



**Board of Trustees Meeting
Minutes
May 17, 2011**

Board Members present:

Sandy L. Chung, M.D., Curtis Coleburn, Edda Collins Coleman, Kevin R. Cooper, M.D., Stacey M. Ely, Robert C. Gunther M.D., Senator Emmett W. Hanger, Jr., F.A.A.P., Corey Howell, Patti Kiger, M.Ed., Robert Leek, Christopher S. Nicholson, M.D., Senator Ralph S. Northam, M.D., Stephen Reardon, Davis C. Rennolds, Claudia Tellez.

Board Members not present:

Sanjeev K. Aggarwal, M.D., Don Gehring, Jeffrey Logan Holland, John O. James, Jr., Delegate William R. Janis, Sarah T. Melton, PharmD, BCPP, CGP, Delegate John O'Bannon, III, M.D. and Karen Remley, M.D.

Staff:

Lisa Brown, Eloise Burke, Richard Foster, Donna Gassie, Henry Harper, III, Heidi Hertz, Wilma Jordan, Marty Kilgore, Danny Saggese and Margaret White.

Counsel:

Carrie S. Nee, Office of the Attorney General

Guest:

Robert L. Balster, Ph.D., VCU Institute for Drug and Alcohol Studies
Allison B. Breland, Ph. D., VCU Institute for Drug and Alcohol Studies
J. Randy Koch, Ph.D., VCU Institute for Drug and Alcohol Studies
Andrea Long, The Up Center

Called to order:

Patti Kiger, M.Ed., Vice-Chair called the meeting to order at 12:05 p.m.

After introductions, Patti Kiger, M.Ed., welcomed everyone to the meeting.

Minutes:

Motion: to approve the minutes as presented: Stacey A. Hinderliter, M.D., F.A.A.P.

Second: Karen Remley, M.D.

Vote: Unanimous in favor.

Research Presentation:

Robert L. Balster, Ph. D., VCU Institute for Drug and Alcohol Studies reported on the Virginia Youth Tobacco Projects (VYTP) current organization, goals of the project, key findings and that VYTP is one component of a much larger youth tobacco control effort. This is the ten year anniversary of the VYTP Research Coalition which includes over 40 faculty members from seven of Virginia's research universities. More information can be found at:

www.vcu.edu/idas/vytp.html.

Executive Director's Report:

PROGRAMS:

The Statewide Evaluation Report for 2009-2010 of VFHY tobacco use prevention and cessation programs was finalized. More than 39,000 youth participated in this annual evaluation.

Highlighted findings include: Elementary, middle and high school age children met or exceeded the performance objective on every core measure of success; and, self-efficacy increased from 22.3% to 42.6% for youth that smoked and intended to quit. Overall, the evaluation points to the continued positive impact VFHY programs are having on Virginia's youth.

Regional Grants Administrators conducted their annual site visits with grantees in their regions. Both tobacco use prevention and cessation grantees and the new Healthy Communities Action Team youth obesity prevention grantees were included. Activities, budgets and overall project progress were reviewed. Grantees were on track and meeting goals and objectives.

The Virginia Foundation for Healthy Youth forwarded a 2011 Training Interest Survey to over 1500 statewide tobacco use prevention and obesity prevention professionals. A total of 545 responded to the survey. As a result we are offering 32 workshops in four regions throughout the state (Northern Virginia, Tidewater Area, Richmond and Roanoke). Workshops will begin June 2 – Oct. 28. The Department of Behavioral health and Development Services (DBHDS) has awarded scholarships in the amount of \$8,000 for statewide community services board (CSB) prevention staff to attend.

The Director of Programs and the Obesity Prevention Coordinator presented a session on Childhood Obesity Prevention for Youth with Disabilities at the annual Transitions Conference in Norfolk on March 16, 2011.

Regional Advisory Board meetings took place in the following regions: March 17 for the Southwest Region Board; March 22 for the North Region Board; and March 8 for the Southeast Region Board. The Director of Programs attended the Southeast Board's meeting.

The Southwest Regional Advisory Board met on March 17. Two grantee presenters shared information about their programs/initiatives. The Virginia Interfaith Center for Public Policy

shared updates on their Healthy Communities Action Team grant and Giles County Public Schools reviewed the status of their tobacco use prevention programs. Board members discussed the five Virginia Healthy Youth Day events held in the Southwest region on Jan. 20, the ongoing Safe Routes to School and Vending Machine mini grant opportunities, upcoming conferences and the new, enhanced Virginia quit line. Board members also provided VFHY staff with their feedback on the structure and timeline for future tobacco grants.

