



**Board of Trustees Meeting  
Minutes  
September 11, 2019**

**Board Members present:**

Karin T. Addison, Curtis Coleburn, Katherine Weaks Crumble (Virginia Department of Alcoholic Beverage Control designee), Delegate T. Scott Garrett, M.D., Joseph Hilbert (Virginia Department of Health designee), Sarah B. Holland (arrived at 1:21 p.m.), Pat Hughes, Patricia G. Koval (left at 1:38 p.m.), Bob Leek, Senator David W. Marsden, Delegate John J. McGuire, III, John O'Bannon, III, M.D. (left at 1:26 p.m.), Ghulam D. Qureshi, M.D. (left at 1:40 p.m.), Vineeta T. Shah, MHS, RD, Senator David R. Suetterlein.

**Board Members not present:**

Gina A. Bellamy, Madelyn R. Cahill, Andrew W. Goodwin, Reagan Hardy, Thomas J. L'Ecuyer, M.D., Andre A. Muelenaer, Jr., M.D., Lekeisha Terrell, M.D., Teresa Gardner Tyson, DNP.

**Staff:**

Terri-ann Brown, Eloise Burke, Donna Gassie, Marty Kilgore, Charlie McLaughlin, Danny Saggese, Brennan Smith, Marge White.

**Counsel:**

Robin A.R. McVoy, Office of Attorney General

**Guests:**

Abrar Azamuddin, Office of Attorney General  
Amy Haboush, VFHY Intern  
Kris Kennedy, M.D., Womankind

**Call to order:**

Karin T. Addison, Vice-Chairman called the meeting to order at 12:04 p.m.

Karin T. Addison opened the meeting with a moment of silence in remembrance of September 11, 2001. Ms. Addison then welcomed everyone to the meeting and asked for introductions from the Board of Trustees members, staff, guests and public in attendance.

**Minutes:**

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

Second: Dr. John O'Bannon, III

Vote: Unanimous in favor

### **FOIA/COIA Refresher**

Abrar Azamuddin, Assistant Attorney General presented on Virginia Freedom of Information Act Meeting Requirements and the State and Local Conflict of Interest Act. Both requirements have been changing over the past few years. See the attachment.



Virginia Freedom of  
Information Act.ppt:

### **Chairman's Comments:**

Karen T. Addison thanked Dr. Chung for serving two terms as our board chair. Ms. Addison welcomed back two former board members who were appointed to serve again, Patrick Hughes and Robert Leek. Karen Addison also recognized two board members who were re-appointed, Andrew Goodwin and Dr. Teresa Tyson. Ms. Addison also thanked Dr. Kris Kennedy for her service.

Ms. Addison reported that last month the Foundation posted its Request for Proposals for the Healthy Communities Action Teams (HCAT). A total of \$680,000 is available for the grants each year; individual grants cannot exceed \$30,000 per year. It is anticipated that up to 24 awards will be made. All organizations and groups planning to submit a proposal that do not currently have an HCAT grant must attend one of seven Pre-Proposal Conferences throughout the Commonwealth that discuss the RFP requirements. It is also highly recommended that current HCAT grantees attend as well to ensure they have the most up-to-date information. Proposals for these three-year grants are due October 16, 2019.

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

#### **PROGRAMS:**

On June 13, Regional Grant Administrator Terri-ann Brown attended the Petersburg Healthy Community Action Team meeting at the Petersburg Library. Coalition members discussed upcoming plans for the summer including a bucket gardening initiative and promoting the Fresh Match program at the farmers market. Fresh Match participation will be tracked over the course of the summer to measure the impact of the HCAT's promotional efforts.

On June 15, VFHY Training and Resource Manager Charlie McLaughlin conducted a Strengthening Families Program (SFP) 10-14 recertification training in Alexandria to staff and community partners of SCAN of Northern Virginia and Arlington Community Services Board. Iowa State University the program vendor requires all SFP 10-14 program facilitators to recertify in the program every 3 years. The recertification training provides the facilitators program and curriculum updates and discuss program challenges and recommendations. VFHY hosted a nutrition education workshop in Chesterfield on June 24 in partnership with Chesterfield County Schools. The workshop titled: "***Nutrition Education Made Fun***" conducted by Registered Dietician Angie Hasemann, focused on translating the language and process of healthy eating into easily digestible kid-friendly language. Attendees gained an understanding of the basics of healthy eating, how to adapt healthy eating principles to the pediatric population, and how to implement nutrition education strategies.

On July 13, Southwest Regional Grants Administrator Jenny Martin presented Rev Your Bev and tobacco use prevention information to 75 Virginia middle and high school students at the Summer STEAM (science, technology, engineering, art and mathematics) workshop at Virginia Tech in Blacksburg. The free, one-day workshop is sponsored by the Alpha Kappa Alpha sorority and provides youth from underrepresented and underserved populations exposure to educational activities on a college campus.

On July 17, Southwest Regional Grants Administrator Jenny Martin presented Rev Your Bev information to the Giles Community Garden Summer Kids Program in Pearisburg. The Giles Breakfast Lions Club and Family Preservation Services partner to sponsor the program at no-cost for local students ages 6-12. Participants receive a breakfast meal, educational workshops and hands-on gardening time to support the development of the whole child.

On July 18-19, VFHY in partnership LENOWISCO Health Department hosted two prevention education workshops conducted by Prevention Professional Steve Hixon in Norton. The workshop titled: ***“Identifying the Potential of Youth”*** conducted on July 18, enabled participants to gain insight and practical knowledge into the many positive ways in which youth contribute and the barriers that keep youth from reaching their full potential. The workshop titled: ***“Managing Behaviors in Youth Programs”*** conducted on July 19, enabled participants to understand youth developmental stages and how they impact behavior.

