



**Board of Trustees Meeting
Draft Minutes
May 18, 2016**

Board Members present:

Laura E. Beamer, Valerie L. Bowman, M.D., Sandy L. Chung, M.D., Delegate T. Scott Garrett, M.D., Andrew W. Goodwin, Sarah B. Holland, Kris E. Kennedy, M.D., Ritsu Kuno, M.D., Robert Leek, Kristina N. Powell, M.D., Vineeta T. Shah, MHS, RD, Danielle Henderson, MPH, VDH (represented Marissa Levine, M.D., Commissioner of Health as her designee), Henry L. Marsh III, Commissioner of the Virginia Department of Alcoholic Beverage Control (represented Jeffrey L. Painter, Chairman of the Virginia Department of Alcoholic Beverage Control as his designee).

Board Members not present:

January Britt, Teresa Gardner, DNP, Senator Thomas A. Garrett Jr., Glory L. Gill, RN, James R. Jankowski II, Thomas J. L'Ecuyer, M.D., Sarah T. Melton, PharmD, Delegate John M. O'Bannon III, M.D., and India Y. Sisler, M.D.

Staff:

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

Counsel:

Carrie S. Nee, Office of the Attorney General

Guests:

Dr. Bill Hazel, Secretary of Health & Human Resources
Pam Kestner, Deputy Secretary of Health & Human Resources
Andrew Mitchell, Senior Health Policy Analyst

Called to order:

Sandy L. Chung, M.D., Chairman, called the meeting to order at 12:14 p.m.

Sandy L. Chung, M.D. welcomed everyone to the meeting and then paused to remember Senator John Miller who passed away on April 4th. She noted that, "Senator Miller was dedicated to the cause of improving youth health. He has been a great advocate for public education. Senator Miller especially passion about encouraging school system to pass tobacco free legislation and

policies, increasing physical activity in children and keeping e-cigarettes out of the hands of teens and children. Prior to being elected to the Senate in 2007, he was an award winning journalist for eighteen years.”

Sandy L. Chung, M. D. announced that we are meeting today at the Shady Grove YMCA, because it is Rev Your Bev Day. Y Street volunteers are present to educate people about Rev Your Bev.

Dr. Chung also welcomed Dr. Bill Hazel who will be discussing the opportunity for VFHY to expand its mission into other youth health issues including prevention of suicide, bullying and drug abuse. The Joint Commission on Health Care is studying the proposed mission expansion this year in order to make a recommendation to the General Assembly in its next session.

Dr. Chung also welcomed Danielle Henderson, VDH, who will be speaking about the results of our recent Virginia Youth Survey.

Minutes:

Motion: to approve the minutes as presented by Delegate T. Scott Garrett, M.D.

Second: Sarah Holland

Vote: Unanimous in favor

Chairman’s Comments:

Dr. Sandy L. Chung updated everyone on the activities of the Virginia Chapter of Pediatrics. The Chapter is working on telemedicine in the state. It has initiated a project in eight different practices to see if health care can be delivered efficiently in that fashion, especially in rural areas.

The Virginia Chapter of Pediatrics is also working on increasing vaccination rates for Human Papillomavirus (HPV). Dr. Kristina N. Powell is leading that initiative. HPV is a virus which can cause several types of cancers. Virginia has joined with the national American Academy of Pediatrics and several of our local states nearby to work on improving our vaccination rates across the state.

Dr. Sandy L. Chung also reported that the Virginia Chapter of Pediatrics is working on adopting Bright Futures. This is a compendium of recommendations that the National Academy of Pediatrics proposes for care that should be delivered at every well-child care visit.

The Virginia Chapter of Pediatrics is also working on Foster Children Healthcare and on how we can streamline the healthcare for foster children and provide records of previous care.

Lastly, Dr. Sandy L. Chung reported that the no smoking in cars legislation passed. People can be fined for smoking in a vehicle with a child in the car less than eight years of age if pulled over for another infraction.

Executive Director’s Report:

PROGRAMS:

VFHY Training and Resource Manager Charlie McLaughlin attended Strengthening Families Program 6-11 training in Arlington on Jan. 18-19 with staff members from two VFHY grantees, SCAN of Northern Virginia and Arlington Community Services Board. McLaughlin also conducted a Life Skills Training workshop on Jan. 20 in Winchester to train teachers recruited by VFHY grantee CLEAN Inc.

The Southeast Regional Advisory Board met on March 8 at the Peninsula Metropolitan YMCA Offices in Newport News. A presentation was made by the YMCA about their current tobacco prevention grant. Other items discussed included: results from the proposal review in November, upcoming VFHY events and the upcoming VFHY 2016 Reduce Tobacco Use Conference on April 25-26 in Arlington.

On March 15 and 16 staff from the VFHY Program Department attended a planning meeting. Topics included the VFHY Other Tobacco Products Module, metrics, the Tobacco Evaluation Project, future RFPs for both tobacco-use prevention and obesity prevention for youth, the 2016 National Reduce Tobacco Use Conference, as well as other related areas of planning.

On May 9 VFHY Executive Director Marty Kilgore and Regional Grants Administrator Terri-ann Brown visited a VFHY-funded Strengthening Families program implemented by the Orange County Office on Youth at Lake of the Woods Church.

MARKETING:

In December VFHY selected 21 recipients of its \$2,000 Y Street Grants for 2015-2016. These grants are awarded to local student organizations in Virginia for encouraging active youth to become a part of Y Street and its mission of raising community awareness about the benefits of leading a healthy lifestyle. Last year's Y Street Mini-Grants produced 642 new Y Street members statewide who successfully volunteered more than 6,000 hours.

In January VFHY won a MarCom Platinum Award for its Down and Dirty tobacco prevention messaging campaign, an intervention for reaching rural and country youth, an at-risk and influential youth peer crowd in Virginia. The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals; Down and Dirty was awarded the highest award level for its County Legacy video. Down and Dirty follows VFHY's peer crowds-based segmentation strategy, which focuses on authentic communication being delivered directly to sub-segments of the youth population in Virginia (or peer crowds) demonstrating the highest risk levels for tobacco use and other unhealthy behaviors as part of their subculture's norm.