The North Regional Advisory Board met on March 22. A staff person from the Alexandria Community Services Board Preschool Prevention Team presented on their VFHY-funded Al's Pals program. Other agenda items included: update on VFHY research grants, expanded tobacco quit line services, and grant updates for the North region.

The Southeast Regional Advisory Board (RAB) meeting was held on March 8. Andrea Long from The UP Center presented information on her group's implementation of the Creating Lasting Families program. VFHY Director of Programs Donna Gassie was present at the meeting and asked Long to make a similar presentation to the VFHY Board of Trustees at their May 17 meeting. Other agenda items from the Southeast RAB meeting included reports on HCAT grantees, an update on site visits and review of budget issues and upcoming RFPs.

On April 5-6, VFHY held its second annual national Reducing Tobacco Use conference, co-sponsored by Prevention Connections. The conference's more than 300 attendees included tobacco-use prevention professionals from 25 states, as well as VFHY prevention grantees. Virginia Secretary of Health and Human Resources Dr. Bill Hazel addressed the conference at the April 5 luncheon. The keynote speaker was Dr. Stanton Glantz, the American Legacy Foundation Distinguished Professor of Tobacco Control and Director of the Center for Tobacco Control Research and Education at the University of California, San Francisco. Glantz discussed the impact on depictions of smoking in movies and mass media upon young people. Other sessions at the conference focused on topics including: engaging young people; the role of early social and emotional development in prevention teaching; tobacco prevention in faith-based settings; grants management; and smokeless tobacco products.

Joseph Lee of The University of North Carolina at Chapel Hill attended VFHY's 2011 tobacco reduction conference and sent the following email: "Marty and Marge, I wanted to write and complement you all on a wonderful conference in Newport News! As part of the evaluation team for your sister organization in North Carolina, the NC Health & Wellness Trust Fund, it was wonderful to see another state's work. Your speaker lineup and the sessions I attended were better than many national conferences I have been to. My compliments to all of your staff for a wonderfully planned and executed conference. I will also share the quality of your conference with Tom Brown, tobacco program officer, from the Health & Wellness Trust Fund in the hope that in less austere times, more of his staff and grantees are able to attend..."

Third quarter reports have been received from VFHY tobacco-use prevention and cessation grantees as well as the Healthy Communities Action Teams (HCAT) grantees. The programs and coalitions were on track with their work plans.

The Program Department met for its quarterly meeting on May 2. Agenda items included grants management updates for FY 2012, evaluation of grant programs, the RFP schedule for FY12, projection of grantee budgets for the final year of their grant awards, annual training for tobacco-use prevention grantees and planning for the 2011 Weight of the State Obesity Prevention Conference.

MARKETING:

At the request of the Virginia Department of Social Services, VFHY Executive Director Marty Kilgore and Director of Marketing Danny Saggese hosted a meeting on Jan. 4 to demonstrate how VFHY uses segmentation within its formative research efforts to better understand the varied sub-segments of youth culture that exist in Virginia. In attendance from DSS were Commissioner Martin Brown, Director of Family Services Paul McWhinney, Director of Research Erik Beecroft and Assistant Director of Public Affairs Melissa Perdue. Greater Richmond Fit4Kids Program Coordinator Rachel Harms also attended. Brown presented information on DSS's Strengthening Virginia's Families initiative and expressed interest in incorporating the market segmentation approach into service delivery.

Danny Saggese, Director of Marketing, made a presentation to the Department of Medical Assistance Services (DMAS) at their Medicaid managed care workgroup meeting on Jan. 5. The presentation covered DMAS' potential involvement in the VFHY's promotion of the expanded services of the VA tobacco QuitLine, as well as VFHY's mission to reduce childhood obesity in Virginia.

The Campaign for Tobacco-Free Kids (CTFK) has named Y Street the winner of its 2011 Youth Advocates of the Year (YAYA) Group Award. CTFK annually honors the accomplishments of outstanding young people who are the most effective leaders in tobacco control. There isn't a more prestigious award for Y Street to win than the CTFK's YAYA. Y Street members will be presented their award at the CTFK's annual YAYA gala on May 18, 2011, at the Ritz Carlton Hotel in Washington DC.