On July 23 and 24, VFHY in partnership with Danville Pittsylvania Community Services hosted two prevention education workshops conducted by VFHY Training and Resource Manager Charlie McLaughlin and Face to Face Space trainer Paul Short in Danville. The workshop titled: ***“Advanced Facilitation: Understanding Your Audience and Tools to Help Motivate Them To Learn,”*** conducted on July 23 by Charlie McLaughlin, enabled participants to understand how adult and adolescent learners differ from one another, understand different learning and teaching styles, and learn key facilitation tips and interactive approaches to ensure an engaged audience. The workshop titled: ***“Things Come Better in Pairs: Discovering the Power of Activating Both Conversation and Facilitation When Working with Youth”*** conducted on July 24, by Paul Short equipped and empowered youth workers to couple effective facilitation with the quest of engaging conversation powerfully together.

On July 30, VFHY Training and Resource Manager Charlie McLaughlin conducted the *Too Good for Drugs* workshop for elementary and high school facilitators at the Catholic Charities of Eastern Virginia in Virginia Beach. The training prepared the facilitators for implementing the program once school starts in September. The Catholic Charities of Eastern Virginia is in its second year of a three-year VFHY funded grant to implement tobacco-use prevention programs to elementary and high school students in the Southeast Region of Virginia.

On Aug. 6, Virginia Foundation for Healthy Youth (VFHY) hosted a training workshop led by trainer Alejandro Garcia Barbon titled, “Advanced Prevention.” The workshop was held in Wise, Virginia in partnership with the LENOWISCO Health Department and provided information on the history of prevention, groundbreaking strategies, fundamental science, and the art of effective prevention.

On Aug. 13, VFHY released Request for Proposal #852P021 – Healthy Communities Action Teams to Prevent Childhood Obesity. The grant period is July 1, 2020 – June 30, 2023. A total of \$2,025,000 is available over the 3 years of the grant. Individual grants will not exceed \$30,000 per year. It is expected that 24 grants will be awarded. Healthy Communities Action Teams (HCATs) are collaborative partnerships between private, public, community organizations and advocates. Grant funds support both the capacity building of the HCAT as well as activities to reduce and prevent childhood obesity by addressing policy, systems and environmental change.

On Aug. 20-22, Training and Resource Manager Charlie McLaughlin conducted a three-day training called Strengthening Families Program (SFP) in Woodstock, Virginia to staff and

community partners of Northwestern Community Services Board. The training prepared facilitators to implement the seven-week program for parents and their youth ages 10-14 helping develop the necessary skills to reduce risky behaviors including substance abuse. On Sept. 3, Director of Programs Donna Gassie and Regional Grants Administrators Terri-Ann Brown and Lisa Brown conducted a pre-proposal conference in Staunton, VA regarding VFHY Request for Proposals (RFP) #852P021- Healthy Communities Action Teams (HCATs) to Prevent Childhood Obesity. This was one of seven pre-proposal conferences being conducted around the Commonwealth. Approximately 12 organizations attended to learn about the RFP's intent, expectations for content in the proposals, how to use VFHY's online application system and to ask questions. All organizations and groups (Offerors) planning to submit a proposal that do not currently have an HCAT grant must attend one of seven Pre-Proposal Conferences. It is highly recommended that current HCAT grantees attend as well to ensure they have the most up-to-date information. Proposals for these three-year grants are due October 16, 2019. A total of \$680,000 is available for the grants each year; individual grants cannot exceed \$30,000 per year. It is anticipated that up to 24 awards will be made.

### **MARKETING:**

On June 11 Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins attended an Early Childhood Providers Stakeholders meeting to discuss the results of the Rev Your Bev Campaign and to plan for future healthy hydration initiatives. Partners there included representatives from the Virginia Early Childhood Foundation, Child Care Aware, Virginia Head Start Association, and the Virginia Quality Care Network.

On July 8, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins attended the Breakfast Stakeholders meeting to provide an update on VFHY's Great Starts with Breakfast Campaign and to contribute to the development of the Department of Education's (DOE) Nutrition Scorecard. Dr. Sandy Curwood, Andrea Nannery, Catherine Spacciapoli and Kelly Bowman with the DOE were in attendance, as well as Claire Mansfield with No Kid Hungry Virginia.

On July 8, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins met with Sarah Birckhead, Regional Coordinator for the Tobacco Control Program with Virginia Department of Health. They discussed partnership opportunities for the Richmond City tobacco cessation project that Sarah is coordinating and the pilot initiative for VFHY's peer crowd campaign, "Hustle and Strive," also being completed in Richmond City.

During the week of July 29, VFHY's Y Street Leadership Team (YSLT) held its 11th annual leadership meeting. Youth participants assisted in the development of the fiscal 2019 Y Street work plan. YSLT consists of the top three dozen Y Street members from across the state, representing the 1,000+ active high school-aged Y Street volunteers. Y Street is Virginia's largest youth-led volunteerism group working on initiatives to prevent obesity and tobacco use for the purpose of creating healthier communities throughout the commonwealth. Since 2004 more than 10,000 teens from all across Virginia have attended a Y Street training offered by VFHY. Y Street was named the 2011 National Group Youth Advocate of the Year by the Campaign for Tobacco-Free Kids. Additionally, Y Street youth members have been invited to present at numerous national conferences, school board meetings and have provided testimony to the FDA.

### **RESEARCH:**

On June 5, Deputy Director Marge White and Regional Grants Administrator Lisa Brown completed research site visits for two projects at VCU. The principal investigators, Dr. Barnes

and Dr. Do, presented progress updates, initial results and plans for the next phase of their respective projects.

