



**Board of Trustees Meeting
Minutes
September 13, 2011**

Board Members present:

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

Board Members not present:

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

Staff:

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

Counsel:

Carrie S. Nee, Office of the Attorney General

Guests:

Tim McAfee, M.D., MPH, CDC, Office on Smoking and Health
Kathleen Collomb, CDC
Jayne Flowers, VDH

Called to order:

Patti Kiger, Vice-Chair, called the meeting to order at 12:17 p.m.

After introductions, Patti Kiger welcomed everyone to the meeting.

Election of Chair:

Curtis Coleburn, Chair of the Personnel/Policy/Bylaws Committee presented two nominations for Chair: Patti Kiger and Karen Remley, M.D.

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

Motion: to close nominations: Senator Emmett W. Hanger, Jr.
Second: Robert C. Gunter, M.D.
Vote: Unanimous in favor

Patti Kiger was elected as the new Chairman

Election of Vice-Chair:

Curtis Coleburn reported there were two nominations for Vice-Chair: Robert C. Gunther, M.D. and Delegate John O'Bannon, III, M.D.

Curtis Coleburn asked if there were nominations from the floor and Edda Collins Coleman submitted her name for placement on the slate of candidates

Motion: to close nominations: Kevin R. Cooper, M.D.
Second: Robert Leek
Vote: Unanimous in favor

Robert C. Gunther, M.D. was elected as Vice Chair

Affirmation of elected candidates

Curtis Coleburn called for a vote to affirm the election of Patti Kiger, M.Ed. as Chair and Robert C. Gunther, M. D. as Vice Chair.

Motion: to affirm the election of Patti Kiger as Chair and Robert C. Gunther, M.D. as Vice Chair: Kevin R. Cooper, M.D.
Second: Robert Leek
Vote: Unanimous in favor.

Minutes:

Motion: to approve the minutes as presented: Kevin R. Cooper, M.D.
Second: Robert C. Gunther, M.D.
Vote: Unanimous in favor.

Chairman's Comments:

Patti Kiger, M. Ed. thanked everyone for the opportunity to serve as Chair of the Board of Trustees.

Patti Kiger also asked everyone to support restoration of VFHY funding to 10% of Virginia's Master Settlement Agreement payments.

Executive Director's Report:

PROGRAMS:

Director of Programs Donna Gassie and Deputy Director Marge White met with VCU's SERL staff to discuss options for future program evaluation. Suggestions included conducting focus groups, using a sample of participants for evaluation and completing

more process evaluation activities. VCU will provide draft ideas for consideration. A revised program evaluation process is anticipated for the FY12 funding cycle.

Director of Programs Donna Gassie attended training for Foundant, VFHY's online grants application and management system. The training focused on additional functions that are available within the software system.

The North Regional Advisory Board met on July 7 via conference call. Agenda items included: upcoming tobacco prevention RFP (dissemination plan, review date selection), introduction of VFHY obesity prevention coordinator, and update on current tobacco and HCAT grantees.

The Southwest Regional Advisory Board met on July 7 in Blacksburg. Four grant-funded organizations presented information on tobacco-use prevention programs and Healthy Communities Action Team initiatives in the Southwest region. Board members discussed the upcoming VFHY Request for Proposals timeline as well as upcoming training and conference opportunities across the state.

RFP #852P014 was released August 19, 2011 to fund three-year tobacco-use prevention and cessation programs for youth across Virginia. A total of \$9.2 million is available for grant awards for the period of July 1, 2012 to June 30, 2015. Individual grants will not exceed \$60,000. Mandatory offerors' webinars are being conducted in September for all organizations interested in applying. Proposals are due by Oct. 21.

MARKETING:

Y Street, VFHY's youth advocacy program, was invited to attend the 6th National Summit on Smokeless and Spit Tobacco, in Austin, Texas, on May 10-12. Y Street youth presented their findings from Y Street's Meltdown Campaign, which focuses on the new smokeless/dissolvable tobacco products with packaging and flavors resembling candy, mints and gum. Y Street members also led a session about the background of the Meltdown Campaign, the Meltdown Survey and its findings, and their recommendations for how other states can protect youth from these new products. To learn more, go to www.ystreet.org and MeltdownVA.com. (Y Street – one of VFHY's multiple marketing strategies – is a statewide association of high school youth volunteer advocates who work to enlighten their peers as to the consequences of tobacco use. Y Street strives to cause cultural change in Virginia's youth by deglamorizing tobacco and instilling pride in a smoke-free lifestyle. Since 2004, more than 4,000 teens from all across Virginia have attended a training offered by Y Street.)

The Campaign for Tobacco-Free Kids (CTFK) named Y Street the winner of its 2011 Youth Advocates of the Year (YAYA) Group Award. CTFK annually honors the accomplishments of outstanding young people who are the most effective leaders in tobacco prevention in the country. Y Street members were presented their award at the CTFK's annual YAYA gala on May 18 in Washington, D.C.

