



**Board of Trustees Meeting
Minutes
December 7, 2021**

Board Members present:

Karin T. Addison, Yaseen Bhatti, Curtis Coleburn, Joseph Hilbert (Virginia Department of Health designee), Sarah B. Holland, , Pat Hughes, Bob Leek, Senator David W. Marsden, M.D., John O'Bannon, III, M.D., Ghulam D. Qureshi, M.D., Teresa Gardner Tyson, DNP, and Delegate Rodney T. Willett.

Board Members not present:

Gina A. Bellamy, Katherine Weaks Crumble, Senator Barbara A. Favola, Andrew W. Goodwin, Delegate Sally L. Hudson, , Patricia G. Koval, Andre A. Muelenaer, Jr., Keith H. Newby, M.D., Jerrin A. Norton, Vineeta T. Shah, MHS, RD, Lekeisha Terrell, M.D.

Staff:

Eloise Burke, Wilma Jordan, Charlie McLaughlin, Jr., Michael Parsons, Hannah L. Robbins, Danny Saggese, Brennan Smith, Judith Sparrow.

Counsel:

Robin A.R. McVoy, Office of Attorney General

Guests:

Rachel Becker, Policy and Communications Advisor
Jimmy Rogers, Senator David R. Marsden's Legislative Assistant

Call to order:

Karin Addison, Chair called the meeting to order at 12:15 p.m.

Karin welcomed everyone to the meeting. After introductions, she acknowledged that it was good to see everyone in person.

Minutes:

Motion: to approve the minutes as presented by Dr. John O'Bannon, III.

Second: Bob Leek

Vote: Unanimous in favor.

Election of Chair/Vice Chair

Curtis Coleburn, Chair of the Personnel/Policy/Bylaws Committee reported the VFHY bylaws require us to elect a chairman, vice-chairman, and members of our executive committee every two years or when vacancies occur in between. 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 Senator David W. Marsden.

Second: Sarah B. Holland.

Vote: Unanimous in favor.

Motion: to affirm the election of Karin T. Addison as Chairman by Senator David W. Marsden.

Second: Sarah B. Holland.

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 Senator David W. Marsden.

Second: Sarah B. Holland.

Vote: Unanimous in favor.

Motion: to affirm the election of Delegate John M. O'Bannon, III, M.D. as Vice Chairman by Senator David W. Marsden.

Second: Sarah B. Holland.

Vote: Unanimously in favor.

Chairman's Comments:

Karin thanked everyone for abiding by the venue's COVID-19 policies and reminded everyone, when you go out of this room and into the hallway, to please wear our masks. Our state guidance also encourages us to wear masks in the meeting when not eating or drinking.

Karin Addison thanked Foundation staff who organized the logistics of today's board and committee meetings.

Karin welcomed our new youth representative, Yaseen Bhatti and Rachel Becker, Policy and Communications Advisor for the Secretary of Health.

Karin Addison reported on a couple of updates. Since we last saw each other virtually, she has been appointed to the Cannabis Public Health Advisory Council as the representative for the Foundation by the Senate Committee on Rules. This is a big opportunity for the Foundation to be part of this committee which assesses and monitors public health issues, trends, and impacts related to marijuana legislation and to make recommendations regarding health warnings, retail marijuana and retail marijuana products safety and product composition, and public health awareness, programming, and related resource needs.

Moving forward the Foundation will work diligently in securing additional funding to fund youth marijuana prevention marketing campaigns and programs. We have asked for 1% of retail revenue, of which 5% has been earmarked for public health, as well as a \$5.2 million annual budget request that will fund youth marijuana prevention marketing campaigns and youth prevention education grants until retail revenue is generated. There is also a separate request to provide \$2 million per year in the biennium budget for prevention marketing. Foundation staff have met with the Secretary of Health's Office multiple times about these requests and recently presented to the Executive Leadership Team on Opioids and Addiction and the Cannabis Public Health Advisory Council.

As the commonwealth moves along with retail sales, it is important that youth in Virginia are not left more vulnerable to initiation of marijuana use. Fully funding marketing campaigns and programs through the Virginia Foundation for Healthy Youth is how we can effectively and efficiently fund prevention work in the commonwealth.

In the absence of Marty Kilgore, VFHY Executive Director, Karin recognized a number of staff who have reached milestones in their years of service with the Commonwealth.

Marty Kilgore - 30 years
Wilma Jordan - 30 years
Jenny Martin - 25 years
Judy Sparrow - 25 years
Lisa Brown - 20 years
Charlie McLaughlin - 20 years
Terri-ann Brown - 20 years
Henry Harper - 20 years

Executive Director's Report: **Programs**

VFHY staff hosted regional Tobacco Use Prevention Grantee Orientations in June via Zoom (RFP #852P022). Regional Grants Administrators, Director of Programs and Training and Resource Manager presented information to the grantees. Topics included an overview of

VFHY, a description of resources available to grantees, requirements for site visits and related documentation, and detailed descriptions of grant reporting, grant payments, and the online grants portal. Organizations have been awarded \$7,400,000 over the next three years to support efforts that will prevent and reduce youth tobacco, nicotine, and vaping product use across Virginia. The grant period is July 1, 2021, and will conclude on June 30, 2024. The orientation dates included:

- Jun. 16 - Southwest Region with 32 attendees
- Jun. 17 - Southeast Region with 24 attendees
- Jun. 23 - North Region with 31 attendees
- Jun. 24 - Central Region with 28 attendees

On Jun. 30, VFHY's three-year Tobacco Use Prevention grant closed (RFP #852P019). VFHY's new three-year Tobacco Use Prevention grant (RFP #852P022) began the next day on Jul. 1.

On Jul. 1, VFHY's three-year Healthy Communities Action Team (HCAT) grantees began their second year of a three-year grant term. They continue to support initiatives that improve access to healthy foods and opportunities for physical activity to prevent and reduce childhood obesity in Virginia.

