, and the purchase of media to place current and new advertisements in various youth-appropriate

mediums. For the past five years, BMA has helped the *ydouthink* Campaign maintain a strong awareness level between 70%-79% among 10-17 year olds in Virginia.

RFP #852MS011 - VTSF's Street Marketing/Youth Advocacy Initiative

**Rescue Social Change Group**

**Potential Award Amount: \$850,000**

Implementation of the Virginia Tobacco Settlement Foundation's current street marketing initiative and youth advocacy model that supports the *ydouthink* Campaign. This includes the scheduling and managing of all campaign events; the employment of personnel to conduct events; the training and management of youth volunteers; and the development of new concepts for reaching youth. Rescue developed the *ydouthink* brand extension "Y St." which has trained over 2500 youth members/advocates statewide over the past five years.

RFP #852ME012 - VTSF's Marketing Campaign Evaluation and Research

**Market Decisions, Inc.**

**Potential Award Amount: \$100,000**

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.

**Rescue Social Change Group**

**Potential Award Amount: \$150,000**

Implementation of the Virginia Tobacco Settlement Foundation's current market segmentation research efforts to better understand the different subcultures of youth that exist within the youth population of Virginia.

Proposal Recommended for Renewal:

**Rescue Social Change Group**

**Contract Number: 8520348**

**Award Amount: \$225,000**

Implementation of the Virginia Tobacco Settlement Foundation's current interactive initiative of the *ydouthink* Campaign: [www.ydouthink.com](http://www.ydouthink.com). This includes website development and management, hosting, interactive media development, and interactive media planning/purchasing/placement. Rescue also developed [www.ystreet.org](http://www.ystreet.org) and the entire backend system used to engage and sustain the youth advocacy base of the Y Street effort. Additionally, Rescue created [www.veeay.com](http://www.veeay.com), a social networking system specifically for 10-15 year olds in Virginia.

Motion: to approve the recommendations of the Marketing Committee for renewal: John James, Marketing Committee Chair.

Vote: Unanimous in favor.

Research

Dr. Kevin Cooper, Research Chair reported on the research contracts and the Enforcement, Evaluation, and Youth Tobacco Survey contracts for approval:

Research Recommendations: *Contracts Not To Exceed Amounts Listed Upon Final Negotiation*

VCU/Balster: Virginia Youth Tobacco Project Research Coalition Core  
\$572,711/3 years

The proposed VYTP Core will continue its activities to coordinate VYTP Research Coalition meetings, a small grants program, a report summarizing and integrating VTTSF-sponsored research, a triennial Research to Practice Conference, preparation of reports documenting the progress of VYTP, the dissemination of information on funding opportunities and facilitating the networking of VYTP researchers.

GMU/Smith: Adolescent Nicotine: From the First Experience to Neural Remodeling  
\$600,000/3 years

Abstract: Work in this laboratory and others has enabled us to now understand that neurobiological reactions to adolescent nicotine differ from those resulting from adult dosing. Following dosing in an early adolescent window of vulnerability, there are substantial long-term changes in neural structure, neurochemistry, and emotional and addictive behaviors which quantitatively [in some cases, qualitatively] differ from reactions to comparable adult doses. Acute dosing during this window also induces different effects than dosing at older ages. However, much remains to be understood regarding both immediate and persisting neurobiological effects of adolescent nicotine. Among the remaining questions are the variables affecting the first nicotine experience, and the nature and extent of long-term consequences.

We propose to address these issues in some detail. First, we propose to study the conditions potentially affecting the first nicotine experience. Preliminary data suggests that a dopamine D3 receptor antagonist blocks the effect of adolescent injection in inducing long-term effects. We propose to follow up on this result, and also to investigate the effects of environmental manipulations at the time of dosing [novel vs. familiar environment, stress] on lasting effects of adolescent nicotine. We see some potential for this knowledge to develop into adolescent-specific interventions for nicotine addiction, and propose a preliminary test of that.

We also propose to continue our investigation into the multiple and persisting effects of adolescent nicotine. We have already demonstrated effects of adolescent nicotine on several neural structures, and propose to investigate potential nicotine-induced changes in the bed nucleus of the stria terminalis, an element of the extended amygdala. We have chosen to examine this structure as it is proposed to play a key role in regulating emotional behaviors, some of which we have shown to be affected by adolescent nicotine exposure.

Finally, we continue to be intrigued by associations between systems related to addiction, and those related to emotion and stress. A theme of the proposed work will be to investigate interrelationships of addiction, emotion, and stress regulation, as they interact with and are influenced by adolescent nicotine dosing.

The proposed work will continue and extend a productive line of work which has already defined previously unknown consequences of adolescent nicotine. The work will be crucial for understanding neurobiological consequences of adolescent nicotine and the neurobiological

underpinnings of continued adolescent nicotine use, and should contribute both to education and prevention efforts regarding adolescent smoking, and to initial development of interventions which are adolescent-specific.

