

# 2011

## ANNUAL REPORT

[www.vfhy.org](http://www.vfhy.org)



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## Greetings from the Executive Director!



This year I am thrilled to share with you the news that the Virginia Foundation for Healthy Youth's Y Street volunteer group won the nation's highest award for youth advocacy in the fight against tobacco use! At a ceremony in Washington, D.C., in May 2011, Y Street received the Campaign for Tobacco-Free Kids' Youth Advocates of the Year group award. (You can read more about this on page 21.) In the last year, Y Street has also received national recognition from the Food and Drug Administration and Y Street members were honored to meet with U.S. Secretary of Health and Human Services Kathleen Sebelius, U.S. Surgeon General Dr. Regina Benjamin and Virginia Secretary of Health and Human Resources Dr. Bill Hazel.

We at VFHY are so proud of the thousands of young people who have donated their time across Virginia to educate their peers, communities and family members about the dangers of tobacco use. Their ongoing efforts help us continue our success in achieving major reductions in youth smoking in Virginia.

I am also happy to report that in 2011 VFHY helped forge and support sustainable community coalitions to address childhood obesity on the local level, funding our first 22 Healthy Communities Action Teams (HCAT) grantees. These teams are implementing local strategies such as 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.

VFHY is working closely to reduce and prevent childhood obesity with partners across the state, 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.

By reducing and preventing youth tobacco use and childhood obesity, VFHY continues to make a great impact on the health of youth in Virginia by 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 Foundation for Healthy Youth



## Did you know?

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

## About VFHY

The Virginia Foundation for Healthy Youth leads statewide efforts to reduce and prevent youth tobacco use and childhood obesity. In 1999, as a result of the Master Settlement Agreement (MSA), the Virginia General Assembly established the Virginia Tobacco Settlement Foundation (VTSF) to lead youth tobacco-use prevention efforts in Virginia. In 2009, due to our great success at reducing youth tobacco use, the General Assembly changed our name to the Virginia Foundation for Healthy Youth (VFHY) and expanded our mission to include childhood obesity prevention. VFHY receives no taxpayer funds. Our budget comes from a small percentage of Virginia's yearly MSA payments.

## 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! Members of our Y Street teen advocacy group logged 982 volunteer hours on projects in FY 2011 and won a national award for their tobacco-use prevention work. VFHY also funded 21 regional childhood obesity prevention teams across Virginia in FY 2011. These collaborative groups instituted a variety of projects ranging from running farmer's markets and building community playgrounds to offering youth nutrition classes and increasing opportunities for physical activity in localities statewide.

## 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 funding for tobacco-use prevention programs that would ultimately lower the prevalence of tobacco use, thus also lowering long-term medical costs.

## VFHY's Goals 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*

**Heidi Hertz**  
*Childhood Obesity  
Prevention Coordinator*

**Wilma Jordan**  
*Business Manager*

**Charlie McLaughlin Jr.**  
*Training and  
Resource Manager*

**Danny Saggese**  
*Director of Marketing*

### REGIONAL 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  
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#### SOUTHEAST REGION

**Judy Link**  
*Regional Grants Administrator*  
2926 George Washington  
Memorial Highway  
Hayes, VA 23072

#### SOUTHWEST REGION

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



## CHAIRMAN

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

## VICE CHAIRMAN

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

## MEMBERS

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

**Sandy L. Chung, M.D.**, of Sterling, physician, Fairfax Pediatric Associates, PC *(term expires June 30, 2015)*

**Curtis Coleburn**, chief operating officer, Virginia Department of Alcoholic Beverage Control *(concurrent with appointment)*

**Edda Collins Coleman**, of Springfield, Vice President, Hill+Knowlton Strategies *(term expires June 30, 2015)*

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

**Stacey Ely**, of Abingdon, community and government relations director, Mountain State Health Alliance *(term expires June 30, 2015)*

**Don Gehring**, of Richmond, vice president government relations and health policy, Virginia Commonwealth University and VCU Health System Authority *(term expires June 30, 2014)*

**Robert C. Gunther, M.D.**, of Waynesboro, lead pediatrician, Augusta Pediatrics; Partner, University of Virginia Health Services Foundation *(term expires June 30, 2014)*

**The Honorable Emmett W. Hanger Jr.**, member, Senate of Virginia, representing the 24th District *(concurrent with Senate term)*

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

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

**Corey Howell**, of Manakin-Sabot, youth member *(term expires June 30, 2013)*

**John O. James Jr.**, of Charlottesville, program director, News Radio WINA 1070 AM *(term expires June 30, 2014)*

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

**Robert Leek**, of Williamsburg, senior physician liaison, Sentara Healthcare, Eastern Virginia Medical School *(term expires June 30, 2014)*

**Michael C. Kontos, M.D.**, of Glen Allen, associate professor of internal medicine/cardiology, Pauley Heart Center, Virginia Commonwealth University *(term expired June 30, 2011)*

**Sarah T. Melton, PharmD., BCCP, CGP**, of Lebanon, director of addiction outreach and associate professor of pharmacy practice, Appalachian College of Pharmacy *(term expires June 30, 2014)*

**Christopher S. Nicholson, M.D.**, of Richmond, cardiologist, Henrico Cardiology Associates *(term expires June 30, 2015)*

**The Honorable Ralph Northam, M.D.**, member, Senate of Virginia, representing the 6th District *(concurrent with Senate term)*

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

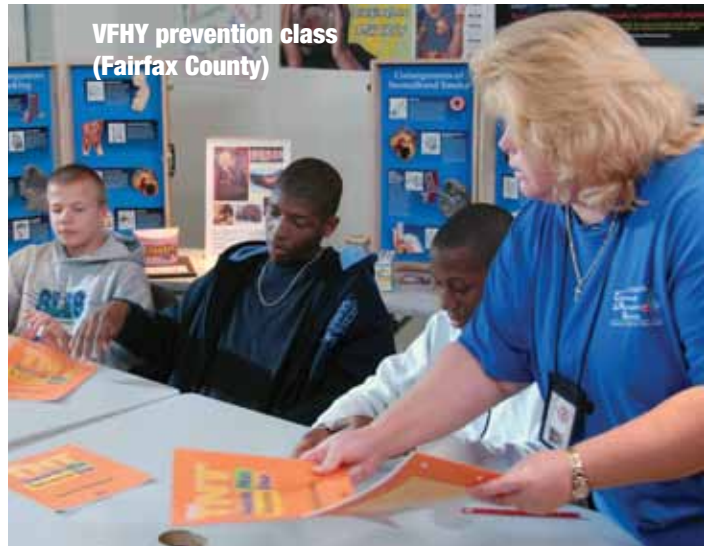
**Stephen Reardon**, shareholder and director, Spotts Fain *(term expires June 30, 2014)*

