



**Board of Trustees Meeting
Minutes
September 18, 2012**

Board Members present:

Sandy L. Chung, M.D. (left at 12:26 p.m.), Curtis Coleburn, Kevin R. Cooper, M.D., Stacey M. Ely (by way of conference call after quorum was ascertained), Senator Thomas A. Garrett, Jr., Delegate T. Scott Garrett, Robert C. Gunther M.D., Jeffrey Logan Holland (left at 12:32 p.m.), Robert Leek, Sarah T. Melton, PharmD, Karen Remley, M.D. (left at 12:28 p.m.), Davis C. Rennolds and Claudia Tellez.

Board Members not present:

Sanjeev K. Aggarwal, M.D., Edda Collins Coleman, Don Gehring, Corey Howell, John O. James, Jr., Christopher S. Nicholson, M.D., Senator Ralph S. Northam, M.D., Delegate John M. O'Bannon, III, M.D., Stephen Reardon.

Staff:

Eloise Burke, Richard Foster, Donna Gassie, Henry Harper, III, Heidi Hertz, Marty Kilgore, Judith Link, Charlie McLaughlin, Jr., Danny Saggese and Margaret White.

Counsel:

Carrie S. Nee, Office of the Attorney General

Guest:

Kate Bullard, VCU Intern

Called to order:

Robert C. Gunther, M.D., Chairman, called the meeting to order at 12:06 p.m.

Dr. Gunther welcomed the two new board members: Senator Thomas A. Garrett, Jr. and Delegate T. Scott Garrett.

After introductions, Robert C. Gunther, M.D. welcomed Stacey M. Ely by way of conference call.

Minutes:

Motion: to approve the minutes as presented: Karen Remley, M.D.

Second: Sandy L. Chung, M.D.

Vote: Unanimous in favor.

Chairman's Comments and Executive Director's Report

The Chairman deferred his report and the report of Executive Director to the end of the meeting.

Election of Chair:

Curtis Coleburn, Chair of the Personnel/Policy/Bylaws Committee presented two nominations for Chairman: Edda Collins Coleman and Robert C. Gunther, M.D.

Curtis Coleburn asked if there were nominations from the floor and there were none.

Motion: to close nominations: Delegate T. Scott Garrett.

Second: Bob Leek

Vote: Unanimous in favor.

Curtis Coleburn excused Robert Gunther from the room (Edda Collins Coleman was not present). He then asked for a show of hands for each candidate.

Robert C. Gunther, M.D. was re-elected as Chairman.

Election of Vice-Chair:

Curtis Coleburn reported there were two nominations for Vice-Chairman: Corey Howell and Delegate John O' Bannon, III, M.D.

Curtis Coleburn asked if there were nominations from the floor and there were none.

Motion: to close nominations: Delegate T. Scott Garrett.

Second: Robert Leek.

Vote: Unanimous in favor.

Curtis Coleburn asked for a show of hands for each candidate.

Delegate John O'Bannon, III, M.D. was re-elected as Vice-Chairman.

Affirm Actions of the Executive Committee:

There was a discussion about the budget time line for the Master Settlement Agreement (MSA) payments and a working budget that focuses on achieving cost savings.

The board asked the staff to include a footnote on the budget schedule that was being considered for approval to explain the cash flow timeline.

Motion: to affirm the action of the Executive Committee to approve the FY13 budget and to add the footnote referenced: Karen Remley, M. D.

Second: Kevin R. Cooper, M.D.

Vote: Unanimous in favor.

Motion: to affirm the action of the Executive Committee to approve the Program, Marketing, Evaluation, and Research Grants/Contracts: Kevin R. Cooper, M.D.

Second: Sandy L. Chung, M.D.
Vote: Unanimous in favor.

Budget Report:

Margaret White reported in the absence of Wilma Jordan, Business Manager, on the FY12 Year-End Financial Report. She noted the ending balance for the fiscal year and stated VFHY has a non-reverting fund, allowing the balance to carry forward to fund FY13.

The next Master Settlement Agreement payment will be received April 2013.

The Auditor of Public Accounts has completed their audit with no findings for the 12th year for VFHY.

Old Business:

None

New Business:

Program Evaluation Presentation

Donna Gassie, Director of Programs, reported on a new method of doing statewide evaluation through concept mapping. With this new process, the types of information will be more descriptive.

