



**Board of Trustees Meeting  
Minutes  
May 11, 2010**

**Board Members present:**

Delegate John O'Bannon, III, M.D., Curtis Coleburn, Edda Collins Coleman, Kevin R. Cooper, M.D., Philip A. J. Dawson, M.D., Rickie E. Fulcher, Don Gehring, Senator Emmett W. Hanger, Jr., Stacey A. Hinderliter, M.D., Jeffrey Logan Holland, John O. James, Jr., Delegate William R. Janis, Patti Kiger, M.Ed., James L. McDaniel, M.D., Rosa I. Villoch-Santiago and Claudia Tellez. Jim Burns, MD, Deputy Commissioner of Health, represented Dr. Karen Remley, M.D., as her designee.

**Board Members not present:**

Sanjeev K. Aggarwal, M.D., Corey Howell, Patrick J. Hughes, Sr., Michael C. Kontos, M.D., Keith H. Newby, Sr., M.D., and Senator Ralph S. Northam, M.D.

**Staff:**

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

**Called to order:**

Delegate John O'Bannon, III, M.D. called the meeting to order at 12:15 p.m.

After introductions were made, Delegate John O'Bannon, III, M.D. shared background information on Virginia Foundation for Healthy Youth and its additional mission to reduce youth tobacco use under the previous name as the Virginia Tobacco Settlement Foundation. VFHY has accomplished a great deal over its twelve years of existence and now has a broader opportunity with childhood obesity.

**Minutes:**

Motion: to approve the minutes as presented: Kevin R. Cooper, M.D.

Second: Curtis Coleburn

Vote: Unanimous in favor.

## **Executive Director's Report:**

### **PROGRAMS:**

The American Lung Association in Virginia, a longtime VFHY grantee, notified VFHY that they are closing all Virginia offices and consolidating with the national ALA office as of June 2010. All program staff in Virginia were laid off as of March 2010. ALA currently has four grants with VFHY. Staff are working to develop a plan to address the tobacco cessation program needs of Virginia's youth, as ALA and its N-O-T program successfully reached hundreds of kids each year.

VFHY posted to the VFHY website a schedule of the 45 VFHY Regional Training Workshops scheduled for the 2010 calendar year. The workshops are open to prevention professionals throughout the state of Virginia. Beginning March 30, 2010 through November 9, 2010, workshops will be offered in Richmond, Charlottesville, Roanoke/Blacksburg, and the Tidewater Area. A list of the scheduled workshops can be found on the VFHY website at the following link: <http://www.healthyouthva.org/training/>.

On April 27, representatives from the Regional Advisory Boards met in Staunton to conduct the statewide review of proposals submitted in response to VFHY RFP #852P012. These are for one-year program grants to run from July 1, 2010 through June 30, 2011. A total of \$900,000 is available for funding of awards up to \$75,000 each.

### **MARKETING:**

VFHY received the topline results of the 16<sup>th</sup> wave of our bi-annual field study conducted by Market Decisions. This study is responsible for measuring the awareness and effectiveness of the main media component of the VFHY youth tobacco use prevention marketing campaign among the youth of Virginia. After 7.5 years, the awareness level of VFHY's *ydouthink* campaign remains high at 67% among the target audience: kids in Virginia ages 10-17. The campaign's awareness has now been consistently strong (between 67% and 79%) for 72 consecutive months. Additional key findings from the study include:

- More than 4 in 5 youth who are aware of the *ydouthink* campaign like it (81%).
- Almost all youths think the *ydouthink* campaign is "meaningful" (97%), "believable" (96%), and "easy to understand" (95%).

One of VFHY's distinctive marketing initiatives, "Syke" (pronounced psych), began as a campaign for a fake energy drink that served as a metaphor for the destructive power of cigarettes. Its main objective was to ignite a passionate discontent with tobacco's presence and influence amongst alternative youth in Northern Virginia. Syke has since evolved even further into a socially relevant brand that supports a "smokefree local rock scene" within a subculture of Virginia youth that are typically at greater risk to become smokers. Based on segmentation research conducted by VFHY, the alternative subculture was revealed as being at significant risk, and the Syke intervention was developed to reach the youth of that subculture at the social events they frequent. Syke has been embraced by the subculture, as evidenced by the explosion of attendance at these events, where the smokefree messaging is delivered directly to participants. More than 500 youth are expected at the next event this weekend. Learn more at [www.sykeenergy.com](http://www.sykeenergy.com).

