



**Board of Trustees Virtual Meeting
Minutes
May 20, 2020**

Board Members present:

Karin T. Addison, Gina A. Bellamy (arrived at 12:05), Madelyn R. Cahill, Curtis Coleburn, Katherine Weaks Crumble (Virginia Department of Alcoholic Beverage Control designee), Andrew W. Goodwin, Joseph Hilbert (Virginia Department of Health designee) (arrived at 12:30 p.m.), Sarah B. Holland, Delegate Sally L. Hudson, Pat Hughes, Patricia G. Koval (arrived at 12:21 p.m.), Bob Leek, Senator David W. Marsden, Andre A. Muelenaer, Jr., M.D., Keith H. Newby, M.D.(arrived at 12:24 p.m.), John O'Bannon, III, M.D., Jerrin A. Norton, Ghulam D. Qureshi, M.D., Vineeta T. Shah, MHS, RD, Senator David R. Suetterlein, Lekeisha Terrell, M.D. (arrived at 12:22 p.m.), Teresa Gardner Tyson, DNP., Delegate Rodney T. Willett.

Board Members not present:

None

Staff:

Lisa Brown, Eloise Burke, Wilma Jordan, Marty Kilgore, Charlie McLaughlin, Michael Parsons, Hannah L. Robbins, Danny Saggese, Brennan Smith, Judith Sparrow, Marge White.

Counsel:

Robin A.R. McVoy, Office of Attorney General

Guest:

Chelsi Bennett, American Heart Association

Call to order:

Karen Addison, Chairman called the meeting to order at 12:02 p.m.

Ms. Addison welcomed everyone to the meeting and wished everyone well. She also welcomed two new board members, Delegate Sally Hudson and Delegate Rodney Willett, then followed with a roll call and noted the FOIA checklist was complete.

Present: Karin T. Addison, John O' Bannon, III, M.D., Gina A. Bellamy, Madelyn R. Cahill, Curtis Coleburn, Katie Crumble, Andrew W. Goodwin, Sarah B. Holland, Delegate Sally L.

Hudson, Pat Hughes, Bob Leek, Senator David W. Marsden, Andre A. Muelenaer, Jr., M.D., Jerrin A. Norton, Ghulam D. Qureshi, M.D., Vineeta T. Shah, Senator David R. Suetterlein, M.D., Teresa Gardner Tyson and Delegate Rodney T. Willett.

Absent (all joined late and acknowledged their presence): Joseph J. Hilbert, Patte G. Koval, Keith H. Newby, M.D., Lekeisha Terrell.

Charlie McLaughlin, VFHY Training and Resource Manager, gave the instructions for participation in the virtual meeting.

Minutes:

Motion: to approve the minutes as presented by Sarah Holland.

Second: Pat Hughes

Ayes: Karin T. Addison, John O' Bannon, III, M.D., Gina A. Bellamy, Madelyn R. Cahill, Curtis Coleburn, Katie Crumble, Andrew W. Goodwin, Sarah B. Holland, Delegate Sally L. Hudson, Pat Hughes, Bob Leek, Senator David W. Marsden, Andre A. Muelenaer, Jr., M.D., Jerrin A. Norton, Ghulam D. Qureshi, M.D., Vineeta T. Shah, Senator David R. Suetterlein, M.D., Teresa Gardner Tyson and Delegate Rodney T. Willett.

Nays: None

Absent: Joseph J. Hilbert, Patte G. Koval, Keith H. Newby, M.D., Lekeisha Terrell.

Chairman's Comments:

Karin Addison reported the VFHY staff has been working diligently through the COVID-19 situation to ensure the Foundation was able to fulfill its obligations to grantees and contractors. VFHY's grants help support about 175 part-time and full-time positions across the Commonwealth. The Foundation worked with grantees who could not meet certain requirements due to the shelter in place order by the Governor and modified their workplans and contracts.

Our request to restore the allocated percentage of the Master Settlement Agreement was heard by the Governor's office and was included in his budget at the beginning of the year. It was included in the House version of the budget but not in the Senate version and ultimately was not included in the conference committee report. We will continue our efforts to assist in restoring the original funding percentage.

While we are not scheduling committee meetings at this time, we will schedule them for the next board meeting.

Executive Director's Report:

PROGRAMS:

On Dec. 17, Training and Resource Manager Charlie McLaughlin conducted a Too Good for Drugs program workshop in Farmville to facilitators at Crossroads CSB. Crossroads CSB is funded by VFHY to reduce and prevent youth tobacco use.

On Feb. 5, the Virginia Foundation for Healthy Youth (VFHY) hosted five events across the state to orient grantees and other partners to the "Catchafire" platform. The platform is an interactive tool that assists organizations in connecting to professional volunteers who provide

pro-bono services. VFHY is providing this service, which offers over 125 types of services, to increase capacity and sustainability in communities.

On Feb. 15, Virginia Foundation for Healthy Youth (VFHY) Southwest Regional Grants Administrator Jenny Martin shared an interactive display on “Healthy Brains, Healthy Bodies” at Kids Tech University (KTU) on Virginia Tech’s campus in Blacksburg. KTU is a weekend experiential learning opportunity in science, technology, engineering and math (STEM) for children ages 9-12. The VFHY display included Rev Your Bev/healthy hydration messaging including fruit infused and seltzer water samples. Materials were also provided on vaping and e-cigarettes. Approximately 170 kids and parents attended the event.

On Mar. 4, the Virginia Foundation for Healthy Youth (VFHY) welcomed new Director of Programs Michael Parsons. Michael comes to us from the Peter Paul Development Center (PPDC) in Richmond where he gained experience on both sides of the grant process helping PPDC grow its grants portfolio from \$1 million to over \$2 million, and also working with a variety of regional funders to review and improve their grant processes and procedures.

On Mar. 13, Regional Grants Administrator Terri-ann Brown attended the Virginia Breastfeeding Advisory Committee meeting. Partner organizations received an update on action taken by the General Assembly to address donor milk, the Virginia Department of Health's 2020 Policy, Research, Analysis and Development Plan and plans to create standardized statewide doula training and education.