Margaret White, Deputy Director, added that concept mapping will allow us to evaluate how our programs influence youth's interactions with others and if our programs are going further than direct education to kids. We will also be able to measure how they impact their peers attitudes and decisions to use tobacco.

Public Comment:

None

Committee Reports:

Program Committee

Donna Gassie, Director of Programs, reported that the Program Committee reviewed the list of new grants which started on July 1st. They also discussed the statewide evaluation and the Weight of the State Childhood Obesity Prevention conference to be hosted by VFHY and Prevention Connections on April 11 – 12, 2013 at the Westin Richmond.

Marketing Committee

Danny Saggese, Director of Marketing, reported that VFHY will award 24 Y Street mini-grantees for this fiscal school year. This past fiscal year resulted in 629 youth trained as new members and 999 successfully completed projects and nearly 3,000 hours of volunteering.

Danny Saggese added that Y Street has presented at the National Conference in Kansas City. Y Street is invited to present at the 139th American Public Health Conference in San Francisco and at the 2012 Southern Obesity Summit, October 14 – 16 in Charlotte, NC. Y Street continues to be recognized nationally.

Research Committee

Dr. Kevin R. Cooper, Chair of the Research Committee, reported that the results of the VFHY youth surveys will be available in December. Also, beginning in the fall of 2013 there will be mandated participation in the youth survey process since we will be collaborating with the Virginia Department of Health to do one combined youth survey.

Dr. Kevin R. Cooper added that our contract with VCU provides evaluation of our Healthy Community Action Team grants and our Tobacco Prevention grants for a three-year period beginning July 2012 (also reported by the program committee).

Dr. Kevin R. Cooper also reported that seven grants were completed at the end of June 2012. Six new grants have been awarded totaling more than \$2 million dollars from July 1, 2012 – June 30, 2015. See the attachment. Each new grant requires collaborators.

Lastly, Dr. Kevin R. Cooper reported the effort of the Virginia Youth Tobacco Project Coalition (VYTP) to offer small grants provided to new investigators in youth tobacco prevention and planning. VYTP issued an RFP for this purpose.

Prevention Connections Report

Henry Harper, III, Director of Community Outreach and Development, reported that an announcement to hire the first executive director for Prevention Connections was issued this summer.

Henry Harper, III also reported on an updated Prevention Connections website that will debut in December.

He also listed outstanding grant applications:

- A. FDA - Tobacco Prevention Awareness and Education Models for Replication, 4 year grant period totaling \$10,323,406.00. It is anticipated that award announcements are to be made in January.
- B. Agriculture and Food Research Initiative Competitive Grants Program - \$49,575 to help fund the Weight of the State conference.
- C. Wal-Mart Statewide Giving - \$50,000 application to match PC funds for Safe Routes to School funding.
- D. Wellpoint Foundation - \$25,000 application for Weight of the State sponsorship through their Community Relations Funding program.
- E. AETNA foundation - \$25,000 application for Weight of the State sponsorship.

Mr. Harper also noted recently-funded grants:

- A. Wellpoint Foundation - \$95,000 to fund programs to reduce smoking and other tobacco use among people experiencing mental health and substance abuse in Virginia.

Margaret White, Deputy Director, added that an application was submitted to the Wellpoint Foundation to expand the grant work done with funding from the Partnership for Prevention in D.C. This grant will focus on Community Services Boards around the state to integrate prevention and treatment within their programs. This grant is being completed in partnership with the Alliance for the Prevention and Treatment of Nicotine Addiction.

- B. Wal-Mart Local Giving - \$500 to assist with the funding of VFHY regional workshops.

Danny Saggese, Director of Marketing, reported that Prevention Connections (PC) has added three new members: Patti Kiger, Eastern Virginia Medical School, Robyn Deyo, Barber Martin Agency and Heidi Hertz, Virginia Foundation for Healthy Youth. Both Danny Saggese's and Cathy Turner's terms expired. Also, the following new officers were appointed: Chairman: Cathleen Grzesiek, American Heart Association; Vice Chairman: Trevor Minor, Capital One; Secretary: Stacey Hinderliter, MD, Lynchburg Family Medicine Residency and Treasurer: Margaret White, Virginia Foundation for Healthy Youth. The PC board now has expanded the board seats to nineteen.

Danny Saggese added that PC has decided to provide \$50,000 in a series of \$1,000 grants to fund a state-wide Walk to School Day in coordination with International Walk to School Day on October 3. Heidi Hertz, Obesity Prevention Program Coordinator, is working to target 50 schools to participate.

