



FY 2013 Operational Strategic Plan

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Overview

Virginia Foundation for Healthy Youth

Established by the Virginia General Assembly in 1999, the **Virginia Foundation for Healthy Youth (VFHY)** is responsible for statewide efforts to prevent and reduce youth tobacco use and childhood obesity. Thanks to VFHY's efforts over the last decade, the number of high school smokers has dropped by about half in Virginia and the number of middle school smokers has plummeted by more than 65 percent.

Originally established as the Virginia Tobacco Settlement Foundation, the foundation changed names in 2009 when the General Assembly gave VFHY responsibility for childhood obesity prevention.

VFHY directly reaches more than 50,000 children statewide each year through classroom-based prevention programs in hundreds of public schools, after-school programs, community centers, daycares and prevention programs. VFHY's award-winning "Y do u think" marketing campaign delivers prevention messages to more than 575,000 children annually through TV and radio ads and Internet content.

VFHY also helps fund and establish community coalitions across the state directed at developing evidence-based strategies to reduce and prevent childhood obesity on the local level.

VFHY receives no taxpayer dollars and is funded through a portion of Virginia's share of the 1998 Master Settlement Agreement (MSA).

For more information about the Virginia Foundation for Healthy Youth, please visit our website at www.vfhy.org.

Mission

The mission of the Virginia Foundation for Healthy Youth is to lead statewide efforts to reduce and prevent youth tobacco use and childhood obesity in Virginia.

With this mission in mind, the following goals were developed. VFHY will:

1. Maintain prevalence rates lower than the national rates for youth tobacco use and childhood overweight and obesity
2. Serve as the hub of all youth tobacco-use and childhood obesity reduction efforts in the Commonwealth by creating a comprehensive approach to prevention and serving as a clearinghouse for resources.
3. Coordinate school and community-based programs for tobacco-use prevention and cessation for youth.
4. Influence youth culture and educate youth to the adverse health, economic and social effects of tobacco use through a statewide multimedia marketing campaign.
5. Promote and implement policy, family, community and school initiatives that will reduce or prevent childhood overweight and obesity.
6. Influence child and youth culture and educate them to make healthy choices related to nutrition and physical activity.
7. Utilize technology to efficiently manage grants and trainings.
8. Promote research to study the psychosocial aspects of youth smoking, genetic predisposition to nicotine addiction and subsequent disease, and youth cessation methodologies.
9. Serve as an advocate/resource to Virginia lawmakers on legislative initiatives to reduce youth tobacco use and obesity.
10. Develop public relations strategies to promote the efforts of VFHY.

11. Leverage the resources of VFHY to encourage private/public sector investments and partnerships in order to address youth tobacco use reduction and cessation in Virginia.

OVERALL ORGANIZATION

Goal: Serve as the hub of all youth tobacco-use and childhood obesity prevention and reduction efforts in the Commonwealth by creating a comprehensive approach to the issue.

Objective: Maintain prevalence rates lower than the national prevalence rates for youth tobacco use and childhood obesity.

Strategy 1: Collect data on tobacco use, physical activity and dietary habits among Virginia high school and middle school students.

Activity 1-a: Partner with Virginia Department of Health to conduct the Centers for Disease Control and Prevention Virginia Youth Survey with 600 to 1,000 randomly-selected children and youth on a bi-annual basis.

Timeline: Bi-annual- odd years, Quarter 2

Measurement: The rate of tobacco use among 600 to 1,000 randomly selected Virginia middle and high school students.

Measurement: The rate of physical activity and the rate of consumption of healthy foods among 600 to 1,000 randomly selected Virginia middle and high school students.

Objective: Seek opportunities for collaboration with other organizations that conduct youth tobacco-use and childhood obesity prevention and reduction activities.

Strategy 2: Review agency/organization missions and activities to identify potential collaborations.

