



**Board of Trustees Meeting
Minutes
September 23, 2014**

Board Members present:

Laura E. Beamer, Sandy L. Chung, M.D., Kevin R. Cooper, M.D., Jr., Stacey M. Ely (by way of conference call after quorum was ascertained), Delegate T. Scott Garrett, M.D., (left at 12:36 p.m.), Baxter Gilliam Jr., Robert C. Gunther, M.D., James R. Jankowski II, Robert Leek, Senator John C. Miller, Christopher S. Nicholson, M.D., Delegate John M. O'Bannon, III, M.D., Stephen Reardon, Davis C. Rennolds, Bob Hicks, Deputy Commissioner for Community Health Services (represented Marissa J. Levine, M.D. as her designee), Judy Napier, Commissioner of the Virginia Alcoholic Beverage Control (represented Jeffrey L. Painter as his designee)

Board Members not present:

January Britt, Edda Collins Coleman, Senator Thomas A. Garrett, Don Gehring, Sarah T. Melton, PharmD, India Sisler, M.D., and Claudia Tellez.

Staff:

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

Counsel:

Carrie S. Nee, Office of the Attorney General

Guests:

Alison Breland, Ph.D., Virginia Commonwealth University
Aashir Nasim, Ph.D., Virginia Commonwealth University

Called to order:

Delegate John M. O'Bannon, III, M.D., Chairman, called the meeting to order at 12:10 p.m.

Delegate John M. O'Bannon, III, M.D. welcomed everyone to the meeting and asked for introductions from the Board of Trustees members and staff.

Election of Chair/Vice-Chair:

Bob Leek, Chair of the Personnel/Policy/Bylaws Committee reported he received six nominations for Chairman, all for Delegate John M. O’Bannon, III, M.D. and six nominations for Vice-Chairman, and all for Sandy L. Chung, M. D.

Bob Leek asked if there were nominations from the floor and there were none.

Motion: to close nominations: Delegate T. Scott Garrett

Second: Robert C. Gunther, M.D.

Bob Leek noted that there was a motion and a second to close nominations and asked the Board to vote on that motion, while simultaneously affirming Delegate John M. O’Bannon, III, M.D. as Chairman and Sandy L. Chung, M.D. as Vice-Chair.

The Board voted unanimously on this action.

Minutes:

Motion: to approve the minutes as presented: Delegate T. Scott Garrett

Second: Robert C. Gunther, M.D.

Vote: Unanimous in favor.

Chairman’s Comments:

Delegate John M. O’Bannon, III, M.D. reported that our smoking rates for middle and high school students have reached another all-time low. According to the results of the Virginia Youth Survey, which was conducted by the Foundation and the Virginia Department of Health in Fall, 2013, just 11.1 percent of Virginia high school students are now smokers and that is well below the national average. Teen smoking in Virginia is down more than 60 percent since the Foundation started its work in 2001.

Delegate John M. O’Bannon, III, M.D. requested that everyone add future meeting dates to their calendars.

Delegate John M. O’Bannon, III, M.D. also requested that everyone please mark your calendars for April 20-21, 2015 for the Weight of the State conference.

Executive Director’s Report:

PROGRAMS:

The VFHY Southwest Regional Advisory Board (RAB) met on May 21 at the Virginia Tech Corporate Research Center in Blacksburg. VFHY grantee Blue Ridge Behavioral Health presented information about its implementation of the Too Good for Drugs prevention program.

On May 30 VFHY Regional Grants Administration Lisa Brown attended a Business Case for Breastfeeding training at Northern Virginia Community College-Alexandria Campus. The free training event attracted 18 Alexandria businesses and was sponsored by the Alexandria Childhood Obesity Action Network (a VFHY-funded Healthy Communities Action Team grantee) and the Alexandria Health Department. The training focused on the benefits that businesses can reap from providing a supportive environment to nursing employees as well as providing practical tools on how to set up a lactation support program within their business in order to comply with new laws under the Affordable Care Act.

On June 10 and July 15, VFHY Training and Resource Manager Charlie McLaughlin and Southwest Regional Grant Administrator Jenny Martin met with the compendium review team to update the list of VFHY compendium programs available for use by grantees in the next RFP cycle. The team consisted of prevention specialists and researchers.