Beginning in July, VFHY staff met with various Juvenile Justice facilities to provide information on VFHY's Targeted Grants for tobacco prevention and cessation for youth involved in the justice system. These youth have a higher risk for and prevalence of tobacco use. Meetings included:

- Jul. 20 – with Heather Wade and Michael Thigpen from the Lynchburg Regional Juvenile Detention Center
- Jul. 23 – with Program Analyst Taylor Clark from Bon Air Juvenile Correctional Center
- On Sep. 8 – with several staff from the Bon Air Juvenile Correctional Center
- Oct. 20 - with staff from the Newport News Juvenile Detention Center
- Nov. 4 - with Wendy Feldman, Assistant Superintendent at the James River Juvenile Detention Center
- Nov. 18 - with Karin Harrell, Program Manager for Chesapeake Juvenile Services

On Aug. 24, WSLs 10 published a story about VFHY Grantee Roanoke Catholic and how they are part of VFHY's latest round of youth tobacco use prevention grants. As part of the story, Regional Grants Administrator Jennifer Martin spoke with WSLs 10 about the funding for Roanoke Catholic and other grantees in Southwest Virginia. The [report can be found on the website of WSLs 10](#) and was aired locally as a morning and evening segment.

On Sep. 1, Director of Programs Michael Parsons and Regional Grants Administrator Lisa Brown met with the Director of Research at Teaching Strategies, LLC, which has recently acquired the AI's Pals program. They discussed the future adoption of new evaluation instruments by Teaching Strategies and its impact on VFHY tobacco prevention grantees.

On Oct. 1, Youth Development and Community Innovation tobacco prevention grantees were assigned their first quarterly report of the three-year tobacco use prevention grant term, which concludes on June 30, 2024. The Healthy Communities Action Teams (HCATs) were also assigned their first quarterly report of their second grant year. Quarterly reports are completed via an online grants database and provide grantees an opportunity to provide updates about their grant-funded work.

On Oct. 19, Regional Grants Administrator Lisa Brown facilitated VFHY's North Regional Advisory Board meeting. Agenda items included a presentation by Laura Loveday from the VFHY-funded Culpeper Wellness Foundation, updates on grantees progress, an overview of the Virginia Youth Survey, VFHY's plans for grantee partner recognition, and VFHY's grant opportunity for tobacco prevention and cessation in juvenile justice settings.

On Oct. 20, the Southwest Regional Advisory Board met via Zoom. Regional Grants Administrator Jenny Martin facilitated the meeting which included updates on tobacco and HCAT grantees, an overview of recent VFHY trainings and other new resources. Director of Programs Michael Parsons also attended and presented a summary of the Juvenile Justice Targeted Grant. Board members shared updates from their organizations within the fields of tobacco use prevention and public health.

On Oct 21, Training and Resource Manager Charlie McLaughlin conducted a virtual Positive Action Facilitator Training for the VFHY-funded grantee, Boys and Girls Clubs of the Northern Neck. The trained facilitators will deliver the program in an after-school setting to elementary and middle school students over the three-year grant cycle.

From Oct. - Dec. 2021, VFHY staff is conducting formal site visits, either virtually or in person, with all 25 Healthy Communities Action Team (HCAT) grantees. HCATs work to improve access to healthy foods and opportunities for physical activity to prevent and reduce childhood obesity. Recently, Regional Grants Administrators met with the following:

- Sussex-Surry Food Insecurity Collaborative (Smart Beginnings – Southeast) on Nov. 4. This HCAT engages children and families impacted by food insecurity through connections with early childcare programs and community partners.
- SAEM HCAT (Salem Area Ecumenical Ministries) on Nov. 4. This HCAT increases access to healthy foods through student-led food pantries.
- Hampton Roads Breastfeeding Education And Advocacy Team (Eastern Virginia Medical School) on Nov. 9. This HCAT assists in breastfeeding education and advocates for women's rights to breastfeed.
- Arlington HCAT (Arlington Partnership for Children, Youth and Families Foundation) on Nov. 10. This HCAT creates materials for community members who use WIC and the local food pantry, and they are bringing nutrition education to local preschools and elementary schools.

- HCAT-4 MEE (Alternatives, Inc.) on Nov. 15. This HCAT partners with childcare providers to institutionalize changes in policies and practices to improve health and physical activity for children ages 2-10.
- Healthy Start (Virginia Polytechnic Institute and State University) on Nov 15. This HCAT provides experiences, education, and access to healthy lifestyle choices for young children and their families.

On Nov. 22, Director of Programs Michael Parsons launched the Regional Advisory Board Membership Survey, which will allow VFHY to assess the composition of its four Regional Advisory Boards (RABs). The membership survey will provide a fuller picture of the demographics and the knowledge, skills, and abilities of the sixty-two members who are currently serving, and it will guide future recruitment efforts. Each of the four RABs is comprised of volunteers who are instrumental in providing a local connection between VFHY and communities throughout the state. Board members also participate in the review process to select grantees that will receive program funding.

Marketing

On Jun. 9, Marketing Specialist Hannah Robbins attended a “Key Decision Maker” meeting with Fauquier County Public Schools Nutrition Director Sue Ann Fox to hear from Y Street Youth Leadership Team members Lily Paccassi, Riya Avaiya, and Abigail Turner from Fauquier High School. Leadership team members shared information about Y Street’s obesity prevention campaign Rev Your Bev, focused on increasing water access and discussed ways for the campaign to be implemented at the school.

On Jun. 15 Marketing Specialist Hannah Robbins attended a meeting with Yorktown County Parks and Recreation Director Bonnie Fitz and a Y Street leadership team member from Tabb High School, Sarah Masood. The group talked about the Y Street tobacco- and e-cigarette-free parks campaign, Share The Air. Masood discussed campaign goals and shared how Y Street and VFHY can support the Yorktown County Parks and Recreation department to help make their county parks and recreation spaces tobacco and e-cigarette free for youth.