Activity 2-a: Contact state agencies and community organizations with known tobacco and/or childhood obesity prevention and control activities, and review plans to identify possible methods for collaboration.

Timeline: Quarters 1 – 4

Measurement: Hold a minimum of six collaborative meetings per year.

Activity 2-b: Participate on regional and community coalitions/task forces related to issues impacted by tobacco use or childhood obesity.

Timeline: Quarters 1 - 4

Measurement: Participate in a minimum of six per year.

Activity 2-c: Implement activities in collaboration with other organizations.

Timeline: Quarters 1 - 4

Measurement: Number of events coordinated with other organizations.

Activity 2-d: Collaborate and share results of initiatives/findings with other organizations.

Timeline: Quarters 1 - 4

Measurement: Distribute Virginia Youth Survey findings and evaluation reports. Update research data on VFHY website.

PROGRAMS

Goal: Coordinate family-, school- and community-based programs for youth tobacco-use and childhood obesity prevention and reduction.

Objective: Implement statewide programs that effectively prevent and reduce youth tobacco use and childhood obesity in the Commonwealth.

- Provide tobacco-prevention and -cessation education to a minimum of 50,000 youth throughout the state.
- Educate youth to the adverse health, economic and social effects of tobacco use.
- Educate parents and guardians to the adverse health, economic and social effects of tobacco use for their children in the context of strategies to educate their children.
- Promote school-, faith- and community-based programs that target youth tobacco reduction.
- Utilizing the Institute of Medicine's Local Policy Action to Reduce Childhood Obesity, implement childhood obesity reduction and prevention initiatives statewide to promote policy, systems, and environmental changes around access and intake of healthy foods and increased physical activity.

Strategy 1: Implement a grants management plan to fund community-based youth tobacco-use prevention and cessation programs in VFHY's four state regions (Central, North, Southeast and Southwest) each fiscal year.

Activity 1-a: Maintain and utilize FOUNDANT management software.

Timeline: Quarters 1-4

Measurement: Executed contracts uploaded into FOUNDANT software

Activity 1-b: Issue and manage nonrenewable RFPs/contracts on three-year cycles.

Timeline: Quarter 1-4

Measurement: Completion and issuance of RFP and contracts

Activity 1-c: Update Compendium of programs.

Timeline: Quarter 2

Measurement: Update Compendium on VFHY website.

Strategy 2: Issue contracts to fund Healthy Communities Action Teams to implement childhood obesity prevention activities and identify obesity prevention supplemental programs for optional use by tobacco-use prevention grantees.

Activity 2-a: Issue two-year, nonrenewable contracts selected through a competitive RFP process.

Measurement: Contracts issued by July, 2012.

Timeline: Quarter 1

Activity 2-b: Maintain and utilize FOUNDANT management software.

Timeline: Quarter 1-4

Measurement: Executed contracts uploaded into FOUNDANT software.

Activity 2-c: Determine supplemental compendium programs focused on childhood obesity prevention and reduction that can be added to Compendium.

Timeline: Quarter 2

Measurement: Upload compendium information to website.

Strategy 3: Manage grantees to ensure compliance and fulfillment of contractual deliveries.

Activity 3-a: Conduct training events to ensure that grantees have appropriate training to successfully implement programs.

Timeline: Quarters 1-4

Measurement: Conduct statewide and regional training events.

Activity 3-b: Conduct site visits with grantees.

Timeline: Quarter 3

Measurement: Completion of site visit forms.

Activity 3-c: Conduct program implementation visits with grantees (as needed or as time allows)

Timeline: Quarters 1-4

Measurement: Completion of program implementation visit forms.

Activity 3-d: Review quarterly reports and financial reimbursement forms from grantees to monitor grant program progress and status.

Timeline: Quarters 1-4

Measurement: Provide feedback to grantees and upload documents into FOUNDANT system.

Activity 3-e: Provide technical assistance to grantees to develop press releases and legislative correspondence

Timeline: Quarters 1-4

Measurement: Assist 100 percent of those needing aid.