On June 21, Y Street youth were invited by the FDA to attend a press conference at which the FDA announced the nine cigarette health warnings required to appear on every pack of cigarettes sold in the United States and in every cigarette advertisement. The announcement was made by U.S. Surgeon General Dr. Regina Benjamin; Bill Corr, deputy secretary, U.S. Department of Health and Human Services; Dr. Howard Koh, assistant secretary, U.S. Department of Health and Human Services; and Dr. Lawrence Deyton, director, Center for Tobacco Products. Y Street was invited by FDA because of the report Y Street submitted in February to the FDA as part of the docket for review on the proposed cigarette-pack warning labels. Y Street collected more than 2,000 surveys from 89 communities across Virginia, collecting opinions about the warning labels. Y Street was represented by the 15 members of its 2011 Y Street Leadership Team (YSLT), and was the only youth advocacy group invited to attend the announcement.

The Y Street Leadership Team held its third 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 three years, evident in high rates of youth participation as well as numbers of completed projects and volunteer hours.

Executive Director Marty Kilgore and Director of Marketing Danny Saggese made a presentation at the Department of Social Services on May 19 to demonstrate how VFHY uses segmentation within its formative research efforts in order to better understand the varied sub-segments of youth culture that exist in Virginia.

VFHY has received the topline results of the 18th wave of our bi-annual field study conducted by Market Decisions. This study is responsible for measuring the awareness and effectiveness of the main media component of VFHY's youth tobacco-use prevention marketing campaign among the youth of Virginia. After 8.5 years, the awareness level of the VFHY's *ydouthink* campaign remains high at 55% among the target audience: kids in Virginia ages 10-17. Despite decreased funding, the campaign's awareness has now been consistently strong for 84 consecutive months. Additional key findings from the study include:

- More than 3 in 4 youth who are aware of the *ydouthink* campaign like it (77%).
- The vast majority of youth think the *ydouthink* campaign is “meaningful” (92%), “believable” (88%), and “easy to understand” (90%).

More than 100 high school students from Hampton Roads competed in the second annual finale competition of Step Royale, The Ultimate Step-Dancing Competition, at the Nauticus Museum in Norfolk on June 7. Eight teams of step dancers competed in the finale, which is part of a pilot program by VFHY 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 battles since last November for the right to participate in the Finale.

CHILDHOOD OBESITY:

On Wednesday, May 11, Executive Director Marty Kilgore, Deputy Director Marge White, Director of Marketing Danny Saggese, and Obesity Prevention Coordinator Heidi Hertz met with members of the Virginia Chapter of the American Academy of Pediatrics, including VFHY Board of Trustees member Dr. Bob Gunther and Dr. Bob Shayne. During the meeting, Drs. Shayne and Gunther shared their proposal for a Learning Collaborative among Virginia pediatricians focusing on childhood obesity prevention in physician practices. This discussion led to Virginia AAP as a partner in the Community Transformation Grant application and a combined effort to provide Continuing Medical Education credits at the upcoming Weight of the State.

On May 13, VFHY Board of Trustees member Edda Collins-Coleman and VFHY Obesity Prevention Coordinator Heidi Hertz met with representatives from Dole Foods in Washington, D.C. Topics discussed included: partnership opportunities around Dole's Salad Bars in Schools program; expanding VFHY's Virginia Healthy Youth Day events; and Dole's interest in sponsoring VFHY's Weight of the State Conference. Dole is supporting the Weight of the State Conference as a Gold level sponsor.

Obesity Prevention Coordinator Heidi Hertz attended the Virginia Partnership for Out of School Time (VPOST) Leadership Council Meeting. VFHY is working with other members to develop the VPOST strategic plan for coordinate a statewide system of after-school resources and programs for Virginia's youth.

Obesity Prevention Coordinator Heidi Hertz and Ashley Johnson, Prevention Connections Safe Routes to School (SRTS) Manager, attended VDOT's Safe Routes to School (SRTS) Strategic Planning session. During the meeting, stakeholders provided input on outreach and education, grants management and SRTS implementation.

Heidi Hertz met with Rachel Harms, Program Coordinator for Fit4Kids, to discuss collaboration opportunities in the greater Richmond area. Fit4Kids is a nonprofit organization created to improve the health and wellness of children through leading a regional effort to increase physical activity and promote healthy eating.

On June 28-30, three VFHY staff members attended the [6th Biennial Childhood Obesity Conference](#). More than 2,000 participants attended the conference, which showcased the latest evidence-based best practices and policy/environmental change strategies for reducing and preventing childhood obesity.

On July 11, Obesity Prevention Coordinator Heidi Hertz presented at the 2011 School Health Resource Conference. The School Health Resource fair brought together more than 200 school nurses to discuss emerging trends in school health. During her presentation, Hertz highlighted VFHY's childhood obesity prevention efforts and grant

funding opportunities through Prevention Connections including the Safe Routes to School and Healthy Vending mini-grants.