**Davis Rennolds**, consultant, McGuireWoods; state director, Share Our Strength *(term expires June 30, 2015)*

**Karen Remley, M.D.**, commissioner of health, Virginia Department of Health *(concurrent with appointment)*

**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 expired June 30, 2011)*



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

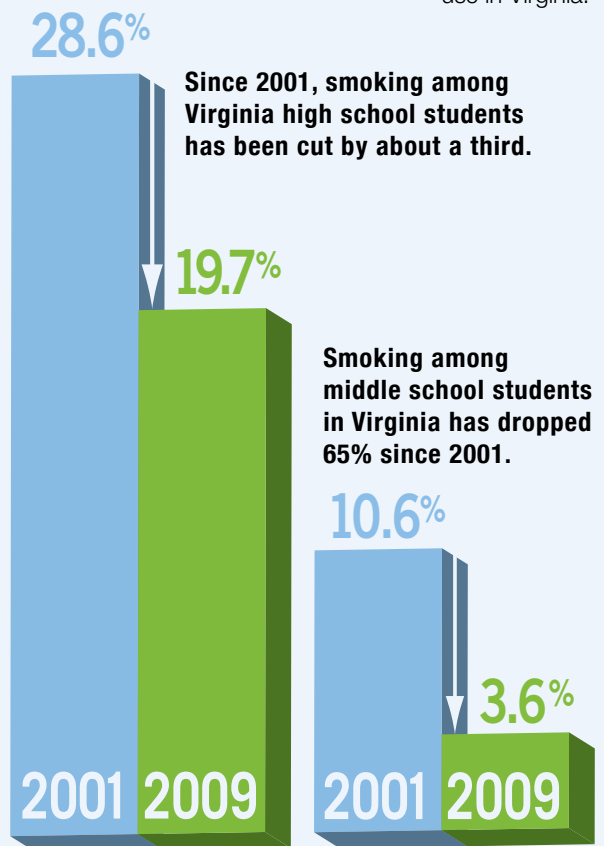
The latest Youth Tobacco Survey was conducted in fall 2009 by Virginia Commonwealth University’s Survey and Evaluation Research Laboratory (SERL) and Community Health Research Initiative (CHRI). Results were released in fall 2010.

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.

**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 28 percent of children are 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. She delivered the survey results at VFHY's first annual Weight of the State Conference on May 18, 2010.

Among the Virginia Childhood Obesity Survey's key findings:

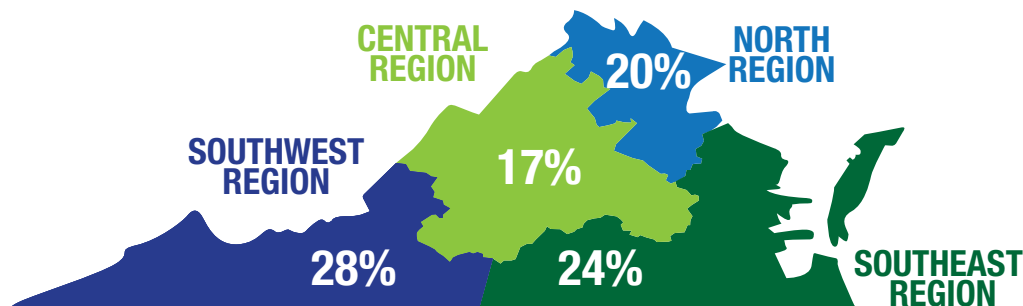
- Boys and young men (27 percent) are more likely to be overweight or obese for their age than girls or young women (17 percent).
- Minority youth (26 percent) are more likely to be overweight or obese for their age compared to white, non-Hispanic youth (19 percent).
- 83 percent of obese young people surveyed described themselves as "just about the right weight" or "slightly overweight"

- Only 4 percent of young people meet the USDA recommendation of nine servings of fruits and vegetables per day.
- 92 percent of youth surveyed eat snacks such as chips and candy or drink soda at least once a week, and 21 percent of kids consume them seven days a week.
- On an average school day, almost half of young Virginians watch two or more hours of TV and 33 percent play two or more hours of video games.
- During an average week, 73 percent of youth report eating food from a fast food restaurant at least once.
- During an average week, 66 percent of youth exercise 60 minutes or more per day four or more days.

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

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





# 2011 CHILDHOOD OBESITY

Members of the Chesterfield County Swingers girls' competitive jump-roping team performed at Virginia Healthy Youth Day 2011, giving their fellow Chesterfield County students a chance to join in the fun.





## The prevalence of obesity in the United States more than doubled among adults and more than tripled among children and adolescents from 1980 to 2008.

An obese teenager has over a 70% greater risk of becoming an obese adult, and obesity can lead to lifelong 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 released the results of 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, the conference 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.

VFHY has also instituted a series of community-based grants (Healthy Communities Action Teams, or HCAT) 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. 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 each January. *(See sidebar.)*



### Virginia Healthy Youth Day 2011

First Lady of Virginia Maureen McDonnell and more than 5,600 children around the Commonwealth helped VFHY celebrate its second annual Virginia Healthy Youth Day in a big way on Jan. 20, 2011. Established by a Virginia General Assembly resolution, Virginia Healthy Youth Day is held every January by VFHY and promotes physical fitness, good nutrition and healthy lifestyles for Virginia's children.

About 400 students from Chesterfield County Public Schools listened to Mrs. McDonnell and exercised with instructors from American Family Fitness. Other state officials in attendance included Virginia Secretary of Health and Human Resources Dr. Bill Hazel, state Health Commissioner Dr. Karen Remley, state Sen. Ralph Northam and state Del. John O'Bannon. Mascots from Richmond-area universities and sports teams, including Virginia Commonwealth University's Rodney the Ram and the Richmond Squirrels' Nutzy, added to the fun atmosphere by exercising with the children and posing for photos.

In addition to the Virginia Healthy Youth Day celebration at the State Capitol, VFHY sponsored 19 other Virginia Healthy Youth Day events across the state on Jan. 20, 2011, from the coalfields of far Southwest Virginia to the Chesapeake Bay and up to Northern Virginia. Schools and community organizations held events such as Walk to School Days, healthy cooking demonstrations and a variety of physical fitness activities.



