



**Board of Trustees Meeting
Minutes
May 22, 2019**

Board Members present:

Madelyn R. Cahill, Sandy L. Chung, M.D., Curtis Coleburn, Katherine Weaks Crumble (Virginia Department of Alcoholic Beverage Control designee), Delegate T. Scott Garrett, M.D. (participated via conference call), Sarah B. Holland, Kris E. Kennedy, M.D. (left at 1:26 p.m.), Patricia G. Koval, Thomas J. L'Ecuyer, M.D., Senator David W. Marsden, Delegate John J. McGuire, III, Andre A. Muelenaer, Jr., M.D., John O'Bannon, III, M.D., Ghulam D. Qureshi, M.D., Senator David R. Suetterlein, Lekeisha Terrell, M.D., Teresa Gardner Tyson, DNP (participated via conference call).

Board Members not present:

Karin T. Addison, Gina A. Bellamy, MSA, Andrew W. Goodwin, Reagan Hardy, Joseph Hilbert (Virginia Department of Health designee), Vineeta T. Shah, MHS, RD.

Staff:

Terri-ann Brown, Eloise Burke, Richard Foster, Donna Gassie, Marty Kilgore, Hannah L. Robbins, Danny Saggese.

Guests:

Chelsi Bennett, American Heart Association

Call to order:

Dr. Sandy L. Chung, M.D., Chairman called the meeting to order at 12:09 p.m.

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

Minutes:

Motion: to approve the minutes as presented by Senator David W. Marsden.

Second: Sarah B. Holland

Vote: Unanimous in favor

Chairman's Comments:

Dr. Sandy L. Chung reported that she attended our Sixth Biennial Weight of the State Conference on April 28 – 30, 2019 at the Hilton Richmond Hotel at Short Pump. During the conference, Prevention Connections unveiled their new Action Plan for a Healthy Virginia to address obesity. It outlines strategies for Virginians to promote, maintain, and advocate for healthy weight and lifestyles by creating supportive environments at home and in their communities. If you have not already seen it, please visit PreventionConnections.org to download the plan.

The General Assembly passed in the last session the new Comprehensive Tobacco-Free Schools Law, which was co-sponsored by Senator Marsden. When it takes effect July 1, the new law will require all 132 Virginia school districts to implement policies banning tobacco products and e-cigarettes from school property, school buses and at school-sponsored events, whether on or off school property. This was a big win for the Foundation in partnership with the Virginia Department of Health and for Virginia's public health advocates.

Last week, Governor Ralph S. Northam held a public bill signing ceremony for the Tobacco-Free and E-Cigarette-Free Schools Legislation. Governor Northam's support for this goes back to 2015 when he was Lieutenant Governor. He helped our youth Y Street group kick off their 24/7 Tobacco-Free Schools campaign, which helped inspire the new law. Our Y Street teen volunteers worked hard during the General Assembly session and they were truly the stars when it came to the Tobacco-Free Schools Bill. They met with lawmakers and educated them about the need to keep our schools free of tobacco products and e-cigarettes. Some of them even testified before General Assembly committees and subcommittees about the need to keep our schools free of e-cigarettes and tobacco products.

Executive Director's Report:

PROGRAMS:

On Dec. 14 VFHY Regional Grants Administrator Terri-ann Brown participated in the annual joint meeting of the Virginia Breastfeeding Advisory Committee and the Virginia Breastfeeding Coalition. Participants provided updates on national best practices, national and state programming, data and trends and identified ways to support the VDH Plan for Well-being.

VFHY released a Spanish-language version of its Dangers of Other Tobacco Products educational module, a 20-minute add-on to VFHY's curriculum of prevention program that addresses the dangers of new and emerging tobacco and nicotine products including e-cigarettes. VFHY will provide outreach to organizations that can utilize the Spanish version. Developed by VFHY and Virginia Commonwealth University, the module is available as a free download from VFHY's website.

VFHY Programs Department staff attended conferences designed to increase efficiencies and promote equity, diversity and inclusion in the foundation's grantmaking and grants management processes. On March 10-13 VFHY Director of Programs Donna Gassie attended the PEAK Grantmaking Conference, which provided training on topics including how to maximize outreach and management efforts as well as improving grantmaking outcomes by focusing on equity, diversity and inclusion. On March 3-5 VFHY Southeast Regional Grants Administrator Judith Sparrow attended the Foundant Summit, which provided training with VFHY's online grants management platform to maximize efficiencies in grantmaking and grants management processes.

Programs Department staff completed site visits to VFHY's 72 tobacco-use and obesity prevention grantees around the state during the last quarter. All grantees are on track as they complete the third quarter of their grants.

On March 5 and 6 Terri-ann Brown, Donna Gassie and Charlie McLaughlin participated in a Botvin Health Connections webinar focused on e-cigarettes and vaping prevention. The webinar discussed how to integrate the Botvin Health Connections: E-cigarettes and Vaping talking points document into the Botvin LifeSkills Training curriculum.

On March 27-28 VFHY Program Department staff participated in a two-day planning meeting in Fauquier County. Topics covered including the upcoming Healthy Communities Action Teams Request for Proposals, updates to grantee reporting forms, review of current tobacco use prevention, obesity prevention and targeted grantee activities, and statewide evaluation plans. An equity-oriented obesity prevention framework was reviewed and additional opportunities to increase equity and inclusion in departmental activities were discussed.

On April 10-12 former tobacco industry researcher and whistleblower Victor DeNoble, Ph.D., spoke about the dangers of tobacco use, e-cigarettes and nicotine addiction to more than 2,500 students in Radford, Giles and Pulaski, as part of a VFHY-funded tobacco-use prevention grant to New River Valley Community Services. DeNoble visited eight schools in Giles and Pulaski counties and the city of Radford, reaching children in grades 5-12 who participate in the VFHY-funded prevention programs Too Good for Drugs and Toward No Drug Use, which are delivered by New River Valley Community Services.