Strategy 4: Provide oversight of evaluation process.

Activity 4-a: Assist grantees with individual (local) program evaluation administration as needed or requested.

Timeline: Quarters 1 - 4

Measurement: Assist 100 percent of those needing aid.

Activity 4-b: Assist with implementation of statewide program evaluation as needed or requested.

Timeline: Quarters 1 - 4

Measurement: Assist 100 percent of those needing aid.

Activity 4-c: Provide oversight and training for new evaluation process.

Timeline: Quarters 1-4

Measurement: Staff and grantee training completed.

Strategy 5: Maintain Regional Advisory Boards (RAB) in each of the four regions.

Activity 5-a: Facilitate meetings in each region.

Timeline: Quarters 1 - 4

Measurement: Meetings are conducted and documented in minutes.

Activity 5-b: Grant review process with RAB members.

Timeline: Quarters 2 & 3

Measurement: Recommendations forwarded from RABs.

Activity 5-c: Track RAB member terms and actively recruit for openings.

Timeline: Quarters 1 - 4

Measurement: Receipt of nomination forms. Maintain 75% membership level. Maintain tracking system for RAB terms.

Strategy 6: Develop programs strategy for FY14.

Activity 6-a: Conduct program committee meetings to discuss the status of current program contracts.

Timeline: Quarters 2, 4

Measurement: Hold meeting and report progress and recommendations from committee to VFHY Board of Trustees.

MARKETING

GOAL: Influence youth culture and educate youth about the adverse health, economic and social effects of tobacco use and childhood obesity through a statewide multimedia marketing campaign and a statewide youth-led empowerment campaign.

Objective: Implement a statewide multimedia marketing campaign that achieves a 50 percent or greater awareness rate among youth ages 10 to 17.

Strategy 1: Utilize contractors to implement marketing initiatives.

Activity 1-a: Administer marketing contracts (i.e. review estimates, invoices, work quality, etc.)

Timeline: Quarters 1-4

Measurement: Compliance with contract deliverables.

Activity 1-b: Conduct status meetings with contractors.

Timeline: Quarters 1-4

Measurement: Hold meetings and receive meeting reports from contractors

Activity 1-c: Conduct ongoing evaluation to determine the effectiveness of the campaign, and work with contractors to adjust marketing plan strategies accordingly.

Timeline: Quarters 1-4

Measurement: Receipt of tracking reports, conduct debriefing meeting.

Activity 1-d: Review marketing plan with VFHY Board of Trustees Marketing Committee.

Timeline: Quarters 1-4

Measurement: Hold meeting and report progress and recommendations from committee to VFHY Board of Trustees.

Strategy 2: Reach at least 50% of youth in Virginia ages 10 to 17, using all available appropriate mediums

Activity 2-a: Strategically place ads using television, radio, websites, cinema and other media frequented by VFHY's target market.

Timeline: Quarters 1-4

Measurement: The number of gross rating points (GRPs) in each demographic media market by reviewing monthly reconciliation reports on GRPs from ad agency to determine reach and frequency.

Strategy 3: Increase Virginia visitors, visit duration and pages viewed on the youth website ydouthink.com and activity on related social media networks by 10 percent.

Activity 3-a: Keep website content fresh and on target to VFHY's target market

Timeline: Quarters 1-4

Measurement: Identify unique Virginia visitors, duration of visits and numbers of pages viewed using web trends software.

Activity 3-b: Integrate website efforts within other elements of marketing campaign.

Timeline: Quarters 1-4

Measurement: Ensure website URLs are on all TV and radio ads. Ensure street marketing events include push to websites.

Strategy 4: Create and maintain one of the nation's leading youth-led empowerment campaigns. Utilize trained youth members through Y Street volunteer program to initiate and conduct marketing projects that promote awareness of the adverse health, social and economic effects of tobacco use and childhood obesity.