Dr. Robert C. Gunther thanked Danny Saggese for his service with Prevention Connections.

Chairman's Comments:

VFHY has led a lot of events and initiatives this winter and spring:

- In January, I kicked off the Virginia Healthy Youth Day event at the Capitol Bell Tour with more than 400 youth from area schools.
- Virginia's First Lady, Mrs. McDonnell and Secretary Hazel both spoke with the youth encouraging them to lead healthy lifestyles. The YMCA of Greater Richmond led the kids in fun fitness exercises and there were special performances from the Richmond Ballet's Mind in Motion group and juggler Jonathan Austin. Sponsors of the event included Martin's Super Markets, Kaiser Permanente, the YMCA of Greater Richmond and Prevention Connections. A special thanks to Jay James for emceeding the event.
- VFHY has partnered with the Virginia Chapter of the American Academy of Pediatrics Richmond center to offer a visiting lectureship focusing on tobacco cessation, secondhand smoke and third-hand smoke as well as other tobacco topics. The program will provide physicians and healthcare providers with tools to address tobacco use with their patients. This event will kick off next year.
- VFHY and the Virginia Chapter of the American Academy of Pediatrics participated in the first ever National Screen-Free Week.

- More than 50 pediatricians and members of the VFHY’ s staff , Board of Trustees and Regional Advisory Boards read the book “The Bernstein Bears and Too Much TV” to promote Screen-Free Week at local schools, afterschool programs, youth groups and community organizations across Virginia.
- Dr. Moskowitz, president of the Virginia chapter of the American Academy of Pediatrics and Mary Kilgore kicked off Screen-Free Week at the Children’s Museum of Richmond on May 1 by reading during the museum’s story time.
- The Virginia American Academy of Pediatrics supports VFHY’ s proposed agency legislation to restore VFHY’ s funding and provided a letter of support highlighting our partnership and common missions.
- VFHY Board of Trustees did not have quorum for our May meeting. We tried to set dates and times far in advance in order to allow everyone to adjust schedules, clinic hours and other obligations. All Board of Trustee meetings are important but the May meeting is vital to the work of the Foundation as it is the meeting during which contracts for Programs, Marketing, and Research are approved.
- Dr. Gunther encouraged everyone to read the national report on tobacco use report among middle and high school students. This report gives an overview of the status of tobacco prevention.

Executive Director’s Report:

EXECUTIVE COMMITTEE:

The executive committee of the Virginia Foundation for Healthy Youth’s Board of Trustees met on May 31. Contracts for the upcoming year were approved consisting of the following:

- Healthy Community Action Team Grants — various localities competed for funding for obesity prevention initiatives.
- Tobacco Prevention Research Grants for colleges and universities
- Marketing Contracts
- Program and HCAT Evaluation

PROGRAMS:

Grantee Orientation Trainings have taken place with all new grantees funded under both RFP 852P014 – Tobacco Use Prevention and Cessation grants and RFP 852P015 – Healthy Communities Action Teams (HCAT) grants. The HCAT orientation includes grants management information as well as additional obesity prevention information including calculating reach, best practices from the recent Institute of Medicine (IOM) report, and important event dates related to preventing and reducing childhood obesity.

The Virginia Foundation for Healthy Youth's 2012-2015 tobacco-use prevention and cessation grant programs for youth started on July 1. These 54 grants will run for three years and will provide tobacco-use prevention and reduction programs to young people from preschool to age 18 across the commonwealth.

VFHY's 18 Healthy Communities Action Team (HCAT) childhood obesity prevention grant programs began on July 1 and will run until June 30, 2014. These grants to community coalitions across Virginia will address childhood obesity prevention through a variety of means directed at environmental, systems and policy changes. Activities include nutritional and physical activity projects that build sustainable foundations for reducing childhood obesity.

On Aug. 16, Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore, Regional Grants Administrator Terri-Ann Brown and Obesity Prevention Coordinator Heidi Hertz joined partners from Greater Richmond Fit4Kids, Richmond City Health District and Martin's grocery stores to launch healthy checkout lanes in local Martin's stores. The project was implemented in part with VFHY funding through a Healthy Communities Action Team childhood obesity prevention grant to Greater Richmond Fit4Kids. The new initiative encourages customers to think healthy while checking out at eight Martin's stores in Richmond; it promotes healthy eating by increasing the availability of healthy food choices in grocery store checkout lanes.