VFHY is currently accepting applications for the 2010-11 Y Street Mini-Grants. The Y St. Mini-Grant program was launched in 2008 to encourage active youth in Virginia to become apart of Y Street and its mission by awarding \$2,000 grants to local student organizations. Y St. is one of VFHY'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 3,500 teens from all across Virginia have attended a training offered by Y Street. To learn more about Y Street or the Mini-Grant opportunity, go to <http://ystreet.org/minigrants.php>.

VFHY's volunteer teen action group, Y Street, released the results of a survey it conducted of more than 1,400 Virginia residents as part of its MeltDown Campaign. MeltDown targets smokeless and dissolvable tobacco products, such as Camel Orbs, which can be mistaken for either candy, mints or gum due to their flavoring or packaging. Current Y Street action projects include sending complaint letters to teen-friendly publications that are advertising the products. (Reynolds advertises for Orbs in magazines with large youth readerships such as People, Entertainment Weekly and Rolling Stone, extolling the product as "date friendly" and "stadium friendly.") More information about the MeltDown Campaign can be found at [www.meltdownva.com](http://www.meltdownva.com).

Among the MeltDown Campaign survey's findings:

- 39 percent of teens surveyed believed Camel Orbs to be candy, mints or gum, based on its packaging.
- Among teen respondents who do not currently use tobacco, 27 percent said they would try Camel Orbs Fresh, dissolvable mint-flavored tobacco pellets, based on the packaging alone.
- 57 percent of respondents believed that Frost (a flavor of Camel Snus) was a flavor associated with candy, gum or mints, and 71 percent said they would try a Frost-flavored product.
- Among non-tobacco-using teens under 18, the percentage of those who would try a Frost-flavored product rose to 75 percent.

The complete MeltDown Campaign survey report findings may be found at: [www.HealthyYouthVA.org/documents/Meltdown.pdf](http://www.HealthyYouthVA.org/documents/Meltdown.pdf).

### **RESEARCH:**

The Virginia Youth Tobacco Project (VYTP), funded through VFHY, hosted a two-day coalition meeting at the Richmond Hilton Garden Inn, March 24-25. Researchers from universities throughout the state attended. The agenda included presentations by VFHY research grantees as well as grantees funded through a small grants project at VCU. Additionally, a panel of VFHY program grantees discussed their community-based programs, a youth cessation guide was presented by VCU faculty and Rescue Social Change Group presented a session on development and evaluation of social marketing campaigns.

## **BUDGET:**

The Executive Committee met on Thursday, April 8, at 12 p.m. at the VFHY office to discuss the change in the Foundation's MSA's allocation of 10% to 8.5% by the General Assembly. The Committee reviewed various options to reduce the budget from \$15 million to \$11.2 million.

In addition, the General Assembly directed that \$1 million be dedicated to childhood obesity by the Foundation. Several childhood obesity initiatives were discussed and further discussions will occur at the May Board of Trustees meeting.

## **YOUTH TOBACCO SURVEY:**

VCU has completed data collection and is preparing a final report for VFHY. A number of school divisions required us to delay data collection until early in 2010 due to weather and scheduling conflicts. We anticipate a final report in approximately one month.

## **AMERICAN RECOVERY AND REINVESTMENT ACT (ARRA) GRANT**

### **APPLICATION:**

In fall 2009, VFHY helped prepare a grant application in response to a federal stimulus grant: CDC RFA DP09-90101ARRA09, Communities Putting Prevention to Work: State Supplemental Funding for Healthy Communities, Tobacco Control, Diabetes Prevention and Control and Behavioral Risk Factor Surveillance System. VFHY and Prevention Connections (PC) were proposed as sub-recipients within the grant application to handle projects including: VFHY - marketing efforts for the state Quitline to youth and adults; PC - Safe Routes to School (SRTS) and vending machine audit mini-grants statewide for Title I schools, along with marketing for young adults. Approximately \$750,000 will be contracted to VFHY and PC through the non-competitive portion of the RFA.

