

**OBESITY PREVENTION FUNDING FOR COMMUNITY-
BASED ORGANIZATIONS IN THE COMMONWEALTH**



Required by Item 468 1c Conference Report (Regular Session 2010)

Table of Contents

Table of Contents	2
Preface.....	3
Background.....	4
Summary.....	5
Funding Overview.....	7
Healthy Communities Action Teams grant recipients.....	8
Conclusion.....	12

PREFACE

This report contains information concerning the Virginia Foundation for Healthy Youth's distribution of funds designated to reduce and prevent childhood obesity on a community level as required by HB 30, Conference Report Amendment Item 468 1c (Regular Session 2010). The Virginia Foundation of Healthy Youth is required to report the status of funding provided to community-based organizations for obesity prevention activities pursuant to §32.1-355 of the Code of Virginia.

BACKGROUND

Established in 1999 by the Virginia General Assembly as the Virginia Tobacco Settlement Foundation, the Virginia Foundation for Healthy Youth (VFHY) is responsible for statewide efforts to reduce and prevent youth tobacco use and childhood obesity. VFHY receives no taxpayer funds; it is funded through Virginia's share of the Master Settlement Agreement (MSA), a legal settlement in a dispute over tobacco-related health-care costs between the states attorney general of 46 states and the nation's major tobacco manufacturers.

Due to the Foundation's great success at reducing youth tobacco use in the Commonwealth and delivering prevention messaging to young people, the General Assembly gave the Foundation the additional responsibility of obesity prevention and reduction in 2009 and changed the Foundation's name to the Virginia Foundation for Healthy Youth.

Tobacco use and obesity are the two leading causes of preventable deaths in the United States respectively. One out of three children in the United States is obese or overweight. In Virginia, at least one out of five children is obese or overweight, with the highest rate of prevalence being found in Southwest Virginia, where approximately one out of three children is obese or overweight. More than 60 percent of Virginia adults are obese or overweight. Childhood obesity can lead to serious, lifelong and life-threatening health problems such as Type 2 diabetes and heart disease.

Since receiving its expanded mission, VFHY has funded the first statewide survey of childhood obesity prevalence in Virginia among children ages 10 to 17 and co-hosted the first, comprehensive statewide conference on childhood obesity prevention. (Called the Weight of the State, it was chaired by Virginia First Lady Maureen McDonnell and featured state and national experts as speakers, including Dr. Mary Beth Bigley from the U.S. Surgeon General's Office. It was held in May 2010 in Richmond.) VFHY has also instituted a series of community-based grants to help strengthen and/or form community coalitions to prevent and reduce childhood obesity. Other efforts include a pilot program aimed at encouraging physical activity among urban, African-American, high school-age teens in Virginia.

SUMMARY

During the 2010 General Assembly session, the General Assembly directed the Virginia Foundation for Healthy Youth Board of Trustees to devote at least \$1 million from VFHY's budget exclusively to childhood obesity prevention efforts on the community level.

The majority of this funding was dedicated to VFHY's Healthy Communities Action Teams (HCAT) program. VFHY awarded more than \$1.25 million in HCAT grants over FY 2011 and 2012 to establish and/or support 22 local community coalitions across Virginia to fight childhood obesity. Funding and training provided by VFHY through the HCAT grants allow community organizations to implement identified promising practices in childhood-obesity prevention suggested by the national Institute of Medicine (IOM) and the Centers for Disease Control and Prevention (CDC). In FY 2011, HCAT grant recipients will receive \$627,638.50. (A list of grant recipients can be found on page 8 of this report.)

HCAT grantees will implement a variety of CDC-suggested strategies for childhood obesity prevention, such as working with or establishing farmers' markets to increase community access to fresh produce; increasing physical activity in children enrolled in after-school programs; creating and maintaining community gardens; and establishing safe neighborhood playgrounds. HCAT grantees, which were selected by an independent grants application review panel, will be required to comply with VFHY evaluation and reporting procedures.

