



**Board of Trustees Meeting  
Minutes  
September 21, 2016**

**Board Members present**

Sandy L. Chung, M.D., Teresa Gardner Tyson, DNP, Delegate T. Scott Garrett, M.D., Glory L. Gill, RN, Andrew W. Goodwin, Sarah B. Holland, James R. Jankowski II, Ritsu Kuno, M.D., Robert Leek, Thomas J. L'Ecuyer, M.D., Senator David W. Marsden, Sarah T. Melton, PharmD (via telephone due to exemption for work related issues), Delegate John M. O'Bannon III, M.D. (left at 1:17 p.m.), Lilian Peake, MD,MPH, VDH (represented Marissa Levine, M.D., Commissioner of Health as her designee) (left at 1:37 p.m.), Kristina N. Powell, M.D., Vineeta T. Shah, MHS, RD.

**Board Members not present:**

Laura E. Beamer, Valerie L. Bowman, M.D., January Britt, Senator Thomas A. Garrett Jr., Kris E. Kennedy, M.D., Jeffrey L. Painter and India Y. Sisler, M.D.

**Staff:**

Lisa Brown, Eloise Burke, 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

**Guests:**

Alison Breland, PhD, Virginia Commonwealth University  
Lauretta Cathers, PhD, Virginia Commonwealth University  
Carolyn Hawley, PhD, Virginia Commonwealth University  
Maggie Sweeney, VFHY Intern

**Call to order:**

Dr. Sandy L. Chung, M.D., Chairman, called the meeting to order at 12:13 p.m.

Dr. Chung welcomed everyone to the meeting and asked for introductions from the Board of Trustees members and staff.

**Election of Chair:**

Bob Leek, Chair of the Personnel/Policy/Bylaws Committee reported he received three nominations all for Dr. Sandy L. Chung.

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

**Motion:** to close nominations: Delegate T. Scott Garrett, M.D.

Second: Delegate John M. O'Bannon III, 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 Sandy L. Chung, M.D. as Chairman.

The Board voted unanimously on this action.

**Election of Vice-Chair:**

Bob Leek, Chair of the Personnel/Policy/Bylaws Committee reported he received three nominations all for Delegate John M. O'Bannon III, M.D.

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

**Motion:** to close nominations: Sarah B. Holland.

Second: Delegate T. Scott Garrett, 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 Vice-Chair.

The Board voted unanimously on this action.

**Minutes:**

Motion: to approve the minutes as presented by Sarah B. Holland.

Second: Delegate T. Scott Garrett, M.D.

Vote: Unanimous in favor.

**Chairman's Comments:**

Thank you for your vote of confidence in me. The Virginia Foundation for Healthy Youth's mission is an important one. Being a pediatrician, these are issues that I work on with families on a daily basis. I look forward to continuing on as Chair of the Board of Trustees for another year.

The Joint Commission on Health Care (JCHC) has been working closely with VFHY staff and stakeholders to discuss the potential mission expansion. Staff has provided a narrative of the sequence of events/grants through the years. Marty and staff have been meeting with the members of the JCHC throughout the summer leading up to the full JCHC meeting on October 5.

Andrew Mitchell, the analyst for the JCHC, has been gathering lots of information for his presentation which he will present at the JCHC Oct. 5 meeting. After the meeting, public comment will be open in which members of the public can express their views. The members of the legislature on the JCHC will vote on the options presented at the Nov. 9 JCHC meeting.

At the November Board of Trustees meeting, we will have an update on the next steps and direction of the proposed mission expansion.

## **Executive Director's Report:**

### **PROGRAMS:**

On June 14 the VFHY Programs Department hosted an orientation conference for the foundation's 21 newest VFHY-funded Healthy Communities Action Team (HCAT) grantees. The award period for the upcoming grant cycle runs from July 1, 2016, to June 30, 2018. Topics discussed at the orientation included youth obesity prevention, grants management, financial and programmatic responsibilities and networking as well as suggestions for strengthening HCATs and creating program sustainability. VFHY's Healthy Communities Action Teams are funded across the state to promote community wide change to prevent childhood obesity. HCATs address both nutritional and physical activity factors to build systems that support childhood obesity prevention and reduction.