**HEALTHY COMMUNITIES ACTION TEAMS**

In FY 2011, VFHY awarded more than \$1.25 million in 21-month grants over FY 2011 and 2012 to establish and/or support 21 local community coalitions across Virginia to fight childhood obesity. Funding and training provided by VFHY through its Healthy Communities Action Teams (HCAT) grants allow community organizations to implement promising practices in childhood obesity prevention identified by the National Institute of Medicine and the Centers for Disease Control and Prevention. In FY 2011, HCAT grant recipients received \$627,638.50. *(A list of grant recipients can be found on page 12 of this report.)*

HCAT grantees implement a variety of activities for childhood obesity prevention, such as working with or establishing farmers' markets to increase community access to fresh produce; increasing physical activity among 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, are 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.





**STEP ROYALE and ACTOUT**

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 communities through step-dancing competitions. Tested in the Norfolk area from November 2009 to June 2010, Step Royale showed positive 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 was expanded into more communities throughout Hampton Roads in FY 2011.



VFHY's Marketing Department devoted an additional \$100,000 to a childhood-obesity prevention campaign called ActOut that was implemented by teen volunteers in VFHY's Y Street program. Y Street is VFHY's volunteer teen-led action group; the largest of its type in the nation. Since 2004, VFHY has trained more than 5,000 high school students to participate in Y Street.



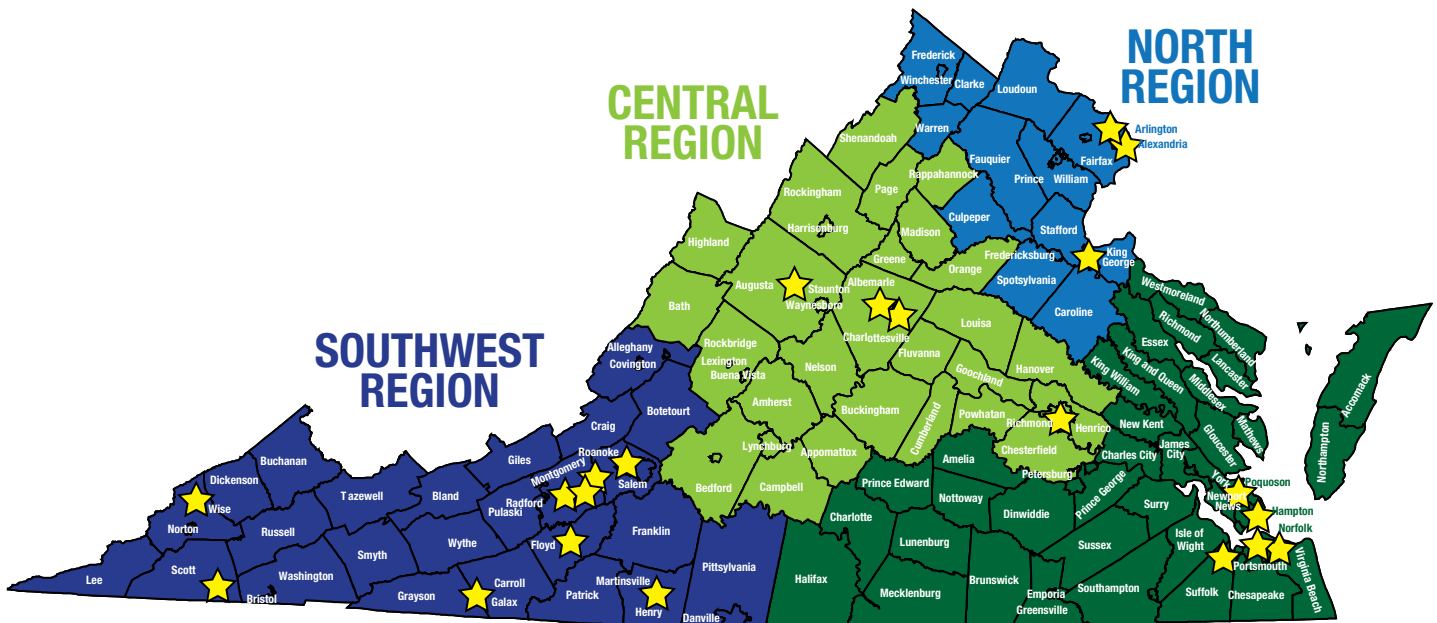
ActOut encourages teens and children to increase physical activity through a variety of projects in communities across Virginia, including: Alexandria, Appomattox, Ashburn, Blacksburg, Bridgewater, Mechanicsville, Midlothian, Norfolk, Rocky Mount, Tazewell, Virginia Beach and Yorktown. For the ActOut Campaign, Y Street members 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 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.





# VFHY HEALTHY COMMUNITIES ACTION TEAM GRANTS

REGION	GRANTEE	TOTAL GRANT AWARD	FY 2011 PORTION
CENTRAL	Boys and Girls Clubs of Central Virginia	\$59,343	\$25,432
	Valley Community Services Board	\$42,947	\$18,405
	Virginia Organizing - Community Obesity Task Force	\$60,000	\$25,714
NORTH	Cora Kelly PTA (Alexandria City Public Schools)	\$60,000	\$25,714
	Rappahannock Area Family YMCA	\$41,205	\$17,659
	Youth Apostles Institute	\$59,996	\$25,712
SOUTHWEST	Appalachian Community Action Agency	\$56,770	\$24,330
	Carilion Clinic	\$56,973	\$24,417
	Floyd County Multi Disiplinary Team	\$59,841	\$25,646
	LENOWISCO Health District	\$60,000	\$25,714
	Martinsville Henry Coalition for Health and Wellness	\$59,707	\$24,330
	TurnKey KB & Associates, LLC	\$56,233	\$24,099
	Virginia Interfaith Center for Public Policy	\$60,000	\$25,714
	Virginia Tech	\$59,204	\$25,430
	YMCA at Virginia Tech	\$37,236	\$15,958
SOUTHEAST	Eastern VA Medical School-ES	\$60,000	\$25,714
	Eastern VA Medical School-HR	\$49,555	\$21,237
	Healthy Hearts Plus II	\$56,511	\$24,219
	Peninsula Metro YMCA	\$54,870	\$23,515
	Suffolk Partnership	\$60,000	\$25,714
	Virginia Department of Health - Hampton	\$48,220	\$20,665







# 2011 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.



### Compendium and Training

All of the funded grants used programs found in VFHY's Compendium of Tobacco Use Prevention Programs for Youth (Compendium). 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 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 children and youth and are a key element in changing youth attitudes and behaviors about tobacco use.

During FY 2011, VFHY served 70,000 youth across Virginia through 80 tobacco-use prevention grant programs. Grant recipients included a variety of organizations teaching kids ages 2 to 17.