On July 10, Deputy Director Marge White and Regional Grants Administrator Lisa Brown completed a research site visit with VCU. The principal investigator, Dr. Rosalie Corona, presented progress updates, initial results and plans for the next phase of their VFHY-funded project.

On July 22, Regional Grants Administrator Lisa Brown and Deputy Director Marge White completed a site visit with VCU's research team headed by Dr. Sunny Shin. Dr. Shin's project is entitled Preventing Tobacco Use Among Youth Exposed to ACEs. The team provided a progress report for year one of its contract and a timeline and key milestones for the remainder of the contract.

On July 23, Grants Administrator Lisa Brown and Deputy Director Marge White completed two site visits at VCU with Dr. Hong Xue and Drs. Randy Koch and Allison Breland. Dr. Xue's project is on systems modeling and simulations for effective tobacco control. Each research team provided a progress report for year one of their respective contracts and a timeline and key milestones for the remainder of the contracts.

On Aug. 20, Deputy Director Marge White and Regional Grants Administrator Lisa Brown completed a site visit at Eastern Virginia Medical School to assess progress on their research grant. The three-year research project is entitled "A Social Ecological Approach to Alternative Tobacco Education" and examines current practices, challenges, and opportunities for alternative tobacco education in various settings.

#### **ADMINISTRATION MEETINGS:**

On June 11, Executive Director Marty Kilgore attended the Agency Head meeting at DBHDS. The agenda included a presentation by Secretary of the Commonwealth Kelly Thomasson to discuss the census and the agency's response. Additionally, Deputy Director of the Department of Medical Assistance Services Karen Kimsey made a presentation on the Medicaid Member Advisory Committee which includes Medicaid members.

On Aug. 13 Deputy Director Marge White and Public Affairs Manager Brennan Smith attended the statewide Substance Use Disorders Communications Workgroup meeting. The workgroup continued its work to review other states' websites for examples like Virginia's Curb the Crisis site and to continue to develop and outline for a draft report to the Joint Commission on Healthcare.

On Aug. 7, Public Affairs Manager Brennan Smith attended the Information Security Officer Advisory Group (ISOAG) session via webinar where the new security rules for agency heads, social engineering concepts, security exceptions, and more was discussed.

On Aug. 14, Deputy Director Marge White attended the Governor's Executive Leadership Team on Opioids and Addiction meeting. Topics included the upcoming General Assembly session, data analytics progress and emerging issues with marijuana.

#### **CHILDHOOD OBESITY:**

On June 4, Executive Director Marty Kilgore and Marketing Specialist Hannah Robbins attended the Children's Cabinet nutrition and food security work group meeting. The agenda included a presentation from Omari Al-Qadaffi from the Richmond Food Justice Alliance. Additionally, updates were made by the following initiatives: Farmer's Market Nutrition Programs, Farm to School, CACFP, School Nutrition Scorecard, Summer Feeding, and Ending Childhood Hunger Blueprint.

On June 12, Executive Director Marty Kilgore and Deputy Director Marge White had a phone call with Dr. Keith Newby regarding the state response to obesity. Dr. Newby had met with

the Governor, and Deputy Security Marvin Figueroa suggested that we follow up with Dr. Newby. Dr. Newby is very interested in the Healthy Communities Action Team grants which are our childhood obesity grants for localities. Both Kilgore and White will continue to work with Dr. Newby.

On July 11, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins met with Heidi Hertz, Assistant Secretary of Agriculture and Forestry, Eddie Oliver, Executive Director of the Virginia Federation of Food Banks, and Robert Rose the Director of the William & Mary Center for Geospatial Analysis to discuss the development of the FeedVA website and marketing plan for 2019.

On July 15-18 Deputy Director Marge White attended the 10<sup>th</sup> Biennial Childhood Obesity Conference. Plenary and breakout sessions focused on policy, systems and environmental change strategies to reduce childhood obesity. New trends related to safe parks for play, increased access to water in school programs and taxes on sugar sweetened beverages were highlighted.

On July 23, Marketing Specialist Hannah Robbins presented to the Virginia Community Garden Network about the FeedVA website's unique mapping tools that are freely available to the public and all stakeholders working on food access and nutrition across the state. Virginia Cooperative Extension staff, Meredith Ledlie Johnson, Kelli Scott, and Becca Bowman were in attendance.

On August 6, Marketing Specialist Hannah Robbins attended the Breakfast Stakeholders meeting to contribute to the discussion about priorities and the strategic plan for the upcoming school year. Dr. Sandy Curwood, Andrea Nannery, Catherine Spacciapoli and Kelly Bowman with the Virginia Department of Education were in attendance, as well as Claire Mansfield with No Kid Hungry Virginia.

On Aug. 21, Marketing Specialist Hannah Robbins attended the quarterly Farm to Child and Adult Care Food Program (CACFP) meeting at the Virginia Department of Health. The meeting was about school and agency outreach for Farm to CACFP Week in October 2019. Partners in attendance at this meeting include, Emily Keenum from Virginia Early Childhood Foundation, Farm to School Coordinator Trista Grigsby from the Virginia Department of Education, members from Child Savers, and Taundwa Jeffries from Virginia Department of Social Services.

#### **SUBSTANCE USE PREVENTION:**

On July 9, Deputy Director Marge White attended the Substance Use Disorder Communications Workgroup meeting. The group reviewed the Joint Commission on Health Care's report to agencies regarding consistency in communications about substance use treatment and recovery services. An initial list of recommendations as well as other states' efforts were reviewed. The workgroup will meet again in August to formalize its recommendations to present to the Joint Commission and the Governor's office.

On August 5, Executive Director Marty Kilgore attended the Community Coalitions of Virginia (CCoVA) membership meeting via telephone. The agenda consisted of preparing for the upcoming legislative session and discussing the annual summit that will take place in the fall.