Communities being served by HCAT grantee programs include: Alexandria, Blacksburg, Carroll County, Charlottesville, Danville, Floyd County, Fredericksburg, Galax, Gate City, Giles County, Hampton Roads, Henry County, Jamestown, Lee County, Martinsville, McLean, New River Valley, Norfolk, Northern Neck, Norton, Petersburg, Pittsylvania County, Prince William County, Rappahannock, Richmond, Roanoke, Scott County, Smyth County, Staunton, Suffolk, Tazewell County, Williamsburg, Wise County and Yorktown.

VFHY will also be offering Healthy Youth Day mini-grants to communities all across Virginia to hold events to promote increased physical activity and better nutrition for children. Established by a Virginia General Assembly resolution, Virginia Healthy Youth Day is held every Jan. 20 by the Virginia Foundation for Healthy Youth (VFHY) and promotes healthy lifestyles for Virginia's children, including eating right, exercising and not using tobacco products. The first annual Virginia Healthy Youth Day in 2010 was a great success: Virginia First Lady Maureen McDonnell was the keynote speaker and the event featured American Family Fitness instructors leading nearly 300 schoolchildren in exercises on the State Capitol lawn. Mascots from major Virginia universities including the University of Virginia, Virginia Commonwealth University and the University of Richmond were also in attendance. The Virginia Department of Health's CHAMPION obesity-prevention division assisted during the event, handing out pedometers and jump ropes to the children.

Other major VFHY childhood obesity prevention initiatives include the continuation and expansion of the Step Royale pilot program established by VFHY's Marketing department to encourage physical activity among teens in urban, African-American communities through step dancing competitions. Tested in the Norfolk area from November 2009 to June 2010, Step Royale showed successful initial results in gathering participation among teens who were previously not physically active and/or not interested in participating in traditional team sports. With an infusion of \$100,000 from VFHY's dedicated childhood obesity funds, Step Royale will be expanded into more communities throughout Hampton Roads in FY 2011.

VFHY's Marketing department is devoting an additional \$100,000 to a childhood-obesity prevention campaign called ActOut that will be implemented by teen volunteers in VFHY's Y Street program. Y Street is VFHY's volunteer teen-led action group, believed to be the largest of its type in the nation. Since 2004, VFHY has trained more than 4,000 high-school students to participate in Y Street.

ActOut will encourage teens and children to increase physical activity through a variety of projects in communities across Virginia, including: Alexandria, Appomattox, Ashburn, Blacksburg, Bridgewater, Mechanicsville, Midlothian, Norfolk, Rocky Mount, Tazewell, Virginia Beach and Yorktown. For the ActOut Campaign, Y Street members will focus on strategies to motivate peers to engage in diverse, fun, new physical activities in their local area. In their ActOut projects, Y Street members will collect surveys and video testimonials, post web comments and advertisements, collect discount agreements from local businesses and organize introductory sessions to encourage young people to try different types of physical activities. The objective is to provide young people with positive experiences that will lead to long-term adoption of new physical activities.

The balance of VFHY's \$1 million in dedicated childhood obesity funding will be applied to administrative costs for grants management, trainings related to the VFHY childhood obesity prevention initiatives such as the HCAT grants, the Step Royale program and Y Street's ActOut campaign, evaluation and a statewide youth survey to measure factors related to obesity.