Between January and May, teen members of VFHY's Y Street volunteer group and VFHY Director of Marketing Danny Saggese delivered information about VFHY's 24/7 campaign to school boards and officials in nine public school systems across Virginia. The 24/7 campaign is a youth-driven initiative to help schools become tobacco-free 24 hours a day, seven days a week and includes a website, 247CampaignVA.com, which offers free online resources and materials that Virginia schools can use to adopt or promote 100 percent tobacco-free schools policies. Just 21 out of Virginia's 132 school systems currently have 100 percent tobacco-free schools policies. VFHY conducted outreach with the following school systems:

- Henrico County Public Schools
- Portsmouth Public Schools
- Richmond Public Schools
- Roanoke City Public Schools
- Roanoke County Public Schools
- Suffolk Public Schools
- Virginia Beach City Public Schools
- Warren County Public Schools
- Wythe County Public Schools

On March 23 VFHY Director of Marketing Danny Saggese presented information about VFHY's youth volunteer group, Y Street, and how to best empower youth to lead policy change during a

national webinar hosted by the CDC's Office on Smoking and Health entitled "The Issue in Practice: Youth Engagement."

RESEARCH:

The VFHY-funded Virginia Youth Tobacco Project at Virginia Commonwealth University awarded two small grants to tobacco researchers at VCU and George Mason. The purpose of the small grants program is to stimulate new research into the causes and prevention of youth tobacco use and nicotine dependence, particularly research that involves collaborations between Virginia's universities. VFHY staff members and Board of Trustees member Senator Henry Marsh were also in attendance.

On Feb. 16-17 the Virginia Foundation for Healthy Youth's Virginia Youth Tobacco Projects (VYTP) research coalition held a meeting at the Crowne Plaza Richmond hotel. Led by VFHY-funded researchers from Virginia Commonwealth University, the University of Virginia, George Mason University and Eastern Virginia Medical School, the VYTP research coalition meeting featured presentations addressing topics such as interventions to prevent and reduce adolescent tobacco use; communication methods to inform teens about the risks associated with electronic cigarettes; health effects of e-cigarettes; adolescent tobacco use and ADHD; and the impact of nicotine exposure on adolescent neurology. Executive Director Marty Kilgore, Deputy Director Marge White, Director of Programs Donna Gassie and Regional Grants Administrator Lisa Brown attended.

CHILDHOOD OBESITY PREVENTION:

OFFICE OF THE FIRST LADY: CHILDHOOD NUTRITION AND HUNGER:

On Dec. 11 VFHY partnered with the Office of the First Lady of Virginia to host the 2015 Virginia Out-of-School Nutrition Summit in Richmond. The summit brought together leaders to discuss opportunities to provide healthy food in afterschool and out-of-school-time programs. VFHY's Y Street youth volunteer group presented information about VFHY's Rev Your Bev initiative, which raises awareness about the health effects of sugary drinks and promotes healthy beverages. Additionally, VFHY assisted with breakout sessions focusing on expanding the summer food service program, establishing healthy eating and physical activity policies and providing nutrition education. The summit reached more than 100 out-of-school time providers and partners throughout the state.

On Feb. 1, March 4 and April 1 VFHY Obesity Prevention Coordinator Heidi Hertz attended meetings of the School Breakfast Stakeholders group coordinated by the First Lady of Virginia's office. The goals of the stakeholders group are to bring together partners and work collectively to increase participation in school breakfast programs, specifically by using alternative breakfast models. The group has worked on outreach efforts for School Breakfast Week (March 7-11). VFHY's Y Street youth volunteer group partnered with the First Lady of Virginia's office by promoting school breakfast during School Breakfast Week. VFHY is also a key partner in the First Lady's Great Starts with Breakfast initiative, with a goal of increasing the number of Virginia students eating school breakfast.

On Feb. 10, March 3, April 14 and May 5 Obesity Prevention Coordinator Heidi Hertz participated in meetings associated with the Virginia 3-6-5 Project to End Childhood Hunger. Funded via a USDA demonstration grant, the Virginia 3-6-5 Project will begin implementation this summer in communities in Southwest Virginia and Richmond. The project's goals are to provide three school meals a day to all children in select schools during the school year, provide food during weekends and school breaks and provide more resources for low-income households to purchase food during summer months when school is not in session. The project's stakeholder group includes VFHY, DOE, VDH and DSS, as well as the Federation of Virginia Food Banks and Share Our Strength. VFHY also participates on the Virginia 3-6-5 outreach and marketing

subcommittee, helping to promote awareness of the grant program among parents and community members.

On March 9 VFHY Deputy Director Marge White and Obesity Prevention Coordinator Heidi Hertz attended a School Breakfast Week celebration event at Miles Jones Elementary School in Richmond. During the event Gov. Terry McAuliffe visited with school leadership, cafeteria staff and students to talk about the importance of school breakfast. Additionally Gov. McAuliffe shared the School Breakfast Week proclamation, identifying the week of March 7-11 as Virginia School Breakfast Week. Hertz also attended a March 7 Virginia School Breakfast Week kick-off event at William Ramsay Elementary School in Alexandria. During that event First Lady of Virginia Dorothy McAuliffe visited students eating breakfast in the classroom and then hosted a roundtable discussion with stakeholders to discuss the challenges and opportunities around promoting school breakfast programs. VFHY's Y Street youth volunteer group also participated in School Breakfast Week by promoting school breakfast in their schools and encouraging their fellow students to pledge to eat breakfast daily.

On Jan. 19, March 21 and May 11 VFHY Obesity Prevention Coordinator Heidi Hertz attended meetings associated with the Commonwealth's Council on Bridging the Nutritional Divide. Chaired by First Lady of Virginia Dorothy McAuliffe, the council's goal is to end childhood hunger in Virginia. Among other initiatives VFHY has assisted the council with planning the development of the council's forthcoming website, Our Virginia Table, which will promote collaboration among individuals and organizations working across the state to end hunger and to increase access to data that can paint an accurate picture of both the needs of the state and progress that has been made thus far. The website is expected to launch in the summer. Other efforts discussed by the First Lady and the council include expanding breakfast-after-the-bell programs in schools and providing tax incentives for farmers who donate to food banks and support Virginia's agricultural programs. VFHY Executive Director Marty Kilgore and Public Affairs Manager Richard Foster also attended the January meeting.