The Southwest Regional Advisory Board met on Sept. 7 in Blacksburg. Presentations were provided by currently funded grantees and new VFHY business was discussed. Two reviewers from each board will be part of the abstract review process for the upcoming Weight of the State conference in April 2017. The next meeting of the Southwest Regional Advisory Board will be held in May 2017.

The Southeast Regional Advisory Board met on Sept. 13 at the Peninsula Metro YMCA offices. Items discussed included: introduction of new board member, new travel regulations, the current Y Street campaign (24/7) and VFHY's upcoming Weight of the State Conference, which will be held April 2017 in Richmond. Members will be solicited to participate in abstract reviews for the conference.

### **MARKETING:**

During the week of July 25 VFHY's Y Street Leadership Team (YSLT) held its eighth annual leadership meeting. Youth participants assisted in the development of the fiscal 2017 Y Street work plan. YSLT consists of the top 30 Y Street members from across the state, representing the 1,000+ active high school-aged Y Street volunteers. Y Street is Virginia's largest youth-led volunteerism group working on initiatives to prevent obesity and tobacco use for the purpose of creating healthier communities throughout the commonwealth.

On July 26 VFHY Executive Director Marty Kilgore joined American Heart Association (AHA) staff members Robin Gahan, Melissa Assalone and Allie Atkinson during their presentation at the Y Street Leadership Team summit. AHA Senior Director for Government Relations Robin Gahan spoke about the Virginia legislative process and AHA advocacy priorities related to tobacco-use prevention and promoting nutrition and physical activity. Gahan also shared how Y Street's Fresh Spot campaign survey results have been used to educate legislators and decisions makers about the demand for healthy foods in local communities.

Due to the efforts of the Virginia Foundation for Healthy Youth's Y Street teen volunteer group, the Warren County School Board has voted to adopt comprehensive, 100 percent tobacco-free policies. Y Street Leadership Team members Hannah and Sarah Chichester, rising seniors at Skyline High School in Front Royal, had spoken to the school board Y Street's 24/7 campaign, a youth-driven initiative to help schools become tobacco-free 24 hours a day, seven days a week.

On Sept. 7 members of VFHY's Y Street Leadership Team – Eunice Namkoong and Kenna Williams, juniors at Tabb High School in Yorktown – attended the Hampton City School Board meeting to deliver public comments to the school board about VFHY's 24/7 campaign. The 24/7 campaign is a youth-driven initiative to help schools become tobacco-free 24 hours a day, seven days a week and includes a website, 247CampaignVA.com, which offers free online resources and materials that Virginia schools can use to adopt and promote a 100 percent tobacco-free schools policy. Eunice and Kenna provided information and offered resources to the Hampton City School Board and requested school board members consider adopting comprehensive tobacco-free policies for their schools.

On Sept. 12 members of VFHY's Y Street Leadership Team – Eric Davis & Franklin Rinko, seniors at King George High School – attended the King George County School Board meeting to deliver public comments to the school board about VFHY's 24/7 campaign.

### **RESEARCH:**

On June 7 VFHY Deputy Director Marge White and Regional Grants Administration Lisa Brown conducted site visits with three VFHY-funded research grantees: Dr. J. Randy Koch, Virginia Commonwealth University, Center for the Study of Tobacco Products; Dr. Rosalie Corona, Virginia Commonwealth University, Department of Psychology; and Dr. Kelli England Will, Eastern Virginia Medical School, Department of Psychiatry & Behavioral Sciences. Grantees reviewed the first-year progress of their grants including relevant timelines, budgets, partnerships and accomplishments. VFHY-funded research grantees are completing the first year of their most recent three-year grants.