### Program Evaluation

VFHY conducts rigorous evaluations of our programs to track their success and reach. 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 to provide a comprehensive evaluation of the 80 grant programs. VFHY awarded VCU \$265,000 for these evaluation services.

### 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 obesity/tobacco-use prevention program training for grantees and other organizations throughout Virginia. In 2011, VFHY partnered with the following to offer 36 workshops. Through a small registration fee, all trainings were “self-funded,” with a surplus of \$1,169 remaining after expenses of \$12,591 (includes \$4,291 for materials and travel).

TRAINER	WORKSHOP(S)	AMOUNT PAID
Center for Creative Development, Inc./ Lamont Crawley	Effective Communication Conflict Resolution Working With At Risk Youth	\$2,100
Health Initiatives of Virginia/Ginny Smith	Beyond Body Image	\$400
Steve Hixon	Effective Strategies for Youth Programs Managing Behavior in Youth Programs	\$1,200
Patti Kiger	Social Marketing	\$0
Valerie Liggins-Law	Effective Strategies for Successful Youth Programs	\$600
Moonshadow, LLC/ Laurie Rokutani	Enhancing a Child’s Self-Esteem and Self-Efficacy Recovering Your Creativity: Wellness for Prevention Professionals Creativity	\$1,200
Nutrition Ammunition / Judy Caplan	Keep Fit in a Fattening World	\$600
Cheryl Pallant	The Power of Clear Communication	\$400
Donna Minnix Proctor	Conflict Management Time Management	\$1,800
Virginia Department of Health	Facilitating Community Change Through Environmental Approaches	\$0



## VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS THREE-YEAR GRANTS (2ND YEAR AMOUNTS)

REGION	GRANTEE	AMOUNT
<b>CENTRAL</b>	Boys and Girls Clubs of Harrisonburg	\$66,809
	Central Virginia Community Services	\$31,868
	Chesterfield County Public Schools	\$66,596
	Children Youth and Family Services	\$64,448
	Fluvanna County Public Schools	\$33,546
	Orange County Office on Youth	\$43,090
	Page County Public Schools	\$8,094
	Rockbridge Area Community Services Board	\$74,159
	Rockbridge County Public Schools	\$61,707
	Rockingham Memorial Hospital	\$75,000
Virginia Rural Health Resource Center	\$74,973	
<b>NORTH</b>	Alexandria Community Services Board	\$63,430
	Arlington County Community Services Board	\$64,349
	Boys and Girls Club of Northern Shenandoah Valley	\$17,131
	Boys and Girls Clubs of Greater Washington	\$69,541
	Ethiopian Community Development Council	\$51,369
	Fairfax County Community and Recreation Services	\$74,310
	Fairfax/Falls Church Community Services Board	\$70,742
	Fauquier Cadre	\$70,600
	Global Wellness Solutions	\$71,134
	Loudoun County Mental Health	\$37,252
	Manassas City Public Schools	\$7,870
	Virginia Head Start	\$25,183
Youth Apostles	\$33,177	
<b>SOUTHEAST</b>	Alternatives Inc.	\$63,790
	Boys and Girls Clubs of Southeast Virginia	\$39,640
	Boys and Girls Clubs of Virginia Peninsula	\$69,400
	C. Waldo Scott Center for HOPE	\$21,226
	Hampton-Newport News Community Services Board	\$64,940
	Middle Peninsula-Northern Neck Community Services Board	\$75,000
	City of Norfolk	\$46,554
	Portsmouth Public Schools	\$52,575
	Southside Area Health Education Center	\$74,726
	Southside Community Services Board	\$34,770
	The UP Center	\$69,429
	Three Rivers Health District	\$29,883
	William Hunton YMCA	\$65,190
	YMCA South Hampton Roads	\$58,831

*continued on next page*





## VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS THREE-YEAR GRANTS (2ND YEAR AMOUNTS) CONT.

REGION	GRANTEE	AMOUNT
<b>SOUTHWEST</b>	Bland County Schools	\$36,329
	Blue Ridge Behavioral Healthcare	\$40,675
	Bristol Youth Services	\$72,413
	Grayson County Public Schools	\$68,100
	Highlands Community Services	\$74,340
	Mountain View Youth & Family Services	\$40,600
	New River Valley Community Services	\$57,266
	Piedmont Community Services	\$67,878
	Pulaski County Schools	\$63,507
	Scott County Schools	\$35,872
	St. John Neumann Academy	\$8,045
	Support to Eliminate Poverty Inc.	\$35,976
Virginia Wilderness Institute	\$5,504	

## VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS ONE-YEAR GRANTS

REGION	GRANTEE	AMOUNT
<b>CENTRAL</b>	Appomattox County Public Schools	\$17,018
	Boys and Girls Clubs of Metro Richmond	\$36,260
	Charlottesville Public Schools	\$6,486
	Family Alliance	\$64,147
	Hanover County	\$30,054
	Medical Home Plus	\$60,449
	Skyline Community Action Partnership	\$29,433
	Southside Area Health Education Center	\$15,822
<b>NORTH</b>	Caroline County Public Schools	\$42,168
	Fairfax County Public Schools	\$53,736
	Friends of Alexandria Mental Health Center	\$46,624
	Rappahannock United Way	\$56,879
<b>SOUTHEAST</b>	Eastern Shore Community Services Board	\$56,432
	Family Development Center	\$6,217
	Health Initiatives	\$24,637
	Life Changing Community Development Corporation	\$18,011
	City of Norfolk	\$46,554
	Portsmouth Public Schools	\$52,575
	Western Tidewater Community Services Board	\$49,150
<b>SOUTHWEST</b>	American Lung Association	\$60,000
	Danville Pittsylvania Community Services	\$55,898
	Dickenson County Behavioral Health	\$14,045
	Galax City Public Schools	\$23,599
	Giles County Public Schools	\$49,658
	Henry County Public Schools	\$37,497
	Mount Rogers Community Services	\$36,446
	Radford City Public Schools	\$23,090
	St. John Neumann Academy	\$8,045
	Support to Eliminate Poverty Inc.	\$35,976



# 2011 MARKETING

Virginia Secretary of Health and Human Resources Dr. Bill Hazel congratulates Y Street teen member Judy Hou of Midlothian after VFHY's Y Street teen volunteer group won the national Youth Advocates of the Year Group Award at a May 2011 ceremony in Washington, D.C. More than 6,000 teens from across Virginia have participated in Y Street since 2004, helping to advocate for smoke-free living and other healthy lifestyle choices.