On March 29 VFHY Obesity Prevention Coordinator Heidi Hertz attended a Summer Food Service Program Virginia Roundtable meeting coordinated by the Office of the First Lady of Virginia. The goal of the meeting was to discuss lessons learned from 2015 and explore opportunities for growth in 2016.

On May 10 First Lady of Virginia Dorothy McAuliffe, VFHY Executive Director Marty Kilgore and VFHY Obesity Prevention Coordinator Heidi Hertz participated in the Step It Up event at the Petersburg YMCA. Co-hosted by the Virginia Alliance of YMCAs, the Office of the First Lady of Virginia and the Virginia Foundation for Healthy Youth, the event included a walkability assessment of the area surrounding the Petersburg YMCA that engaged elementary and middle school students. Each summer the Petersburg YMCA provides meals to local children via the Summer Food Service Program. Through Step It Up and the walkability assessment, local leaders will be able to better discern opportunities for improving the area surrounding the YMCA to increase walkability and increase youth access to the feeding programs.

ADMINISTRATION MEETINGS:

On Dec. 17 state Secretary of Health and Human Resources Dr. Bill Hazel held a pre-session orientation about HHR for legislators that included an update on current issues within the secretariat. Issues discussed included access to behavioral health services and what is being done to prevent and reduce prescription drug and opioid abuse. VFHY Executive Director Marty Kilgore attended the meeting.

On Dec. 14 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended a meeting of the Commonwealth Council on Childhood Success. During the meeting Secretary of Education Ann Holton, who also serves as co-chair of the Children's Cabinet, provided an update on the cabinet's progress and next steps. The council also received a

briefing from Kimberly Martini-Carvell, executive director of the Help Me Grow initiative originating in Connecticut. Concluding the meeting, Kathy Glazer shared information from the National Governors Association's "Once Science Conference," which a team from Virginia attended. The Commonwealth Council on Childhood Success will reconvene in spring 2016. On Jan. 5 and March 1 Obesity Prevention Coordinator Heidi Hertz participated in meetings of the Challenged Schools Children's Cabinet Liaison Team. The team provides support for underperforming schools that have been denied accreditation or are conditionally accredited. To support Petersburg City Public Schools, an identified challenged school district, VFHY is assisting the district with health risk behavior data collected through the Virginia Youth Survey. This data will help local organizations and groups prioritize resources to meet the needs of the Petersburg community. VFHY also participates on the team's nutrition workgroup with representation from the Petersburg community and state agencies.

On Jan. 7 Obesity Prevention Coordinator Heidi Hertz participated in the first meeting of the Petersburg Nutrition Team meeting. The team is one of five created as a state agency/locality partnership to provide support for Petersburg City Schools and the surrounding community. Its initial goals are to create sustainable feeding programs when school is not in session, address the issue of food deserts in Petersburg, increase access to healthy foods in the area by partnering with corner stores and to create urban farming, cooking and healthy eating programs.

VFHY Executive Director Marty Kilgore and Public Relations Manager Richard Foster attended a Jan. 12 meeting held by the Governor's Office at the Library of Virginia to brief agency heads and legislative liaisons prior to the 2016 General Assembly session.

On Jan. 12, Feb. 9 and Feb. 23 VFHY hosted meetings of the Commonwealth Council on Childhood Success's Nutrition and Physical Activity Best Practices Workgroup. Workgroup members finalized recommendations for best practices in nutrition and physical activity in early childhood education to present to the full council. Led by VFHY, the workgroup includes representatives from the Virginia Early Childhood Foundation, the Virginia Department of Social Service, the Virginia Department of Health, Head Start, Childcare Aware of Virginia, Virginia Alliance of YMCAs and the American Heart Association. VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz represent the Foundation on the workgroup and also participate in the Council's Health and Well-Being Committee, which includes representatives from the Virginia Department of Behavioral Health and Developmental Services and CHIP of Virginia.

On Feb. 29 VFHY Executive Director Marty Kilgore spoke in support of HB 1348, a bill to ban smoking in motor vehicles when a child under the age of 8 is in the vehicle, at a meeting of the state Senate Courts of Justice Committee. Kilgore met with legislators on Feb. 8 and Feb. 22 to discuss HB 1348, which was signed into law by Gov. McAuliffe and takes effect on July 1. The bill's patron was Delegate Todd Pillion. Kilgore held outreach meetings with state Senators McDougle, Obenshain, Stuart and Sturtevant and state Delegates Adams, Albo, Ferrell, Habeeb, Hugo, Miller, Orrock, Robinson and Yancey.

On March 2 VFHY Executive Director Marty Kilgore met with state Secretary of Health and Human Resources Dr. Bill Hazel to discuss agency goals and priorities through the end of the McAuliffe Administration.

On March 22 Virginia Secretary of Health and Human Resources Dr. Bill Hazel held a quarterly agency review meeting with the VFHY Leadership Team. Topics discussed included the Virginia Youth Health Survey. HHR Special Advisor on Families, Children and Poverty Pam Kestner also attended the meeting.

On April 12 VFHY Executive Director Marty Kilgore and Deputy Director Marge White attended an HHR Agency Head Meeting. Health and Human Resources Secretary Dr. William Hazel delivered an update on HHR initiatives and agency heads discussed leadership development

initiatives in light of secession planning and the expected retirements of key staff in the next few years. Each agency head also discussed their agency priorities.

On April 18 VFHY Executive Director Marty Kilgore attended the Virginia Health and Human Resources Inter-Agency Meeting, led by Virginia Health and Human Resources Secretary Dr. Bill Hazel and State Health Commissioner Dr. Marissa Levine. The meeting included a presentation by Dr. Levine about Virginia's Plan for Well-Being as well as facilitated discussions about how HHR agencies can collaborate to: advance opportunities for well-being for all Virginians; provide data for communities; and leverage training opportunities.