#### **VIRGINIA YOUTH SURVEY:**

The Virginia Youth Survey will be conducted this fall with the Virginia Department of Health. A random sample of selected middle and high schools will be completed.

### **MEDIA:**

On Aug. 27, Deputy Director Marge White, Director of Programs Donna Gassie, and Director of Marketing Danny Saggese spoke with Virginia Capitol Reporter Sara McCloskey from WRIC TV in Richmond. They provided information related to e-cigarette prevention efforts at the Virginia Foundation for Healthy Youth (VFHY), as well as the newly-developed learning modules provided to Department of Education on tobacco and e-cigarette products. This information was referenced in a story about respiratory illnesses linked to vaping:

<https://www.wric.com/health/doctor-cautions-parents-of-respiratory-illnesses-amid-rise-in-teen-vaping/>

On Aug. 28, Deputy Director Marge White provided information to Richmond Times-Dispatch reporter Justin Mattingly on the new law requiring schools to be tobacco and e-cigarette free on campuses and at school-sponsored events. Mattingly is working on a back-to-school story for publication on Aug. 30. The full story can be read here:

[https://www.richmond.com/news/local/education/virginia-s-ban-on-smoking-and-e-cigarettes-at-school/article\\_a4c81e7c-c12b-5f86-8568-403c3c5e6105.html](https://www.richmond.com/news/local/education/virginia-s-ban-on-smoking-and-e-cigarettes-at-school/article_a4c81e7c-c12b-5f86-8568-403c3c5e6105.html)

### **BUDGET REQUEST:**

On Aug. 22, Public Affairs Manager Brennan C. Smith submitted VFHY's Restoration of Funds proposal to the Office of the Secretary of Health and Human Resources. The proposal requests that VFHY receive full restoration of original funding levels, which was 10% from the Master Settlement Agreement (MSA) payments. During the Great Recession the funding levels were dropped to 8.5% of MSA payments in order to help address the budget shortfall the Virginia Department of Medical Assistance Services (DMAS) experienced. The restoration of these funds could go directly into local communities through VFHY's grant process resulting in the creation of new jobs and opportunities to create healthier communities.

### **COLLABORATIONS/MEETINGS/PRESENTATIONS:**

On June 4, Deputy Director Marge White attended the Tobacco Free Alliance of Virginia meeting. The agenda included updates on tobacco use prevalence data in the Commonwealth; HUD smokefree policies; new laws related to tobacco free schools and prohibiting sales of tobacco products to persons under age 21; and a TedTalk presentation on coalitions.

On June 7, Deputy Director Marge White attended the Family & Children's Trust Fund Child Welfare Awards Ceremony. Dr. Sunny Shin of the VCU School of Social Work won the award. Shin contributes his award in part to the project funded by VFHY to study the impact of adverse childhood experience on e-cigarette use.

On June 13, Executive Director Marty Kilgore, Deputy Director Marge White, Director of Marketing Danny Saggese, Director of Programs Donna Gassie, and Marketing Specialist Hannah Robbins met with newly hired American Heart Association Government Relations Chelsi Bennett, along with VDH tobacco control program. Staff discussed opportunities to collaborate and priorities for the upcoming year.

VFHY Training and Resource Manager Charlie McLaughlin and Regional Grant Administrator Lisa Brown conducted site visits in northern Virginia on June 14, to help determine the location of the 2020 Reduce Tobacco Use Conference. The conference site location will be decided within a few days.

On Friday, June 21, Executive Director Marty Kilgore participated on a conference call with American Heart Association Government Relations Chelsi Bennett, VDH, Tobacco Free Alliance of Virginia, American Cancer Action Network, and American Lung Association to discuss a prep call for Monday's tobacco policy meeting with Deputy Secretary Gena Berger and Delegate Hope.

On July 22, VFHY leadership met with staff from Ciniva, its website redevelopment contractor, to review the organization's website including our brand identity, target audiences and next steps and deliverables. Ciniva will be redesigning the website over the coming months.

On July 24, Executive Director Marty Kilgore, Deputy Director Marge White, and Director of Marketing Danny Saggese met with Assistant Attorney General Robin McVoy in the Office of the Attorney General. McVoy will provide counsel during the Board of Trustees meetings, as well as representation throughout the year regarding procurement, trademarks, FOIA, human resources, etc.

On July 25, Brennan Smith assumed the duties as Public Affairs Manager for VFHY. Smith comes to Virginia from Washington State where he served as Communications Manager for the United Way, as well as previously serving as Finance Director and Campaign Manager to U. S. Congressman Rick Larsen. Smith graduated from Randolph-Macon College.

On July 29, Deputy Director Marge White met with DMAS to review federal grant processes as they prepare an application for the Centers for Medicare and Medicaid Services Support Act. White will assist them in navigating the electronic grant system and review and edit their final documents.

On July 31, Deputy Director Marge White and Public Affairs Manager Brennan Smith met with Ciniva to review a proposed positioning book for the VFHY website redevelopment.

On July 31, VFHY staff watched a CNBC special, "Vaporized: America's E-Cigarette Addiction," to learn about and discuss the research findings provided. Staff learned about various legislative efforts occurring across the country to counter teen use of vapor products.

On August 6, Executive Director Marty Kilgore and Public Affairs Manager Brennan Smith met with representatives from the Virginia Smoke Free Association (VSFA) to discuss the educational module for HB 1881. This last legislative session VFHY was happy to offer to create new education modules for Virginia elementary school students as a result of Del. Keam's bill (HB 1881). VFHY has worked with current elementary teachers to create a module that aligns with the Virginia Standards of Learning (SOL).