Executive Director Marty Kilgore, Obesity Prevention Coordinator Heidi Hertz and VFHY Intern Jerri Lamar met with newly appointed VFHY Board member Davis Rennolds on July 14. Rennolds was a key player aiding Gov. McDonnell in the launch of the Virginia No Kid Hungry Campaign. Following this meeting VFHY was included in the No Kid Hungry Campaign roundtable discussion with Governor McDonnell on August 18. The purpose of the roundtable is to bring together a collaboration of community advocates, nonprofit, educational and faith-based organizations and local and state government agencies to work together and share information about programs and work related to reducing childhood food insecurity. Additionally, the group will identify ways to partner on current or new initiatives that address childhood food insecurity.

Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz coordinated a meeting with state and local stakeholders for the 2011 Walk to School Day event, which will be held on Oct. 5 at Crestview Elementary School in Henrico. Meeting attendees included: Robin Grier and Rob Williams with VDOT's Safe Routes to School (SRTS) Program; Karen Rawlyk and Jessica Dawson with Henrico County Public Schools; Stephanie Smith with the National SRTS Partnership; and Ashley Johnson with Prevention Connections and the Virginia SRTS Partnership. The group discussed logistics for the Walk to School Day as well as individuals and organizations to invite to the event. Henrico will hold Walk to School events at three other schools on Oct. 5. The Walk to School Day event will be held as part of the Weight of the State Conference.

VFHY Intern Jerri Lamar and Prevention Connections Healthy Vending Program Manager Amanda Mullins participated in the 2011 Health and PE Institute hosted by the Virginia Department of Education at James Madison University. During their presentation on July 19 to 45 physical education teachers, Jerri provided an overview of the new USDA MyPlate initiative and Amanda informed participants about the two mini-grant opportunities from Prevention Connections. The goal of the institute is to provide tools and resources for health and physical education teachers statewide to supplement their classroom materials.

Obesity Prevention Coordinator Heidi Hertz was a featured presenter at the United Way Lunch and Learn event for local donors, held on August 3. Hertz shared updated obesity statistics for Virginia and participated in a panel discussion on emerging trends in childhood obesity prevention.

On August 3, Executive Director Marty Kilgore met with Judi Lynch, Principal of St. Gertrude High School in Richmond. During their meeting, they discussed future collaboration opportunities around creating a healthier school environment.

VFHY's 2011 Weight of the State Conference will be held in Richmond on Oct. 4-5. The goals of the conference are to strengthen and expand local, regional and state capacity to

promote access to healthy foods and nutrition, opportunities for physical activity and reduce obesity. More than 400 attendees are expected at the conference.

The Weight of the State conference will feature six tracks focusing on: Healthy Nutrition and Access to Healthy Foods; Community Collaborations for Healthy Kids; Research to Practice; School and Afterschool; Healthcare; and Physical Activity and Active Transportation. VFHY utilized a Call for Abstracts process to select many of the presenters from across Virginia. Approximately 42 abstracts were submitted and 20 were selected. Other national, state and local presenters were invited to provide emerging trends on topics such as Food Marketing to Children, the Tipping Point of Childhood Obesity, Fuel Up to Play 60 and many others. More than 30 sessions will provide emerging practices in childhood obesity prevention and replicable resources for participants to take back to their community.

A special thanks to board Members Edda Collins-Coleman and Davis Rennolds for their help in gaining support for the conference. Collins-Coleman helped establish a relationship with Dole and Davis has connected the Foundation with Share Our Strength Virginia; both have resulted in gold and silver level conference support.

LEGISLATIVE SITE VISITS:

On May 26, state Senator Thomas Norment Jr. of Williamsburg visited a VFHY-funded Positive Action prevention class for elementary and middle school children at the Boys and Girls Clubs of the Virginia Peninsula's Peninsula Unit location in Newport News. VFHY Executive Director Marty Kilgore and Regional Grants Administrator Judy Link attended the visit. Representing the Boys and Girls Clubs of the Virginia Peninsula were: Executive Director Steve Kast, unit director Mike Mullins and instructor Chanda Vaughn.

On June 3, state Delegate Tag Greason of Loudoun County visited a VFHY-funded Life Skills Training at an after-school program for elementary and middle school students at the Pembroke apartment complex in Sterling. VFHY Regional Advisory Board Member Judith Romberg, who is the prevention director for the Loudoun County Community Services Board, was present at the legislative visit. Delegate Greason "did a great job explaining what he does as delegate, and to demonstrate, he had the kids participate in a mock legislation session," Romberg shares. "Delegate Greason split the room in half, delegates and senators. He asked if anyone had a bill they would like to introduce. One of the kids introduced a bill that no one should smoke in restaurants because of the dangers of secondhand smoke. Then [Greason] called for a vote. After some debates, mainly about whether the law would hurt businesses, it passed! He really knew how to engage the kids and they responded accordingly. We then all watched the dangers of secondhand smoke video that the kids produced for a PSA, and had snacks. Delegate Greason sat down and talked with the kids while he ate his snack. The kids had a great time and asked him to come back! What a nice guy!"

On July 21, state Senator Roscoe Reynolds of Martinsville visited the Twin County Healthy Communities Action Team (HCAT) bike rodeo event at Felts Park in Galax. Approximately 25 people attended the rodeo at which children were instructed on bike safety by the Galax Police Department and were given free bike helmets. VFHY Southwest Regional Grants Administrator Jenny Martin also attended the visit. The VFHY-funded Twin County HCAT will build community capacity for childhood obesity prevention initiatives in the counties of Carroll and Grayson as well as the city of Galax.