On May 2 VFHY Executive Director Marty Kilgore attended the Children's Cabinet retreat, held at the Chesapeake Bay Foundation's Brock Environmental Center in Virginia Beach. Lt. Gov. Ralph Northam and First Lady of Virginia Dorothy McAuliffe were present at the retreat, which included welcoming remarks from Virginia Secretary of Education Ann Holton and Virginia Secretary of Health and Human Resources Dr. Bill Hazel Jr. Arlene Lee, executive director of the Governor's Office for Children in Maryland, and Elizabeth Gaines, senior fellow for the Washington, D.C.-based Forum for Youth Investment, participated in a panel discussion addressing the functioning, priorities, organizational structures and sustainability of children's cabinets. Virginia Children's Cabinet members at the retreat also reviewed the group's past progress and discussed goals and strategies for the next 18 months. Also in attendance at the retreat were Secretary of Public Safety Brian Moran and Secretary of Commerce and Trade Maurice Jones.

On May 3 VFHY Obesity Prevention Coordinator Heidi Hertz participated in the Challenged Schools Children's Cabinet Liaison Team meeting. The team provides support for underperforming schools that have been denied accreditation or are conditionally accredited. To support Petersburg City Public Schools, an identified challenged school district, VFHY is assisting the district with collecting behavioral health risk data via the Virginia Youth Survey, conducted jointly with VDH. Additionally, VFHY is partnering with the Petersburg YMCA to conduct a local walkability assessment and with the Petersburg Public Library to celebrate Screen-Free Week.

On May 12 state Secretary of Health and Human Resources Dr. Bill Hazel Jr. met with VFHY Executive Director Marty Kilgore, Director of Marketing Danny Saggese and Public Affairs Manager Richard Foster to discuss results of statewide data collection on youth peer crowds from the latest Virginia Youth Survey. This data will further enable the Foundation to directly target youth groups that are most at risk for engaging in a variety of negative health behaviors and deliver more effective prevention messaging to those groups

VIRGINIA YOUTH SURVEY:

In April VFHY and the Virginia Department of Health (VDH) released the results of the 2015 biennial Virginia Youth Survey, which collected behavioral health risk data about topics including youth tobacco use and other behaviors such as physical activity and dietary habits. For the first time, the survey also collected data on youth peer crowds across Virginia. This data will further enable the Foundation to directly target youth groups that are most at risk for engaging in a variety of negative health behaviors and deliver more effective prevention messaging to those groups. More than 7,400 public and charter middle school and high school students were surveyed in 128 schools statewide during fall 2015 for the survey. Oversampling was conducted in Richmond and Petersburg schools, due to the fact that the Children's Cabinet has identified these school systems as two of three challenged school districts across Virginia. VFHY and VDH surveyed all Petersburg students from sixth through 12th grades in order to provide Petersburg Public Schools with detailed baseline data on students' health, housing and risk behaviors.

On April 26 VFHY and VDH released data from the Virginia Youth Survey showing that the number of teens smoking traditional cigarettes in Virginia has plummeted to the lowest point in at least 15 years. State Health Commissioner Dr. Marissa Levine, a member of the VFHY Board of Trustees, presented this data at VFHY's 12th annual national Reduce Tobacco Use conference. The percentage of high school students in Virginia who are current smokers has declined by more than 70 percent over the last 15 years – from 28.6 percent to 8.2 percent, according to the results of the latest Virginia Youth Survey, which is jointly conducted by VDH and VFHY. Nationally, an estimated 9.3 percent of high school students are current cigarette smokers, according to the CDC. Smoking among Virginia middle school students declined by nearly 85 percent during the same period, from 10.6 percent to 1.6 percent. However, the survey also found that 16.8% of Virginia high school students and 5.6% of middle school students report that they are current users of electronic vapor products such as e-cigarettes. That's a slight increase over the national average of 16 percent of high school students. This is the first year that the Virginia Youth Survey has collected data on the emerging trend of electronic nicotine delivery systems.

LEGISLATIVE OUTREACH:

On Dec. 1 Virginia Senator John Edwards visited a VFHY-funded Toward No Drug Use program at Giles High School. Implemented in the ninth grade health and PE class, the program is facilitated by VFHY grantee New River Valley Community Services. VFHY Regional Grants Administrator Jenny Martin attended the program.

On Dec. 14 state Delegate Kirk Cox met with Macauley Thornton of Manchester High School, a teen volunteer on VFHY's Y Street Leadership Team. Macauley briefed Cox on some of the ways Y Street youth are promoting health in their local communities and across the commonwealth. VFHY Executive Director Marty Kilgore and Director of Marketing Danny Saggese also attended the presentation.

On Dec. 9 state Delegate-elect Chris Collins met with Warren County Community Health Coalition Executive Director Christa Shifflett, VFHY Public Affairs Manager Richard Foster and Melissa DeDomenico Payne of Big Brothers Big Sisters of Northwest Virginia to discuss the Warren Coalition's community projects, including tobacco-use and childhood obesity prevention programs funded by VFHY.

On Dec. 10 state Delegate Charniele Herring visited a VFHY-funded Al's Pals prevention program for preschoolers at Creative Play School in Alexandria. The program is implemented by the Alexandria Department of Community and Human Services, a VFHY grantee. VFHY North Regional Grants Administrator Lisa Brown met with Herring during her visit.

On Jan. 6 state Senator Creigh Deeds visited a VFHY-funded Positive Action prevention program in Charlottesville. The program is implemented by the Boys and Girls Clubs of Central Virginia, a VFHY grantee. VFHY Central Regional Grants Administrator Terri-ann Brown met with Senator Deeds during his visit.

On March 24 VFHY Executive Director Marty Kilgore briefed state Senator Bill Carrico on the proposal to expand VFHY's mission to include prevention and reduction of other critical youth health behavioral risks such as drug and alcohol use, bullying and teen suicide. Senator Carrico is a member of the Joint Commission on Health Care, which will be studying the proposal and making recommendations on the expanded mission during next year's General Assembly session.