A previous VFHY childhood obesity prevention grantee, Get Fit Dan River Region, reached out to VFHY in August to share a recent project from their 9-5-2-1-0 community health campaign. Get Fit Dan River Region created a fantastic ["Call Me Maybe" mashup video](#) featuring community members, youth, elected officials, firemen, police officers and previous VFHY program participants exercising in the streets of Danville and promoting the organization's 9-5-2-1-0 message for healthy eating and active living. This project is a continuation of efforts that originated with a VFHY Healthy Communities Action Teams (HCAT) childhood obesity prevention grant and it demonstrates the group's ability to sustain prevention programming in the Dan River Region.

VFHY reduced the number of workshops it offered in 2012 from 54 to 31, mostly due to lower than anticipated registration. Most of the nutrition workshops were canceled. As of Sept. 18, VFHY has held 20 prevention/professional development workshops this year, providing training to 256 participants. It is anticipated that VFHY will train an additional 140 participants by the end of October. VFHY partnered with the Virginia Department of Behavioral Health and Developmental Services and the Virginia Department of Health to fund the majority of these 2012 workshops. Staff members from state community services boards and other health care professionals received more than 335 scholarships to attend VFHY trainings across Virginia this year.

MARKETING:

More than 100 high school students from Hampton Roads competed in the finale of Step Royale, The Ultimate Step-Dancing Competition, at the Sandler Center for Performing

Arts in Virginia Beach on May 12. Eight teams of step dancers competed in the finale, which is part of a pilot program by the Virginia Foundation for Healthy Youth to encourage physical activity and reduce and prevent obesity among at-risk African-American teens in the Hampton Roads region. Step Royale also encourages good nutrition and a healthy diet. Teams competed in four previous Step Royale contests since last November for the right to participate in the finale.

VFHY's award-winning teen volunteer group Y Street has announced the initial eight recipients of its Y Street mini-grants for 2012-2013. VFHY will provide 22 Y Street mini-grants in all, and is accepting applications until June 30. These grants are awarded to local student organizations in Virginia for encouraging active youth to become a part of Y Street and its mission to reduce youth tobacco use and encourage young people to lead healthy lifestyles. By the end of November, each grant recipient will have hosted a Y Street Training, which will train at least 30 youth and one adult coordinator. Last year, more than 625 teens across Virginia became new Y Street members, completing 1,563 projects and volunteering more than 2,500 hours. For more information on the Y Street mini-grant program, visit <http://ystreet.org/minigrants.php>. Y Street was named the top youth advocacy group for tobacco-use prevention in the nation in 2011 by the Campaign for Tobacco-Free Kids. Since 2004 more than 5,000 teens from all across Virginia have attended a Y Street training.

Y Street Mini-Grantee Awardees for 2012-2013: Colonial Forge High School FCCLA (Stafford); Eastern Montgomery High School FCCLA (Elliston); James Madison High School FCCLA (Vienna); James River High School DECA (Midlothian); Mt. Vernon High School DECA/FBLA (Alexandria); Phoebus High School DECA (Hampton); Tabb High School DECA (Yorktown); Woodrow Wilson High School FCCLA (Portsmouth).

VFHY's Y Street Leadership Team (YSLT) gathered in Richmond in late June for its fourth annual meeting in an effort to increase youth participation in the development of the Y Street work plan. YSLT consists of the top 15 Y Street members from across the state. Y Street has grown impressively the past four years, evident in high rates of youth participation as well as numbers of completed projects and volunteer hours.

VFHY has been invited to present elements of its successful youth-led advocacy group Y Street at the 2012 Southern Obesity Summit, Oct. 14-16 in Charlotte, N.C., with a presentation entitled *Youth Engagement: Moving Forward, Reversing the Trend. A systemic youth engagement approach to reverse the youth obesity epidemic: Lessons from tobacco control*. The presentation will demonstrate how other states can develop a replicable program that builds upon the Centers for Disease Control and Prevention's best-practices model to achieve more tangible and quantifiable outcomes through youth engagement.

CHILDHOOD OBESITY:

On June 1, VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the HHR Interagency Taskforce on Obesity and Nutrition. The

meeting featured presentations from Catherine Digilio-Grimes, Department of Education; Debra O'Neill, Department of Social Services; Anne Dinterman, Department of Human Resource Management; and Paula Garrett, Department of Health. VFHY shared information regarding its upcoming Save the Date announcement for Virginia's 2013 Weight of the State childhood obesity prevention conference to be hosted by VFHY and Prevention Connections on April 11-12, 2013, at the Westin Richmond.

