



**Board of Trustees Meeting
Minutes
December 5, 2018**

Board Members present:

Karin T. Addison (left at 2:05 p.m.), Gina A. Bellamy, MSA, Madelyn R. Cahill, Sandy L. Chung, M.D., Curtis Coleburn, Delegate T. Scott Garrett, M.D., Reagan Hardy, Joseph Hilbert (Virginia Department of Health designee), Sarah B. Holland, Kris E. Kennedy, M.D., Patricia G. Koval (left at 1:50 p.m.), Senator David W. Marsden (arrived at 12:30 p.m.), Andre A. Muelenaer, Jr., M.D., Ghulam D. Qureshi, M.D. (left at 1:50 p.m.), Vineeta T. Shah, MHS, RD (left at 1:32 p.m.), Senator David R. Suetterlein, Lekeisha Terrell, M.D., Teresa Gardner Tyson, DNP, Katherine Weaks, (Virginia Department of Alcoholic Beverage Control designee).

Board Members not present:

Andrew W. Goodwin, Thomas J. L'Ecuyer, M.D., Delegate John J. McGuire, III, John O'Bannon, III, M.D.

Staff:

Lisa Brown, Terri-ann Brown, Eloise Burke, Marty Kilgore, Charlie McLaughlin, Hannah L. Robbins, Danny Saggese.

Counsel:

Julie Whitlock, Office of the Attorney General

Guests:

Mena Boyadzhiev, Center for Effective Philanthropy
Dr. Alison Breland, VCU
Melissa Peeler, American Heart Association

Call to order:

A picture of the board was taken at 11:55 a.m.

Dr. Sandy L. Chung, M.D., Chairman called the meeting to order at 12:05 p.m.

Dr. Chung welcomed everyone to the meeting. Dr. Chung also welcomed new board members Gina A. Bellamy, MSA, Curtis Coleburn, Patricia G. Koval, Andre A. Muelenaer, Jr., M.D., and Lekeisha Terrell, M.D.

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

Chairman's Comments:

Dr. Chung began her comments with noting that the Board has started using a FOIA checklist and we are acknowledging that we have complied with the requirements of state FOIA law for opening meetings.

Dr. Chung stated that VFHY has received some additional information from Julie Whitlock, Office of the Attorney General regarding the FOIA meeting requirements. According to state FOIA law, one board meeting each year must be held in-person only with no electronic participation. Staff and I have decided that it will make the best sense for the in-person-only meeting to be held in May because that's when we must vote to approve RFP awards and contracts. Therefore, for the September and December meeting some board members can call in to the meetings to participate if needed. Dr. Chung asked if anyone has questions for Julie Whitlock.

Dr. Chung reported that we will have an election for a new executive committee member. There will also be a presentation about program evaluation and research grant outcomes. Also, we'll have a discussion of the FDA innovative plan. Lastly, Danny Saggese, VFHY's director of marketing will deliver a presentation on VFHY's segmentation marketing and peer crowd research.

Minutes:

Motion: to approve the minutes as presented by Delegate T. Scott Garrett.

Second: Karin T. Addison

Vote: Unanimous in favor

Executive Director's Report:

PROGRAMS:

VFHY's Southeast Regional Advisory Board met on Sept. 11 at the Peninsula Metropolitan YMCA Offices in Newport News. Alternatives, Inc. delivered a presentation about their current Healthy Community Action Team (HCAT) and tobacco-use prevention grants from VFHY. Other items discussed included: results from the most recent proposal reviews, VFHY's updated Dangers of Other Tobacco Products (OTP) classroom module and VFHY's upcoming 2019 Weight of the State Conference, which will be held on April 29-30, 2019, in Richmond.

VFHY's Southwest Regional Advisory Board met on Sept. 19 in Blacksburg. A presentation was provided by New River Valley Community Services, a current VFHY tobacco-use prevention grantee serving Giles County with the Too Good for Drugs and Toward No Drug Use programs. The board reviewed the 2017 Virginia Youth Survey findings, shared and discussed new resources and recognized outgoing chairman Dr. Andre Muelenaer for his years of service. The next meeting of the Southwest Regional Advisory Board will be held in March 2019.