**VFHY's comprehensive marketing efforts are aimed at continuing to drive the low rates of tobacco use by youth in Virginia even 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 campaign's powerful message targets youth through a variety of mediums including: television and radio commercials; interactive websites; cinema advertising; street marketing; and social media. 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 and 2up2down are two 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 FY11:

#### Barber Martin Agency (\$3.5 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.

#### Rescue Social Change Group (\$1.2 million)

Award made for research, implementation and evaluation of the street-marketing and interactive initiatives supporting the Y Campaign. This includes scheduling and managing all campaign events, employing personnel to conduct events, training and managing youth volunteers and developing and implementing 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 and interactive media development and planning/purchasing/placement.

### Market Decisions (\$150,000)

Award made for 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 55 percent of the target audience (Virginians ages 10 to 17), according to a spring 2011 market research study conducted by Market Decisions. The campaign's awareness has been consistently strong statewide (between 55 percent and 79 percent) for seven years.

### TV & Radio

VFHY launched new TV ads recently entitled "That's Y" focusing on social justice issues, so that some of the unknown consequences of tobacco use could be brought to light. The spots featured deforestation, animal research, and targeting of women and children. The "That's Y" ads were awarded a 2011 Gold Davey under the Not-For-Profit TV Campaign category. The annual International Davey Awards honor the achievements of the "creative davids" who derive their strength from big ideas, rather than big budgets. VFHY also won a Davey in 2008 for ydouthink.com in the Websites – Health category.

Over the years, VFHY's creative work has been recognized for its excellence. Among the most recent awards:

- "Forest" was awarded "Best in Show" in 2011 by the Richmond Ad Club.
- "Belly Dance" was chosen as one of the "TV Spots of the Week" by Advertising Age.
- VFHY TV ad "Kiss" was selected to participate in the National Conference on Tobacco or Health's AdFest. The event highlighted the best tobacco-prevention ads from around the country within the Center for Disease Control and Prevention's Media Campaign Resource Center database.

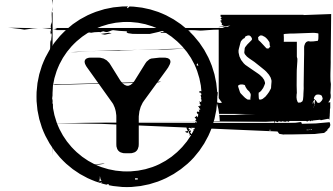




## STREET MARKETING

### Y Street

VFHY launched Y Street in 2004 to recruit teen volunteers for VFHY's marketing initiatives.



Y Street focuses on an integrated social marketing approach by training youth and creating a system for sustained youth involvement. Through street marketing, Y Street has overcome the challenge of declining participation between trainings faced by many other youth tobacco-prevention programs. 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 4,500 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 FY11, Y Street worked on four campaigns; Meltdown to inform the public about new tobacco products; ActOut to promote physical activity and healthy eating; CounterBalance to assess point-of-purchase tobacco advertising; and Off the Screen to reduce tobacco use in youth movies. Measures of progress (MOPs) are quantifiable actions, usually taken by the public, that show progress towards achieving the campaign goals. After being trained on the model, campaigns, and their MOPs, Y Street youth members were empowered to plan and execute their own projects to help achieve campaign objectives. With the support of a statewide action coordinator, youth throughout Virginia achieved the following:

#### FY11 Y Street Achievements:

- 512 Youth Trained
- 982 Hours Volunteered
- 590 Projects Completed
- 18,926 Measures of Progress

In 2009, VFHY launched the Y Street Leadership Team (YSLT), beginning with a meeting 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 and 2011 with another 32 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 YSLT is designed to motivate, develop and empower outstanding Y Street members, as well as provide a structure in which youth input can be efficiently incorporated into Y Street activities throughout the year.



**Y Street awards ceremony**

### Y Street Wins National Youth Award

Y Street, the Virginia Foundation for Healthy Youth's (VFHY) teen volunteer action group, received the highest honor in the nation for youth prevention, the Campaign for Tobacco-Free Kids' 2011 Youth Advocates of the Year Group Award for their leadership in the fight against youth tobacco use. Members of Y Street accepted the award at the Campaign's 15th annual gala held May 18, 2011, in Washington, D.C.

"Y Street continues to lead the nation in youth empowerment efforts," says VFHY Director of Marketing Danny Saggese. "They prove that young people can be extremely powerful advocates in fighting for healthy communities across Virginia."

As part of the celebration, Y Street members met with U.S. Secretary of Health and Human Services Kathleen Sebelius and Virginia Secretary of Health and Human Resources Dr. Bill Hazel. More than 400 public health, political, civic and business leaders attended the gala, which recognized youth leaders from across the nation.

Y Street members accepting the award were: Unique Baxter of Virginia Beach, a junior at Tallwood High School; Judy Hou of Midlothian, a junior at Maggie L. Walker Governor's School; Patrick Kelly of Herndon, a senior at Oakton High School; and Lydia Pickrell of Blacksburg, a junior at Blacksburg High School.

"Members of Y Street ... are making great strides against youth tobacco addiction and their voices are being heard," says Matthew L. Myers, president of the Campaign for Tobacco-Free Kids. "Every day, 1,000 kids in the United States become regular smokers and one-third of them will die prematurely from tobacco-related disease. Nearly 90 percent of all adult smokers

begin while in their teens or earlier, and two-thirds become regular, daily smokers before they reach the age of 19.”

VFHY launched the Y Street volunteer movement for high school teens in 2004. Since then, more than 4,500 teens statewide have joined the organization and attended its training sessions. (There are about 700 to 1,000 active Y Street volunteers statewide at any given time.) The Y Street Leadership Team (consisting of a core group of exceptional teen volunteers) helps develop ideas for volunteer action projects that will further Y Street’s mission of educating Virginians to make healthy lifestyle choices.

Y Street received national and statewide recognition for their innovative MeltDown Campaign, which educated Virginians about new flavored smokeless tobacco products that resemble candy and mints. (The U.S. Food and Drug Administration asked Y Street to submit the results of a survey the teens conducted about these smokeless tobacco products as evidence in federal hearings to consider whether the products should be banned.) Other recent efforts by Y Street include its CounterBalance Campaign to increase awareness of the presence and impact of tobacco advertising to youth in retail stores.



**Y Street Leadership Team teen volunteers meet with Virginia Attorney General Ken Cuccinelli.**

## MELTDOWN CAMPAIGN

Y Street’s **Meltdown Campaign**

([www.meltdownva.com](http://www.meltdownva.com)) focuses on snus

and dissolvable tobacco products. Y Street youth volunteers involve Virginians to express their opposition to these products on the basis that their flavors and packaging are attractive 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. After surveying nearly 8,000 Virginia residents, Y Street released some startling 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 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](http://www.meltdownva.com).