MARKETING:

On Feb. 13 VFHY hosted its fourth annual 24/7 Tobacco-Free Spirit Day with events celebrating tobacco-free schools held at more than 60 schools across the commonwealth. VFHY's award-winning volunteer group for high school students, Y Street, has been working on this issue for more than four years, including gathering support for the Governor's Tobacco-Free Schools Bill, which the General Assembly passed in the 2019 session. As a result of this bill, which goes into effect on July 1, all 132 Virginia school districts will adopt comprehensive policies prohibiting the possession and use of all tobacco and e-cigarette products by all persons on all school properties, 24 hours a day, seven days a week. Prior to this bill, only 40 school divisions statewide had implemented such policies, most through the assistance and requests of Y Street volunteers. As a former longtime member of VFHY's Board of Trustees, Gov. Northam kicked off the first 24/7 Tobacco-Free Spirit Day in 2015 when he was lieutenant governor. Y Street's 24/7 campaign serves as a partner and resource to schools throughout Virginia, providing schools with free tobacco-free signage and a free tobacco-free toolkit complete with a model policy, event announcements, and sample enforcement strategies.

On March 8 VFHY released requests for proposals for the following VFHY Marketing initiatives: 1) VFHY's Youth Engagement, Volunteerism and Advocacy Initiative (Y Street); 2) Evaluation of and Research for VFHY's Marketing Initiatives; and 3) Social Marketing, Messaging and Media Projects. Awardees will be selected by June 1. Contract periods will begin on July 1.

With the help of VFHY's award-winning teen volunteer group Y Street, three more Virginia school districts have adopted comprehensive, tobacco-free, e-cigarette-free policies. As a result of Y Street's 24/7 initiative, Greene, Greensville and Northumberland counties brought the total number of Virginia school districts with comprehensive tobacco-free policies to 43. All 132 Virginia school districts will need to adopt the policies after July 1 when the state's new Tobacco-Free Schools law takes effect. The new legislation will require Virginia school boards to adopt policies banning tobacco products and e-cigarettes from all school property, school buses and school-sponsored events. Y Street's 24/7 initiative helped inspire the new state law.

Staff members from VFHY and VDH have held multiple meetings to develop an outreach plan to promote the new comprehensive tobacco-free schools law, which takes effect on July 1. VFHY and VDH will collaborate to notify all school districts in the commonwealth about the new law and provide support to school districts with implementing the policy, which bans all tobacco products and electronic vaping devices from school property, school buses and at school-sponsored events.

RESEARCH:

Deputy Director Marge White attended Virginia Commonwealth University's Virginia Youth Tobacco Project (VYTP) small grant review panel meeting on Dec. 12. The VYTP manages a group of small grants using funds provided by VFHY. White provided input regarding VFHY's perspective regarding each project's relevance to youth tobacco use prevention among youth under the age of 18. VYTP will be making awards in early 2019.

ADMINISTRATION MEETINGS:

On Dec. 19 VFHY Executive Director Marty Kilgore attended a meeting of the Governor's Advisory Commission on Opioids and Addiction. The council discussed Virginia's response to the opioids epidemic, with agenda items including presentations about college campus peer recovery, understanding community coalitions in Virginia and treatment initiation in emergency departments.

On Jan. 8 VFHY Executive Director Marty Kilgore attended the monthly HHR agency head meeting. Agency heads discussed their significant accomplishments from 2018 and also shared how their agencies were likely to be affected by the partial shutdown of the federal government.

On Jan. 8 VFHY Executive Director Marty Kilgore and Public Affairs Manager Richard Foster attended the annual Legislative Meeting for Cabinets, Agency Heads and Legislative Liaisons, which was held at the Library of Virginia. Agenda items included a discussion of the Governor's legislative agenda and budget priorities.

On Jan. 8 VFHY Public Affairs Manager Richard Foster attended an HHR sub-panel meeting of the Governor's Secure and Resilient Commonwealth Panel. Meeting leaders included Secretary of Health and Human Resources Dr. Daniel Carey and State Health Commissioner Dr. Norm Oliver. Agenda items discussed included emerging health threats, such as the Zika and Ebola viruses, and an update on opioid addiction response in Virginia.

On Feb. 1, March 1 and April 5 VFHY Executive Director Marty Kilgore participated in a planning committee meeting for the United Way of Southwest Virginia's upcoming May 23 Rural Summit on Childhood Success. The summit will convene leaders from across Virginia to learn how systems to lead childhood success have been adversely impacted by substance abuse and to hear about best practices for professionals in rural settings to address Adverse Child Experiences (ACEs), trauma, resiliency in children, families and child-serving systems. Other meeting participants included First Lady of Virginia Pamela Northam, United Way of Southwest Virginia President and CEO Travis Staton, and Virginia Secretary of Health and Human Resources Dr. Daniel Carey.

VFHY Marketing Specialist Hannah Robbins attended a Feb. 6 Children's Cabinet Nutrition & Food Security Workgroup meeting to discuss this year's strategy for increasing statewide participation in the Summer Feeding Program. Partners at the meeting included Assistant Secretary of Agriculture and Forestry Heidi Hertz; Sandy Curwood, director of DOE's Office of School Nutrition Programs; Claire Mansfield, state director for No Kid Hungry Virginia; Eddie Oliver, executive director of the Federation of Virginia Food Banks; Paula Garrett, director of VDH's Division of Community Nutrition; and Andrea Gregg, manager of the DSS Energy Assistance Program.

On March 15 VFHY Deputy Director Marge White attended the Governor's Advisory Commission on Opioids and Addiction meeting. The meeting included legislative updates, two data presentations and a presentation on Virginia drug courts. The commission also engaged in a facilitated discussion and heard public comment.

On March 25 VFHY Executive Director Marty Kilgore attended an HHR strategic planning meeting on addiction and behavioral health. Agenda topics included identifying barriers to accessing mental health care in Virginia and the substance abuse and addiction landscape within the commonwealth.