On Oct. 5 VFHY grantee Project GROWS, a nonprofit farm that provides food access and nutrition education services in Staunton, Waynesboro and Augusta County, held an open-house event to highlight the work they're doing on the local level to reduce childhood obesity. Since becoming a VFHY grantee in 2010, Project GROWS has partnered with more than 20 local organizations to offer hands-on gardening, nutrition and cooking education programs for 4,000 area young people each year, in addition to other efforts, such as donating fresh produce to food banks and supporting efforts to increase SNAP usage at farmers markets. A VFHY grantee since 2010, Project GROWS has leveraged VFHY's grant funding into seed money to receive other grants, including a \$250,000 USDA grant. VFHY Regional Grants Administrator Terri-ann Brown attended the event.

On Oct. 26 Southwest Regional Grants Administrator Jenny Martin attended a ribbon-cutting event hosted by VFHY-funded Salem Area Ecumenical Ministries HCAT to mark the official opening of a VFHY-funded student-led food pantry at Andrew Lewis Middle School in Salem.

On Oct. 29 VFHY and Sentara Rockingham Memorial Hospital co-hosted a regional training workshop in Harrisonburg titled "What's My Story – Evaluation Strategies for Success." Conducted by VFHY Director of Programs Donna Gassie, the workshop helped participants look at the process of developing evaluation outcomes and explore ways to tell their program outcome success story. All VFHY regional workshops are listed at www.vfhy.org/training

On Oct. 30 VFHY's North Regional Advisory Board met in Chantilly for their biennial meeting. The meeting featured a presentation by the project manager at SCAN of Northern Virginia, a VFHY-funded youth tobacco-use prevention grantee. SCAN is implementing the Strengthening Families program. Other meeting topics included an overview of currently funded grants in VFHY's North Region and updates on VFHY's 24/7 and Rev Your Bev initiatives. VFHY Regional Grants Administrator Lisa Brown facilitated the meeting.

VFHY Training and Resource Manager Charlie McLaughlin conducted a three-day Strengthening Families Program 10-14 (SFP 10-14) workshop on Nov. 10-12 in Arlington for facilitators working with SCAN of Northern Virginia, Arlington County Community Services Board and Edu-Futuro. All three organizations are funded by the Virginia Foundation for Healthy Youth to implement the SFP 10-14 program in their respective communities.

VFHY's Central Regional Advisory Board held its biannual meeting on Nov. 15. Meeting topics included an overview of currently funded grants in VFHY's Central Region and updates on VFHY's 24/7 and Rev Your Bev initiatives. VFHY Regional Grants Administrator Terri-ann Brown facilitated the meeting.

On Nov. 26 VFHY Regional Grants Administrator Terri-ann Brown attended the Chesterfield County School Health Advisory Board meeting. The committee reviewed the Virginia School Breakfast Study and received an update from the School Safety Task Force Work Group.

MARKETING:

VFHY has been holding new member trainings for its teen Y Street volunteers. Trainings were held on Sept. 5 at King George High School in King George County; on Sept. 6 at Riverbend River High School in Fredericksburg; and on Sept. 7 at Central High School in Woodstock. A youth-led volunteer group, Y Street is VFHY's statewide association of high school youth advocates who promote healthy choices to members of their local community. Y Street is one of the nation's largest and most effective youth engagement programs, each year training more

than 700 new high school students who complete more than 1,500 tobacco-use and obesity prevention projects annually.

Evie Leary, a volunteer with VFHY's Y Street youth group, was invited to participate in the Sept. 18 launch event for the FDA's new national public health ad campaign to prevent youth e-cigarette use, the Real Cost. Held at the National Press Club in Washington, D.C., the event was led by FDA Commissioner Dr. Scott Gottlieb and Mitch Zeller, director of the FDA's Center for Tobacco Products. A senior at Fauquier High School in Warrenton, Evie helped her school division in Fauquier County adopt a comprehensive tobacco-free and e-cigarette free policy. During the FDA event and press conference, she spoke about the need for e-cigarette prevention on the high school level.

