

2010 ANNUAL REPORT

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Greetings from the Virginia Foundation for Healthy Youth Board of Trustees!



Greetings from the Virginia Foundation for Healthy Youth Board of Trustees!

As you have no doubt noticed, the Foundation has undergone significant changes, including a new name and an expanded mission.

My colleague and fellow board member, Senator Ralph Northam, and I introduced legislation in the 2009 General Assembly session that renamed the Virginia Tobacco Settlement Foundation as the Virginia Foundation for Healthy Youth, giving us the added responsibility of reducing and preventing childhood obesity. These changes became effective on July 1, 2009.

While smoking prevention will continue to be the Foundation's primary mission, childhood obesity is an important health risk to Virginia's children and, as a legislator and doctor, it's a topic that I am well acquainted with.

VFHY has accomplished a great deal over its decade of existence and with the added responsibility of childhood obesity, we now have a broader opportunity to reach more children and make a bigger impact on the long-term health of Virginians. Thank you for everything you do to help us in this mission. Together, we can look forward to greater successes in 2011 and beyond.

Thank you,

A handwritten signature in blue ink that reads 'J. H. O'Bannon III'.

Delegate John H. O'Bannon III, M.D.
Chairman, Board of Trustees
Virginia Foundation for Healthy Youth



Greetings from the Virginia Foundation for Healthy Youth Executive Director!



During the last decade, we helped drastically reduce youth smoking in the Commonwealth: The number of high school smokers has been cut in third; the number of middle school smokers has dropped by more than 65 percent!

Because of our great success with young people, we are taking on a new initiative – childhood obesity prevention – and a new name: The Virginia Foundation for Healthy Youth.

Our new, expanded mission makes sense because tobacco use and obesity are the two leading causes of preventable deaths in the United States.

Over the last three decades, childhood obesity has tripled in the United States, reaching epidemic proportions. One out of three children is now obese or overweight. Here in Virginia, where more than 60 percent of adults are also overweight or obese, it's no different. And childhood obesity can lead to serious, lifelong health problems previously only seen in adults such as Type 2 diabetes, high blood pressure and heart disease.

We will work closely to reduce and prevent childhood obesity with a variety of partners, most notably First Lady of Virginia Maureen McDonnell, who has been a steadfast supporter of our efforts to help Virginia's children learn to lead healthier lifestyles. We will also forge and support sustainable community coalitions to address childhood obesity on the local level.

By reducing and preventing youth tobacco use and childhood obesity, we hope to make a great impact on the health of Virginia's children, teaching them how to make healthy choices that will last their entire lives.

Sincerely,

A handwritten signature in blue ink that reads 'Marty H. Kilgore'.

Marty H. Kilgore
Executive Director
Virginia Tobacco Settlement Foundation



Did you know?

Tobacco use and obesity are the two leading causes of preventable deaths in the United States.

Who We Are/What We Do

Established in 1999 by the Virginia General Assembly, the Virginia Foundation for Healthy Youth leads statewide efforts to reduce and prevent youth tobacco use and childhood obesity. VFHY receives no taxpayer funds. Our budget comes from a small percentage of Virginia's yearly payments from the nation's major tobacco manufacturers through the Master Settlement Agreement (MSA).

We Get Results

Since we began working with young people in 2001, the number of high school students who smoke in Virginia has been cut by more than 30 percent and the number of middle schools students who smoke has dropped by more than 65 percent!

Creation of VFHY

In 1999, as a result of the Master Settlement Agreement, the Virginia General Assembly established the Virginia Tobacco Settlement Foundation (VTSF) to lead youth tobacco-use prevention efforts in Virginia. Due to our great success at reducing youth tobacco use, the General Assembly changed our name to the Virginia Foundation for Healthy Youth in 2009 and expanded our mission to include childhood obesity prevention and reduction.

Master Settlement Agreement

In 1998, the Attorneys General of 46 states, including Virginia, signed the Master Settlement Agreement (MSA) with the nation's four largest tobacco manufacturers to settle state lawsuits to recover costs associated with treating smoking-related illnesses. The spirit and intent of the MSA was to provide states with smoking-related tobacco-use prevention programs that would ultimately lower the prevalence of tobacco use, thus also lowering long-term medical costs.

VFHY's Goals and Objectives Include:

- Educating young people and parents about the adverse health, economic and social effects of tobacco use
- Educating young people about the importance of making healthy choices, such as being physically fit, eating nutritious foods and reducing screen time
- Serving as the hub of all youth tobacco-use and childhood obesity prevention efforts in the Commonwealth
- Promoting school- and community-based educational programs that target youth tobacco use prevention and reduction
- Developing marketing strategies to promote VFHY's goals of reducing and preventing youth tobacco use and childhood obesity
- Creating sustainable community-based coalitions to prevent and reduce childhood obesity

VFHY STAFF

CENTRAL OFFICE STAFF

701 East Franklin Street
Suite 500
Richmond, Virginia 23219

Marty Kilgore
Executive Director

Margaret White
Deputy Director

Eloise G. Burke
Senior Executive Assistant

Richard Foster
Public Affairs Coordinator

Donna Gassie
Director of Programs

Henry Harper
*Director of Community
Outreach and Development*

Wilma Jordan
Business Manager

Charlie McLaughlin Jr.
*Training and
Resource Manager*

Danny Saggese
Director of Marketing

Field Staff

NORTH REGION

Lisa Brown
Regional Grants Administrator
2465 Centreville Road
#J17-106
Herndon, VA 20171

CENTRAL REGION

Terri-ann Brown
Regional Grants Administrator
701 E. Franklin St., Suite 500
Richmond, VA 23219

SOUTHEAST REGION

Judy Link
Regional Grants Administrator
7100 George Washington
Memorial Highway,
Building C, Suite 3
Yorktown, VA 23692

SOUTHWEST REGION

Jenny Martin
Regional Grants Administrator
Research Building VII
1700 Kraft Drive
Suite 2416
Blacksburg, VA 24060



CHAIRMAN

The Honorable John H. O'Bannon, III, M.D., Member of the House of Delegates, representing the 73rd District
(concurrent with House term)

VICE CHAIRMAN

Edda Collins Coleman, of Fairfax, Legislative Director, Polsinelli Shughart PC (term expires June 30, 2011)

MEMBERS

Sanjeev K. Aggarwal, M.D., of Arlington, Georgetown University Hospital, Radiation Medicine (term expires June 30, 2013)

Curtis Coleburn, Chief Operating Officer, Virginia Department of Alcoholic Beverage Control

Kevin R. Cooper, M.D., of Midlothian, professor, Virginia Commonwealth University School of Medicine (term expires June 30, 2013)

Philip A. J. Dawson, M.D., of Richmond, pediatrician, West End Pediatrics (term expires June 30, 2013)

Rickie E. Fulcher, of Stuart, director of retail operations, Clark Gas & Oil Co. (term expires June 30, 2010)

Don Gehring, of Richmond, Vice President Government Relations and Health Policy, Virginia Commonwealth University and VCU Health System Authority (term expires June 30, 2010)

The Honorable Emmett W. Hanger Jr., State Senator representing the 24th District (concurrent with Senate term)

Stacey A. Hinderliter, M.D., of Forest, pediatrician, Lynchburg Family Medicine (term expires June 30, 2011)

Jeffrey Logan Holland, of Franktown, youth member (term expires June 30, 2013)

Cory Howell, of Manakin Sabot, youth member (term expires June 30, 2013)

Patrick J. Hughes, of Richmond, director of operations, Richmond Cold Storage Inc. (term expires June 30, 2011)

John O. James Jr., of Charlottesville, Program Director, News Radio WINA 1070 AM (term expires June 30, 2010)

The Honorable William R. Janis, Member of the House of Delegates, representing the 56th District (concurrent with House term)

Patti Kiger, M.Ed., of Norfolk, instructor of pediatrics, Eastern Virginia Medical School (term expires June 30, 2013)

Michael C. Kontos, M.D., of Glen Allen, Associate Professor of Internal Medicine/Cardiology, Pauley Heart Center, Virginia Commonwealth University (term expires June 30, 2011)

James Lund McDaniel, M.D., of Franktown, attending physician and medical director, respiratory therapy, Shore Sleep Diagnostic Center & Pulmonary Function Laboratory, Shore Memorial Hospital, Nassawadox; president and chief administrative officer, Eastern Shore Physicians & Surgeons Inc. (term expires June 30, 2010)

Keith Newby Sr., M.D., of Norfolk, Cardiologist, Cardiology & Arrhythmia Consultants Inc. (term expires June 30, 2010)

The Honorable Ralph Northam, M.D., State Senator representing the 6th District (concurrent with Senate term)

Karen Remley, M.D., Commissioner of Health, Virginia Department of Health

Claudia Tellez, of Loudoun County, Director of Project Access, Medical Society of Northern Virginia (term expires June 30, 2013)

Rosa I. Villoch-Santiago, of Alexandria, Director of Hispanic and International Initiatives, American Cancer Society, South Atlantic Division (term expires June 30, 2011)



Since 2001, the Virginia Foundation for Healthy Youth has commissioned the biennial Virginia Youth Tobacco Survey (YTS) of public middle school and high school students.

More than 2,600 students in grades 6 through 12 were surveyed, answering questions about tobacco use, including: accessibility of tobacco products; attitudes toward tobacco use and advertising; and other factors such as secondhand smoke exposure.