On Apr. 7, Training and Resource Manager Charlie McLaughlin updated the Virginia Foundation for Healthy Youth’s (VFHY) 2020 Training Catalog and forwarded along with a training interest survey to potential attendees. The survey will assist in building a training schedule for May-Sept. 2020. The catalog includes workshops offered both in the classroom or virtually.

On Apr. 8, Director of Programs Michael Parsons met virtually with Tonia Moore, Director of the Louisiana Campaign for Tobacco-Free Living (TFL) to discuss novel strategies for youth tobacco prevention, including targeting special populations with a health-equity lens.

On Apr. 13, Director of Programs Michael Parsons met virtually Megan Folkerth, Senior Program Officer for Interact for Health, a health foundation that serves Ohio, Kentucky and Indiana. They discussed strategies for supporting local tobacco prevention measures.

On Apr. 15, Training and Resource Manager Charlie McLaughlin completed a 30-day Professional Affiliation with two Humphrey Fellow students assigned to Virginia Commonwealth University. The two students, Sumaira Aly from Pakistan, and Venant Mligo from Tanzania increased their knowledge of several evidenced-based programs offered by VFHY to funded grantees. They also received a better understanding of the Virginia Youth Survey process used to assess youth risk behaviors. Marketing Director Danny Saggese answered relevant marketing questions during the final session.

MARKETING:

On Jan. 15, the Virginia Foundation for Healthy Youth’s (VFHY) youth-led volunteer initiative, Y Street, was recognized as one of the featured youth engagement programs in the Centers for Disease Control and Prevention’s (CDC) Office on Smoking and Health newly

released *Best Practices User Guide: Youth Engagement in Tobacco Prevention and Control*. The new user guide gives tobacco control program staff and partners updated information on how to most effectively involve youth as partners in reducing tobacco use and preventing initiation as a part of a comprehensive tobacco control program. The CDC will be disseminating the guide nationwide, and downloadable copies are accessible from the CDC website.

On Jan. 30, Marketing Specialist Hannah Robbins co-facilitated a meeting with Emily Keenum at Virginia Early Childhood Foundation to provide updates to the Rev Your Bev Early Education Stakeholders Group about the November 2019 healthy hydration campaign, Rev Your Bev, survey results. Director of Marketing Danny Saggese was in attendance, as well as representatives from the Virginia Department of Social Services, Virginia Department of Health, Virginia Health Catalyst, Smiles for Children, Smart Beginnings, and Child Care Aware.

On Feb. 4, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins met with Cessation Services Coordinator at Virginia Department of Health, Rita Miller to discuss partnership opportunities to collaborate on the Y-street tobacco and nicotine prevention campaign, Share the Air.

On Feb. 6, the youth-led volunteer group of the Virginia Foundation for Healthy Youth, Y Street, hosted Charlottesville High School's unveiling of its fruit-infused water dispensers to celebrate the school's effort to increase students and staff access to healthier beverage choices, and in turn, create a healthier school environment. The fruit-infused water dispensers will be available every school day in the cafeteria for students, teachers, and staff to enjoy. As a Y Street partner school, Charlottesville youth leaders work with VFHY's Rev Your Bev campaign to increase water access and promote healthy hydration in schools statewide. The event was covered by Charlottesville's CBS affiliate.

On Feb. 20, Director of Marketing Danny Saggese gave a presentation to the Office for Substance Abuse Prevention (VOSAP) Collaborative meeting at the Virginia Department of Motor Vehicles in Richmond. Saggese presented to the group about the Virginia Foundation for Health Youth's use of Peer Crowd Segmentation to develop effective substance abuse prevention campaigns. Among the other topics discussed at the meeting were Governor Northam's Opioid and Addiction Initiatives, Opioid Awareness Curriculum Integration, and upcoming events.

RESEARCH:

On Feb. 19, the Virginia Youth Tobacco Projects (VYTP) Research Coalition hosted their annual meeting in Richmond. VFHY staff attended the meeting, which was headlined by keynote speaker Dr. Michael Amato of Truth Initiative. Dr. Amato shared his research and work on e-cigarette cessation.

ADMINISTRATION MEETINGS:

On Jan. 7, Executive Director Marty Kilgore and Public Affairs Manager Brennan C. Smith attended the annual Agency Head and Legislative Liaison meeting hosted by the Governor's office in Richmond. Discussed at the meeting were the Governor's legislative and budget priorities, as well as goals and expectations for this coming year.

On Jan. 27, VFHY staff watched two new videos regarding workplace safety and disaster awareness: Virginia State Employee Safety and Disaster Awareness Training and Civilian Response to Active Shooter Events (CRASE). These trainings were developed by the Virginia Department of Emergency Management and the Virginia Department of Criminal Justice Services and VFHY staff were notified about them earlier in January by Chief of Staff Clark Mercer.

On Feb. 24, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins met with Assistant Secretary of Agriculture Heidi Hertz to discuss plans for the FeedVA website's next launch in 2020.

On Mar. 10, Executive Director Marty Kilgore attended a COVID-19 Taskforce and Healthcare Coordination Workgroup Call. Participants actively engaged to learn about COVID-19 response efforts and share their insight regarding expected impacts to their efforts to coordinate care for community members. The call was coordinated by the Virginia Department of Health and the Virginia Hospital and Healthcare Association.

On Mar. 10, Deputy Director Marge White attended the Health and Human Resources Agency Head Monthly Meeting in Richmond. Among the topics discussed were the budget process and an update on the ongoing COVID-19/Coronavirus situation and how it potentially impacts each agency moving forward.

On Mar. 13, Executive Director Marty Kilgore attended a call about the ongoing COVID-19/Coronavirus situation. The call addressed teleworking and technology support, mass gatherings, office closure procedures, state travel, and office cleaning procedures.

On Mar. 16, Executive Director Marty Kilgore attended a Health and Human Resources (HHR) call to discuss the ongoing COVID-19/Coronavirus situation and impacts to the Peninsula region and the rest of the commonwealth.

