



**Board of Trustees Meeting
Minutes
May 18, 2022**

Board Members present:

Karin T. Addison, Brianna Bonet (Virginia Department of Alcoholic Control designee), Joseph Hilbert (Virginia Department of Health designee, left at 1:25pm), Sarah B. Holland, Pat Hughes, Patricia G. Koval (left at 1:44 pm), Bob Leek, Senator David W. Marsden, Andre A. Muelenaer, Jr. M.D., Jerrin A. Norton, John O'Bannon, III, M.D., Vineeta T. Shah, MHS, RD, (left at 1:44 pm), Lekeisha Terrell, M.D., and Delegate Rodney T. Willett.

Board Members not present:

Gina A. Bellamy, Yaseen Bhatti, Curtis Coleburn, Senator Barbara A. Favola, Andrew W. Goodwin, Delegate Sally L. Hudson, Keith H. Newby, M.D., Ghulam D. Qureshi, M.D, and Teresa Gardner Tyson, DNP.

Staff:

Eloise Burke, Henry Harper, Marty Kilgore, Charlie McLaughlin, Jr., Hannah L. Robbins, Danny Saggese, Brennan Smith, Marge White.

Guests:

Shaniece Gentry, Y Street
Crystal Forson, Y Street
Ragen Johnson, Alternatives, Inc.
Laura Loveday, Culpeper HCAT
Leah Mills, Deputy Secretary
Jimmy Rogers, Senator David R. Marsden's Legislative Assistant
Mary Dunne Stewart, Fit4Kids
Jackie Surratt, Grayson Co. Public Schools

Call to order:

Karin Addison, Chair called the meeting to order at 12:07 p.m. and noted we had a quorum.

Marge White noted the FOIA checklist was complete.

Karin welcomed everyone to the meeting.

Minutes:

Motion: to approve the minutes as presented by Pat Hughes.

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

Vote: Unanimous in favor.

Chairman's Comments:

Karin Addison first acknowledged the latest action taken by the FDA in protecting youth from tobacco products. Last month, the FDA proposed a menthol flavor ban for cigarettes and cigars in a new effort to help reduce tobacco product initiation and tobacco-related disease and death. Research is clear that flavors, including menthol, play a role in initiating youth into tobacco use. Removing menthol flavored tobacco products from shelves is a huge win for future generations.

Foundation leadership and Karin are meeting with legislators and key partners to discuss the Opioid Abatement Settlement, which could be an additional future source of funding for the Foundation to support substance use prevention.

VDH's data on opioid-related emergency room visits shows there was a 50% increase from 2019 to 2020. Foundation staff are working with VDH staff to gather the most recent data to determine how young people might be affected during the COVID pandemic. There is also recent reporting about fentanyl-laced cannabis products causing increases in emergency room visits and poison control calls in states like Massachusetts and Georgia. These are important pieces of context for us to keep in mind as we engage in cannabis use prevention for youth.

We all know that youth are not immune to these trends and have seen it most recently with the vaping epidemic. I appreciate the work Foundation staff has done to stay on top of these emerging products and look forward to discussing these topics more in the future.

Executive Director's Report:

PROGRAMS:

On Feb. 6, Regional Grants Administrator Lisa Brown attended the monthly virtual meeting of the Loudoun Pediatric Obesity Coalition. The VFHY-funded coalition has created a lending library of Storybook Walk materials and is promoting a healthy eating camp for students during spring break.

On Feb. 9, Director of Programs Michael Parsons met with Catchafire Regional Managing Director of the Mid-Atlantic and her staff to review the mid-year progress of VFHY grantees' use of Catchafire. VFHY provides its grantees access to Catchafire, an organization which pairs grantees with professional volunteers to complete skills-based capacity building projects. Recently, grantees have worked with volunteers from across the country on areas such as

marketing and design, translation services, and professional development. Over the past six months, Catchafire estimates that grantees have benefited from 1,282 volunteer hours, which is the equivalent of approximately \$232,000 in added value at no additional cost to grantees.

On Feb. 9, VFHY's Regional Advisory Board (RAB) members were provided with a first look at the 2021 RAB Membership Analysis, which is part of VFHY's efforts to assess the relative strengths and deficits of board membership. There are four RABs, each of which is comprised of approximately 15 members. Each RAB represents a different region of the Commonwealth: North, Southeast, Southwest and Central. Regional Advisory Boards review proposals and make recommendations for funding. They are instrumental in ensuring that youth tobacco use prevention and childhood obesity prevention funds are awarded fairly across the Commonwealth. RAB members and Regional Grants Administrators will use the RAB Membership Analysis to help guide and inform future member recruitment goals and strategies.

On Feb. 9, Regional Grants Administrator Lisa Brown attended the monthly virtual meeting of the Prevention Alliance of Loudoun (PAL). The alliance brings together organizations and community members interested in substance misuse prevention and treatment. The February meeting covered upcoming mental health awareness activities with Loudoun County Public Schools, planning a youth cannabis prevention campaign for Loudoun, and working with PAL student leaders in schools throughout the county.

On Feb. 10, Regional Grants Administrator Lisa Brown attended the virtual Steering Committee meeting of the Fairfax Food Council. The council is a VFHY-funded Healthy Communities Action Team grantee. The council is pilot testing a healthy food toolkit with middle schools in Fairfax County, working to strengthen zoning laws for outdoor gardening, and planning for springtime production gardens at local schools. These grants aim to improve access to healthy foods and opportunities for physical activity to prevent and reduce childhood obesity in Virginia. This funding provides infrastructure support to build and sustain capacity to implement promising practices and activities emphasizing policy, systems, and environmental change.

On Feb. 15, the VFHY Programs Department launched the inaugural Powerful Partner Award. This initiative is designed to recognize the work of VFHY grantees' community partners. The Powerful Partner Award will honor organizations and/or individuals that have contributed significantly to the goals and objectives of VFHY grantees. VFHY currently funds 58 organizations to implement tobacco prevention or cessation programming and 25 Healthy Communities Action Teams to implement childhood obesity prevention initiatives. Nominations are open through Mar. 18 and an award will be given to eight recipients across Virginia (one Tobacco Prevention partner and one Healthy Communities Action Team partner per region).

On Feb. 16 and 22, Training and Resource Manager Charlie McLaughlin provided Strengthening Families Program (SFP) 10-14 technical and instructional assistance for the

Virginia Cooperative Extension at Virginia Tech staff. The assistance prepared staff to conduct the SFP 10-14 Program virtually to families in Louisa, Sussex, and Henrico counties.

On Feb. 22, Director of Programs Michael Parsons and Regional Grants Administrator Terriann Brown attended a Learning Garden Celebration event at Pleasants Lane Elementary School in Petersburg. The event was co-hosted by the Petersburg Healthy Community Action Team (a VFHY obesity prevention grantee), the Petersburg Healthy Options Partnership, the City of Petersburg, Petersburg Public Library and Petersburg Public Schools. The celebration will include a brief ceremony to highlight the school's learning garden, their spring farm to school program, and the partnership between the local organizations.