On Jun. 24 Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins attended the filming production of the 2021 campaign messaging for the Hustle & Strive peer crowd campaign. Messages focused on about staying tobacco and substance free in order to achieve personal success. The production took place in Chester, Virginia.

On Jun. 28, The Richmond City Public Schools School Board voted to include Y Street’s Rev Your Bev campaign policy language in their school wellness policy for the 2021-22 school year. This policy change to increase water access for students and staff was a culmination of efforts from Y Street Leadership Team member Shaniece Gentry of George Wythe High School and a partnership with Richmond’s School Health Advisory Board and American Heart

Association. The initiative will impact more than 25,000 students in Richmond City Public Schools.

On Jul. 7, VFHY's Y Street Leadership Team (YSLT) began its 13th annual leadership meeting, taking place over the course of 4 weeks. YSLT consists of the top three dozen Y Street members from across the state, representing the hundreds of 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 across Virginia have attended a Y Street training offered by VFHY. In 2019, Y Street was identified by the Centers for Disease Control (CDC) in a national best practice guide for youth tobacco prevention. Additionally, Y Street was named the 2011 National Group Youth Advocate of the Year by the Campaign for Tobacco-Free Kids. Lastly, Y Street youth members have been invited to present at numerous national conferences, school board meetings and have provided testimony to the FDA.

On Jul. 22, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins Bruce met with VFHY's contractor for the Y Street program to discuss the media performance for its current tobacco prevention campaign "Share The Air." Some of the results presented during the meeting included delivery of over 5 million impressions on social media, and more than 500,000 exploratory engagements with the target audience through online and digital mediums.

On Jul. 21, VFHY virtually hosted its 13th annual Y Street Leadership Team Summit Networking Event. VFHY staff and Y Street Leadership Team members networked with agency partners, Y Street alumni, and board of trustee members. Event attendees were joined by board member Delegate Rodney Willett and watched a recorded video from Secretary of Health and Human Resources Dr. Daniel Carey congratulating youth leaders on a successful year.

On Aug. 9, Training and Resource Manager Charlie McLaughlin conducted a Too Good for Drugs Facilitator Training in Christiansburg for Montgomery County Public Schools teachers. Middle and high school teachers will implement the program in the fall. VFHY funds the school division through its tobacco use prevention grant program.

On Aug. 5, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins Bruce met with a contractor for VFHY's vaping prevention health communication campaign, *Behind The Haze*, to review the performance of the fifth messaging package deployed across Virginia from May 6 through Jun. 18, 2021. This messaging package, titled "The Great Manipulator" reached more than 940,000 Virginia youth between the ages 13 and 21 years old through paid advertisements on YouTube, Facebook, Instagram, and Snapchat. The campaign messaging included facts about how nicotine impacts your brain in a way that can change your mood and emotions and directed youth to Virginia's Quit Now website for cessation services.

On Sep. 13, Marketing Specialist Hannah Robbins Bruce met with Virginia Department of Education's Early Childhood Workforce Manager Mickie McInnis to discuss Rev Your Bev priorities and alignment with Early Learning Standards for the 2021-22 school year and beyond.

On Sep. 28, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins Bruce attended a meeting with Warrenton County Park Director Tommy Curenton and Y Street Leadership Team members Bindi Patel and Lily Pacsassi from Fauquier High School. Y Street leaders met with Director Curenton to discuss the "Share The Air" campaign goals for tobacco and e-cigarette free parks and outdoor spaces.

On Oct. 26, Marketing Specialist Hannah Robbins Bruce presented at the Virginia Recreation and Park Society conference with Y Street Leadership Team member Cheyenne Estep in Harrisonburg, Virginia. The presentation was about the Y Street campaign "Share The Air: Creating tobacco-free and e-cigarette free outdoor public spaces." Cheyenne attends Central High School in Shenandoah County Public Schools.

On Nov. 9 and 10, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins Bruce virtually attended research focus groups on teen cannabis-use prevention in Virginia. The focus groups were facilitated by a VFHY contractor and represented youth from all regions of the commonwealth. There will be five focus groups implemented to collect qualitative data in addition to collecting at least four hundred responses for the quantitative data portion of the research strategy. The research will be used to develop a marketing campaign for youth statewide.

On Nov. 17 Marketing Specialist Hannah Robbins Bruce attended Brunswick High School's Y Street Rev Your Bev event, hosted by Y Street youth engagement program members at Brunswick High School. Students, faculty, and school staff enjoyed an activity where they tasted fruit infused water and played water trivia for Rev Your Bev promotional materials. Students also used the opportunity to collect surveys and talk to their peers about the importance of hydrating with water.

On Nov. 17, Director of Marketing Danny Saggese attended a meeting with Hopewell County Public Schools Nutrition Director Susan Jacobs to hear from Y Street Leadership Team Member Tanaeya Crawford from Hopewell High School. Crawford shared information about Y Street's obesity prevention campaign Rev Your Bev, focused on increasing water access and discussed ways for the campaign to be implemented in Hopewell County.

On Nov. 23, Director of Marketing Danny Saggese attended a meeting with Town of Dumfries Town Manager Keith Rogers and Town Clerk Tangi Hill and Y Street Leadership Team members Crystal Forson and Princess Abbonah, from Potomac High School. The group discussed Y Street's tobacco- and e-cigarette free parks campaign, "Share the Air." Forson and Abbonah discussed campaign goals and shared how Y Street and VFHY can support the Town of Dumfries in making their parks and recreation spaces tobacco- and e-cigarette free for youth.

Research

On Oct. 28, Deputy Director Marge White and Regional Grants Administrator Lisa Brown met with the VCU research team overseeing the Virginia Youth Tobacco Project (VYTP). The group discussed an annual analysis and synopsis of VFHY's research efforts over ten years, the VYTP small grants program, and the 2022 VYTP coalition meeting.