On August 2, State Del. Tom Rust of Herndon visited a VFHY-funded prevention program at a youth summer camp at Herndon Middle School. VFHY Executive Director Marty Kilgore and Public Relations Coordinator Richard Foster attended the visit. Lauren Hitz, a prevention instructor with the Fairfax County Department of Neighborhood and Community Services, led teens in a lesson about the dangers of tobacco use. The lesson also touched on making smart, healthy choices such as methods to avoid peer pressure to smoke, use drugs, drink alcoholic beverages, join gangs or skip school. Del. Rust spoke to the children about the importance of avoiding smoking, drugs and alcohol and shared a moving, personal story about a family member who was harmed by alcohol use.

On August 11, State Senator Creigh Deeds visited a VFHY-funded Healthy Community Action Team childhood obesity program at the Boys & Girls Clubs of Central Virginia location in Charlottesville. VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz were also in attendance. James Pierce represented Boys & Girls Clubs of Central Virginia. During the visit, Sen. Deeds observed young people at the club helping out with a local farmer's market, receiving cooking lessons on creating nutritious meals and practicing bicycling.

VDH PARTNERSHIP:

Deputy Director Marge White and Training and Resource Manager Charlie McLaughlin are serving on VDH's Healthy Communities/Tobacco Prevention conference planning committee. They assisted with identifying speakers and are coordinating the registration process in VFHY's Cvent online registration package.

Director of Programs Donna Gassie presented at the 2011 School Health Resource Fair at Longwood University on July 12. Gassie spoke about the work VFHY has done in tobacco-use prevention through programs, research, marketing and enforcement. She co-presented with VDH's Gail Jennings, who shared the latest results of the Youth Tobacco Survey for Virginia. This event brings together school nurses from across the state to discuss emerging topics.

Training and Resource Manager Charlie McLaughlin has been working with the Center for Disease Control (CDC), Virginia Commonwealth University (VCU) Survey and Evaluation Research Laboratory (SERL) and Virginia Department of Health (VDH) in preparation for a fall implementation of three statewide youth surveys: the 2011 Virginia Youth Tobacco Survey (VYTS), the 2011 Virginia Nutrition and Physical Activity

Survey (VNPAS) and the 2011 Virginia Youth Survey (VYS). Packages with a letter of support from the Secretaries of HHR and Education, a parent letter and opt-out form, sample surveys and response form were distributed to school superintendents in August and September. The surveys will be administered in the fall in randomly selected schools throughout the state that agree to participate. It is critical to get a majority of schools to opt in to obtain enough data for scientifically valid surveys.

HEALTH AND HUMAN RESOURCES SECRETARIAT:

On June 29, Executive Director Marty Kilgore attended the second part of a strategic planning workshop with DHRM for the HHR secretariat.

Executive Director Marty Kilgore participated in a roundtable discussion regarding HHR priorities for the upcoming year with Gov. McDonnell and Secretary Hazel. Kilgore presented on behalf of VFHY and made the case for restoring VFHY's funding.

VFHY staff members have participated in the Interagency Taskforce on Obesity and Nutrition meetings held over the past few months. This taskforce, established by Secretary of Health and Human Resources, Dr. Bill Hazel, coordinates state agency efforts to provide nutrition services and obesity prevention. Recent meetings have focused on consistent messaging for healthy eating and physical activity, food procurement standards for state agencies, and next steps. On July 26, VFHY Marketing Director Danny Saggese made a presentation about current VFHY communications and marketing materials related to childhood obesity reduction. Commissioner Raymond Hopkins of the Department for the Visually Impaired and Blind also attended the meeting. Hopkins, Kilgore and State Health Commissioner Karen Remley had met previously to discuss the process for awarding contracts to food and beverage vendors for food services and vending machines in state office buildings and state-owned properties such as rest stops. They continued the joint discussion at the Interagency Task Force meeting.

PREVENTION CONNECTIONS:

Prevention Connections (PC) hosted the Virginia Partnership for Tobacco Cessation meetings on May 12 and Sept. 8 in Richmond. The Partnership developed a statewide cessation plan including lead organizations and funding needs for each activity and benchmark dates to complete tasks. VFHY Deputy Director Marge White participated in a conference call with the Partnership for Prevention and its Action2Quit program grantees on June 17 to provide a progress update on the Virginia Partnership for Tobacco Cessation.

Deputy Director Marge White and Marketing Director Danny Saggese attended the Tobacco-Free Alliance of Virginia. The Alliance is a newly-formed coalition that will address tobacco prevention and reduction through policy, systems and environmental change. The members divided into infrastructure and membership task teams to develop guidelines and plans for membership recruitment. Its next meeting will be held on Nov. 2

in Richmond with task team meetings taking place through October. The Alliance will meet again in November.