During September and October members of VFHY's Y Street youth volunteer group delivered public comments in support of Y Street's 24/7 campaign at school board meetings in Norfolk city and the counties of Brunswick, Charles City, Floyd and Spotsylvania. The 24/7 campaign is a youth-driven initiative to help schools become tobacco-free and e-cigarette free 24 hours a day, seven days a week. Y Street requested that school board members consider adopting comprehensive e-cigarette-free and tobacco-free policies for their school divisions.

On Oct. 10 Hannah Robbins joined VFHY as a Marketing Specialist. Robbins has spent the last several years working for the Richmond City Health District as a Chronic Disease Prevention & Food Access Specialist, serving as the district's Employee Wellness Coordinator and Healthy Corner Store Coordinator.

Deputy Director Marge White, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins participated in a pre-production meeting with Rescue Agency on Oct. 23. The group reviewed components of VFHY's upcoming Hustle & Strive campaign, which is focused on preventing youth tobacco use and other substance use among the "hip-hop" peer crowd.

Due to the efforts of VFHY's youth-led Y Street volunteer group, another school division in Virginia has elected to be 100% tobacco-free and e-cigarette free. In October the school board of Winchester City voted to officially change its tobacco policies. Members of VFHY's Y Street Leadership Team had presented at previous school board meetings to introduce VFHY's 24/7 Campaign, and to request school board members consider adopting comprehensive tobacco-free policies for the division's schools. The 24/7 campaign is a youth-driven initiative to help schools become tobacco-free and e-cigarette-free 24 hours a day, seven days a week. The campaign includes a website, 247CampaignVA.com, which offers free online resources and materials that Virginia schools can use to adopt and promote a 100 percent tobacco-free and e-cigarette-free policy. Winchester is the 17th school division to adopt comprehensive tobacco-free and e-cigarette-free policies since the launch of the 24/7 campaign. Overall, 37 of Virginia's 132 school divisions have comprehensive tobacco-free policies, covering 32 percent (407,279 students) of Virginia's public school student population.

A prevention campaign led by the Virginia Foundation for Healthy Youth (VFHY) successfully decreased youth use of chewing tobacco and dip tobacco products by more than 21 percent among the state's "country" or rural teen subculture over a two-year period, according to a new paper published in October in the journal *Health Education and Behavior*. Additionally, VFHY's "Down and Dirty" youth tobacco-use prevention campaign helped decreased country teens' use of all tobacco products and e-cigarettes by almost 30 percent. The paper can be viewed [here](#).

On Nov. 14 VFHY's youth-led high school volunteer group, Y Street, hosted events at 21 high schools across Virginia to show appreciation for school divisions adopting 100% tobacco-free and e-cigarette-free policies. The events are part of VFHY's 24/7 Campaign, which partners with divisions and schools across the state to adopt, implement, and enforce comprehensive tobacco-free and e-cigarette-free school policies.

ADMINISTRATION MEETINGS:

VFHY hosted a workgroup on Sept. 17 to develop strategies to address Juul, the top-selling e-cigarette product, which is being used extensively by school-aged children. FDA Commissioner Dr. Scott Gottlieb stated in September that use of this product and similar devices are at "epidemic" levels among high school students. Health advocates are concerned that these devices have youth-friendly flavors that will cause lifelong nicotine addictions for a new generation of young people. Juul devices (and lookalikes) resemble USB memory drives and are easily concealed in schools. The workgroup will develop recommendations to assist school divisions in addressing the use of Juul in schools to ensure administrators and staff can recognize and respond to student use. Participants included representatives from VDOE, VDH, DBHDS and VFHY. Other stakeholders will be invited to future meetings.

On Sept. 20 VFHY Executive Director Marty Kilgore attended a meeting of the Governor's Children's Cabinet Nutrition and Food Security Work Group. Agenda items included reviewing meeting outputs and developing a work group matrix. Goals discussed for the work group included: expanding access to nutritious food and decreasing food insecurity among children and pregnant women; and promoting community-based food systems to increase access to healthy, local foods.

On Sept. 25 Executive Director Marty Kilgore delivered a presentation about VFHY's mission, strategic priorities and measures at the monthly Health and Human Resources Agency Head meeting.