On Jan. 20 (Virginia Healthy Youth Day), four young people from the Y Street Leadership Team accompanied voluntary organization staff to visit members of the Virginia General Assembly. Corey Howell of Trinity Episcopal High School, Judy Hou of Maggie L. Walker's Governor's School, and Gray Fultz & Alex Grace of James River High School were able to share their leadership experiences as members of Y Street, and what those efforts have meant to their communities. These young people were able to present to the following General Assembly members or their aides: Senator Lucas, Senator Northam, Delegate Brink, Senator Stosch,

Senator Watkins, Senator Howell, Delegate Landes, Delegate Morgan, Delegate Jones, Delegate Dance, Delegate Cox, Senator Norment and Senator McEachin.

For the second time in a year, Y Street has submitted a report to the FDA as part of a docket for review; this time on the proposed cigarette pack warning labels. In just a few short weeks, Y St. collected more than 2,000 surveys from 89 different communities across Virginia. A summary report was sent off to the FDA, and now we wait until June 22 to see what their final decisions will be. After that, the new warning labels will be placed on cigarette packs within 15 months.

Some of the findings' highlights include:

- The highest rated warning labels were those with pictures of real people
- Cartoon graphics scored among the lowest
- Tobacco users gave lower rankings than all other respondents

Danny Saggese, Director of Marketing, and Marge White, Deputy Director, met with contractors Rescue Social Change Group and Barber Martin Agency for the continued development of future tobacco-use prevention messages. Much of the discussion centered on the findings of recent research conducted with our focus market, and which type of messaging would most effectively resonate with that group. Numerous discussions continued with a final meeting taking place in March. Filming took place in May for the next round of tobacco prevention messaging for youth in Virginia.

On April 8, VFHY released a Request for Proposals for the Web/Interactive Marketing Initiative. The RFP seeks agencies for continued implementation of the VFHY's current interactive/online initiatives. Ten proposals were received and a recommendation will be made by the Marketing Committee to the full Board.

The VFHY's television ad "Forest" received the Best in Show award at the 2011 Richmond Ad Club's annual Richmond award show. VFHY contractor Barber Martin Agency produced the ad, which brings to light the devastating contribution tobacco consumption makes toward global deforestation. The ad concludes with the fact "Every day, 1.5 million trees are cut down to make cigarettes."

CHILDHOOD OBESITY:

Virginia Governor Bob McDonnell, First Lady Maureen McDonnell and Washington Redskins football player Lorenzo Alexander debuted a Redskins Youth Fitness Zone on Jan. 6 at Fred Lynn Middle School in Woodbridge. VFHY Executive Director Marty Kilgore, Deputy Director Marge White and Marketing Director Danny Saggese attended the event, along with State Health Commissioner Dr. Karen Remley and VFHY Prevention Obesity Coordinator Heidi Hertz (who

then represented VDH's CHAMPION program). The Redskins Youth Fitness Zone was donated by the Washington Redskins Charitable Foundation and GlaxoSmithKline. After a brief ribbon cutting ceremony, Redskins players and Governor McDonnell led a group of 40 students in a series of exercises specifically designed to motivate them to make fitness an everyday activity. The Redskins Youth Fitness Zone is part of the Redskins' and GlaxoSmithKline's commitment to Play 60, which encourages youth to be active for 60 minutes every day as a way to combat childhood obesity.

Executive Director Marty Kilgore, State Health Commissioner Dr. Karen Remley and Greater Richmond Fit4Kids Board Chair Tom Byrd (former CEO of Anthem) and Program Coordinator Rachel Harms met on Jan. 4 to discuss possible partnership opportunities.

On Jan. 21, First Lady of Virginia Maureen McDonnell addressed the General Assembly's first Allied Health Caucus meeting of 2011, hosted by Delegates T. Scott Garrett and Rosalyn Dance. VFHY Executive Director Marty Kilgore also spoke at the meeting.

Executive Director Marty Kilgore, State Health Commissioner Dr. Karen Remley and Heidi Hertz, VFHY Obesity Prevention Coordinator, met on Feb. 8 with Mary Shea Sutherland, Chief of Staff to Virginia First Lady Maureen McDonnell, to discuss planning for the Capitol Feats Walk, which was held Feb. 23. Highlighting Heart Month in Virginia, Governor and Mrs. McDonnell led a group of state employees and legislators on a "Capitol Feats" walk around Capitol Square to promote regular physical fitness, good nutrition and heart health. Prevention Connections was the featured partner for the event. Health and Wellness is a key initiative of Mrs. McDonnell's FLITE (First Lady's Initiatives Team Effort) program.

Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz participated in a collaboration meeting with Charles Green, Director of Marketing with the Virginia Department of Agriculture and Consumer Services. This meeting was a follow-up to previous discussions highlighting opportunities regarding improving access to healthy foods and creating sustainable agriculture initiatives on Tangier Island.

Deputy Director Marge White met with Rick Gossberg of the Farm to Table project. He is interested in both childhood obesity and tobacco-use prevention. Additionally, Gossberg's wife is a pediatrician who is also looking for an opportunity to be involved with these issues.

Executive Director Marty Kilgore highlighted VFHY childhood obesity prevention initiatives at the statewide Virginia YMCA Key Leaders Conference held on March 23. YMCA CEOs and program staff from across Virginia attended. The conference was sponsored by the YMCA of the USA. Kilgore and VFHY Heidi Hertz also led an afternoon breakout session to further discuss childhood obesity prevention strategies.

Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with Karin Addison, Special Advisor for Children's Transformation on March 24. The meeting

focused on VFHY projects in partnership with the state Department of Agriculture, the Virginia Chapter of the American Academy of Pediatrics, and potential legislation regarding daily physical education minutes in public school grades K-8.

On April 4, Executive Director Marty Kilgore and Heidi Hertz, Obesity Prevention Coordinator attended the Virginia Dietetic Association's Annual Meeting in Fairfax. In their presentation, First Lady, Maureen McDonnell and Marty Kilgore highlighted obesity prevention activities and initiatives throughout the Commonwealth.

On April 30, Lisa Brown, Regional Grants Administrator, North Region, attended the "Let's Move the Needle on Childhood Obesity Summit" at George Mason University hosted by Inova Health System and the Community Foundation for Northern Virginia. The summit was a call-to-action for businesses, nonprofits, schools and others to begin collaborative efforts to combat childhood obesity in Northern Virginia. Speakers included: Dr. Diane Helentjaris, Director of Family Services, Virginia Department of Health; Virginia state Senator George Barker; and Sheila C. Johnson, CEO, Salamander Hospitality, LCC, Vice-Chairman, Monumental Sports & Entertainment, President & Managing Partner of WNBA's Washington Mystics and co-founder of BET (Black Entertainment Television).

Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz presented at the second annual Healthy Eating Active Living (HEAL) Appalachia Symposium in Kingsport, Tenn. This meeting highlighted state, regional and local childhood obesity prevention activities in Southwest Virginia and Northeast Tennessee. Included in the presentation from VFHY were agency highlights such as the Weight of the State conference, Healthy Youth Day, Healthy Community Action Teams (HCAT) grants and funding opportunities through Prevention Connections.

In partnership with the Office of the First Lady, Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz helped coordinate the annual garden planting at the Executive Mansion. First Lady of Virginia Maureen McDonnell invited 20 preschool children from the North Richmond YMCA to assist her in planting vegetables and herbs. Other partners included Southern States, the Metro Richmond YMCA, and the state Department of Agriculture and Consumer Services.

WEIGHT OF THE STATE:

Staff met on January 25 to discuss the second annual Weight of the State Childhood Obesity Prevention Conference. The conference will be held at the Richmond Marriott on Oct. 4-5 and will highlight six tracks for various obesity prevention strategies. First Lady Maureen McDonnell has agreed to serve as Honorary Chair of the conference.

Executive Director Marty Kilgore and Heidi Hertz, Obesity Prevention Coordinator, met with Karen Rawlyk, principal of Crestview Elementary School; Jessica Dawson, school nurse coordinator for Henrico County Public Schools; and Kelly Dyer, physical education teacher, on

April 11. VFHY is excited to partner with Crestview Elementary School to host the 2011 Walk to School Day event in conjunction with the Weight of the State Conference on Oct. 5, 2011.

RESEARCH:

On March 9 and 10, Executive Director Marty Kilgore, Deputy Director Marge White and Regional Grants Administrator Lisa Brown attended the annual Virginia Youth Tobacco Project Coalition Meeting at the Hilton Garden Inn in Richmond. The meeting brought together VFHY-funded researchers from universities across the Commonwealth. The researchers presented their grant-funded project findings and discussed opportunities for further collaboration and funding.

