



**Executive Committee Meeting
Minutes
September 15, 2009**

Executive Committee members present

Delegate John O'Bannon, III, M.D., Curtis Coleburn, Edda Collins Coleman, (monitored via conference call after quorum was established), Kevin R. Cooper, M.D., Patrick Hughes, John O. James, Jr.

Executive Committee Members not present

Rickie Fulcher.

Board Members present

Sanjeev K. Aggarwal, M.D., (monitored via conference call), Jose Dimas, Senator Emmett W. Hanger, Jr., Delegate William Janis (left at 1:08 p.m.), Senator Ralph S. Northam, M.D., Karen Remley, M.D., (left at 1:04 p.m.) and Claudia Tellez.

Board Members not present

Richard A. Crittenden, Rickie E. Fulcher, Don Gehring, James McDaniel, M.D., Keith H. Newby, Sr., M.D., Carlos Quintela and Rosa I. Villoch-Santiago.

Staff

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

Guest

Kristina Beavers, Southeast Regional Advisory Board member
David DeBiasi, RN, BSN, American Lung Association
Heidi L. Hertz, MS, RD, Obesity Prevention Coordinator

Called to order

Delegate John O'Bannon, III, M.D. called the meeting to order at 12:13 p.m.

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

Delegate John O'Bannon, III, M.D. noted a quorum of the board was not present. The Chairman verified with the Executive Director that the Executive Committee meeting had been posted to the public. The Chairman determined a quorum of the Executive Committee was present and then convened the Executive Committee Meeting.

Minutes:

Motion: to approve the Executive Committee minutes by Curtis Coleburn.

Second: Kevin Cooper, M.D.

Vote: Unanimous in favor.

Chairman's Report

The Chairman delivered remarks including:

- Our organization name changed to Virginia Foundation for Healthy Youth (VFHY). Part of our obligation is our new initiative, Childhood Obesity.
- The importance of reaching quorum for the Board of Trustees meeting.

Director's Report:

PROGRAMS:

Program grantees submitted final reports for FY 2009, documenting the tens of thousands of young people they reached across the Commonwealth with VTSF's science-based prevention programs. Grantees shared many success stories and accomplishments, including growing partnerships between community organizations and schools; program expansions; and, in some cases, program sustainability. One grantee, Chilhowie Elementary School, noted that youth participants in the *Too Good for Drugs* program said their adult relatives had quit smoking as a result of the new knowledge and skills from the program that these young people shared with them. Grantees also provided valuable feedback and recommendations for future activities.

In early January, VTSF distributed a Training Interest Survey to nearly 1,000 statewide prevention professionals, requesting input on the regional workshops to be offered by VTSF. Nearly 450 responses were received. The collected data was analyzed, and as a result, VTSF hosted 41 workshops in 2009 in various locations throughout the state.

September

Teaching Methods and Styles for Managing Learning in The Prevention Classroom

Sep. 9, 2009 – Charlottesville

Proposal Writing

Sep. 16, 2009 – Blacksburg

Facilitation Skills

Sep. 17, 2009 – Blacksburg

Engaging The Heart

Sep. 22, 2009 – Blacksburg

Fidelity Based Adaptations for Prevention Programs

Sep. 23, 2009 - Richmond

Working With At-Risk Youth

Sep. 25, 2009 – Fishersville

October

Program Sustainability (Through Goal Achievement)

Oct. 13, 2009 – Richmond

Engaging The Heart

Oct. 21, 2009 – Richmond

Youth Advocacy Through Youth Favored Technological Media

Oct. 22, 2009 – Richmond

November

Facilitation Skills

Nov. 5, 2009 – Richmond

Proposal Writing

Nov. 6, 2009 – Richmond

Youth Advocacy Through Youth Favored Technological Media Part II

Nov. 13, 2009 – Charlottesville

The Program Department staff met Aug. 26-27 for their quarterly planning session. Items discussed included: 2009-2010 grantee update for one-year grants, three-year grants and targeted grants with CSBs; the use of the new online proposal application and grants management software; final details for the upcoming Annual Statewide Grantee Conference in October to be held in Richmond; training schedules for grantees and other around the state; initial planning for the January 2010 RFP; and discussion about the VFHY obesity prevention message and brainstorming ways to provide obesity prevention outreach to current grantees as well as including information in the next Request for Proposals.