### **CHILDHOOD OBESITY:**

In her first solo public appearance, Virginia First Lady Maureen McDonnell was the keynote speaker at VFHY's first annual Virginia Healthy Youth Day on Jan. 20, announcing that childhood obesity prevention would be one of her major initiatives as First Lady. VFHY held the event to promote healthy lifestyles, including physical fitness, good nutrition and avoiding tobacco products. About 250 elementary and middle school students from Chesterfield County and Fluvanna County public schools attended the event, exercising on the State Capitol grounds with exercise specialists with American Family Fitness. Mascots from various state universities, including the University of Virginia, the University of Richmond and Virginia Commonwealth University, were also in attendance. The Chesterfield County Swingers, a jump rope team for school-age girls, performed at the event. Ukrop's Super Markets provided healthy lunches to the children and the children received pedometers and jump ropes from event participants, such as the Virginia Department of Health's CHAMPION program. The General Assembly issued a proclamation recognizing Virginia Healthy Youth Day as an annual event, and local television and print media covered the event.

Virginia First Lady Maureen McDonnell invited VFHY Executive Director Marty Kilgore to attend First Lady Michelle Obama's official kick-off of her national "Taking on Childhood Obesity" initiative, which was held on Jan. 28 at a YMCA in Alexandria. Other participants in the event included: U.S. Surgeon General Dr. Regina Benjamin; U.S. Secretary of Health and

Human Services Kathleen Sebelius; and Dr. Judith Palfrey, president of the American Academy of Pediatrics.

At the request of the Governor's Office, Virginia Foundation for Healthy Youth Executive Director Marty Kilgore participated in a Feb. 5 conference call with the White House and First Lady Michelle Obama's Office to discuss national childhood obesity prevention initiatives. The White House issued a Presidential Memorandum on Feb. 9 concerning these initiatives.

Kilgore also participated in a Feb. 10 conference call with U.S. Secretary of Agriculture Thomas J. Vilsack about the Obama Administration's proposed reauthorization of the Child Nutrition Act. The call included an update on First Lady Michelle Obama's childhood obesity initiative.

Executive Director Marty Kilgore and Deputy Director Marge White met with the Barry Taylor, president and CEO of the UMCA of Greater Richmond and Executive Vice-President Karen Keegan at the Downtown YMCA to discuss potential opportunities for collaboration regarding childhood obesity and tobacco use prevention.

Kilgore and White met with Laura Haemker, station manager for Radio Disney Richmond, during the week of March 8 to discuss opportunities for collaboration.

Newsweek magazine extended a V.I.P. invitation to Virginia Foundation for Healthy Youth Executive Director Marty H. Kilgore to attend Newsweek's Executive Forum on Childhood Obesity, held on March 16 at the National Press Club in Washington, D.C. The keynote speaker at the forum, which was moderated by Newsweek Editor Jon Meacham, was U.S. Secretary of Agriculture Tom Vilsack. Other speakers at the national forum included Virginia First Lady Maureen McDonnell, U.S. Rep. George Miller, former U.S. Surgeon General Dr. David Satcher and Jacksonville Jaguars running back Maurice Jones-Drew.

Registration opened on March 15 for the Virginia Foundation for Healthy Youth's [Weight of the State childhood obesity prevention conference](#), which is being chaired by Virginia First Lady Maureen McDonnell. The conference has completely sold out of conference tickets and exhibit tables. Sponsored by VFHY and Prevention Connections, the conference will be held at the Westin Richmond hotel on May 17-18. Mrs. McDonnell will be speaking at the conference on May 18 to a capacity crowd of 275 attendees. (So many people wanted to attend that VFHY had to add 25 slots and create a waiting list in case of cancellations.) Inspired by the CDC's Weight of the Nation conference held last summer in Washington, D.C., this Virginia conference will present the most current data and statistics on childhood obesity in the Commonwealth. Presenters will discuss approaches being used in other states and localities, and participants will learn the latest prevention strategies on a variety of topics, including: school nutrition programs; innovative physical fitness initiatives; pediatric health care approaches; and delivering prevention messages to young people via social marketing techniques like those employed by successful advertising agencies and corporations. Conference sponsors include: Anthem; Bon Secours; the Virginia Department of Health; the Virginia Department of Education; American Family Fitness; Optima Health; VA Commonwealth Healthcare Association; CPAC; Whole Foods; Martin's; Barber Martin Advertising and Rescue Social Change Group. Speakers at the

conference will include Dr. Mary Beth Bigley of the U.S. Surgeon General's Office and Virginia Health Commissioner Dr. Karen Remley.