Activity 4-a: Grow the size and reach of Y Street.

Timeline: Quarters 1-4

Measurement: Number of projects completed and volunteer hours logged by youth participants

Activity 4-b: Continue identifying and training influential youth for Y Street marketing campaign

Timeline: Quarters 1-4

Measurement: Number of new Y Street members trained and their participation rates within Y Street campaign activities.

Strategy 5: Conduct focus market research.

Activity 5-a: Continue searching for opportunities to learn more about the market segments within diverse Virginia youth cultures. **Timeline:** Quarters 1-4

Measurement: Conduct at least one research study and present findings.

Activity 5-b: Implement knowledge gained from findings into appropriate segment of campaign.

Timeline: Quarters 1-4

Measurement: Message implementation confirmed by marketing team.

Strategy 6: Develop relationships with organizations that share similar goals or missions.

Activity 6-a: Submit campaign information to national partners such

as CDC, FDA, CTFK, etc. as resource for other states

Timeline: Quarters 1-4

Measurement: Acknowledged receipt by national partners.

Activity 6-b: Maintain and initiate direct contact with counterparts in other states.

Timeline: Quarters 1-4

Measurement: Discuss and review other campaign initiatives and, if applicable, apply ideas to VFHY campaign.

Activity 6-c: Continue partnerships with organizations within Virginia.

Timeline: Quarters 1-4

Measurement: Maintain contact.

Activity 6-d: Seek opportunities to promote marketing campaign and related efforts.

Timeline: Quarters 1-4

Measurement: Assess overall positive reach of opportunity once completed.

Strategy 7: Inform grantee community programs about marketing campaign and events.

Activity 7-a: Communicate with grantees to invite participation in marketing and street-marketing opportunities.

Timeline: Quarters 1-4

Measurement: e-mail updates and solicitations.

Activity 7-b: Participate in grantee training sessions as requested.

Timeline: Quarters 1-4

Measurement: Participate in sessions requested by programs staff.

CHILDHOOD OBESITY

GOAL: Promote policy, economic, healthcare, family, community and school initiatives that will reduce or prevent childhood overweight and obesity.

Objective: Utilize the various initiatives as statewide tools for improving Virginia's rate of childhood overweight and obesity.

Strategy 1: Develop statewide policy initiatives that will ease the burden of childhood overweight and obesity in Virginia.

Activity 1-a: Promote joint-use policies between schools, parks and recreation facilities, and communities to encourage free physical activity at the local level, including implementation of SB802, and establishing joint-use agreements between school and on-site childcare facilities

Timeline: Quarters 2-4

Measurement: Increase in number of joint-use policies in Virginia localities. Partner with DSS to implement SB802 establishing Joint Use Agreements between childcare and school playground facilities. Track technical assistance and support provided through Healthy Community Action Team grantees

Activity 1-b: Work with the Department of Health and Virginia Early Childhood Foundation to develop nutrition and physical activity standards in commercial day care facilities.

Timeline: Quarters 1-4

Measurement: Maintain partnerships with Department of Health and Virginia Early Childhood Foundation providing recommendations for evidence-based directory.

Activity 1-c: Assist state Department of Education and local school divisions in implementation of the 2010 Healthy and Hunger Free Kids Act and SB414, establishing nutrition guidelines for competitive foods.

Timeline: Quarters 1-4

Measurement: Develop a relationship with Department of Education to promote healthy food and beverage options at school. Local school boards submit plans to Board of Education with VFHY technical assistance and support provided.

Strategy 2: Examine economic development initiatives that will ease the burden of childhood overweight and obesity in Virginia.

Activity 2-a: Encourage the Department of Education to partner with Virginia Department of Transportation to promote walking and biking to school.

Timeline: Quarters 2-4

Measurement: Increase the number of schools participating in active transportation initiatives including Walk to School Day. Increase the number of Safe Routes to School grant awards by the Virginia Department of Transportation. Continue partnership with Prevention Connections and Virginia Department of Transportation to increase the number of events to promote Walk to School Day and participate in Safe Routes to School.