On June 11 VFHY held an orientation meeting in Richmond for 20 new Healthy Communities Action Teams (HCATs) childhood obesity prevention grantees. VFHY's new two-year HCAT grants began July 1. Topics addressed at the orientation included a review of VFHY's grants administration manual, reimbursement requirements, utilizing the online reporting system, collective impact and participation in statewide program evaluation. The Virginia Youth Survey and upcoming VFHY youth obesity prevention activities were also discussed.

On June 19 the VFHY North Regional Advisory Board met in Chantilly. The meeting featured a presentation by members of the VFHY-funded HCAT from Alexandria. The HCAT members shared success stories on healthy vending and breastfeeding promotion. Also discussed were the upcoming tobacco prevention RFP, election of new board leadership and updates on ongoing tobacco- and obesity-prevention initiatives in VFHY's North Region.

VFHY's Program Department met on July 8-9 for its quarterly meeting. Staff discussed ways to offer real-time networking for tobacco prevention and HCAT grantees; progress of the compendium review and supplemental programs; developing an add-on module related to other tobacco products for all tobacco prevention grantees to use; new quarterly reporting methods within the Foundant grants management software system; the status of the statewide evaluation process for program grants; the tobacco prevention program RFP issued in August; an update on Y Street; and the possibility of holding a statewide event related to tobacco-use prevention and reduction.

On July 24 the VFHY Central Regional Advisory Board met in Charlottesville. The meeting featured a presentation by the Page Alliance for Healthy Community Action, a VFHY-funded HCAT from Page County. The group shared success stories from their farm-to-school project as well as their initiative to increase physical activity in the community. Other topics discussed at the meeting included: VFHY's upcoming tobacco prevention RFP; an update on new and emerging tobacco products; and obesity prevention initiatives happening within VFHY's Central Region.

VFHY released Request for Proposal #852P017, Tobacco Use Prevention & Cessation Programs with Youth in Virginia, to award grants to fund educational prevention programs across the Commonwealth aimed at preventing and reducing the use of tobacco by children and teens. Awarded proposals will be for the three-year grant period of July 1, 2015 to June 30, 2018. Individual awards will not exceed \$180,000 for the three-year period or \$60,000 per year.

MARKETING:

The VFHY won the Best Video award from the American Marketing Association for the YouTube video "Go Far. Ride Hard. Live Free," which was created in support of VFHY's recently launched Down & Dirty tobacco-use prevention campaign targeting rural youth, an emerging at-risk subculture in Virginia. As with all VFHY prevention messaging, Down & Dirty is based on youth research and follows VFHY's peer crowds-based segmentation strategy. This strategy focuses on authentic communication being delivered directly to sub-segments, or peer crowds, within Virginia's youth population in Virginia that demonstrate the highest risk levels for tobacco use and other unhealthy behaviors as part of their subculture's norms. In addition to sponsored events, VFHY's Down & Dirty messaging is sustained by heavy social media support.

An abstract submitted by VFHY to the American Public Health Association (APHA) was selected for presentation at the 142nd APHA Annual Meeting and Exposition this November. Entitled *Methods of an innovative social branding program to reach rural teens in Virginia*, this presentation outlines the efforts of Down & Dirty, VFHY's recently-launched tobacco prevention messaging campaign targeting rural youth, an emerging influential subculture in Virginia. The intervention's strategy 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.

The VFHY's Y Street Leadership Team (YSLT) gathered from June 24 to 27 in Richmond for its sixth annual meeting in an effort to increase youth participation in the development of the Y Street work plan for the 2015 fiscal year. YSLT consists of the top 27 Y Street members from across the state, representing the more than 1,000 active high school students who are volunteer members of Y Street. Organized by VFHY, Y Street is Virginia's largest youth-led volunteer group working on initiatives to prevent obesity and tobacco use for the purpose of creating healthier communities throughout the commonwealth.

On June 27 Virginia Gov. Terry McAuliffe and First Lady of Virginia Dorothy McAuliffe met at the Executive Mansion with the YSLT youth from Y Street. They spoke with Mrs. McAuliffe about her interests in addressing childhood nutrition and promoting healthy eating in Virginia and shared details about Y Street's upcoming healthy stores campaign to increase access to fresh and healthy foods in communities across Virginia. VFHY staff attending the meeting included VFHY Deputy Director Marge White; Director of Marketing Danny Saggese; and Obesity Prevention Coordinator Heidi Hertz. Photos from the visit are available on VFHY's Facebook page.