On Mar. 17, Executive Director Marty Kilgore attended a call with HHR agency heads and numerous public health professionals from across the commonwealth to discuss the ongoing COVID-19/Coronavirus situation.

On Mar. 17, Executive Director Marty Kilgore and Deputy Director Marge White attended a call with Deputy Secretary of Health and Human Resources Gena Berger and HHR staff Rachel Becker to discuss VFHY contracts.

On Mar. 24, Executive Director Marty Kilgore attended a call with other agency heads hosted by Health and Human Resources Secretary Daniel Carey. The call focused on the ongoing COVID-19/Coronavirus situation.

On Mar. 24, Executive Director Marty Kilgore attended a COVID-19 call with HHR agency heads and other health professionals across the commonwealth.

On Mar. 31, Executive Director Marty Kilgore attended the Health and Human Resources (HHR) agency head call hosted by Secretary of Health and Human Resources Dan Carey. Secretary Carey provided an update on the ongoing COVID-19 crisis.

On Mar. 31, Executive Director Marty Kilgore attended a call with HHR agency heads for the COVID-19 Healthcare Coordination Committee call with various healthcare professionals across the state.

On Apr. 7, Executive Director Marty Kilgore attended an Agency Head call with Secretary of Health and Human Resources (HHR) Dr. Daniel Carey and Deputy Secretary Gena Berger. Agency Heads were given an update on the budget, as well as an update on the COVID-19 epidemic. Agency Heads were also given the opportunity to ask questions regarding the budget shortfall, as well as problems agencies are dealing with.

On Apr. 7, Executive Director Marty Kilgore attended a COVID-19 Healthcare Coordination Committee call with HHR agency heads, as well as numerous healthcare professionals.

On Apr. 14, Executive Director Marty Kilgore attended an agency head call with Secretary of Health and Human Resources Daniel Carey.

On Apr. 14, Executive Director Marty Kilgore attended a COVID-19 Healthcare Coordination Committee call with HHR agency heads, as well as numerous healthcare professionals.

On Apr. 21, Executive Director Marty Kilgore attended the Agency Head meeting with Secretary of Health and Human Resources Dr. Daniel Carey. Agency Heads had an update on COVID-19 and also discussed any agency issues as a result of the pandemic.

HEALTHY YOUTH DAY:

On Dec. 13, the Virginia Foundation for Healthy Youth (VFHY) sent an invitation to all Virginia state legislators for the upcoming Healthy Youth Day Breakfast event. The Healthy Youth Day Breakfast is an annual VFHY event that allows legislators to connect with public health officials and VFHY's award-winning Y St. volunteer group and will take place Jan. 23, 2020.

On Jan. 23, Virginia Foundation for Healthy Youth (VFHY) held its annual Healthy Youth Day legislative breakfast at The Commonwealth hotel, educating state lawmakers and staff about VFHY and initiatives such as Share The Air, a campaign by VFHY's Y Street teen volunteer group to encourage public spaces such as parklands to adopt tobacco-free and e-cigarette-free policies. First Lady of Virginia Pamela Northam and Secretary of Health and Human Resources Dr. Daniel Carey attended the event as well as several legislators. As part of Virginia Healthy Youth Day, teen volunteers from Y Street also met with several state legislators and provided information in support of VFHY initiatives.

CHILDHOOD OBESITY/FOOD ACCESS:

On Dec. 16, Executive Director Marty Kilgore, Marketing Director Danny Saggese, and Marketing Specialist Hannah Robbins attended the Water Equity Taskforce hosted by the Virginia Health Catalyst. During the meeting, discussion centered around the various ways water equity can be addressed in the Commonwealth by a myriad of stakeholders included in the meeting. Stakeholders in the meeting included Director of Epidemiology Dr. Laurie Forlano, representatives from the Virginia Department of Health's Office of Drinking Water, Emily Keenum with the Virginia Early Childhood Foundation, Andrea Gregg from the Department of Social Services Office of Equity, and more.

On Jan. 29, Virginia Foundation for Healthy Youth staff viewed a webinar entitled, "State of Obesity 2019: Better Policies for a Healthier America" hosted by the Dialogue4Health. A

report found that about 1 in 3 Americans of all ages—more than 100 million people—experience obesity. The epidemic is estimated to increase national healthcare spending by \$149 billion annually, about half of which is paid for by Medicare and Medicaid. Moreover, the rates of U.S. obesity continue to climb, and racial, ethnic, income and geographic disparities persist. On Feb. 20, Marketing Specialist Hannah Robbins attended the Breakfast Club Stakeholders meeting to inform the guidelines for the upcoming Governor’s Nutrition Scorecard. Partners in attendance included representatives from the Department of Education, the Dairy Alliance, Fit4Kids, and No Kid Hungry.

On Apr. 8, Marketing Specialist Hannah Robbins met with Lead Facilitator of the Virginia Good Food Fund to discuss how FeedVA’s data compilation can help support the Fund’s mission to secure funding for food access projects in high need communities across the state.

On Apr. 14, Marketing Specialist Hannah Robbins attended the Virginia Food Access Coalition meeting to hear updates from statewide agencies and partners about food access programming, legislation, and food distribution systems happening during the COVID-19 pandemic. Also, on the call was Director of Government Relations at American Heart Association, Chelsi Bennet, from Eddie Oliver the Director of Virginia Federation of Food Banks, from Salaam Bhatti Director of Virginia Hunger Solutions, and from Elizabeth Borst Co-lead of Virginia Fresh Match.

VIRGINIA YOUTH SURVEY:

The Virginia Department of Health received the state-level high school data analysis from the CDC in early May. The regional high school and statewide middle school data is being processed. VFHY is awaiting the peer crowd analysis from our vendor which is anticipated by the end of May. VFHY staff will use the data to inform marketing and program efforts and create infographics and social media messages for distribution.