Empower Series Events

On Jun. 1, VFHY hosted an Empower Series webinar titled, *"Food Marketing and the Impact of Product Placement on Childhood Obesity."* This is the third installment of a four-part group of webinars discussing Using Social Determinants of Health to Change Health Outcomes Where They Start. Empower Series is a partnership between VFHY and Prevention Connections and it continues to be free and open to all who pre-register for events at the VFHY website.

On Jun. 15, VFHY hosted an Empower Series webinar titled, *"Childhood Hunger's Direct Link to Childhood Obesity."* This is the final session in a four-part group of webinars discussing Using Social Determinants of Health to Change Health Outcomes Where They Start. The Empower Series is a partnership between VFHY and Prevention Connections and continues to be free and open to all who pre-register for events at the VFHY website.

On Jun. 21, VFHY hosted a virtual workshop titled *"When You Have No Money"* conducted by trainer and prevention professional Steve Hixon. The attendees engaged in evidenced-based sustainability strategies for working with coalitions. These sustainable strategies focused on recruitment, partnerships, boards, and environmental strategies.

On Aug. 5, VFHY partnered with NURTURE & Consortium for Infant and Child Health's (CINCH) #757Breastfeed to host a *"Collective Impact"* Empower Series event for community members and stakeholders working in the maternal child health sector. The workshop was conducted by Gina Rodriguez from Health Resources in Action, explored intentional ways of working together, and shared information to help solve complex problems. Participants became more familiar with best practices for collaboration and building skills to address common challenges through a series of small breakout groups and large group discussions.

On Sep. 13, VFHY hosted a virtual workshop titled *"Let's Talk About Weed"* presented by trainer Barbara Burke. The virtual workshop was attended by over sixty prevention professionals and explored our culture's relationship with cannabis, from demonization to infatuation. In the wake of legalization in Virginia, this workshop helped gain a better understanding of what marijuana is and what it is not, dispelled myths and gathered facts, while teaching about the impact of legalization and commercialization in other states.

On Sep. 21, VFHY hosted a virtual workshop titled *"Nutrition Education Made Fun: Effective and Creative Techniques for Teaching Kids to Eat Healthy"* conducted by trainer and

registered dietitian Angie Hasemann Bayliss. The attendees learned the basics of healthy eating, how to adapt healthy eating principles to the pediatric population, and how to implement nutrition education strategies.

On Oct. 13, VFHY hosted a virtual workshop titled, “*The New Emerging Triangle: Tobacco, E-Cigs and Marijuana*.” The workshop conducted by instructor Jim Martin, a tobacco prevention professional, was attended by 150 prevention, school, community and law enforcement professionals. The workshop focused on the intersection of tobacco, electronic cigarettes and marijuana as well as new electronic delivery systems for both nicotine and other substances.

On Oct. 29, VFHY hosted an in-person Empower Series workshop titled “*Grant Writing 102*” which was conducted by trainer and prevention professional Valerie Liggins Law. The interactive, hands-on training experience allowed students to work with other participants to draft a proposal outline to include in a possible future proposal submission.

On Nov. 10, VFHY hosted a virtual Empower Series workshop titled “*Let’s Talk About Weed*” presented by trainer Barbara Burke. The virtual workshop was attended by ninety prevention professionals and explored our culture’s relationship with cannabis, from demonization to infatuation. In the wake of legalization in Virginia, this workshop helped attendees gain a better understanding of what marijuana is and what it is not; dispelled myths and gathered facts; while learning about the impact of legalization and commercialization in other states.

Administrative Meetings

On May 26, VFHY’s IT Steering Committee held its quarterly meeting. The group reviewed user access to various systems, the annual IT audit, physical equipment security, internet security, and the plan for FY22 for staff security awareness training.

On May 27, Executive Director Marty Kilgore and Deputy Director Marge White met with Deputy Secretary of HHR Catie Finley and Assistant Secretary of HHR Corey Pleasants to discuss marijuana prevention for youth. Deputy Secretary Finley is preparing a decision brief with recommendations for the state’s initial marijuana prevention funding and asked to review VFHY’s funding structure and programmatic efforts. The group discussed how VFHY’s funding is obligated through multi-year grants and marketing contracts and how evidence-based marijuana prevention efforts could be integrated if funding is provided.

On Jun. 16 and 17, Training and Resource Manager Charlie McLaughlin attended a virtual *CATCH My Breath Trainer of Trainers* session. The session prepared McLaughlin with information and materials to develop a custom facilitator training for VFHY grantees who are funded to implement the *CATCH My Breath* program during the July 1, 2021 – June 30, 2024 grant cycle.

On Jun. 25, Public Affairs Manager Brennan C. Smith submitted VFHY's Agency Support Plan (ASP) to the Virginia Department of Emergency Management (VDEM) for review. The ASP submission keeps VFHY in good standing around Executive Order 41. VFHY received an "excellent" submission rating and will update the document annually before May 1.

On Jul. 9 Deputy Director Marge White attended the Region 1-3 National Tobacco Control Network meeting. States provided updates related to legislation and the group discussed reporting requirements of CDC tobacco control grants.

On Jul. 22 Executive Director Marty Kilgore and Deputy Director Marge White met with Jennifer Eggleston and Briana Gray from APA to review the Results of Internal Control Questionnaire Review they completed in May.

On Jul. 28 Deputy Director Marge White, Finance & HR Manager Wilma Jordan and Senior Executive Assistant Eloise Burke attended the Cardinal HCM Conversion Validation Webinar. The Cardinal team reviewed steps agencies must take to ensure data is accurate prior to the "dress rehearsal" of the new Cardinal system.

On Aug. 12, Executive Director Marty Kilgore and Deputy Director Marge White met with Deputy Secretary of HHR Catie Finley along with DBHDS staff to review funding for marijuana prevention efforts.

On Aug. 12, Deputy Director Marge White submitted a quarterly report to VDH related to youth tobacco use prevention work completed by VFHY as part of VDH's CDC tobacco use control grant.