Members from Y Street shared information and findings about their ActOut campaign at local school board meetings. The presentations focused on the main takeaway of the ActOut campaign: Virginians' overwhelming support for 30 minutes of daily physical education in elementary and middle schools. On July 22 Y Street teen volunteer Claudia Larbie spoke to the Stafford County School Board to consider incorporating daily PE within the school division, as well as offering a PE Toolkit to assist with the implementation effort. On July 24 Y Street teen volunteer Jacob Nagy addressed the Fairfax County School Board with the hope of encouraging members to include 30 minutes of PE instruction at all Fairfax elementary and middle schools. Pamela Flintsch and Hannah Mertes, both Blacksburg High School students, shared information and findings about their ActOut campaign at the Montgomery County School Board meeting on August 19.

CHILDHOOD OBESITY PREVENTION:

OFFICE OF THE FIRST LADY: CHILDHOOD NUTRITION AND HUNGER

On June 4 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the Feeding Programs group meeting hosted and attended by Virginia's First Lady, Mrs. McAuliffe and Virginia Secretary of Health and Human Resources Dr. Bill Hazel. Topics addressed included: updates from nutrition programs and agencies; following up on April USDA visits; an update on Virginia's grant application to the USDA for the Ending Childhood Hunger Demonstration Project; and WIC/SNAP access.

On June 6 VFHY Obesity Prevention Coordinator Heidi Hertz met with the 2014 Governor's Fellows to discuss their community service project fitting within the First Lady of Virginia's mission to bridge the nutritional divide in the Commonwealth. Hertz provided an overview on issues in Virginia related to access to healthy foods, Virginia food systems, promoting locally

grown agricultural products and alleviating hunger. Additionally she connected the Fellows with state and community partners to assist them with their projects.

At the May Board of Trustees meeting, I mentioned that we were participating in Virginia's application for a USDA demonstration project for innovative approaches addressing food insecurity among children. Marge prepared and submitted the federal grant application on behalf of Virginia at the beginning of July. The proposal focused on having eight schools in Southwest Virginia serve as "food hubs," providing students with three daily meals, food backpacks for weekends and breaks and an enhanced SNAP/EBT benefit for summer months. The food distribution program will be paired with nutrition education for parents in the selected schools. Submitting this proposal was a priority for Office of the First Lady and they brought together many state agency partners including the Virginia Department of Education, Department of Social Services, the Virginia Department of Health and us. Other partners include Virginia Tech, Virginia Cooperative Extension, Feeding America Southwest Virginia and Share Our Strength. The grant opportunity is part of the USDA's Healthy Hunger Free Kids Act. Award announcements are expected in September.

On Friday, August 15, Obesity Prevention Coordinator Heidi Hertz attended the Virginia Cooperative Extension Family Nutrition Program's launch of their new Eat Smart, Move More campaign at Chimborazo Elementary School in Richmond, Virginia. First Lady of Virginia Mrs. McAuliffe kicked off the event and shared the new Eat Smart, Move More marketing materials with youth from a local Boys and Girls club. VFHY will be supporting the campaign and sharing Eat Smart, Move More social media messages.

This fall VFHY is partnering with the Office of the First Lady on a school breakfast initiative to expand the availability, accessibility, and participation in school breakfast. We will be administering a survey to gather information from Virginia youth on barriers to eating breakfast and ways to improve school breakfast participation rates in Virginia. VFHY's Y Street youth and other partners are assisting with the data collection. The survey results will be released in a report in January.

September is Childhood Obesity Awareness Month. To increase awareness about childhood obesity, VFHY is highlighting the great work of our HCAT grantees during each day in the month of September. We have also created a Childhood Obesity Awareness Month page with resources and graphics for partners to share to promote healthy living throughout the month.

SECRETARY HAZEL'S INTERAGENCY TASKFORCE ON OBESITY AND NUTRITION:

On June 17 VFHY Obesity Prevention Coordinator Heidi Hertz attended a meeting of the HHR Taskforce on Obesity and Nutrition. The taskforce heard presentations from VDH, Pittsylvania/Danville Health Department and Virginia Cooperative Extension.

