



FY 2015 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 70 percent.

VFHY directly reaches about 50,000 children statewide each year through classroom-based prevention programs in hundreds of public schools, after-school programs, community centers, daycares and parks and recreation programs. VFHY's award-winning marketing campaigns deliver prevention messages to more than 500,000 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 1

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 June 30, 2014.

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 1

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: Grantees directly complete quarterly report forms in FOUNDANT system. Provide feedback to grantees.

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: Quarter 2

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 and others about the positive health, economic and social effects of being active, tobacco-free and practicing good nutrition via 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: Reach at least 50% of youth in Virginia ages 10 to 17, using all available appropriate mediums

Activity 1-a: Strategically place ads using television, radio, 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.

Activity 1-b: Keep all content fresh for websites and social media aimed at youth.

Timeline: Quarters 1-4

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

Strategy 2: Create and maintain one of the nation's leading youth-led empowerment campaigns. Utilize trained youth members through volunteer program (Y Street) to initiate and conduct marketing projects that promote living a healthy lifestyle within their community and create awareness about the positive health, economic and social effects of being active, tobacco-free and practicing good nutrition.

Activity 2-a: 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.

Activity 2-b: Grow the size and reach of Y Street.

Timeline: Quarters 1-4

Measurement: Number of projects completed and volunteer hours

logged by youth participants

Strategy 3: Conduct focus market research.

Activity 3-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 3-b: Implement knowledge gained from findings into appropriate segment of campaign.

Timeline: Quarters 1-4

Measurement: Message implementation confirmed by marketing team.

Strategy 4: Develop relationships with organizations that share similar goals or missions.

Activity 4-a: Submit campaign information to national partners such as CDC, ACS, AHA, ALA, FDA, CTFK, etc. as resource for other states

Timeline: Quarters 1-4

Measurement: Acknowledged receipt by national partners.

Activity 4-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 4-c: Continue partnerships with organizations within Virginia.

Timeline: Quarters 1-4

Measurement: Maintain contact.

Strategy 5: Seek opportunities to promote marketing campaigns, youth-led engagement initiative and any efforts that highlight VFHY's positive impact on the health of Virginia.

Activity 5-a: Seek opportunities to promote marketing campaigns, youth-led engagement initiative.

Timeline: Quarters 1-4

Measurement: Assess overall positive reach of opportunity once completed.

Strategy 6: Inform grantee community programs about marketing campaign and events.

Activity 6-a: Communicate with grantees to invite participation in marketing and street-marketing opportunities.

Timeline: Quarters 1-4

Measurement: e-mail updates and solicitations.

Activity 6-b: Participate in grantee training sessions as requested.
Timeline: Quarters 1-4
Measurement: Participate in sessions requested by programs staff.

Strategy 7: Utilize contractors to implement marketing initiatives.

Activity 7-a: Administer marketing contracts (i.e. review estimates, invoices, work quality, etc.)

Timeline: Quarters 1-4

Measurement: Compliance with contract deliverables.

Activity 7-b: Conduct status meetings with contractors.

Timeline: Quarters 1-4

Measurement: Hold meetings and receive meeting reports from contractors

Activity 7-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 7-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.

CHILDHOOD OBESITY

GOAL: Educate, engage and promote healthy living for Virginia's young people through partnerships, evidence-based strategies and best practices for improving nutrition, increasing physical activity and reducing obesity.

Objective 1: By June 30, 2015, provide state-level leadership and coordination of statewide childhood obesity prevention efforts to promote healthy eating and active living for Virginia youth.

Strategy 1: Expand partnerships and coordinate obesity prevention efforts between state agencies

Activity 1-a: Partner with the Office of the First Lady to expand messages around bridging the nutrition divide in the Commonwealth.

Timeline: Quarters 1-4

Measurement: Increased collaboration promoting access to healthy foods, better childhood nutrition and preventing hunger

Activity 1-b: Serve as a leader in the Secretary of Health and Human Resources' Taskforce on Nutrition and Obesity participating in inter-agency meetings, inviting new stakeholders to the taskforce, coordinating state agency responses to the Virginia Food Desert Taskforce Report, implementing the healthy eating pilot program and executing taskforce initiatives.

Timeline: Quarters 1-4

Measurement: HHR Interagency Taskforce report and metrics

Activity 1-c: Provide recommendations for policy priorities and strategies to leadership supporting healthy eating, active living and childhood obesity prevention.

Timeline: Quarters 1-4

Measurement: Policies introduced, established or implemented focused on healthy eating, active living and childhood obesity prevention.