Site visits were conducted at the beginning of 2011. Most grantees were completing their work as outlined in their work plans. Two grantees were having some difficulties with participant recruitment into their projects. Specific benchmarks and timeframes were submitted by these grantees and will be used as a condition for continued funding.

YTS:

VFHY and VDH, in collaboration with Virginia Commonwealth University, will administer three youth surveys (Youth Tobacco Survey (YTS), Virginia Nutrition and Physical Activity Survey (VNPAS), and the Virginia Youth Survey (VYS)) to assess knowledge, attitudes and behaviors regarding tobacco use, nutrition, physical activity and general health indicators among youth in Virginia.

Training and Resource Manager Charlie McLaughlin has teamed up with Shanee Harmon, Virginia Youth Survey Project Coordinator at VDH and Mary Moore, Senior Research Associate at VCU to coordinate the process. The team has coordinated with the Center for Disease Control and Prevention (CDC) to randomly select Virginia middle and high schools to participate. Packages with are currently being prepared to be sent to the school district superintendents in June.

The approved schools will receive similar packages in July. The surveys will be administered in late September and continue until the schools that agreed to participate have completed the surveys. A memorandum to school division superintendents has been signed by both state Secretary of Education Gerard Robinson and Secretary of Health and Human Resources Dr. Bill Hazel, urging each of the selected schools to participate in the surveys. VFHY Board of Trustees members may also be asked to assist in gaining school participation in their respective areas.

BUDGET:

In the 2010 General Assembly session, the Assembly cut VFHY's share of Virginia's annual Master Settlement Agreement (MSA) payments from 10 percent to 8.5 percent. VFHY's annual budget of approximately \$13 million was cut by \$3.8 million, a reduction of about 25 percent.

In the 2011 session, state Del. John O'Bannon and state Sen. Ralph Northam both made unsuccessful attempts to restore VFHY's funding via budget amendments, and Virginia

Secretary of Health and Human Resources Dr. Bill Hazel also made an unsuccessful attempt to request that the funding be restored in Governor McDonnell's proposed budget. These efforts were supported by the Virginia chapters of the American Cancer Society and the American Heart Association.

As a direct result of these budget cuts, VFHY funded 28 fewer grantees in communities across Virginia, resulting in a loss of 45 jobs across the state. This translates into fewer teachers and youth workers delivering prevention programs in schools, community centers and after-school programs. More than 30,000 children statewide no longer receive prevention classes in Virginia.

In FY11, VFHY received 56 grant applications from organizations across the state for funding for one-year tobacco-use prevention program grants. VFHY could only fund 24 grants, due to significant budget reductions. (Each VFHY program may serve thousands of children.)

These budget cuts also drastically reduced the reach of VFHY's award-winning multimedia marketing campaign and reduced available funding for Virginia universities to research tobacco prevention. Additionally, VFHY is no longer able to assist in funding retailer compliance checks by state ABC agents to ensure that retailers are not selling tobacco products to underage buyers. VFHY will spend approximately \$7.8 million on youth tobacco prevention and \$1 million on childhood obesity prevention in FY11.

CDC/CPW:

On March 28-30, VFHY staff members attended the Centers for Disease Control and Prevention's Communities Putting Prevention to Work Annual Training in Atlanta. The training included specialized workshops to strengthen and expand state and local capacity to achieve policy, systems and environmental changes to reduce obesity and tobacco use.

PUBLIC RELATIONS/MEDIA:

The Federal Reserve Bank of Richmond's quarterly business magazine, Region Focus, [wrote an article](#) analyzing and comparing how Virginia and North Carolina have spent and invested proceeds from the Master Settlement Agreement. Fed online editor/researcher Charles Gerena requested various financial figures and information regarding expenditures by VFHY.

Various print and television media outlets, including WTVR CBS News 6 in Richmond, covered some of the 20 statewide events funded and organized by VFHY on Jan. 20 to celebrate Virginia Healthy Youth Day.

VFHY released its [FY 2010 Annual Report](#).

On March 11, Danville Register and Bee Staff Writer Tara Bozick wrote an article about the Get Fit Dan River Region program, which is funded by a VFHY Healthy Communities Action Team (HCAT) grant to the Martinsville Henry County Coalition for Health and Wellness. Bozick spoke to Public Affairs Coordinator Richard Foster for the article.

Public Affairs Coordinator Richard Foster assisted VFHY grantee Rappahannock YMCA/King George “Get Healthy” Coalition with publicizing a community event and groundbreaking for a VFHY-funded playground.