On June 22, Deputy Director Marge White and Regional Grants Administrator Lisa Brown conducted a site visit with Dr. Michael Scott at the University of Virginia, Department of Pharmacology in Charlottesville. Dr. Scott is managing a three-year VFHY research grant to study the characterization of nicotine vapor intake in adolescent mice to further understand what drives consumption of electronic nicotine delivery devices (e-cigarettes).

### **CHILDHOOD OBESITY PREVENTION:**

#### **OFFICE OF THE FIRST LADY: CHILDHOOD NUTRITION AND HUNGER:**

On June 2, July 14 and September 1, VFHY Deputy Director Marge White and Obesity Prevention Coordinator Heidi Hertz attended the Virginia 3-6-5 Project to End Childhood Hunger (USDA Demonstration Grant) quarterly update meetings. During the meetings VDOE shared overall grant updates, including school implementation plans and progress from the marketing and evaluation committees. Partner organizations, including VFHY, DSS, FeedMore, Feeding America Southwest Virginia, the Southeast United Dairy Industry Association and Virginia Cooperative Extension shared updates on their roles in grant implementation. Launch events for Virginia 3-6-5 are being planned in September and October.

Virginia Foundation for Healthy Youth (VFHY) Obesity Prevention Coordinator Heidi Hertz participated in a celebration at Petersburg's Robert E. Lee Elementary School on June 7 to celebrate the kickoff of the U.S. Department of Agriculture's (USDA) 2016 summer meals programs. The event raised awareness of the importance and availability of summer meals for

children and teens. Event participants included U.S. Secretary of Agriculture Thomas J. Vilsack, U.S. Secretary of Education John B. King Jr., U.S. Rep. Bobby Scott, First Lady of Virginia Dorothy McAuliffe and Virginia Secretary of Education Anne Holton.

On June 7 VFHY Obesity Prevention Coordinator Heidi Hertz participated in a meeting of the Community Initiatives Workgroup for the Commonwealth Council on Bridging the Nutritional Divide. During the meeting council members provided revisions for the council's website, Our Virginia Table. Council members have also begun discussing VFHY's 2017 Weight of the State conference and strategies to engage stakeholder groups across Virginia in the conference.

On June 24 and August 4, Obesity Prevention Coordinator Heidi Hertz attended the School Breakfast Stakeholders meeting coordinated by the First Lady of Virginia's office. As a partner in this initiative to promote school breakfast, VFHY designed the logo for the upcoming Virginia School Breakfast Challenge. The challenge will run from October – December 2016 with the goal to increase student participation in school breakfast. A challenge kick-off and outreach is planned for September.

On July 26 VFHY Obesity Prevention Coordinator Heidi Hertz attended a meeting to discuss the upcoming Virginia Breakfast Challenge initiative with No Kid Hungry Program Manager Eddie Oliver with the Office of the First Lady of Virginia and No Kid Hungry Virginia Program Associate Elizabeth Brightwell with the state Department of Education (DoE). Running from Oct. 1 to Dec. 31, the School Breakfast Challenge will offer prizes and state recognition to schools and school divisions for increasing participation in school breakfast programs. The challenge will be launched in Lynchburg and in Prince William County schools. VFHY and VFHY's teen volunteer group Y Street will help promote the School Breakfast Challenge in local schools this fall. Other participating organizations include the Mid-Atlantic Dairy Association, the Southeast United Dairy Industry Association and Virginia Hunger Solutions. More information is available at [VAbreakfast.org](http://VAbreakfast.org).

On Aug. 31 VFHY Obesity Prevention Coordinator Heidi Hertz, intern Maggie Sweeney and three Y Street members from Cave Spring High School in Roanoke participated in First Lady of Virginia Dorothy McAuliffe's Virginia Breakfast Challenge kickoff at Heritage Elementary School in Lynchburg. The event featured breakfast-in-the-classroom events, an assembly with the First Lady, stations featuring VFHY's Rev Your Bev and Great Starts with Breakfast initiatives, games sponsored by the Southeast United Dairy Industry Association and exercises with retired NFL Super Bowl champion and current Virginia State University football coach Reggie Barlow. The Virginia School Breakfast challenge begins on Oct. 1 and will conclude on Dec. 31, with the goal of increasing overall participation in school breakfast programs throughout Virginia.