On Feb. 23, Director of Programs Michael Parsons, VFHY's four Regional Grants Administrators, Training and Resource Manager Charlie McLaughlin, and Marketing Specialist Hannah Robbins Bruce hosted the Youth Tobacco Use Prevention Grantee Meetup over Zoom. The 90-minute interactive meeting provided an opportunity for grantees from across Virginia to share and learn from one another. Participants broke into topic-specific groups with many opportunities to share lessons learned, challenges, and accomplishments. Topics included implementation tips for specific tobacco use prevention and cessation curricula, working with community partners, and carrying out a Community Innovation Project in the midst of COVID. In addition, program vendor representatives from Too Good for Drugs, Botvin LifeSkills Training, Al's Pals, and Strengthening Families shared up-to-date information and answered questions from grantees about their tobacco use prevention programs. Approximately 85 people attended. Fifty-eight Youth Tobacco Use Prevention Grantees are in the first year of their three-year grant cycle.

On Mar 1, Training and Resource Manager Charlie McLaughlin provided Strengthening Families Program (SFP) 10-14 technical and instructional assistance to staff at the Virginia Cooperative Extension at Virginia Tech. The assistance was the third of four sessions to conduct the SFP 10-14 Program virtually to families in Louisa, Sussex, and Henrico counties.

On Mar. 3, Director of Programs Michael Parsons presented before the Virginia Juvenile Detention Association's (VJDA) Full Council. VJDA facilitates the collection and dissemination of information related to juvenile detention and assists the Department of Juvenile Justice (DJJ) in the development of standards related to detention programs and facilities. VJDA's Full Council Meeting is an opportunity to bring together all JDC Directors from across the Commonwealth. The presentation included a description of the Virginia Foundation for Healthy Youth (VFHY) and its programs, an explanation of VFHY's youth prevention resources, and a discussion of VFHY's new Juvenile Justice Targeted Grant, which was intentionally designed for youth who are in the care of DJJ or who are served by a JDC.

On Mar. 8, Regional Grants Administrator Judy Sparrow facilitated the Southeast Regional Advisory Board (RAB) Meeting. Topics of discussion at the virtual meeting included updating members on the progress of grantees in southeast Virginia, an analysis of grantees' utilization of Catchafire, a service that connects them with professional volunteers, and an update on the

Powerful Partner Awards which are an opportunity for grantees to honor community partners. Participants also discussed the results of the most recent RAB membership analysis and goals for the recruitment of new RAB Members. The Virginia Foundation for Healthy Youth's RABs are instrumental in providing a local connection between VFHY and communities throughout the state. The four regional boards participate in the review process to select grantees that will be recommended for funding to implement childhood obesity prevention or youth tobacco use prevention. Each of the four boards are comprised of 10-15 volunteers and represent different areas of the Commonwealth: North, Southeast, Southwest and Central.

On Mar. 14, Director of Programs Michael Parsons met with the Director of Assessment and Advisory Services with the Center for Effective Philanthropy (CEP) Mena Boyadzhiev. They discussed the upcoming Grantee Perception Survey, a tool that was developed by CEP and used by more than 300 funders across the country. The anonymous survey offers relevant benchmarking, a rigorous methodology, and grantee insights. All 25 Childhood Obesity Prevention Grantees and all 58 Youth Tobacco Use Prevention Grantees will be sent the survey in May of 2022, and results will be available by September of 2022. VFHY will use the survey results to continue to enhance its grant processes and to better understand and meet the needs of grantees across the Commonwealth.

On Mar. 21, Director of Programs Michael Parsons, Training and Resource Manager Charlie McLaughlin, and Regional Grants Administrator Lisa Brown met with the Director of Research and the Vice President of Educational Content at Teaching Strategies, LLC. Teaching Strategies recently acquired Al's Pals, one of VFHY's approved youth tobacco use prevention programs. Al's Pals is a comprehensive social-emotional learning curriculum that conveys clear messages about the harms of alcohol, tobacco, and other drugs. VFHY staff met to discuss Teaching Strategies' long-term plans for the program and to explore ways to increase grantees' access to the most up to date Al's Pals programming and training. Currently, nine VFHY youth tobacco use prevention grantees are implementing Al's Pals in approximately 140 classrooms.

On Mar. 22, Training and Resource Manager Charlie McLaughlin met with staff from the Appalachian Juvenile Commission and Lynchburg Regional Juvenile Detention Center. McLaughlin provided program assistance to help each site decide on which programs to include in their proposal when applying for the VFHY Juvenile Justice Targeted Grant. In 2021, VFHY announced a new round of three-year Tobacco Use Prevention funding intentionally designed for youth in the care of Virginia's Department of Juvenile Justice (DJJ). Online proposals will continue to be accepted on a rolling basis and organizations can be funded through June 30, 2024.

On Apr. 6, Director of Programs Michael Parsons and Regional Grants Administrator Terriann Brown met with Dr. Sunny Shin, an Associate Professor at the School of Social Work and School of Medicine at VCU. Dr. Shin and his team are funded through a VFHY research grant to develop and test the efficacy of a youth tobacco prevention curriculum called Rise Above for 4th-12th grade students. The curriculum has been designed for youth who have experienced

trauma. Dr. Shin has offered to provide the curriculum, materials, and instructors to several VFHY grantees free of charge this summer or next school year if any are interested.

On Apr. 18, VFHY issued RFP 852GMS001 for an Online Grants Management System. VFHY uses its current grants management system to issue RFPs, solicit and review proposals, facilitate grantee reporting, and archive valuable information about past grants. In their proposals, Offerors will detail capabilities to do the following: migrate grant data from the current grant management system, onboard all staff and current grantees, implement a fully functional grants management system. Completed proposals are due on Tuesday, May 3, 2022, 12:00 p.m. (noon) ET.

MARKETING:

On Feb. 2, Marketing Strategist Hannah Robbins Bruce attended a meeting with the Town of Farmville Parks and Recreation Director Thomas Woodson to hear from Y Street Leadership Team members Jaila Hendricks and Madison Ruble from Brunswick High School. Ruble and Hendricks shared information about Y Street's tobacco and e-cigarette prevention campaign, Share The Air. The campaign focuses on creating tobacco and e-cigarette free public spaces such as parks, beaches, and public events. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 9,600 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Feb. 24, Marketing Strategist Hannah Robbins Bruce attended a meeting with the Town of Ashland Parks and Recreation Coordinator Emmy Houck to hear from Y Street Leadership Team member Samaria Walker from J.R. Tucker High School. Walker shared information about Y Street's tobacco and e-cigarette prevention campaign, Share The Air. The campaign focuses on creating tobacco and e-cigarette free public spaces such as parks, beaches, and public events. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Mar. 2, Marketing Strategist Hannah Robbins Bruce met with Virginia Department of Education's Military Student and Family Specialist Daniel Dunham to discuss recruitment efforts in school districts with a significant number of military families into VFHY's youth engagement program, Y Street. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Mar. 30, Hopewell County Parks and Recreation Director Aaron Reidmiller signed Y Street's Share The Air commitment letter to making county parks tobacco and e-cigarette free. The Share The Air campaign focuses on creating tobacco and e-cigarette free public spaces such as parks, beaches, and public events. Y Street is VFHY's award-winning teen volunteer

initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Apr. 6, Marketing Strategist Hannah Robbins Bruce attended a meeting with Rockbridge County's School Nutrition Director Daphne Stickley to hear from Y Street Leadership Team member Cheyenne Clark from Rockbridge County High School. Rockbridge County student, Cheyenne, shared information about Y Street's obesity prevention campaign, Rev Your Bev, which focuses on increasing water access and discussed ways to implement the campaign in Rockbridge County. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Apr. 6, Marketing Strategist Hannah Robbins Bruce attended a meeting with Greenville County's School Nutrition Director MaRendia Garner to hear from Y Street Leadership Team member Briana Moran from Greenville High School. Greenville student, Briana, shared information about Y Street's obesity prevention campaign, Rev Your Bev, which focuses on increasing water access and discussed ways to implement the campaign in Greenville County. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Apr. 12, VFHY issued RFP852C2023 for a venue to provide meeting space and overnight rooms for VFHY's Healthy Youth Conference. This in-person experience will offer sessions on educating and empowering youth to make healthy choices when it comes to tobacco/nicotine prevention, childhood obesity prevention, and youth substance use prevention. Completed proposals are due April 25 and VFHY's decision is scheduled to be posted May 16.

RESEARCH:

On Mar. 23 and 24, several staff attended the Virginia Youth Tobacco Projects Coalition (VYTP) meeting. The meeting included remarks by VFHY Board Chair Karin Addison and presentations by 12 projects funded by VFHY to study youth tobacco use prevention. The VYTP is coordinated by VCU and is funded by VFHY. Its membership includes universities funded by VFHY as well as representatives of community organizations interested in youth tobacco use prevention. Board of Trustees and Research Committee member Dr. Andre Muelenaer was also in attendance.

ADMINISTRATION MEETINGS:

On Feb. 10, Executive Director Marty Kilgore and Deputy Director Marge White with several VFHY staff met to discuss the next steps in VFHY's One Virginia Plan. They were led by a facilitator from the Virginia Center for Inclusive Communities and plan to meet once a month throughout the fiscal year.

On Feb. 16, Executive Director Marty Kilgore attended the Executive Leadership Team on Opioids and Addiction meeting to discuss priorities and the future of the group. The meeting was also attended by staff from the Virginia Department of Health, the Virginia Department of Behavioral Health and Developmental Services, Virginia State Police, and others.

On Feb. 24, Executive Director Marty Kilgore attended the monthly Health and Human Resources Agency Head meeting. Topics discussed at the meeting ranged from updates on the General Assembly and COVID-19 numbers to agency heads speaking to their agency's plans to return to their physical offices.

On Feb. 25, VFHY submitted their formal legislative concern around the defunding of youth cannabis use prevention funding for FY23 and FY24 in HB30. The funding, a little over a million dollars per fiscal year, is critical in establishing best practices for prevention work as retail cannabis is unveiled in the coming years. Currently, nearly 20% of youth in Virginia use cannabis products and research is clear that cannabis use can harm developing adolescent brains.

On Mar. 11, Executive Director Marty Kilgore met with Health and Human Resources Secretary John Littel to discuss VFHY's current and upcoming priorities and initiatives such as youth tobacco-use prevention, childhood obesity prevention, and substance-use prevention.

On Mar. 17, Executive Director Marty Kilgore, Deputy Director Marge White, and other members of VFHY's DEI Workgroup met with staff from Virginia Center for Inclusive Communities (VCIC) to continue working on updating the agency's One Virginia Plan. VFHY has contracted with VCIC through the fiscal year to facilitate meetings to assist in updating the One Virginia Plan.

On Mar. 31, Executive Director Marty Kilgore attended the Health and Human Resources (HHR) Agency Head Meeting. The meeting was led by HHR Secretary John Littel, and he provided an update about ongoing and future HHR priorities and asked for agency heads to provide updates on current initiatives.

On Apr. 5, VFHY staff met with Health and Human Resources Secretary John Littel and Deputy Secretary James Williams to discuss VFHY's current initiatives and ongoing priorities such as the youth vaping epidemic, the rise of cannabis products, and other emerging products. Staff from VFHY who attended the meeting included Executive Director Marty Kilgore, Deputy Director Marge White, Director of Programs Michael Parsons, Director of Marketing Danny Sagesse, and Public Affairs Manager Brennan C. Smith.

On Apr. 12, Deputy Director Marge White and Finance and HR Manager Wilma Jordan attended the virtual VRS Employer's Roundtable meeting. A variety of topics were covered including the newly launched online retirement option, security reminders for employers and employees, group life insurance, retirees returning to work, and VRS training resources for employers and employees.

On Apr. 21, Executive Director Marty Kilgore, Deputy Director Marge White, and other VFHY staff met with staff from Virginia Center for Inclusive Communities (VCIC) to continue working on VFHY's One Virginia Plan.

On Apr. 25, Executive Director Marty Kilgore attended the monthly Health and Human Resources Agency Head Meeting. The meeting served as a way for agency heads to hear and discuss Governor Youngkin's priorities, hear an update on the budget process, and to give their own updates regarding any agency news.

CHILDHOOD OBESITY:

On Feb. 3, Marketing Strategist Hannah Robbins Bruce attended a meeting with Shenandoah County's Food Service Supervisor Beverly Polk to hear from Y Street Leadership Team member Ashley Coulson from Central High School. Coulson shared information about Y Street's obesity prevention campaign Rev Your Bev, focused on increasing water access, and discussed ways to implement the campaign in Shenandoah County. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 9,600 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Feb. 4, Marketing Strategist Hannah Robbins Bruce attended a Water Equity Taskforce meeting hosted by Virginia Health Catalyst. The Water Equity Taskforce, founded in 2019, focuses on ways that clean water access, consumption, and affordability can be addressed in the Commonwealth by a coalition of stakeholders. Stakeholders in the meeting included representatives from the Virginia Department of Health's Office of Drinking Water, the Environmental Policy Innovation Center, the Virginia Early Childhood Foundation, the Department of Social Services, and more. The Centers for Disease Control and Prevention (CDC) and other public health institutions recognize that access to clean drinking water can have a positive impact on a child's overall health as beverages contribute to the quality of children's diets.

On Feb. 9, Marketing Strategist Hannah Robbins Bruce attended a meeting with Henrico County's School Nutrition Director Dana Whitney to hear from Y Street Leadership Team members Wramsey Norris and Vy Nguyen from Tucker High School. Tucker students, Norris and Nguyen shared information about Y Street's obesity prevention campaign, Rev Your Bev, which focuses on increasing water access and discussed ways to implement the campaign in Henrico County. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth

advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Feb. 16, Marketing Strategist Hannah Robbins Bruce attended a meeting with Virginia Food Access Investment Fund Coordinator Sara Santa Cruz, Executive Director of Shalom Farms Erin Lingo, Virginia Community Capital Food System Financing Advisor Lauren DeSimone, and Food Access Specialist for Richmond City Health District Hannah Quigley to discuss additional needs for FeedVA data mapping. FeedVA is a comprehensive site that hosts the largest set of Virginia specific data, resources, and stories as it relates to Food Access, Agriculture, and Nutrition.