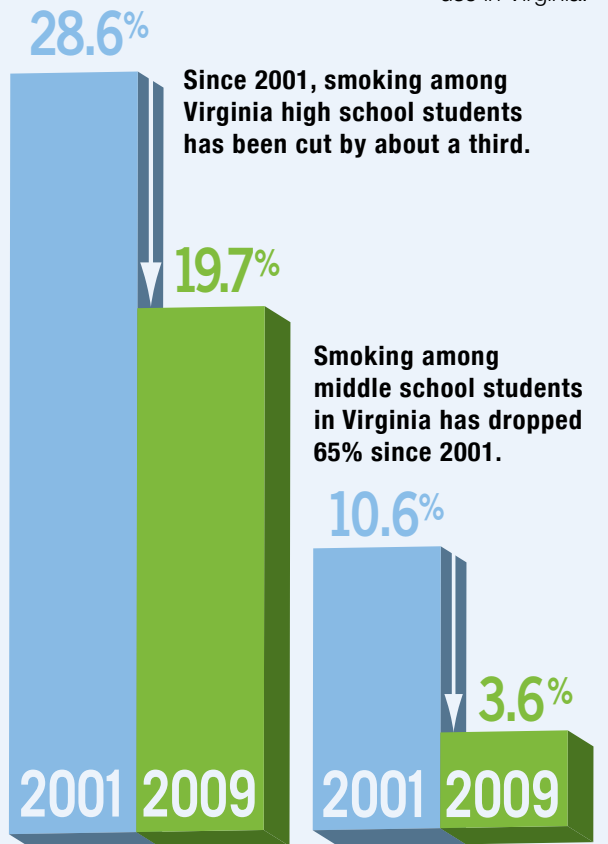
Over the last decade, smoking among high school students has been cut by more than 30 percent and smoking among middle school students has plummeted more than 65 percent since 2001.

The latest Youth Tobacco Survey was conducted in fall 2009 by Virginia Commonwealth University's Survey and Evaluation Research Laboratory (SERL) and Community Health Research Initiative (CHRI). Results were released in fall 2010.



Virginia Youth Tobacco Survey

Working in conjunction with the CDC, VFHY commissions a biennial survey of youth tobacco use in Virginia.



SOURCES: Virginia Youth Tobacco Survey, 2001-2009, Virginia Foundation for Healthy Youth; National Risk Behavior Surveys, 2001-2009, Centers for Disease Control and Prevention (CDC).



At least one out of five young people ages 10 to 17 in Virginia is obese or overweight, according to the results of the first Virginia Childhood Obesity Survey, commissioned by the Virginia Foundation for Healthy Youth (VFHY).

The highest rates of childhood obesity in the Commonwealth were found in rural Southwest Virginia, where about one out of three children is obese or overweight.

"This research provides current estimates of overweight [status] and obesity among youth in Virginia, as well as information concerning eating habits and physical activity levels that will help inform the development of strategies, programs and policies throughout the Commonwealth," says Virginia Health Commissioner and VFHY Board of Trustees member Dr. Karen Remley, who delivered the survey results at VFHY's first annual Weight of the State Conference on May 18, 2010.

The telephone survey questioned 2,501 Virginians between the ages of 10 and 17.

Among the Virginia Childhood Obesity Survey's key findings:

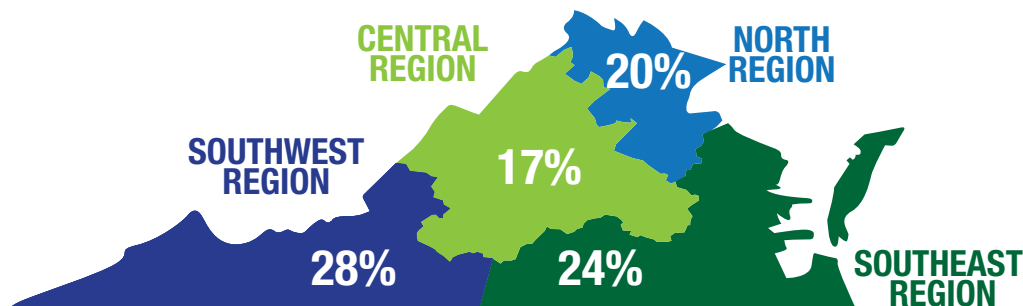
- The highest childhood obesity rate is found in Southwest Virginia (28%), followed by Southeast Virginia (24%). Obesity rates are lowest in Northern Virginia (20%) and Central Virginia (17%).
- Boys and young men (27%) are more likely to be overweight or obese for their age than girls or young women (17%).

- Minority youth (26%) are more likely to be overweight or obese for their age compared to white, non-Hispanic youth (19%).
- 83% of obese young people surveyed described themselves as "just about the right weight" or "slightly overweight"
- Only 4% of young people meet the USDA recommendation of nine servings of fruits and vegetables per day
- 92% of youth surveyed eat snacks such as chips and candy or drink soda at least once a week, and 21% of kids consume it seven days a week.
- On an average school day, almost half of young Virginians watch two or more hours of TV and 33% play two or more hours of video games.

The data for the Virginia Childhood Obesity Survey was collected over a four-month period ending in late March 2010 and was based on a random statewide sample. Interviews were evenly divided between geographic regions, age and gender. Permission was obtained from parents to speak with children for the survey.

The Virginia Childhood Obesity Survey aims to set a baseline for youth obesity data and to measure trends and progress in reducing childhood obesity in the Commonwealth over time. This research provides estimates for obesity among young people in Virginia, as well as information about contributing factors to obesity such as eating habits, physical activity and screen time. The survey results provide the Virginia Foundation for Healthy Youth and state agencies with important information that will help to inform the development and refinement of programs and policies throughout the Commonwealth.

PREVALENCE OF OBESITY/OVERWEIGHT IN VIRGINIA YOUTH UNDER AGE 18



SOURCE: Virginia Obesity Survey Research Report
April 2010, Virginia Foundation for Healthy Youth



2010

CHILDHOOD OBESITY

More than 250 children exercised on the State Capitol lawn during VFHY's first annual Virginia Healthy Youth Day.



One in three children is obese or overweight. This can lead to serious, lifelong health problems like Type 2 diabetes and heart disease.

Due to VFHY’s outstanding success at preventing youth tobacco use, the General Assembly gave VFHY responsibility for childhood obesity prevention in 2009. In May 2010, VFHY held the first comprehensive, statewide conference on childhood obesity prevention and released the results of a new Virginia childhood obesity prevalence survey. Other early efforts included Step Royale, a pilot program aimed at encouraging physical activity among urban, African-American teens. (See page 24.) VFHY also began planning for a new grant program to support and establish community coalitions to prevent and reduce childhood obesity using interventions approved by the Centers for Disease Control and Prevention (CDC) and the Institute of Medicine (IOM).

WEIGHT OF THE STATE

On May 18, 2010, the Virginia Foundation for Healthy Youth held the first annual Weight of the State conference, which was chaired by Virginia First Lady Maureen McDonnell and organized by VFHY and its sister nonprofit organization Prevention Connections. Sponsors included Anthem, Bon Secours, the Virginia Department of Health, the Virginia Department of Education and the Virginia Community Healthcare Association.

Held at the Westin Richmond, Virginia’s inaugural Weight of the State conference was inspired by the CDC’s Weight of the Nation conference. Presenters discussed approaches being used in other states and localities, and participants learned the latest in prevention strategies regarding topics such as school nutrition, physical fitness programs, pediatric health care approaches and marketing to young people.

“As we all know, childhood obesity has become a major concern across the nation. Our Weight of the State conference is an important first step in charting a course to combat this public health epidemic in the Commonwealth of Virginia,” said Marty H. Kilgore, executive director of the Virginia Foundation for Healthy Youth.

R. Neal Graham, chairman of conference co-organizer Prevention Connections, said, “We hope this new Virginia conference will aid attendees in forging partnerships and discovering new resources that they can use in a meaningful way to reduce and prevent childhood obesity on the state and local levels in their roles as public health providers, health care professionals, educators and government decision makers.”



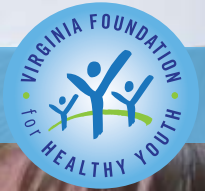
**Va. First Lady
Maureen McDonnell**

Virginia Healthy Youth Day

On Jan. 20, 2010, First Lady of Virginia Maureen McDonnell and 250 school children helped the Virginia Foundation for Healthy Youth celebrate our first annual Virginia Healthy Youth Day at the State Capitol Bell Tower.

Established as an annual event by a General Assembly resolution, Virginia Healthy Youth Day promotes physical fitness and healthy living habits, such as eating nutritious foods, reducing screen time and not using tobacco products. The event also served as the official kickoff for VFHY’s new initiatives to prevent and reduce childhood obesity.

Instructors from American Family Fitness led 250 school children from Chesterfield and Fluvanna county public schools in exercises on the State Capitol grounds. They were assisted by mascots and athletes from Virginia universities (including the University of Richmond, the University of Virginia, Virginia Commonwealth University and Virginia State University) and representatives from the Virginia Department of Health’s CHAMPION program.



2010 PROGRAMS

A student gets a little help from his teacher during a VFHY-funded LifeSkills class at Lawson-Marriott Elementary School in King & Queen County. LifeSkills classes teach kids about resisting peer pressure and the dangers of tobacco products, alcohol and drugs.



VFHY is committed to involving Virginia’s communities in the effort to prevent youth tobacco use through tobacco-use prevention and cessation programs.

Taught at hundreds of public schools, community recreation centers, faith centers, day cares and preschools statewide, VFHY’s evidence-based community educational programs provide direct interaction with young people throughout their childhood and are a key element in changing youth attitudes and behaviors about tobacco use.

During FY 2010, VFHY directly served 70,000 youth across Virginia through 98 grant programs funded at a total of \$4.6 million. VFHY awarded 38 one-year grants in FY 2010.

Fifty-six three-year grants were awarded in FY 2010. In addition, four targeted grants were awarded for collaborative projects between CSBs and schools. Grant recipients included nonprofit organizations, faith groups, schools and other community groups.

Program Evaluation

VFHY conducts rigorous evaluations of our programs to track the success and reach of VFHY-funded programs. Evaluations measure such factors as a student’s ability to resist peer pressure and their knowledge of the harmful effects of tobacco use. VFHY contracted with Virginia Commonwealth University’s (VCU) Survey and Evaluation Research Laboratory (SERL) to provide a comprehensive evaluation of the 69 grant programs. VFHY awarded VCU \$265,000 for these evaluation services.