Ashley Johnson, PC Safe Routes to School Program Manager, and Amanda Mullins, Vending Program Manager, attended the 84th Virginia High School and Middle School Principals Conference on June 27 in Williamsburg. During the conference, Prevention Connections provided an exhibit highlighting the two mini-grant programs.

PC continues to market the mini-grant programs for Safe Routes to School and Healthy Vending. For SRTS, 52 applications have been received from elementary and middle schools from across the state. Many of these activities include walk to school events, bike rodeos, and other changes to the school such as safety plans and adding bicycle racks. Thirty-four middle and high schools across the state have applied for funds for the Healthy Vending audits. Through these audits, we are learning about products currently sold in school vending machines and the opportunities for vending machine product replacement.

PC, VDH and many other partners worked this spring and summer to submit Virginia's Community Transformation Grant application to the Centers for Disease Control and Prevention. This funding opportunity is for implementation, evaluation, and dissemination of evidence-based community preventive health activities in order to reduce chronic disease rates, prevent the development of secondary conditions, address health disparities, and develop a stronger evidence base for effective prevention programming. Virginia's application was submitted by PC as the lead agency and addressed the three strategic directions of Tobacco-free living, Active Living-Healthy Eating, and High Quality Clinical Preventive Services.

One important component of the CTG application was collaboration among agencies and organizations. A CTG workshop was held on June 15 to develop potential activities for Virginia's proposal. From this meeting, key priority areas were identified and the four coordinating organizations met to create a draft implementation plan for the CTG. This draft was shared with all CTG workshop attendees. As a result of this meeting and distribution of a draft plan, 40 letters of support were received for Prevention Connections' application.

Deputy Director Marge White participated in a Webinar titled, "Evaluating State & Territory Policy and Environmental Change Initiatives," hosted by CDC as part of their Communities Putting Prevention to Work Grant technical assistance. Obesity Prevention Coordinator Heidi Hertz, along with Amanda Mullins and Ashley Johnson, PC Program Managers, continue to participate on monthly calls with CDC Project Officer Diane Ayers. The CDC site visit for Nutrition and Physical Activity is scheduled for Sept. 20 and 21.

CDC Presentation:

Tim McAfee, M.D., MPH, Director of Office on Smoking and Health, CDC, reported that CDC launched a new program, Vital Signs, which offers recent data and a call to action for important health issues. Tobacco remains the single largest preventable disease, disability, and death in the US. More information can be found at: <http://www.cdc.gov/vitalsigns/index.html> Dr. McAfee cited numerous statistics and facts about the various components in a comprehensive plan to reduce tobacco use. Board members asked various questions including strategies to impact youth rates in Virginia.

Budget Report:

Wilma Jordan presented the Financial Statements as of June 30, 2011 and there were no questions from the board. She asked that they email or call her if questions arose after the meeting.

Wilma Jordan presented the FY12 Projected Budget showing cash and cash equivalents held by the Treasurer of Virginia.

There was a lengthy discussion about a projected year-end deficit resulting from a lower Master Settlement Agreement payment vs. the budget bill appropriation. The board asked staff to provide a timeline of the payment schedule and a budget for FY13 that is adjusted for a portion of the deficit at the December board meeting. This approach will avoid making immediate budget reductions to VFHY grants and contracts.

Motion: to approve the revised FY12 budget by Senator Emmett W. Hanger, Jr.

Second: Dr. Robert C. Gunther.

Vote: Unanimous in favor.

Old Business:

None

New Business:

VCU SERL Statewide Evaluation

Edda Collins Coleman stated the board needed to act on a proposed contract for the FY12 Statewide Program Evaluation with VFHY program grantees.

Donna Gassie, Director of Programs added that this is the third year of our three year cycle of grants for program grantees. The VCU Survey and Evaluation Research Laboratory has conducted the evaluation in the first two grant years and sends an individual report to each grantee and these, along with a statewide aggregate report, to VFHY at the end of the year.

Motion: to approve the 2011 – 2012 VCU Statewide Program Evaluation contract: Edda Collins Coleman.

Second: Claudia Tellez

Vote: Unanimous in favor

Public Comment:

Keenan Caldwell of the American Cancer Society thanked board members for their efforts to restore VFHY funds. He added that outside organizations will be asking the Governor to restore the MSA funding for VFHY that was reduced from 10% to 8.5%.

Committee Reports:

Program Committee

Edda Collins Coleman thanked the program staff for their hard work.

Donna Gassie, Director of Programs, reported the tobacco grantees are entering the third year of a three-year grant cycle. VFHY has a funding opportunity to provide grants for Tobacco-Use Prevention and Cessation Programs to Youth across the Commonwealth running from July 1, 2012 to June 30, 2015. An RFP will be released for the next HCAT grants in January.

Donna Gassie highlighted that Training and Resource Manager, Charlie McLaughlin conducts various trainings across the state. The trainings strengthen community organizations and prepares them to effectively deliver programs to youth.

Donna Gassie reported the Weight of the State Conference will be held October 4 – 5, 2011 at the Richmond Marriott and encouraged board members to attend.