Executive Director Marty Kilgore attended the Sept. 27 HHR Agency Head Leadership Training. In preparation for the training, agency heads read the best-selling business book "Switch: How to Change Things When Change is Hard" by *Fast Company* magazine columnists Chip Heath and Dan Heath as well as the article "Leading Change: Why Transformation Efforts Fail" by John Kotter, from the Harvard Business Review.

On Sept. 28 Executive Director Marty Kilgore attended the first meeting of the Governor's Advisory Commission on Opioids and Addiction. The commission is charged with advising the administration and providing guidance and direction for state-level initiatives aimed at ending the opioid crisis in Virginia. The advisory commission meeting was led by Secretary of Health and Human Resources Dr. Daniel Carey and Secretary of Public Safety and Homeland Security Brian Moran, who also co-chair the Governor's Executive Leadership Team on Opioids and Addiction.

On Oct. 2 Executive Director Marty Kilgore attended a meeting of the Children's Cabinet. Agenda items for the meeting, which was chaired by First Lady of Virginia Pamela Northam, included updates from the cabinet's work groups for early childhood development and school readiness and nutrition and food security. The Children's Cabinet develops solutions to address challenges that exist for children across the Commonwealth. Among its key priorities are early childhood development and school readiness, nutrition and food security, systems of care and

safety for school-aged youth. In addressing these priorities, the Children's Cabinet will work to develop goals, identify strategies, and measure impact and outcomes.

Director of Community Outreach and Development Henry Harper attended an Oct. 8-10 conference in Atlanta about the Centers for Disease Control and Prevention's 6|18 initiative, which is targeting six common health conditions, including tobacco use, with 18 proven interventions. Virginia's 6|18 state team, comprised of members from VFHY, DMAS and VDH, will develop a statewide plan to increase efforts to reach the Medicaid population with tobacco cessation and asthma prevention initiatives.

On Oct. 16 Executive Director Marty Kilgore attended the monthly HHR agency head meeting. Agenda items included presentations of the VDH and DARS strategic plans. Agency heads also conducted a debriefing on the recently completed agency legislation and budget request cycle.

Executive Director Marty Kilgore attended the Oct. 17 meeting of the Governor's Executive Team on Opioids and Addiction. Meeting topics included a discussion about finetuning various metrics for success in the team's major goal areas: harm reduction, use prevention, supply prevention, treatment and recovery and public safety.

Deputy Director Marge White participated in an Oct. 18 meeting with the Virginia Department of Behavioral Health and Developmental Services (DBHDS) and federal Substance Abuse Mental Health Services Administration (SAMHSA). White assisted with a review of Virginia's State Opioid Response grant award to clarify additional information required by SAMHSA. She will assist DBHDS' staff in preparing and uploading the required documents into the federal online award system.

On Oct. 30 VFHY Executive Director Marty Kilgore and Marketing Specialist Hannah Robbins participated in a meeting of the Governor's Children's Cabinet Nutrition and Food Security Work Group. Other participants included Secretary of Health and Human Resources Dr. Daniel Carey, Deputy Secretary of Health and Human Resources Gena Berger, Assistant Secretary of Agriculture and Forestry Heidi Hertz, Ed Reed, Chief of Staff to the Lieutenant Governor Justin Fairfax and Policy Analyst Connor Andrews with the Governor's Office.

Executive Director Marty Kilgore attended the Nov. 13 HHR Agency Head meeting, chaired by Secretary of Health and Human Resources Dr. Daniel Carey. Deputy Secretary Gena Berger delivered a presentation about HHR strategic priorities and metrics and Chief Data Officer Carlos Rivero delivered a presentation focusing on his role and data sharing, governance and analytics. The meeting also included a discussion about Medicaid expansion.

Deputy Director Marge White attended the DMAS Medicaid Dental Advisory Committee (DAC) meeting on Nov. 16. The committee reviewed coverage for oral health services related to Medicaid expansion; the role of dentists in the opioid crisis and methods for prevention; an update from the Medicaid *Smiles for Children* program; and an update from the Virginia Oral Health Coalition. The DAC is interested in initiatives related to preventing oral health problems such as nutrition, sugar sweetened beverage consumption and tobacco and substance use.

Deputy Director Marge White met with Sandy Curwood and Courtney Jones from DOE School Nutrition Programs on Nov. 26. DOE will be applying for a Summer EBT grant from USDA

and requested guidance prior to assembling its grant-writing team. The Summer EBT program provides funding to families with students on free- or reduced-lunch programs to address childhood hunger when school is out in summer months.