VCU. Bruznell: Exercise as a Prevention and Intervention Strategy for Nicotine Use in Adolescents

\$600,000/3 years

*The primary objective of this project is to determine using animal models whether exercise might block the initiation of nicotine use. As pharmacotherapies are controversial in teens, another goal of these studies is to determine whether exercise will promote nicotine cessation. The potential utility of exercise as an intervention will be examined during two different developmental time-points during adolescence in rats using nicotine self administration, a paradigm that has good face validity for initiation, motivation, and cessation of tobacco use in humans. Recent trends indicate that girls are more likely than boys to initiate smoking, in part due to efforts to control weight gain. Our preliminary data show that female rodents also have a greater propensity for nicotine self-administration during adolescence, suggesting that a biological basis exists for this sexual dichotomy. A secondary goal of this project is to determine if adolescent males and females respond differently to exercise interventions for nicotine initiation and cessation.*

*Although recent work in adults suggests that exercise may be a promising intervention for nicotine dependence, the mechanism for its efficacy is not known. Targeting neurotransmitters, neurotrophins, inflammatory cytokines, and second messengers known to be modulated in humans and rodents by nicotine and exercise, a third goal of this project is to identify molecules associated with positive exercise outcome on nicotine use.*

UVA/O'Loughlen and Hollen - A Decision Aid to Reduce Substance Use Behaviors in Medically at-risk Adolescents: Targeting Persistent Asthma

\$599,960/3 years

This program of research is aimed at enhancing care for “medically at-risk” adolescents. The major objective of the study is to further test a decision aid for adolescents with asthma that is aimed at difficult decisions related to engaging in risk behaviors. Study aims: 1) To test the hypothesis that adolescents with persistent asthma who receive a cognitive-behavioral skills program in the clinic setting to enhance decision making skills (framed within the context of engaging in risk behaviors and their interaction with the disease process and medical treatment) will report increased quality decision making 6- and 12-months post-intervention compared with the usual care/control group; and 2) to explore the hypothesis that adolescents with persistent asthma who receive a cognitive-behavioral skills program in the clinic setting to enhance decision-making skills (framed within the context of engaging in risk behaviors and their interaction with the disease process and related medical treatment) will report (a) maintained or lowered inherent risk motivation and (b) maintained or lowered risk behavior status 6- and 12-months post-intervention compared with the usual care/control group.

VCU/Dowdy: Tobacco Use Prevention and Health Promotion in Virginia Schools: Translating Research into an Evidence-Based Model Curriculum

\$600,000/3 years

The specific aims of this Model Curriculum Project are as follows:

- Form a Health Promotion Curriculum Collaborative (HPCC) among selected university faculty and staff and public school administrators and teachers, to produce a model tobacco-use-prevention and healthy-eating program for use in public schools in Virginia – a education program that is grounded in learning and health-behavior theory, testable with respect to efficacy and effectiveness, flexible in application, and responsive to Virginia SOL guidelines for subject matter.
- Employ the HPCC in framing program objectives and in the design of teaching materials – both for students and for teachers at an appropriate grade level.
- Employ the HPCC in the design of assessment and evaluation tools for school-based testing of program efficacy.
- Arrange for pilot testing of the program in two school districts.
- Employ the HPCC in using the results of the pilot test(s) to prepare a revised program that is ready for efficacy trial.
- Conduct an efficacy pilot trial in four school districts, pitting the Model Curriculum against the Life Skills Center’s LIFT+ program in a 2X2 design.
- Employ the HPCC in analyzing and interpreting the results of the efficacy pilot trial, with an eye to continuing improvement in program effectiveness and to furthering program dissemination in school districts around the Commonwealth.

UVA/Kulbok: Partnering with Rural Youth and Parents to Design and Test a Tobacco, Alcohol and Drug Use Prevention Program Model

\$593,428/3 years

Rural youths in tobacco-growing counties, such as Charlotte County, Virginia (VA), have the highest rates of cigarette and smokeless tobacco (ST) use in the United States (U.S.);<sup>1</sup> and adolescent tobacco use is highly correlated with use of alcohol and other drugs<sup>2</sup>. *Healthy People (HP) 2010*3 pointed to the long-term health threat of adolescent substance use and the need to increase the proportion of adolescents who remain *substance free*. Many rural counties, however, have little knowledge of effective intervention strategies to prevent adolescent substance use. *HP 2010*3 suggested the use of community-based participatory research (CBPR) to create innovative prevention programs and to increase their acceptability, relevance, effectiveness, and sustainability.