Executive Director Marty Kilgore attended the March 20 meeting of the Governor's Executive Leadership Team on Opioids and Addiction. Secretary of Health and Human Resources Dr. Daniel Carey and Deputy Secretary of Public Safety and Homeland Security Jae K. Davenport chaired the meeting, which included a debrief of the Advisory Commission meeting and updates on discussion involving data tools and drug courts. The meeting also included presentations on comprehensive harm reduction; increased treatment capacity; community-level prevention; medical-assisted treatment (MAT) for incarcerated individuals; and increased treatment capacity. The group also discussed recent grant announcements and opportunities as well as bill signings and Governor opportunities.

On March 25 Executive Director Marty Kilgore attended HHR's Strategic Meeting #2: Addiction & Behavioral Health. The group discussed the current landscape for treatment of mental health and substance use disorders as well as had an update on the state's behavioral health redesign. There was discussion about workforce development, priorities for pregnant and parenting women as well as addressing racial disparities. Kilgore provided information about evidence-based primary prevention programs for substance use that are used with grantees statewide, noting detailed information for each program is available on the agency's website.

On May 13 Executive Director Marty Kilgore, Director of Programs Donna Gassie and Marketing Specialist Hannah Robbins held an information sharing meeting with VDH Health Improvement Supervisor Melicent Miller and discussed further opportunities for partnership between the two agencies.

On May 14 Gov. Ralph Northam held a bill signing ceremony for HB2384/SB1295, the Governor's Tobacco-Free Schools Bill, at Henrico County's Tucker High School. VFHY staff including Executive Director Marty Kilgore, Deputy Director Marge White and Director of Marketing Danny Saggese attended the event, along with members from VFHY's teen volunteer group Y Street. VFHY's 24/7 campaign with Y Street to promote tobacco-free schools helped inspire the new state law, which will require all Virginia school districts to ban tobacco products and e-cigarettes from all school property, school buses and school-sponsored events. Gov. Northam also signed HB1881, a tobacco prevention education bill that will require all public elementary and secondary schools to provide instruction on the health and safety risks of tobacco products and e-cigarettes. VFHY is developing the lesson plan and VDOE will distribute it to schools beginning this fall.

On May 14 Executive Director Marty Kilgore attended a quarterly agency review meeting with Secretary of Health and Human Resources Dr. Daniel Carey and Deputy Secretary Gena Berger.

On May 14 Executive Director Marty Kilgore attended the Health and Human Resources Agency Head Monthly Meeting. Agenda items included a presentation on Summer Feeding programs from No Kid Hungry and updates on statewide efforts around addiction.

On May 14 Executive Director Marty Kilgore, Director of Marketing Danny Saggese and a high school student from VFHY's Y Street teen volunteer group delivered a presentation to the Children's Cabinet about the public health threat posed by youth usage of Juul electronic cigarettes, which was declared an epidemic last year by the U.S. Surgeon General.

WEIGHT OF THE STATE:

On April 29-30 VFHY held its 2019 Weight of the State conference, Virginia's sixth biennial statewide childhood obesity prevention conference, at the Hilton Richmond Short Pump in Henrico County. Co-hosted by VFHY and its sister nonprofit organization, Prevention Connections, the conference featured speakers including First Lady of Virginia Pamela Northam and Secretary of Health and Human Resources Dr. Daniel Carey as well as national, state and local public health experts from institutions including the Harvard T.H. Chan School of Public Health, the Virginia Department of Education and the Virginia Department of Health. During the conference, Prevention Connections unveiled the Action Plan for a Healthy Virginia, a new statewide plan that outlines strategies for Virginians to promote, maintain, and advocate for healthy weight and lifestyles in an inclusive manner that promotes equity and community input.

LEGISLATION:

On Dec. 19 VFHY Executive Director Marty Kilgore and Director of Marketing Danny Saggese met with VDH Director of Governmental and Regulatory Affairs Joe Hilbert and Dr. Vanessa Walker Harris, director of VDH's Office Family Health Services, to discuss VDH's agency bill to establish comprehensive tobacco-free and e-cigarette-free policies for Virginia public school systems.

On Jan. 7 VFHY Executive Director Marty Kilgore, Deputy Director Marge White and Public Affairs Manager Richard Foster held a phone meeting with Jayne Flowers from VDH and Brian Donohue and Ann Vaughan of the American Cancer Society (ACS) to discuss ACS's stakeholder position on the Governor's Comprehensive Tobacco-Free Schools Bill.

On Jan. 7 VFHY Executive Director Marty Kilgore, Deputy Director Marge White, Director of Marketing Danny Saggese and Public Affairs Manager Richard Foster participated in a meeting with representatives from VDH to discuss the Governor's Comprehensive Tobacco-Free Schools Bill. VDH Director of Government and Regulatory Affairs Joe Hilbert led the meeting.

SB1295, the Governor's Tobacco-Free Schools bill, passed 3-1 in the Senate Committee of Education and Health's Public Education Subcommittee on Jan. 10. A similar bill by VFHY Board of Trustees member Sen. David Marsden, SB1056, was rolled into the bill and Marsden became a co-patron of SB1295 with Sen. Lionel Spruill. HB2384, the House companion bill to SB1056, has been assigned to the House Committee on Education. VFHY has assisted VDH with gathering stakeholder input for the bills. Brynna Walker, a senior at Henrico County's Tucker High School and member of VFHY's Y Street teen volunteer group, testified in support of the bill during the Senate subcommittee meeting. Others speaking in support of the bill included representatives from the American Cancer Society, the Virginia chapter of the American Academy of Pediatrics, the Virginia Community Healthcare Association and the city of Portsmouth.

VFHY staff conducted outreach with House Education Committee members about HB2384, the Governor's Tobacco-Free Schools Bill, on Jan. 22. The Virginia Senate passed SB1295, the companion bill to HB2384, on Jan. 22.