Y Street was recognized throughout the year for its work on the MeltDown Campaign:

On July 22, 2010, Y Street Leadership Team (YSLT) members met with Attorney General Ken Cuccinelli, Chief Deputy Chuck James, and Assistant Attorney General & Director Susan Curwood to discuss Y Street’s MeltDown Campaign.

Y Street volunteers were invited to the sixth National Summit on Smokeless and Spit Tobacco in Austin, Texas, on May 10-12, 2011, to present the findings from Y Street’s MeltDown Campaign.



## COUNTERBALANCE

Based on the input of the Y Street Leadership Team, Y Street's next major project was **CounterBalance** ([www.CounterBalanceVA.com](http://www.CounterBalanceVA.com)),



focusing on the impact of tobacco marketing on youth.

Y Street members collected information about tobacco advertising in their communities, and educated their friends, families, and community members on the impact tobacco advertising has on youth smoking rates. Y Street aims to eliminate tobacco ads from areas where youth are present, such as schools, parks, and playgrounds, as well as areas of stores with products that appeal to youth, like candy, snacks and toys.

Another objective of CounterBalance was to collect public opinion on the effectiveness and youth appeal of the proposed graphic warning labels for cigarette packs. At the request of the FDA, for the second time in a year, Y Street submitted a report to the FDA as part of a docket for review; this time on the proposed cigarette pack warning labels. In just a few short weeks, Y Street collected more than 2,000 surveys from 89 communities across Virginia. The FDA was so impressed with Y Street's work, they were invited to attend the press conference at the White House during which the FDA announced the nine cigarette health warnings required to appear on every pack of cigarettes sold in the United States and in every cigarette advertisement.

- The highest rated warning labels were those with pictures of real people.
- Cartoon graphics scored amongst the lowest.
- Tobacco users gave lower rankings than all other respondents.

## RESEARCHING YOUTH SUBCULTURES

VFHY and Rescue Social Change Group (RSCG) have released the results of a comprehensive research project to examine 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 was to further understand the associations between identity and smoking for youth. The project involved 19 focus groups at five middle schools, two high schools and one community library, with 137 young people from the counties of Essex, Montgomery, Washington and Henrico, as well as the cities of Norfolk and Virginia Beach.

The focus groups' activities consisted of various identity-projection exercises, such as discussing the perceived smoking habits of teens. 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 percent (Mainstream Floaters) to 35 percent (Hard Hip Hop).
- Teens with higher levels of social concern have greater odds of being or becoming a smoker. Participating in high-risk activities, seeking social approval and being popular are all outcomes desired by teenagers who are more likely to smoke.

Perhaps the main finding from this study that will influence VFHY's marketing efforts is that VFHY needs to become a social leader within the teen subcultures with the highest smoking rates. While the ydouthink brand has played a huge role in drastically reducing tobacco use among teens in Virginia, VFHY needs to concentrate on subcultures with higher smoking rates. Additionally, ydouthink's messages are not ideal for groups on the fringe of teen subcultures in Virginia, such as alternative youth subculture. This group, comprised of the Skater/Rocker and Emo/Goth cultures, is instead targeted by VFHY's Syke campaign.



**SYKE**

One of VFHY’s distinctive marketing initiatives resulting from the subculture research, “Syke” (pronounced psych), began as a campaign for a fake energy drink that served as a metaphor for the negative impact of cigarettes. Its main objective was to promote the norm of living tobacco free among the alternative youth subculture in Northern Virginia.



Based on research conducted by VFHY, the alternative subculture was shown to be at significant risk, and the Syke intervention was developed to reach the youth of that subculture at the social events they frequent. Syke has since further evolved into a socially relevant brand that supports a “smoke-free local rock scene” in both Northern Virginia and Richmond within a subculture of Virginia youth that are demonstrating a tobacco use rate of close to 60 percent. Syke has been embraced by the subculture, as evidenced by the explosion of attendance at these events, where smoke-free messaging is delivered directly to participants.

Sixteen Syke-supported events were conducted in FY11, with more than 8,000 youth attending.





# 2011 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 (3 years)

### 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 George Mason University (GMU) researchers made substantial progress toward understanding both the long-term consequences of adolescent nicotine (Nic), and the variables which impact the first nicotine experience.

Last year, GMU showed that single-trial Nic conditioned place preference (CPP), seen only in adolescents, is strongly influenced by prior stress. Research was undertaken this year to investigate whether heightening adolescent stress responsiveness by prenatal exposure to stress also affected single-trial CPP; those data are still in analysis. GMU demonstrated that single-trial CPP is not an artifact of robust learning ability in adolescents; indeed, there is a nearly significant trend for poorer learners to develop Nic CPP more than good learners. GMU has taken its findings that stress impacts Nic effects into the realm of social stress: An animal model of bullying [social defeat stress] impacts later reactions to Nic.

Reactions to the initial Nic injection, and associated emotional and neurochemical effects, change during maturation. Effects of Nic at different ages are not only different in terms of neural structures altered, as previously shown, but are also different in terms of the neurochemical underpinnings of behavior at different ages. A reanalysis of earlier data revealed that adults exposed earlier to Nic retain an adolescent-like characteristic: a rapid gene expression response to acute Nic. GMU researchers are moving toward a definitive statement that the adolescent brain reacting to Nic is in many respects a different brain than the adult brain, and are composing a manuscript for a review article on the first Nic experience in adolescence.

GMU researchers completed a study showing that adolescent Nic has long-lasting effects on spatial learning and memory. The kinds of effects found suggest that there are persisting elevations in impulsivity and reductions in inhibitory control of behavior in a radial arm maze. GMU researchers investigated potential effects of adolescent Nic on later CPP for cocaine, and found no Nic effects.

Finally, GMU researchers completed a study of dendritic elaboration in insular cortex, recently implicated as important in tobacco craving. Effects in adult animals, which were even stronger than in nucleus accumbens with a similar dose, otherwise mimicked accumbens findings: Nic-induced growth of new dendrites, implying a growth in synaptic connectivity. Unfortunately, the adolescent brains did not stain well enough for a direct comparison with adults, but GMU researchers did verify that the neural systems in adults that respond to Nic are more extensive than previously thought.