On Sept. 7 VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended two events with the Governor's Office highlighting increased participation in USDA nutrition programs in Virginia. At the first event, held at Richmond's Oak Grove-Bellemeade Elementary School, Gov. McAuliffe and First Lady Mrs. McAuliffe announced that 5 million more breakfast meals are being served in Virginia schools. The First Couple also visited

with students during a breakfast-in-the-classroom program. The second event, held at a YMCA afterschool program at Henrico County's Highland Springs Elementary School, showcased the expansion of the afterschool meal program in Virginia as part of the child and adult care food program. Former NBA All-Star Charles Oakley, a Virginia Union graduate, also attended both events.

#### **ADMINISTRATION MEETINGS:**

On May 31 VFHY Executive Director Marty Kilgore and VFHY Obesity Prevention Coordinator Heidi Hertz attended the Commonwealth's Council on Childhood Success meeting. During the meeting Hertz presented on behalf of the council's Health and Well-Being Workgroup, sharing recommended best practices from nutrition and physical activity in early childcare settings. These recommendations were the outcome of the VFHY-led workgroup, which brought together early childhood education stakeholders to determine these best practices.

#### **LEGISLATIVE OUTREACH:**

On May 23 state Delegate David Yancey visited a VFHY-funded Healthy Alternatives for Little Ones (HALO) prevention program for preschoolers at the Newport News Family YMCA. The program is made available via a VFHY grant to the Peninsula Metropolitan YMCA. VFHY Public Affairs Manager Richard Foster was also present for the delegate's visit.

On June 30 VFHY Executive Director Marty Kilgore and Deputy Director Marge White met with state Delegate Christopher Peace at his Mechanicsville district office to discuss the proposed expanded mission for VFHY that will be reviewed this year by Delegate Peace and the other members of the Joint Commission on Health Care.

On Aug. 2 Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz held a conference call with Delegate Patrick Hope, member of the Joint Commission on Health Care, to discuss the proposed expanded mission for VFHY, which the commission is studying this summer. During the meeting preparations for the upcoming Joint Commission on Healthcare presentation were discussed.

On Aug. 3 Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with state Delegates Riley Ingram and Roslyn Tyler, both members of the Joint Commission on Health Care, to discuss the proposed expanded mission for VFHY, which the commission is studying this summer. During the meeting, preparations for the upcoming Joint Commission on Healthcare presentation were discussed.

On Aug. 15 Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with state Senator Rosalyn Dance and Delegate Kaye Kory, both members of the Joint Commission on Health Care, to discuss the proposed expanded mission for VFHY, which the commission is studying this summer. During the meeting preparations for the upcoming Joint Commission on Healthcare presentation were discussed.

On Aug. 30 Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with state Senator George Barker, a member of the Joint Commission on Health Care, to

discuss the proposed expanded mission for VFHY that the commission is studying this summer. During the meeting preparations for the upcoming Joint Commission on Healthcare presentation were discussed.

**POTENTIAL EXPANDED MISSION:**

The Joint Commission on Health Care assigned Senior Health Policy Analyst Andrew Mitchell to study a pending proposal to expand VFHY's mission to include prevention of other identified health problems among at-risk youth in Virginia such as usage of substance abuse, opioids and prescription drugs, teen suicide, violence, bullying, hunger and diabetes, in addition to VFHY's existing efforts to reduce and prevent youth tobacco use and childhood obesity. On June 3 VFHY Executive Director Marty Kilgore, Deputy Director Marge White and Public Affairs Manager Richard Foster met with Joint Commission on Health Care Executive Director Michele Chesser and Senior Health Policy Analyst Andrew Mitchell to discuss the proposed expanded mission for VFHY, which the commission will be studying this summer. VFHY staff met with Mitchell and other commission representatives throughout the summer. Commission staff will be preparing a report and recommendations to present on Oct. 5 to the legislators on the commission. At its November meeting the commission will make its recommendations for any actions to be taken by the 2017 General Assembly on the matter.