Three Regional Advisory Boards met during the summer months. Agenda items included grantee performance updates, newly funded grant organizations in the region, and childhood obesity prevention. Danny Saggese, Director of Marketing, presented details of the Y St. Mini Grant opportunity, results from the 86 Campaign and a preview of the new Melt Down Campaign.

MARKETING:

In June, the Foundations' Marketing Department launched the Y St. Leadership Team, gathering the top 15 Y St. members from across the state in an effort to increase youth participation in Y St. work plan development. Y Street is a statewide association of high school youth advocates who strive to cause cultural change in Virginia's youth by deglamorizing tobacco and instilling pride in a healthy lifestyle. Since 2004, more than 3,000 teens from all across Virginia have attended a training offered by Y Street, the youth-led advocacy brand that supports the VFHY's marketing campaign. Y Street has grown impressively this past year, evident in the high rates of youth participation as well as numbers of completed projects. The Y St. Leadership Team will be designed to motivate, develop, and empower outstanding Y St-ers, as well as to provide a structure where youth input can be efficiently incorporated into Y St. movement activities throughout the fiscal year.

Y St. also awarded 11 Mini-Grants of \$2,000 apiece to local student organizations in Virginia in order to encourage active youth to become part of Y Street and its mission. By November, each Mini-Grant recipient will have hosted a Y St. Training at their location, training 25 youth and one adult coordinator. To see the list of the Y St. Mini-Grant recipients, or to learn more about Y Street, go to http://ystreet.org/mini_grant2009.php.

The Marketing Department's *Syke* Campaign continues on as an influential brand for youth interested in alternative rock music, sponsoring concerts by local rock bands in Northern Virginia in July. *Syke* is putting out a compilation CD of Northern Virginia bands that will be released at a concert at the Old Firehouse Teen Center in McLean Virginia on Saturday, Sept. 26.

Since its launch in October 2008, the 86 Campaign (www.86thesmoke.com), which measured support for banning smoking in restaurants, has generated massive support from Y St. members, Y St. Mini-Grant advisers and their communities. While the achievements of their efforts need to be celebrated, Y St. also needs to develop and launch a new campaign that will maintain the interest level demonstrated by Y St-ers. Based on the input of the newly created Y St. Leadership Team, the establishment of a campaign that focuses on Snus and new, dissolvable tobacco products has been approved called *Meltdown*. The focus of the *Meltdown* Campaign is to involve Virginians to proactively express their opposition against Snus and dissolvable tobacco products on the basis that their flavors and packaging are blatantly targeted to youth. While Snus is already prevalent, dissolvable tobacco products such as Orbs, Sticks, and Strips are currently not available in Virginia as they are being test-marketed in select cities. By proactively motivating the community to voice their objections, Y St. will be recognized as the only statewide youth tobacco prevention group involved in this objective, and hopefully this will encourage others to take a stand. To learn more, visit: www.meltdownva.com.

RESEARCH:

George Mason University researcher Dr. Bob Smith reported a new finding: The presence/absence of another animal (adolescent-aged rats in the laboratory setting) influences behavioral response to the first nicotine exposure. This finding has been selected for the Press Book for the upcoming Society for Neuroscience meeting in Chicago in October. This is the second time one of GMU's project findings has been selected. The society selects only a few hundred of the 17,000 presentations for inclusion in the book. This GMU project, which looks at nicotine's impact on adolescent brain development, is funded by VTSF.

YOUTH TOBACCO SURVEY:

Virginia Commonwealth University, the contractor that administers the survey on our behalf, has contacted all school divisions selected for participation in the YTS. Of the 49 divisions selected, to date, 34 have agreed to participate, four declined and 11 have not responded. Unfortunately, the Chesapeake and Virginia Beach school divisions, which have large numbers of schools in the sample, have declined. Fairfax reported it will likely not participate due to concerns of duplicating its own division-wide survey. If these school divisions can not be encouraged to participate, it will affect our ability to have valid weighted data for comparison to prior years. It will be necessary to make a decision whether to postpone the YTS based on the final outcome with these school divisions. If board members can assist in any of these areas, please let us know.