Activity 2-b: Encourage the utilization of parks and recreation facilities and playgrounds by families and communities.

Timeline: Quarters 1-4

Measurement: Develop a relationship with Department of Conservation and Recreation and provide input on the issue to appropriate DCR staff. Reported increase in use of parks and recreation facilities and playgrounds.

Strategy 3: Work with Virginia child and youth healthcare providers to recognize and treat child and youth overweight and obesity.

Activity 3-a: Develop partnerships with healthcare facilities and providers in Virginia and encourage them to have obesity discussions with patients and families.

Timeline: Quarters 1-4

Measurement: Include information for healthcare providers in the resource section of the VFHY website. Provision of training through the Weight of the State Conference and as needed

Activity 3-b: Develop partnerships with medical societies in Virginia to address childhood overweight and obesity and emerging practices for addressing obesity.

Timeline: Quarters 1-4

Measurement: Partnerships developed with groups including Virginia Association of Family Physicians, Medical Society of Virginia and Virginia Chapter of the American Academy of Pediatrics addressing this issue.

Strategy 4: Work with Virginia families to decrease the burden of childhood overweight and obesity.

Activity 4-a: Promote the limitation of television, sedentary video games, and computer time among school-aged children and youth through VFHY marketing messages and Screen Free Week

Timeline: Quarters 2-4

Measurement: Number of Screen-Free Week toolkits requested and events coordinated to promote Screen Free Week.

Activity 4-b: Include information for families in the resource section of the VFHY website providing parent resources, tools, and recommendations for healthy eating and physical activity

Timeline: Quarters 3-4

Measurement: Number of unique visitors to the Parent section of the website.

Strategy 5: Work with communities to develop initiatives that will ease the burden of childhood overweight and obesity in Virginia.

Action 5-a: Partner with parks and recreation departments to offer active programs with healthy food options.

Timeline: Quarters 1-4

Measurement: Increase in availability of parks and recreation activities. Increase in healthy food available at all parks and recreation programs.

Activity 5-b: Participate with community partners in local and regional forums related to child and youth overweight and obesity.

Timeline: Quarter 3

Measurement: Forum planned and implemented.

Activity 5-c: Partner with fitness facilities to provide inexpensive active programs for children and youth and their families.

Timeline: Quarters 1-4

Measurement: Increase in partnerships at the local level.

Activity 5-e: Provide training and technical assistance in communities throughout the state.

Timeline: Quarters 1-4

Measurement: Number of trainings conducted, number of participants, implementation of community interventions.

Strategy 6: Collaborate with schools to develop and implement initiatives that will ease the burden of childhood overweight and obesity in Virginia.

Activity 6-a: Collaborate with school nurses, physical education teachers, school nutrition directors, and School Health Advisory Boards on health issues.

Timeline: Quarters 1-4

Measurement: Jointly sponsor and participate in trainings, inter-agency meetings.

Activity 6-b: Highlight the importance of daily recess in all elementary schools by promoting sample wellness policies that include guidelines for recess.

Timeline: Quarters 1-4

Measurement: Number of informational materials provided to school systems. Implementation of pilot Recess Coaching program and training provided.

Activity 6-c: Encourage policies supporting the limitation of competitive foods and vending machine contents (both food and beverage) and enforcement of these policies at both the school and system level.

Timeline: Quarters 1-4

Measurement: Increase in the number of school systems with

enforced competitive food and beverage policies.

Activity 6-d: Work with the Department of Education to determine the number of schools collecting BMI measurements.

Timeline: Quarters 2-4

Measurement: Knowledge of BMI measurements occurring in Virginia public schools.

Activity 6-e: Develop a partnership with Virginia Association of Health, Physical Education, Recreation and Dance (VAHPERD).