On March 24 state Delegate Brenda Pogge visited a VFHY-funded prevention program for preschoolers implemented by VFHY grantee Alternatives Inc. at Williamsburg-James City County Head Start. Alternatives Inc. was awarded a tobacco-use prevention grant through VFHY to implement the Al's Pals program in multiple early learning centers throughout Hampton, Newport News and James City County. VFHY Public Affairs Manager Richard Foster and Regional Grants Administrator Judy Link were present at the visit.

On April 8 state Delegate Ben Cline met with fifth graders participating in a VFHY-funded Too Good For Drugs program at Enderly Heights Elementary School in Buena Vista. The program is implemented by Rockbridge Area Community Services with VFHY funding and training. VFHY Executive Director Marty Kilgore was present for the visit and discussed the proposed expanded mission, which will be studied this year by Delegate Cline and the other members of the Joint Commission on Health Care.

On April 19 state Delegate Michael Webert visited with third-graders at Highland School in Warrenton. The students were participating in a VFHY-funded Too Good for Drugs program implemented by Fauquier CADRE, a VFHY grantee. Too Good for Drugs teaches children how to make decisions and think on their own while they learn to identify and manage stress, communicate effectively and develop interpersonal skills. VFHY Regional Grants Administrator Lisa Brown also was present during the delegate's visit.

On April 19 state Delegate David Bulova met with VFHY Executive Director Marty Kilgore and Deputy Director Marge White to discuss the proposed expanded mission for VFHY that is being studied this year by Bulova and the other members of the Joint Commission on Health Care.

On April 28 state Senator Amanda Chase visited a VFHY-funded LifeSkills Training prevention program at Salem Middle School in Chesterfield County. The program is implemented via a grant from VFHY to Chesterfield County Public Schools. VFHY Executive Director Marty Kilgore and Regional Grants Administrator Terri-ann Brown were present for the visit, as was Chesterfield County Public Schools PE and Health Instructional Specialist Ann Tierney.

On April 29 state Delegate Chris Stolle, M.D., met with VFHY Executive Director Marty Kilgore at Riverside Regional Medical Center in Newport News to discuss the proposed expanded mission for VFHY that will be studied this year by Delegate Stolle and the other members of the Joint Commission on Health Care.

On May 10 state Delegate Mark Levine visited a VFHY-funded Strengthening Families program implemented by SCAN of Northern Virginia at Cora Kelly Elementary School in Alexandria. VFHY Regional Grants Administrator Lisa Brown also attended.

On May 12 VFHY Executive Director Meeting Marty Kilgore met with state Senator Siobhan Dunnivant to discuss the proposed expanded mission for VFHY that will be studied this year by Senator Dunnivant and the other members of the Joint Commission on Health Care.

COLLABORATIONS/MEETINGS/PRESENTATIONS:

VFHY Director of Programs Donna Gassie attended the Southeastern States Tobacco Policy Managers Meeting in Montgomery, Ala. The agenda addressed included e-cigarettes, smoke-free places policies, raising the age to buy tobacco products to 21, smoke-free housing and tobacco program funding.

VFHY is successfully partnering with the Virginia Department of Behavioral Health and Developmental Services (DBHDS) by providing direct assistance with their merchant education efforts to help Virginia retailers better comply with state law prohibiting tobacco sales to minors. VFHY Director of Marketing Danny Saggese delivered resource toolkits to DBHDS leadership earlier this week and the toolkits will soon be provided to up to 10,000 retailers throughout Virginia.

On Jan. 6 and March 2 VFHY Obesity Prevention Coordinator Heidi Hertz attended meetings of the Oral Health Coalition (OHC) to discuss strategies to improve maternal and early childhood oral health. The Virginia Oral Health Coalition and its membership partnered with VFHY to expand VFHY's Rev Your Bev Day initiative to include participation from more dental offices, dentists, dental students and dental hygienists. Rev Your Bev Day raises awareness of the negative health impacts of sugary drinks and promotes drinking water as a healthy alternative.

On Jan. 11 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the meeting of the state Early Care & Education Learning Collaborative (ECELCL)

project, which was held at the Virginia Early Childhood Foundation. ECELC is a CDC-funded childhood obesity prevention initiative implemented by Nemours and state partners including VFHY. The group discussed the three cohorts in Richmond, Prince William and Southwest Virginia and talked about opportunities for the project's sustainability after the grant cycle concludes.

On Feb. 12 Obesity Prevention Coordinator Heidi Hertz attended the Virginia Food System Council meeting at the Farm Bureau offices in Glen Allen. The Virginia Food System Council works to address and strengthen Virginia's food system by bringing together a wide variety of organizations and interests to examine and identify opportunities for improving the food system for all Virginians. Currently the council is tasked to implement the recommendations of the Food Desert Report released in 2014. Members of the council include representatives from VDACS, VDOE, the Virginia Farm Bureau, Buy Fresh Buy Local and Virginia Cooperative Extension.

On Feb 17-18 VFHY Obesity Prevention Coordinator Heidi Hertz attended the Virginia Partnership for Out of School Time (VPOST) strategic planning retreat. VFHY serves on the VPOST Leadership Council, providing oversight and direction for statewide initiatives promoting quality out-of-school-time programs and connecting out-of-school-time programs with resources and best practices. The strategic planning retreat covered policy, funding, quality programming and outreach goals for the next one to two years. VPOST Leadership Council members include representatives from VDOE, VDSS, the Virginia School Board Association, the Council on Virginia's Youth, the Virginia Alliance of YMCAs, Childcare Aware and VCU.

On Feb. 24 VFHY Obesity Prevention Coordinator Heidi Hertz spoke at the Virginia Academy of Nutrition & Dietetics's legislative day luncheon. More than 100 dietitians and dietetic interns attended the session, which focused on nutrition education and advocacy. Hertz also shared details about VFHY prevention campaigns, including Rev Your Bev and Fresh Spot.

VFHY Executive Director Marty Kilgore attended the Feb. 19 and May 12 meetings of the VOSAP (Virginia Office for Substance Abuse Prevention) Collaborative. Items discussed included a discussion by HHR Policy Advisor Jodi Manz about next steps for the Governor's Opioid Taskforce and a workgroup report from DBHDS Behavioral Health Wellness Director Gail M. Taylor about epidemiological data and VOSAP's advisory role on Virginia's Partnership For Success (PFS) grant from SAMHSA.