During the week of Jan. 21, VFHY staff conducted outreach efforts with members of the House Education Committee and Subcommittee 2 regarding HB2384, the Governor's Tobacco-Free Schools Bill. HB2384 passed through the subcommittee on Jan. 25 and was reported out of committee on Jan. 28. It is expected to be voted on by the House of Delegates on Jan. 31. VFHY staff are continuing outreach efforts to House of Delegates members.

On Feb. 5 the House of Delegates passed HB2384, the Governor's Tobacco-Free Schools Bill. The Virginia Senate passed SB1295, the companion bill to HB2384, on Jan. 22. VFHY staff conducted outreach efforts with legislators and stakeholders in cooperation with VDH.

LEGISLATIVE SITE VISITS:

On March 5 state Delegate Patrick Hope visited a Life Skills Training program implemented by VFHY grantee Ethiopian Community Development Council at Whitefield Common Community Center in Arlington. The afterschool program serves students in the third, fourth and fifth grades.

On March 25 state Delegate Israel O'Quinn visited a VFHY-funded Too Good for Drugs implemented by Bristol Youth Services at Virginia Middle School.

On March 25 state Delegate Alfonso Lopez visited a VFHY-funded Strengthening Families program at Drew Model Elementary School in Arlington. Implemented in both English and Spanish, the program is run by VFHY grantee Arlington County Community Services Board.

On March 26 state Delegate Alfonso Lopez visited a VFHY-funded Strengthening Families program at Columbia Hills Apartments in Arlington. Implemented in both English and Spanish, the program is run by VFHY grantee Edu-Futuro.

On April 1 state Delegate Chris Head visited a Too Good for Drugs program funded by VFHY at Burlington Elementary in Roanoke County. The program is implemented by Blue Ridge Behavioral Healthcare through a three-year tobacco-use prevention programs grant from VFHY. Blue Ridge Behavioral Healthcare prevention specialists teach the program to students in grades K-2 and 4-5 at Title I elementary schools in Roanoke County. VFHY Regional Grants Administrator Jenny Martin also attended the visit.

On April 9 state Senator Creigh Deeds visited a VFHY-funded Al's Pals program for preschoolers implemented by VFHY grantee ReadyKids at the MACAA Head Start location in Charlottesville. VFHY Public Affairs Manager Richard Foster also attended the visit.

On April 17 Delegate Terry Kilgore visited a graduation ceremony for Yuma Elementary School students participating in the VFHY-funded Toward No Tobacco (TNT) prevention program.

On April 22 state Delegate Sam Rasoul met with leaders from Healthy Roanoke Valley to discuss the new targeted grant opportunity for a VFHY-funded Healthy Communities Action Team (HCAT) in the city of Roanoke. The grant was issued to Blue Ridge Behavioral Healthcare as the fiscal agent with a grant period ending June 30, 2020. The United Way of Roanoke will spearhead the Healthy Start initiative in local Head Start Centers and partner with Roanoke City Schools, Virginia Cooperative Extension, New Horizons Healthcare and other stakeholders to provide nutrition education, parent cooking classes and gardening programs. VFHY Southwest Regional Grants Administrator Jenny Martin also attended the meeting.

On May 6 state Delegate Nick Rush visited a VFHY-funded Too Good for Drugs program at Dublin Middle School. Pulaski County Schools provides the program to all sixth- and ninth-graders in the county via a three-year VFHY tobacco-use prevention grant. Southwest Regional Grants Administrator Jenny Martin also attended the visit.

HEALTHY YOUTH DAY:

VFHY held its annual Healthy Youth Day legislative breakfast on Jan. 17 at The Commonwealth hotel, educating state lawmakers and staff about VFHY and initiatives such as 24/7, a campaign by VFHY's Y Street teen volunteer group to encourage Virginia school systems to adopt comprehensive tobacco-free and e-cigarette policies. First Lady of Virginia Pamela Northam and Secretary of Health and Human Resources Dr. Daniel Carey attended the event as well. As part of Virginia Healthy Youth Day, teen volunteers from Y Street also met with several state legislators and provided information in support of the Governor's Tobacco-Free Schools Bill, HB2384 and SB1295.

CHILDHOOD OBESITY:

On Dec. 7 VFHY Marketing Specialist Hannah Robbins attended the Virginia Head Start Association's Healthy Beverages Workshop to promote early childhood education (ECE) components in VFHY's Rev Your Bev campaign to raise awareness of healthy beverage choices. Head Start employees heard about the Rev Your Bev ECE campaign kit, which includes water promotion materials such as child-sized pitchers and cups, water droppers, a storybook called "Potter the Otter," policy recommendations for water access at daycare organizations and more.

On Jan. 22 VFHY Marketing Specialist Hannah Robbins attended an Early Childhood Education (ECE) stakeholders meeting for VFHY's upcoming May 2019 Rev Your Bev Day event to promote healthy hydration. Stakeholders discussed outreach and promotion plans, as well as key messaging and goals for this year's campaign. Meeting participants included the Virginia Early Childhood Foundation, VDSS, Virginia Quality, Nemours, Child Care Aware Virginia, VDH, Virginia Head Start Association, Virginia Cooperative Extension and the Virginia Oral Health Coalition.

On Feb. 26 VFHY Executive Director Marty Kilgore and Marketing Specialist Hannah Robbins attended a stakeholder meeting for Virginia Fresh Match (VFM), the statewide nutrition incentive network that doubles the value of SNAP when spent at participating farmers markets and retail sites. Topics discussed included: a review of the history of Nutrition Benefits and Incentives; outlining the Virginia Fresh Match network and 2018 impacts; and highlighting new data collected at farmers markets. The group also discussed how incentives can be fully utilized as a strategy to address food insecurity and health for low-income Virginians. The group also reviewed sustainability strategies used in other states and discussed next steps to promote use of nutrition incentives during 2019 and beyond.