VFHY Executive Director Marty H. Kilgore, who serves on the steering committee of Virginia First Lady Maureen McDonnell's FLITE (First Lady's Initiative Team Effort) initiative, attended an April 21 event at the Executive Mansion to kick off FLITE. Members of the FLITE program help the First Lady's office identify innovative people, programs and organizations across the state that are worthy of recognition for their work in one of the First Lady's key focus areas: health and wellness (including childhood obesity prevention); economic development (Virginia wineries, tourism, Virginia Film Office); military families; and women's achievements.

### **NEW ADMINISTRATION:**

Virginia First Lady Maureen McDonnell announced that she is making childhood obesity prevention one of her major initiatives as First Lady. In her first solo public appearance as First Lady, Mrs. McDonnell was the keynote speaker at VFHY's first annual Virginia Healthy Youth Day on Jan. 20. Mrs. McDonnell also is the honorary chair of VFHY's Weight of the State childhood obesity prevention conference and will be the featured speaker, welcoming conference attendees on May 18. The First Lady has involved VFHY in events and meetings regarding childhood obesity prevention and she has mentioned in interviews that she is working closely with VFHY on childhood obesity prevention. VFHY is honored to have Mrs. McDonnell's support and leadership on this crucial public health issue.

Virginia Secretary of Health and Human Resources Dr. Bill Hazel and Deputy Secretaries Matt Cobb and Keith Hare met with Virginia Foundation for Healthy Youth staff members on March 9 in order to learn more about the Foundation and how it fulfills its mission to reduce and prevent youth tobacco use and childhood obesity.

On Monday, April 26, 2010, Jenny Martin, Grants Program Administrator, attended Secretary Hazel's Health Summit at UVA-Wise. She presented an overview of VFHY, its accomplishments and collaborative partnerships to date as well as the challenges that lie ahead. Other state agencies present were the Virginia Departments of Health, Social Services, Blind and Vision Impaired, Rehabilitative Services and Planning District One Behavioral Health Services. Officials from Scott County and the Lonesome Pine Office on Youth were also in attendance.

### **PUBLIC RELATIONS/MEDIA:**

The Richmond Times-Dispatch ran an article about the Virginia Foundation for Healthy Youth's childhood obesity prevention initiative, "Next Target: Child Obesity," on the cover of the RT-D's business section on March 3. The article included photos from the Foundation's Virginia Healthy Youth Day event, including a photo of our keynote speaker, Virginia First Lady Maureen McDonnell. Written by Tammie Smith, the article included an interview with VFHY Executive Director Marty Kilgore, who discussed the Foundation's new mission to reduce and prevent childhood obesity and mentioned the Foundation's upcoming statewide childhood obesity prevention conference on May 17-18 at the Westin Richmond hotel.

WRVA 1140 AM morning news radio host Jimmy Barrett interviewed Virginia Foundation for Healthy Youth Executive Director Marty Kilgore on March 4 about VFHY's childhood obesity

initiative. During the interview Kilgore mentioned that Virginia First Lady Maureen McDonnell had formally kicked off the Foundation's childhood obesity initiative at the Virginia Healthy Youth Day event on Jan. 20, in which 250 children exercised with Mrs. McDonnell on the State Capitol lawn to promote physical fitness.

Chef Christine Wansleben, owner of Mise En Place culinary school in Richmond, promoted VFHY's upcoming Weight of the State childhood obesity prevention conference with an appearance on WTVR News 6's Virginia This Morning show on March 11. Wansleben will be demonstrating some of the same healthy food preparation techniques that she will be teaching at the conference.

On March 19, Virginia Foundation for Healthy Youth Executive Director Marty H. Kilgore delivered a presentation about VFHY's childhood obesity prevention mission to [Chesterfield County's Coalition for Active Children](#) (COACH) at the Chesterfield County Central Library. COACH's members include members from county government, public schools and health agencies as well as community groups, faith-based organizations and parents.

VFHY has established active presences on social networking sites [Facebook](#) and [Twitter](#) (@HealthyYouthVA) as well as [ConnectRichmond.org](#).