PUBLIC RELATIONS

Public Affairs Coordinator Richard Foster spearheaded the design of a new logo, communication products and Web site for the Virginia Foundation for Healthy Youth (VFHY), as well as re-branding the VTSF Web site to include a VFHY presence and creating a new Web site for VFHY's Virginia Youth Obesity Prevention division.

NATIONAL CONFERENCE ON TOBACCO OR HEALTH:

VTSF's Programs and Marketing departments had significant presences at the 2009 National Conference on Tobacco or Health, held June 10-12 in Phoenix.

Grant Program Administrators Lisa Brown and Jenny Martin participated in the following sessions: "A More Perfect Union: Joining Tobacco Use and Substance Abuse Prevention Programs," an invited plenary session, "Getting Schools Involved: Creating Successful Partnerships," and "Virginia Youth Tobacco Survey: A Plan for Successful Data Collection."

Director of Marketing Danny Saggese participated in numerous sessions, including:

Youth Track

- Primary speaker for panel entitled: "Engaging Youth in the World They Know: Social Networking."
- Speaker for panel entitled: "Funding at All Levels: Your Program Can Work."
- Primary presenter for poster session entitled: "Cutting Costs & Saving Time: Utilizing Existing Student Organizations to Build Youth Empowerment Movements."

Additional Exposure

- Speaker for the "New Media Case Studies" Panel at the CDC Media Network Ancillary Meeting.

- The VTSF's TV spot "Kiss" was featured at the "CDC Media Campaign Resource Center 2009 AdFest."
- The youth-led activism initiative Y St. was invited to participate in the Youth Activism Event at NCTOH. Y St. was featured with other leading youth and adult tobacco-use prevention advocates from across the country.

SITE VISIT:

Executive Director Marty Kilgore and Grants Program Administrator Judy Link conducted a site visit with state Delegate Paula Miller at the Tarrallton Community Center in Norfolk on Tuesday, Aug. 18. The City of Norfolk's Office of Youth Development has a three-year grant and is implementing the Life Skills program.

CHILDHOOD OBESITY:

The childhood obesity workgroup of the Virginia Tobacco Settlement Foundation Board of Trustees and staff met on Wednesday, May 20, at the Crowne Plaza hotel. Speakers included: a representative from the Centers for Disease Control and Prevention; representatives from VDH's CHAMPION program; representatives from Bike Walk Virginia; and representatives from Blue Cross and Blue Shield of Minnesota discussed transitioning from tobacco control to obesity prevention. Following the workgroup meeting, a task group of the VFHY board provided input via a survey to determine its priorities for obesity prevention initiatives. These priorities were used to draft an initial strategic plan to present to the Board of Trustees and to begin solicit funding from public sources and private partners.

Foundation staff members have met with various organizations and coalitions that are interested in reducing childhood obesity. Examples include: the Health Commissioner's Workgroup on Obesity; Northern Virginia Healthy Kids Coalition; Safe Routes to School; Pendleton Golf Club; and Eastern Virginia Medical School Department of Pediatrics. These groups and their respective interests/activities are being tracked by staff in a spreadsheet for future reference and collaboration.

Executive Director Marty Kilgore and Deputy Director Marge White met with an interactive youth website company, GoTrybe.com, about web services. GoTrybe provides social networking promoting youth health and fitness for prevention clients in Tennessee and Indiana.

Deputy Director Marge White spoke to the Health Commissioner's Workgroup on Obesity on July 14, providing an overview of potential strategies included in VFHY's draft strategic plan to reduce childhood obesity in Virginia.

Five staff members attended the inaugural CDC Weight of the Nation Conference in Washington, D.C. The entire conference focused on strategies to address the epidemic of obesity. Speakers included: former U.S. President Bill Clinton; U.S. Sen. Tom Harkin; U.S. Secretary of Health Kathleen Sebelius; the Acting Surgeon General, Rear Admiral Steven K. Galson, M.D.; and new CDC Director Dr. Thomas Frieden. Conference presenters included representatives from the Robert Wood Johnson Foundation; Kaiser Permanente; Nemours; and the National Center for Safe Routes to School. Issues discussed included: taxing soft drink sales; adjusting pricing of healthy foods; making roads and highways accessible to pedestrians and cyclists;

creating safe walking and cycling routes to schools; and working with school systems to limit or restrict sales and accessibility of less healthy foods from vending machines.