GOVERNOR’S BUDGET/BUDGET REALLOCATION/GENERAL ASSEMBLY SESSION:

On Dec. 17, Governor Northam released his biennium budget (SB 29 and SB30). Included in SB 30 was VFHY’s restoration of funding to the original appropriated amount of 10% of the Master Settlement Agreement.

On Feb. 18, VFHY submitted concerns about two budget bill amendments for SB30: Items 313 #5s and 476 #1S. Item 313 #5S removes the VFHY’s restoration of funding proposed in the Governor’s proposed budget. Item 476 #1S would change the scope of work VFHY does by requiring VFHY to expand vaping prevention efforts to include young adults. VFHY already conducts vaping and other tobacco products prevention work. Item 313 #5S passed in the senate, while 476 #1S did not pass.

On Feb. 20, the Senate and House versions of the budget bill (SB 30) presented were different which required a conference committee to convene to work out the differences. Among those differences were VFHY’s restoration of funds which were in the House bill, but not the Senate bill.

On Mar. 9, VFHY was alerted about the final budget Conference Report language. Both items that VFHY had marked as “high concerns” remained in the final budget. The first replaced language for VFHY to have its funds restored from the original tobacco master settlement

agreement. VFHY has added two additional initiatives without additional funding. The second added vaping as a priority, when in fact that is already being done.

On Mar. 26, the Senate and House voted and passed the budget bill that came out of the conference committee. VFHY's restoration of funds were not included in the final bill presented by the conference committee and the amendment to expand VFHY's vaping prevention work to young adults was included.

On Apr. 12, Governor Northam released his budget recommendations for the budget bill passed by the General Assembly. VFHY's restoration of funds were not included in those recommendations by Governor Northam.

On Apr. 28, Governor Northam signed the reenrolled budget bill.

NEW WEBSITE:

On Feb. 13, the Virginia Foundation for Healthy Youth (VFHY) launched their new website. The new site provides a fresh and brighter look and the format will allow VFHY to do more story telling about their grantees/programs, marketing campaigns, and events hosted by the foundation. Visit the site: www.vfhy.org

REDUCE TOBACCO USE CONFERENCE/SUBSTANCE USE PREVENTION SUMMIT:

On Mar. 12, VFHY announced the cancellation of the 14th Reduce Tobacco Use Conference and the Substance Use Prevention Summit. Both were scheduled to take place in April at the Hilton Alexandria Mark Center in Alexandria, Virginia. VFHY is working with our Assistant Attorney General to determine our options to cancel the hotel contract or postpone the conference for a future date. VFHY has set up an [FAQ page](#) for attendees to learn more about what this means for their travel and to learn more about the decision.

COVID-19 RESPONSE:

On Mar. 12, the Virginia Foundation for Healthy Youth (VFHY) staff successfully tested the COOP in observance of the previous week's Telework Week. Staff remotely tested access to the One Drive and SharePoint with an assignment and then held a staff meeting on Google Hangouts.

On Mar. 12, Public Affairs Manager Brennan C. Smith received notice of Virginia Emergency Support Team (VEST) activation. Smith is assigned to ESF 6 (mass care housing and human services) and 15 (external affairs) and is awaiting next steps from the section chiefs. This activation is very different from typical activation types. All ESFs are activated for this event. However, due to the nature of the event and the recommendation for social distancing, much of the work will be done virtually.

On Mar. 13, VFHY staff began working with the Office of the Attorney General to decide next steps during the ongoing COVID-19/Coronavirus situation regarding approximately 100 contracts VFHY has with current grantees. All grantees were notified that they would be getting an update as soon as legal guidance was received.

On Mar. 16, VFHY staff began to telework and embrace social distancing measures due to the ongoing COVID-19/Coronavirus situation. All staff members have access to their documents on the cloud and are available by phone and email as they work remotely.

On Mar. 18, the Virginia Foundation for Healthy Youth (VFHY) received guidance from the Office of the Attorney General (OAG) regarding the impact of COVID-19 on approximately 100+ programs and research grants. OAG provided guidance to negotiate modified workplans and budgets in order to complete contract modifications for those affected. VFHY's Deputy Secretary in HHR also reviewed the guidance and approved proceeding. VFHY has established a process in our online grants management portal for grantees to submit information and staff will be issuing modifications electronically using DocuSign.

VFHY grantees include nonprofit organizations, schools, community services boards and universities. Collectively, the grants fund approximately 175 full- or part-time positions across the commonwealth. VFHY staff have reached out to all grantees to provide guidance regarding their agreements and will be working with them to approve modified plans for completing their work.

Program grantees may propose alternative methods to implement educational programs such as through online learning, propose additional educational activities, and to conduct coalition meetings electronically, and extend the timing to implement community initiatives. Research grantees are getting guidance from their respective Offices of Sponsored Programs (OSP) in their universities. Grantees may "pause" their research or propose a modified methodology and budget that is in compliance with laws related to human subjects research. VFHY will work with the Principal Investigators and their OSPs to modify their agreements, including consideration for a no-cost extension.

On Mar. 23, Deputy Director Marge White and Business Manager Wilma Jordan participated in the COVID-19 Financial Cost Tracking & Recovery First Steps webinar hosted by the Virginia Department of Emergency Management (VDEM).

On Mar. 19, Training and Resource Manager Charlie McLaughlin sent an email to the VFHY Compendium of Program vendors for suggestions on ways to remotely offer these programs to recipients due to the impact COVID-19/Coronavirus has had on programs being implemented in schools and communities across the commonwealth.

On Mar. 25, the Virginia Foundation for Healthy Youth (VFHY) held a staff meeting using Google Hangouts. All staff participated on the video call and staff gave an update on their respective job duties and responsibilities. This provided staff the opportunity to update one another on various projects taking place and the opportunity to ask questions and collaborate.

On Mar. 25, Deputy Director Marge White, Director of Programs Michael Parsons, and the VFHY Regional Grant Administrators met with representatives from Catchafire, an organization that matches professionally skilled volunteers with nonprofits. The group discussed the varied needs of tobacco prevention and childhood obesity prevention grantees and how Catchafire could assist these organizations as they respond to the impacts of COVID-19. This information has been shared with grantees across the commonwealth.