On July 19, VFHY Executive Director Marty Kilgore, Deputy Director Marge White, and Obesity Prevention Coordinator Heidi Hertz met with stakeholder groups to discuss the proposed expanded mission for VFHY, which the commission is studying this summer. Meeting attendees included representatives from American Heart Association, American Cancer Society, VA Academy of Nutrition and Dietetics, and Virginia Chapter of the American Academy of Pediatrics. During the meeting, preparations for the upcoming Joint Commission on Healthcare presentation were discussed.

On Aug. 18 Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with staff from the Virginia Chapter of the National Alliance on Mental Illness (NAMI) to discuss the Joint Commission on Health Care's study of a proposed mission expansion for VFHY. NAMI Virginia Acting Executive Director Stephany Melton Hardison and Youth and Young Adult Programs Coordinator Amanda Long provided an overview of NAMI Virginia's programs and reach in the commonwealth.

**COLLABORATIONS/MEETINGS/PRESENTATIONS:**

On May 18 VFHY Director of Community Outreach Henry Harper received the second-place award for national Planner of the Year from the Society of Government Meeting Professionals (SGMP). Harper received the honor for his work on VFHY's Weight of the State childhood obesity prevention conference and national Reduce Tobacco Use conference, as well as for his work on planning SGMP's annual conference. On June 1 Henry Harper received the state Planner of the Year award from the Old Dominion chapter of the Society of Government Meeting Planners (SGMP).

On May 19 VFHY co-hosted a Farm to Preschool workgroup meeting in partnership with the Virginia Department of Agriculture. The workgroup meeting focused on deciding priorities and

resources to develop Virginia's Farm to Preschool initiative. The meeting brought together partners including the Virginia Early Childhood Foundation, VDH, Childcare Aware of Virginia, the Planning Council and Virginia Cooperative Extension.

On May 24-25 Virginia Foundation for Healthy Youth (VFHY) Obesity Prevention Coordinator Heidi Hertz participated in Cooperative Extension's Community Health Innovation forum sponsored by the Robert Wood Johnson Foundation. The forum brought together representatives from the five-state mid-Atlantic region that includes Virginia, Delaware, Maryland, West Virginia and Pennsylvania. Meeting participants discussed strategies for developing a culture of health across the region and ways that Cooperative Extension agencies in each state could serve as leaders and conveners in the effort.

On June 1-2 VFHY Regional Grants Administrator Lisa Brown attended the Tobacco Control Network (TCN) Executive Leadership Committee strategic planning session and annual business meeting. The meeting serves as an opportunity to develop annual objectives for the TCN and to discuss state tobacco policy updates. The meeting was held in Arlington and was facilitated by staff from the Association of State and Territorial Health Officials (ASTHO).

On June 1 VFHY Obesity Prevention Coordinator Heidi Hertz participated in the Closer to My Grocer campaign coalition meeting. Led by the American Heart Association (AHA), the coalition brings together stakeholders to promote healthy food financing and increasing access to healthy foods. During the meeting AHA representatives shared updates on the Closer to My Grocer initiative and next steps for local and statewide outreach.

On June 9 Virginia Foundation for Healthy Youth (VFHY) Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the Virginia Child and Adult Care Food Program (CACFP) Summit. Hosted by the Virginia Early Childhood Foundation, the summit brought together stakeholders from early childhood education, obesity prevention, health, agriculture and other sectors to discuss opportunities and challenges to the CACFP program in Virginia. Summit participants shared and discussed ways to enhance and expand CACFP into at-risk areas and each organization made a commitment to support CACFP implementation and growth.