Compendium and Training

All of the funded grants utilized programs found in VFHY’s Compendium of Tobacco Use Prevention Programs for Youth.

The Compendium programs address issues relative to tobacco use prevention including primary tobacco-use prevention education, tobacco cessation, early tobacco intervention and reduction, advocacy, youth empowerment and social-skills building. These evidence-based programs have been recognized by national, state and nonprofit organizations as model, promising or effective tobacco-use prevention programs. VFHY provides extensive training and technical assistance to help facilitators more effectively reach young people through our Compendium programs.

VFHY Compendium of Programs

- All Stars*
- Al’s Pals*
- Creating Lasting Family Connections*
- Ending Nicotine Dependence*
- The Great Body Shop*
- Helping Teens Stop Using Tobacco*
- Intervening with Teen Tobacco Users*
- Know Your Body*
- Life Skills Training*
- Minnesota Smoking Prevention Program*
- Not On Tobacco*
- Positive Action*
- Project Alert*
- Project EX*
- Project Toward No Drug Use*
- Project Toward No Tobacco Use*
- Skills for Adolescence*
- Strengthening Families (ages 6-11)*
- Strengthening Families (ages 10-14)*
- Too Good for Drugs*



TRAINING CONTRACTS

Each year, VFHY offers capacity building and tobacco-use prevention program training for grantees and other organizations throughout Virginia. In 2010, VFHY partnered with the following to conduct 39 workshops, funded at a total of \$31,600:

THE ALLIANCE FOR OUR BELOVED CHILDREN

Children in America – Past, Present and Future -

The workshop examines how the history of children in the United States has impacted the fields of prevention and youth development. Participants examine how socialization has affected the way in which children are both viewed and treated. They explore ways to both challenge their own perceptions as well as others. They learn strategies that tackle the negative views of children that are embedded in the everyday lives of Americans both in programming and beyond.

Playing With Family Education - The workshop connects the fields of youth development and family education. It focuses on presenting information in ways that helps to destigmatize family (parenting) education.

AMY BLEDSOE & HOLLY EISENMENGER – Youth Program Consultants

Everything You Should Know About Teen Cultures –

This interactive training discusses current trends in teen culture, including music, dress, values and drug use. Participants learn how everything from the way teens dress and accessorize to the type of music they listen to can signify that they might be involved in a culture that puts them at risk for drug use and other risky behaviors. The training emphasizes the need to understand and embrace teen cultures so that we can be more effective educators and service providers.

JASON DANIEL (JD) CARLIN – Youth Program Consultant

Youth & Technology (Part I) – What Are Facebook, Tweets & TXT? - The workshop is an overview of different ways in which youth use technology to communicate. Emphasis is placed on youth's use of the Internet and social networking/discussion forum websites such as MySpace and YouTube. The morning session covers various technologies and sites used and the afternoon session provides demonstrations of how to use these sites to help gather information and reach kids on their terms.

Youth & Technology (Part II) – Advocacy Through Youth Favored Technology - The workshop is a continuation of Youth & Technology (Part I): What are Facebook, Tweets and TXTs? Whereas Part I focused on introducing and exploring current technologies favored by youth, such as Facebook, MySpace and Twitter, Part II focuses on the nuts and bolts of creating, maintaining and using these technologies to both connect with and advocate for youth.

Program Sustainability Through Effective Communication to Stakeholders or Decision Makers – This workshop focuses on ways of reaching the people who have the greatest impact on the success of your program. Focus is on both the various avenues you can use to reach the stakeholders (i.e. formal presentation or e-mail) as well as how to make these approaches livelier and more captivating ultimately resulting in greater involvement and participation from those who matter most.

CENTER FOR CREATIVE DEVELOPMENT, INC.

Youth Helping Youth – This workshop is designed to effect positive change in the behavior of youth by nourishing the habit of service and concern for others. This is accomplished by training teams of students to help their peers towards a more effective means of communication, decision making and goal setting. Involved students are charged with encouraging, teaching and supporting healthy preventive practices that enhance the well-being of their peers. Under the auspices of responsible adult leadership, they help other youth develop skills and strategies for coping with life.

Building a Child's Self-Esteem & Self-Efficacy –

This workshop aims to clearly define how both self-esteem and self-efficacy interrelate – or not. It also provides foundational theories and practice for enhancing the self-esteem of our young people and developing their self-efficacy for accomplishing given tasks and/or goals.

Conflict Resolution – This training is designed to increase participants' personal skills in effectively managing conflict in their lives, as well as for those seeking to enhance the skills of others in various important group contexts, such as family, friends, classrooms and other learning/work groups. The knowledge and skills presented in this training helps participants enable students/group members to reduce the tensions and hostilities associated with conflict. Participants learn how to acknowledge one another, and how to come to an understanding based on the real and legitimate needs of all people involved in the conflict, in short, empowering students/group members to express and resolve their own conflicts.



Effective Communication — Participants learn that communication is the single most important skill in building and maintaining healthy relationships. Though it seems simple, it is complex—easy to do yet easy to blunder. Communicating effectively helps group members build trust and respect, foster learning and accomplish goals. Effective communication is the means by which we convey our thoughts and feelings, and respond to the thoughts and feelings of others. It helps us satisfy our needs, as well as the needs of others.

Engaging the Heart — The purpose of this change-of-pace, experiential workshop is to provide a vehicle to recharge and reawaken your creative spirit. Through this child's play—learning-by-doing format, blocks are dissolved, pathways illuminated and lives transformed by the simple process of engaging the heart to recover and discover your creative powers—your vein of gold.

Working with At-Risk Youth — Participants develop a working definition and increase understanding of “at-risk” youth. They explore individual bias and strengths in working with this target group.

ALEJANDRO GARCIA-BARBON **Youth Program Consultant**

Advanced Cultural Competency — The Path to Cultural Competency - Participants use a series of exercises and discussions to examine stages along the cultural competency continuum and to determine the impact each stage has on our ability to work cross culturally in the community and in the workplace. Discussions and exercises also focus on self-reflection and the examination of the participants' workplaces and communities and any gaps that may exist between the two.

Advanced Prevention — The workshop provides discussion and exercises that promote prevention strategies to build a comprehensive, sustainable and successful prevention effort. Prevention strategies are most likely to succeed if they reach both individuals and the environments in which people live and work – family, school and community.

Facilitation Skills — A focus group process in which participants learn and practice all the foundational skills and tools of small and large-group facilitation. Using the philosophy that “with the right tools, anyone can lead productive meetings,” the workshop helps participants develop the good in-house facilitators.

LINDA HANCOCK – **Youth Program Consultant**

Effective Tobacco Use Prevention and Cessation

Strategies for Youth & Young Adults — This session will deal with two sides of the same issue — prevention and cessation. Taking the cessation approach, the workshop covers: the framework for addiction (understanding the molecules); how to work smarter not harder when dealing with tobacco cessation; updates on tobacco cessation medications; LGBT issues and tobacco prevention and the three D's (deglamorize, delegitimize & denormalize); an overview of motivational interviewing; social norms approach and seven marketing steps; mass-media social-norms campaigns; clicker enhancement of social norms; and an update on tobacco products — new ways to addict.

HEALTH RESOURCES IN ACTION

Coalition Building — Workshop aimed at strengthening coalitions through cultivating relationships, developing organizational processes and recruitment. The training helps coalitions assess their readiness to recruit new partners and volunteers and to develop an action plan for increasing involvement and participation from community members. It also explores how successful and effective coalitions operate and will guide participants in developing a plan to develop their coalition and make it more effective.

STEVE HIXON – Youth Program Consultant

The Culturally Competent Professional: Working With

an Open Mind — This interactive workshop explores how to integrate aspects of culture into everyday practice towards becoming more culturally competent and increasing the overall quality of services provided.



Designing Effective Program Strategies for Youth —

The training focuses on youth development, staffing, evaluation and program creativity as core essentials to effective youth programs. Participants engage in interactive activities designed to highlight each of the core essentials and understanding their effectiveness as program strategies.

Identifying the Potential in Youth — This interactive workshop engages participants and enables them to gain insight and practical knowledge into the many positive ways in which youth can contribute. Participants complete and review the results of a questionnaire regarding their own understanding of today's youth. The workshop also identifies and addresses key barriers preventing many youth from reaching their potential and will identify key solutions. It is presented from a proactive perspective, with emphasis on researched protective factors framework.

Managing Behavior in Youth Programs — This workshop examines practical disciplinary strategies and techniques for pre-adolescents, adolescents and teenagers. Participants learn to understand youth developmental stages and how they impact behavior. They learn how to develop win-win situations and how to avoid power struggles. Natural and logical consequences will be demonstrated and practiced in participatory activities. Participants also learn how gender and culture factor into discipline. The importance of program environment and relationship building are explored as critical long-term disciplinary strategies. This is interactive and participatory.

Measuring Youth Program Outcomes — This interactive training introduces a practical, useful approach to outcome planning and measurement that will help programs increase the effectiveness of their services and communicate the value of what they do.

Program Sustainability (Through Goal Achievement) — The workshop focuses on understanding the utilization of the logic-model approach in achieving program goals and objectives. Teaching methods include interactive individual and group activities, class discussions and lecture. Participants will complete a logic model utilizing their professional knowledge and experiences. Concentrated participation, analysis and evaluation will be the expectation for all participants.

DAN HUNSUCKER — Youth Program Consultants

Everything You Should Know About Teen Cultures —

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VALERIE LIGGINS-LAW — Youth Program Consultant

Designing Effective Program Strategies for Youth —

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Proposal Writing 101 — This course is a one-day intensive and detailed introduction to the process, structure, and skill of professional proposal writing. This course is characterized by its ability to act as a thorough overview, introduction, and refresher at the same time. In this course, participants will learn the entire proposal writing process and complete the course with a solid understanding of not only the ideal proposal structure, but a holistic understanding of the essential factors, which determine whether or not a program gets funded. This course is designed for both the beginner looking for a thorough introduction and the intermediate looking for a refresher course that will strengthen their grant acquisition skills. This class, simply put, is designed to get results by creating professional grant proposal writers.