On Aug. 24, VFHY staff formally submitted a legislative proposal to fully fund VFHY-supported marijuana prevention education for youth marketing campaigns and programs ahead of the 2022 Regular Session.

On Sep. 1, Director of Programs Michael Parsons attended a webinar entitled "Reducing Applicant Burden," hosted by Foundant Technologies. The webinar included information on evolving best practices in "trust-based" philanthropy.

On Sep. 9 VFHY staff had its monthly staff meeting. The meeting included IT security awareness training and an introduction to the online IT training modules that all staff will complete to meet the commonwealth's IT security standards. Staff also reviewed the plan to continue work on its One Virginia Plan to broaden its scope over the coming months.

On Sep. 17, Deputy Director Marge White, Director of Marketing Danny Saggese, and Marketing Specialist Hannah Robbins Bruce met with Rescue Agency staff to review its plan to complete research with Virginia youth for marijuana prevention. Rescue Agency is contracted by VFHY for marketing initiatives and will complete qualitative and quantitative data collection and analysis to assist VFHY in its planning phase for a statewide youth marijuana prevention campaign.

On Sep. 15, Chief of staff Clark Mercer hosted a transition briefing for all at-will employees. Presentations were provided by a number of agencies including VRS, VEC, and DHRM. VFHY has begun work on its transition briefing for the new administration and will submit it by the Oct. 8 deadline.

On Sep. 20, Senior Executive Assistant Eloise Burke submitted the VFHY Plastic Pollution and Solid Waste Reduction Plan to the Virginia Department of Environmental Quality. Completing the spreadsheet constitutes the Plastic Pollution and Solid Waste Reduction Plan required by EO77.

On Sep. 23, VFHY submitted a budget request for consideration to the Secretary of Health to fully fund marijuana youth prevention programs and marketing campaigns. The request covers FY2023 and FY2024 in order to coordinate two initiatives for marijuana prevention: (1) a grant program that targets at-risk youth that implements evidence-based and promising marijuana prevention programs and activities directly impacting youth, and (2) a statewide marketing campaign targeted at youth using social, digital, and traditional media.

On Sep. 29, Director of Programs Michael Parsons attended a question-and-answer call hosted by the CDC to discuss a tobacco-related journal article which was published the same day. The CDC's Office on Smoking and Health and the U.S. Food and Drug Administration released an article in the journal, Morbidity and Mortality Weekly Report, titled, "Notes from the Field: E-cigarette Use Among Middle and High School Students—National Youth Tobacco Survey, United States, 2021." The article included data analysis from the 2021 National Youth Tobacco Survey (NYTS).

On Oct. 7, VFHY formally submitted the Agency Transition Summary draft to the Governor's Office. The Agency Transition Summary outlines key parts of VFHY's priorities and work for the incoming governor and administration. The draft was due for review on Oct. 8 and is expected to be finalized later in October.

On Oct. 8, VFHY received approval by the Department of Health and Human Resources to submit a budget proposal to the Department of Planning and Budget for the upcoming legislative session. The proposal includes \$5.2 million in annual funding to support marijuana youth prevention programs and marketing efforts.

On Oct. 12, Executive Director Marty Kilgore attended the HHR Agency Head meeting virtually. The meeting prioritized hearing from agency heads about ongoing work and served as a way for HHR deputies to give a legislative update as we head into the next General Assembly session in January.

On Oct. 15, Deputy Director Marge White met with the Children's Fiscal Mapping Project team. The group reviewed a final version of a report that identified FY21 state funding directed to youth prevention and wellness. The report will be submitted to the Governor's Children's Cabinet at its next meeting.

On Oct. 28, Deputy Director Marge White attended the Cannabis Public Health Advisory Committee inaugural meeting. White provided an overview of VFHY's youth marijuana prevention marketing campaign scheduled to begin in the first quarter of 2022.

On Nov. 4, Executive Director Marty Kilgore met with Health and Human Resources Secretary Dr. Vanessa Walker Harris to discuss VFHY's priorities for the rest of the current administration.

Legislative Meetings & Outreach

On Aug. 16, Executive Director Marty Kilgore and Director of Marketing Danny Saggese attended a meeting with Delegate Rodney Willett and Y Street Leadership Team members from Tucker High School; Jordan Scott, Vy Nguyen, and Wramsey Norris. Y street leaders met with Delegate Willett to discuss the campaign priorities for Rev Your Bev and Share The Air for their school divisions and county parks.

On Sep. 23, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins Bruce attended a meeting with Delegate Luke Torian and Y Street Leadership Team members from Potomac High School; Crystal Forson and Lidanbe Bennam. Y Street leaders met with Delegate Torian to discuss the campaign priorities for Rev Your Bev and Share The Air for their school district and county parks.

On Sep. 24, Marketing Specialist Hannah Robbins Bruce attended a meeting with Senator Joseph Morrissey and Y Street Leadership Team members from Hopewell High School; Lydia Lopez and Tinaeya Crawford. Y Street leaders met with Senator Morrissey to discuss the campaign priorities for Rev Your Bev and Share The Air for their school district and county parks.

On Sep. 28, Director of Marketing Danny Saggese and Marketing Specialist Hannah Robbins Bruce attended a meeting with Delegate Martha Mugler and Y Street Leadership Team member from Tabb High School, Shayla Dawson. Y Street leadership member met with Delegate Mugler to discuss the campaign priorities for Rev Your Bev and Share The Air for their school district and county parks.

On Sep. 28, Director of Marketing Danny Saggese attended a meeting with Delegate Angelia Williams Graves and Y Street Leadership Team members from Granby High School, Aliyah Oakley and Roger Zheng. Y Street leaders met with Delegate Graves to discuss the campaign priorities for Rev Your Bev and Share The Air for their school district and county parks.