On Aug. 8, Executive Director Marty Kilgore, Deputy Director Marge White, and Public Affairs Manager Brennan Smith met with Lee County Public Schools Superintendent Dr. Brian Austin, Supervisor of Human Resources and Instruction Lisa Willis, and Coordinator of Student Services Sheilah Spivey via telephone to discuss how VFHY can assist in providing materials to educate students and their families about the new tobacco-free schools law, and to provide a description of the upcoming education modules that are soon-to-be finalized for K-12 students about the health effects of tobacco and nicotine products. VFHY was connected to Dr. Austin and Lee County staff by Deputy Secretary of Education Holly Coy.

On Aug. 20, Director of Programs Donna Gassie attended the quarterly meeting of the Virginia Consortium of Healthcare Philanthropy (VCHP). Agenda topics included Medicaid expansion, Virginia foundation collaboration, and a follow-up with the VCHP Visioning Guidance Document for strategic planning.

On Aug. 21, Executive Director Marty Kilgore and Deputy Director Marge White attended a reception hosted by the Virginia Oral Health Coalition (VaOHC) celebrating 10 years of work. At the reception VaOHC announced a new name, Virginia Health Catalyst, with the tagline, *The Intersection of Overall Health and Oral Health*. Among the attendees of the reception was Chief Executive Officer Sarah Holland of Virginia Health Catalyst who also serves on the board of the Virginia Foundation for Healthy Youth (VFHY).

On Aug. 23, Deputy Director Marge White participated in the Tobacco Free Alliance of Virginia policy meeting. The group discussed recent laws enacted related to tobacco use prevention as well as policy priorities for the coming year.

On Aug. 26-29, Executive Director Marty Kilgore, Public Affairs Manager Brennan C. Smith, Director of Community Outreach and Development Henry Harper, and Training and Resource Manager Charlie McLaughlin attended the National Conference on Tobacco or Health (NCTOH) in Minneapolis, Minnesota. The National Conference on Tobacco or Health (NCTOH) is one of the largest, long-standing gatherings of the United States tobacco control movement. The convening attracts a diverse set of public health professionals to learn about best practices and policies to reduce commercial tobacco use—the leading preventable cause of disease and death in the United States.

On Aug. 29, Deputy Director Marge White, Business Manager Wilma Jordan, and Senior Executive Assistant Eloise Burke attended the Cardinal Human Capital Management (HCM) Change Network Launch. The Cardinal team presented members of the Change Network with the information and tools required to perform their roles and responsibilities related to the Cardinal HCM project.

On Aug. 30, Deputy Director Marge White and Director of Programs Donna Gassie met with a representative from Catchafire to review its final proposal to VFHY to provide capacity building and sustainability support to VFHY grantees. Catchafire pairs non-profit organizations with a volunteer consultant to complete projects based on the organizations' needs. VFHY plans to pilot this program to provide additional support to community organizations.

### **Budget Report**

Wilma Jordan, VFHY Business Manager reported on the Statement of Net Assets and Governmental Funds Balance Sheet as of June 30, 2019. See the attached reports.

Wilma Jordan also reported on the FY20 and FY21 proposed budget revisions. The difference is an increase of \$100,000 each year to Programs to fund a sustainability program for grantees and an increase in Marketing of \$600,000 and \$400,000 in respective years for e-cigarette prevention and peer crowd marketing efforts. These are finite projects that will not impact future budget years. In FY19 and FY20 we received more revenue than was originally budgeted because of payments which came in from MSA arbitration that was finalized. The budget reflects some carry-forward funding that will cover obligations for multi-year grants through FY21. In FY21 it is anticipated VFHY's MSA payment will go back to the base amount of approximately \$9.3 million.

Discussion: Delegate T. Scott Garrett, M.D. questioned if the one-time money will be put toward programs and marketing. Marge White replied that we are putting one-time money in programs to do some sustainability work with our grantees. With marketing we want to increase this year and next year some efforts with E-cigarettes prevention and also with our Hip Hop peer crowd campaign.

Dr. John O'Bannon, III, M.D. requested long-term range on the MSA payments. Marty White, VFHY Deputy Directory replied that the MSA is projected in perpetuity. We have projections which do not get updated routinely. We have projected \$9.3 million which could fluctuate based on market share and other factors in the MSA.

Motion: to approve the FY2020 and FY2021 Proposed Budget Revisions by John O'Bannon, III, M.D.

Second: Curtis Coleburn.

Vote: Unanimous in favor.

Questions should be directed to [wjordan@vfhy.org](mailto:wjordan@vfhy.org) or 804.786.7409.

**Public Comment:**

Kris Kennedy, Medical Director of Womankind located in Key West, FL reported that kids can go on the Alibaba website (Amazon of China) to purchase the equipment to make your own E-cigarette cartridges. This is new capitalism in Key West, FL that kids can set up lemonade stands to make their own flavored e-cigarettes for Juuls.

Discussion: Delegate T. Scott Garrett questioned the parents involvement with children who are operating these lemonade stands.

Chelsi Bennett, American Heart Association (AHA), Chelsi looks forward to working with VFHY staff and legislators to strengthening T21, e-cigarette and the vaping epidemics.

**New Business:**

**Election of Chair/Vice Chair**

Curtis Coleburn, Chair of the Personnel/Policy/Bylaws Committee reported the VFHY bylaws require officer elections to be held at the first board meeting after July. One individual was nominated for the position of Chairman, Karin T. Addison.

Curtis Coleburn asked if there were any nominations from the floor and there were none.

**Motion:** to close nominations by Delegate T. Scott Garrett.

Second: Delegate John J. McGuire, III.

Vote: Unanimous in favor.

**Motion:** to affirm the election of Karin T. Addison as Chairman by Delegate T. Scott Garrett.

Second: Delegate John J. McGuire, III.

Vote: Unanimously in favor.