Proposal Writing 102 — This course is a one-day follow-up to Proposal Writing 101. It is a hands on workshop to apply the techniques of proposal writing. Participants are asked to bring in a proposal written, either by them or a colleague. In addition, participants will also have the experience of putting the components of a proposal together in the classroom setting. A simulation of the review process will take place.

Measuring Youth Program Outcomes — This interactive training introduces a practical, useful approach to outcome planning and measurement that will help programs increase the effectiveness of their services and communicate the value of what they do.

ALAYNE MACARTHUR – Youth Program Consultant

Fidelity-Based Adaptations for Prevention Programs —

Participants explore definitions and standards of fidelity, discuss the most common obstacles to fidelity-based implementations, identify the fidelity elements of a program that are essential to achieve desired results and explore the types of adaptations and modifications that preserve fidelity while accommodating local contexts.

Spice Up Your Prevention Programs: Innovative Activities for Enhancing the Experience —

This session invites participants to approach the delivery of prevention, cessation and intervention activities in ways that engage learners on multiple levels, enhances the durability of the learning, and increases the likelihood that what is experienced in the classroom will be transferred and applied to solve real-world challenges. Participants use fun and innovative techniques when delivering any type of prevention or cessation/intervention program.

Assessing Student Learning in the Prevention Education Classroom — Assessment answers the question, “How do I know that my students have learned what I intended to teach?” It also provides students with feedback about their successes and next steps. It is an opportunity for both teacher and students to measure success and identify areas for improvement. Effective assessment not only improves the skills of teachers and learners, but the overall performance of programs. Assessment methods are also critical for establishing program effectiveness to funders and other stakeholders.

Teaching Methods & Styles for the Way Kids Learn —

What we teach is as important as how we teach it. In this session participants will explore principles and practices for delivering health and prevention education instructions which maximize the cultural contexts, peer interactions and developmental needs and abilities of adolescents and young adults to adopt health protective knowledge, skills and attitudes.



VFHY THREE-YEAR GRANTS, 1ST YEAR (09-10) AMOUNTS

REGION	ORGANIZATION	AMOUNT
CENTRAL	Alliance for Families and Children	\$66,976
	Boys and Girls Clubs of Harrisonburg/Rockingham County	\$67,840
	Central Virginia Community Services	\$35,446
	Chesterfield County Public Schools	\$66,208
	Children Youth and Family Services	\$61,350
	Fluvanna County Public Schools	\$32,864
	Orange County Office on Youth	\$45,656
	Page County Public Schools	\$12,307
	Rockbridge Area Community Services	\$70,878
	Rockbridge County Schools	\$66,115
	Rockingham Memorial Hospital	\$75,000
	Virginia Rural Health Resources	\$74,995
	NORTH	Alexandria Community Services Board
American Lung Association of Virginia		\$71,310
Arlington County Community Services Board		\$53,294
Boys & Girls Club of Greater Washington		\$71,484
Boys & Girls Club of Northern Shenandoah Valley		\$20,081
Ethiopian Community Development Council		\$49,377
Fairfax County Community and Recreation Services		\$68,216
Fairfax-Falls Church Community Services Board		\$75,000
Fauquier CADRE, Inc.		\$67,723
Global Wellness Solutions		\$69,878
Loudoun County Mental Health		\$36,502
Manassas City Public Schools		\$7,870
Virginia Head Start Association		\$54,409
Youth Apostles Institute		\$31,769
SOUTHEAST	Alternatives, Inc	\$66,560
	American Lung Association	\$71,574
	Boys & Girls Clubs of Southeast Virginia	\$39,660
	Boys & Girls Clubs of the Virginia Peninsula	\$67,701
	C. Waldo Scott Center for H.O.P.E.	\$15,210
	Chesapeake Community Services Board	\$22,095
	Hampton-Newport News Community Services Board	\$66,940
	HTSAC	\$64,510
	Life Changing Community Development Corporation	\$18,011
	Medical Home Plus	\$60,878
	Middle Peninsula-Newport News Community Services Board	\$75,000
	Southside Community Services Board	\$74,997
	Southside AHEC	\$74,995
	The UP Center	\$66,022
	Three Rivers Health District	\$37,071
William A. Hunton YMCA	\$56,138	
YMCA of South Hampton Roads	\$63,505	
SOUTHWEST	Bland County Schools	\$35,100
	Blue Ridge Behavioral Healthcare	\$48,717
	Bristol Youth Services	\$70,468
	Grayson County Public Schools	\$68,530
	Highlands Community Services	\$74,340
	Mountain View Youth & Family Services	\$39,536
	New River Valley Community Services	\$57,266
	Piedmont Community Services	\$66,490
	Pulaski County Schools	\$63,507
	Scott County Public Schools	\$50,564
Virginia Wilderness Institute	\$5,406	



2009-2010 TARGETED PROGRAM GRANT CONTRACTS

REGION	ORGANIZATION	AMOUNT
CENTRAL	Richmond Behavioral Health Authority	\$45,037
NORTH	Northwestern Community Services Board	\$22,247
SOUTHWEST	Danville Pittsylvania Community Services	\$45,437
SOUTHEAST	Hampton-Newport News Community Services Board	\$62,279

ONE-YEAR PROGRAM GRANTS

REGION	ORGANIZATION	AMOUNT	
CENTRAL	American Lung Association of Virginia	\$71,350	
	Boys and Girls Clubs of Metro Richmond	\$49,634	
	Church of New Beginnings	\$35,855	
	Crossroads Community Services Board	\$54,590	
	Goochland-Powhatan Community Services Board	\$60,362	
	Medical Home Plus	\$52,775	
	Pathways, Inc.	\$35,371	
	Shenandoah County Schools	\$26,963	
NORTH	Caroline County Public Schools	\$53,460	
	Friends of Alexandria Mental Health	\$52,433	
	Inova Health Source	\$33,455	
	Northern Virginia Family Service	\$40,177	
	Rappahannock United Way	\$60,390	
SOUTHEAST	Accomack County Public Schools	\$33,646	
	Boys and Girls Clubs of Northern Neck	\$9,472	
	City of Norfolk	\$57,113	
	Eastern Shore Community Services Board	\$50,634	
	Newport News Office of Children	\$24,184	
	Portsmouth Public Schools	\$71,624	
	Western Tidewater Community Services Board	\$50,197	
	SOUTHWEST	American Lung Association of Virginia	\$69,725
		Community Youth Program at St. John's	\$12,954
Cumberland Mountain Community Services		\$23,775	
Dickenson County Behavioral Health		\$22,012	
Family Services of Roanoke		\$42,389	
Franklin County Schools		\$19,271	
Galax City Schools		\$32,681	
Giles County Schools		\$61,661	
Henry County Schools		\$38,515	
Mt. Rogers Community Services Board		\$72,676	
Pittsylvania County Community Action		\$32,298	
Planning District One		\$21,693	
Radford City Public Schools		\$22,953	
Rooftop of Virginia CAP		\$10,519	
Smyth County Schools		\$62,910	
St. John Neumann Academy		\$11,579	
Support to Eliminate Poverty (STEP) Inc.		\$41,834	



2010

MARKETING

High school students perform in VFHY's Step Royale finale show in June 2010 at Attucks Theatre in Norfolk. Step Royale focuses on increasing physical activity among urban teens in Southeast Virginia through step-dancing competitions. The program also encourages healthy eating habits.



VFHY's comprehensive marketing efforts are aimed at continuing to drive the low rates of tobacco use by youth in Virginia ever lower.

It all began in 2002 with the award-winning multimedia Y Campaign. This initiative (also known as ydouthink) prevents youth tobacco use and empowers Virginia's young people to make healthy lifestyle choices.

The focus market of the campaign, which is based on the most extensive youth marketing research ever conducted in Virginia, is young people ages 10 to 17, with a special emphasis on "tweens" ages 10 to 14. The Y Campaign's tagline asks kids, "Can anybody tell us why smoking isn't stupid?"

The campaign's powerful message targets youth through a variety of mediums including: television and radio commercials; interactive Websites; cinema advertising; and street marketing.

In more recent years VFHY has expanded its research efforts to better understand and reach at-risk segments of youth subculture in the Commonwealth of Virginia. Syke, 2up2down, and Veeay are some of the brands created specifically to deliver more relevant messaging to young people within subcultures that exhibit higher rates of tobacco use.

Campaign Partners

The marketing campaign funded the following contractors to promote the Y Campaign in FY10:

Barber Martin Agency (\$4.2 million)

Award made for the continued implementation of the multimedia efforts of the Virginia Foundation for Healthy Youth. This includes the purchasing of traditional and nontraditional media to place advertisements in various outlets, the development of new creative concepts and ideas and the production of ideas into finished messages for youth.

RescueSCG (\$1,225,000)

Award made for continued research, implementation and evaluation of the street-marketing and interactive initiatives supporting the Y Campaign. This includes the scheduling and managing of all campaign events, the employment of personnel to conduct

events, the training and management of youth volunteers and the development and implementation of new advocacy projects for Virginia youth. RescueSCG is also responsible for the Y Campaign's interactive initiatives, including VFHY's award-winning website ydouthink.com. This includes site development and management, hosting, interactive media development and interactive media planning/purchasing/placement.

Market Decisions (\$100,000)

Award made for continued implementation of VFHY's evaluation efforts associated with the Y Campaign. This includes conducting a biannual tracking survey, analyzing data and preparing reports for each survey, as well as proposing and implementing other tools for evaluating the campaign's effectiveness.

Market Research

After seven years, the awareness level of VFHY's ydouthink campaign remains high, reaching 67% of the target audience (Virginians ages 10 to 17), according to an Spring 2010 market research study conducted by Market Decisions. The campaign's awareness has been consistently strong statewide (between 67% and 79%) for 72 consecutive months.