On Sep. 29, Marketing Specialist Hannah Robbins Bruce attended a meeting with Senator Jill Holtzman Vogel and Y Street Leadership Team members from Fauquier High School. Y Street leaders Bindi Patel and Lily Paccassi met with Senator Vogel to discuss the campaign priorities for Rev Your Bev and Share The Air for their school district and county parks.

On Sep. 29, Director of Marketing Danny Saggese attended a meeting with Delegate Michael Webert and Y Street Leadership Team members from Fauquier High School. Y Street

leaders Bindi Patel and Lily Paccassi met with Delegate Webert to discuss the campaign priorities for Rev Your Bev and Share The Air for their school district and county parks.

On Sep. 29, Director of Marketing Danny Saggese attended a meeting with Senator Ghazala Hashmi and Y Street Leadership Team members from Powhatan High School. Y Street leaders Bre Gillespie and Riley Fletcher met with Senator Hashmi to discuss the campaign priorities for Rev Your Bev and Share The Air for their school district and county parks.

On Oct 29, Marketing Specialist Hannah Robbins Bruce, Regional Grants Administrator Terriann Brown, and a Central region grantee from the Region Ten Community Services Board Zarina Burdge attended a meeting with Delegate Sally Hudson and Y Street Leadership Team members from Charlottesville High School: Max Tyree and Pray Meh. Y Street leaders met with Delegate Hudson to discuss the campaign priorities for Rev Your Bev for their school district and Share The Air for county parks and Region Ten's Community Services Board Prevention Program Manager shared the vaping prevention campaign implemented in the Charlottesville region "Clear The Air."

Collaborations

On Jun. 1, Deputy Director Marge White and Finance & HR Manager Wilma Jordan met with Cardinal project liaison Dan Walsh. The group reviewed Cardinal conversion tasks due in the coming month.

On Jun. 8, Conference and Networking Manager Henry Harper and Deputy Director Marge White attended the Tobacco Free Alliance of Virginia (TFAV) quarterly virtual meeting. Members were provided with several updates from the TFAV leaders, including legislative, communications, membership, and data. There was also a presentation given by Dr. Hong Xu from GMU on the projected impact on youth tobacco use if retailer licensing is put in place in Virginia. The final part of the meeting was used to discuss and brainstorm on the 2022-2027 TFAV strategic plan.

On Jun. 10, Marketing Specialist Hannah Robbins attended a planning meeting for the Virginia Farm to School Conference. Robbins provided an update on the session she is planning and moderating, "Farm to School: Whole School, Whole Community, Whole Child Model" at the conference in October 2021.

On Jun. 21 Marketing Specialist Hannah Robbins met with Deputy Secretary of Agriculture and Forestry Heidi Hertz to discuss upcoming plans for the Commonwealth Data Trust to feature a dashboard for data related to the Virginia Roadmap to End Hunger. Robbins shared datasets with Deputy Hertz from FeedVA that will be used in the dashboard.

On Jun. 23, Public Affairs Manager Brennan C. Smith attended the VEST Liaison Officer Lunch and Learn virtual meeting hosted by VDEM leaders to discuss Executive Order 41 requirements and progress. VDEM intends to host more of these meetings in the near future.

On Jul. 6, Deputy Director Marge White and Marketing Specialist Hannah Robbins attended the third Virginia Foods for Virginia Kids (VFVK) steering committee meeting. The VFVK meeting was hosted by the Virginia Department of Education School Nutrition Department Director Sandy Curwood and included Deputy Secretary of Agriculture and Forestry Heidi Hertz, and representatives from the Center for Ecoliteracy, Real Food for Real Kids, Food Corps, and the Chef Ann Foundation.

On Jul. 8, Marketing Specialist Hannah Robbins met with Deputy Secretary of Agriculture and Forestry Heidi Hertz and Governor's Fellow Emily Baker to discuss the development of a free resource that includes comprehensive food-access related funding opportunities for non-profit groups in Virginia. This new resource would be housed in the FeedVA website that VFHY manages.

On Jul. 12, Executive Director Marty Kilgore, Director of Programs Michael Parsons, and Director of Marketing Danny Saggese met with the Secretary of Health and Human Resources Governor's Fellows Alicia Pullen, Mary Olivia Rentner, and Maya Link. The meeting served as an introduction into current and upcoming VFHY programs and marketing campaign efforts.

On Jul. 13, Executive Director Marty Kilgore and Senior Executive Assistant Eloise Burke attended the Board Administrator Workshop hosted by the Office of the Secretary of the Commonwealth. This workshop was offered after extensive feedback was received at the Governor's Summit on Equitable Collaboration to establish a training session for agency board liaisons. First Lady Pamela Northam and Secretary of the Commonwealth Kelly Thomasson both spoke at the event.

On Jul. 27 Deputy Director Marge White participated in the final meeting of the Virginia Consortium for Health Philanthropy. The consortium will merge into the newly-founded Virginia Funders Network.

On Jul. 28 Marketing Specialist Hannah Robbins Bruce attended the Governor's announcement of the Virginia Food Access Investment Fund awards at the site of one of the funding recipients, the Richmond Food Justice Alliance and Shalom Farms mobile market location in the east end of Richmond, Virginia. Governor Northam, Delegate Delores McQuinn, and Senator Jennifer McClellan gave remarks stressing the importance of healthy food access, health equity, and addressing hunger in the Commonwealth, all of which are what the VFAIF funds aim to enhance.

On Jul. 28, Executive Director Marty Kilgore virtually attended the Children's Cabinet meeting led by First Lady Pamela Northam. The meeting served as a way for attendees to update each other on actionable items in their respective fields, and to discuss business around the General Assembly's Special Session which began Aug. 2.

On Jul. 29, Executive Director Marty Kilgore attended the advisory committee for the State Health Assessment (SHA) and State Health Improvement Plan (SHIP) meeting. Kilgore serves

on the advisory committee which was briefly suspended due to COVID-19. The advisory council discussed how it will provide guidance and recommendations for development of the SHA-SHIP, including review and assessment of data, as well as identifying actionable priority areas and health indicators.