On March 8 VFHY Executive Director Marty Kilgore, Regional Grants Administrator Lisa Brown and Marketing Specialist Hannah Robbins participated in a call with the Virginia Fresh Match co-facilitators Elizabeth Borst from Virginia Community Food Connections and Maureen McNamara from Local Environmental Agriculture Project (LEAP) to discuss promotion of the Virginia Fresh Match program in local communities via VFHY's statewide Healthy Community Action Teams. The group also discussed opportunities for sharing resources and data on the FeedVA website.

On April 1 VFHY staff members attended a live, all-day webinar conference, "A Health Equity Approach to Obesity Efforts," sponsored by the National Academy of Sciences, Engineering & Medicine. Broadcast live from the National Academy of Sciences in Washington, D.C., the conference explored the history of health equity issues in demographic groups who have above-average obesity risk and considered principles and approaches to addressing these issues as part of obesity prevention and treatment efforts. It also featured presentations addressing current policies and practices that perpetuate health inequities and advance health equity.

On April 2 VFHY Marketing Specialist Hannah Robbins attended a Summer Feeding Taskforce meeting about increasing engagement and participation in the Summer Feeding

Program. Discussions involved strategic communication among the secretariats in the Children's Cabinet to promote cross-agency collaboration on this initiative. Stakeholders at the meeting included: Sandra Curwood, director of the DOE Office of School Nutrition Programs; Claire Mansfield, state director of No Kid Hungry Virginia; Andrea Gregg, manager of the DSS Energy Assistance Program; Eddie Oliver, executive director of the Federation of Virginia Food Banks; and Salaam Bhatti, staff attorney for Virginia Poverty Law Center and director of Virginia Hunger Solutions.

On April 18 VFHY Director of Marketing Danny Saggese and VFHY Marketing Specialist Hannah Robbins met with Assistant Secretary of Agriculture and Forestry Heidi Hertz to discuss promotional strategies for the FeedVA website, which aims to host statewide data and resources that will be accessible to any user working towards increasing/enhancing food access, growing food and/or conducting nutrition education.

On April 19 VFHY Marketing Specialist Hannah Robbins attended an Early Childhood Education (ECE) stakeholders meeting for VFHY's 2019 Rev Your Bev Day event. Stakeholders discussed outreach and promotion plans, as well as key messaging and goals for this year's campaign. Meeting participants included the Virginia Early Childhood Foundation, VDSS, Virginia Quality, Nemours, Child Care Aware Virginia and the Virginia Head Start Association.

On May 9 VFHY held its seventh annual Rev Your Bev Day event, promoting water as the healthy beverage of choice. First Lady of Virginia Pamela Northam helped VFHY promote the health campaign during an appearance at the Children's Museum of Richmond, where she taught preschoolers about the importance of water to their health and handed out water cups to children with the help of state Delegate Jeff Bourne. Other stakeholders at the Children's Museum of Richmond event included representatives from the Virginia Early Childhood Foundation, Child Care Aware of Virginia and Smart Beginnings Greater Richmond. VFHY also held a Rev Your Bev Day event at Capitol Square as part of the state's On the Square event series. VFHY sponsored more than 500 Rev Your Bev Day events across Virginia this year, most in partnership with early childhood education providers.

VIRGINIA YOUTH SURVEY:

On Feb. 28 VFHY Executive Director Marty Kilgore, Deputy Director Marge White and Director of Marketing Danny Saggese met with VDH staff on Feb. 28 to review the Virginia IBase state-added questions for the Virginia Youth Survey (VYS) that were used in the 2015 and 2017 surveys. VDH requested additional information on the methodology used to develop and test the IBase questions and VFHY connected its contractor, Rescue Agency, to the meeting via phone to provide further information. VFHY and its contractor also provided information in writing prior to and following the meeting. VDH staff in attendance included Deputy Commissioner of Population Health Laurie Forlano, Associate Commissioner and Office of Family Health Services Director Vanessa Walker-Harris, Division of Population Health Data Director Leslie Heglund and Survey Coordinator Sarah Conklin. Additional information and reports from its marketing research contractors related to the IBase survey questions were compiled and provided to VDH.

MEDIA:

VFHY Deputy Director Marge White was interviewed by the statewide PBS program Virginia Currents on Jan. 22 for a segment about the epidemic of e-cigarette usage among U.S. high school students that will air during the show's Jan. 31 episode. White discussed the prevalence of e-cigarette usage among youth in Virginia and nationwide and also addressed nicotine addiction and the negative health impacts that nicotine has on developing adolescents. Rebecca Campbell, a prevention specialist with Chesterfield County Mental Health Support Services, was also interviewed about e-cigarette prevention efforts aimed at county middle school

students. Hosted by former WRIC TV news anchor Amy Lacey, Virginia Currents airs on PBS channels WCVE and WHTJ and is the state's longest-running locally produced television program. The show, which will also be available online, will be broadcast on Jan. 31 at 8 p.m. and again on Feb. 2 at 5:30 p.m.

On Feb. 8 Staunton News Leader staff writer Rilyn Eischens interviewed VFHY Deputy Director Marge White for an article focusing on the prevalence of e-cigarette usage among teens in Virginia and the United States. Eischens also interviewed local high school students who acknowledged that their peers use the nicotine-delivery devices.

On Feb. 12 Richmond NPR affiliate WCVE 88.9 FM aired an interview with VFHY Deputy Director Marge White about the prevalence of e-cigarette usage among teens in Virginia and the United States and why it has become a national public health epidemic among high school students.

WWBT NBC12 News interviewed VFHY Director of Marketing Danny Saggese for a March 7 segment about the tobacco-free-schools legislation that was recently signed into law by Governor Northam. Starting July 1, all Virginia school districts will have to establish policies banning all tobacco and e-cigarette products from school property, school buses and school-sponsored events. VFHY's teen volunteer group, Y Street, paved the way for the legislation with its 24/7 campaign, which encouraged school systems to adopt comprehensive tobacco-free, e-cigarette-free policies.