On Mar. 27, Deputy Director Marge White and Public Affairs Manager Brennan C. Smith attended the Joint Information Center Virtual Training hosted by Virginia Department of Emergency Management (VDEM). The course is designed to equip Public Information Officers (PIOs) to establish and operate in a Joint Information System/Center (JIS/JIC). The purpose of the course is to educate on the roles and responsibilities of the JIC and the team

during an emergency. Participants will also gain a working knowledge of operational practices for performing PIO duties within the NIMS multiagency coordination system.

On Mar. 30, Deputy Director Marge White, Director of Programs Michael Parsons, and VFHY Regional Grants Administrator Lisa Brown met virtually with George Mason University's (GMU) research team that has a project funded by VFHY. The group discussed the impact of COVID-19 on the research project; the GMU team indicated they were on track to complete their work this fiscal year and did not need a contract modification at this time.

On Mar. 26, Training and Resource Manager Charlie McLaughlin hosted a virtual meeting with contracted trainers to discuss the possibility of offering the VFHY Regional workshops virtually. About 75% of all VFHY workshops will be offered virtually using either the Zoom or WebEx platforms. The VFHY Training Catalog is being updated to reflect workshops that can be delivered virtually and will be sent out with a Training Interest Survey to determine which workshops will be offered May - August 2020.

On Mar. 30, Training and Resource Manager Charlie McLaughlin hosted a virtual meeting with the Strengthening Families 10-14 Program Coordinator, Cathy Hockaday, six different VFHY funded grantees using the program, and VFHY program staff to discuss the impact of COVID-19 and suggestions for program modifications. Cathy Hockaday shared with the group, what other sites are doing nationwide and provided suggestions of activities that could be done with the families to keep them engaged until the program can resume.

On Mar. 31 and Apr. 1, Training and Resource Manager Charlie McLaughlin conducted virtual meetings with two Humphrey Fellow students. They discussed the final steps of conducting a Youth Risk Behavioral Survey. The Humphrey Fellow students will finish their Professional Affiliation with VFHY this week.

On Apr. 1, Training and Resource Manager Charlie McLaughlin hosted a virtual meeting with the Strengthening Families 6-11 Program Coordinator, Jeanie Ahearn-Green, two different VFHY funded grantees using the program, and VFHY Regional Grants Administrator Jenny Martin to discuss the impact of COVID-19 and suggestions for program modifications. Jeanie Ahearn-Green shared with the group what other sites are doing nationwide. She also provided suggestions of activities that could be done with the families to keep them engaged until the program can resume. The grantees shared a couple of approaches they have taken which were in line with the guidance offered by the program coordinator.

On Apr. 1-3, Deputy Director Marge White, Director of Programs Michael Parsons, and Regional Grants Administrator Lisa Brown completed three meetings with VFHY-funded researchers. At each meeting, the group discussed the impact of COVID-19 on research projects, the respective university's approach, and the need to modify contracts. Each project team will submit a proposal to modify their work, timeline, and/or budget as needed.

On Apr. 6, Deputy Director Marge White, Director of Programs Michael Parsons, and the VFHY Regional Grant Administrators (RGAs) met to discuss the ongoing work of grantees across the commonwealth. RGAs have reached out to all 80 grantees to negotiate modified workplans and budgets in response to the impacts of COVID-19. As of April 6, 23 grantees (29%) have indicated that no major modifications are required, four grantees (5%) have had their modifications vetted and approved, and 37 grantees (46%) are working with RGAs to modify their programming. We are currently following up with the remaining 16 grantees.

On Apr. 7, Public Affairs Manager Brennan C. Smith attended a virtual workshop on Executive Order 41 (EO-41) hosted by the Virginia Department of Emergency Management (VDEM). The workshop covered Virginia's Emergency Operations Plan, emergency procurement, and EO-41 annual reporting requirements for state agencies.

On Apr. 8, VFHY hosted a staff meeting on Google Hangouts. Staff members were given an opportunity to provide updates on their work.

On Apr. 9, Public Affairs Manager Brennan C. Smith attended a call hosted by the Virginia Information Technology Administration (VITA) on the use of Zoom. The call went into detail about the recent security advisory for Zoom conferencing services asking Information Security Officers (ISOs) to enforce the prohibition of using Zoom conferencing services due to ongoing security concerns reported from intelligence sources.

On Apr. 9, Business Manager Wilma Jordan attended the I9 and e-Verify webinar hosted by the Department of Human Resources and Management (DHRM). The webinar covered new policies and laws that go into effect on May 1 as a result of Covid-19.

On Apr. 14, Training and Resource Manager Charlie McLaughlin and Strengthening Families 6-11 program trainer Larry Williams observed a 90-minute virtual session hosted by Mount Rogers Community Services Board, a Virginia Foundation for Healthy Youth (VFHY) funded grantee. Seven families attended session eight of the 14-session program.

On Apr. 16, Public Affairs Manager Brennan C. Smith attended a webinar on Tobacco Cessation, Production & Sales in light of COVID-19. The webinar was hosted by Action on Smoking & Health and provided updated resources for people during the ongoing COVID-19 situation.

On Apr. 16, VFHY's programs staff launched the third quarterly report for grantees across the state. The report format was amended slightly due to the impacts of COVID-19. In order to create a clear delineation between programming that took place before and after the impacts of COVID-19 were fully felt, the report only covers programming through March 13. The next quarterly report will include all programmatic changes that were enacted due to the virus. In addition, the due date was extended to April 30, and a question soliciting COVID-19 success stories was added.

On Apr. 21, Deputy Director Marge White attended the Virginia Consortium of Health Philanthropy (VCHF) virtual spring meeting. The group consists of health foundations in Virginia and meets twice annually. The spring meeting included a discussion of how foundations are adjusting funding approaches due to COVID-19, an update of the General Assembly and significant budget items, and an update on VCHF's collaborative funding effort to support passage of a comprehensive dental benefit for all Medicaid-enrolled adults.