On Feb. 17, Marketing Strategist Hannah Robbins Bruce met with the Virginia Department of Social Services Director of Office of Innovation and Strategic Initiatives Andrea Gregg to determine FeedVA reporting procedures for Hunger Action Coalition data that is accessible through the site. Hunger Action Coalitions are a key priority of the Virginia Roadmap to End Hunger, by connecting locally led organizations working in the emergency food distribution and food insecurity sector across Virginia.

On Feb. 17, Marketing Strategist Hannah Robbins Bruce met with Virginia Department of Education's Farm to School Specialist Bee Thorp to discuss a communications strategy for engaging the funding community to support Farm to School priorities in Virginia. Robbins Bruce serves on the Virginia Farm to School Leadership Team which is releasing its statewide strategic plan this year. Farm to School is one of the approved topics that VFHY funds for Healthy Communities Actions Teams grants.

On Feb. 22, Executive Director Marty Kilgore and Marketing Strategist Hannah Robbins Bruce attended a meeting with Federation of Virginia Food Banks Executive Director Eddie Oliver and Health Equity Project Manager Meaghan Butler, and Director of Office of Innovation and Strategic Initiatives Andrea Gregg to discuss the Virginia Roadmap to End Hunger Open Data Portal, hosted on FeedVA, an agency collaboration on the upcoming Nutrition Security & Health Summit in April.

On Feb. 23, Deputy Director Marge White participated in the Virginia Department of Education's Virginia Foods for Virginia Kids Workforce Development Subcommittee meeting. The group reviewed California's apprenticeship program model to train school nutrition professionals. They also discussed strategies to align Virginia programs to effectively train and prepare future school nutrition staff.

On Feb. 24, Marketing Strategist Hannah Robbins Bruce attended a meeting with staff of Delegate Kelly Convors-Fowler, Delegate Timothy Anderson, and Y Street Leadership Team members from Green Run High School; Skyler Pilkington, and from Tallwood High School: Imani Sumpter and Hana Randolph. Y Street leaders met with staff of Delegates Fowler and Anderson to discuss the priorities of the obesity prevention campaign, Rev Your Bev, for their school district, and of the tobacco prevention campaign, Share The Air, for their county parks. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since

2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Feb. 28, Marketing Strategist Hannah Robbins Bruce attended a meeting with Portsmouth City's Food Service Coordinator Jim Gehlhoff to hear from Y Street Leadership Team member Jess McMillan from Manor High School. Manor student, McMillan shared information about Y Street's obesity prevention campaign, Rev Your Bev, which focuses on increasing water access and discussed ways to implement the campaign in Portsmouth City. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Feb. 25, Marketing Strategist Hannah Robbins Bruce attended a Virginia Farm to School Leadership Team meeting hosted by the Virginia Department of Education Office of School Nutrition Programs. The meeting centered on implementation of the goals and objectives for each region developed by Farm to School regional leads for the 2022 school year. In attendance were representatives from the Virginia Department of Agriculture and Consumer Services, VDOE's school nutrition staff, Virginia Department of Health, Virginia Cooperative Extension, and more.

On Mar. 2, Marketing Strategist Hannah Robbins Bruce met with Virginia Department of Education's Military Student and Family Specialist Daniel Dunham to discuss recruitment efforts in school districts with a significant number of military families into VFHY's youth engagement program, Y Street. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Mar. 4, Marketing Strategist Hannah Robbins Bruce attended a Water Equity Taskforce meeting hosted by Virginia Health Catalyst. The Water Equity Taskforce, founded in 2019, focuses on ways that clean water access, consumption, and affordability can be addressed in the Commonwealth by a coalition of stakeholders. The focus of this meeting was to develop a plan to publish formal recommendations about addressing challenges Virginia faces regarding water access. Stakeholders in the meeting included representatives from the Virginia Department of Health's Office of Drinking Water, the Environmental Policy Innovation Center, the Virginia Early Childhood Foundation, the Department of Social Services, and more. The Centers for Disease Control and Prevention (CDC) and other public health institutions recognize that access to clean drinking water can have a positive impact on a child's overall health as beverages contribute to the quality of children's diets.

On Mar. 10, Marketing Strategist Hannah Robbins Bruce attended a meeting with King George County Schools Supervisor of School Nutrition Anita Davis to hear from Y Street Leadership

Team member Ayla Zook from King George High School. Ms. Ayla Zook shared information about Y Street's obesity prevention campaign, Rev Your Bev, which focuses on increasing water access and discussed ways to implement the campaign in King George County. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Mar. 24, Marketing Strategist Hannah Robbins Bruce attended a multi-state Early Care and Education (ECE) Healthy Hydration Innovation, Equity, and Exploration workgroup meeting. The workgroup's objectives are to identify state or local policies to support healthy hydration and access to safe, lead-free drinking water in ECE settings. The meeting was hosted by the Georgia chapter of Voices for Healthy Kids and includes subject matter expert representatives from seven states including Robbins Bruce for Virginia.

On April 1, Marketing Strategist Hannah Robbins Bruce attended a Water Equity Taskforce meeting hosted by Virginia Health Catalyst. The Water Equity Taskforce, founded in 2019, focuses on ways that clean water access, consumption, and affordability can be addressed in the Commonwealth by a coalition of stakeholders. The focus of this meeting was to develop a plan to publish formal recommendations about addressing challenges Virginia faces regarding water access. Stakeholders in the meeting included representatives from the Virginia Department of Health's Office of Drinking Water, the Environmental Policy Innovation Center, the Virginia Early Childhood Foundation, the Department of Social Services, and more. The Centers for Disease Control and Prevention (CDC) and other public health institutions recognize that access to clean drinking water can have a positive impact on a child's overall health as beverages contribute to the quality of children's diets.

On Apr. 19-20, Executive Director Marty Kilgore attended the Virginia Nutrition Security and Health Summit hosted by the Federation of Virginia Food Banks at the Omni Hotel in Richmond. The summit was an opportunity for groups to share best practices, strengthen networks, build support for policy solutions, and spark collaboration. The event was headlined by a keynote address by Kofi Essel, MD, MPH of the George Washington University School of Medicine and Health Sciences who spoke about being an anti-hunger advocate.

SUBSTANCE USE PREVENTION:

On Feb. 7, Conference and Networking Manager Henry Harper attended the virtual monthly meeting of the Community Coalitions of Virginia (CCoVa). Attendees were provided with updates on the General Assembly's actions as they relate to substance-use prevention and treatment, as well as member participation in CCoVa's virtual "Legislative Action Week." As a statewide coalition of coalitions, CCoVA represents large and small, rural, and urban communities, working collaboratively to prevent and reduce substance-use and related risk factors that are measurable and improve quality of life throughout Virginia.