COLLABORATIONS/MEETINGS/PRESENTATIONS:

Staff members attended a webinar sponsored by the Public Health Law Center, "Where We Stand 20 Years after the Tobacco Master Settlement Agreement (MSA): Legacy and Loose Ends." Topics addressed included the impact that the MSA has had so far on reducing smoking rates and the fact that most of the 46 participating states have not adequately funded tobacco-use prevention initiatives as intended by the MSA. The MSA is funded in perpetuity for as long as the participating manufacturers continue to sell cigarettes. Presenters included: Michael Hering, chief counsel for the National Association of Attorneys General Center for Tobacco and Public Health; Cathy Callaway, director of state and local campaigns for the American Cancer Society-Cancer Action Network; Thomas Carr, national director of policy for the American Lung Association; Meg Riordan, vice president of research for the Campaign for Tobacco-Free Kids; and Joelle Lester, director of tobacco control for the Public Health Law Center.

On Dec. 12 VFHY Training and Resource Manager Charlie McLaughlin started a 30-day professional affiliation with Virginia Commonwealth University Humphrey Fellowship student Lefate Makunyane from South Africa. Makunyane will work with McLaughlin to understand the functions of VFHY, explore the process for creating and administering a Youth Risk Behavioral Survey and become familiar with the evidence-based prevention programs Strengthening Families Program 10-14, Too Good for Drugs, Positive Action and Botvin Life Skills Training. The professional affiliation will prepare Makunyane with knowledge of the prevention programs as well as the Centers for Disease Control and Prevention's Youth Risk Behavioral Survey process to introduce in his home country.

On Jan. 3 VFHY Executive Director Marty Kilgore met with James Pierce, chief executive officer and state alliance director for the Boys & Girls Clubs of Central Virginia. Topics discussed included partnership opportunities and initiatives with shared priorities such as VFHY's Rev Your Bev and 24/7 Tobacco Free Schools initiatives.

On Jan. 7 VFHY Executive Director Marty Kilgore attended a meeting of the Community Coalitions of Virginia (CCoVA). Agenda items included a discussion of statewide substance abuse data.

On Jan. 23 VFHY staff members attended a webinar sponsored by the Public Health Law Center at Mitchell Hamline School of Law about the latest FDA policies and prevention strategies regarding Juul e-cigarette devices.

On Jan. 23 VFHY Executive Director Marty Kilgore delivered a presentation about VFHY's priorities and initiatives for the coming year at a meeting of the Alliance of Boys & Girls Clubs of Virginia. David Cary, chief of staff to the First Lady of Virginia, Assistant Secretary of Agriculture and Forestry Heidi Hertz and Amy Atkinson, executive director of the Virginia Commission on Youth, also gave presentations at the meeting.

On Jan. 25 VFHY Marketing Specialist Hannah Robbins attended VDOE-sponsored breakfast stakeholder meetings to determine 2019 objectives, hear preliminary results from the Virginia Breakfast Challenge and discuss quality improvement for school nutrition. Partners present included VDOE, No Kid Hungry Virginia, Greater Richmond Fit4Kids and The Dairy Alliance.

VFHY Executive Director Marty Kilgore attended a Feb. 11 meeting of the Community Coalitions of Virginia (CCoVA) Board. Topics addressed included a discussion on statewide substance abuse data and the legislative session.

On Feb. 21 VFHY Executive Director Marty Kilgore attended a meeting of the VOSAP (Virginia Office for Substance Abuse Prevention) Collaborative. During the meeting Assistant Secretary of Health and Human Resources Jodi Manz gave an update on the Governor's opioids and addiction initiatives from the General Assembly session. Other agenda items included a presentation on the DMV's Driver Alcohol Detection System for Safety and a discussion of how to update and improve the VOSAP Collaborative annual report.

On March 1 VFHY released its FY18 annual report and submitted it to the Library of Virginia and the Division of Legislative Automated Services. The annual report outlines all the foundation's work over the last year to help Virginia's young people lead happier, healthier lives by reducing and preventing youth tobacco use, obesity and substance use across Virginia. VFHY Executive Director Marty Kilgore attended the March 4 meeting of the Community Coalitions of Virginia (CCoVA) Board. Topics addressed included a discussion on statewide substance abuse data and a review of CCoVA's legislative agenda for the 2019 General Assembly session.

Deputy Director Marge White participated in the Medicaid Dental Advisory Committee on March 21. The group heard a presentation on the DMAS Office Reference Manual regarding preauthorization or prepayment review. White also discussed promoting VFHY's Rev Your Bev Day with Medicaid Smiles for Children dental practices.

Regional Grants Administrator Terri-ann Brown attended the Chesterfield County School Health Advisory Board meeting on March 26. The group received a formal presentation that contained an overview of the recently completed report on School Nutrition Services. The report provided recommendations to address training needs, menu planning, waste reduction and summer feeding programs.

Staff members Terri-ann Brown, Eloise Burke, Donna Gassie and Hannah Robbins volunteered at a March 26-27 Fruit and Veggie Week event at Richmond's Woodville Elementary School co-sponsored by Richmond Public Schools and VFHY grantee Greater Richmond Fit4Kids. The Fruit and Veggie Week initiative provides about 30,000 samples of fresh fruits and vegetables to more than 6,000 Richmond city schools students.

On March 20 Director of Marketing Danny Saggese and a teen volunteer from VFHY's Y Street high school group presented information about Y Street's 24/7 campaign to nearly 100 attendees at the Southwest Regional Tobacco Control and Prevention Meeting at the Southwest Virginia Higher Education Center in Abington. The 24/7 campaign, which encouraged Virginia school districts to adopt comprehensive tobacco-free, e-cigarette-free policies, paved the way for new tobacco-free schools bill, which passed in the current General Assembly and will

require all Virginia school districts to ban tobacco products and e-cigarettes from all school property, school buses and school-sponsored events.