## University of Virginia \$534,578 (3 years)

### 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

In Year Two, considerable progress has been made as the research team continues to work with Virginia Cooperative Extension Office, Charlotte Court House (CCH), to recruit community participatory research team (CPRT) members and youth and parents for group interviews to assess Charlotte County's ecological, cultural, and contextual dimensions, health attitudes, and health behaviors. In seven CPRT meetings held in CCH from July 1, 2010, to June 30, 2011, the CPRT has been actively involved in all project procedures. Twelve to 16 members have been present at each meeting. These CPRT members represent a core of engaged community participants. In addition, based on a recommendation from our consultant, they have taken leadership roles at CPRT meetings during Year 2. For example, CPRT members assist in agenda planning, moderating meetings, and summarizing assessment activities.

The CPRT reviewed and selected demographic questions to be collected from parent and interviewees; they also reviewed and selected the youth risk behavior questions to be collected from youth group interview participants. CPRT members participated in review and validation of maps prepared by a graduate research assistant (GRA) using data collected from a "windshield survey" of the county and community assessment related interviews, i.e., individual community leaders and youth group interviews. This information is part of the assessment of Charlotte County that will inform the selection of strategies to prevent youth tobacco,





alcohol, and drug use in Charlotte County, Virginia. In addition, CPRT members reviewed 10 effectiveness criteria for youth substance-use prevention programs and selected six criteria for use in the development of an intervention or selection of an existing youth substance-use prevention program. To date, the CPRT has reviewed two existing prevention programs.

**University of Virginia**  
**\$542,949 (3 years)**



**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.

During Year Two, the research team obtained additional IRB protocol modifications to increase recruitment efforts and conducted an assessment of recruitment goals, referral sources, and actual recruitment. The study is advertised by brochure mailing using the clinical data repository (CDR), posters (city buses and city laundromats), and direct introduction by providers.

The research team used many different recruitment strategies and worked with a pediatric allergist and the Asthma Coalition. To date, 50 young people are enrolled in the research study.

**Virginia Commonwealth University**  
**\$509,351 (3 years)**



**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 (VYTP) Research Coalition Core**

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 2011 submitted 14 grant applications (10 funded), published or submitted for publication over 50 manuscripts, and made more than 30 conference presentations on youth tobacco use.

This year also saw the implementation and pending completion of six studies through the VYTP Small Grants Program. Once again, the funded studies represented a broad range of disciplines and research topics, and were successful in attracting several new investigators to the field of adolescent tobacco use while also contributing to our knowledge of youth tobacco use.

The annual meeting of the VYTP Research Coalition in March 2011 was well attended and featured presentations on all of the VFHY-funded large research grants and VYTP small grants, as well as a workshop entitled FDA Regulation of Tobacco: Implications for Youth Tobacco Research conducted by Dr. Robert Balster.

**Virginia Commonwealth University**  
**\$528,488 (3 years)**



**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 percent of smokers report wanting to quit, very few are successful at doing so. As pharmacotherapies are controversial in teens, the primary goals of these studies are to determine whether exercise will promote nicotine cessation and to identify the biological mechanisms by which exercise is an effective deterrent to nicotine use.



During the first and second year of the project researchers 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, researchers introduced an abstinence period in which animals had no opportunity to use the drug. For two hours per day, half of these animals (exercise group) had access to a running wheel; the remaining animals received locked wheels in their cages (sedentary group) during nicotine cessation. Researchers found that exercise animals showed a significant reduction in relapse to nicotine seeking compared to sedentary animals ( $p < 0.01$ ). The benefit of exercise was independent of amount of wheel activity, suggesting that even a small amount of exercise can improve nicotine cessation outcomes.

- Employment of the HPCC in using the results of the pilot test(s) to prepare a revised program that is ready for efficacy trial.
- Work on the final stages of revising of our sixth-grade health curriculum.

**Virginia Commonwealth University**  
**\$559,760 (3 years)**

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

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



**Translating Research into an Evidence-Based Model Curriculum**

The Life Skills Center (LSC) at Virginia Commonwealth University has extensive experience in designing and testing evidence-based health-promotion programs for schools. Researchers are engaging public school administrators and teachers in a comprehensive effort to create, test, deploy, and promote a model curriculum.

The Model Health Promotion Curriculum Project has completed the curriculum design and pilot testing phases of the project. Other Year Two accomplishments include:

- Formation of 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 – an education program that is grounded in learning and health-behavior theory, testable with respect to efficacy and effectiveness, flexible in application, and responsive to Virginia SOL guidelines for subject matter.
- Arrangements for pilot testing of the program in two school districts.

**Virginia Commonwealth University**  
**\$201,846 (3 years)**

**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.

This study includes several phases to better understand the prevalence of tobacco use among youth receiving public behavioral healthcare services and how behavioral healthcare providers address tobacco use among their adolescent clients:

1. A chart review of adolescent intakes at a diverse group of community services boards (CSBs);
2. A brief, in-person assessment of adolescents receiving behavioral healthcare services; and
3. A survey of CSB staff about adolescent smoking cessation policies and practices.

In total, 794 charts were reviewed. The average age of youth was 15.3 years, and 55 percent were male. Overall, 34 percent were screened for tobacco use. Of those screened, 7 percent were screened with a standard assessment tool (such as the SASSI or GAIN) and 35 percent said they used tobacco. Of those who said they used tobacco, 6 percent were treated for tobacco use. These findings were presented in a poster at the fifth Joint Meeting on Adolescent Treatment Effectiveness (JMATE) conference in December 2010.



In addition, researchers have further analyzed data that were collected at one site, where 97 percent of the youth were screened, and where most youth were African-American. Few studies exist that have examined tobacco use among African-American youth who are being treated for behavioral health disorders, so this data is of particular interest. Preliminary analyses indicate that daily rates of smoking in the sample (18 percent) are much higher than for African-American youth statewide (3 percent) or nationally (2 percent). Additional analyses show that older youth, and male youth are more likely to use tobacco, and that having a substance abuse diagnosis predicts tobacco use. These data were presented in a poster at the 73rd annual meeting of the College on Problems of Drug Dependence in June 2011. The researchers plan to further examine this data in particular, and write a manuscript for submission later this year.





## STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS

### BALANCE SHEET

For the Fiscal Year Ended June 30, 2011

	<u>Governmental Funds</u>
	<u>Special Revenue</u>
<b>ASSETS:</b>	
Cash and cash equivalents held by the Treasurer of Virginia (Note 1-A)	\$9,385,525
*Investments Held by the Treasurer (Note 1-B)	\$0
Lease Deposits (Note 2-A)	\$5,751
Prepaid Expenses (Note 2-B)	\$7,055
Capital Assets, net of accumulated depreciation: (Note 3)	\$0
Operating equipment	
Un-deposited revenue refunds (Note 2-C)	\$30,643
<b>TOTAL ASSETS</b>	<b>\$9,428,974</b>
<b>LIABILITIES:</b>	
Accounts Payable (Note 4-A)	\$4,458
Accrued Payroll (Note 4-B)	\$103,449
Obligations Under Security Lend (Note 1-B)	\$0
Grants Payable (Note 4-C)	\$414,723
Contractual Obligations (Note 4-C)	\$347,112
Compensated absences (Note 5)	\$80,378
<b>Total Liabilities</b>	<b>\$950,120</b>
<b>NET ASSETS:</b>	
Investment in Capital Assets, net of related debt	\$0
Unrestricted	\$8,478,854
<b>Total net assets</b>	<b>\$9,428,973.93</b>

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. VFHY had none for FY11.