On June 14, Director of Community Outreach and Development Henry Harper attended the Substance Abuse Services Council. Mr. Harper gave a presentation at this meeting that recapped the 2016 VFHY Reduce Tobacco Use conference and highlighted recent data from the CDC on Electronic Nicotine Delivery System (ENDS). The council is considering putting ENDS on its agenda for discussion in 2017, and is seeking data on its prevalence of use by both youth and adults.

On June 15, VFHY Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz met with Amy Atkinson, Executive Director of the Virginia Commission on Youth (VCOY). During the meeting, both agencies shared current initiatives and upcoming projects and partnership opportunities.



On June 15, Obesity Prevention Coordinator Heidi Hertz attended the VA Partnership for Out of School Time (VPOST) meeting. During the meeting leadership team members created a work plan for an upcoming Mott Foundation grant application to expand the work of VPOST to support and promote quality out of school time.

On July 19 Virginia Foundation for Healthy Youth (VFHY) Director of Programs Donna Gassie and Director of Marketing Danny Saggese delivered presentations at the annual YADAPP (Youth Alcohol & Drug Abuse Prevention Project) conference, which was sponsored by the Virginia Department of Alcoholic Beverage Control and held at Longwood University. Gassie's session, "Building and Sustaining Networks," and Saggese's session, "Marketing to At-Risk Teens," were each attended by approximately 100 youth, instructors and other advocates for preventing youth alcohol and drug abuse.

On July 20 VFHY Director of Programs Donna Gassie participated in the second meeting of the Virginia Strategic State Plan Workgroup coordinated by VDH as required by the Centers for Disease Control and Prevention (CDC). The meeting took place in Richmond and input included identifying opportunities to broaden VFHY's reach with tobacco-use prevention.

Virginia Foundation for Healthy Youth (VFHY) Director of Programs Donna Gassie attended the annual Funders Alliance meeting in Arlington on July 26-28. Representatives from states utilizing tobacco settlement funding for tobacco-use prevention and cessation activities attended. Topics included state updates, meeting with federal partners and how to effectively engage in dissemination strategies.

On Aug. 1 Executive Director Marty Kilgore and Obesity Prevention Coordinator Heidi Hertz attended the Child and Adult Care Food Program (CACFP) Barriers and Strengths Workgroup meeting. The workgroup was formed following the CACFP Summit held by the Virginia Early Childhood Foundation in partnership with the Office of the First Lady of Virginia. The purpose of the workgroup is to assess Virginia's CACFP successes and challenges and to recommend strategies that support CACFP program implementation and expansion statewide. A series of six meetings are planned to foster partnership and collaboration around CACFP in Virginia.

VFHY Director of Programs Donna Gassie and VFHY Regional Grants Administrator Judith Link attended an annual school resource officers' conference on Aug. 1 in Hampton. Gassie presented a session on Other Tobacco Products. VFHY also had a vendor table at the conference offering tobacco-use prevention materials.

On Aug. 12 VFHY Director of Marketing Danny Saggese delivered a presentation to the Virginia Office for Substance Abuse Prevention Collaborative (VOSAP). VOSAP is a group of state agencies providing the commonwealth with proven resources and tools to address substance abuse in Virginia's schools and communities. Saggese delivered the findings of the Virginia Youth Survey, as well as providing information about VFHY's segmentation strategy for influencing at-risk youth in Virginia.

On Aug. 29 Obesity Prevention Coordinator Heidi Hertz and VFHY intern Maggie Sweeney attended the American Heart Association's Closer to My Grocer coalition meeting. During the

meeting James Wallace with the nonprofit loan fund Virginia Community Capital provided an overview of the implementation of its Virginia Grocery Investment Fund.