On December 4-5, 2018, Donna Gassie, VFHY Director of Programs, attended the Southeast States Tobacco Directors Annual Meeting in Charleston, SC. States shared the latest information on legislative and policy issues. Topics included product regulation, retail environments, marijuana, e-cigarettes and statewide media efforts.

LEGISLATIVE SITE VISITS:

On Sept. 11 state Delegate Wendy Gooditis attended the monthly meeting of the VFHY-funded Loudoun Pediatric Obesity Coalition (LPOC) in Leesburg. LPOC's work in Loudoun county includes providing 70 container gardens to classrooms across the county and assisting Head Start to enact water-only policies for all their local preschools. VFHY Regional Grants Administrator Lisa Brown also attended the meeting.

On Oct. 19 state Delegate Israel O'Quinn visited a VFHY-funded Too Good for Drugs program administered by VFHY grantee Grayson County Public Schools at Fries School. VFHY Regional Grants Administrator Jenny Martin also attended the visit.

On Oct. 23 state Delegate Chris Hurst visited VFHY-funded Too Good for Drugs and Project Alert programs administered by VFHY grantee Radford City Schools at Dalton Intermediate School.

On Nov. 12 state Senator David Marsden, a member of the VFHY Board of Trustees, met with staff from the Fairfax Food Council to review efforts of the council's VFHY-funded Healthy Communities Action Team. The Fairfax Food Council works to increase access to healthy food for Fairfax County youth and families.

On Nov. 8 state Senator Steven Newman visited VFHY grantee Horizon Behavioral Health at Heritage High School in Lynchburg. Horizon Behavioral Health teaches the Too Good for Drugs program to more than 600 students in two Lynchburg high schools. VFHY Regional Grants Administrator Terri-ann Brown also attended the visit.

HEALTHY YOUTH DAY:

Save the Date: Our annual Virginia Healthy Youth Day legislative breakfast reception for legislators and stakeholders will be held on Jan. 17, 2019, at The Commonwealth hotel at 901 Bank Street in Richmond. All VFHY Board of Trustees members are encouraged to attend.

CHILDHOOD OBESITY:

On Sept. 29 Southwest Regional Grants Administrator Jenny Martin presented healthy hydration information at the Igniting Connections Early Education Symposium at the Inn at Virginia Tech in Blacksburg. Presented by Virginia Quality and the Alliance for Better Childcare Strategies, the symposium gathered 175 preschool teachers and center directors from the New River Valley for continuing education. VFHY staff presented information and resources on Rev Your Bev and grant funding opportunities during a plenary presentation and exhibit. Keynote presenters were Virginia Chief School Readiness Officer Jenna Conway, chief deputy for VDOE, and Drs. Sharon and Craig Ramey, professors at Virginia Tech Carilion Research Institute/School of Medicine.

On Oct. 22-24 Southwest Regional Grants Administrator Jenny Martin attended the 2018 Southern Obesity Summit in Charleston, West Virginia. The summit is the largest regional obesity prevention conference in the United States, drawing hundreds of participants from 16 Southern states.

On Nov. 6 Southwest Regional Grants Administrator Jenny Martin spoke at a First Steps meeting for Montgomery County School preschool teachers and assistants, presenting information about healthy hydration resources that are available for early childhood education providers. Approximately 40 teachers and local service providers learned about VFHY's Rev Your Bev statewide campaign from Martin and were given best practices and sample policies around healthy hydration in early childcare environments.

RESEARCH:

The Virginia Foundation for Healthy Youth's research grantees continue to leverage research grants from VFHY to obtain larger federal grants. Virginia Commonwealth University's Center for the Study of Tobacco Products announced in late September that it received a five-year, \$19.8 million grant to study the impact of possible government regulations on e-cigarettes and other novel tobacco products.

MEDIA:

Public Affairs Manager Richard Foster was quoted in a Sept. 17 Richmond Times-Dispatch article about Virginia Commonwealth University researchers receiving a federal grant to study the impact of potential government regulations on the usage and sale of e-cigarettes and other tobacco products. Foster discussed the concern among health professionals that e-cigarettes are getting a new generation addicted to nicotine.