WEIGHT OF THE STATE:

We are excited to announce that we have set the date and location for our 4th Weight of the State conference- please mark your calendars for April 20-21st for the conference. It will be held at the Richmond Hilton at Short Pump. We are excited this year to be partnering with Virginia's First Lady, Mrs. McAuliffe to share her message of "Bridging the Nutritional Divide". The Call for Abstracts has gone out to gather presenters for breakout sessions. If you would like to participate in the conference, please let me or Heidi Hertz know and we can work with you. Thanks to Davis

Reynolds and Edda Collins Coleman who have already helped us brainstorm and reach out to potential conference supporters!

VIRGINIA YOUTH SURVEY:

On June 13 VFHY and the Virginia Department of Health (VDH) released a joint press release announcing that high school smoking rates in Virginia had reached the lowest point in more than a decade. Smoking among Virginia public high school students has declined by more than 61 percent, from 28.6 percent in 2001 to 11.1 percent during the 2013-14 school year, according to the results of the Virginia Youth Survey, jointly conducted by VFHY and VDH. Nationally, an estimated 15.7 percent of high school students are regular cigarette smokers, according to the Centers for Disease Control and Prevention's (CDC) latest National Youth Risk Behavior Survey, which was released June 12. That marks the lowest rate for high school smoking nationwide in 22 years.

COLLABORATIONS/MEETINGS/PRESENTATIONS:

VFHY Director of Community Outreach and Development Henry Harper presented a summary of the 2014 Reduce Tobacco Use conference to the Virginia Substance Abuse Services Council at its May 28 meeting. The report highlighted the speakers and topics presented at the conference, including the Acting U.S. Surgeon General's presentation about the 50th anniversary of the first Surgeon General's Report on Smoking and Health.

The Southwest 2020 Summit was held on May 29 at the Southwest Virginia Higher Education Center in Abingdon, bringing together more than 400 regional leaders from business, community, government, education and healthcare to discuss and explore new ways to connect and collaborate for the greatest collective impact. U.S. Sen. Mark Warner and Virginia Lt. Gov. Ralph Northam were keynote presenters. VFHY Southwest Regional Grants Administrator Jenny Martin attended. The summit was co-hosted by United Way Virginia Highlands, which is one of VFHY's newest HCAT grantees.

VFHY Deputy Director Marge White attended the Tobacco Free Alliance of Virginia (TFAV) on May 29. TFAV received information on national initiatives in tobacco cessation and prevention from Amy Barkley of the Campaign for Tobacco-Free Kids. The group reviewed its leadership plan, infrastructure documents and future recruitment strategies. The group also discussed sustainability and the upcoming training co-hosted by VDH and the CDC.

VFHY Deputy Director Marge White and Director of Marketing Danny Saggese attended VDH's sustainability training for tobacco prevention and reduction on June 12. Project Officers from the CDC and an external facilitator led the participants through several activities to develop both a short-term guidance document and strategies to implement in the next year for sustainability. Leadership from VDH and representatives from a variety of healthcare and community groups participated in this daylong event. The sustainability plan will be incorporated in VDH's next application to CDC for its five-year tobacco control funding cycle.

On June 3 VFHY Obesity Prevention Coordinator Heidi Hertz participated in the Food Desert Taskforce meeting to discuss next steps for implementing the recommendations in the 2014 Taskforce Report. Other members of the taskforce include: Dr. Jewel Hairston, Virginia State University; Leslie Van Horne, Virginia Federation of Food Banks; Dominic Barrett, Shalom Farms; Eric Bendfeldt, Virginia Cooperative Extension; Don Looke, Piedmont Environmental Council; Kirsten Halverson, Buy Fresh, Buy Local. From this meeting the taskforce will provide

an update to the Virginia Food Systems Council and Lincoln Saunders, chief of staff to the First Lady of Virginia.

On June 12 VFHY Obesity Prevention Coordinator Heidi Hertz met with U.S. Air Force Maj. Gen. Frank Faykes, Ret., representing Mission: Readiness - Military Leaders for Kids. Mission Readiness was started as the result of the Pentagon report "Too Fat to Fight," which revealed that 75 percent of American young people are not eligible to serve in the U.S. military. The three priorities of Mission Readiness are to expand high quality early childhood education, increase access to healthy foods and improve the quality and quantity of physical activity. State Sen. John Miller, a VFHY Board of Trustees member, introduced VFHY to Mission Readiness and encouraged the organizations to seek partnership opportunities. Next steps include a meeting with a national Mission Readiness representative and discussing topics including data sharing and VFHY's upcoming Weight of the State childhood obesity prevention conference.