On Aug. 30 VFHY Director of Marketing Danny Saggese presented information about VFHY's youth volunteer group, Y Street, and how to best empower youth to lead policy change during a national webinar hosted by the U.S. Department of Health and Human Services' Office of the Assistant Secretary for Preparedness and Response (ASPR). Members from ASPR's two federal advisory committees, the National Advisory Committee on Children and Disasters and the National Preparedness and Response Science Board, have formed a Joint Youth Leadership Working Group. The group is exploring and considering issues and opportunities associated with engaging our nation's youth in early identification and development of next-generation leadership in preparedness, response and resilience.

**MEDIA RELATIONS:**

"Morning Edition" host Tab O'Neal of WVTF/Radio IQ interviewed Virginia Foundation for Healthy Youth (VFHY) Director of Marketing Danny Saggese on June 30 for a radio segment about how VFHY employs market segmentation to deliver more effective tobacco-use prevention messaging to teen peer crowds most at-risk for using tobacco products.

On Sept. 7 the Northern Virginia Daily ran an article about sisters Sarah and Hannah Chichester's volunteer work for VFHY's award-winning Y Street group for high school students. Seniors at Skyline High School in Front Royal, the Chichester sisters successfully worked with the Warren County School Board to institute comprehensive smoke-free schools policies as part of Y Street's 24/7 campaign, which encourages school systems to become tobacco-free 24 hours a day, seven days a week.

**Budget Report:**

Marge White, Deputy Director, reported on the Statement of Net Assets and Governmental Funds Balance Sheet as of August 31, 2016.

Marge White also reported on the Actual Expenditures vs. Budget for July 2016 through August 2016. We are currently under budget in a number of categories due to the timing of invoices received from grantees and contractors which is typical in the first quarter of a fiscal year.

Lastly, Marge White reminded everyone of the new State accounting system. As a result, a W-9 form must be completed by board members for time/travel reimbursement.

Questions should be directed to Wilma Jordan at 804.786.7409 or [wjordan@healthyouthva.org](mailto:wjordan@healthyouthva.org).

**New Business:**

VFHY Historical Overview

Mary Kilgore, Executive Director, delivered a presentation about key moments in VFHY's history, from its creation by the General Assembly in 1999 to the present. Contact Eloise Burke at 804.786.2523 or [eburke@healthyouthva.org](mailto:eburke@healthyouthva.org) for a copy of the presentation or more information.

### Program Grant Evaluation Presentation

Alison Breland, PhD, Virginia Commonwealth University and colleagues presented on the VFHY HCAT members perceptions of success. These projects conducted eight semi-structured interviews focused on participant experiences and perceptions of success.

The conclusions were that participants' experiences and perceptions of coalition success are consistent with the literature and previous work by the VCU evaluation team in this area. However, this study also showed that each coalition behaves differently in a manner that responds to the diversity of their region, their membership, and the capacity of their resources. While they may share similar successes, their programs and how they operate are unique.

Donna Gassie, Director of Programs added that HCAT grants are awarded for a two year period. HCAT grantees receive thirty thousand dollars per year. HCAT grantee recipients are required to attend trainings at Offerors' Conferences prior to applying for a VFHY grant.

Contact Donna Gassie at 804.225.3619 or [dgassie@healthyyouthva.org](mailto:dgassie@healthyyouthva.org) for a copy of the presentation or more information.

### Virginia Identity-Base Segmentation Findings

Danny Saggese, Director of Marketing reported on new findings from the Virginia Youth Survey. He highlighted data on a variety of health indicators correlated with peer crowds demonstrating they perform risk behaviors at different rates.

The Virginia Youth Survey State and Regional Data for Middle and High School is available at: <http://www.vdh.virginia.gov/livewell.data.surveys/youthsurvey/home/html>

Contact Danny Saggese at 804.225.3624 or [dsaggese@healthyyouthva.org](mailto:dsaggese@healthyyouthva.org) for a copy of the presentation or more information.

### **Old Business:**

None

### **Public Comment:**

None

### **Committee Reports:**

#### Program Committee

VFHY Director of Programs Donna Gassie reported that training will take place with the Regional Advisory Boards in the spring for the following RFPs:

The next RFP for Tobacco Use Prevention Program Grants will be released in August 2017.