The King George Family YMCA hosted its annual HEALTHY KIDS DAY celebration on April 2 at the King George Family YMCA. HEALTHY KIDS DAY is a day dedicated to giving kids the opportunity to be healthy by being active, having fun and learning healthy choices. This free event is open to all King George County residents and a YMCA membership is not required. A ribbon cutting took place at noon to announce the new 3,000-square-foot public playground being built by the King George “Get Healthy” Coalition and funded in part through an HCAT childhood obesity prevention grant from VFHY.

The Daily Press newspaper in Newport News covered VFHY’s second Reducing Tobacco Use national tobacco-use prevention conference. Daily Press health reporter Prue Salasky covered a conference session discussing the latest in prevention/cessation strategies and also wrote an article about VFHY’s Y Street teen volunteer group’s latest project, a survey about proposed graphic warning images that the Food and Drug Administration is considering requiring to be placed on tobacco products.

PREVENTION CONNECTIONS:

PC held its third meeting of the Virginia Partnership for Tobacco Cessation on Jan. 11. Two groups (policy and education) finalized goals, activities and some metrics for their respective areas. The participants agreed to meet again in March and May to begin implementing the plan. Funding for this is provided through the Partnership for Prevention. The group plans to meet quarterly.

PC chairman Danny Saggese and PC Director of Development and Community Outreach Henry Harper attended a planning meeting with Deborah Coleman of The Coleman Consulting Group on Feb. 16. They completed preliminary work necessary for the full Preventions Connections Board retreat, which was held on March 18, during which PC’s vision, mission and development plan were finalized.

PC Chairman Danny Saggese presented an update of the progress from the Virginia Partnership for Tobacco Cessation at the Tobacco Use Control Alliance Meeting on March 10.

Using funds awarded by VDH from its ARRA grant, PC launched a campaign to prevent young adults from using tobacco products. The campaign events quickly gained credibility and tens of thousands of young adults have attended pilot events in Virginia Beach so far.

ARRA GRANT:

As part of the Virginia Department of Health’s American Recovery and Reinvestment Act grant, PC and VDH have partnered to promote Safe Routes to School and Healthy Vending programs through mini-grant opportunities to schools across Virginia. Elementary and middle schools can

receive up to \$2,000 to fund a “Walk to School Day” event promoting walking and biking to school. To date, PC has awarded grants to 37 schools across the state. For Healthy Vending, 23 middle and high schools have received grants to conduct vending machine audits to assess the nutritional content of items and consider product replacement.

The Safe Routes to Schools and Vending Program Managers are busy marketing these grant opportunities and recently, provided a webinar on youth obesity prevention and the mini-grant opportunities to School Health Advisory Boards on March 11, 2011. Mini-grants are still available to schools through next fall.

To expand these efforts and continue our partnership with VDOT, Deputy Director Marge White was interviewed by a VDOT consultant group to enhance their strategic plan for the Safe Routes to School program. Her comments and suggestions will be incorporated in a report to be presented to VDOT. She was also interviewed by this group for its quarterly newsletter.

HEALTHY YOUTH DAY:

On Jan. 20, VFHY sponsored 20 statewide Virginia Healthy Youth Day events, with more than 5,600 children celebrating healthy life habits such as regular exercise, good nutrition and avoiding harmful substances such as tobacco products. First Lady of Virginia Maureen McDonnell kicked off the statewide celebration with an event at the State Capitol Bell Tower, speaking to a group of 400 children from Chesterfield County Public Schools. Secretary of Health and Human Resources Dr. Bill Hazel also addressed the kids. VFHY’s Virginia Healthy Youth Day was established as an annual event by the General Assembly in a resolution in 2010.

STAKEHOLDERS/POTENTIAL COLLABORATIONS/ MISCELLANEOUS:

Executive Director Marty Kilgore presented information on VFHY’s mission and accomplishments to the Cancer Caucus of the General Assembly on February 2. She discussed the significant reduction of smoking among youth and the current efforts around childhood obesity prevention.

Deputy Director Marge White presented at the Grantmakers in Health national conference on March 4. The topic focused on how to apply lessons from tobacco prevention to childhood obesity prevention. She also emphasized the need for data collection and evaluation and the importance of funding these efforts.