Timeline: Quarters 1-4

Measurement: Partnership developed.

Activity 6-f: Increase the number of school participating in the Virginia Farm to School Week supporting HJ95, establishing Farm to School Week.

Timeline: Quarters 1-2

Measurement: Partnership developed with Virginia Farm to School Workgroup, Virginia Department of Agriculture and Consumer Services. Increased number of schools purchasing local food items during Farm to School Week.

Activity 6-g: Provide resources and technical assistance for schools, community organizations, and localities to hold similar events commemorating Virginia Healthy Youth Day

Timeline: Quarter 3

Measurement: 25-50 community organizations celebrate Healthy Youth Day

RESEARCH

GOAL: Promote research to study the psychosocial aspects of youth smoking, genetic predisposition to nicotine addiction and subsequent disease and youth cessation methodologies.

Objective: Maintain collaborative research initiative with all major Virginia research universities.

Strategy 1: Provide funding to research institutions to study ways to reduce the deleterious effects of tobacco as well as to reduce the social, economic and environmental effects of tobacco use by youth. (Obtain currently unavailable data on youth tobacco use in Virginia, as well as outcomes to enhance VFHY prevention efforts.)

Activity 1-a: issue and monitor contracts for collaborative research projects

Timeline: Quarters 2-4

Measurement: Site visits, timely receipt of reports.

Activity 1-b: Track progress toward obtaining a minimum of one significant finding from each collaborative research project.

Timeline: Quarter 4

Measurement: Annual progress reports, published articles and professional presentations conducted by researchers.

Activity 1-c: Conduct research committee meetings to discuss the status of current research contracts.

Timeline: Quarters 1-3

Measurement: Hold meetings and report progress and recommendations from the committee to the Board of Trustees.

PUBLIC AFFAIRS

GOAL: Develop public relations strategies to promote the efforts of VFHY and serve as an advocate/resource to Virginia lawmakers on legislative initiatives to reduce youth tobacco use and childhood obesity.

Objective: Increase awareness of VFHY activities, promote VFHY initiatives throughout each year and provide timely information to legislators on youth tobacco-use and obesity prevention issues.

Strategy 1: Implement a coordinated approach to gain media attention of VFHY initiatives.

Activity 1-a: Identify potential media opportunities for each major VFHY initiative area, and implement public relations strategies around such.

Timeline: Quarters 1 - 4

Measurement: Track distributed press releases and related clips.

Activity 1-b: Maintain media list to which press releases and media alerts may be distributed.

Timeline: Quarters 1 - 4

Measurement: Maintain current list.

Activity 1-c: Act as a resource on youth tobacco-use and childhood obesity prevention for media outlets by developing and maintaining positive relationships.

Timeline: Quarters 1 - 4

Measurement: Respond to 100% of media inquiries

Activity 1-d: Localize national stories and apply to regional or statewide alerts/releases.

Timeline: Quarters 1 - 4

Measurement: Track national stories. Develop and distribute localized press releases as appropriate

Activity 1-e: Utilize an electronic press clipping service to track media coverage on VFHY initiatives.

Timeline: Quarters 1 - 4

Measurement: Distribute clips quarterly to staff and board via email.

Activity 1-f: Maintain website and social networking content as a resource for grantees, legislators, the public and other interested parties.

Timeline: Quarters 1 - 4

Measurement: Up-to-date website and social networks

Strategy 2: Provide information to legislators regarding VFHY initiatives.

Activity 2-a: Prepare proactive information to deliver to legislators.

Timeline: Quarters 1 - 4

Measurement: Tracking information-sharing visits with legislators.

Activity 2-b: Provide information on Foundation initiatives to legislators upon request.

Timeline: Quarters 1 - 4

Measurement: Visits/Communications.

Activity 2-c: Prepare and distribute an annual report to legislators

Timeline: Quarter 3

Measurement: E-mail copy of annual report to legislators

Strategy 3: Encourage grantees to invite legislators and press to local events to raise awareness of local prevention efforts.