Southwest Regional Grants Administrator Jenny Martin was interviewed about VFHY's HCATs by WVTF-Radio IQ Public Radio in Roanoke [for an Oct. 26 segment about the launch of a new VFHY-funded student-led food pantry](#) at Andrew Lewis Middle School in Salem. The food pantry was established by Salem Area Ecumenical Ministries, a VFHY HCAT grantee.

On Nov. 15 Executive Director Marty Kilgore was quoted in [a Richmond Times-Dispatch article](#) by staff writer John Reid Blackwell about teen e-cigarette usage now exceeding cigarette usage in Virginia. Blackwell contacted VFHY Public Affairs Manager Richard Foster for assistance with the article, which was written in response to a joint press release issued on Nov. 14 by VFHY and VDH regarding the results of the 2017 Virginia Youth Survey and the state's record drop in teen smoking.

The Carroll County chapter of VFHY's teen volunteer group, Y Street, was featured in [a Nov. 21 article in The Carroll News](#). The article discussed how students will be working on Y Street's 24/7 initiative to help school systems establish tobacco-free, e-cigarette-free policies on school property, as well as the Great Starts with Breakfast initiative, which encourages students to participate in school breakfast programs.

SUBSTANCE USE:

On Oct. 29 VFHY Executive Director Marty Kilgore and Deputy Director Marge White participated in "The Power of Community Collaboration to Impact Substance Abuse," a statewide substance-abuse prevention conference held in Roanoke and sponsored by Community Coalitions of Virginia. Kilgore presented at the conference, which VFHY helped

plan and organize. About 230 registrants attended the conference, which offered tracks in Prevention, Treatment/Recovery, Marijuana and Opioids.

VIRGINIA YOUTH SURVEY:

Deputy Director Marge White and Training & Resource Manager Charlie McLaughlin participated in VDH's workgroup on Nov. 13 to review the 2019 Virginia Youth Survey (VYS) questionnaires. The questionnaires have core questions and the workgroup reviews optional and state-added questions to finalize the survey instrument. The VYS will be administered jointly by VDH and VFHY in fall 2019 in public middle and high schools statewide.

BUDGET REQUEST:

VFHY has submitted a budget request to Virginia Governor Ralph Northam to increase the foundation's funding from an 8.5 percent share of Virginia's annual Master Settlement Agreement payments to 10 percent. The governor's proposed budget for the 2019 General Assembly session will be released later this month. In 2010, due to budget shortfalls caused by the economic downturn, the General Assembly made what was intended to be a one-time cut to VFHY's budget, reducing its annual share of MSA funds to 8.5 percent, but this budget cut has never been reversed and has reduced VFHY's annual budget by approximately \$2.3 million.

COLLABORATIONS/MEETINGS/PRESENTATIONS:

On Sept. 17 Central Regional Grants Administrator Terri-ann Brown attended Chesterfield County Public Schools' School Health Advisory Board meeting. Members heard presentations about the Safe Routes to School program, the county's school nutrition survey results and the system's new strategic plan.

On Sept. 19 Executive Director Marty Kilgore and Deputy Director Marge White met with Melissa Peeler from the American Heart Association. They discussed current and future collaborations related to tobacco-use and obesity prevention efforts.

On Sept. 25 Training and Resource Manager Charlie McLaughlin conducted a briefing for Virginia Commonwealth University's 2018-2019 Humphrey Fellows. McLaughlin discussed VFHY's mission and offered the fellows the opportunity to take on a 30-day professional affiliation with VFHY. The Humphrey Fellowship is an initiative of the U.S. State Department designed to bring young and mid-career professionals from designated countries to the United States for a year of non-degree, graduate-level study and leadership training.

Executive Director Marty Kilgore attended a Sept. 26 quarterly telephone meeting for the Virginia Fresh Match Stakeholder Committee. Virginia Fresh Match is a network of farmers markets across Virginia that offer incentive programs for people who participate in Supplemental Nutrition Assistance Program (SNAP). When SNAP shoppers spend \$10 at a farmer's market, they receive an additional \$10 to spend on fresh fruit and vegetables.