On March 3 VFHY Executive Director Marty Kilgore met to discuss upcoming initiatives and share information with Robin Gahan of the American Heart Association; Ann Vaughan and Brian Donohue with the American Cancer Society; and Katie Donnini of Alliance Group. As a result of this meeting, priorities will be determined for the upcoming year.

On March 10 VFHY Director of Programs Donna Gassie participated in the CDC's quarterly Funders Alliance teleconference meeting. Other states attending included Hawaii, North Dakota, Oklahoma, Missouri, Minnesota Louisiana and Kansas. Topics included updates on the CDC's successful Tips From Former Smokers campaign, the CDC's nicotine replacement therapy (NRT) radio ad campaign and policy and program updates from each of the Alliance members. Planning is beginning for the group's annual meeting, which will be held in Northern Virginia.

On March 16 VFHY Obesity Prevention Coordinator Heidi Hertz presented at the Building Virginia School Wellness Champions Workshop in Augusta. The goal of the workshop was to bring together school wellness champions from 15 targeted local school divisions for training and resources sharing. VFHY is partnering with VDH to provide grant funds to targeted school divisions in order to enhance their school wellness policies. Additional partners for the workshop included Virginia Action for Healthy Kids, VDOE and Virginia Cooperative Extension.

On March 3 VFHY Southwest Regional Grants Administrator Jenny Martin participated in the Region 3 meeting of the Virginia Department of Health Tobacco Use Control Program held in Blacksburg. The meeting brought together local health district leaders to discuss tobacco-use

control efforts, including tobacco-free places and the Virginia Quit Line. Those in attendance discussed current trends and needs as well as opportunities for regional collaboration.

On March 18 VFHY Obesity Prevention Coordinator Heidi Hertz and VFHY interns Eilis Drumm and Lillian Agyemang represented VFHY at the 60th Virginia Association of Early Childhood Educators conference. VFHY presented a session about early childhood obesity prevention and strategies for prevention in early care settings. VFHY also staffed an exhibit highlighting VFHY's Rev Your Bev initiative and its early childhood educator toolkit. Attendees were encouraged to register to participate in Rev Your Bev Day, which will be held on May 18. VFHY Director of Community Outreach Henry Harper attended the second annual Population Health Summit of Virginia in Charlottesville on March 23–24. Virginia Secretary of Health and Human Resources Dr. William Hazel was the keynote speaker and Virginia Commissioner of Health Dr. Marissa Levine also spoke at the summit. The summit highlighted current initiatives in Virginia and provided opportunities for participants and organizations to network and share ideas for improving population health in Virginia.

On March 29 VFHY Regional Grants Administrator Lisa Brown attended a meeting of the Stafford Healthy Living Coalition, a VFHY-funded Healthy Communities Action Team (HCAT). Partner agencies reported on the upcoming North Stafford Farmers' Market and programming for youth and their families at the Rappahannock Area YMCA's Massad Family branch.

On April 18 VFHY Director of Programs Donna Gassie participated in the strategic planning meeting with VDH as required by their CDC grant. Participating tobacco control coalition members included the American Heart Association, the American Cancer Society, the American Lung Association and the Campaign for Tobacco-Free Kids. A follow-up meeting is scheduled for May 4.

On April 29 VFHY Obesity Prevention Coordinator Heidi Hertz delivered the keynote presentation at the Healthy Hampton Roads Obesity Summit Series. The presentation provided strategies for local policy, systems and environmental changes and focused on creating healthy kids through healthy communities. The summit brought together more than 100 educators, healthcare providers and advocates working in childhood obesity prevention. The event is part of a four-session series sponsored by Eastern Virginia Medical School, the Consortium for Infant and Child Health and Obici Healthcare Foundation.

On May 13 VFHY Obesity Prevention Coordinator Heidi Hertz presented at the Northern Virginia Healthy Kids Coalition meeting. During her presentation she presented the new Virginia Youth Survey data for overweight and obesity and associated risk factors such as sugary drink intake. Additionally Hertz highlighted many of VFHY's childhood obesity prevention initiatives including Healthy Communities Action Teams, Rev Your Bev Day and Screen-Free Week.

VIRGINIA HEALTHY YOUTH DAY:

On Jan. 20 VFHY held its seventh annual Virginia Healthy Youth Day event, which promotes healthy lifestyle choices for Virginia's young people. More than 5,500 youth statewide participated in Virginia Healthy Youth Day events across Virginia, with more than 400 students from Chesterfield County Public Schools celebrating at VFHY's flagship celebration at the Carpenter Theatre. Participants in the Richmond event included the YMCA of Greater Richmond, Virginia Commonwealth University, Bon Secours Richmond's Movin' Mania and the Richmond Flying Squirrels. Also as part of Virginia Healthy Youth Day, VFHY hosted a breakfast reception for legislators at the General Assembly Building.

REDUCE TOBACCO USE CONFERENCE:

On April 25-26 VFHY and Prevention Connections, with support from VDH, hosted the 12th annual national Reduce Tobacco Use conference, held at the Crystal Gateway Marriott in Arlington. Virginia Secretary of Health and Human Resources Dr. Bill Hazel kicked off the

conference on April 25 and State Health Commissioner Dr. Marissa Levine, a member of the VFHY Board of Trustees, delivered opening remarks at the April 26 morning plenary session. More than 375 prevention professionals, educators and healthcare professionals from across the United States attended the conference to hear information about the latest strategies and research in tobacco-use prevention, reduction and cessation with youth and young adults.

SCREEN-FREE WEEK:

VFHY celebrated Screen-Free Week across Virginia during the week of May 2. Screen-Free Week is an annual, international celebration when families, schools and communities swap digital entertainment for the joys of life beyond the screen. VFHY created a Screen-Free Week toolkit as a guide for schools and community groups. During the week VFHY Regional Advisory Board members and grantees read the book “Doug Unplugged” by Dan Yaccarino to students in more than 30 preschool and kindergarten classrooms across the state. On May 4 VFHY Executive Director Marty Kilgore read the book to a preschool class at the Petersburg Public Library.