Heidi Hertz, Obesity Prevention Coordinator, participated in a panel discussion at the Consortium for Infant and Child Health (CINCH) Annual Meeting on Monday, June 4 in Norfolk, VA. The panel included representatives from the Virginia Project Immunize, Regional Perinatal Council, and Partnership for a Healthy Suffolk who shared perspective on coalition development and successes statewide.

Speaking on behalf of Virginia Gov. Bob McDonnell, VFHY Executive Director Marty Kilgore appeared at a June 14 rally at the Science Museum of Virginia to support Bon Secours' new **movin' mania** initiative for healthy children. Bon Secours Virginia Health System CEO Peter J. Bernard led the event. More than 300 children from Richmond and Henrico public schools attended the event for movin' mania, which aims to deliver childhood obesity prevention messages to more than 100,000 children across Central Virginia via an interactive web site, cartoon characters, classroom toolkits and community events.

On June 25, Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with Dr. Carolyn Graham, Deputy Chief Administrative Officer (DCAO) for Human Services for the City of Richmond and B. J. Northington with the Department of Social Services. During the meeting, partnership opportunities around National Breastfeeding Week, International Walk to School Day, and Healthy Youth Day were discussed. The City of Richmond's Department of Social Services is the fiscal agent for the Richmond Health Action Alliance, a VFHY Healthy Community Action Team grantee.

On July 9, VFHY Obesity Prevention Coordinator Heidi Hertz served as a member of the review committee for the 2012/2013 Virginia/Maryland Dietetic Internship Program. Eight potential candidates were reviewed for acceptance into the Dietetic Internship Program. Specific criteria for acceptance included work experience within community nutrition, academic performance, leadership, references, and statement of interest. Other review committee members include: Clare Costello, Virginia Commonwealth University; Connie Webster, Maryland State Health Department; and Edwina Forrest, Virginia Beach Public Schools.

On July 10, Obesity Prevention Coordinator Heidi Hertz and members of the HHR Interagency Taskforce on Obesity and Nutrition, including Joe Hilbert, VDH, Olivia Wilson, VDACS, and Paula Garrett, VDH, met with Joe Chandler, manager of the Monroe Building Cafeteria. The purpose of the meeting was to follow up on the HHR Taskforce pilot project at the Monroe Building Cafeteria that included obesity prevention

recommendations such as: assisting in nutrient analysis for boxed lunches, proposing recommendations for healthier food options and improving the marketing of healthy food items sold in the cafeteria. The overall goal is to implement a pilot project to improve the nutritional environment in the workplace for state employees.

On July 11, Obesity Prevention Coordinator Heidi Hertz met with Christen Miller, environmental programs manager for the Department of Conservation and Recreation (DCR) to discuss future partnership opportunities. Christen represents DCR on the HHR Interagency Taskforce on Obesity and Nutrition and leads initiatives focused on promoting healthy eating and physical activity within Virginia's parks.

Obesity Prevention Coordinator Heidi Hertz represented VFHY at the Virginia Chapter of the American Academy of Pediatrics (AAP) Obesity Taskforce meeting on July 12. The purpose of the Virginia AAP Obesity Taskforce is to provide education and outreach to pediatricians on effective strategies for addressing pediatric overweight and obesity. Previous projects have included a pilot with Anthem for coverage of additional visits with pediatricians for weight management counseling; providing a physician's toolkit for pediatric weight assessment; and holding a physician's training at the 2011 Weight of the State Conference.

On Aug. 2, Obesity Prevention Coordinator Heidi Hertz presented at a conference sponsored by the Virginia Association of Health, Physical Education, Recreation and Dance (VAPHERD) at Norfolk State University. Titled Dancing for Health and Wellness: Empowering Communities to Move and Live Healthy Lives through Dance Pedagogy, the conference highlighted the benefits of the art of dance in promoting quality health and healthful living. Hertz presented data from the 2011 Virginia Youth Survey, discussed the link between lack of physical activity and obesity and presented highlights from VFHY's Step Royale initiative.