TV & Radio

VFHY launched new TV ads recently, highlighted by "Forest." The spot features a grown man in a bunny suit being evicted from his forest home for the purpose of presenting the fact: "Every day, 1.5 million trees are cut down to make cigarettes." Other new spots released on TV and in Cinemas statewide included "Dog," "Cat," and "Texting."



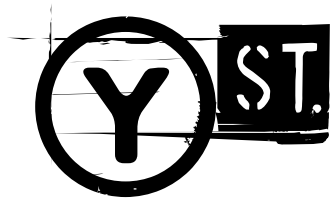
Street Marketing

Y Street

VFHY launched Y Street in 2004 to recruit teen volunteers for the Foundation's marketing initiatives. Through street marketing, Y Street has overcome the challenge of declining participation between trainings faced by many other youth tobacco-prevention programs. Y Street focuses on an integrated social marketing approach by training youth and creating a system for sustained youth involvement. In the initial 18 months of Y Street, young people volunteered some 1,667 times throughout Virginia, resulting in more than 25,000 youth-to-youth interactions. After the most recent round of Y Street Trainings, there are now more than 4,000 young people statewide who have become Y Street members and who are working to educate their peers and the general public about the dangers of tobacco use and secondhand smoke. In FY09, Y Street members completed a total of 512 projects and put in more than 1,200 volunteer hours.

In 2009, VFHY launched the Y Street Leadership Team (YSLT), beginning with a gathering of the top 15 Y Street members from across the state in an effort to increase youth participation in developing Y Street work plans and volunteer projects. This continued in 2010 with another 17 youth being added to the YSLT. Y Street has grown impressively this past year, evident in the high rate of youth participation as well as in the number of projects completed by Y Street members. The Y Street Leadership Team will be designed to motivate, develop and empower outstanding Y Streeters, as well as provide a structure in which youth input can be efficiently incorporated into Y Street activities throughout the fiscal year.

VFHY and Y Street were represented at the 138th Annual Meeting of the American Public Health Association in Denver, Colorado, this November through a presentation entitled "Youth engagement with tangible outcomes: How teens in Virginia contributed to a smoke-free restaurants policy."



86 Campaign

One of Y Street's major initiatives in 2009 and 2010 was the 86 Campaign (www.86thesmoke.com), a volunteer initiative in which Y Street youth educated the general public about smoke-free health issues, while evaluating support for smoke-free restaurants in their communities.

Y Street volunteers collected 3,725 surveys of adult restaurant patrons (while completing 367 different projects that included nearly 1,000 volunteer hours), as well as nonsmoking pledges and video testimonials about restaurant patrons' attitudes toward smoking. The average age of the survey participants was 30, with 20% reporting to be smokers.

Some of the survey findings included:

- 82% of respondents, including a majority of smokers (53%), thought that smoking should be removed from Virginia restaurants.
- 91% of respondents who dined out 5-12 times a month said they would dine out more often if all restaurants were smoke free.
- 79% of Virginians who did not want smoking banned from restaurants said they would dine out more often or just as frequently if all restaurants were smoke free.

Meltdown Campaign

Based on the input of the newly created Y Street Leadership Team, Y Street's next major project is Meltdown (www.meltdownva.com), focusing on snus and dissolvable tobacco products. Y Street youth volunteers hope to involve Virginians to proactively express their opposition against these products on the basis that their flavors and packaging are blatantly targeted to young people. While snus is already prevalent, dissolvable tobacco products such as orbs, sticks and strips are currently not available in Virginia, but these products are being test-marketed in select cities nationwide. Current Y Street action projects include sending





complaint letters to teen-friendly publications that are advertising the products. (Reynolds advertises for Orbs in magazines with large youth readerships such as People, Entertainment Weekly and Rolling Stone, extolling the product as “date friendly” and “stadium friendly.”) By proactively motivating the community to voice their objections, Y Street will be recognized as the only youth tobacco-use prevention group involved in this objective, and hopefully this will encourage others across the nation to take a stand. After surveying more than 1,400 Virginia residents, Y St. released some of the eye-popping results:

- 39 percent of teens surveyed believed Camel Orbs to be candy, mints or gum, based on its packaging.
- Among teen respondents who do not currently use tobacco, 27 percent said they would try Camel Orbs Fresh, dissolvable mint-flavored tobacco pellets, based on the packaging alone.
- 57 percent of respondents believed that Frost (a flavor of Camel Snus) was a flavor associated with candy, gum or mints, and 71 percent said they would try a Frost-flavored product.
- Among non-tobacco-using teens under 18, the percentage of those who would try a Frost-flavored product rose to 75 percent.

More information about the MeltDown Campaign can be found at www.meltdownva.com.

Researching Youth Subcultures

VFHY and Rescue Social Change Group (RSCG) have released the results of a comprehensive research project that is part of VFHY’s commitment to examining smoking-related attitudes among Virginia middle and high school students. Entitled “Functional Analysis For Cultural Interventions On Virginia Teen Smoking,” the primary goal of this study is to further understand the associations between identity and smoking for these individuals. The entire project involved 19 focus groups at five middle schools, two high schools, and one community library involving 137 young people from the counties of Essex, Montgomery, Washington and Henrico, as well as the cities of Norfolk and Virginia Beach. The focus group activities consisted of various identity-projection exercises, such as discussing the perceived smoking habits of teens based on pictures only.

Participants were selected based on their responses to a screening survey, administered to a total of 283 teenagers. Some of the study’s findings:

- Seven prominent subcultures were identified within Virginia teen culture; Preppy, Skater/Rocker, Emo/Goth, Flashy Hip Hop, Hard Hip Hop, Mainstream Floaters, and Southern.
- Smoking rates within subcultures ranged from 3% (Mainstream Floaters) to 35% (Hard Hip Hop).
- Teens with higher levels of social concern have greater odds of being or becoming a smoker. Immediate, environmental stimulation, social approval, and establishment of popularity are all outcomes desired by teenagers who are more likely to smoke.

Perhaps the main implication from this study for VFHY’s marketing effort is that we need to become a social leader within the subcultures that are farthest away from the center of teen culture in Virginia (Mainstream Floaters) because smoking prevalence within those groups is significantly greater. While the ydouthink brand has played a huge role in drastically reducing tobacco use among teens in Virginia, the reduction has been mostly concentrated amongst teens in the Mainstream Floater group (only 5% smoking prevalence, despite making up 18% of overall population), and ydouthink’s messages would not be ideal for groups on the fringe of teen subcultures in Virginia, such as Hard Hip Hop or Emo/Goth.

2Up2Down

In December, the relaunch event was held for 2Up2Down, the Foundation’s effort to reduce smoking and violence among youth on the streets of Virginia. The focus market for 2Up2Down is comprised of teens that identify with hip hop culture and are at higher risk to commit violence or smoke (cigarettes or Black and Mild’s) in Southeastern Virginia. The ROVA Party (ROVA stands for “Rep One Virginia”) was held at the Knight of Columbus Hall in Norfolk and featured DJ Jumpoff. Additionally, the 2up2down brand has been granted IRB approval so that VFHY may determine its validity as a prevention intervention for youth.

VFHY was selected for presentation at the 138th Annual Meeting of the American Public Health Association in Denver, Colorado, this November. VFHY’s 2Up2Down initiative was highlighted by an oral presentation entitled, “Understanding race-based disparities: Which African American teen socio-cultural groups are at higher risk.”



Step Royale

As one of the initial efforts toward preventing youth obesity in Virginia, the Virginia Foundation for Healthy Youth has designed a pilot program that will focus on increasing physical activity in Southeast Virginia for African Americans teens. This pilot program – Step Royale – aims to encourage physical activity by promoting behavior that is culturally appropriate and socially rewarding with cultural events as a venue for dance competitions. High-risk youth are more likely to participate because all intervention activities will focus on social rewards valued in the culture rather than directly promoting physical activity for health reasons. All high schools in Southeastern Virginia will be provided toolkits to motivate and assist them in beginning their own dance clubs for participation in the year long dance competitions.

More than 100 high school students from Tidewater and Richmond competed in the foot-pumping finale of Step Royale, The Ultimate Step-Dancing Competition, at the Attucks Theatre in Norfolk in June. Eight teams of step dancers competed in the finale. Step Royale also encourages good nutrition and a healthy diet. Teams competed in four previous Step Royale battles beginning in November 2009, leading up to the finale. A sold-out crowd of more than 550 spectators attended the event.



Syke

One of the VFHY's distinctive marketing initiatives born from the above research, Syke (pronounced "psych") began as a campaign for a fake energy drink that served as a metaphor for the destructive power of cigarettes. Its main objective was to ignite a passionate discontent with tobacco's presence and influence amongst alternative youth in Northern Virginia. Syke has since further evolved into a socially relevant brand that supports a "smoke-free local rock scene" within a subculture of Virginia youth that are typically at greater risk to become smokers. Based on segmentation research conducted by VFHY, the alternative subculture was revealed as being at significant risk, and the Syke intervention was developed to reach the youth of that subculture at the social events they frequent. Syke has been embraced by the subculture, as evidenced by the explosion of attendance at these events, where the smoke-free messaging is delivered directly to participants. More info, including the Syke compilation CD of Virginia's best high school alternative rock music, can be found at www.sykeva.com. The Syke brand has also been granted IRB approval.



Internet

VFHY has a broad reach online. From the mainstay ydouthink.com to the meltdownva.com activism site, VFHY's interactive initiatives continue to keep up with the ever-changing interests and lifestyles of Virginia tweens and teens.

YDOUTHINK.COM / YSTREET.ORG

Originally launched in 2002, ydouthink.com, the flagship youth destination website for VFHY's Y Campaign, attracts a regular audience of Virginia teens. Information about the dangers of tobacco use are interlaced subtly throughout this extremely interactive environment, making it a part of the site's culture rather than the only purpose of the site.