Activity 1-d: Share obesity prevention expertise with government agencies through presentations, grant support, attending agency leadership and collaboration meetings, and as requested.

Timeline: Quarters 1-4

Measurement: Participation on inter-agency advisory groups including: Virginia Breastfeeding Advisory Committee, Virginia Department of Transportation Safe Routes to School Advisory Committee, Virginia Department of Health Chronic Disease Collaborative and others.

Activity 1-e: Plan and Host the 2015 Weight of the State Conference

Timeline: Quarters 3-4

Measurement: Conference planning committee established, date for conference set, Save the Date notice distributed, registration opened, agenda set, acquire supporters, host conference, evaluate conference

Strategy 2: Expand statewide partnerships with private, nongovernmental agencies, and nontraditional partners.

Activity 2-a: Lead the statewide obesity plan development in partnership with Prevention Connections.

Timeline: Quarters 2-4

Measurement: Stakeholders identified, state and regional meetings held; plan developed with stakeholder input; state plan distributed

Activity 2-b: Serve as the state expert for childhood obesity prevention on statewide committees.

Timeline: Quarters 1-4

Measurement: Participation on statewide committees including: Virginia Food Desert Taskforce, Virginia Chapter of the American Academy of Pediatrics Obesity Taskforce, YMCA Alliance of Virginia, Virginia Early Childhood Foundation, Virginia Food System Council, Virginia Partnership for Out of School Time, Virginia Head Start Health Advisory Committee and others.

Activity 2-c: Form partnerships with non-traditional partners through collaborative meetings.

Timeline: Quarters 1-4

Measurement: Initiation of collaboration meetings with Virginia Parent Teachers Association, Virginia Federation of Food Banks, Virginia Hunger Solutions, Virginia Action for Healthy Kids, Virginia School Nurses Association, Virginia military organizations and others.

Activity 2-d: Disseminate best practices to stakeholders on key topics including the food and nutrition environment, physical activity, workplace and healthcare, messaging, schools and afterschool, and community collaboration.

Timeline: Quarters 1-4

Measurement: Participation and presentations at annual meetings and conferences

Activity 2-e: Partner with healthcare providers to recognize and treat childhood overweight and obesity.

Timeline: Quarters 1-4

Measurement: Partnerships with groups including: Virginia Chapter of the American Academy of Pediatrics, Medical Society of Virginia, Virginia Oral Health Coalition, and Virginia Nurses Association; create and maintain healthcare providers section of the VFHY website.

Strategy 3: Expand the content in the obesity section of the VFHY

website and increase number of visitors utilizing the healthy eating, physical activity and obesity prevention resources available.

Activity 3-a: Provide resources, best practices, model policies and links to partners in the Healthy People and Healthy Communities sections.

Timeline: Quarters 1-4

Measurement: Resources and tools disseminated to state, local, and community partners promoting healthy eating and active living through the VFHY website and social messaging.

Activity 3-b: Communicate national, state, and local childhood obesity data through the VFHY website.

Timeline: Quarters 1-4

Measurement: Obesity data updated when 2013 Virginia Youth Survey results available; agency dashboard updated

Objective 2: By June 30, 2015, increase the number of healthy communities in Virginia through policy, system and environmental changes to improve food and activity environments

Strategy 1: Engage communities in promoting healthy eating and active living and expand the reach of VFHY's Healthy Communities Action Teams (HCATs).

Activity 1-a: Provide resources, training and technical assistance to past and current local HCATs as well as other community partners to create policy, environmental and systems changes to improve the food and activity environments.

Timeline: Quarters 1-4

Measurement: Previous HCATs and other local coalitions engaged; participate in the HCAT implementation process through providing technical assistance, partnership and site visits

Strategy 2: Partner with state entities on initiatives increasing access to healthy foods and physical activity.

Action 2-a: Participate as an advisory committee member for the Virginia Department of Transportation, selecting Safe Routes to School grant recipients and promoting Walk to School Day.

Timeline: Quarters 1-4

Measurement: Safe Routes to School grantees selected and funding awarded

Activity 2-b: Serve as the state partner coach for the Virginia Alliance of YMCA's Pioneering Healthier Community initiative establishing healthy eating and physical activity policies for local YMCAs.

Timeline: Quarters 1-4

Measurement: State Action Plan submitted; attend trainings and

meetings; policies implemented according to grant timeline
Activity 2-c: Participate in the Food Desert Taskforce, developing and implementing a plan to meet the 2014 report recommendations
Timeline: Quarters 1-4
Measurement: Collaboration meetings held; action plan submitted to Governor's staff
Activity 2-d: Participate in the Early Care and Education Learning Collaborative Advisory Committee
Timeline: Quarters 1-4
Measurement: Meetings attended; healthy eating and physical activity resources shared with early care and education partners; application submitted for Year 2 funding

Strategy 3: Educate local leaders on the health and economic benefits of policies and initiatives that promote healthy eating, physical activity and obesity prevention.