Executive Director Marty Kilgore made a presentation to the Joint Commission on Health Care's Healthy Living and Health Services Subcommittee regarding our efforts to combat childhood obesity. Also presenting was Heidi Hertz, Obesity Prevention Dietitian in the Division of WIC and Community Nutrition Services at VDH and Lynn Fellin, Associate Director in the Office of School Nutrition Programs at DOE.

As one of the initial efforts toward preventing youth obesity in Virginia, the newly created Virginia Youth Obesity Prevention (VYOP) has designed a pilot program that will focus on increasing physical activity in Southeast Virginia for African-American teens. The pilot program aims to encourage physical activity by promoting behavior that is culturally appropriate and socially rewarding with cultural events organized around dance competitions. High risk youth are more likely to participate because all intervention activities will focus on social rewards valued in the culture rather than directly promoting physical activity for health reasons. All high schools in Southeastern Virginia will be provided a toolkit to motivate and assist them in beginning their own dance clubs for participation in the yearlong dance competitions. We hypothesize that physical activity will increase significantly as dance becomes integrated into the local youth culture with the implementation of both the dance club kits to simplify initiation of dance teams, and regular competitions to increase cultural relevancy of dance. Brief local research has begun which will develop the brand name and identity, identify logistics, and position recruitment to attract teens that are not currently physically active. Toolkits are scheduled to be delivered in September, with the first dance competitions scheduled for October. Local research for the event was conducted in August at the Norfolk Main Library with 24 teens divided into three focus groups.

Executive Director Marty Kilgore met with the Donna Seward, Director of WIC at VDH, on Thursday, Aug. 27, to discuss coordinating efforts on obesity prevention. WIC oversees the CHAMPION program at VDH.

On Sept. 8, Executive Director Marty Kilgore met with state Secretary of Health and Human Resources Marilyn Tavenner and state Health Commissioner Dr. Karen Remley to discuss childhood obesity and collaboration possibilities with VDH.

BUDGET:

Deputy Director Marge White met with Joe Flores in the Senate Finance office on Sept. 2. White briefed Flores on current initiatives and funding levels for tobacco prevention grantees and gave an overview of VFHY's plans for childhood obesity prevention efforts.

The Department of Planning and Budget informed Executive Director Marty Kilgore on Sept. 9 that the Foundation's administrative budget will be reduced by \$100,000 as part of the Governor's proposed package of statewide budget cuts.

Budget Report

Wilma Jordan presented the FY09 Year-End Financial Report. The FY10 Year-to-date Financial Report is unavailable due to the closing out of the fiscal year.

The Foundation does not foresee any cash flow problems at this point.

APA began the FY09 Audit in August.

Old Business:

None

New Business:

Approve Childhood Obesity Strategic Plan

Marty Kilgore, Executive Director, reported on a Virginia Youth Obesity Prevention (VYOP) FY10 Operational Strategic Plan that will create the opportunity for VYOP to be comprehensive in its scope of childhood obesity prevention and reduction activities, while reaching population segments throughout the state. The format for the plan mirrors the VTSF strategic plan.

Motion: to approve VYOP FY10 Childhood Operational Strategic Plan as presented by Curtis Coleburn.

Second: Kevin Cooper, M.D.

Vote: Unanimous in favor.

Building Rent/Parking

Margaret White, Deputy Director, reported that in the past VTSF has sent one monthly payment to Advantis Realty for both rent and staff parking. Advantis no longer manages the parking lots/deck. Therefore it is necessary to separate the payment for rent and all parking fees.

Motion: to document the board's concurrence that building and parking rents will be accounted for as separate expenditures by Kevin Cooper, M.D.

Second: Curtis Coleburn

Vote: Unanimous in favor.

Targeted Program Grants

Patrick Hughes, Program Chair, reported that the Program Committee reviewed the following list of FY10 Targeted Program Grants recommended for funding:

Danville Pittsylvania Community Services Board

\$45,437

Northwestern Community Services Board

\$22,247

Richmond Behavioral Health Authority

\$45,037

Hampton-Newport News Community Services Board

\$75,000

Motion: to approve the four FY10 Targeted Program Grants totally \$187,721 by Kevin Cooper, M.D.