REV YOUR BEV DAY:

On May 18, VFHY held its fourth annual Rev Your Bev Day, an initiative to raise public awareness of the negative health impacts associated with the intake of sugary drinks. More than 375 Rev Your Bev Day events were planned by partners and stakeholders statewide. On May 14 VFHY Obesity Prevention Coordinator Heidi Hertz and VFHY Intern Adrienne Gebele participated in events and outreach for VFHY’s Rev Your Bev Day. Hertz attended the American Academy of Pediatrics’ Spring Conference in Charlottesville in order to share and distribute Rev Your Bev Day materials for healthcare providers. Working in partnership with the Virginia chapter of the American Academy of Pediatrics, VFHY created a specific poster for healthcare providers highlighting the amount of sugar included in juices along with pediatric recommendations for daily juice intake. Gebele attended a wellness event held in Petersburg at A.P. Hill Elementary School that was aimed at providing public health messaging to more than 125 youth and family members. Rev Your Bev Day information was featured as one of five rotating stations at the event.

AUDITOR OF PUBLIC ACCOUNTS:

The Auditor of Public Accounts (APA) completed its FY15 audit of VFHY and reported no findings and had no recommendations for improvement. VFHY Executive Director Marty Kilgore, Deputy Director Marge White and Business Manager Wilma Jordan worked with APA staff on the audit.

MEDIA RELATIONS:

On Jan. 21-22 VFHY Public Affairs Manager Richard Foster handled media relations for the Virginia Emergency Operations Center’s response to Winter Storm Jonas as part of the Virginia Emergency Support Team’s Joint Information Center. Working with employees from the Virginia Department of Emergency Management and other agencies, Foster helped coordinate media requests and was interviewed by national and local media outlets, including the Associated Press. On Feb. 25 VFHY Public Affairs Manager Richard Foster worked at the Virginia Emergency Operations Center’s (VEOC) Joint Information Center (JIC), handling media relations for the state’s response to the Feb. 24 string of tornadoes that left four people dead and injured more than 45 others. Foster was interviewed by Reuters reporter Ian Simpson and HLN news anchor Mike Galanos.

The Virginian-Pilot published a story on March 8 about Y Street youth volunteer Hunter Turley’s efforts to get the Suffolk school system to adopt a comprehensive tobacco-free policy. A student at Lakeland High School, Hunter attended the March 10 meeting of the Suffolk School board to

deliver public comments about VFHY's 24/7 campaign. The 24/7 campaign is a youth-driven initiative to help schools become tobacco-free 24 hours a day, seven days a week and includes a website, 247CampaignVA.com, which offers free online resources and materials that Virginia schools can use to adopt and promote 100 percent tobacco-free schools policies. Y Street volunteer Audra White of George Wythe High School in Wythe County also spoke before her local school board this week for the 24/7 campaign.

On April 26 WINA AM radio interviewed VFHY Public Affairs Manager Richard Foster about the latest Virginia Youth Survey data that shows that smoking among Virginia high school students has declined by more than 70 percent since 2001.

Secretary of Health & Human Resources Comments:

Dr. Bill Hazel reported on the opportunity for VFHY to expand its mission to other youth health issues such as depression, prevention of suicide, bullying and drug use. The Joint Commission on Health Care is studying the proposed mission expansion this year in order to make a recommendation to the General Assembly at its next session.

There was extensive discussion and several recommendations on how we can best accomplish the proposed mission expansion if approved.

Committee Reports:

Marketing Committee

Danny Saggese, VFHY Director of Marketing, reported VFHY hosted Rev Your Bev Day (RYB) events with schools, YMCA's, youth centers, hospitals, dental practices, and many others across Virginia today. RYB is an effort to get kids and adults in Virginia to rethink their drinks and consider healthy beverage options, such as water. YStreet has a booth at the Shady Grove YMCA where the board, staff and public can take a photo pledge. An estimated 100,000+ Virginians participated in a RYB Day event, and in turn are gaining knowledge about the health effects of sugar sweetened beverages. For more information and to view pictures, see the RYB website: www.RevYourBev.com and #RevYourBev.

Lastly, Danny Saggese, Director of Marketing, reported on the marketing renewal recommendations from the Marketing Committee for award for FY17:

RFP# 852M711 - VFHY's Web/Digital/Design Marketing Initiatives

- **Rescue Agency:** Award amount not to exceed \$400,000
- **Channel Communications, Inc.:** Award amount not to exceed \$100,000

Recommended for Renewal:

VFHY's Social Marketing Initiatives, Messaging, and Media

- **Barber Martin Agency:** Award amount not to exceed \$2,500,000 – Contract #8520991
- **Rescue Agency:** Award amount not to exceed \$1,500,000 – Contract #8520995
- **Virginia Broadcast Solutions:** Award amount not to exceed \$500,000 – Contract #8520996

VFHY's Evaluation and Research of VFHY's Social Marketing Initiatives

- **Market Decisions:** Award amount not to exceed \$250,000 – Contract #8520994
- **Rescue Agency:** Award amount not to exceed \$250,000 – Contract #8520993

VFHY's Youth Engagement, Volunteerism, and Advocacy Initiative

- **Rescue Agency:** Award amount not to exceed \$1,500,000 – Contract #8520992

Motion: to approve the recommendations of the Marketing Committee for contract renewals for FY17 by Delegate T. Scott Garrett, M.D.

Second: Sarah B. Holland.

Vote: Unanimous in favor

Graphic Art Contracts

Deputy Director Margaret White presented recommendations for renewal contracts for Graphic Art Contracts. The current contracts with two firms are renewable annually. These contracts require project estimates that must be approved by the Public Affairs Manager in order to commence work. Examples of projects include our annual report, graphic and website design work for conferences and agency dashboard updates.

Staff recommends renewing two contracts as follows:

Some Design, \$20,000

OMNIStudio, Inc.: \$10,000

Motion: to renew the two contracts as recommended by Sarah B. Holland.