On Apr. 21, VFHY's program staff participated in a meeting with the Catchafire organization and several foundations in Virginia to share insights and trends on how communities are adjusting their work considering COVID-19. Each foundation shared resources that have been most useful to their grant-funded organizations. The collective group discussed specific challenges and potential solutions to continue supporting organizations.

COLLABORATIONS/MEETINGS/PRESENTATIONS:

On Dec. 12, Executive Director Marty Kilgore, Deputy Director Marge White, and Public Affairs Manager Brennan C. Smith held a conference call with staff from Virginia Department of Criminal Justice Services. The call was intended to help spur collaboration between the two agencies regarding alternatives to school suspension/expulsion with e-cigarette/vaping violations in schools.

On Dec. 17, Executive Director Marty Kilgore, Director of Community Outreach and Development Henry Harper, and Marketing Specialist Hannah Robbins met with the new Healthy Communities Program Coordinator at the Virginia Department of Health, Megan Lopes. VFHY staff met with Ms. Lopes to determine points of collaboration on initiatives that increase access to nutrition and physical activity in the early care education sector as well as active transportation projects for Virginians of all ages.

On Jan. 6, Executive Director Marty Kilgore attended the Community Coalitions of Virginia membership meeting call. The call's agenda included bill tracking updates ahead of the General Assembly session and a presentation by Qlarion on the opioid and data-sharing platform, Framework for Addiction Analysis and Community Transformation (FAACT), which has been operating in the Northern Shenandoah Valley and recently expanded to the Roanoke Valley.

On Jan. 8, Public Affairs Manager Brennan C. Smith attended the monthly Information Security Officers Advisory Group (ISOAG) meeting in Chester. The meeting included presentations from Ira Winkler of Trust Wave about Advanced Persistent Security, Dixon Hughes Goodman about cloud readiness in government, and the 2020 Security Conference – which will be held April 16-17 at the Altria Theater in Richmond. There will be more information about the conference after next month's meeting.

On Jan. 10, Deputy Director Marge White attended a Tobacco Free Alliance Virginia (TFAV) legislative conference call. The call briefly went over next steps for the three bills TFAV is supporting this General Assembly session.

On Feb. 5, Public Affairs Manager Brennan C. Smith attended the monthly Information Security Officer Advisory Group meeting in Chester. Among the topics discussed were cyber security laws, risk management practices, and the upcoming Information Security Conference in April.

On Feb. 10 - 11, Executive Director Marty Kilgore, Deputy Director Marge White, and Marketing Specialist Hannah Robbins attended the national Agents of Change Summit in San Diego, California. The Agents of Change Conference focuses on the connection between public health behavior change and evidence-based technological tools for public health practitioners to use in various strategic topics. VFHY staff networked with professionals from the Centers for Disease Control, The Food and Drug Administration, Google, Truth Initiative, Bill and Melinda Gates Foundation, and more.

On Feb. 13, VFHY staff attended a call with key Virginia stakeholders about the possibility of collaborating and hosting a future Southern Obesity Summit. Texas Health Institute, who organizes the annual summit, reached out about Virginia hosting a future summit. Among those on the call were Assistant Secretary of Agriculture and Forestry Heidi Hertz, representatives from Virginia Tech, and VFHY leadership.

On Feb. 14, Executive Director Marty Kilgore attended Virginia Department of Health Deputy Commissioner of Population Health Laurie Forlano's State Health Assessment (SHA) office hours via telephone. The call covered topics like State Health Assessment Indicators and staffing updates. The next meeting will be sometime early May.

On Feb. 20, Executive Director Marty Kilgore, Deputy Director Marge White, and Director of Marketing Danny Saggese met with staff of VDH's Tobacco Control Program. The group reviewed the CDC's Notice of Funding Opportunity and outlined items necessary to submit a proposal. VFHY will serve as a subcontractor and provide in-kind contributions to support youth prevention efforts.

On Feb. 20, Deputy Director Marge White participated in an interview process with Rutgers University. Researchers at Rutgers are interviewing people in ten states to assess the impact of raising the age to purchase tobacco products to 21. The research team is submitting its results for publication later this year.

On Feb. 26, Executive Director Marty Kilgore, Director of Marketing Danny Saggese, and Marketing Specialist Hannah Robbins attended the Water Equity Taskforce meeting hosted by Virginia Health Catalyst in Richmond. Robbins presented an update on the Virginia Foundation for Healthy Youth's (VFHY) marketing campaign, Rev Your Bev, to the taskforce. Rev Your Bev is an annual statewide day of action to raise awareness about the benefits of making water your #1 beverage of choice. Since 2013 more than 250,000 Virginians have participated in more than 3,200 Rev Your Bev events held across the state. VFHY board member Sarah Holland hosted the meeting in her role as Chief Executive Officer of Virginia Health Catalyst.

On Feb. 28, Public Affairs Manager Brennan C. Smith met with graphic design contractor Mauricio Reyes of Typografik about beginning work on creating new organizational branding guidelines for VFHY. These guidelines will be the first of their kind for VFHY and slated to be implemented by late spring 2020.

On Mar. 2, Executive Director Marty Kilgore attended the monthly Community Coalitions of Virginia meeting via telephone. Among topics discussed included a presentation from VFHY grantee Dr. Sunny Shin of Virginia Commonwealth University about preventing tobacco use among youth exposed to adverse childhood experiences. The next meeting will take place April 6.

On Mar. 4, Public Affairs Manager Brennan C. Smith attended the monthly Information Security Officers Advisory Group (ISOAG) meeting. The meeting covered topics around cyber security benchmarks and provided information about the upcoming annual Security Conference in Richmond. The conference is hosted by the Virginia Information Technology Agency (VITA) in April.

On Mar. 4-5, Director of Community Outreach and Development Henry Harper attended the Old Dominion Chapter of the Society of Government Meeting Professionals annual education conference. The conference covered topics such as conference emergency preparedness, self-health for meeting planners, conference travel and contingency planning around the coronavirus, business communications etiquette, and other best practices in the meeting industry.