On June 18 VFHY Obesity Prevention Coordinator Heidi Hertz attended the advisory committee meeting for the Nemours/CDC-funded training program *Taking Steps to Healthy Success Learning Collaboratives*. The goal of these learning collaboratives is to increase healthy food and beverage policies in early childhood education settings. During the meeting Hertz presented information about VFHY's Rev Your Bev initiative and the outcomes of engaging the early childhood education community during Rev Your Bev day. Other advisory committee members present represented the Virginia Early Childhood Foundation, Child Care Aware of Virginia, the Virginia Department of Health and the Virginia Department of Social Services.

On June 24 VFHY Executive Director Marty Kilgore, Public Affairs Manager Richard Foster and Obesity Prevention Coordinator Heidi Hertz attended a public speaking training at the Library of Virginia led by consultant Halina St. James of Nova Scotia-based Podium Media & Communications Coaching. The training was made available to HHR staff at the direction of Virginia Secretary of Health and Human Resources Dr. Bill Hazel, who was also present.

VFHY serves as a partner on the CTG Tobacco Free Schools initiative in Southwest Virginia. Dickenson County and Norton are two of the five targeted school districts for this grant year, which ends in September. On June 25 Dickenson County Schools passed a comprehensive 100-percent tobacco-free schools policy. Dickenson County ranks 130th out of 133 counties in Virginia in health outcomes. The county's adult smoking rate is 35 percent, compared to 18 percent statewide. Only three counties have worse outcomes related to health issues. Changing to a 100-percent tobacco-free policy will impact the health of the county in a big way. Dickenson County joins Norton County in making this important change. The smoking rate in the other Southwest Virginia counties are – Russell, 25 percent; Scott, 30 percent; and Wise, 34 percent. Health rankings are Russell, No. 127; Scott, No. 120; and Wise No. 124 - the highest smoking and tobacco use rates in the state, leading to the lowest health outcomes.

On July 7 VFHY Obesity Prevention Coordinator Heidi Hertz represented VFHY and the Virginia Food System Council (VFSC) at the Food Desert Taskforce meeting. The Taskforce met with Dr. Jewell Hairston from Virginia State University and Dr. Ed Jones from Virginia Tech, representing Virginia Cooperative Extension. During the meeting, the Taskforce outlined next steps in addressing the recommendations in the Food Desert Taskforce Report and potential partnership opportunities with Virginia Cooperative Extension in achieving the report goals. On July 22 Hertz attended the VFSC meeting at Virginia State University. The VFSC will be moving forward coordinating partners and implementing many of the recommendations in the 2014 Food Desert Taskforce Report. Other VFSC meeting attendees included Charles Green with VDACS;

Catherine Digilio-Grimes with VDOE; and Leslie Van Horn of the Virginia Federation of Food Banks.

On July 11 VFHY Obesity Prevention Coordinator Heidi Hertz presented at the 2014 Virginia PTA Annual Conference: Team Up! During her presentation Hertz presented information about childhood obesity in Virginia and discussed opportunities for healthy school fundraising to create healthier school food environments.

On July 15 VFHY Public Affairs Manager Richard Foster attended a meeting of the Virginia Government Webmasters Group held at the Department for Aging and Rehabilitative Services.

On July 16 VFHY Public Affairs Manager Richard Foster attended a meeting of Public Information Officers from Health and Human Resources agencies. The meeting was led by HHR Communications Adviser Christina Nuckols and other attendees included representatives from a VITA workgroup. Discussion topics included agency websites.

On July 15-17 VFHY Obesity Prevention Coordinator Heidi Hertz participated in the Virginia Partnership for Out of School Time (VPOST) strategic planning retreat in Staunton. VPOST has brought together state partners in health, education, safety and early childhood since 2010 to improve access to high-quality, out-of-school-time programs.

On July 17-18 VFHY Deputy Director Marge White and Director of Programs Donna Gassie attended the semi-annual meeting of the Funders Alliance for State-based Tobacco Control. The alliance consists of public health foundations focused on tobacco-use prevention that are funded via the Master Settlement Agreement and are similar in structure to VFHY. The meeting focused on current strategies to make the most progress in reducing tobacco rates, including: barriers and how to overcome them; innovative ideas to further tobacco-use control efforts through programs, marketing and services; planning the next meeting agenda with CDC leadership; and the timeframe and potential topics for the next Funders Alliance meeting.