Curtis Coleburn reported that one individual was nominated for the position of Vice-Chairman, John O'Bannon, III, M.D.

Curtis Coleburn asked if there were any nomination from the floor and there were none.

**Motion:** to close nominations by Delegate T. Scott Garrett

Second: Senator David W. Marsden

Vote: Unanimous in favor.

**Motion:** to affirm the election of Delegate John M. O'Bannon, III, M.D. as Vice Chairman by Delegate T. Scott Garrett.

Second: Senator David W. Marsden.

Vote: Unanimously in favor.

**Election of Executive Committee Member**

Curtis Coleburn also received one nomination for the vacant position on the Executive Committee, Curtis Coleburn. Mr. Coleburn secluded himself from the process.

Karin T. Addison asked if there were any nominations from the floor and there were none.

**Motion:** to close nominations by Delegate T. Scott Garrett.

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

Vote: Unanimously in favor.

**Motion:** to affirm Curtis Coleburn for the Executive Committee by Delegate T. Scott Garrett.

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

Vote: Unanimously in favor.

## **Old Business**

### **Presentation of Educational Efforts on E-Cigarettes**

Marty Kilgore reported that at the last board meeting the request was made to provide information about the effects of nicotine on adolescents and VFHY's efforts on e-cigarette prevention. Marty Kilgore, Marge White, Danny Saggese and Donna Gassie presented. During the presentation there was a lively discussion with many questions and comments from the board. (See Power point attachment)



BOT ppt on  
Vaping\_HR updated

## **Committee Report**

### **Program**

Donna Gassie, VFHY Director of Programs provided an update on the current Healthy Communities Action Teams RFP #852P021. Seven Pre-Proposal Conferences are being held around the Commonwealth. Awards will be made of up to \$30,000 for each of the three years of the grant. The deadline is October 16<sup>th</sup> and approximately 23 grant awards are anticipated. VFHY has adapted its promising practices around the Equity-Oriented Framework for Obesity Prevention to increase community response and action when submitting proposals. Funding recommendations will be presented to the Board of Trustees at the December 4, 2019 meeting.

Donna Gassie provided an update on providing sustainability training for VFHY grantees. VFHY will contract with Catchafire to provide one-on-one sustainability supports to grantees. Catchafire supports foundations in efforts to match sustainability projects and professionals with grantee needs.

Donna Gassie also reported on the draft of the Healthy Communities Action Teams Impact Report for grantees funded in the 2016-2018 cycle. VFHY is currently developing a similar report for the Tobacco Use Prevention grantees. Both reports will be presented to the Program Committee at the December 4, 2019 meeting.

## **Marketing Committee**

Danny Saggese, VFHY Marketing Director reported the committee viewed a power point presentation covering numerous recent happenings:

- A recap of the 11<sup>th</sup> annual Y Street Leadership Team (YSLT) summit during the week of July 29<sup>th</sup> was presented, including pictures of the YSLT hosted luncheon and networking session.
- The two campaigns of Y Street for fiscal year 2020 – Share The Air and Rev Your Bev were presented to the committee and discussed.

- The launch of the new vaping prevention campaign called Beyond the Haze was announced. Key messages of the campaign, the overall campaign strategy, social and traditional assets, and mediums utilized during the campaign were all outlined and discussed. A robust dialogue ensued surrounding the proliferation of e-cig use among youth in Virginia and the efforts to combat it.
- Rev Your Bev Day on November 13<sup>th</sup>, 2019 was announced.
- A demonstration of FeedVA.org was provided to the committee. VFHY has collaborated with numerous state agencies to assist with the relaunch of this unique tool to continue the fight to end hunger in Virginia. The FeedVA Day of Action is set for September 20<sup>th</sup>, 2019.

### Research

Marge White, VFHY Deputy Director provided an update to the research committee from the site visits conducted with each research grantee throughout the summer.

She also provided an update on progress to analyze past performance of research grants as requested by the committee. VCU's Youth Tobacco Project staff is completing the analysis of the last six years of VFHY funded grants to analyze outcomes related to each project's Specific Aims as well as external funding, publications and presentations resulting from the research. A final report will be available at the December Board of Trustees meeting.

The Centers for Disease Control and Prevention has provided the Virginia Department of Health (VDH) with the random sample of schools for the 2019 survey. VFHY partners with VDH to administer the survey which will be completed this fall.

### Announcements:

#### **Next Board Meeting Dates:**

December 4, 2019

May 20, 2020

September 16, 2020

December 9, 2020

### Adjournment:

Meeting adjourned at 1:43 p.m.

VIRGINIA FOUNDATION for HEALTHY YOUTH

STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS  
BALANCE SHEET

For the Fiscal Year Ended June 30, 2019

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
<b>ASSETS:</b>	
Cash and cash equivalents held by the Treasurer of Virginia (Note 1-A)	\$ 17,175,317
*Investments Held by the Treasurer (Note 1-B)	\$ 1,398,439
Lease Deposits (Note 2-A)	\$ 5,966
Accounts Receivables (Note 2-B)	\$ -
Capital Assets, net of accumulated depreciation: (Note 3)	\$ -
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TOTAL ASSETS	\$ 18,579,722
<b>LIABILITIES:</b>	
Accounts Payable Cardinal (Note 4-A)	\$ 457,162
Accrued Payroll (Note 4-B)	\$ 93,069
Obligations Under Security Lend (Note 1-B)	\$ 1,398,439
Grants/Contractual Payable (Note 4-C)	\$ 880,156
Compensated absences (Note 5)	\$ 119,609
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Total Liabilities	\$ 2,948,434
<b>NET ASSETS:</b>	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	\$ 15,631,288
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Total net assets	\$ 15,631,288