Second: Curtis Coleburn

Vote: Unanimous in favor.

Baseline Data for Childhood Obesity

Margaret White, Deputy Director, reported that VFHY conducts the Youth Tobacco Survey (YTS) every other year. VFHY planned to conduct a second survey in conjunction with YTS to collect baseline data on childhood obesity. Unfortunately, the Department of Education did not approve the second survey.

Other methods to gather data were discussed. Market Decisions can complete the project at a cost of \$91,605.

Motion: to approve a contract modification with Market Decisions to complete the baseline data collection project for childhood obesity and social indicators at a cost not to exceed \$92,000 by Curtis Coleburn.

Second: Kevin Cooper, M.D.

Vote: Unanimous in favor.

Delegate John O'Bannon, III, M.D. requested an update at the next meeting.

Green Policy

Margaret White, Deputy Director, reported that VFHY must implement "Green" procedures to protect the environment and reduce energy consumption in order to comply with Governor Kaine's Executive Order #82.

Motion: to approve the draft "Green Policy" as presented by Curtis Coleburn.

Second: Kevin Cooper, M.D.

Vote: Unanimous in favor.

Travel

Margaret White, Deputy Director, reported that VFHY has adopted the Commonwealth of Virginia state travel regulations as part of the policy handbook. On occasion our fiscal processor has questioned and/or rejected costs that were approved by our Executive Director. This caused a reduction to the reimbursement amount for staff and contractors.

Motion: to amend the VFHY travel policy to delegate authority to the Executive Director to make exceptions for extenuating circumstances by Kevin Cooper, M.D.

Second: Curtis Coleburn

Vote: Unanimous in favor.

Public Comment

None

Committee Reports/Business

Program Committee

Donna Gassie, Director of Programs, reported on the FY09-FY10 Program Grants. VFHY currently has 98 grants serving more than 75,000 kids.

The 8th Annual Grantee Training Conference will be held October 7 – 8, 2009 at the Downtown Richmond Marriott in Richmond, VA. Online registration is available.

The next RFP will be released in January 2010 and will include optional Obesity Prevention Supplemental Programs.

Marketing

Danny Saggese, Director of Marketing, reported on the progress of the *Meltdown* Campaign and the current initiative being undertaken by Y Street. The focus of *Meltdown* is to involve Virginians to proactively express their opposition against Snus and dissolvable tobacco products on the basis that their flavors and packaging are blatantly targeted to youth. While Snus is already prevalent, dissolvable tobacco products such as Orbs, Sticks, and Strips are currently not available in Virginia as they are being test-marketed in select cities. Danny also passed out two types of Snus – Frost and Mellow - so that Board of Trustee members could catch a buzz, should they wish to. To learn more, visit: www.meltdownva.com.

Danny announced that the Syke produced compilation CD of Virginia's best high school aged alternative rock music has been completed and is titled "Falling Forward – tracks from VA's Up-And-Coming Bands". Its release will take place at the Syke CD Release Show on Saturday, Sept. 26th at the Old Firehouse Teen Center in McLean. Nine of the thirteen bands on the CD are scheduled to perform.

Danny also introduced a pilot program being launched that will focus on increasing physical activity in Southeast Virginia for African Americans teens. The pilot, designed for the newly created Virginia Youth Obesity Prevention (VYOP), aims to encourage physical activity by promoting behavior that is culturally appropriate and socially rewarding with cultural events as a venue for dance competitions. All high schools in Southeastern Virginia will be provided toolkits to motivate and assist them in beginning their own dance clubs for participation in the year long dance competitions. Brief local research has been completed which will develop the brand name and identity, logistics and position recruitment to attract teens that are not currently physically active. Toolkits are scheduled to be delivered in September, with the first dance competitions scheduled for October.

Final Comments:

Delegate John O'Bannon, III, M.D. discussed that the next legislative session is likely to bring another budgetary threat to the Foundation. It is important to inform the legislature that the Foundation has been successful in its mission and performs a necessary function in youth health.

Patrick Hughes added that we should focus on the methods that made VTSF a success and apply those tactics to childhood obesity.

Announcements:

Board Meeting Dates:

December 1, 2009

May 11, 2010

September 14, 2010

December 1, 2010

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

Adjournment

Meeting adjourned at 1:50 p.m.