On March 23, Executive Director Marty Kilgore and Deputy Director Marge White met with representatives of the Virginia Department for the Aging to discuss potential collaboration between the Department for the Aging, VFHY and Prevention Connections. Assistant Commissioner Katie Roeper and Tim Catherman, director of administrative services, represented the Department for the Aging.

Deputy Director Marge White attended a meeting with representatives of the 10 MSA-funded foundations in the U.S., state tobacco program managers and staff from CDC. The discussion

over the two-day period focused on collaboration between the groups in their respective states as well as the opportunity for foundations to apply directly to the CDC for funding. Specific issues were identified as priorities to work on in the coming months. The foundation group also discussed having a similar meeting with national partners such as ACS, ALA, AHA, Campaign for Tobacco Free Kids, Legacy, CDC Networks and others.

Executive Director Marty Kilgore attended the April 6 luncheon and workshop meeting of the First Lady of Virginia Maureen McDonnell's [FLITE \(First Lady's Initiatives Team Effort\) program](#). Speakers at the meeting included Dr. William C. Boshier Jr., executive director of Virginia Commonwealth University's [Commonwealth Educational Policy Institute](#), and Bobby Thalhimier and Elaine Summerfield from [The Community Foundation](#). Attendees also reviewed the first year of FLITE's accomplishments and discussed the FLITE application and evaluation process.

Deputy Director Marge White participated in a two-day grant review session of the Indiana Tobacco Prevention and Control agency. She provided her experience from Virginia's program to rate proposals for community-based grants that focused on policy, systems and environmental changes that impact tobacco morbidity and mortality rates. She also provided resources to staff in Indiana related to VFHY's online grant application and management system and regional board and management structure.

Public Affairs Coordinator Richard Foster attended the April 26 meeting of the Substance Abuse Services Council. Topics included budget concerns and legislative concerns from the 2011 General Assembly session, including the unsuccessful attempt by Del. John O'Bannon and Sen. Ralph Northam to restore VFHY funding reductions from the 2010 session. Other topics included an implementation update on the state Department of Behavioral Health and Development Services' draft plan for advancing community-focused services in Virginia and a briefing on the \$6 million federal Safe and Supportive Schools grant that the Virginia Department of Education is attempting to secure.

VFHY staff met on May 3 for a half-day retreat to complete a needs assessment. Questions were posed to the staff to receive input on the integration of obesity prevention within the organization, training needs, using technology for better work efficiency and ideas to maintain a positive work environment. Staff made many great suggestions about staff responsibilities, HR benefits and staff development, all of which will be reviewed for possible implementation.

Budget Report:

Wilma Jordan presented the statement of net assets and governmental funds balance sheet as of April 30, 2011 showing cash and cash equivalents held by the Treasurer of Virginia.

Wilma Jordan also presented the FY11 July through April Actual Expenditures vs. Budget Report.

The administration line shows over budget due to expenditures not yet properly allocated to the appropriate line items.

An amended line item budget will be presented at the next board meeting, but the total budget amount will remain the same.

The board reviewed the included budget labeled Attachment A.

Motion: to affirm the FY11-FY12 Budget: Dr. Karen Remley.

Second: Dr. Kevin R. Cooper.

Vote: Unanimous in favor.

Public Comment:

Keenan Caldwell of the American Cancer Society thanked Senator Emmett W. Hanger and Senator Ralph Northam, M.D. for all of their efforts to restore funds.

Keenan Caldwell stated that since the Foundation has been given the responsibility of childhood obesity, the mission has doubled; therefore, the funds to the Foundation should be doubled.

Cathleen Grzesiek of the American Heart Association thanked Delegate John O'Bannon, III, M.D. and Senator Ralph Northam, M. D. for their legislative efforts in this year's General Assembly for required daily Physical Education for all kids in K-8 grades.

Senator Ralph Northam, M. D. thanked Keenan Caldwell and Cathleen Grzesiek for their support in this effort.

Committee Reports:

Program Committee

Stephen Reardon reported the Program Committee met and noted there was no funding available for one-year program grants due to the budget reduction; therefore, there were no awards this year for approval. The committee discussed RFP scheduling, the Reducing Tobacco Use conference that took place in April and the upcoming obesity conference to be held October 4 & 5, 2011.

Donna Gassie, Director of Programs added that a RFP will be issued in August for the new three-year Tobacco Use Prevention & Cessation Grants that will begin July, 2012. Also, in January, 2012 VFHY will release the second Healthy Community Action Teams (HCAT) RFP for projects to begin July 1, 2012.