Website and online activity stats through June 30, 2010:

- More than 1 million site visits (15,000 to 20,000 per month)
- More than 250 million total impressions
- More than 250,000 total Virginia visitors to ydouthink.com
- More than 35,000 total posts and more than 2,500 new topics on members-only message boards at ystreet.org.



2010 ENFORCEMENT



The Centers for Disease Control and Prevention (CDC) states that without aggressive enforcement of tobacco-access laws, there will be no decrease in the purchase of tobacco products by minors. As a result, enforcement is an important component of VFHY’s comprehensive youth tobacco-use prevention program.

VFHY funds the state Department of Alcoholic Beverage Control (ABC) to conduct approximately 360 compliance checks per month, during which ABC agents randomly test tobacco retailers to see if retailers will sell tobacco products to underage buyers.

ABC regularly reports the results of these compliance checks to VFHY. Since 1998, the noncompliance rate has decreased from 27% to 13.3%.

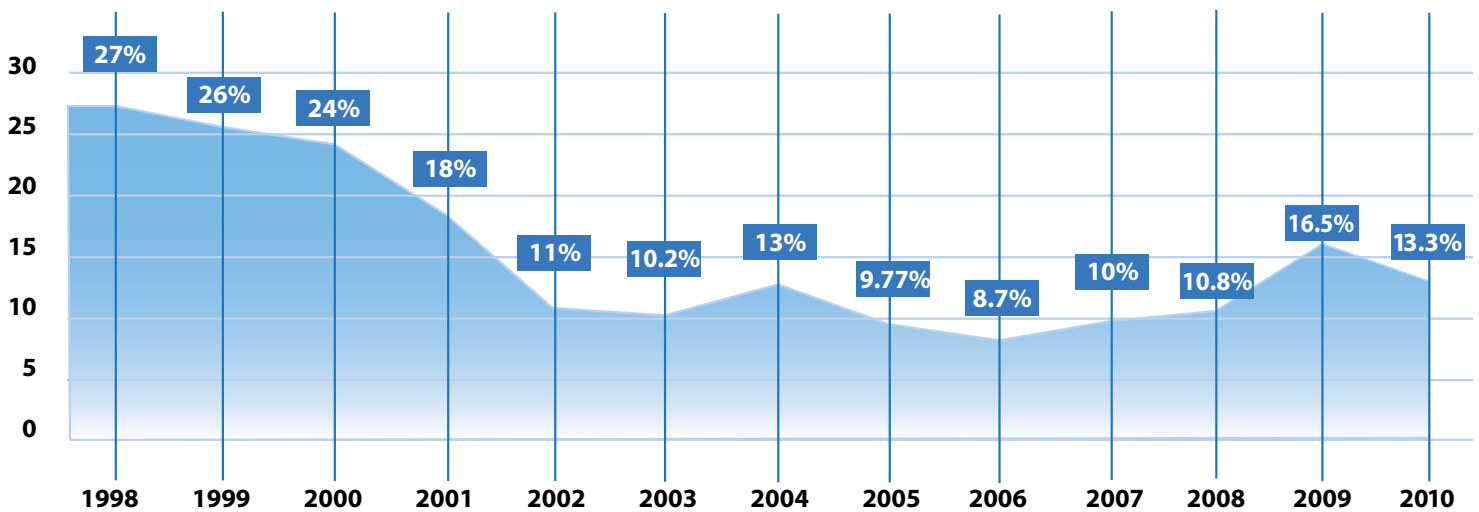
The Enforcement Process

One ABC special agent accompanies an Underage Buyer (UAB) into a tobacco-selling retail establishment. The UAB then attempts to purchase tobacco products from the retailer. As undercover agents under the enforcement authority of the state ABC, the agency’s UABs can purchase tobacco products from retailers with immunity and are paid as part-time state employees. Should a violation occur, the UAB returns to a secondary special agent outside the retail establishment. Witnessing the violation, the secondary special agent issues a state summons to the retail clerk.



Since 1998, the non-compliance rate has decreased from 27% to 13.3%.

Non-Compliant Rates





2010 RESEARCH

Phillip Keck, an undergraduate student majoring in psychology at Virginia Commonwealth University, leads a training session for the VFHY-funded LIFT+ program with seniors at Charles City County High School. Using VCU's training, these students volunteered as peer educators, teaching middle school students about the dangers of tobacco use and the importance of healthy eating.



George Mason University (\$539,594)

Principal Investigator:

Robert F. Smith, Ph.D.

Co-Investigator:

Craig G. McDonald, Ph.D.

Collaborating Partners:

GMU Molecular and Microbiology Department



Adolescent Nicotine: from the First Experience to Neural Remodeling

This year at George Mason University significant progress was made in understanding variables which affect the first nicotine experience, and also in delineating long-term consequences of nicotine. First, a dose-response study on development of nicotine preference was completed, which assessed the interaction of prior stress with various doses of nicotine. The findings confirm the occurrence of single-trial preference development in adolescents, and also show a surprisingly strong role of prior stress in the initiation of preference. Animals which had stress [footshock] 24 hr prior to dosing showed CPP at nicotine doses as low as 0.2 mg/kg, while unstressed animals showed CPP only at a much higher dose of 0.6 mg/kg. This stress effect requires a particular kind of receptor - blocking the CRF1 receptor eliminated the shift in the dose-response curve induced by stress, and some of the data suggest that the effect is a day after stress, not immediately after. This appears to be an important model for the role of stress in the first nicotine experience, and work in humans has shown that the first experience is a strong predictor of continuing dependence on nicotine

Two other projects were completed this year: evaluation of the role of $\alpha 1$ NE receptors in mediating the effects of adolescent nicotine on adult anxiety; blocking the $\alpha 1$ NE receptor during adolescent nicotine dosing blocked adult anxiety effects. In combination with the CRF1 receptor research above, this emphasizes how broad the 'downstream' effects of nicotine can be, as nicotine itself principally affects nicotinic receptors for acetylcholine, but the neural activation induced by this affects at least dopamine, CRF, and NE receptors. For the dopamine component, a study on individual differences in anxiety and nicotine effects found that D2 receptors associated with anxiety in adolescents are more closely associated with nicotine effects in adulthood, emphasizing that systems reacting to nicotine undergo developmental shifts: the adolescent brain is not like the adult brain.

Progress continues in assessing neural changes that result from adolescent nicotine. Several studies are now in their early stages evaluating variables that contribute to the first nicotine experience, including a model of bullying and models of prosocial behavior. The belief is still that the first nicotine experience is crucial for the many addictive and brain changes that follow adolescent nicotine, and work continues to understand those.

University of Virginia (\$534,578)

Principal Investigators:

Pamela Kulbok, Ph.D., University of Virginia, Peggy Meszaros, Ph.D., Virginia Tech, and Donna Bond, RN, MSN, Carilion Health System



Collaborating Partners:

Virginia Tech, Carilion Health System

Partnering with Rural Youth and Parents to Design and Test a Tobacco, Alcohol, and Drug Use Prevention Program Model

The purpose of this project is to develop a program, with community involvement, to prevent youth from using tobacco, alcohol, and other drugs. This is a partnership between the community, the University of Virginia, Virginia Tech, and Carilion Clinic. Eight youth, seven parents, and four community leaders to come together with the researchers as a team have been identified. The purpose of this team is to identify challenges and opportunities that the youth of this county face in relation to preventing substance use or abuse. Youth in tobacco growing counties have a higher rate of tobacco, alcohol, and drug use than youth in other counties.

The first year saw meetings with this group (Community Participatory Research Team [CPRT]) to establish relationships, provide education on the research process, and continue building trust. The team held these meetings in Charlotte Court House, Virginia. A community assessment is in process that combines the community viewpoints, a windshield survey, and existing information about Charlotte County. The team has also developed questions to obtain opinions of other identified leaders, parents, and youth in the community. Team members are planning to conduct the interviews of community leaders. The team will use findings about Charlotte County from the community assessment and interviews to plan a program to prevent youth substance use in this rural, tobacco-growing county.



University of Virginia (\$542,949)

Co-Principal Investigators: *Patricia Hollen Ph.D., RN, FAAN and Mary O'Laughlen, Ph.D., RN, FNP-BC*



Collaborating Partners: *Virginia Commonwealth University*

A Decision Aid to Reduce Substance Use Risk Behaviors in Medically At-Risk Adolescents: Targeting Persistent Asthma

This program of research is aimed at enhancing care for “medically at risk” adolescents. The major objective of this study is to further test a decision aid for adolescents with asthma that is aimed at difficult decisions related to engaging in risk behaviors.

To test the hypothesis that adolescents with persistent asthma who receive a cognitive-behavioral skills program in the clinic setting to enhance decision-making skills (framed within the context of engaging in risk behaviors and their interaction with the disease process and medical treatment) will report increased quality decision making 6- and 12-months post-intervention compared with the usual care/control group; and to explore the hypothesis that adolescents with persistent asthma who receive a cognitive-behavioral skills program in the clinic setting to enhance decision-making skills (framed within the context of engaging in risk behaviors and their interaction with the disease process and related medical treatment) will report (a) maintained or lowered inherent risk motivation and (b) maintained or lowered risk behavior status (in smoking, alcohol consumption, or illicit drug use) 6- and 12-months post-intervention compared with the usual care/control group.

In year one of the project, IRB approval was obtained for administrative, subcontract sites and two protocol modifications were obtained to increase recruitment efforts. Clinic staff was orientated on the study materials (QuickScreenm One-Step Rapid Nicotine Test; Cognitive Ability Tests). A small study, “Methodological Study to Enhance a Health-Related Quality of Life Measure for Older Adolescents,” was conducted in conjunction with the American Academy of Pediatrics. The purpose was to enhance the psychometric properties of their quality of life measure, the Children’s Health Survey for Asthma (CHSA – Child Version), to include 17-19 year old adolescents. Study was conducted during summer and fall 2009. This was crucial for an exploratory study endpoint of health-related quality of life (HRQL).