On Mar. 19, Executive Director Marty Kilgore, Deputy Director Marge White, and Director of Community Outreach and Development Henry Harper participated in a conference call with Joint Legislative Audit and Review Commission (JLARC) analysts who are beginning their research in anticipation of a non-partisan legislative study of marijuana legalization. VFHY provided input related to prevention of marijuana use among youth and provided resources related to data and other stakeholders they may wish to contact.

On Mar. 19, Deputy Director Marge White participated in the Agents of Change Summit 2020 Committee Debrief Meeting via webinar. White served on the planning committee for the summit which was held in February.

On Apr. 6, Director of Community Outreach and Development Henry Harper attended a virtual meeting with Community Coalitions of Virginia (CCoVA.) Members shared organization updates and viewed a presentation from Health Quality Innovators (HQI.) Through the recently awarded Centers for Medicare & Medicaid Services (CMS) contract, HQI and partners will focus on improving nursing home quality, hospital readmissions, the opioid crisis, and chronic disease management.

On Apr. 7, Deputy Director Marge White, Business Manager Wilma Jordan, and Sr. Executive Assistant Eloise Burke met with Cardinal Readiness Liaison Dan Walsh. The group reviewed the assigned tasks due in April to prepare for transition of state HR systems to Cardinal.

Budget Report:

Wilma Jordan, VFHY Business Manager reported on the Statement of Net Assets and Governmental Funds Balance Sheet as of March 31, 2020.

Wilma Jordan also reported on the Actual Expenditures vs. Budget for July 2019 through March 2020. We anticipate being on track to spend our FY20 budget by the end of June. See the attached reports.

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

Old Business:

Employee Handbook

Marge White, VFHY Deputy Director reported that at the last board meeting, with the assistance of the Attorney of the Office of the Attorney General, changes to the Employee Policy Handbook were presented to the Policy/Personnel/Bylaws Committee. See the attachment.



VFHY Employee
Handbook 5-2020 for

Summary of the Changes to the VFHY Personnel Policy Handbook are as follows:

- Language Clean Up – for example definitions of wage/hourly employees.
- Moved some sections around for better alignment.
- Added standards of conduct and combined with the code of ethics.
- Changed the section related to sexual harassment to a broader definition and coverage of harassment in general.

- Added security section.
- Removed recruitment section because that is a process, not policy.

Motion: to approve the VFHY Personnel Policy Handbook changes as presented by Senator David W. Marsden.

Second: Dr. Ghulam D. Qureshi

Ayes: Karin T. Addison, John O' Bannon, III, M.D., Gina A. Bellamy, Madelyn R. Cahill, Curtis Coleburn, Katie Crumble, Andrew W. Goodwin, Sarah B. Holland, Delegate Sally L. Hudson, Pat Hughes, Patte G. Koval, Bob Leek, Senator David W. Marsden, Andre A. Muelenaer, Jr., M.D., Keith H. Newby, M.D., Jerrin A. Norton, Ghulam D. Qureshi, M.D., Vineeta T. Shah, Senator David R. Suetterlein, Lekeisha Terrell, M.D., Teresa Gardner Tyson and Delegate Rodney T. Willett.

Nays: None

Absent: Joseph J. Hilbert

New Business:

Approve Revised FY21 Budget and FY22 Budget

Marge White, VFHY Deputy Director presented the FY21 and FY22 projected budgets which would begin July 1 of each fiscal year.

She noted the Master Settlement Agreement estimated payment was deposited in our account in May. We may receive a revised payment amount and therefore included projected carry-forward funds at the end of FY21. A revised budget may be presented in September if the actual MSA payment changes.

The FY22 budget was also presented for approval. This budget is presented to ensure funds are available to fund multi-year grants and contracts.

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

Motion: to approve the revised FY21 budget and FY22 budget by Bob Leek.

Second: Patte G. Koval.

Ayes: Karin T. Addison, John O' Bannon, III, M.D., Gina A. Bellamy, Madelyn R. Cahill, Curtis Coleburn, Katie Crumble, Andrew W. Goodwin, Joseph J. Hilbert, Sarah B. Holland, Delegate Sally L. Hudson, Pat Hughes, Patte G. Koval, Bob Leek, Senator David W. Marsden, Andre A. Muelenaer, Jr., M.D., Keith H. Newby, M.D., Jerrin A. Norton, Ghulam D. Qureshi, M.D., Vineeta T. Shah, Senator David R. Suetterlein, Lekeisha Terrell, M.D., Teresa Gardner Tyson and Delegate Rodney T. Willett.

Nays: None

Review/Approve Contract Renewal Agreements

Program Grants

Michael Parsons, VFHY Director of Programs presented three targeted Healthy Communities Action Teams grants for approval to renew funding for a three-year period. (See the attachment).

Motion: to approve the renewal of three targeted Healthy Communities Action Teams grants by Sarah B. Holland.

Second: Vineeta T. Shah.

Ayes: Karin T. Addison, John O' Bannon, III, M.D., Gina A. Bellamy, Madelyn R. Cahill, Curtis Coleburn, Katie Crumble, Andrew W. Goodwin, Joseph J. Hilbert, Sarah B. Holland, Delegate Sally L. Hudson, Pat Hughes, Patte G. Koval, Bob Leek, Senator David W. Marsden, Andre A. Muelenaer, Jr., M.D., Keith H. Newby, M.D., Jerrin A. Norton, Ghulam D. Qureshi, M.D., Vineeta T. Shah, Senator David R. Suetterlein, Lekeisha Terrell, M.D., Teresa Gardner Tyson and Delegate Rodney T. Willett.

Nays: None

Marketing Contracts

Danny Saggese, VFHY Director of Marketing reported on the marketing contracts recommended for renewal FY21 (See the attachment).

Motion: to approve the recommendations for marketing contract renewals for FY21 by Dr. John O'Bannon, III.

Second: Curtis Coleburn.