On March 26 Public Affairs Manager Richard Foster submitted VFHY's 2019 Continuity of Operations Plan (COOP) to VDEM.

On March 26 the VFHY Leadership Team met to review priorities and major projects for the next month. The team spent a significant portion of the meeting discussing the HHR presentation: Equity and Well-Being – Historical Considerations as well as the article, “Levels of Racism: A Theoretic Framework and a Gardener’s Tale.” The group also discussed VFHY’s initiatives to begin looking at how the agency can incorporate health equity practices, particularly in its program grants and marketing initiatives.

On April 1 Executive Director Marty Kilgore participated in the Community Coalitions of Virginia Board/Membership meeting.

On April 3 VFHY Deputy Director Marge White participated in a CDC call regarding its release of a report in the journal *Preventing Chronic Disease* on April 4 related to a study that assessed self-reported exposure to secondhand smoke and secondhand aerosol from e-cigarettes in indoor or outdoor public places among U.S. students. The study found more than 14.3 million youth were exposed to secondhand emissions from tobacco products in public places in 2017.

On April 15 VFHY Regional Grants Administrator Terri-ann Brown attended the Black Maternal Health Week Symposium sponsored by the Virginia Department of Health and the Virginia Hospital and Healthcare Association. Dr. Joia Crear-Perry, founder and president of the National Birth Equity Collaborative, discussed how to improve the course of maternal and infant birth outcomes for African-Americans across the commonwealth.

On May 6 VFHY Deputy Director Marge White participated in the Community Coalitions of Virginia (CCoVA) quarterly meeting. Key topics were a review of substance-use data, CCoVA’s legislative agenda related to requiring “take back” boxes at all pharmacies and initial discussions about CCoVA’s fall 2019 summit.

VFHY’s Leadership Team held a meeting on May 13 to discuss two articles about white privilege, development of white identity and racial bias. Other topics addressed during the meeting included opportunities within VFHY for building equity and increasing inclusion in agency outreach efforts.

New Business:

Marketing RFPs

Curtis Coleburn, Marketing Committee Chair referred to the summary of marketing contracts recommended for award FY20 (See attachment).

Motion: to approve the recommendations of the Marketing Committee for contract awards for FY20 by Curtis Coleburn.

Second: John O’Bannon, III, M.D.

Vote: Unanimous in favor.

IT Contract Award

Marge White, VFHY Deputy Director reported on Information Management services. These services will include a variety of requirements to ensure VFHY technology equipment and software is managed and meets VITA security requirements.

Motion: to award a five-year contract to Strategic Technology, Inc. for managed services of technology equipment not to exceed \$30,000 per year by Curtis Coleburn.

Second: Senator David M. Marsden

Vote: Unanimous in favor.

Website Redevelopment and Maintenance

Marge White, VFHY Deputy Director reported that the VFHY's website will be redeveloped on a new content management system. The new system will be designed for mobile and desktop use, will integrate existing content from the current website and include new content. The contractor will ensure content meets guidelines for accessibility and meets VITA security standards. In years 2-5 the contractor will complete routine maintenance for the site at a monthly rate. Additional services will be approved with a written project estimate in years 2-5.

Motion: to award a five-year contract to Ciniva for website redevelopment and maintenance for a five-year period not to exceed \$50,000 per year by Curtis Coleburn.

Second: John O'Bannon, III, M.D.

Vote: Unanimous in favor.

Affirm FY20 Budget and Approve FY21 Budget

Marge White, VFHY Deputy Director presented the FY20 and FY21 projected budgets which would begin July 1 of each fiscal year. The Commonwealth has been in arbitration proceedings over the Master Settlement Agreement (MSA). Those proceedings have now closed. Last fiscal year we had additional funding. This fiscal year additional funding is also projected. In April we received our MSA. This year Department of Accounts (DOA) put into our account an estimated payment. They said it would be adjusted when the arbitration is finalized. We have left the budget FY2020 as is and also estimated some carry forth funds.

Motion: to affirm FY20 budget and approval of FY21 budget by John O'Bannon, III, M.D.

Second: Senator David R. Suetterlein.

Vote: Unanimous in favor.

Budget Report

Marge White, VFHY Deputy Director reported on the Statement of Net Assets and Governmental Funds Balance Sheet as of April 30, 2019.

Marge White also reported on the Actual Expenditures vs. Budget for July 2018 through April 2019. We anticipate being on track to spend our FY19 budget by the end of June. See the attached reports.

Questions should be directed to wjordan@vfhy.org or 804.786.7409.

Discussion: Senator David W. Marsden questioned the relationship the e-cigarette industry is trying to develop with health advocates. He said the Juul industry stated to him that it agrees with raising the age to purchase tobacco products to 21. Senator Marsden feels we have a new problem with nicotine products and that we are not doing well. Dr. John O'Bannon, III, M.D. summed up the discussion by saying that we should focus on the best place to utilize monies from the MSA to address tobacco and obesity prevention and our latest mission expansion to substance use prevention.

Committee Report

Marketing Committee

Danny Saggese, VFHY Marketing Director thanked Curtis Coleburn and Katie Crumble for their participation in the Marketing RFP review process.

Katie Crumble, Virginia Department of Alcoholic Beverage questioned a bill introduced by Delegate Mark Keam.

Marge White, VFHY Deputy Director responded that Delegate Keam introduced a bill which will requires the Virginia Department of Education (VDOE) to provide education about tobacco products to students in grades K-12. VFHY is engaged in the process to provide educational modules for distribution by VDOE to all school divisions.

Research

Marge White, VFHY Deputy Director reported that the committee reviewed the proposed protocol from VCU to do a retrospective analysis of VFHY-funded research grants. VCU's grant project that coordinates the Virginia Youth Tobacco Projects Coalition will handle this function within their scope of work. They will review the past two grant cycles to analyze each project's specific aims completed; publications, presentations and subsequent external funding received based on the VFHY-funded work; and outcomes as they relate to impacting public health.