On Feb. 14, Deputy Director Marge White presented information on VFHY's research and development of a youth cannabis prevention marketing campaign to the Cannabis Control

Authority Board of Directors. White reviewed the qualitative and quantitative research conducted with youth in Virginia and how the information is being used to develop messages that will be placed on traditional and social media channels statewide beginning in April. VFHY received one-time funding in FY22 for this effort. Accompanying White was Nicole Gore from DBHDS' Office of Behavioral Health Wellness. Gore reviewed DBHDS' work with CSBs to revise their prevention plans to add specific strategies for community-led efforts for cannabis prevention. She reviewed several best practices for retail outlet density and proximity to schools, heightening community awareness of product types such as edibles, and recruiting coalition members to focus on underage cannabis use. The authority board welcomed both agencies to send additional information and recommendations to them.

Deputy Director Marge White, Director of Marketing Danny Saggese, and Marketing Strategist Hannah Robbins Bruce met weekly with the contractor producing the cannabis youth prevention campaign to discuss the communications and media plan, including the campaign's creative asset development and overall strategy for campaign implementation in this fiscal year. The campaign will target all Virginia youth ages 13 to 18 years old who are susceptible to initiating use of cannabis and marijuana products.

On Mar. 7, Conference and Networking Manager Henry Harper attended the quarterly virtual meeting of the Community Coalitions of Virginia (CCoVa.) Carissa Russo, Coalition Education and Advocacy Coordinator, started the meeting with an update on 2022 legislation relevant to the membership. The coalition has been tracking 114 bills, and the members were updated on their status as well as what to expect in the closing week of the General Assembly. Two bills that were highlighted were HB933 and SB59, both relating to adult marijuana use. The membership was also given a presentation by the Warren County Coalition about their "Resilience Throughout the Community" initiative. The meeting wrapped up with individual member updates to the coalition.

CANNABIS PREVENTION:

On Apr. 18, VFHY launched "Unfazed," a Virginia health communications campaign that seeks to prevent cannabis initiation among teens. The development of "Unfazed" was funded by a one-year allocation of General Funds that are currently set to end June 30, 2022. In order for "Unfazed" to continue or any other future youth cannabis use prevention campaigns to be created, funding needs to be allocated for FY23 and FY24 or until legal retail cannabis revenues are collected. Once legal retail cannabis sales begin, VFHY strongly believes a portion of those revenues should be allocated to youth prevention efforts like this. Currently, funding for FY23 needs to be reconciled as funding was included in SB30, but not HB30.

The evidence-based campaign uses straight-forward, relevant facts and an empathetic tone to empower teens to make healthy decisions regarding cannabis use. Prior to the launch, VFHY conducted the largest statewide formative research initiative ever in Virginia regarding teen cannabis use. VFHY developed "Unfazed" to reach teens in Virginia with tailored, evidence-based education that show teens how cannabis use can jeopardize their brain development.

This campaign features ads that are tailored to youth on channels they frequently visit and where they are also potentially exposed to cannabis-related content that is commonly seen in pop culture, among influencers, and more. These commonly seen references can decrease teen's perception of risk of cannabis use overall. Content developed for this campaign includes a 30 second commercial and multiple social media assets that aim to increase perceived risks of cannabis use among youth. The media buy will include TV, radio, and digital-forward channels like connected TV, YouTube, and streaming radio. Additionally, much of the media buy will include assets on social media channels where youth spend a vast majority of their time. These platforms include Instagram, Snapchat, and Tik Tok. Visit unfazedva.com to learn more.

EMPOWER SERIES:

On Feb. 8, VFHY hosted an Empower Series virtual workshop titled “A Closer Look at Prevention and Early Intervention for Substance Use in Teens and Young Adults” conducted by Barbara Burke. The session had approximately 100 registrants and was geared toward clinicians, policy makers, and anyone in a position to create or impact programming. Attendees examined some of the traditional models of prevention, intervention, and treatment and their degrees of effectiveness. Participants were asked to view prevention through a different lens and were given the opportunity to brainstorm new ways of addressing concerns. Empower Series is a collaborative effort between VFHY and Prevention Connections and hosts a collection of virtual events aimed at helping youth, advocates, and decision makers empower themselves and others to make healthy choices.

On Feb. 10, VFHY hosted an Empower Series event titled, “Awaken Your Creative Spirit.” The virtual event was made available for 20 attendees who explored and discovered their creative potential in engaging youth. The event was co-hosted by VFHY grantee, Greenville/Emporia Community Health Action Team. The Empower Series is a collaborative effort with Prevention Connections and features workshops and events on a number of topics related to making healthy choices like nutrition, tobacco and nicotine products use prevention, substance use prevention, staff development, capacity building, and more.

On Feb.17, VFHY hosted a virtual Empower Series workshop titled “*The New Emerging Triangle: Tobacco, E-Cigs and Marijuana.*” The virtual workshop was conducted by tobacco prevention professional Jim Martin and was attended by over 80 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. The Empower Series is a collaborative effort with Prevention Connections and features workshops and events on a number of topics related to making healthy choices like nutrition, tobacco and nicotine products use prevention, substance use prevention, staff development, capacity building, and more.

On Mar. 8, VFHY hosted a virtual workshop titled “Substance Use in Teens and Young Adults: Concerns and Strategies.” This interactive substance use prevention workshop conducted by trainer Barbara Burke provided an overview of normal adolescent development, adolescent’s normalization of substance use, and how substance use impacts adolescent

development. Substance use intervention, treatment, and support strategies were also discussed. The session was attended by nearly 100 prevention professionals.

On Mar. 10, VFHY hosted an Empower Series virtual workshop titled “Building and Sustaining a Culture of Strategic Intersections: Creating Signature Partnerships in Your City” and was conducted by Face-to-Face Space trainer Paul Short. This interactive virtual workshop examined some of the traditional models of prevention, intervention and treatment and their degrees of effectiveness. Participants viewed prevention through a different set of lenses and were given the opportunity to brainstorm new ways of addressing concerns. They were given tools and suggestions for starting an Early Intervention Program in their schools or communities. The session was attended by 19 nationwide prevention professionals.

On Mar. 21, VFHY hosted an Empower Series virtual workshop titled “Twenty First Century Vaping: A Youth Epidemic” conducted by instructor Barbara Burke. The virtual workshop was attended by nearly 60 nationwide prevention professionals and covered the evolution of e-cigarettes, its appeal to youth, its health risks and how we can address this public epidemic. It also detailed e-cigarette anatomy and its contents.

On Mar 29, VFHY hosted a virtual workshop titled “Effective Presentations” conducted by trainer Crystal Tyler Mackey, Virginia Cooperative Extension at Virginia Tech. The workshop provided the tools required to develop core presentation skills to communicate information clearly and effectively and establish credibility with audiences. Nearly 100 professionals registered to attend.

On Apr. 7, VFHY partnered with the Virginia Center for Inclusive Communities (VCIC) to provide a 90-minute Empower Series workshop exclusively for VFHY grantees. The workshop helped participants identify and mitigate biases to enrich the services they provide to youth.

On Apr. 11, VFHY hosted a virtual workshop titled “Grant Writing 101” presented by trainer Valerie Liggins Law. The workshop provided grant writing strategies for successful planning and proposal submissions. The 44 attending participants learned key strategies when seeking funding from state and local funders. They also learned the importance of networking and forming partnerships when applying for grants.