Ayes: Karin T. Addison, John O' Bannon, III, M.D., Gina A. Bellamy, Madelyn R. Cahill, Curtis Coleburn, Katie Crumble, Andrew W. Goodwin, Joseph J. Hilbert, Sarah B. Holland, Delegate Sally L. Hudson, Pat Hughes, Patte G. Koval, Bob Leek, Senator David W. Marsden, Andre A. Muelenaer, Jr., M.D., Keith H. Newby, M.D., Jerrin A. Norton, Ghulam D. Qureshi, M.D., Vineeta T. Shah, Senator David R. Suetterlein, Lekeisha Terrell, M.D., Teresa Gardner Tyson and Delegate Rodney T. Willett.

Nays: None

Announcements:

Next Board Meeting Dates:

September 16, 2020

December 9, 2020

Adjournment:

Meeting adjourned at 12:49 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 March 31, 2020

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
ASSETS:	
Cash held by the Treasurer of Virginia	\$ 9,461,676
Investments/cash equivalents Held by the Treasurer	\$ -
Lease Deposits	\$ 5,966
Prepaid Expenses	\$ -
Capital Assets, net of accumulated depreciation: Operating equipment	<hr/>
TOTAL ASSETS	\$ 9,467,642
LIABILITIES:	
Compensated absences	\$ 119,609
Account payables	\$ 135,414
Total Liabilities	\$ 255,022
NET ASSETS:	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	<u>\$ 9,212,619</u>
Total net assets	\$ 9,212,619

Virginia Foundation for Healthy Youth Actual Expenditures vs. Budget

July 2019 Through March 2020

	Actual Expenses July 2019 thru March 2020	Budget July 2019 thru March 2020	\$ Over/Under Budget thru March 2020	FY2020 Total Budget
Ordinary Income/Expense				
Income				
Interest on Securities	176,122			
Conf & Training Registration/Misc.	6,419			
Grants/reimbursed expenses	30,000			
Virginia Tobacco Settlement Fund				11,798,547
Total Income	212,542	0		11,798,547
Expense				
Administration	815,995	750,000	65,995	1,000,000
General/Inter Agency Expenses	70,786	82,500	-11,714	140,000
Marketing	2,617,230	2,787,500	-170,270	3,850,000
Program Expense	1,903,688	2,513,017	-609,329	3,577,356
Research/Surveillance and Eval.	515,808	792,500	-276,692	1,150,000
Obesity	707,727	750,000	-42,273	1,120,000
Endowment				
Total Expense	6,631,235	7,675,517	-1,044,282	10,837,356

Virginia Foundation for Healthy Youth Budget			
		<u>FY2021</u>	<u>FY2022</u>
Available Budget		\$11,161,191	\$ 10,261,740
Obesity		\$1,008,000	\$ 1,000,000
Programs		\$3,542,356	\$ 3,205,000
Marketing		\$3,610,000	\$ 3,260,000
Research		\$750,000	\$ 750,000
Surveillance and Evaluation		\$175,000	\$ 150,000
Interagency/GF Transfers		\$142,000	\$ 142,000
Administration		\$1,000,000	\$ 1,100,000
Total		<u>\$10,227,356</u>	<u>\$ 9,607,000</u>
Projected deficit/overage		933,835	\$ 654,740

Healthy Communities Action Teams Renewal Recommendations

Name	3-Year Budget	Brief Description	Region
City of Petersburg Public Library	\$90,000	The Petersburg Healthy Communities Action Team will reduce the incidence of childhood obesity by focusing on Community Food Access. The HCAT will bring together experts from related fields including the local farmers' market, Supplemental Nutrition Assistance Program (SNAP), gardening, nutrition, education, literacy, and culinary skills to build capacity to decrease the incidence of childhood obesity.	Central
City of Manassas	\$90,000	The Manassas Healthy Communities Action Team (MHCAT) will focus on several key issues in the City of Manassas. MHCAT will work with the City of Manassas to identify improvements that need to be made to allow easier access to healthy food choices and recreational and healthy living activities as well as determining areas in the City that are underserved and/or facilities that are in need of improvement. This focus will include improving parks, park accessibility, and increasing multimodal transportation options.	North
Virginia Tech Cooperative Extension	\$90,000	The United Way of Roanoke Valley HCAT, known as Healthy Roanoke Valley, will provide the Healthy Start initiative through Head Start centers and several elementary schools in Roanoke County and Roanoke City. The team will also build on their Northwest Roanoke Food System Readiness Assessment data to address regional food systems change. These initiatives provide experiences, education, and access to healthy lifestyle choices that improve the health, behavior, and attitudes of children and their families in the Greater Roanoke Valley.	SouthWest

Summary of Marketing Contracts Recommended for Renewal FY21

VFHY's Social Marketing Initiatives, Messaging, and Media

For continued implementation of youth tobacco-use prevention and obesity prevention campaigns/initiatives by the Virginia Foundation for Healthy Youth. This could include, but not be limited to: developing, producing, and delivering prevention messaging, and the use of all appropriate mediums to communicate those messages.

- **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 \$1,000,000

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

For continued evaluation and research of the Virginia Foundation for Healthy Youth's social marketing campaigns/initiatives. This could include, but not be limited to: survey instruments, focus groups, online panels, interviews, and other quantitative and qualitative methods of acquiring useful data.

- **Market Decisions:** Award amount not to exceed \$300,000
- **Rescue Agency:** Award amount not to exceed \$300,000

VFHY's Youth Engagement, Volunteerism, and Advocacy Initiative

For continued implementation of the youth engagement/volunteerism/advocacy initiatives by the Virginia Foundation for Healthy Youth. This could include, but not be limited to: the training of high school youth to be effective advocates, the management and retention of youth advocates, the scheduling and managing of events, and the development of new tobacco and obesity prevention initiatives for youth to implement within their community.

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

VFHY's Web/Digital/Design Marketing Initiatives

For continued implementation of the online and digital initiatives that address the prevention messaging efforts by the Virginia Foundation for Healthy Youth. This could include but not be limited to: website development, content management, social media, digital media development, web metric analysis, digital media buying, digital strategic planning and graphic art/design.

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