Obesity Prevention Coordinator Heidi Hertz provided resources and programs for the Virginia Early Childcare Foundation's Evidence-based Directory for Smart Beginnings grantees statewide. Hertz shared an overview, implementation details and evaluation tools for Color Me Healthy and I am Moving, I am Learning, both programs that promote healthy eating and increased physical activity for preschool-age children.

Obesity Prevention Coordinator Heidi Hertz and VFHY intern Kate Bullard attended recess coaching training provided by Greater Richmond Fit4Kids on Aug. 29-30. Recess coaching provides strategies for increasing physical activity during recess by teaching valuable skills in movement, teamwork, conflict resolution and cooperation. VFHY's sister organization, Prevention Connections, has identified recess coaching and active lessons as potential future initiatives to prevent and reduce childhood obesity.

YOUTH TOBACCO SURVEY:

VFHY and VDH executive staff discussed future collaboration on youth health surveys, concurring to streamline surveys and use the Youth Health Survey administered by VDH instead of VFHY's Youth Tobacco Survey and Virginia Nutrition and Physical Activity

Survey. The VDH Youth Health Survey will be conducted in middle schools and high schools in odd-numbered calendar years. VFHY will provide funding to VDH for half of the cost of these surveys.

SECRETARY OF HEALTH AND HUMAN RESOURCES:

On May 10, Virginia Secretary of Health and Human Resources Dr. Bill Hazel visited a VFHY-funded Healthy Communities Action Team (HCAT) childhood obesity prevention program at the Boys & Girls Clubs of Central Virginia in Charlottesville. VFHY Executive Director Marty Kilgore and Childhood Obesity Prevention Coordinator Heidi Hertz were also present at the visit. Secretary Hazel observed afterschool obesity prevention program activities for children, including healthy cooking clubs, a farmer's market and recreation clubs. The visit was held in connection with a series of health summit meetings Secretary Hazel has convened across Virginia.

On July 31 Virginia Secretary of Health and Human Resources Dr. Bill Hazel and Deputy Secretary Matt Cobb held a Management Team Meeting with VFHY Executive Director Marty Kilgore and VFHY staff members, who provided an update on the agency's progress. Also attending from VFHY were Deputy Director Marge White, Obesity Prevention Coordinator Heidi Hertz and Public Affairs Coordinator Richard Foster. Topics discussed included VFHY's new grants evaluation system, VFHY's Y Street teen volunteer group and partnerships with other state agencies and organizations.

FIRST LADY OF VIRGINIA:

On Friday June 21, VFHY partnered with the Executive Mansion to host a lemonade stand on the Capitol Grounds in support of the [Anthem LemonAid program](#). Anthem LemonAid funds benefit the local Richmond Children's Miracle Network Hospital, Children's Hospital of Richmond at VCU and help raise funds to support the blood and marrow transplant program at the Children's Hospital of Richmond.

On Wednesday, June 27, VFHY co-sponsored a healthy cooking demonstration at the Virginia Executive Mansion. Richmond chef Clemenza Caserta Jr., a contestant on the current season of FOX's hit reality show Hell's Kitchen, prepared healthy foods with Executive Mansion Chef Darren Rounds and a dozen students from the J. Sargeant Reynolds Community College Culinary Arts Program. Heidi Hertz, Obesity Prevention Coordinator, attended the event.

MEDIA RELATIONS:

The Richmond Times-Dispatch ran a May 25 article, "[Report: State Tobacco Prevention Funding Lacking](#)," that referenced the Virginia Foundation for Healthy Youth. The article referenced a recent report by the federal Centers for Disease Control and Prevention (CDC) that found that states have spent on average just 3 percent of the funding received from tobacco taxes and the Master Settlement Agreement on tobacco-use prevention.

The Lynchburg News & Advance ran a June 10 [article about a Virginia Foundation for Healthy Youth-funded childhood obesity initiative](#). As part of a VFHY Healthy

Communities Action Teams (HCAT) childhood obesity prevention grant to the Central Virginia Health District, the Lynchburg Community Market is now accepting SNAP benefits for payment. Lynchburg News & Advance Staff Writer Amy Trent is also working on an article about the new VFHY-funded HCAT grant program that will be run by Bedford Community Health Foundation.

On June 7, VFHY Public Affairs Coordinator Richard Foster distributed a [press release about VFHY's Y Street mini-grants](#) to local news media outlets and via social networks. The Roanoke Times and the Fredericksburg Freelance-Star both ran short articles about local schools that received Y Street mini-grants from VFHY.