Activity 3-a: Provide assistance to grantees to identify their legislators and write letters of invitation to events.

Timeline: Quarters 1 - 4

Measurement: Review grantee work plans to identify major activities that may be of interest to legislators and press.

Strategy 4: Utilize VFHY websites as information resources.

Activity 4-a: Update the VFHY website with current information on VFHY initiatives.

Timeline: Quarters 1 - 4

Measurement: Regular addition of press releases, programs in action, marketing downloads, funding opportunities, data, facts, etc.

Strategy 5: Utilize VFHY publications as outreach vehicles.

Activity 5-a: Prepare and distribute an annual report to legislators, VFHY board members.

Timeline: Quarter 4

Measurement: Deliver copy of annual report via email to legislators and board members.

Activity 5-b: Engage audience with regular content through social networking sites.

Timeline: Quarters 1 - 4

Measurement: Regular updates on Facebook, Twitter and any other appropriate social networking sites. Growth of followers on Twitter and Facebook.

Activity 5-c: Act as a hub for mass external e-mails to grantees, legislators and others.

Timeline: As necessary.

Measurement: E-mails sent.

Strategy 6: Promote VFHY initiatives at conferences/trainings.

Activity 6-a: VFHY staff members are encouraged to submit abstracts to professional conferences.

Timeline: Quarters 1 – 4

Measurement: Receipt of abstract submission and percent of abstracts selected for presentation.

Activity 6-b: Staff will conduct presentations at professional conferences as an invited speaker.

Timeline: Quarters 1 - 4

Measurement: Number of presentations conducted per year.

Strategy 7: Track agency legislation (if any) and legislation related to tobacco use and childhood obesity prevention issues.

Activity 7-a: Use General Assembly tracking software.

Timeline: Daily during General Assembly session.

Measurement: N/A

Activity 7-b: Attend legislative liaison meetings.

Timeline: As designated by HHR.

Measurement: Attendance

Activity 7-c: Attend General Assembly hearings, track votes of interest.

Timeline: As necessary during session.

Measurement: Attendance

Strategy 8: Promote Healthy Youth Day in accordance with SJ124

Activity 8-a: Host Healthy Youth Day event at the Capitol Bell Tower

Timeline: Quarter 3

Measurement: Event is held

RESOURCE DEVELOPMENT

GOAL: Leverage the resources of VFHY to encourage public/private sector investments in order to develop public/private partnerships.

Objective: Increase the funding available for tobacco-use and obesity reduction and prevention activities in the Commonwealth.

Strategy 1: Identify funding sources and submit proposals/applications for funding.

Activity 1-a: Identify and maintain database(s) with major sources of grant funding for tobacco-use and childhood obesity reduction and prevention.

Timeline: Quarters 1 - 4

Measurement: Database(s) updated.

Activity 1-b: Identify specific grant opportunities by researching grant sites and contacting major foundations and other granting entities. **Timeline:** Quarters 1 - 4

Measurement: Monitor websites, participate in listserv discussions and participate in grants management associations.

Activity 1-c: Develop partnerships with public/private entities for tobacco use reduction and prevention activities and collaborate on grant funding applications.

Timeline: Quarters 1 - 4

Measurement: Collaborate when available.

Activity 1-d: Prepare proposals

Timeline: Quarters 1 - 4

Measurement: Document grant applications to outside sources and number funded.

Strategy 2: Manage received grants, in accordance with requirements of the funding source.

Activity 2-a: Develop tracking system to monitor deadlines and submissions to funding sources.

Timeline: Quarters 1 - 4

Measurement: Reports and invoices submitted to funding sources

Strategy 3: Identify, collect, and update appropriate data sets for use in funding proposals.

Activity 3-a: Maintain data sets and reports on the VFHY server.

Timeline: Quarters 1 - 4

Measurement: Data repository established; number of data sets and reports.