The accompanying notes are an integral part of the financial statements

- \* *The Commonwealth's policy is to record unrealized gains and losses in the General Fund in the Commonwealth's basic financial statements. When gains or losses are realized, the actual gains and losses are recorded by the affected agencies.*

VIRGINIA FOUNDATION for HEALTHY YOUTH

STATEMENT OF ACTIVITIES AND CHANGES IN FUND BALANCE  
For the Fiscal Year Ended June 30, 2019

**REVENUES:**

Master Settlement payments (Note 6)	11,533,190
Interest Income (Note 6)	268,740
* Proceeds from securities lending transactions (Note 1-B)	27,335
Grants and other revenues (Note 6)	<u>75,127</u>
<b>Total Revenues</b>	<u><b>11,904,392</b></u>

<b>EXPENDITURES:</b>	<u>Expenses</u>	<u>Adjustments</u>	<u>Net (Expense) Revenue and Changes in Net Assets</u>
Tobacco Settlement Expense:			
Administration (Note 7)	\$ 1,019,787	\$ 0	-1,019,787
Depreciation Expense (Note 3)	0	0	0
Expenses for Securities Lending (Note 1-B)	27,335	0	-27,335
Marketing (Note 4-C)	4,082,961	0	-4,082,961
Program Expense (Note 8)	2,825,752	0	-2,825,752
Research and Evaluation (Note 9)	1,074,605	0	-1,074,605
Obesity (Note 8)	1,147,271	0	-1,147,271
Inter-Agency Expenses (Note 10)	65,000	0	-65,000
State General Fund Transfers Out (Note 11)	<u>89,045</u>	<u>0</u>	<u>-89,045</u>
<b>Total Expenditures</b>	<u><b>10,331,755</b></u>	<u><b>0</b></u>	<u><b>-10,331,755</b></u>

Excess (deficiency) of revenue over expenditures 1,572,637

Fund Balance/Net Assets, July 1, 2018 \*\* 14,058,651  
 Fund Balance/Net Assets, June 30, 2019 \$ 15,631,288

The accompanying notes are an integral part of the financial statements

\* The Commonwealth's policy is to record unrealized gains and losses in the General Fund in the Commonwealth's basic financial statements. When gains or losses are realized, the actual gains and losses are recorded by the affected agencies.

\*\* Financial Att CU4 Operating and Nonoperating Expenses reflects a \$20 restatement which resulted in a new net beginning year balance

VIRGINIA FOUNDATION for HEALTHY YOUTH

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES  
 BUDGETARY COMPARISON - SPECIAL REVENUE FUND  
 For the Fiscal Year Ended June 30, 2019

	Actual	Budget	Variance over(under)
Revenues:			
Interest on Securities	268,740		268,740
Proceeds from Security Transactions	27,335		
Grants and other revenues	75,127		
Master Settlement payments	11,533,190	11,904,678	(371,488)
Total Revenues:	<u>11,904,392</u>	<u>11,904,678</u>	<u>(286)</u>
Expenditures:			
Administration	1,019,787	1,000,000	19,787
Inter-Agency Expense	65,000	65,000	0
Expenses for Securities Lending	27,335	0	27,335
Marketing	4,082,961	4,405,000	(322,039)
Program Expense	2,825,752	3,427,356	(601,604)
Research and Evaluation	1,074,605	1,325,000	(250,395)
Obesity	1,147,271	1,120,000	27,271
State General Fund Transfers Out	89,045	77,775	11,270
Total Expense	<u>10,331,755</u>	<u>11,420,131</u>	<u>(1,088,376)</u>
Revenues over (under) expenditures	<u>1,572,637</u>	<u>484,547</u>	<u>1,088,090</u>
Fund Balance/Net Assets, July 1, 2018	14,058,651		
DOA JE reduced fy18 expenses to agree with Cardinal cash and AP so must show those expenses as part of fy19 on Att CU4			
Fund Balance/Net Assets, June 30, 2019	<u><u>15,631,288</u></u>	<u><u>                    </u></u>	<u><u>                    </u></u>

VIRGINIA FOUNDATION FOR HEALTHY YOUTH

PRIOR YEAR COMPARISON STATEMENT OF ACTIVITIES  
For the Fiscal Year Ended June 30, 2019

	Jul '18 - Jun '19	Jul '17 - Jun '18	\$ Change
<b>Revenues:</b>			
Interest on Securities	268,740	132,893	135,848
Proceeds from Security Transactions	27,335	5,551	21,784
Grants and other revenues	75,127	61,544	13,582
Master Settlement payments	11,533,190	11,904,678	-371,488
<b>Total Revenues:</b>	<b>11,904,392</b>	<b>12,104,666</b>	<b>-200,274</b>
<b>Expenditures:</b>			
Administration	1,019,787	977,517	42,269
Expenses for Securities Lending	27,335	5,551	21,784
Inter-Agency Expense	65,000	65,000	0
Marketing	4,082,961	3,045,919	1,037,042
Program Expense	2,825,752	3,129,138	-303,386
Research and Evaluation	1,074,605	1,009,080	65,525
Obesity	1,147,271	1,036,841	110,430
State General Fund Transfers Out	89,045	83,659	5,386
<b>Total Expense</b>	<b>10,331,755</b>	<b>9,352,705</b>	<b>979,051</b>
<b>Revenues over (under) expenditures</b>	<b>1,572,637</b>	<b>2,751,961</b>	<b>-1,179,325</b>

VIRGINIA FOUNDATION FOR HEALTHY YOUTH  
NOTES TO FINANCIAL STATEMENTS

AS OF JUNE 30, 2019

Note 1: CASH, CASH EQUIVALENTS, AND INVESTMENTS

A. Cash and Cash Equivalents

Cash and cash equivalents represent cash in the General Account at the Department of the Treasury. Treasury manages the General Account Investment Portfolio. Information related to the composition of this portfolio is available on a statewide level in the Commonwealth of Virginia's Comprehensive Annual Financial Report.