On Sept. 27 Executive Director Marty Kilgore attended a coalition meeting for the Virginia Grocery Investment Fund. Agenda items included an overview of healthy food financing and updates on the fund campaign. The American Heart Association is spearheading efforts to increase access to healthy nutritious funds in communities that have limited supermarket access.

Deputy Director Marge White and Director of Programs Donna Gassie attended the Funders Alliance meeting on Oct. 10-11. Foundations from across the nation like VFHY gathered to discuss the latest data and strategies to reduce tobacco use. Guest speaker Brian King from the Centers for Disease Control and Prevention (CDC) presented information on e-cigarettes and strategies to address youth use.

On Oct. 24 VFHY Executive Director Marty Kilgore and Marketing Specialist Hannah Robbins participated in a coalition meeting for the American Heart Association's Closer to My Grocer initiative to discuss 2019 strategy. Other participants included American Heart Association's Director of Government Relations Melissa Peeler and the Virginia Community Capital's Director of Community Impact Leah Fremouw.

VFHY staff participated in a Nov. 1 webinar hosted by Truth Initiative: "E-cigarettes: Unintended Consequences or Strategic Marketing?" Broadcast live from the Newseum in Washington, D.C., the panel discussion focused around youth prevention, as well as nicotine addiction resulting from e-cigarette use and current research related to e-cigarette use and cessation.

Deputy Director Marge White participated in a Nov. 1 webinar: "Creating Change through Leadership: Two Extraordinary Leaders, a Mother and Daughter's Experiences Promoting Racial Equity." The presenters shared information about work at the community level and provided resources related to addressing racial equity in the workplace.

Deputy Director Marge White and Director of Community Outreach and Development Henry Harper participated in a Nov. 6 webinar: "USDA - Food Away from Home." The webinar showcased a new research book related to food purchasing and preparation by U.S. households and how trends have evolved over time and are impacted by socioeconomic status and the economy.

Executive Director Marty Kilgore participated in a Nov. 6 phone conference meeting with the Tobacco-Free Alliance of Virginia focused on planning for the 2019 legislative session. Meeting participants included representatives from VDH, the Campaign for Tobacco-Free Kids, American Cancer Society, American Heart Association and American Lung Association.

Deputy Director Marge White and Regional Grants Administrator Lisa Brown met with VFHY Board of Trustees member Dr. Kris Kennedy on Nov. 9. They reviewed the final reports of the research grantee projects that ended in June 2018 as well as the new grant projects that began in July 2018.

Budget Report

Wilma Jordan, Business Manager, reported on the Statement of Net Assets and Governmental Funds Balance Sheet as of October 31, 2018.

Wilma Jordan also reported on the Actual Expenditures vs. Budget for July 2018 through October 2018 as well as the FY2019 and FY2020 Projected Budgets. See the attached reports.

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

Public Comment:

Melissa Peeler, American Heart Association (AHA), thanked everyone at VFHY for their continued support and partnership.

New Business:

Executive Committee Election

Curtis Coleburn, Chair of the Policy/Personnel/Bylaws Committee reported that one nomination was received for the Executive Committee, Dr. Kris E. Kennedy. Curtis Coleburn then asked for nominations from the floor and there were none.

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

Second: Vinetta T. Shah

Curtis Coleburn asked the board to vote on that motion, while simultaneously affirming Kris E. Kennedy, M.D. as a member of the Executive Committee.

The Board voted unanimously on this action.

Program of Evaluation Presentation

Mena Boyadzhiev, The Center for Effective Philanthropy reported on data and insight so VFHY can better define and improve their effectiveness and intended impact on the community.

See the presentation below.

Questions should be directed to Donna Gassie at dgassie@vfhy.org or 804.225.3619.



CEP GPR

Presentation for VFI

Review of Research Grant Outcomes

Dr. Alison Breland, VCU presented an overview of VFHY research grants and an update on findings from the most recent “large” grants (2015-18). The annual meeting of Virginia researchers will be held February 14-15, 2019. See the presentation below.

Questions should be directed to Lisa Brown at lbrown@vfhy.org or 703.501.3042.