The Lynchburg News & Advance featured a VFHY childhood obesity prevention grantee, Energize Bedford, in a [June 15 article](#). Energize Bedford is a community coalition comprised of local groups including the Bedford Community Health Foundation and Bedford County Public Schools. The group received a \$63,000, two-year Healthy Communities Action Teams (HCAT) grant from VFHY to conduct an extensive community needs assessment study for childhood obesity prevention utilizing assessment tools created by the Centers for Disease Control and Prevention (CDC).

WSET ABC 8 News in Lynchburg [aired a story about a VFHY-funded breastfeeding education program](#). The program was funded in part through a Healthy Communities Action Teams (HCAT) childhood obesity prevention grant from VFHY to the Lynchburg-based Presbyterian Homes & Family Services and the Family Alliance.

Virginian Pilot columnist Mike Gruss interviewed VFHY Obesity Prevention Coordinator Heidi Hertz for an Aug. 8 article about the fact that Americans are buying fewer combo meals at fast-food restaurants, instead purchasing less expensive a la carte value-menu items. Hertz discussed the importance of reducing portion sizes and cutting down on calories when eating out.

SITE VISITS:

On July 12, state Delegate Donald Merricks of Chatham visited the Martinsville Henry County (MHC) Coalition on Health and Wellness at the YMCA of Collinsville to see a childhood obesity prevention program funded by VFHY. The YMCA of Collinsville provides the six-week long 9-5-2-1-0 childhood obesity prevention program in partnership with the MHC Coalition as part of funding received through a VFHY Healthy Communities Action Teams (HCAT) grant. The 9-5-2-1-0 program teaches children the benefits of getting nine hours of sleep, eating five fruits and vegetables, limiting screen time to two hours or less, engaging in one hour of physical activity and consuming zero sugary beverages per day. VFHY Southwest Regional Grants Administrator Jenny Martin also attended the visit. The Martinsville Henry County Coalition for Health and Wellness will build community capacity for childhood obesity prevention initiatives in the Martinsville and Henry County areas and partners with local YMCAs, Boys and Girls Clubs, Smart Beginnings and other after-school sites to promote physical activity and nutrition education for kids.

On Aug. 1, state Delegate Donald Merricks visited a childhood obesity prevention program funded by VFHY at the Martinsville YMCA. VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz were also present for the visit. The Martinsville/Henry County Coalition for Health and Wellness, a VFHY HCAT childhood obesity prevention grantee, will be offering an educational program to kids attending summer day camp at the Martinsville Y.

NATIONAL CONFERENCE ON TOBACCO OR HEALTH:

On Aug. 16, representatives from VFHY presented at sessions at the National Conference on Tobacco or Health (NCTOH) in Kansas City. VFHY Deputy Director Marge White presented with representatives from Maryland, Indiana and Massachusetts, highlighting innovative prevention strategies to address emerging tobacco products. VFHY Director of Marketing Danny Saggese was joined by Blayne Allen, a youth volunteer from VFHY's Y Street teen group, and Dr. Lawrence Deyton, director of the Food and Drug Administration's Center for Tobacco Products in a session discussing how youth can be involved in the regulatory process, providing real-life examples from Y Street. VFHY Director of Community Outreach and Development Henry Harper and Southeast Region Grants Administrator Judy Link also attended the conference.

The FDA's Center for Tobacco Products (@FDATobacco) live-tweeted comments to 10,913 followers that Virginia Foundation for Healthy Youth Director of Marketing Danny Saggese made during Saggese's presentation at the 2012 National Conference on Tobacco or Health.

AGENCY LEGISLATION:

The Virginia Foundation for Healthy Youth is working with the Secretary of Health and Human Resources to return VFHY's budget to its original 10 percent share of Virginia's annual Master Settlement Agreement and Strategic Contribution Fund payments. This would restore approximately \$2.3 million to VFHY's annual budget and provide funding for more localities to implement youth tobacco use and childhood obesity prevention initiatives.

MISCELLANEOUS:

Executive Director Marty Kilgore attended a roundtable to discuss government reform and efficiency hosted by the Governor's Office and the Thomas Jefferson Institute for Public Policy on Friday, May 18. She represented the HHR Secretariat along with Karen Remley, Commissioner of Health and Jim Rothrock, Commissioner of the Department of Aging and Rehabilitative Services.