Activity 3-a: Provide resources, best practices, model policies and links to partners in the healthy People and Healthy Communities sections
Timeline: Quarters 1-4
Measurement: Resource and tools disseminated to state, local and community partners promoting healthy eating and active living.
Activity 3-b: Communicate national, state and local childhood obesity data through the VFHY website
Timeline: Quarters 1-4
Measurement: Obesity data updated with the 2013 Virginia Youth Survey data; agency dashboard updated.

Objective 3: By June 30, 2015, increase the availability and accessibility of affordable healthy foods and beverages.

Strategy 1: Increase the availability of affordable, healthy foods, and beverages.

Activity 1-a: Collaborate with partners to encourage increase consumption and purchasing of local food, specifically fruits and vegetables.
Timeline: Quarters 1-4
Measurement: Serve as a director on the Virginia Food System Council; promote the \$10/week challenge encouraging Virginia households spend at least \$10/week on locally grown, Virginia foods; increase the number of farmers' markets that can accept Electronic Benefit Transfer funds used by Supplemental Nutrition Assistance Program (SNAP) participants via VFHY's Healthy Community Action Teams and in partnership with Virginia Department of Agriculture and Virginia Department of Health.
Activity 1-b: Support and promote breastfeeding in worksites and

childcare centers.

Timeline: Quarters 1-4

Measurement: Serve as a member of the Virginia Breastfeeding Advisory Committee; increase number of communities supporting breastfeeding through the work of HCAT grantees

Activity 1-c: Expand Rev Your Bev initiative to decrease intake of sugar-sweetened beverages and increase awareness about alternatives to sugary drinks

Timeline: Quarters 2-4

Measurement: Events focused on promoting healthy beverages; partnerships (ex. Virginia Early Childhood Foundation) established to expand message into variety of sectors

Strategy 2: Increase healthy foods and beverages offerings in Virginia schools.

Activity 2-a: Promote participation in Virginia school nutrition programs, including the National School Lunch Program and National School Breakfast Program.

Timeline: Quarters 1-4

Measurement: Increase partnerships with local school divisions to enhance alternative breakfast models and promote school lunch programs.

Activity 2-b: Increase the number of Virginia schools purchasing and serving Virginia-grown products.

Timeline: Quarters 1-2

Measurement: Increase in the number of Virginia schools participating in Farm to School Week in November by partnering with the Virginia Department of Education and the Virginia Department of Agriculture.

Activity 2-c: Collaborate with Virginia Department of Education and local school districts to promote healthy foods and beverages throughout the school day.

Timeline: Quarters 2-4

Measurement: Virginia Department of Education and local school districts implement Competitive Food Guidelines.

Objective 4: By June 30, 2015, increase opportunities for physical activity for Virginia youth and families.

Strategy 1: Increase opportunities for physical activity

Activity 1-a: Increase number of facilities or places for physical activity for community use by establishing shared-use agreements.

Timeline: Quarters 1-4

Measurement: Increase in number of local shared-use agreements established by Healthy Community Action Teams; increase number of shared-use agreements through Virginia Alliance of YMCA grant;

participate in the Excellence in State Public Health grant
Activity 1-b: Increase active transportation for Virginia students walking and biking to/from school through partnership with Virginia Department of Transportation.

Timeline: Quarters 1-4

Measurement: Increase number of schools participating in Walk to School Day; number of connections made between local schools and Virginia Department of Transportation; number of Safe Routes to School grants to previous Walk to School Day grantees

Activity 1-c: Incorporate opportunities for physical activity before, during and after school days.

Timeline: Quarters 2-4

Measurement: Increase in the number of local school boards mandating 150 minutes of physical education for K-5; increase in opportunities for physical activity through Virginia Partnership for Out-of-School Time; increase in trainings focused on recess coaching, active classrooms and strategies to promote physical activity

Activity 1-d: Promote screen-time reduction strategies to meet the recommendation of no more than two hours of screen time for children over age 2 and zero screen time for children under age 2.

Timeline: Quarters 2-4

Measurement: Partnership established with Virginia Chapter of the American Academy of Pediatrics; implementation of Screen-Free Week with toolkit, resources and social media presence; promote web-based resources encouraging screen-time reduction

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 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

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.