Virginia Commonwealth University (\$509,351)

Principal Investigators: *Robert Balster, Ph.D., Alison Breland, Ph.D., and J. Randy Koch, Ph.D.*



Collaborating Partners: *The College of William & Mary, George Mason University, Virginia Tech, James Madison University, University of Virginia, Old Dominion University, Virginia State University, and Virginia Commonwealth University*

Virginia Youth Tobacco Projects Research Coalition Core

The Virginia Youth Tobacco Projects (VYTP) Research Coalition was established in 2002 to advance the prevention of youth tobacco use and nicotine dependence through an integrated program of basic and applied research, research translation and dissemination. During FY 2010, the VYTP Research Coalition continued previously successful efforts and implemented new initiatives that contribute to its overall mission. Major accomplishments for the past year include:

- A meeting of a newly reconstituted VYTP Steering Committee on September 17, 2009 to identify priorities for the new project period (FY 2010 – 2012).
- The funding of six studies through the VYTP Small Grants Program--ten applications were received from four universities. Once again, the funded studies represent a broad range of disciplines and research topics, and were successful in attracting several new investigators to the field of adolescent tobacco use.
- The annual meeting of the VYTP Research Coalition in March 2010 that featured presentations on all of the VTSF-funded large research grants and VYTP small grants, as well as a workshop on social marketing by Jeff Jordan, President of the Rescue Social Change Group. This meeting was very well attended (40 participants), and it continues to foster opportunities for multi-disciplinary and multi-university collaborations.
- A report was prepared on alternative tobacco products, an issue of growing concern in the tobacco control field. This report reviews the expanding number of alternative tobacco products and identified the key policy questions that the Commonwealth needs to address.

Overall, the VYTP Research Coalition has been extremely successful in building a strong program of research on the causes and prevention of youth tobacco use. It has facilitated the entry



of both junior and senior researchers into this field of research and stimulated collaborations across institutional and disciplinary boundaries. Its success can also be seen by the tremendous productivity of its participating faculty, who in FY 2008 submitted 16 grant applications (7 funded), published or submitted for publication over 45 manuscripts, and made more than 20 conference presentations on youth tobacco use.

Virginia Commonwealth University (\$528,488)

Principal Investigator:

Darlene H. Brunzell, Ph.D., VCU

Co-Investigator:

Wendy J. Lynch, Ph.D., UVA

Collaborating Partners:

University of Virginia



Exercise as a Prevention and Intervention Strategy for Nicotine Use in Adolescents

Cigarette smoking is the leading preventable cause of death in the United States followed closely by obesity. Most smokers initiate tobacco use during adolescence or young adulthood. Although 80% of smokers report wanting to quit, very few are successful at doing so. The best prognosis is that adolescents never start smoking. Thus, the primary objective of this project is to determine, using animal models, whether exercise might block the initiation of nicotine use. As pharmacotherapies are controversial in teens, another goal of these studies is to determine whether exercise will promote nicotine cessation.

During the first year of the project we tested the potential utility of exercise as an intervention in adolescent rats using nicotine self-administration, a paradigm that has good face validity for tobacco use in humans. After rats were trained to reliably self-administer nicotine, we introduced a "quit-period" in which animals had no opportunity to use the drug. For 1 hr. per day, half of these animals (exercise group) had access to a running wheel; the remaining animals received locked wheels in their cages (sedate group) during nicotine cessation. We found that exercise animals showed a significant reduction in relapse to nicotine seeking compared to sedate animals ($p < 0.05$). The benefit of exercise was independent of amount of wheel activity, suggesting that even a small amount of exercise can improve nicotine cessation outcomes.

Recent trends indicate that girls are more likely than boys to initiate smoking, in part due to efforts to control weight gain. Our previous work shows that female rodents also have a greater propensity for nicotine self-administration during adolescence (Lynch 2009), suggesting that a biological basis exists for this sexual dichotomy. Our preliminary data suggest that both males and females benefitted from exercise, but that this trend was greater in females. Moving forward in the project we will assess whether exercise is an effective prevention strategy for initiation of nicotine use. Targeting neurotransmitters, neurotrophins, inflammatory cytokines, and second messengers known to be modulated in humans and rodents by nicotine and exercise, this project will also identify molecules associated with positive exercise outcome on nicotine use.

We presented our preliminary data at the Virginia Youth Tobacco Project Annual Research Partners Meeting in February of 2010 and plan to present these data at a National conference in the coming year. In October of 2009 Dr. Brunzell gave a more general presentation on the neuroscience of addiction behavior entitled "Your Brain on Butts and Other Drugs: The Good, The Bad, and the Ugly," at the 8th annual Grantee Training Conference of the Virginia Foundation for Healthy Youth. In February of 2010, Dr. Brunzell chaired a session "Characterizing Age-Dependent Vulnerability to Addiction," at the 16th annual meeting of the Society for Research on Nicotine and Tobacco.

Virginia Commonwealth University (\$559,760)

Principal Investigator: *Earl Dowdy, Ph.D.*

Collaborating Partners: *Amherst County Schools, Appomattox County Schools*

Translating Research into an Evidence-Based Model Curriculum

The Model Curriculum formed a Health Promotion Curriculum Collaborative (HPCC) among selected university faculty and staff and public school administrators and teachers, to produce a model tobacco-use-prevention and healthy-eating program for use in public schools in Virginia. The HPCC consists of four VCU faculty members, a graduate student, a consultant (retired public school teacher/administrator) two current middle-school health and PE teachers, and two working public school administrators. The group has met six times to outline and plan elements of the Model Curriculum. We have also exchanged a great deal of information via email and VCU's Blackboard organization and





curriculum management system. We expect the curriculum to consist of 8 class sessions for 6th grade students covering the following topic: Introduction to Adolescent Health, Physical Activity and Health, Food and Nutrition (1), Food and Nutrition (2), Exercise and Health, Tobacco Use Effects, Social Influences on Tobacco Initiation and Use, Media Literacy and Media Influences on Health.

The Model Curriculum will consist of the following materials for each session:

- Lesson Plan - learning objectives, SOLs addressed, session outline
- Teacher Guide - detailed script of session activities
- Slides - PowerPoint presentation, for in-class illustration and attention retention
- Handouts - One-page sheets for printing by teachers, for in-class and home activities, and for assessment of participation and application of concepts
- Quiz items - for each topical area, to test knowledge acquisition, recall, and recognition
- Additional resources - web links and brief abstracts for teacher and student enrichment and for optional activities

We have also begun recruiting school districts for the efficacy trial, to be conducted in spring 2011. This process has been complicated by budgetary issues state agencies are facing this year and next. Some of our potential recruits have only recently been prepared with class selection and scheduling information for Health/PE sections. Some school districts were unable to accept the district cost factors associated with the proposed LIFT+ arm of the study. We have proposed dropping the LIFT+ arm, and running the Model Curriculum intervention against a control condition (i.e., what 6th-grade Health/PE teachers would otherwise do). This design will save on project costs and should help in school district recruitment. So far we have commitments from five school districts to participate in the study under the original Model Curriculum vs. Lift+ design.

Virginia Commonwealth University (\$201,846)

Principal Investigators: *Alison Breland, Ph.D., J. Randy Koch, Ph.D., and Jessica Irons, Ph.D.*

Collaborating Partners: *Harrisonburg-Rockingham Community Services Board, Henrico Area Mental Health and*



Developmental Services, Piedmont Community Services, Rappahannock Area Community Services Board, Richmond Behavioral Health Authority

Tobacco Use among Youth Receiving Public Behavioral Healthcare Services

Adolescents with behavioral healthcare problems are particularly vulnerable to tobacco initiation and dependence. However, the extent to which tobacco-related issues are being addressed within behavioral healthcare settings is unknown. Thus, better understanding the issues surrounding the assessment and treatment of tobacco use/dependence among adolescents in behavioral healthcare settings, from both a patient and organizational perspective, is critical. Gaining a better understanding of tobacco-related issues in this population could lead to a reduction in barriers to treatment.

The proposed study includes several phases to better understand the prevalence of tobacco use among youth receiving public behavioral healthcare services and how behavioral healthcare providers (i.e., community services boards; CSBs) address tobacco use among their adolescent clients. During the first phase of the study, retrospective chart reviews are being conducted at four Virginia public behavioral healthcare agencies, for youth aged 13-17 who were admitted for mental health and/or substance abuse treatment during FY09. Data collected included diagnosis, data on tobacco use, the method used for tobacco use screening, and the extent to which tobacco is addressed in the treatment plan. Preliminary analyses from 593 admissions showed that the average age of youth was 15.3 years, and 54% were male. Most (85%) were admitted to mental health programs. Overall, 13% were screened for tobacco use. Of those screened, 67% were screened with a standardized assessment tool, and 50% said they used tobacco. Of those who used tobacco, 8% were treated for tobacco use. These data suggest that few youth are being screened for tobacco use in these settings, and fewer are being treated.

During the second phase of the study (Year 2), we will pilot a brief in-person screening and assessment protocol for new adolescent intakes at one CSB. Finally, during the third phase (Year 3), we will conduct semi-structured interviews with staff at all 40 CSBs in order to describe current organizational policies and practices for the screening and treatment of adolescent tobacco use/dependence, including barriers to screening and treatment.



STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS

BALANCE SHEET As of June 30, 2010

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
ASSETS:	
Cash and cash equivalents held by the Treasurer of Virginia (Note 1-A)	\$10,687,931
*Investments Held by the Treasurer (Note 1-B)	\$3,131,404
Lease Deposits (Note 2-A)	\$5,351
Prepaid Rent (Note 2-B)	\$-
Capital Assets, net of accumulated depreciation: (Note 3)	\$-
Operating equipment	
TOTAL ASSETS	\$13,824,686
LIABILITIES:	
Accounts Payable (Note 4-A)	\$2,104
Accrued Payroll (Note 4-B)	\$81,797
Obligations Under Security Lend (Note 1-B)	\$3,131,404
Grants Payable (Note 4-C)	\$440,897
Contractual Obligations (Note 4-C)	\$216,561
Compensated absences (Note 5)	\$73,899
Total Liabilities	\$3,946,662
NET ASSETS:	
Investment in Capital Assets, net of related debt	\$-
Unrestricted	\$9,878,024
Total net assets	\$9,878,024

The accompanying notes are an integral part of the financial statements

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



STATEMENT OF ACTIVITIES AND CHANGES IN FUND BALANCE

For the Fiscal Year Ended June 30, 2010

REVENUES:

Master Settlement payments (Note 6)	11,629,393
Interest Income (Note 6)	73,713
* Proceeds from securities lending transactions (Note 1-B)	3,015
Total Revenues	11,706,121

EXPENDITURES:	Expenses	Adjustments	Net (Expense) Revenue and Changes in Net Assets
Tobacco Settlement Expense:			
Administration (Note 7)	\$ 1,443,477	\$ 0	\$-1,443,477
Depreciation Expense (Note 3)	0	0	0
Expenses for Securities Lending (Note 1-B)	3,015	0	-3,015
Marketing (Note 4-C)	4,687,540	0	-4,687,540
Program Expense (Note 8)	4,635,173	0	-4,635,173
Research and Evaluation (Note 9)	1,749,024	0	-1,749,024
Inter-Agency Expenses (Note 10)	65,000	0	-65,000
State General Fund Transfers Out (Note 11)	172,992	0	-172,992
Total Expenditures	12,756,220	0	-12,756,220

Excess (deficiency) of revenue over expenditures -1,050,099

Fund Balance/Net Assets, July 1, 2009 **10,928,123**

Fund Balance/Net Assets, June 30, 2010 **9,878,024**

The accompanying notes are an integral part of the financial statements

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



NOTES TO FINANCIAL STATEMENTS

As of June 30, 2010

Note 1: CASH, CASH EQUIVALENTS, AND INVESTMENTS

A. Cash and Cash Equivalents

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

B. Securities Lending Transactions

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

Cash with the Treasurer of Virginia	\$ 10,687,931
Investments held by the Treasurer of Va.	\$3,131,404
<hr/>	

Total cash, cash equivalents, and investments

\$13,819,335

Note 2: LEASE DEPOSITS AND RENTS

A. VFHY rents office space at 701 E. Franklin for the main office and had field staff offices located in Bremono Bluff, Blacksburg, and Grafton, Virginia. Two leases required deposits. The Richmond office is \$5,126.00, and the Grafton office is \$225.00 for a total of \$5,351.00 in deposits for rental leases.

B. As of June 30, 2010 VFHY had not prepaid any rents due in FY11.

Note 3: CAPITAL ASSETS

Capital assets, which include property, plant, equipment, and infrastructure assets, are reported in the government-wide financial statements. The government defines capital assets as assets with an initial, individual cost of more than \$5000.00 and an estimated life in excess of two years. The Virginia Tobacco Settlement Foundation did not procure assets that would meet the capital asset requirements; therefore, they are maintained in an internal inventory control system.

Note 4: LIABILITIES

Accounts payable

Operating expenses accrued but unpaid as of June 30, 2010 totaled \$2,104.

B. Accrued Payroll

All VFHY employees are paid on a semi-monthly schedule. Accrued payroll expenses of \$81,797 represents work performed prior to June 30, 2010 but registered in FY11 CARS.

C. Grants/Contractual payables

The VFHY awarded funding to programs all over the Commonwealth for the prevention of tobacco use by youths. The VFHY contracted with higher education universities to conduct research, surveys and evaluations on tobacco use and prevention. They also have contracts with marketing agencies to lead a major campaign geared toward youths throughout Virginia on the prevention of tobacco use. At the end of the fiscal year there were outstanding payables for which VFHY had received invoices in the amount of \$657,458.

Note 5: COMPENSATED ABSENCES

Compensated absences represent the amounts of annual, disability credits, and compensatory leave earned by VFHY employees, but not taken as of June 30, 2010. The \$73,899 represents the balances at the fiscal year end provided by the Commonwealth's leave liabilities tracking program. To determine how much of this amount to record as long-term liability, calculations were made by adding estimated additional earned leave and subtracting estimated leave to be taken during FY11. Balances for staff with longer years of service were based on the allowable carry forward amounts. As a result, it has been determined that \$34,776 of the entire amount is long-term liability and the remainder is considered a short-term liability.



NOTES TO FINANCIAL STATEMENTS

As of June 30, 2010

Note 6: REVENUES

The VFHY is funded by receiving 10% of Virginia's share of the Master Settlement Agreement (MSA) negotiated between the various Attorneys General and the tobacco manufacturers in 1998. In FY 2010, the VFHY received \$11,629,393 of the projected \$14,840,847 in MSA payments and interest payments from MSA funds of \$73,713. VFHY did not receive the full 10% due to deposits made into a dispute escrow fund by participating tobacco manufacturers resulting from estimated decreases in market share to non-participating manufacturers.

Note 7: ADMINISTRATION

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

Note 8: PROGRAM

Program Expenses include funding provided to local organizations to conduct tobacco use prevention programs with youth and funding provided to the Department of Alcoholic Beverage Control for retail compliance checks.

Note 9: RESEARCH AND EVALUATION

These expenses include the contracts and agreements with higher education universities in Virginia focused on the research, evaluation of tobacco use prevention programs, evaluation of the statewide marketing campaign as well as a statewide Youth Tobacco Survey.

Note 10: INTER-AGENCY EXPENSE

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

Note 11: TRANSFERS

Transfers out are to reimburse the General Fund for expenses related to the Office of the Attorney General, Department of Taxation, DGS, DOA, and DHRM. Additionally, for savings due to the suspension of the state employee group life employer contribution rate.



Walter J. Kucharski, Auditor

Commonwealth of Virginia

**Auditor of Public Accounts
P.O. Box 1295
Richmond, Virginia 23218**

September 30, 2010

The Honorable Robert F. McDonnell
Governor of Virginia
State Capital
Richmond, Virginia

The Honorable Charles J. Colgan
Chairman, Joint Legislative Audit
and Review Commission
General Assembly Building
Richmond, Virginia

We have audited the financial records and operations of the **Virginia Foundation for Healthy Youth** (Foundation) for the year ended June 30, 2010. We conducted this performance audit in accordance with generally accepted government auditing standards. Those standards require that we plan and perform the audit to obtain sufficient, appropriate evidence to provide a reasonable basis for our findings and conclusions based on our audit objectives. We believe that the evidence obtained provides a reasonable basis for our findings and conclusions based on our audit objectives.

Audit Objectives

Our audit's primary objectives were to evaluate the accuracy of recorded financial transactions in the Commonwealth Accounting and Reporting System, review the adequacy of the Foundation's internal controls, and test compliance with applicable laws and regulations.

Audit Scope and Methodology

The Foundation's management has responsibility for establishing and maintaining internal control and complying with applicable laws and regulations. Internal control is a process designed to provide reasonable, but not absolute, assurance regarding the reliability of financial reporting, effectiveness and efficiency of operations, and compliance with applicable laws and regulations.

We gained an understanding of the overall internal controls, both automated and manual, sufficient to plan the audit. We considered materiality and control risk in determining the nature and extent of our audit procedures. Our review encompassed controls over the following significant cycles, classes of transactions, and account balances.

- Master Settlement Agreement revenue
- Contract and grant management
- Vendor payments
- Payroll
- Foundation's board approved budget



We performed audit tests to determine whether the Foundation's controls were adequate, were placed in operation, and were being followed. Our audit also included tests of compliance with provisions of applicable laws and regulations. Our audit procedures included inquiries of appropriate personnel, inspection of documents, records, vouchers, payroll files, marketing and research contracts, program grants, and observation of the Foundation's operations. We tested transactions and performed analytical procedures, including budgetary and trend analyses.

Conclusions

We found that the Foundation properly stated, in all material respects, the amounts recorded and reported in the Commonwealth Accounting and Reporting System. The Foundation records its financial transactions on the cash basis of accounting, which is a comprehensive basis of accounting other than accounting principles generally accepted in the United States of America. The financial information presented in this report came directly from the Commonwealth Accounting and Reporting systems and the Foundation's records.

We noted no matters involving internal control and its operation that we consider necessary to be reported to management. The results of our tests of compliance with applicable laws and regulations disclosed no instances of noncompliance or other matters that are required to be reported under Government Auditing Standards.

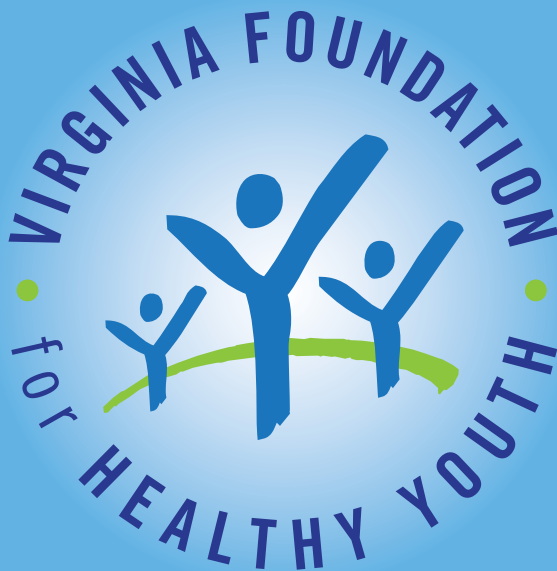
Exit Conference and Report Distribution

We discussed this report with management on October 7, 2010.

This report is intended for the information and use of the Governor and General Assembly, management, and the citizens of the Commonwealth of Virginia and is a public record.


AUDITOR OF PUBLIC ACCOUNTS

AWP/alh



2010

ANNUAL REPORT

701 E. Franklin St., Suite 500
Richmond, VA 23219
(804) 786-2523

www.vfhy.org