On Apr. 14, VFHY hosted an Empower Series virtual workshop titled “What Are They Smoking. Now: An Update on Teen Vaping & Marijuana Use” which was conducted by Barbara Burke. The session was attended by 45 prevention professionals and covered the evolution of e-cigarettes and their appeal to youth, health risks, and overlapping use with marijuana.

On Apr. 21, VFHY partnered with the Virginia Center for Inclusive Communities (VCIC) to provide a 90-minute Empower Series workshop titled “Identifying Bias in Our Work” exclusively for VFHY grantees. The workshop helped participants identify and mitigate biases to enrich the services they provide to youth.

LEGISLATIVE/LEGISLATIVE SITE VISITS:

On Feb. 3, Executive Director Marty Kilgore briefly met with Majority Leader Terry Kilgore's Chief of Staff Bess Preddy Toole. They discussed the one-year FY22 funding currently provided to VFHY to implement a statewide cannabis prevention marketing campaign. Ms. Toole expressed concern about the potential for "black market" sales of products, particularly to youth. She was interested in prevention approaches to ensure youth do not access cannabis products when retail sales are legalized. Ms. Kilgore discussed the lasting effects of cannabis-use on youths' brain development and the VFHY's recent extensive statewide research on youth cannabis use and to inform VFHY's current marketing campaign development. She also noted VFHY could implement comprehensive cannabis prevention education and marketing campaigns with future funding from cannabis retail sales tax revenue.

On Feb. 24, Marketing Strategist Hannah Robbins Bruce attended a meeting with staff of Delegate Kelly Convirs-Fowler, Delegate Timothy Anderson, and Y Street Leadership Team members from Green Run High School; Skyler Pilkington, and from Tallwood High School: Imani Sumpter and Hana Randolph. Y Street leaders met with staff of Delegates Fowler and Anderson to discuss the priorities of the obesity prevention campaign, Rev Your Bev, for their school district, and of the tobacco prevention campaign, Share The Air, for their county parks. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Feb. 24, Director of Marketing Danny Saggese attended a meeting with staff of Senator Siobhan Dunnivant and Y Street Leadership Team member from J.R. Tucker High School Wramsey Norris. Y Street leaders Norris met with Senator Dunnivant's staff to discuss the priorities of the obesity prevention campaign, Rev Your Bev, for their school district, and of the tobacco prevention campaign, Share The Air, for their county parks. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Mar. 24, Marketing Strategist Hannah Robbins Bruce attended a meeting with Senator Bill DeSteph and Y Street Leadership Team members from Tallwood High School: Hana Randolph and Imani Sumpter and Green Run High School: Skyler Pilkington. Y Street leaders met with Senator DeSteph to discuss the priorities of the obesity prevention campaign, Rev Your Bev, for their school district, and of the tobacco prevention campaign, Share The Air, for county parks. Y Street is VFHY's award-winning teen volunteer initiative for high school students. Since 2004, more than 10,000 Virginia high school teens have been trained as youth advocates and have united under the common cause of preventing tobacco use and promoting healthy lifestyles within their local communities across the Commonwealth.

On Apr. 13, VFHY Executive Director Marty Kilgore, Director of Programs Michael Parsons, and Regional Grants Administrator Judy Sparrow joined Smart Beginnings Southeast in meeting with Del. Carrie E. Coyner. Smart Beginnings Southeast is a VFHY Healthy Communities Action Team (HCAT) grantee that works with children and their families to increase access to healthy foods and physical activity by partnering with local childcare programs. Delegate Coyner had an opportunity to learn more about Smart Beginnings Southeast and how its work has been positively impacted by VFHY grant funding. There are twenty-five HCATs active across Virginia, each of which is funded through June 30, 2023.

On Apr. 20, VFHY Executive Director Marty Kilgore, Director of Programs Michael Parsons, and Regional Grants Administrator (RGA) Jenny Martin joined Smyth County Public Schools in meeting with Delegate Israel O'Quinn.

On Apr. 22, VFHY Director of Programs Michael Parsons, Public Affairs Manager Brennan Smith, and RGA Jenny Martin joined Montgomery County Public Schools and Blue Ridge Behavioral Healthcare in meeting with Senator John Edwards.

VIRGINIA YOUTH SURVEY:

In November 2021, data collection for the Virginia Youth Survey was conducted throughout participating schools in Virginia. The data is currently being reviewed by the CDC and will soon be given to Virginia agencies once that step is complete.

BUDGET REQUEST:

On Feb. 25, VFHY submitted their formal legislative concern around the defunding of youth cannabis use prevention funding for FY23 and FY24 in HB30. The funding, a little over a million dollars per fiscal year, is critical in establishing best practices for prevention work as retail cannabis is unveiled in the coming years. Currently, in a study funded by VFHY in Dec. 2021, about 20% of youth in Virginia use cannabis products and research is clear that cannabis use can harm developing adolescent brains.

COLLABORATIONS/MEETINGS/PRESENTATIONS:

On Jan. 31, Public Affairs Manager Brennan C. Smith submitted two Information Technology Security compliance documents to Virginia Information Technologies Agency (VITA). These documents detail what VFHY has done during the last calendar year and what the agency will do in 2022 to satisfy cybersecurity awareness training requirements and stay in compliance with the Code of Virginia, Section 2.2-2009 sub-section I.

On Feb. 11, VFHY leadership met with staff of Dixon Hughes Goodman (DHG) which was engaged by VFHY to assist with its efforts to review, update, and test its ARMICS plan. Among the requirements in the Department of Accounts ARMICS standards is the completion of a SWOT (strengths, weaknesses, opportunities, threats) analysis. DHG conducted a survey of VFHY staff to assess the areas of the SWOT, and the group discussed the results, focusing on opportunities to address weaknesses.

On Feb. 25 Deputy Director Marge White participated in the Tobacco Free Alliance of Virginia policy committee meeting. The group discussed the impact of not having licensure of tobacco retailers in Virginia, including the potential to lose approximately \$4 million in prevention block grant funding at DBDHS due to the retailer non-compliance rate as it relates to the sale of tobacco to minors. Several nonprofit organization coalition members suggested licensure of tobacco should align with that of alcohol, and in the future with cannabis if retail sales of those products are approved.

On Mar.1-3, Conference and Networking Manager Henry Harper attended the Old Dominion Chapter of the Society of Government Meeting Planners annual conference. This conference focuses on providing education to both planners and suppliers on topics related to improving their skills in the field of event planning in the Commonwealth. Speakers presented topics about improving leadership skills, effective communication skills, the changing landscape of meetings post-covid, and the tools needed for submitting and responding to meeting space RFP's. By attending this conference Harper earned eight continuing education credits towards his Certified Government Meeting Planners recertification.

On Mar. 2, Deputy Director Marge White participated in the first of two Virginia Department of Health (VDH) Visioning Sessions to support the advancement of substance misuse and suicide prevention (SMSP) across the Commonwealth of Virginia. VDH is gathering a variety of perspectives on SMSP to consider solutions that will address current barriers and set a foundation for future initiatives.