Marketing Committee

Danny Saggese, Director of Marketing reported teen volunteers from VFHY's Y St. youth movement presented at the U.S. Food And Drug Administration (FDA) Center for Tobacco Products (CTP) Stakeholder Discussion Series Session for Youth in Boston on Tuesday, September 13th. The FDA invited a select group of organizations from across the nation to provide strategies and ideas to the CTP for developing and sustaining a successful youth-led empowerment movement. Danny Saggese added that similar recognition from groups such as The Campaign for Tobacco-Free Kids (CTFK) - who recently named Y St. the winner of its national 2011 Youth Advocates of the Year (YAYA) Group Award – has positioned Y Street as one of the premier youth-led advocacy movements in the nation.

Research Committee

Dr. Kevin R. Cooper reported site visits to university grantees showed most were on track while two are behind schedule in meeting their goals and are being monitored closely. They are also being asked to provide a revised plan and budget for the remainder of the project period.

Dr. Kevin R. Cooper added the Youth Tobacco Survey and the Virginia Nutrition and Physical Activity Survey will be administered beginning in the Fall 2011. Your influence is necessary for 100% participation by school divisions. He asked board members to contact him or staff if they had a direct relationship with a school superintendent or principal.

Dr. Kevin R. Cooper also reported that two research meetings are forthcoming. Dates and locations will be emailed to the board as they are finalized.

Prevention Connections

Danny Saggese, Chair of Prevention Connections (PC), thanked Marge White, Deputy Director and Heidi Hertz, Obesity Prevention Program Coordinator, who worked to

submit Virginia's Community Transformation Grant (CTG) to CDC. This grant would provide \$7Million per year for the next five years to PC.

Danny Saggese reported PC is preparing to respond to a CDC grant for funding of a statewide media campaign that will focus on improving nutrition targeting youth and families.

He added the Virginia Partnership for Tobacco Cessation finalized their state cessation strategic plan and created tasks, deadlines and lead organizations for each activity.

The next meeting of the Prevention Connections board is October 6, 2011. Danny Saggese thanked Edda Collins Coleman for her service and welcomed Bob Leek to the PC Board of Trustees.

Henry Harper, Director of Community Outreach and Development added that contributions from twenty-one exhibitors and supporters for the obesity conference now total \$54,000. Henry Harper thanked Edda Collins Coleman, Davis Reynolds, and Keenan Caldwell of the American Cancer Society for assistance in securing these supporters.

Announcements:

Next Board Meeting Date:
December 6, 2011

2012 Board Meeting Dates:
May 22, 2012
September 18, 2012
December 4, 2012

Adjournment:

Motion: to adjourn: Dr. Robert C. Gunther
Second: Curtis Coleburn
Vote: Unanimous in favor.

Meeting adjourned at 1:45 p.m.

VIRGINIA FOUNDATION FOR HEALTHY YOUTH
NOTES TO FINANCIAL STATEMENTS

AS OF JUNE 30, 2011

Note 1: CASH, CASH EQUIVALENTS, AND INVESTMENTS

A. Cash and Cash Equivalents

Cash and cash equivalents represent cash in the General Account at the Department of the Treasury. Treasury manages the General Account Investment Portfolio. Information related to the composition of this portfolio is available on a statewide level in the Commonwealth of Virginia's Comprehensive Annual Financial Report.

B. Securities Lending Transactions

Investments and cash equivalents held by the Treasurer of Virginia represent the Virginia Tobacco Settlement Foundation's (VFHY) allocated share of cash collateral received and reinvested and securities received for the State Treasury's securities lending program. Information related to the credit risk of these investments and the State Treasury's securities lending program is available on a statewide level in the Commonwealth of Virginia's Comprehensive Annual Financial Report. ***The Commonwealth's policy is to record unrealized gains and losses in the General Fund in the Commonwealth's basic financial statements. When gains or losses are realized, the actual gains and losses are recorded by the affected agencies.***

Cash with the Treasurer of Virginia \$ 9,385,525

Investments held by the Treasurer of Va. 0

Total cash, cash equivalents, and investments \$ 9,385,525

Note 2: LEASE DEPOSITS and RENTS

A. VFHY rents office space at 701 E. Franklin for the main office and has field staff offices located in Bremo Bluff, Blacksburg, and Grafton, Virginia. Three leases required deposits. The Richmond office is \$5,126.00, Grafton office \$225.00, and Bremo Bluff office of \$400.00 for a total of \$5,751.00 in deposits for rental leases.

B. Prepaid expenses are any payments made in the current fiscal year for expenses that will occur in the next fiscal year. As of June 30, 2011 VFHY had prepaid expense of \$7,055.

C. VFHY had a revenue refund of \$34,643.29 not yet posted to CARS.

Note 3: CAPITAL ASSETS

Capital assets, which include property, plant, equipment, and infrastructure assets, are reported in the government-wide financial statements. The government defines capital assets as assets with an initial, individual cost of more than \$5000.00 and an estimated life in excess of two years. The Virginia Foundation for Healthy Youth did not procure assets that would meet the capital asset requirements; therefore, they are maintained in an internal inventory control system.

Note 4: LIABILITIES

A. Accounts payable

Operating expenses accrued but unpaid as of June 30, 2010 totaled \$4,458.