Marge White also provided an update regarding the Virginia Youth Survey. The survey will be completed in middle and high schools throughout the state this fall. VFHY and VDH entered into a Memorandum of Agreement (MOA) regarding roles and funding for the VYS.

Staff will be completing site visits with research grantees in June.

Program

Donna Gassie, VFHY Director of Programs reported that the committee reviewed the grantee historical report. This provided information about grants for the past 10 years. Areas discussed included grantee locations, those with multiple awards, proposals declined, and numbers served. As well, information was provided about the outreach and technical assistance that VFHY staff provide to its grantees as well as those organizations that are declined funding.

Donna Gassie also provided updates on the current targeted grantees. Seven grantees are receiving heightened technical assistance and support to augment their grant activities to ensure greater success. The targeted grants are Petersburg HCAT, Eastern Shore HCAT, City of Manassas HCAT, Blue Ridge Behavioral Healthcare HCAT, Northwest Community Services - Tobacco Use Prevention, Richmond Health District – Tobacco Use Prevention, Martinsville City Schools – Tobacco Use Prevention

The Healthy Communities Action Team Request for Proposal (RFP) 852P021 will be released mid-August 2019 with proposals due October 16th. The grant period is July 1, 2020 – June 30, 2023. VFHY staff will have seven Offerors' conferences throughout the state to enhance reach in underserved areas.

Public Comment:

Chelsi Bennett, American Heart Association (AHA), introduced herself as the Virginia Government Relations Director. Chelsi looks forward to partnering with VFHY staff and legislators on tobacco and obesity prevention issues.

Announcements:

Next Board Meeting Dates:

September 11, 2019

December 4, 2019

Adjournment:

Meeting adjourned at 1:35 p.m.

Intent to Award Contracts for FY20

VFHY's Website Redevelopment and Maintenance

- **Ciniva:** Award amount not to exceed \$50,000/year for five years

VFHY's Social Marketing Initiatives, Messaging, and Media

- **Barber Martin Agency:** Award amount not to exceed \$2,500,000
- **Rescue Agency:** Award amount not to exceed \$2,000,000
- **Clarity Coverdale Fury:** Award amount not to exceed \$1,

VFHY's Evaluation of and Research for VFHY's Social Marketing Initiatives

- **Market Decisions:** Award amount not to exceed \$300,000
- **Rescue Agency:** Award amount not to exceed \$300,000
- **JSI Training and Research Institute:** Award amount not to exceed \$300,000

VFHY's Youth Engagement, Volunteerism, and Advocacy Initiative

- **Rescue Agency:** Award amount not to exceed \$2,000,000

Recommended for Renewal:

VFHY's Web/Digital/Design Marketing Initiatives

- **Rescue Agency:** Award amount not to exceed \$500,000
- **Channel Communications, Inc.:** Award amount not to exceed \$100,0

**VIRGINIA FOUNDATION FOR HEALTHY YOUTH
FY2020 and FY2021 BUDGETS**

	<u>FY2020</u>	<u>FY2021</u>
Available Budget	\$11,798,547	\$11,161,191
Obesity	\$1,120,000	\$1,008,000
Programs	\$3,477,356	\$3,442,356
Marketing	\$3,250,000	\$3,210,000
Research	\$975,000	\$750,000
Surveillance and Evaluation	\$175,000	\$175,000
Interagency/GF Transfers	\$140,000	\$142,000
Administration	\$1,000,000	\$1,000,000
Total	<u>\$10,137,356</u>	<u>\$9,727,356</u>
Projected deficit/overage	1,661,191	1,433,835

VIRGINIA FOUNDATION FOR HEALTHY YOUTH
STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS
BALANCE SHEET
As of April 30, 2019

	<u>Governmental Funds</u>	
		<u>Special Revenue</u>
ASSETS:		
Cash held by the	\$	
Treasurer of Virginia	19,156,085	
Investments/cash equivalents Held by the		
Treasurer	\$	-
	\$	
Lease Deposits	5,966	
Prepaid Expenses	\$	-
Capital Assets, net of accumulated depreciation:		
Operating equipment		
	\$	
TOTAL ASSETS	19,162,051	
LIABILITIES:		
	\$	
Compensated absences	122,542	
	\$	
Account payables	669,673	
Total Liabilities	\$	792,215
NET ASSETS:		
Investment in Capital Assets, net of related debt	\$	-
	\$	
Unrestricted	18,369,836	
	\$	
Total net assets	18,369,836	

VIRGINIA FOUNDATION for HEALTHY YOUTH
Actual Expenditures vs. Budget

July 2018 Through April 2019

	Actual Expenses	Budget	\$ Over/Under	FY2019 Total Budget
	July 2018 - April 2019	July 2018 - April 2019	Budget thru April 2018	
Ordinary Income/Expense				
Income				
Interest on Securities	176,374		176,374	
Conf & Training Registration/Misc.	10,956		10,956	
Grants/reimbursed expenses	31,169		31,169	
Virginia Tobacco Settlement Fund	<u>11,540,224</u>	<u>11,904,678</u>		<u>11,904,678</u>
Total Income	<u>11,758,723</u>	<u>11,904,678</u>	<u>-145,955</u>	<u>11,904,678</u>
Expense				
Administration	894,755	833,333	61,421	1,000,000
General/Inter Agency Expenses	4,634	107,081	-102,447	142,775
Marketing	3,151,749	3,670,833	-519,084	4,405,000
Program Expense	2,192,655	2,856,130	-663,475	3,427,356
Research/Surveillance and Eval.	702,830	1,104,167	-401,337	1,325,000
Obesity	500,915	933,333	-432,418	1,120,000
Endowment				
Total Expense	<u>7,447,538</u>	<u>9,504,878</u>	<u>-2,057,340</u>	<u>11,420,131</u>