On Jul. 30, Marketing Specialist Hannah Robbins Bruce met with Deputy Secretary of Agriculture and Forestry Heidi Hertz, Federation of Virginia Food Banks Executive Director Eddie Oliver, and Virginia Early Childhood Foundation's Senior Community Liaison Emily Keenum to determine collaborative opportunities for the childcare industry, food banks, and the Virginia agriculture community to address child hunger for children under five that could be replicated across the state.

On Aug. 20, Marketing Specialist Hannah Robbins facilitated the seventh Water Equity Communication Workgroup meeting with Virginia Health Catalyst. Robbins serves as Chair of the workgroup, which is a sub-committee of the broader Water Equity Taskforce. The workgroup met to discuss findings of a Water Cost Data Analysis across seventy water utilities in Virginia. Other attendees included Julie Floyd from the Office of Drinking Water at Virginia Department of Health, Associate Professor at Virginia Tech Department of Human Nutrition Brenda Davy, Virginia Department of Social Services staff, Virginia Health Catalyst staff, and more.

On Sep. 2, Conference and Networking Manager Henry Harper attended the virtual meeting of the Governor's Substance Abuse Services Council (SASC). The chair of the council, Senator John Bell opened the meeting with an update on the latest Virginia funds that have been allocated for substance use treatment and prevention. Following that presentation, the group was given a presentation by Dudley Enterprises about their digital platform, "Sober Peer." This is the only existing digital platform uniquely designed to solve all treatment gaps for people in recovery. Then to close out the meeting, Jennifer Fidura the Executive Director of the Virginia Network of Private Providers, Inc. (VNPP), updated the council on potential legislation requests for the 2022 session that are needed to fill treatment services gaps.

On Sep. 13 Conference and Networking Manager Henry Harper represented the Foundation at the virtual meeting of the Community Coalitions of Virginia (CCoVa.) The meeting included a presentation by Laura Stack, CEO of the non-profit "Johnny's Ambassadors." Since her son's marijuana induced suicide Laura has written books and done speaking tours regarding the harms of concentrated marijuana on youth brain development and related behavioral health problems. The group was also given an update by the Department of Behavioral Health Services and Developmental Services (DBHDS) about the funds they have available for community coalitions via a SAMHSA grant. Finally, there was an update by the coalition chair regarding our participation in the Governor's VOSAP survey and the role it will play in their annual report and strategic planning.

On Oct. 5, Marketing Specialist Hannah Robbins Bruce moderated a session for the Virginia Department of Education's Farm to School Conference. The session was titled "Using the

Whole School, Whole Community, Whole Child Model in Farm to School Programming.” Robbins Bruce planned this session and served on the Farm to School Conference Planning Committee, as well as the Farm to School Leadership Team for the Virginia Department of Education. Speakers in the session included the Executive Director of Kinfolk Community Art Burton, Cofounder of Richmond Food Justice Alliance Omari Al-Qadaffi, Vice President of Health for American Heart Association Robin Gahan, Cultivate Charlottesville’s City Schoolyard Garden Program Director Jordan Johnson, and the Youth Engagement & Food Justice Coordinator Alfred Shirley also from Cultivate Charlottesville.

On Oct. 12, VFHY and the Virginia Department of Education's Office of School Nutrition Programs partnered to launch the Governor's Scorecard on Nutrition and Physical Activity for schools in Virginia. The scorecard measures efforts taken beyond requirements to promote a culture of health and wellness through food quality, participation in school meals programs, health and physical education, and physical activity. The launch event included a number of speakers representing state government and nonprofit organizations, including VFHY Executive Director Marty Kilgore, Deputy Secretary of Agriculture and Forestry Heidi Hertz, Superintendent of Public Instruction Dr. James Lane, Director of Virginia Department of Education School Nutrition Programs Sandy Curwood, and others.

On Oct. 12, Director of Programs Michael Parsons and Regional Grants Administrator Jenny Martin met with Dr. Nancy Tompkins, Research Assistant Professor at West Virginia University’s School of Public Health and Dr. Kerry Redican, Director of the Undergraduate Programs in Public Health at Virginia Tech, both of whom serve on VFHY’s Southwest Regional Advisory Board (RAB). They discussed submitting a Pre-Submission Abstract to a professional journal, a first step in professionally publishing research on the impact of VFHY grant-making efforts over the past twenty years.

On Oct. 14, Training and Resource Manager Charlie McLaughlin conducted a training on the Positive Action curriculum for VCU Humphrey Fellow students from India, Cameroon and Nigeria. The students are learning about various evidenced-based programs for tobacco and substance use prevention to introduce to their countries upon their return.

On Oct. 15, Marketing Specialist Hannah Robbins Bruce met with Virginia Health Catalyst Grassroots Manager Chloe Van Zandt and Virginia Department of Health Office of Drinking Water Operator Julie Floyd to discuss the 2021-2022 plan for continuing the Water Consumer Confidence Report Pilot Project which was initiated in January 2021.

On Oct. 19, Director of Marketing Danny Saggese attended the national Tobacco Control Network Executive Committee meeting. Saggese was recently elected to the committee to represent the Funders Alliance, a coalition of tobacco prevention and control professionals from foundations throughout the country.

On Oct. 26, Conference and Networking Manager Henry Harper represented VFHY at the virtual quarterly meeting of the Virginia State Epidemiology Outcomes Workgroup (SEOW). The meeting provided a recap of the group’s activities over the past quarter,

including the data spotlights provided by different members. This was followed by an annual check in by each member and group feedback on preferred upcoming events for the next calendar year. The data spotlight for this quarter's meeting, which was provided by the Virginia Department of Health, was focused on injury and violence data and how it can be used by other agencies and groups to guide prevention planning. Resources have been created by the Omni Group available on the Virginia Social Indicator Dashboard (VASIS) website, <https://vasisdashboard.omni.org>.