VFHY Board

Presentation on VFI

FDA Innovative Plan

Dr. Kris Kennedy reported on the FDA’s Innovative Plan to address the enormous toll of smoking. FDA's comprehensive plan places nicotine, and the issue of addiction, at the center of the agency's tobacco regulation efforts. This plan serves as a multi-year roadmap to better protect youth and help addicted adult smokers quit, significantly reducing tobacco-related disease and death in the U.S. in the years to come. See the report below.



FDA Report.pdf

Peer Crowd Presentation

VFHY Director of Marketing Danny Saggese gave a presentation providing information and data related to VFHY's marketing strategy. This included a review of the peer crowd segmentation strategy VFHY currently implements, a reveal of data points from the 2017 Virginia Youth Survey, and a glimpse of the new intervention being created for reaching the hip hop peer crowd in Virginia. See the presentation below.



VFHY Board
Meeting 12.5.18.pdf

Announcements:

Next Board Meeting Dates:

May 22, 2019

September 11, 2019

December 4, 2019

Healthy Youth Day Breakfast – January 17, 2019

8:00 a.m. to 10:00 a.m.

The Commonwealth Suites

Virginia Youth Tobacco Project – February 14-15, 2019

Delta Hotel

Weight of the State – April 28-30, 2019

Hilton Richmond Hotel at Short Pump

Adjournment:

Meeting adjourned at 2:17 p.m.

Confidential working papers of VFHY Executive Director

VIRGINIA FOUNDATION FOR HEALTHY YOUTH
STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS
BALANCE SHEET
As of October 31, 2018

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
ASSETS:	
Cash held by the Treasurer of Virginia	\$ 12,449,323
Investments/cash equivalents Held by the Treasurer	\$ -
Lease Deposits	\$ 5,966
Prepaid Expenses	\$ -
Capital Assets, net of accumulated depreciation: Operating equipment	<hr/>
TOTAL ASSETS	<u>\$ 12,455,289</u>
LIABILITIES:	
Compensated absences	\$ 122,542
Account payables	\$ 323,776
Total Liabilities	<u>\$ 446,318</u>
NET ASSETS:	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	\$ 12,008,970
Total net assets	<u>\$ 12,008,970</u>

Virginia Foundation for Healthy Youth Actual Expenditures vs. Budget

July 2018 Through October 2018

	Actual Expenses July 2018 thru October 2018	Budget July 2018 thru October 2018	\$ Over/Under Budget thru October 2018	FY2019 Total Budget
Ordinary Income/Expense				
Income				
Interest on Securities	67,522		67,522	
Conf & Training Registration/Misc.	3,897		3,897	
Grants/reimbursed expenses	19,169		19,169	
Virginia Tobacco Settlement Fund	0	0		11,904,678
Total Income	<u>90,588</u>	<u>0</u>	<u>90,588</u>	<u>11,904,678</u>
Expense				
Administration	332,448	333,333	-885	1,000,000
General/Inter Agency Expenses	1,058	35,694	-34,636	142,775
Marketing	784,874	1,468,333	-683,460	4,405,000
Program Expense	728,297	1,142,452	-416,155	3,427,358
Research/Surveillance and Eval.	119,722	441,867	-321,944	1,325,000
Obesity	175,870	373,333	-197,463	1,120,000
Endowment				
Total Expense	<u>2,140,270</u>	<u>3,794,812</u>	<u>-1,654,543</u>	<u>11,420,131</u>

**VIRGINIA FOUNDATION FOR HEALTHY YOUTH
FY2019 and FY2020 PROJECTED BUDGETS**

CONFIDENTIAL WORKING PAPERS OF THE EXECUTIVE DIRECTOR

	<u>FY2019</u>	<u>FY2020</u>
Available Budget	\$11,904,678	\$11,948,547
Obesity	\$1,120,000	\$1,120,000
Programs	\$3,427,356	\$3,477,356
Marketing	\$4,405,000	\$3,250,000
Research	\$900,000	\$725,000
Surveillance and Evaluation	\$275,000	\$175,000
Interagency/GF Transfers	\$142,775	\$140,000
Administration	\$1,000,000	\$1,000,000
Total	<u>\$11,270,131</u>	<u>\$9,887,356</u>
Projected deficit/overage	634,547	2,061,191