B. Accrued Payroll

All VFHY employees are paid on a semi-monthly schedule. Accrued payroll expenses of \$103,449 represents work performed prior to June 30, 2011 but registered in FY12 CARS.

C. Grants/Contractual payables

The VFHY awarded funding to programs all over the Commonwealth for the prevention of tobacco use and obesity by youths. The VFHY contracted with higher education universities to conduct research, surveys and evaluations on tobacco use and prevention. They also have contracts with marketing agencies to lead a major campaign geared toward youths throughout Virginia on the prevention of tobacco use. At the end of the fiscal year there were outstanding payables for which VFHY had received invoices in the amount of \$761,835.

Note 5: COMPENSATED ABSENCES

Compensated absences represent the amounts of annual, disability credits, and compensatory leave earned by VFHY employees, but not taken as of June 30, 2011. The \$80,378 represents the balances at the fiscal year end provided by the Commonwealth's leave liabilities tracking program. To determine how much of this amount to record as long-term liability, calculations were made by adding estimated additional earned leave and subtracting estimated leave to be taken during FY12. Balances for staff with longer years of service were based on the allowable carry forward amounts. As a result, it has been determined that \$38,564 of the entire amount is long-term liability and the remainder is considered a short-term liability.

Note 6: REVENUES

The VFHY is funded by receiving 10% of Virginia's share of the Master Settlement Agreement (MSA) negotiated between the various Attorneys General and the tobacco

manufacturers in 1998. In FY 2011, the VFHY received \$9,371,777 of the projected \$11,215,056 in MSA payments and \$0 in interest payments. VFHY did not receive the full 10% due to legislation that decreased the amount to 8.5% for the fiscal year and due to deposits made into a dispute escrow fund by participating tobacco manufacturers resulting from estimated decreases in market share to non-participating manufacturers.

Note 7: ADMINISTRATION

Administrative costs are all of the operating expenses needed for the maintenance of the VFHY. These include expenses of the Board of Trustees, some payroll (including accrued leave liabilities), rents, utilities, insurances, equipment (repairs, maintenance, rental and purchases), furniture and supplies, postage and delivery, printing, state vehicle fees, employee travel and trainings. In addition, it includes expenses incurred for professional services provided by private industries such as temporary employees, marketing services, IT service, and website design and maintenance, etc.

Note 8: PROGRAM and OBESITY

Program and Obesity Expenses include funding provided to local organizations to conduct obesity and tobacco use prevention programs with youth and expenses associated with administering the programs.

Note 9: RESEARCH AND EVALUATION

These expenses include the contracts and agreements with higher education universities in Virginia focused on the research, evaluation of tobacco use prevention programs, evaluation of the statewide marketing campaign as well as a statewide Youth Tobacco Survey.

Note 10: INTER-AGENCY EXPENSE

These include expenses incurred as a result of Memorandums of Understanding with agencies such as the Department of Health for fiscal and payroll support.

Note 11: TRANSFERS

Transfers out are to reimburse the General Fund for expenses related to the Office of the Attorney General, Department of Taxation, DGS, DOA, and DHRM. Additionally, for savings due to the suspension of the state employee group life employer contribution rate.

VIRGINIA FOUNDATION for HEALTHY YOUTH
 STATEMENT OF ACTIVITIES AND CHANGES IN FUND BALANCE
 For the Fiscal Year Ended June 30, 2011

REVENUES:

Master Settlement payments (Note 6)	9,371,777
Interest Income (Note 6)	0
* Proceeds from securities lending transactions (Note 1-B)	0
Grants	<u>313,442</u>
Total Revenues	<u>9,685,219</u>

EXPENDITURES:	<u>Expenses</u>	<u>Adjustments</u>	<u>Net (Expense) Revenue and Changes in Net Assets</u>
Tobacco Settlement Expense:			
Administration (Note 7)	\$ 822,655	\$ 0	\$ -822,655
Depreciation Expense (Note 3)	0	0	0
Expenses for Securities Lending (Note 1-B)	0	0	0
Marketing (Note 4-C)	3,910,900	0	-3,910,900
Program Expense (Note 8)	3,877,939	0	-3,877,939
Research and Evaluation (Note 9)	1,689,031	0	-1,689,031
Obesity (Note 8)	645,025	0	-645,025
Inter-Agency Expenses (Note 10)	65,000	0	-65,000
State General Fund Transfers Out (Note 11)	<u>74,340</u>	<u>0</u>	<u>-74,340</u>
Total Expenditures	<u>11,084,890</u>	<u>0</u>	<u>-11,084,890</u>

Excess (deficiency) of revenue over expenditures -1,399,671

Fund Balance/Net Assets, July 1, 2010 9,878,524 **
 Fund Balance/Net Assets, June 30, 2011 \$ 8,478,854

The accompanying notes are an integral part of the financial statements

* *The Commonwealth's policy is to record unrealized gains and losses in the General Fund in the Commonwealth's basic financial statements. When gains or losses are realized, the actual gains and losses are recorded by the affected agencies.*