On July 23 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended a one-day statewide conference as part of the Excellence in State Public Health Law Program (ESPHL) at the University of Virginia. Virginia's objective for this project is to develop and evaluate a model process for evaluating and developing public health law and policy in the state. To provide focus for the project, Virginia chose to examine two chronic-disease risk-factor reduction strategies (i.e. increased physical activity and improved nutrition across Virginia's population). The conference provided a forum for stakeholder groups to provide input and perspective via facilitated small group discussions and instant audience polling. VFHY Training & Resource Manager Charlie McLaughlin was instrumental in assisting VDH with conference registration and logistics. Presenters at the conference included Virginia Secretary of Health and Human Resources Dr. Bill Hazel; state Delegate T. Scott Garrett and Virginia Commissioner of Health Dr. Marissa Levine (also members of the VFHY Board of Trustees); as well as national representatives.

On Aug. 11 Virginia Gov. Terry McAuliffe mentioned the VFHY during a press conference to announce the creation of the Virginia Children's Cabinet and the Commonwealth Council on Childhood Success. Gov. McAuliffe also made time to personally greet children who were representing the VFHY-funded Positive Action prevention program implemented by Hanover Community Services. VFHY Executive Director Marty Kilgore attended the announcement.

VFHY Executive Director Marty Kilgore attended the Aug. 28 VOSAP (Virginia Office for Substance Abuse Prevention) meeting. Topics addressed included planning for 2015, the 2014 VOSAP annual report and the VOSAP Schools and Communities Recognition Program. Most importantly, a staff member from DOE requested that VOSAP members conduct a review of the Health Standards of Learning.

Budget Report:

Margaret White reported in the absence of Wilma Jordan, Business Manager, on the Statement of Net Assets and Governmental Funds Balance Sheet as of August 31, 2014. She noted the Master Settlement Agreement April payment funds received in 2014 are used for the next fiscal year (i.e. FY 15).

Margaret White also reported on the Actual Expenditures vs. Budget for July through August. We are currently under budget in a number of categories due to the beginning of the fiscal year and the timing of invoices received from grantees and contractors.

Wilma Jordan has completed and submitted year-end reports to the Auditor of Public Accounts. We are currently awaiting our audit for the last fiscal year which ended June 30, ²⁰¹⁴. The audit report will be distributed as soon as it is received.

Old Business:

None

New Business:

Program Evaluation Presentation

Aashir Nasim, Ph.D., Virginia Commonwealth University, delivered a presentation on VCU's evaluation of VFHY grants.

The Evaluation Research Projects Team at VCU conducts an evaluation of programs related to VFHY Healthy Communities Action Teams and tobacco use prevention and reduction programs. They employ conventional and innovative evaluation strategies to answer important questions about the characteristics and quality of programs and make recommendations to VFHY on ways to improve its sponsored programs related to childhood obesity prevention and tobacco use prevention.

Recommendations were made to update compendium programs curricula with new information that youth may not already know, such as information on novel tobacco products and work with grantees to teach youth how to share messages with friends and family, as well as how to share messages on social media.

Grant Management Process

Donna Gassie, director of programs, presented information on VFHY's grants management process. VFHY has three different funding opportunities: program grants, research grants and marketing contracts. The VFHY grants process is handled entirely online. VFHY utilizes a competitive, Best Value method with its Requests for Proposals (RFP).

VFHY has four Regional Grants Administrators (RGA) who monitor and manage a blended portfolio of tobacco use prevention, obesity prevention and research grants. The RGA's oversee all aspects of the grant awards and provide ongoing monitoring of grant activities. The RGA's also recruit and coordinate the activities of the Regional Advisory Boards.

Lastly, the next grant opportunities will be the Tobacco Use Prevention RFP #852P017, and a Research RFP that will be issued in October or early November.

Public Comment:

None

Committee Reports:

Program Committee

Stephen Reardon reported in the absence of Edda Collins Coleman, Chair of the Program Committee. The committee requested that they receive a listing of the RFP proposal recommendations prior to the December meeting.