## STATEMENT OF ACTIVITIES AND CHANGES IN FUND BALANCE

For the Fiscal Year Ended June 30, 2011

### REVENUES:

Master Settlement payments (Note 6)	\$9,371,777
Interest Income (Note 6)	\$0
* Proceeds from securities lending transactions (Note 1-B)	\$0
Grants	\$313,442
<b>Total Revenues</b>	<b>\$9,685,219</b>

EXPENDITURES:	Expenses	Adjustments	Net (Expense) Revenue and Changes in Net Assets
<b>Tobacco Settlement Expense:</b>			
Administration (Note 7)	\$822,655	\$ 0	-\$822,655
Depreciation Expense (Note 3)	\$0	\$0	\$0
Expenses for Securities Lending (Note 1-B)	\$0	\$0	\$0
Marketing (Note 4-C)	\$3,910,900	\$0	-\$3,910,900
Program Expense (Note 8)	\$3,877,939	\$0	-\$3,877,939
Research and Evaluation (Note 9)	\$1,689,031	\$0	-\$1,689,031
Obesity (Note 8)	\$645,025	\$0	-\$645,025
Inter-Agency Expenses (Note 10)	\$65,000	\$0	-\$65,000
State General Fund Transfers Out (Note 11)	\$74,340	\$0	-\$74,340
<b>Total Expenditures</b>	<b>\$11,084,890</b>		<b>-\$12,756,220</b>
Excess (deficiency) of revenue over expenditures			-\$1,399,671
<b>Fund Balance/Net Assets, July 1, 2010</b>			<b>\$9,878,524</b>
<b>Fund Balance/Net Assets, June 30, 2011</b>			<b>\$8,478,854</b>

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

\*\* Amount reflects \$500 adjustment from a duplicate invoice reported as a payable on FY10 statements, but not paid.



## NOTES TO FINANCIAL STATEMENTS

As of June 30, 2011

### 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  
\$ 9,385,525

Investments held by the Treasurer of Va.  
0

**Total cash, cash equivalents,  
and investments**

**\$ 9,385,525**

### Note 2: LEASE DEPOSITS and RENTS

- A.** VFHY rents office space at 701 E. Franklin for the main office and has field staff offices located in Bremono Bluff, Blacksburg, and Grafton, Virginia. Three leases required deposits. The Richmond office is \$5,126.00, Grafton office \$225.00, and Bremono Bluff office of \$400.00 for a total of \$5,751.00 in deposits for rental leases.
- B.** Prepaid expenses are any payments made in the current fiscal year for expenses that will occur in the next fiscal year. As of June 30, 2011 VFHY had prepaid expense of \$7,055.
- C.** VFHY had a revenue refund of \$34,643.29 not yet posted to CARS.

### 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 Foundation for Healthy Youth did not procure assets that would meet the capital asset requirements; therefore, they are maintained in an internal inventory control system.

### Note 4: LIABILITIES

#### A. Accounts payable

Operating expenses accrued but unpaid as of June 30, 2010 totaled \$4,458.

#### B. Accrued Payroll

All VFHY employees are paid on a semi-monthly schedule. Accrued payroll expenses of \$103,449 represents work performed prior to June 30, 2011 but registered in FY12 CARS.

#### C. Grants/Contractual payables

The VFHY awarded funding to programs all over the Commonwealth for the prevention of tobacco use and obesity 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 \$761,835.





## NOTES TO FINANCIAL STATEMENTS

As of June 30, 2011

### 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, 2011. The \$80,378 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 FY12. Balances for staff with longer years of service were based on the allowable carry forward amounts. As a result, it has been determined that \$38,564 of the entire amount is long-term liability and the remainder is considered a short-term liability.

### 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 2011, the VFHY received \$9,371,777 of the projected \$11,215,056 in MSA payments and \$0 in interest payments. VFHY did not receive the full 10% due to legislation that decreased the amount to 8.5% for the fiscal year and 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, some 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, IT service, and website design and maintenance, etc.

### Note 8: PROGRAM AND OBESITY

Program and Obesity Expenses include funding provided to local organizations to conduct obesity and tobacco use prevention programs with youth and expenses associated with administering the programs.

### 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.



# Commonwealth of Virginia

*Auditor of Public Accounts*

Walter J. Kuchanski  
Auditor of Public Accounts

P.O. Box 1295  
Richmond, Virginia 23218

September 24, 2011

The Honorable Robert F. McDonnell  
Governor of Virginia

The Honorable Charles J. Colgan  
Chairman, Joint Legislative Audit  
and Review Commission

We have audited the financial records and operations of the Virginia Foundation for Healthy Youth (Foundation) for the year ended June 30, 2011. 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
- Budget control

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, 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 Foundation's accounting system which reconciles to the Commonwealth Accounting and Reporting system.

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

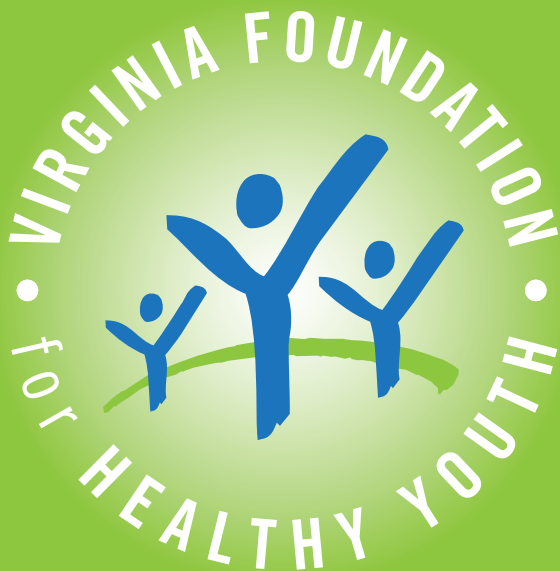
We discussed this report with management on September 29, 2011.

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/clj





# 2011

## ANNUAL REPORT

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