FY 2011 CHILDHOOD OBESITY FUNDING OVERVIEW

HCAT grants	\$627,638.50
Healthy Youth Day mini-grants	\$10,000.00
Marketing initiatives	\$200,000.00
Training and Evaluation	\$65,000.00
Grants management	<u>\$100,000.00</u>
TOTAL	\$1,002,638.50

HEALTHY COMMUNITIES ACTION TEAMS GRANT RECIPIENTS

(TWO-YEAR ALLOCATIONS FOR FY 2011 and 2012)

ORGANIZATION	PROJECT NAME	REQUESTED AMOUNT	PURPOSE
Boys & Girls Club of Central Virginia	In the Club, On the Farm, Behind the Counter	\$59,807	Coalition building to include strategic plan in Richmond area. Multi-faceted program, including a variety of physical activity and nutrition programs, community gardening and a farmers' market project.
Valley Community Services Board	Project G.R.O.W.S. - Growing Responsibly and Organically with Sustainability	\$44,987	Coalition building to include a comprehensive five-year strategic plan. Community gardens and composting project. Roanoke area.
Virginia Organizing - Community Obesity Task Force	Live Fit Charlottesville	\$60,000	Coalition building to include a comprehensive strategic plan. After-school nutrition literacy, food costing, procurement and preparation program. Community-based physical activity program. Charlottesville.
Cora Kelly Parent Teacher Association (Alexandria City Public Schools)	Cora Kelly Science of Physical Education Program (Playground)	\$60,000	Will refurbish playground at Cora Kelly Elementary School in Alexandria. Will create a joint use agreement with community for playground usage afterschool and on weekends.
Rappahannock Area YMCA	Healthy Community Action Team for King George County	\$41,205	Coalition building to include a strategic plan. Refurbish playground at Rappahannock Area YMCA. Conduct afterschool fitness program for at-risk youth. Conduct a media campaign on obesity prevention in King George county.
Youth Apostles Institute - Don Bosco Center	Don Bosco Center Health & Exercise	\$59,996	Will refurbish play space at Georgetown South community. Will form partnerships with prevention groups in Prince William County. Will provide healthy snacks for homework club participants.
Eastern Virginia Medical School, Office of Sponsored Programs (1)	Healthy Hampton Roads Communities in Action	\$60,000	Will develop a model pedestrian-friendly community linking schools, businesses, restaurants, churches, parks and homes with crosswalks, signage and route maps. Policy change and building community participation.

Eastern Virginia Medical School, Office of Sponsored Programs (2)	ACTIVATE EASTERN SHORE: Coalition Team Development and Physical Activity Policy and Media Promotion	\$60,000	Strengthening partnerships through planning, resource development and conduct a SWOT and Gap analysis and involve partners in strategic planning process. Initiate community-wide fitness challenge and media promotion campaign. Develop and initiate work place physical activity policy.
Healthy Hearts Plus II	SURGE! Petersburg Youth Combat Childhood Obesity	\$57,411	Build community action team coalition, strengthening partnerships through strategic plan development. Nutrition and physical activities targeted in low-income neighborhoods in Petersburg. Connecting youth to education and skills building for outreach to other youth and community leaders to expand community reach. Introduce family to benefits of accessing affordable, fresh foods with healthy cooking and eating habits.
Historic Triangle Substance Abuse Coalition	Young, Fresh & Fit	\$60,000	Engage in capacity building of the coalition, develop mission statement to include youth obesity and create strategic plan. Identify and engage in media advocacy. Outreach with schools and conduct comprehensive assessment of obesity in the community. Conduct physical activity strategies in the community in conjunction with information about nutrition.
Peninsula Metropolitan YMCA	IGNITE	\$54,870	Program providing to youth 5- 12 yrs. with knowledge and skills to make healthy lifestyle decisions. Increase from modest to vigorous activity, nutritional concepts and growing healthy gardens.
Suffolk Partnership for a Healthy Community	Healthy Moves for Suffolk Youth	\$60,000	Engage with private and public schools and the Housing Authority to establish community gardens. Community capacity building through strengthening partnerships and identifying gaps in community resources and change to environmental policy. Will also work with Parks & Recreation Department to increase use of walking and biking trails.
VA Department of Health-Hampton	Peer to Peer Healthy Youth	\$53,652	Encourage healthy lifestyles by providing opportunities for physical activities through youth to peer education. After school programs will tap into the existing systems in the city and low income communities. Strong coalition relationships will be further developed.