Second: Vinetta T. Shah, MHS, RD

Vote: Unanimous in favor

Virginia Youth Survey Results (VYS):

Danielle Henderson from VDH, reported that since 2009 VDH has administered the VYS in Virginia. VFHY and VDH conduct this biennial survey of youth health behaviors. According to the results of the latest VYS, overall, among the over 350,000 high school students in Virginia, there are significant increases in those who practice healthy behaviors over a four year period (2011-2015). Virginia had the highest response rates of schools and students in the nation: 100% of our schools participated as well as 87% of students.

Tobacco use among students who currently smoke cigarettes decreased 45%.

Drug use among students who ever used drugs decreased across the board – cocaine down by 30%; heroin down by 47%; methamphetamines down by 38%; and ecstasy down by 38%.

Alcohol use among students who currently drink alcohol decreased by 23%.

However, there was discussion to indicate that there a lot of work to be done in various areas such as the use of other tobacco products including electronic nicotine devices (i.e. e-cigarettes), consumption of nutritional foods, depression and suicide.

Research Committee

Kristina N. Powell, M.D., Research and Evaluation Committee member, reported that in addition to the report by Danielle Henderson on the Virginia Youth Survey, VFHY has five research projects: three at VCU, one at EVMS and UVA. Three projects are related to e-cigarettes, one is

related to children with ADHD, and the last is for the Virginia Youth Tobacco Project Coalition. Site visits for all grantees have been scheduled from May 31st to June 28th.

Program Committee Report and New Business

Delegate T. Scott Garrett, M. D, reported that the program committee works with Healthy Communities Action Teams (HCAT) and the Tobacco Use Prevention Grants.

There are twenty-one HCAT grantees. This is the first year of their two year grants. There are sixty-two grantees for Tobacco Use Prevention Programs.

The next RFP for Tobacco Use Prevention Program Grants will be released in August, 2017.

The next RFP for Healthy Communities Action Teams will be released in January, 2018.

SAVE-THE-DATE: 2017 Weight of the State Conference – April 3 and 4 at the Hilton Short Pump.

Public Comment:

Ann Vaughan, American Cancer Society Cancer Action Network, commented that when obesity was added to the VFHY mission, funding was redirected to that from tobacco prevention initiatives. She noted that if VFHY’s mission is expanded, other funding sources should be sought rather than diverting funds from tobacco prevention again. She noted the intent of the Master Settlement Agreement was for repayment to states for medical costs from tobacco use and for tobacco prevention.

Old Business:

None

Budget Report:

Marge White, Deputy Director, reported on the Statement of Net Assets and Governmental Funds Balance Sheet as of March 31, 2016.

Marge White also reported on the Actual Expenditures vs. Budget for July 2015 through March 2016. We are currently under budget in a number of categories due to the timing of invoices received from grantees and contractors.

Also, Marge White reported on the FY17 and FY18 projected budgets which would begin July 1 of each fiscal year. The Master Settlement Agreement payment was received in April in the amount of approximately \$9.25 million; therefore the FY17 budget was based on that amount and FY18 on a projected MSA payment.

Motion: to approve the FY17 and FY18 projected budgets as presented by Sarah B. Holland.

Second: Vinetta Shah, MHS, RD

Vote: Unanimous in favor

Questions should be directed to Wilma Jordan at 804.786.7409 or wjordan@healthyyouthva.org.

Next Board Meeting Dates:

September 21, 2016

November 30, 2016

Adjournment:

The meeting was adjourned at 1:42 p.m. by Sandy L. Chung, M.D.

**VIRGINIA FOUNDATION FOR HEALTHY YOUTH
STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS
BALANCE SHEET
As of March 31, 2016**

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
ASSETS:	
Cash and cash equivalents held by the Treasurer of Virginia	\$ 4,979,022
Investments Held by the Treasurer	\$ -
Lease Deposits	\$ 5,966
Prepaid Expenses	\$ -
Capital Assets, net of accumulated depreciation: Operating equipment	<hr/>
TOTAL ASSETS	<hr/> \$ 4,984,988 <hr/>
LIABILITIES:	
Obligations Under Security Lend	\$ -
Compensated absences	\$ 112,782
Account payables	\$ 120,293
	<hr/>
Total Liabilities	<hr/> \$ 233,074 <hr/>
NET ASSETS:	
Investment in Capital Assets, net of related debt Unrestricted	\$ - \$ 4,751,913
	<hr/>
Total net assets	\$ 4,751,913

Virginia Foundation for Healthy Youth Actual Expenditures vs. Budget

July 2015 Through March 2016

	Actual Expenses July 2015 - March 2016	Budget July 2015 - March 2016	\$ Over/Under Budget thru March 2016	FY2016 Total Budget
Ordinary Income/Expense				
Income				
Interest on Securities	0	0	0	0
Conf & Training Registration/Misc.	930	0	930	0
Grants/reimbursed expenses	25,000	0	25,000	0
Virginia Tobacco Settlement Fund	0	0	0	9,327,905
Total Income	<u>25,930</u>	<u>0</u>	<u>25,930</u>	<u>9,327,905</u>
Expense				
Administration	709,536	750,000	-40,464	1,000,000
General/Inter Agency Expenses	50,125	105,000	-54,875	140,000
Marketing	2,028,477	2,287,500	-259,023	3,050,000
Program Expense	2,273,039	2,443,570	-170,531	3,258,093
Research/Surveillance and Eval.	604,235	656,250	-52,015	875,000
Obesity	582,948	750,000	-167,052	1,000,000
Endowment			0	0
Total Expense	<u>6,248,361</u>	<u>6,992,320</u>	<u>-743,959</u>	<u>9,323,093</u>

**VIRGINIA FOUNDATION FOR HEALTHY YOUTH
FY2017 and FY2018 PROJECTED BUDGETS**

	FY2017	FY2018
Available Budget	\$9,250,000	\$9,300,000
Obesity	\$1,000,000	\$1,000,000
Programs	\$3,100,000	\$3,135,000
Marketing	\$3,135,000	\$3,150,000
Research	\$725,000	\$725,000
Surveillance and Evaluation	\$150,000	\$150,000
Interagency/GF Transfers	\$140,000	\$140,000
Administration	\$1,000,000	\$1,000,000
Total	<u>\$9,250,000</u>	<u>\$9,300,000</u>
Projected deficit/overage	0	0