B. Securities Lending Transactions

Investments and cash equivalents held by the Treasurer of Virginia represent the Virginia Foundation for Healthy Youth's (VFHY) allocated share of cash collateral received and reinvested and securities received for the State Treasury's securities lending program. Information related to the credit risk of these investments and the State Treasury's securities lending program is available on a statewide level in the Commonwealth of Virginia's Comprehensive Annual Financial Report. ***The Commonwealth's policy is to record unrealized gains and losses in the General Fund in the Commonwealth's basic financial statements. When gains or losses are realized, the actual gains and losses are recorded by the affected agencies.***

Cash with the Treasurer of Virginia	\$ 17,175,317
Cash equivalents/Obligations held by the Treasurer of Va.	\$ <u>1,398,439</u>
Total cash, cash equivalents, and investments	\$ 18,573,756

Note 2: LEASE DEPOSITS/RENTS and UN-DEPOSITED FUNDS

A. VFHY rents office space at 701 E. Franklin for the main office and field staff offices located in Blacksburg and Hayes, Virginia. As of June 30, 2019 VFHY had deposits on rental leases totaling \$5,966.00.

B. Accounts receivables are funds earned but not expected delivery of until the next fiscal year. As of June 30, 2019 VFHY had none.

Note 3: CAPITAL ASSETS

Capital assets, which include property, plant, equipment, and infrastructure assets, are reported in the government-wide financial statements. The government defines capital assets as assets with an initial, individual cost of more than \$5,000 and an estimated life in excess of two years. The Virginia Foundation for Healthy Youth did not procure assets that would meet the capital asset requirements; therefore, they are maintained in an internal inventory control system.

Note 4: LIABILITIES

A. Accounts payable

Payables accrued in Cardinal but unpaid as of June 30, 2019 show \$457,162 which represent a portion of the total actual amount.

B. Accrued Payroll

All VFHY employees are paid on a semi-monthly schedule. Accrued payroll expenses of \$93,069 represent work performed prior to June 30, 2019 but will not register in Commonwealth Payroll System until FY20.

C. Grants/Contractual payables

VFHY awarded funding to programs all over the Commonwealth for the prevention of tobacco use and obesity by youths. VFHY also contracted with higher education universities to conduct research and evaluation on tobacco use prevention. VFHY has contracts with marketing agencies to lead major campaigns geared toward youths throughout Virginia on the prevention of tobacco use and childhood obesity. Due to the earlier cutoff date for keying invoices, payables in Cardinal shows less than the actual outstanding payables VFHY had at the end of the fiscal year.

Note 5: COMPENSATED ABSENCES

Compensated absences represent the amounts of annual, disability credits, and compensatory leave earned by VFHY employees, but not taken as of June 30, 2019. The \$119,609 represents the balances at the fiscal year end provided by the Commonwealth's leave liabilities tracking program. \$84,702 of the total was determined to be long-term liability according to the Commonwealth's GASB 34 long term liability report.

Note 6: REVENUES

The VFHY was originally funded by receiving 10% of Virginia's share of the Master Settlement Agreement (MSA) negotiated between the various Attorneys General and the tobacco manufacturers in 1998. This portion was reduced to 8.5% in 2010. VFHY's Board of Trustees approves a biennial budget based on the estimated MSA payment in the Commonwealth's budget bill. In FY 2019, VFHY received \$11,533,190 MSA payment and \$268,740 in interest payments. The state receives the MSA payment in April; therefore, VFHY must carry forward the majority of this revenue to fund expenses in the next fiscal year. This is reflected in the fund balance at year end. VFHY received grants and federal pass thru grant funds from VDH and DOE used to offset expenses to broaden the scope of services in community projects for prevention of obesity and tobacco use prevention through conference and training.

Note 7: ADMINISTRATION

Administrative costs are all of the operating expenses needed for the maintenance of the VFHY. These include expenses of the Board of Trustees, some payroll (including accrued leave liabilities), rents, utilities, insurances, equipment (repairs, maintenance, rental and purchases), furniture and supplies, postage and delivery, printing, state vehicle fees, some employee travel and trainings. In addition, it includes expenses incurred for professional services provided by private industries such as temporary employees, marketing services, IT service, and website design and maintenance, etc.

Note 8: PROGRAM and OBESITY

Program and Obesity Expenses include funding provided to local organizations to conduct obesity and tobacco use prevention programs with youth, and expenses associated with administering the programs.

Note 9: RESEARCH AND EVALUATION

These expenses include the contracts and agreements with higher education universities in Virginia focused on the research and evaluation of tobacco use prevention programs. Expenses also include evaluation of VFHY's marketing initiatives.

Note 10: INTER-AGENCY EXPENSE

These include expenses incurred as a result of Memorandums of Understanding with agencies such as the Department of Health for fiscal and payroll support.

Note 11: TRANSFERS

Transfers out are to reimburse the General Fund for expenses related to the Office of the Attorney General, Department of Taxation, DGS, DOA, and DHRM.

**VIRGINIA FOUNDATION FOR HEALTHY YOUTH  
 FY2020 and FY2021 BUDGETS  
 Proposed Revisions 9/2019**

	<u>FY2020</u>	<u>FY2021</u>
Available Budget	\$11,798,547	\$10,461,191
Obesity	\$1,120,000	\$1,008,000
Programs	\$3,577,356	\$3,542,356
Marketing	\$3,850,000	\$3,610,000
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>\$10,837,356</u>	<u>\$10,227,356</u>
Projected deficit/overage	961,191	233,835