#### **PREVENTION CONNECTIONS:**

PC submitted an application to the Partnership for Prevention for \$28,000 to host a summit and follow-up strategic planning sessions. The purpose is to form a state plan for tobacco cessation treatment for youth and adults.

A renewal contract for \$11,750 has been approved by VDH for PC to continue work with university athletic venues to adopt smoke-free policies and promote smoking prevention and cessation.

PC has also been awarded a \$20,000 from the Safe Routes to School National Partnership to coordinate the Safe Routes to School Network in Virginia. The funding covers the cost of a contracted part-time coordinator to convene meetings and promote SRTS statewide.

#### **Budget Report:**

Wilma Jordan presented the actual expenditures to budget for July 2009 – March 2010 and the balance sheet as of March 31, 2010. The board reviewed the proposed budget for FY2011 – FY2012.

The proposed budget revision is a result of the budget reduction included in the Biennial Budget as passed by the General Assembly. Budget reductions included approximately \$1 Million cuts to Programs and Marketing based on projected expenditures from FY10, the 3-year program contracts funded at contracted levels for years 2 and 3, reducing the available funding through the 1-year program RFP, a 15% reduction to research contracts, eliminating funding for enforcement since it will be funded through FDA, no deposit into VFHY endowment, charging administrative costs to respective initiatives, and leaving one position vacant.

Marge White added that the MSA revenue and withholding with the program carry forward leaves an available budget of approximately \$10.5 Million. The budget includes \$1 Million for obesity initiatives as required by the Commonwealth of Virginia Biennial Budget.

Motion: to accept the proposed budget report for FY2011 – FY2012: Delegate William Janis

Second: Edda Collins Coleman

Vote: Unanimous in favor

The Auditor of Public Accounts completed the preliminary reviews of FY2010 and plan to finalize the audit around the end of August after financial reports are available.

**Public Comment:**

None

**Committee Reports/Business:**

**Program Committee**

Dr. James McDaniel reported that the Program Committee reviewed the list of proposals recommended for funding based on the revised budget. Sixty-six proposals were reviewed. The Statewide Review Panel recommended twenty-three proposals for one-year grants, which will begin July 1, 2010. Five alternate proposals were also approved for funding in the event any of the twenty-three prospective grantees declines a contract.

Motion: to approve the recommendations of the Regional Advisory Boards and the Program Committee of VFHY, and award grants to the 23 organizations and 5 alternates listed for final recommendations from the one-year program grant award RFP#852P012, for July 1, 2010 through June 30, 2011, with total funding not to exceed \$900,000: Dr. James McDaniel.

Second: Delegate William Janis

Vote: Unanimous in favor.

**Marketing Committee**

Jay O. James, Jr. Chair of the Marketing Committee reported on the marketing contracts recommended for approval:

**VTSF's Marketing Initiative**

**Barber Martin Advertising**

**Contract Number: 8520672**

**Award amount not to exceed: \$3,500,000**

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.

**VTSF's Street Marketing/Youth Advocacy Initiative**

**Rescue Social Change Group**

**Contract Number: 8520673**

**Award amount not to exceed: \$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.

VTSF's Marketing Campaign Evaluation and Research

**Market Decisions, Inc.**

**Contract Number: 8520675**

**Award amount not to exceed: \$150,000**

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.

VTSF's Marketing Campaign Evaluation and Research

**Rescue Social Change Group**

**Contract Number: 8520674**

**Award amount not to exceed: \$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.

VTSF's Marketing Campaign Online and Interactive Initiatives

**Rescue Social Change Group**

**Contract Number: 8520403**

**Award amount not to exceed: \$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. Additionally, the contractor will maintain [www.ystreet.org](http://www.ystreet.org), the system used to engage and sustain the youth advocacy base of the Y Street effort, as well as [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: Jay O. James, Marketing Committee Chair.

Second: Delegate William Janis

Vote: Unanimous in favor.

**Marketing Presentation**

Danny Saggese, Director of Marketing, presented the most recent TV Commercials. These included Forest, Puppy, Kitten, Cat and Texting.

### Research Committee

Dr. Kevin R. Cooper reported that the results of the childhood obesity will be presented at the Weight of the State Conference and that the results of the YTS survey will be available in a month.