VFHY Executive Director Marty Kilgore attended a June 5 meeting of the Virginia SPF-SIG (Strategic Prevention Framework-State Incentive Grant) State Advisory Council, comprised of members from state agencies, community partner organizations and other statewide stakeholders. VDH's Virginia BRFS (Behavior Risk Factor Surveillance System) Coordinator, Shanee Harmon, presented an overview of the results of the 2011

Virginia Youth Survey which included data on tobacco and obesity. The next meeting of the Virginia SPF-SIG State Advisory Council is scheduled for Sept. 20.

VFHY Deputy Director Marge White provided information on innovative tobacco-use cessation approaches to Bob Doyle, executive director for the Colorado Tobacco Education and Prevention Alliance. These included media campaign and educational materials developed under the Communities Putting Prevention to Work grant provided by VDH to VFHY. White also forwarded information from Prevention Connections related to the Action2Quit behavioral health cessation grant and provider training.

VFHY Deputy Director Marge White and Director of Marketing Danny Saggese participated in the Tobacco Free Alliance of Virginia (Alliance) meeting on June 6. The Alliance reviewed its committee structure. Members provided updates on various initiatives in the state to implement voluntary policies for smoke-free housing in HUD housing and other efforts to reduce smoking rates. The members also received a presentation from the Virginia Department of Health related to the Social Determinants of Health and the impact on tobacco use.

VFHY Deputy Director Marge White presented Virginia's approach to impacting the behavioral health population for tobacco cessation on an Action to Quit Webinar hosted by the national Partnership for Prevention. The *Advancing Tobacco Cessation Policy: Stories for the States* Webinar took place on June 13 at 2 p.m. Approximately 100 people participated throughout the country.

Southwest Regional Grants Administrator Jenny Martin attended the Community Transformation Grant National Networks Kickoff meeting June 25-28 in Decatur, Ga., as a partner on the leadership team of the American Lung Association-Lung USA 16-month grant from the Centers for Disease Control and Prevention. The grant will focus on the promotion of tobacco-free school grounds in the counties of Tazewell, Smyth, Wythe, Carroll, Patrick and Henry as well as the cities of Galax and Martinsville.

COMMUNITY OUTREACH:

VFHY Director of Community Outreach and Development Henry Harper attended the Virginia Business Coalition on Health, "Business and Health Summit, Transforming Healthcare through Innovation." Presenters at this year's summit include Virginia Secretary of Health and Human Resources Dr. Bill Hazel and Wellpoint Inc.'s chief medical officer, Dr. Samuel Nussbaum.

Announcements

Next Board Meeting Dates:

December 4, 2012

May 21, 2013

September 17, 2013

December 3, 2013

Adjournment:

Motion: to adjourn: Delegate T. Scott Garrett

Second: Davis C. Rennolds

Vote: Unanimous in favor.

Meeting adjourned at 1:25 p.m.

Virginia Foundation for Healthy Youth Approved and Working
Budgets

	Approved budget	Approved budget	Working budget
	FY 2012	FY 2013	FY 2013
REVENUE			
FY12MSA actual/FY13Projected Payment	9,371,777	10,221,777	9,557,501
FY12 Payables	-825,351		
FY13 projected withholding		-850,000	N/A
FY12 projected deficit		-1,680,067	-1,680,067
FY12 Projected cost savings		350,000	300,000
Total available funds	8,546,426	8,041,710	8,177,434
EXPENSES			
Marketing	3,315,000	2,915,000	2,915,000
Programs	3,596,493	3,256,000	3,146,215
Research	1,000,000	750,000	750,000
Surveillance & Evaluation	350,000	350,000	210,000
Obesity	1,000,000	1,000,000	1,000,000
Projected endowment	0	0	0
Administration/Operating	825,000	1,000,000	1,000,000
IAT's Genl fund transfers	140,000	140,000	140,000
Total Budgeted Expenses	10,226,493	9,411,000	9,161,215
Budget Surplus/Deficit	-1,680,067	-1,369,290	-983,781

The Virginia Foundation for Healthy Youth continues to be good stewards of the Master Settlement Agreement (MSA) funding. When the budget reflects a deficit, VFHY actually has funds on hand due to the cycle of receipt of the MSA payment. Therefore, it appears as a deficit on paper, but cash flow remains steady.

- April 15: VFHY receives MSA Payment.
- VFHY MSA payment structure does not coincide with the state fiscal year. (the April 15 funding is carried forward to the next fiscal year beginning July 1).