On Mar. 3, Deputy Director Marge White met with OAG Assistant Attorney General Robin McVoy to discuss VFHY's procurement policies to ensure they align with any changes in the Virginia Public Procurement Act. White and McVoy outlined a timeline to review and prepare recommended changes to submit to VFHY's Board of Trustees for approval.

On Mar. 7, VFHY staff tested the agency's Continuity of Operations Plan (COOP). The test focused on staff members' interactions with one another and their access to VFHY's cloud. All staff completed the test successfully within the first hour of the test.

On Mar. 28-30, Public Affairs Manager Brennan C. Smith attended the Government Social Media Conference (GSMCON) in Dallas, Texas. The conference was headlined by Meta (formally known as Facebook) and other social media companies. Smith attended multiple sessions at the conference as they relate to accessibility, organizational branding, and more.

On Mar. 30, Executive Director Marty Kilgore attended the Virginia Funders Network Legislative Update. The President & CEO of The Commonwealth Institute Ashley Kenneth and Vice President of Public Policy and Research of the Virginia Chamber of Commerce Erik Rison both spoke about the General Assembly session that just concluded and about the upcoming special session to address the budget.

On Apr. 12-14, Training and Resource Manager Charlie McLaughlin and Conference and Networking Manager Henry Harper virtually attended the annual Cvent Connect Conference.

The conference brings together thousands of meetings, events, and hospitality professionals to network and learn about updated technology and processes, that helps evolve and inspire meetings and event programs, while putting cutting-edge strategies into practice.

On Apr. 13, Deputy Director Marge White and Director of Marketing Danny Saggese met with Virginia Department of Health Tobacco Control Program staff. They provided updates on projects related to youth tobacco use prevention, including education modules, marketing campaigns, and online and in-person training. VFHY is a sub-recipient of funding from VDH through its Centers for Disease Control and Prevention tobacco control grant.

New Business:

Grants and Contracts

Marge White, VFHY Deputy Director, reported on the recommendations for funding for a grants management system selected through an RFP process and renewal of graphic art, website and marketing contracts.

Motion: to approve the new and renewal contracts for grants management system, graphic art, website, and marketing in a block vote by Joseph Hilbert.

Second: Delegate Rodney Willett.

Vote: Unanimous in favor

Marge White also reported on the FY23 and FY24 proposed budgets. For background, the portion of the MSA payment for VFHY is received each April. We carry forward that payment to be used in the next fiscal year beginning July 1. We have a fund balance, because we have carried over funds from the past two years due to COVID-19/unspent funds and contract extensions. We have also had additional smaller deposits in the last few years such as a one-time arbitration payout that occurred as part of the MSA and payments released from escrow payments from non-participating manufacturers, none of which are anticipated to recur. In this year's payment we received approximately \$1million more than was estimated in the budget bill. We are estimating a balance of \$15 million after FY22 payables are paid and carry forward of \$9 million.

Ms. White presented a plan for additional projects for the next two years through FY24 to spend down a portion of the funds. Funding for these proposed projects is included in the budget recommended to the board. We want to provide funding to purchase *Al's Pals* curriculum updated materials and training for our grantees who are currently using *Al's Pals*. To help with program retention we would like to provide additional funding to grantees implementing *Strengthening Families*, a curriculum that includes sessions for youth and their parents/caregivers. Grantees report that they are having some difficulty retaining families, and we would like to offer a small amount of funding for incentives for families to participate. We are also proposing a 10 percent adjustment for all grantees because of inflation. They are having difficulty staying within their budgets with increasing costs and in some instances recruiting/retaining staff. This funding would be provided for the next two years for tobacco use prevention grants and one year for HCAT grants. We have built in some funding for physical activity to offer grants to communities without access to public locations for safe play.

We want to develop a vaping prevention tool kit that we can distribute to all our grantees and offer widely to community organizations. This kit would be similar to our Rev Your Bev healthy hydration kit. We are also proposing to run another vaping prevention marketing campaign each year for the next two years. We are proposing building out a healthy hydration research and campaign in collaboration with other organizations with whom we already collaborate. In the area of research, we want to offer a targeted research grant over two years to look at the intersection of tobacco and nicotine use along with cannabis. We are also looking to add to the budget for our in-person conference in 2023 when we will be combining all our topic areas at one event. We want to be able to expand the budget to add some effective and inspirational speakers. We are also considering putting some funds in our endowment which we can draw from in future years to help us if needed. This is not shown in this budget. We will bring a proposal back to you once we receive clarification on the process to do this. Marge White will send a synopsis of these projects to the board after the meeting.

Motion: to approve FY23 and FY24 budgets by Dr. John O'Bannon, III

Second: Joseph Hilbert

Vote: Unanimous in favor

Project descriptions included in FY23 and FY24 budget

Conference

VFHY will hold an in-person conference in April 2023. This conference will be inclusive of all issues within VFHY's mission and will be promoted to a national audience. To re-engage participants, additional funds will be used for nationally recognized speakers for plenary sessions.

Research

VFHY will offer one targeted grant to study the intersection of tobacco/nicotine and cannabis use among youth. This research has the potential to inform future prevention efforts in programs and marketing.

Marketing

Behind the Haze vaping prevention campaign: VFHY will implement two additional message packages including traditional and social media each year, providing health communications to youth throughout the year.

Healthy Hydration

VFHY will develop and distribute kits to in-home and commercial childcare centers that includes a protective water filter as part of a water promotion strategy. This addresses parents' concerns regarding water infrastructure such as potential exposure to lead in young children and extends VFHY's Rev Your Bev education work with childcare centers.

In partnership with the Water Equity Taskforce, VFHY will conduct a statewide survey and analysis to better understand beliefs, attitudes, and behaviors related to water. This will inform the taskforce's efforts and VFHY's future healthy hydration campaigns.

Programs

Modernize AI's Pals Curriculum Kits

The AI's Pals program was recently acquired by Teaching Strategies, which has spent more than a year modernizing and enhancing the content of its classroom kits to make them more functional. There are nine VFHY grantees currently implementing AI's Pals in 140 different classrooms. VFHY will purchase classroom kits in bulk to distribute to grantees for use in their next two years of programming. VFHY will also offer training for these grantees to understand the new aspects of the kits.

Strengthening Families Recruitment and Retention

The Strengthening Families program has a proven track record of success, but it requires a great investment of time to recruit and retain families for the multi-week program. Many organizations have had difficulty recruiting families and retaining them over the past two years. Additional funds will allow grantees to provide a variety of promotions and incentives to engage families.

Vaping Prevention Resource Kits

VFHY will develop and distribute up to date and informative vaping prevention kits that include materials for use by our grantees and in schools, after school programs, community centers, and day care programs. VFHY will also host some resources on our website that can be downloaded.

Grantee Inflation Adjustment

Grantees are facing challenges with the cost of staff and materials to complete their programs. Youth Tobacco Use Prevention grantees will receive a 10% increase in their annual budgets for the next two fiscal years, and HCAT grantees will receive a 10% increase in their annual budget for their final fiscal year to help offset inflationary costs.