Judith Link, Southeast Regional Grants Administrator, introduced Andrea Long from The Up Center and a VFHY grantee who presented information on the success of the Creating Lasting Family Connections (CLFC) compendium program at their site.

CLFC provides parents and children with strong defenses against environmental risk factors by teaching appropriate skills for personal growth, family enhancement, and interpersonal communication, including refusal skills for both parents and youth. Visit www.theupcenter for more information.

Marketing Committee

John (Jay) James thanked members of the Marketing Committee for the remarkable job they are doing.

Danny Saggese, Director of Marketing added that a new round of marketing spots will be presented at the next board meeting.

Danny Saggese reported on the Summary of Marketing Contracts Recommended for Award FY12:

RFP #: 852M1212 - VFHY's Web/Interactive Marketing Initiative

Rescue Social Change Group

Award amount not to exceed: \$150,000

Implementation of the Virginia Foundation for Healthy Youth's current interactive initiative of prevention messaging for youth in Virginia. This includes website development and management, hosting, interactive media development, and interactive media planning/purchasing/placement, and involves the websites www.ydouthink.com, www.ystreet.org, www.sykeva.com, among others.

R2Integrated

Award amount not to exceed: \$100,000

Implementation of the Virginia Foundation for Healthy Youth's current interactive initiative. Scope of work to primarily focus on www.vfhy.org website, although assistance could be provided to the efforts for reaching youth as well.

Contracts Recommended for Renewal:

VFHY's Marketing Initiative

Barber Martin Advertising

Contract Number: 8520672

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

Implementation of the Virginia Foundation for Healthy Youth'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.

VFHY's Street Marketing/Youth Advocacy Initiative

Rescue Social Change Group

Contract Number: 8520673

Award amount not to exceed: \$900,000

Implementation of the Virginia Foundation for Healthy Youth'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.

VFHY's Marketing Campaign Evaluation and Research

Market Decisions, Inc.

Contract Number: 8520675

Award amount not to exceed: \$150,000

Implementation of the Virginia Foundation for Healthy Youth'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.

VFHY's Marketing Campaign Evaluation and Research

Rescue Social Change Group

Contract Number: 8520674

Award amount not to exceed: \$150,000

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

Motion: to approve the recommendations of the Marketing Committee for FY12: Don Gehring

Second: Dr. Robert C. Gunther

Vote: Unanimous in favor.

Research Committee

Dr. Kevin R. Cooper reported that site visits were completed and five of the research projects are on track and meeting goals and objectives. Two projects are having a problem with recruitment.

Dr. Cooper added that a new RFP is coming out in the fall. Please forward any suggestions for the RFP to Marge White.

Old Business:

None

New Business:

Dr. Karen Remley reported that the death rate for heart attacks has declined by forty-five percent in ten years.

Dr. Karen Remley added that the CDC budget has a \$739 million budget cut which will impact VDH.

Curtis Coleburn reported that the Executive Committee met on January 20, 2011. At that time, Marty Kilgore recommended to the committee to fill VFHY's vacant position and focus this position's responsibilities on coordination of obesity prevention activities. The Executive Committee voted to approve this action.

Motion: to affirm the action of the Executive Committee regarding filling this position: Curtis Coleburn.

Second: Jay James

Vote: Unanimous in favor.

Announcements:

Board Meeting Dates:

September 13, 2011

December 6, 2011

Adjournment:

Motion: to adjourn: Curtis Coleburn

Second: Senator Emmett Hanger, Jr.

Vote: Unanimous in favor.

Meeting adjourned at 1:55 p.m.

ATTACHMENT A

**Virginia Foundation for Healthy Youth Approved
FY2011 - FY2012 Budget Amendment**

	<u>FY 2011</u>	<u>FY 2012</u>
MSA	11,215,046	11,359,200
Estimated withholding	-850,000	-850,000
Program carry forward	200,000	
Interest	0	0
Total projected revenue	10,565,046	10,509,200
Marketing	3,360,000	3,615,000
Programs	3,802,140	3,511,362
Research	1,143,753	1,080,168
Surveillance & Evaluation	320,000	340,000
Obesity	1,000,000	1,000,000
Projected endowment	0	0
Administration/Operating	801,153	824,670
IAT's Genl fund transfers	138,000	138,000
Total Budgeted expenses	10,565,046	10,509,200
Budget Over/Under Revenue	0	0