Therefore, the specific aims of this study are to:

1. Establish a community participatory research team (CPRT) in rural Charlotte County, VA made up of youth, parents, trusted community leaders, and interdisciplinary researchers from the University of Virginia (UVA), Virginia Tech (VT) and Carilion Health System (CHS);
2. Conduct a community assessment with the CPRT to identify ecological, cultural, and contextual factors influencing substance-free and substance-using adolescent lifestyles.
3. Evaluate the effectiveness of prevention programs with the CPRT in light of the community's ecological, cultural, and contextual dimensions, health attitudes and

- behaviors, and *on that basis* develop a tobacco, alcohol, and drug use preventive intervention for this rural tobacco producing community.
4. Pilot-test the intervention to determine feasibility, acceptability, obtain preliminary effectiveness data, and refine the intervention for formal testing in other rural communities.
  5. Prepare a proposal for external funding to conduct a randomized clinical trial of the refined preventive intervention model in other rural communities.

VCU/Koch: Tobacco Use Among Youth Receiving Public Behavioral Healthcare Services  
\$226,253/3years

Adolescents with behavioral healthcare problems (substance abuse and/or mental health) are particularly vulnerable to tobacco initiation and dependence. However, the extent to which tobacco-related issues are being addressed within behavioral healthcare settings is unknown. Thus, better understanding the issues surrounding the assessment and treatment of tobacco use/dependence among adolescents in behavioral healthcare settings, from both a patient and organizational perspective, is critical. Gaining a better understanding of tobacco-related issues in this population could lead to a reduction in barriers to treatment.

The specific aims of this project are:

1. To examine the extent to which behavioral healthcare providers address adolescent (ages 13 through 17 years) tobacco use/nicotine dependence, including the method used for tobacco use screening/assessment (e.g., standardized assessment instrument, clinical interview, biomarkers), the extent to which tobacco use/dependence is addressed in the treatment plan, and the extent to which tobacco cessation services are offered and provided.
2. To explore the relationship between the screening, assessment and treatment of adolescent tobacco use and individual adolescent characteristics (demographic, diagnostic and treatment variables).
3. To pilot the feasibility of assessing and biochemically verifying tobacco use and nicotine dependence at intake, for adolescents receiving behavioral healthcare services, as well as determine the relationship between nicotine dependence, biochemical measures, and other variables (demographic variables, other diagnoses, medications, etc.).
4. To determine the organizational policies and practices for the screening and treatment of adolescent tobacco use/nicotine dependence, including barriers to screening and treatment, among the network of public, community-based behavioral healthcare services in Virginia (i.e., community services boards).
5. To develop a set of policy and practice recommendations for the assessment and treatment of youth tobacco use/nicotine dependence in behavioral healthcare settings based on the study results and input from behavioral healthcare staff serving on a project advisory committee.

Enforcement: Department of Alcoholic Beverage Control: \$350,000

*The Department will complete compliance checks with retailers throughout the state to identify those that are not in compliance with Virginia's youth access law. It will provide VTSAF 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 VTSP program grantees. VCU will coordinate surveys with each grantee, enter and analyze data, produce individual grantee reports of results, and produce a statewide report of results.*

Youth Tobacco Survey: \$175,000

*The Community Health Research Initiative at VCU, in collaboration with the Survey and Evaluation Research Laboratory at VCU, will conduct two surveys simultaneously for VTSP. The first is the Youth Tobacco Survey (YTS) and the second is the Virginia Youth Social and Healthy Survey which includes questions to inform future marketing campaign efforts as well as questions to capture baseline data on childhood obesity. VCU worked with the Centers for Disease Control and Prevention to select a random sample of schools in Virginia for inclusion in the surveys and will collaborate with CDC on the initial data analysis for YTS. Information is being forwarded to school divisions in June.*

Motion: to approve the recommendations of the Research Committee: Dr. Kevin Cooper, Research Committee Chair.

Vote: Unanimous in favor.

**Old Business:**

None

**New Business:**

Prevention Connections:

Margaret White reported that the Prevention Connections board agreed to expand its initiatives to include childhood obesity and to research funding for youth health initiatives. Prevention Connections is requesting the board to concur with their actions.

The Executive Committee noted their consensus with the action of the PC Board.

**Marketing Presentation:**

Danny Saggese, Director of Marketing, presented the most recent Syke#9 TV Commercials and reported on the 86 Campaign for informational purposes. These included the strategy to effectively reach the two youth subcultures that make up the "Alternative" group of youth in Virginia (defined during the presentation to consist of youth from the Skater/Rocker and Emo/Goth subcultures).

Go to [www.86thesmoke.com](http://www.86thesmoke.com) and [www.SykeEnergy.com](http://www.SykeEnergy.com).

**Minutes:**

Motion: to approve the minutes by Patrick Hughes. Second: Kevin Cooper

Vote: Unanimous in favor

**Announcements:**

Board Meeting Dates:

September 15, 2009

December 1, 2009

**Adjournment**

Meeting adjourned at 2:33 p.m.