Physical Activity Play Spaces

Kaboom is an award-winning nonprofit that partners with communities to build kid-friendly play spaces to provide an opportunity for outdoor physical activity. VFHY will issue an RFP to award two organizations in each of our four regions with a grant to partner with Kaboom to build high quality and safe places to play outside.

Grantee Presentation

Marge White, VFHY Deputy Director, reported we fund 84 grantees throughout the state. They include tobacco use prevention and childhood obesity prevention (Healthy Communities Action Teams – HCAT) grants. Marge introduced four grantees who presented highlights of their work. (See the link below)

<https://www.vfhy.org/wp-content/uploads/2022/05/BOT-Grantee.pptx>

Y Street Presentation

Hannah Robbins, VFHY Marketing Strategist, reported that in the last 12 years the cigarette smoking rate among youth has declined by 75% and consumption of sugar sweetened beverages has decreased among Virginia's youth over the last few years. We attribute some of this success to the Y Street youth engagement program. Hannah introduced members of the Y Street Leadership Team who presented highlights of Y Street's most recent campaigns and how the program has impacted them personally. (See the link below)

<https://www.vfhy.org/wp-content/uploads/2022/05/FINAL-Youth-PPT-for-BOT-5-18-22.pptx>

Budget Report:

MSA Payment Amount and FY22 Year-to-Date Financial Report

Marge White, VFHY Deputy Director, reported on the Actual Expenditures vs. Budget for July 2021 through April 2022. Our expenses are lower than budget due to the timing of invoices and payments that occur monthly or quarterly with program and research grants and marketing campaigns (See the attached report) We anticipate expenditures of approximately \$2 million to be paid over the next two months.

Marge White, VFHY Deputy Director also noted the Statement of Net Assets and Governmental Funds through April 2022 was included in the board package. (See the attached report)

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

Committee Reports:

Marketing

Danny Saggese, VFHY Director of Marketing, reported on the results of the formative research and the youth marijuana (cannabis) use prevention marketing campaign that was developed and launched statewide. Danny showed the campaign "flagship" television spot and other campaign components that aired in April and May. Other campaign assets were placed on various social media and digital channels and streaming radio services. (See the link below)

https://www.vfhy.org/wp-content/uploads/2022/05/5-18-22-BOT-Cannabis-slidedeck_final-1.pptx

Programs

Sarah Holland, VFHY Program Committee Chair, reported that on July 1, 2022, 59 Tobacco Use Prevention grantees will be starting their second year of a three-year grant. Also, 25 HCAT grants will begin their third and last year.

Sarah Holland also provided an update about the next HCAT RFP, which is likely to launch in or around August 2022. The next HCAT grant cycle would begin on July 1, 2023.

Public Comment:

None

Old Business:

None

Announcements:

Next Board Meeting Dates:

September 21, 2022

December 7, 2022

Adjournment:

Chair Karin Addison adjourned the meeting at 2:02 p.m.

CONTRACTS FOR APPROVAL

Online Grants Management System Approval from RFP #852GMS001

Foundant Technologies – 5 years – \$41,075

Graphic Art Contract Renewal

Typografik – 2 years - \$50,000/year

Website Contract Renewal

Ciniva – 1 year - \$50,000

VFHY's Web/Digital/Design Marketing Initiatives Renewal Contracts

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
- Neathawk Dubuque, Inc.: Award amount not to exceed \$200,000
- Forum One Communications: Award amount not to exceed \$200,000
- Caandor Labs: Award amount not to exceed \$100,000

VFHY's Social Marketing Initiatives, Messaging, and Media Renewal Contracts

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.

- Yebo Agency: Award amount not to exceed \$2,500,000
- Rescue Agency: Award amount not to exceed \$2,000,000

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

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 Renewal Contracts

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

Confidential working papers of VFHY Executive Director

VIRGINIA FOUNDATION FOR HEALTHY YOUTH
STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS
BALANCE SHEET
As of April 30, 2022

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
ASSETS:	
Cash held by the	
Treasurer of Virginia	\$ 26,250,432
Investments/cash equivalents Held by the Treasurer	\$ 2,133,099
Lease Deposits	\$ 5,966
Prepaid Expenses	\$ -
Capital Assets, net of accumulated depreciation:	
Operating equipment	
	<hr/>
 TOTAL ASSETS	 \$ 28,389,497
	<hr/>
LIABILITIES:	
Obligations Under Security Lend	\$ 2,133,099
Compensated absences	\$ 136,873
Account payables	\$ 180,234
	<hr/>
Total Liabilities	\$ 2,450,207
	<hr/>
NET ASSETS:	
Investment in Capital Assets, net of related debt	\$ -
Unrestricted	\$ 25,939,290
	<hr/>
Total net assets	\$ 25,939,290

Virginia Foundation for Healthy Youth Actual Expenditures vs. Budget

July 2021 Through April 2022

	Actual Expenses July 2021 thru April 2022	Budget July 2021 thru April 2022	\$ Over/Under Budget thru April 2022	FY2022 Total Budget
Ordinary Income/Expense				
Income				
Interest on Securities	36,191		36,191	
Conf/Carry/Misc/reimb exp	6,889	4,893,512	-4,886,623	4,893,512
Grants/pass through	128,255		128,255	
Virginia Tobacco Settlement Fund	12,865,243	9,327,905		9,327,905
Total Income	<u>13,036,577</u>	<u>14,221,417</u>	<u>-1,184,840</u>	<u>14,221,417</u>
Expense				
Administration	929,037	976,667	-47,629	1,160,000
Gen'l transfers out/Inter-Agy	3,520	118,333	-114,813	142,000
Marketing	2,391,978	3,258,333	-866,355	3,910,000
Program Expense	2,024,776	3,262,500	-1,237,724	3,915,000
Research/Surveillance and Eval.	608,464	979,167	-370,703	1,175,000
Obesity	887,982	889,972	-1,989	1,067,966
Grants	260,074			
Total Expense	<u>7,105,832</u>	<u>9,484,972</u>	<u>-2,639,213</u>	<u>11,369,966</u>

**Confidential Working Papers
of the Executive Director**

	FY2023	FY2024	
Available Budget Initial Projection	\$15,651,694.0	\$10,604,322.00	Budget Bill Amount
(MSA payment-withholding +/- prior year)	\$9,000,000.00	\$10,593,425.00	
Total Budget Available	\$24,651,694.0	\$21,197,747.00	
Obesity	\$1,089,966.00	\$1,075,000.00	
Programs	\$4,756,303.00	\$4,032,878.00	
Marketing	\$5,510,000.00	\$4,960,000.00	
Research	\$1,150,000.00	\$1,150,000.00	
Surveillance and Evaluation	\$105,000.00	\$105,000.00	
Technology and Policy Compliance/ARMICS	\$40,000.00	\$40,000.00	
Interagency/GF Transfers	\$207,000.00	\$207,000.00	
Administration	\$1,200,000	\$1,200,000	
Total	<u>\$14,058,269</u>	<u>\$12,769,878</u>	
Projected deficit/overage	\$10,593,425	\$8,427,869	