** Amount reflects \$500 adjustment from a duplicate invoice reported as a payable on fy10 statements, but not paid.

VIRGINIA FOUNDATION for HEALTHY YOUTH
 STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS
 BALANCE SHEET
 For the Fiscal Year Ended June 30, 2011

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
ASSETS:	
Cash and cash equivalents held by the	
Treasurer of Virginia (Note 1-A)	\$ 9,385,525
*Investments Held by the Treasurer (Note 1-B)	\$ -
Lease Deposits (Note 2-A)	\$ 5,751
Prepaid Expenses (Note 2-B)	\$ 7,055
Capital Assets, net of accumulated depreciation: (Note 3)	\$ -
Operating equipment	\$ -
Undeposited revenue refunds (Note 2-C)	\$ 30,643
	<hr/>
	\$
TOTAL ASSETS	<u>9,428,974</u>
 LIABILITIES:	
Accounts Payable (Note 4-A)	\$ 4,458
Accrued Payroll (Note 4-B)	\$ 103,449
Obligations Under Security Lend (Note 1-B)	\$ -
Grants Payable (Note 4-C)	\$ 414,723
Contractual Obligations (Note 4-C)	\$ 347,112
Compensated absences (Note 5)	\$ 80,378
	<hr/>
Total Liabilities	<u>950,120</u>
 NET ASSETS:	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	\$ 8,478,854
	<hr/>
Total net assets	\$ 8,478,854
	<hr/>
Total Liabilities & Equity	\$ 9,428,973.93

The accompanying notes are an integral part of the financial statements

- * *The Commonwealth's policy is to record unrealized gains and losses in the General Fund* in the Commonwealth's basic financial statements. When gains or losses are realized, the actual gains and losses are recorded by the affected agencies. VFHY had none for fy11

VIRGINIA FOUNDATION for HEALTHY YOUTH
 STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES
 BUDGETARY COMPARISON - SPECIAL REVENUE FUND
 For the Fiscal Year Ended June 30, 2011

	Actual	Budget	Variance over(under)
Revenues:			
Interest on Securities	0	0	0
Proceeds from Security Transactions	0		
Grants	313,442		
Master Settlement payments	9,371,777	11,215,046	(1,843,269)
Total Revenues:	9,685,219	11,215,046	(1,529,827)
Expenditures:			
Administration	822,655	701,022	121,633
Depreciation Expense	0	0	0
Inter-Agency Expense	65,000	65,000	0
Dues and Subscriptions	0	0	0
Expenses for Securities Lending	0	0	0
Marketing	3,910,900	3,360,000	550,900
Program Expense	3,877,939	3,887,271	(9,332)
Reimbursable Expense	0	0	0
Research and Evaluation	1,689,031	1,478,753	210,278
Obesity	645,025	1,000,000	
State General Fund Transfers Out	74,340	73,000	1,340
Total Expense	11,084,890	10,565,046	519,844
Revenues over (under) expenditures	(1,399,671)	650,000	(2,049,671)
Fund balance, July 1, 2009	10,928,125		
Fund balance, June 30, 2010	<u>9,528,454</u>		

VIRGINIA FOUNDATION for HEALTHY YOUTH
 PRIOR YEAR COMPARISON STATEMENT OF ACTIVITIES
 For the Fiscal Year Ended June 30, 2011

	Jul '10 - Jun '11	Jul '09 - Jun '10	\$ Change
Revenues:			
Interest on Securities	0	73,713	-73,713
Proceeds from Security Transactions	0	3,015	-3,015
Federal Grants	313,442	0	313,442
			-
Master Settlement payments	9,371,777	11,629,393	2,257,616
			-
Total Revenues:	9,685,219	11,706,121	2,020,902
Expenditures:			
Administration	822,655	1,440,930	-618,275
Depreciation Expense	0	0	0
Dues and Subscriptions	0	2,547	-2,547
Expenses for Securities Lending	0	3,015	-3,015
Inter-Agency Expense	65,000	65,000	0
Marketing	3,910,900	4,687,540	-776,640
Program Expense	3,877,939	4,635,173	-757,234
Reimbursable Expense	0	0	0
Research and Evaluation	1,689,031	1,749,024	-59,993
Obesity	645,025	0	645,025
State General Fund Transfers Out	74,340	172,992	-98,652
			-
Total Expense	11,084,890	12,756,220	1,671,330
			-
Revenues over (under) expenditures	-1,399,671	-1,050,099	-349,572

Virginia Foundation for Healthy Youth FY2012 - Projected Budget

	<u>FY 2012</u>
MSA projected payment	11,359,200
MSA payment	9,371,777
Payables (FY11 Invoices paid in FY12)	<u>-825,351</u>
Total available funds	8,546,426
Marketing	3,315,000
Programs	3,596,493
Research	1,000,000
Surveillance & Evaluation	350,000
Obesity	1,000,000
Projected endowment	0
Administration/Operating	825,000
IAT's Genl fund transfers	<u>140,000</u>
Total Budgeted expenses	<u>10,226,493</u>
Budget Surplus/Deficit	-1,680,067