Marketing Committee

Danny Saggese, Director of Marketing, reported that twenty-five Y Street grantees have been selected for FY14 awards to train high school-aged youth to become Y Street members and work on health-related projects within their communities. Most of the groups are school-based, and it is anticipated that more than 600 to 700 youth will be trained statewide when the trainings are completed. The campaigns Y Street will focus on this year include *24/7* (a movement to make school grounds in Virginia tobacco-free 24 hours a day 7 days a week), and *Fresh Spot* (working to add more spots of healthy and fresh food in stores in Virginia communities).

The VFHY's Y Street Leadership Team is performing outreach on behalf of Y Street and the Foundation. They are meeting with decision makers across the state to talk about the great work Y Street is completing in communities.

Danny Saggese also reported that both the *Down & Dirty* country/rural campaign and the *Syke* alternative rock campaign were selected for presentation at the 142nd APHA Annual Meeting and Exposition in November. A new campaign, Fresh Society (reaching the hip-hop sub-culture of youth) launched on September 22nd.

Lastly, Danny Saggese added that evaluations are done on all of our efforts and campaigns and that they all had positive outcomes.

Research Committee

Dr. Kevin R. Cooper, Chair of the Research Committee, reported that the next Research grant opportunity will be in October or early November. The grant period will begin July 2015.

Since 2000, ten million dollars have been invested in funding research projects. One of the goals of the research program is to provide seed money to investigators to develop their expertise and skills to continue tobacco-related research so they can obtain bigger grants from the NIH and other large grant institutions. VFHY grant recipients have used their pilot data and work and have been awarded grants for more than \$20 million from outside funding.

Lastly, there are two future meetings where researchers we support will be discussing and presenting their results: January 8, 2015 at the Virginia Youth Tobacco Coalition at the Richmond Marriott Hotel and April 8th and 9th at the Hilton Garden Inn also in Richmond.

Margaret White, Deputy Director added that VFHY and the Virginia Department of Health released the Virginia Youth Survey data for state-wide and regional middle schools. This survey

looks at obesity and tobacco use along with many other risk factors. If you have interest in reviewing the data please email Margaret White at mwhite@vfhy.org .

Announcements

The Virginia Department of Health has their RFP from the CDC for their tobacco control program for a five year period. VFHY provides matching resources for youth prevention. VFHY is working closely with VDH to ensure the state plan is very comprehensive.

Next Board Meeting Dates:

December 4, 2014

May 20, 2015

September 23, 2015

December 2, 2015

Adjournment:

The meeting was adjourned at 1:15 p.m. by Delegate John O'Bannon, III, M.D.

VIRGINIA FOUNDATION FOR HEALTHY YOUTH
STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS
BALANCE SHEET
As of August 31, 2014

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
ASSETS:	
Cash and cash equivalents held by the Treasurer of Virginia	\$ 10,033,098
Investments Held by the Treasurer	\$ -
Lease Deposits	\$ 5,966
Prepaid Expenses	\$ 52,958
Capital Assets, net of accumulated depreciation: Operating equipment	<hr/>
TOTAL ASSETS	<u>\$ 10,092,022</u>
LIABILITIES:	
Obligations Under Security Lend	\$ -
Compensated absences	\$ 106,634
Account payables	\$ 139,915
	<hr/>
Total Liabilities	<u>\$ 246,550</u>
NET ASSETS:	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	<u>\$ 9,845,472</u>
Total net assets	\$ 9,845,472

Virginia Foundation for Healthy Youth Actual Expenditures vs. Budget

July 2014 through August 2014

	Actual Expenses July - August 2014	Budget July - August 2014	\$ Over/Under Budget thru August 2014	FY2015 Total Budget
Ordinary Income/Expense				
Income				
Interest on Securities	0	0	0	0
Conf & Training Registration/Misc.	300	0	300	0
Grants	0	0	0	0
Virginia Tobacco Settlement Fund	0	0	0	9,503,156
Total Income	<u>300</u>	<u>0</u>	<u>300</u>	<u>9,503,156</u>
Expense				
Administration	120,976	166,667	-45,691	1,000,000
General/Inter Agency Expenses	16,250	16,250	0	140,000
Marketing	335,092	533,332	-198,240	3,200,000
Program Expense	169,287	521,976	-352,689	3,131,856
Research/Surveillance and Eval.	50,767	162,500	-111,733	975,000
Obesity	109,880	166,000	-56,120	1,000,000
Endowment	0	0	0	0
Total Expense	<u>802,252</u>	<u>1,566,725</u>	<u>-764,472</u>	<u>9,446,856</u>