

*Drafted 11/27/00  
Revised 1/04/01*

**Virginia Tobacco Settlement Foundation  
Board of Trustee Meeting/Retreat  
Minutes  
November 20, 2000**

**Members present**

Steven Danish, John O'Bannon, John Andrako, Walter Bass, Curtis Coleburn, Dennis Desilvey, Allen W. Dudley, Rickie Fulcher, Barbara Hughes, V. Carole Loughheed, James Lund McDaniel, Becky Hartt Minor, E. Anne Peterson, Frank Ruff, John Watkins, Percy Wootton

**Members not present**

Jordan Forbes, Christopher Desch, Emmett W. Hanger Jr., Robert Leek, Michael Sloan

**Staff**

Clarence Carter, Neal Graham, Karen Harris, Michael Joseph

**Counsel**

Garland Bigley

**Call to order**

Meeting was called to order by Chairman, Dr. Danish, at 9:00 AM.

**Minutes**

Minutes were approved as distributed

**The Retreat**

Welcome and Retreat Objectives; Dr Danish

Dr. Danish explained the objectives of the retreat as an opportunity to disseminate information and to move forward in accomplishing the goals of the Foundation.

**Presentations**

**Dr. Terry Pehachek Ph.D -Associate Dir. of Science/Office on Smoking/Health, CDC**

Dr. Pehachek reported on the three documents that contain information used to shape the future of tobacco control, reduce death's from tobacco use related diseases and reduce the rate of tobacco use among young people and adults.

Surgeon general's report: Evidence of a comprehensive approach to reducing tobacco use has been effective.

The comprehensive approach combines: Education, clinical, regulatory, economic and social strategies.

A comprehensive program should: 1. Promote quitting smoking 2. Prevent young people from starting to smoke 3. Implement public health policies against second hand smoke and 4. Eliminate racial and ethnic disparities in tobacco related diseases.

CDC recommends state tobacco prevention and control programs should be comprehensive, sustainable and accountable. The investment of an effective program for Virginia would be \$5.77-\$15.98 per capita or \$39 million to \$107 million per year.

Best Practices: Program components

Community programs to reduce tobacco use

Community programs to reduce the burden of tobacco-related diseases

School Programs

Enforcement

Statewide Programs

Counter-Marketing

Cessation Programs

Surveillance and Evaluation

Administration and Management

Dr. Pechacek recommendation to VTSF would be to build a comprehensive program with optimal level of integration.

### **Neal Graham: Program Development, Funding and Operations “Planning for the Future”**

Mr. Graham provided the board a break down with the cost of average award ranges within the nine components, suggested by CDC Best Practices, of a comprehensive tobacco use prevention program.

Also a comparison of CDC funding recommendation to VTSF Budget.

The comprehensive presentation also included suggestions of required staffing needs and a Contingency Fund.

### **Dr. Dennis Desilvey: Research**

Dr. Desilvey reported that the Foundation's support to research should be scientific and discovery driven.

He suggested the Foundation might support:

3-5 R01 research projects that are closely integrated usually for five years at 1.5 million per year.

3-5 RO1 research projects that are closely linked to each other including the research cores and administration. Usually 1.2 million per year for 5 years.

T32 awards which supports the training of post graduate students

K Series awards that support junior investigators

Dr. Desilvey compared the funds received by the Cancer Center at UVA Medical center, which totaled approximately 49 million dollars.

**Frank Penela- Director of Communication, Florida Department of Health, Tallahassee FL.**

Mr. Penela provided a series of video media messages that have been successful in the Florida campaign against tobacco use. The Truth campaign, a youth focused effort, was invented to help prevent and reduce youth tobacco use through a coordinated program of education, media, community based anti-tobacco partnerships and enforcement of tobacco. A team of advertising and public relations firm developed the marketing portion of the campaign and went to Florida's youth for the opinions. A youth movement against tobacco was the result along with a youth driven advertising campaign.

The advertising campaign included television commercial, billboards, print ads and posters.

The Truth campaign incorporates research and evaluation in its marketing plan to ensure that program goals are meeting their objectives.

Mr. Penela reported that there was a significant decrease in tobacco use among middle and high students. Media appeared to have an impact along with community partnerships that were created in each county of the state.

**Darcy Oman- President- The Richmond Community Foundation: Philanthropic Opportunities**

Ms. Oman presented the strategies and framework for grant making which include:

Youth Development Programs and Services

Organization Capacity Development

Leverage Additional Resources

Creating a legacy of Community-Based endowments

Ms. Oman suggested dividing the state into 5-7 regions, determining funding allocations by region and creating community-based partnerships.

VTSF should establish and determine data collection and program evaluation requirements. VTSF should also develop and support training component for delivery of tobacco-use reduction in youth development programs.

Use 2-phase process for grant review, finalize grant making focus, implement strategy establish deadlines for proposal and then make grant recommendations.

## COMMITTEE RECOMMENDATIONS

### Program Sub-Committee

Comprehensive Plan- 7 Components

5 Health planning regions-Pay flat fee to incorporate administrative cost  
(North, Southwest, East, Northwest, Central)

Staffing requirement: Program Manager, Program Enforcement, Media and Data Managers

### Marketing Sub-Committee

Create sub-committee to:

- A. Develop mission statement
- B. Develop goals
- C. Develop core values and beliefs

Establish marketing base line presence

Staff needed- Communications and Marketing Director

Request 30% of budgeted funds and up to 50% of funds not allocated for previous fiscal year.

### Research Sub-Committee

VTSF should dedicate approximately \$1 million annually to research activities.

Foundation should try to use funds to leverage other public and private support to create a broader more comprehensive approach to research.

Approach the major research universities to explore the possibility of a research consortium.

### Proposed Spending Budget

Programs	\$ 9 million
Marketing	5 million
Research	1 million
Administrative/Contingency	<u>1 million</u>
<b>TOTAL</b>	<b>\$ 16 million</b>

### Plan

Sub Committees will meet and develop plans

Plans will be presented to Board meeting in January

Plans should include timetable for RFP's (to be approved by Executive Committee and Board)

Letter of intent returned by February

Funding ready for commitment by April

A motion was made that the sense of the Foundation is that the Director should present at January Board meeting a detailed plan of recommendations to include job positions and draft RFP's (elements) and motion was amended that the information be sent to Board members 2 weeks prior to January Board meeting.  
Sub-Committees to convene by December 15.

**Comments**

Per request by Dr. Percy Wootton action items discussed in Executive Board meeting should be reported to entire Board.

Dr. Wootton shared his concern that the Board not make any budgetary moves without proper notification of the public.

Meeting was adjourned at 4:30pm

Next Board Meeting January 8, 2001.