Appalachian Community Action Agency	ACTION	\$56,770	Training and education for child care providers, media campaign on nutrition and physical activity, new physical activity programs with local partners, promotion of farmers' markets and use of local produce. Lee, Scott, Wise, Smyth and Tazewell Counties.
Carilion Clinic	PATH (Positive Actions Towards Health)	\$56,973	Development of Community Education and Prevention efforts of PATH obesity treatment program through coalition building activities such as performing a community assessment and the development of a strategic plan. Community-based group activities such as community kitchens are planned for the Roanoke Valley.
Giles County Public Schools	Floyd County Obesity Prevention Project	\$59,841	Coalition building and coordination of existing and planned obesity prevention initiatives in Floyd County. Development of a strategic plan and sustainability plans. Includes plans for school/community gardens and equipment to assist the Floyd Farmers Market in accepting SNAP and WIC cards.
LENOWISCO Health District	LENOWISCO Healthier Children	\$60,000	Coalition development to increase access to and consumption of healthy, safe and affordable foods by residents of Lee, Scott, Wise Counties and the city of Norton. Community-based activities that link procurement of healthy food with improving skills in purchasing and preparing food. Media campaign to raise awareness about the burden of childhood obesity in this area.
MHC Coalition for Health and Wellness	FitFoodFun	\$59,707	Develop community-based group activities aimed at improving skills in purchasing and preparing healthy food; creating after school physical activity programs for middle and high school youth; development of a media campaign to promote physical activity and healthy nutrition. Activities will reach the cities of Danville and Martinsville and Henry and Pittsylvania counties.

TurnKey KB & Associates, LLC	Twin County Healthy CAT	\$60,000	Establishment of a Healthy Community Action Team to serve Carroll and Grayson counties as well as the city of Galax. This team will conduct a community needs and resources assessment and develop a strategic plan. Will also provide afterschool physical activities program for children ages 2-17.
Virginia Interfaith Center for Public Policy	Galvanizing Communities to Prevent and Reduce Childhood Obesity	\$60,000	Coalition of faith communities in the New River Valley will build their capacity to advance policies that promote youth health/wellness. Coalition will perform a community assessment and will educate congregational members and the community about the issue of childhood obesity through various media campaigns.
Virginia Tech	Maximizing community-academic partnerships to identify sustainable interventions to reduce obesity	\$59,204	Coalition building with Dan River Region Obesity Task Force. Assessment of food outlets in Danville, further development of physical activity and recreation site maps, engage partnering groups into discussions on community garden program.
YMCA at Virginia Tech	The N.E.W. Family	\$50,854	The Waldron Family YMCA in the Shawsville area of Montgomery County plans to recruit low-income families with children at risk of obesity and related health issues to enroll in exercise program. The program will offer weight-loss incentives, nutritional and cooking classes, instructional gardens and includes Y memberships for physical activity.

CONCLUSION

As per the General Assembly's direction, the Virginia Foundation for Healthy Youth's Board of Trustees designated approximately \$1 million in dedicated monies for the purpose of funding and assisting obesity prevention activities on the community level in FY 2011.

VFHY allocated the majority of these designated funds to 22 community groups across Virginia through VFHY's Healthy Communities Actions Team (HCAT) grant program, which utilizes evidence-based best practices for childhood obesity prevention established by the Centers for Disease Control and Prevention and the Institute of Medicine.

Other community obesity-prevention efforts included in these designated funds include a continuation of VFHY's Step Royale pilot initiative to prevent teen obesity in urban, African-American communities in Virginia by encouraging physical activity through step dancing.

VFHY is also funding a youth volunteer campaign, ActOut, in order to popularize and increase various forms of physical activity among teens in numerous communities statewide.

VFHY remains a good steward of the funds entrusted to it in order to reduce and prevent youth tobacco use and childhood obesity.