The next RFP for Healthy Communities Action Teams will be released in January 2018.

September is Obesity Awareness Month. Success stories can be viewed on the Virginia Foundation for Healthy Youth Facebook page.

Save the date: 2017 Weight of the State Conference – April 3 - 4 at the Hilton Short Pump in Richmond.

### Marketing Committee

Danny Saggese, VFHY Director of Marketing reported that the marketing committee discussed the two main campaigns Y Street is conducting: *24/7 Tobacco Free Schools* and *Great Starts with Breakfast*. VFHY is partnering with the Office of the First Lady on the breakfast initiative to get more students to eat breakfast at school.

Heidi Hertz, Obesity Prevention Program Coordinator added that the Virginia School Breakfast Challenge will launch October 1. The purpose is to get more schools signed up to promote school breakfast on the elementary, middle or high school levels, using both traditional breakfast models but highlighting alternative breakfast models such as grab-and-go or second-chance breakfast which is popular in middle and high schools.

The goal is to get as many schools signed up and for as many students as possible to eat school breakfast from October 1 to December. Additionally, the goal is to get schools to promote school breakfast throughout the school year.

### Research and Evaluation Committee

Kristina N. Powell, M.D., Chair of the Research and Evaluation Committee discussed the Virginia Youth Survey and the progress of large research grants. Site visits for all grantees were completed between May 31 and June 28.

### Announcements

Next Board Meeting Dates:

November 30, 2016

May 17, 2017

September 13, 2017

December 6, 2017

### Adjournment:

Meeting adjourned at 1:38 p.m.

**VIRGINIA FOUNDATION FOR HEALTHY YOUTH**  
**STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS**  
**BALANCE SHEET**  
**As of August 31, 2016**

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	<u>Governmental Funds</u>
	<u>Special Revenue</u>
<b>ASSETS:</b>	
Cash held by the Treasurer of Virginia	\$ 10,279,948
Investments/cash equivalents Held by the Treasurer	\$ 79,531
Lease Deposits	\$ 5,966
Prepaid Expenses	\$ -
Capital Assets, net of accumulated depreciation: Operating equipment	<hr/>
TOTAL ASSETS	<hr/> \$ 10,365,445 <hr/>
<b>LIABILITIES:</b>	
Obligations Under Security Lend	\$ 79,531
Compensated absences	\$ 121,051
Account payables	\$ 76,343
	<hr/>
Total Liabilities	<hr/> \$ 276,924 <hr/>
<b>NET ASSETS:</b>	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	\$ 10,088,521
	<hr/>
Total net assets	\$ 10,088,521

**Virginia Foundation for Healthy Youth  
Actual Expenditures vs. Budget  
July 2016 through August 2016**

	<b>Actual Expenses</b> July 2016 - August 2016	<b>Budget</b> July 2016 - August 2016	<b>\$ Over/Under</b> Budget thru August 2016	<b>FY2017</b> Total Budget
<b>Primary Income/Expense</b>				
<b>Income</b>				
Interest on Securities	14,790	0	14,790	0
Conf & Training Registration/Misc.	530	0	530	0
Grants/reimbursed expenses	0	0	0	0
Virginia Tobacco Settlement Fund	0	0	0	9,250,000
<b>Total Income</b>	<u>15,320</u>	<u>0</u>	<u>15,320</u>	<u>9,250,000</u>
<b>Expense</b>				
Administration	146,022	166,667	-20,645	1,000,000
General/Inter Agency Expenses	0	0	0	140,000
Marketing	459,883	522,500	-62,617	3,135,000
Program Expense	196,334	300,000	-103,666	3,100,000
Research/Surveillance and Eval.	31,332	140,000	-108,668	875,000
Obesity	51,779	126,667	-74,888	1,000,000
Endowment				
<b>Total Expense</b>	<u>885,350</u>	<u>1,255,833</u>	<u>-370,484</u>	<u>9,250,000</u>