On Oct. 27, Executive Director Marty Kilgore and Marketing Hannah Robbins Bruce met with Consultant of the Monument Group and the Virginia Funders Network Coordinator Patte Koval to discuss promotion of FeedVA's new feature regarding funding opportunities for Food Access, Nutrition Security, and Obesity related projects in Virginia. Koval also serves on the Board of Trustees for VFHY and on the Program Committee.

Budget Report:

FY21 Year-to-Date Financial Report

Wilma Jordan, VFHY Finance and HR Manager reported on the Statement of Net Assets and Governmental Funds through October 2021. We are under budget due to program and research grants affected by COVID-19.

Wilma Jordan also reported on the Actual Expenditures vs. Budget for July 2021 through October 2021. See the attached reports.

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

Public Comment:

None

Old Business:

None

New Business:

Senator David W. Marsden updated everyone on the lawful production of cannabis. The medical cannabis program is up and running. There has been a back log to acquire a medical card through the Board of Pharmacy.

Committee Reports:

Programs

Sarah B. Holland, Program Committee Chair, provided a summary of grant activities in Fiscal Year 2021. She shared high-level outputs and outcomes for both the tobacco use prevention grants which ended on June 30, 2021, and the Healthy Communities Action Team (HCAT) grants, which finished their first year on June 30, 2021.

Sarah presented an update on the tobacco use prevention grants that are currently active in fiscal year 22. She also provided an update on the twenty-five HCATs working to prevent

childhood obesity. She then described VFHY's new Juvenile Justice Targeted Grant and the Program Team's success in working with the Department of Juvenile Justice, the Virginia Juvenile Justice Association, and with individual Juvenile Detention Centers across Virginia.

Lastly, Sarah provided an update about two different upcoming statewide evaluations. VFHY has contracted with the Center for Effective Philanthropy (CEP) to disseminate an anonymous survey to grantees in May of 2022. The Program Team is also collaborating with researchers to draft and submit an article detailing the success of VFHY's 20 years of grant making to a peer reviewed journal.

The Program Team will begin planning for the next HCAT RFP in 2022.

Marketing

Hannah Robbins, VFHY Marketing Specialist reported Rev Your Bev will host a Day of Action in the spring for the Early Childhood Network across the state where free tool kits will be provided to childcare providers across the state to bridge water consumption in their facilities.

YStreet youth leadership team members have continued to meet with key decision makers such as legislators, nutrition directors and school boards to promote water access in schools.

Lastly, the latest Rev Your Bev commercial titled *Water, The Greatest Performance Drink Never Invented* was previewed. The key message is "Water is all you need!"

Research and Evaluation

Charlie McLaughlin, Training and Resource Manager provided an update on the seven large grants that began in July, 2021. Site visits with these grantees will take place in spring/summer of 2022.

Charlie also reported that our partner at VCU made recommendations for one small grant award. VCU plans to re-release an RFP after January 1, 2022, to attract additional applications. Charlie added that Marge White, VFHY Deputy Director, and Lisa Brown, Regional Grants Administrator for the North Region, have connected with a researcher from Virginia State University and anticipate an application for a small grant.

Charlie McLaughlin concluded with an update on the Virginia Youth Survey which took place in fall 2021. Virginia Youth Survey results are expected sometime in the Spring.

Board members are invited to attend the Virginia Youth Tobacco Project coalition meeting in Richmond or virtually on March 23 and 24, 2022. Registration information is forthcoming.

Announcements:

Next Board Meeting Dates:

May 18, 2022

September 21, 2022
December 7, 2022

Save-the-Date: March 23-24, Virginia Youth Tobacco Project coalition meeting in Richmond

Adjournment:

Meeting adjourned at 1:15 p.m.

VIRGINIA FOUNDATION FOR HEALTHY YOUTH
STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS
BALANCE SHEET
As of October 31, 2021

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
ASSETS:	
Cash held by the	
Treasurer of Virginia	\$ 18,850,058
Investments/cash equivalents Held by the Treasurer	\$ 2,133,099
Lease Deposits	\$ 5,966
Prepaid Expenses	\$ -
Capital Assets, net of accumulated depreciation:	
Operating equipment	<u> </u>
 TOTAL ASSETS	 \$ 20,989,123
 LIABILITIES:	
Obligations Under Security Lend	\$ 2,133,099
Compensated absences	\$ 136,873
Account payables	\$ 318,807
	<u> </u>
Total Liabilities	\$ 2,588,780
 NET ASSETS:	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	\$ 18,400,344
	<u> </u>
Total net assets	\$ 18,400,344

Virginia Foundation for Healthy Youth Actual Expenditures vs. Budget

July 2021 Through October 2021

	Actual Expenses July 2021 thru October 2021	Budget July 2021 thru October 2021	\$ Over/Under Budget thru October 2021	FY2022 Total Budget
Ordinary Income/Expense				
Income				
Carry Forward funds	4,893,512	4,893,512	0	4,893,512
Interest on Securities	19,500		19,500	0
Conf/Training Reg/Misc/reimb exp	1,792		1,792	0
Grants/pass through	77,113		77,113	0
Virginia Tobacco Settlement Fund				9,327,905
Total Income	<u>4,991,917</u>	<u>4,893,512</u>	<u>98,405</u>	<u>14,221,417</u>
Expense				
Administration	336,142	366,667	-30,524	1,160,000
Gen'l transfers out/Inter-Agy	886	47,333	-46,447	142,000
Marketing	386,850	1,303,333	-916,483	3,910,000
Program Expense	579,368	1,305,000	-725,632	3,915,000
Research/Surveillance and Eval.	125,966	391,667	-265,701	1,175,000
Obesity	276,393	355,989	-79,595	1,067,966
Total Expense	<u>1,705,606</u>	<u>3,769,989</u>	<u>-2,064,383</u>	<u>11,369,966</u>