The Research Committee recommended the Evaluation and Youth Tobacco Survey Contracts for approval:

#### Evaluation: Virginia Commonwealth University: \$206,000

The Survey and Evaluation Research Laboratory at VCU, will continue to coordinate the statewide program evaluation process with VFHY 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: \$60,000

The Survey and Evaluation research Laboratory at VCU (SERL) will complete the planning phase for the Fall 2011 YTS. VCU will work with the Centers for Disease Control and Prevention to select a random sample of schools in Virginia for inclusion in the surveys. Information will be prepared and sent to selected school divisions in spring of 2011. SERL staff will also contact schools and continue to follow up with them to gain their participation.

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

Second: Delegate William Janis

Note: Don Gehring recused himself from the discussion and vote for the Evaluation and Youth Tobacco Survey contracts.

### **Old Business:**

None

### **New Business:**

#### Development Report

Henry Harper, III reported on grants received, grant applications submitted and sponsorships for the Weight of the State Conference:

#### Grants received

##### VFHY

Stimulus (ARRA) grant - \$280,000

VFHY is a named sub-recipient in a grant awarded to VDH to market the state Quitline to youth and adults.

##### PC

Stimulus (ARRA) Grant - \$493,870

PC is a named sub-recipient in a grant awarded to VDH to conduct a counter-marketing campaign for young adults related to tobacco use, award mini-grants to schools for Safe Routes

to School “Walk to School Days,” award mini-grants to schools for vending machine audit and content replacement, provide training to School Health Advisory Boards, and to coordinate regional trainings for tobacco use control and prevention.

Safe Routes to School Network - \$30,000

The National Safe Routes to School Partnership awarded funding to coordinate the VA SRTS Network, a statewide group engaged to promote and expand SRTS participation. A part-time coordinator has been contracted to complete this work.

Tobacco Prevention Grant - \$11,750

VDH awarded renewal funding to PC to work with college athletic stadiums to establish and promote smoke-free venues and to promote the state Quitline.

ACTTION Grant - \$27,764

The Partnership for Prevention awarded PC funding to convene a summit of key stakeholders to create a state strategic plan for tobacco use cessation. The plan will focus on health care systems, health care providers’ practices, mental health/substance abuse facilities, insurers, employers and community organizations. The summit is being planned for September.

Two grant applications submitted

National Cancer Institute - \$7,714,970 over a 5-year period

An application was submitted by VFHY to request funding to study the social branding approach of our marketing campaign. The funds would allow additional subculture interventions to be conducted and compared to the current Y campaign efforts.

SAMHSA (Substance Abuse Mental Health Services Administration) – \$49,375

An application was submitted to fund a conference entitled, “Reducing Tobacco Use in Youth and Young Adults” that would combine the VFHY grantee conference with one previously conducted separately by PC.

Sponsorship for obesity conference

Sponsors - \$50,500

Exhibits - \$3,750

Childhood Obesity Presentation

Marge White, Deputy Director and Danny Saggese, Director of Marketing, presented the current initiatives by Marketing, Programs and Research for Obesity Prevention:

Marketing

Competitive step dancing through STEP Royale Dancing League in Hampton Roads.

Programs

Obesity Prevention Supplemental Programs added to Compendium of Programs, several of which were included in one-year program grants.

## Research

A Baseline Survey on Childhood Obesity with results to be released May 18, 2010.

Margaret White also presented a proposed plan to continue these initiatives and to issue an RFP to fund infrastructure and implementation grants for obesity prevention. The infrastructure grants would provide funding for new community coalitions to form, develop a community plan and implement at least one pilot initiative. The implementation grants will provide funding for existing coalitions to implement one or more initiatives in their community. The initiatives will focus on policy, social and/or environmental change and must be selected from a list of Promising- and Evidence-Based Practices approved by VFHY. This list will be developed from recommendations of the CDC, the Institute of Medicine and Robert Wood Johnson Foundation; organizations that have studied practices to reduce childhood obesity.

Motion: to approve the recommendations for Obesity Prevention: Senator Emmett W. Hanger, Jr.

Second: Rickie Fulcher

Vote: Unanimous in favor.

## **Final Comments:**

Delegate John O'Bannon, III, M.D. thanked everyone for attending today.

## **Announcements:**

Board Meeting Dates:

September 14, 2010

December 1, 2010

All meetings will be held at the VCU Siegel Center in the Founders Room.

## **Adjournment:**

Meeting adjourned at 1:35 p.m.