

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



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

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## **PREFACE**

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

## **BACKGROUND**

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

Since the Foundation began its work in 2001, youth tobacco use in Virginia has seen great declines. Smoking among high school students dropped from 28.6 percent in 2001 to 13 percent in 2011. Smoking among middle school students dropped from 10.6 percent in 2001 to 3 percent in 2011.

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

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

Since receiving its expanded mission, VFHY has instituted a series of community-based grants to help form and/or strengthen community coalitions to prevent and reduce childhood obesity on the local level. VFHY has also conducted statewide surveys of childhood obesity prevalence in Virginia and has hosted comprehensive statewide conferences on childhood obesity prevention. The third [Weight of the State conference](#) will be held April 11 and 12, 2013, at the Westin Richmond hotel. VFHY's previous Weight of the State conferences featured expert speakers from Virginia and across the nation, including Virginia Secretary of Health and Human Resources Dr. Bill Hazel and Dr. Mary Beth Bigley from the U.S. Surgeon General's Office. Other VFHY childhood obesity prevention initiatives include a youth volunteer campaign to increase awareness of the benefits of physical activity and the importance of physical education.

## SUMMARY

During the 2009 General Assembly session, the General Assembly directed the Virginia Foundation for Healthy Youth (VFHY) Board of Trustees to devote at least \$1 million per year from VFHY's budget exclusively toward childhood obesity prevention efforts on the community level.

The majority of this funding has been dedicated to VFHY's Healthy Communities Action Teams (HCAT) program.

In 2012, VFHY awarded its second round of two-year HCAT childhood obesity prevention grants. VFHY awarded more than \$1.2 million in HCAT grants over FY 2013 and 2014 to establish and/or support 18 community coalitions across Virginia to fight childhood obesity on the local level. Funding and training provided by VFHY through the HCAT grants allow these community organizations to implement identified promising practices in childhood obesity prevention suggested by the national Institute of Medicine (IOM) and the Centers for Disease Control and Prevention (CDC). In FY 2013, HCAT grant recipients will receive \$609,399. (A list of grant recipients can be found on page 10 of this report.)

VFHY's HCAT grantees implement a variety of CDC-suggested strategies for childhood obesity prevention, such as working with or establishing farmers' markets to increase community access to fresh produce; increasing physical activity in children enrolled in after-school programs; creating and maintaining community gardens; increasing breastfeeding; and increasing awareness of good nutrition habits. 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 VFHY's FY2013-14 HCAT grantee programs include: Alexandria, Arlington County, Augusta County, Bedford County, Blacksburg, Chesterfield County, Danville, the Eastern Shore, Essex County, Franklin County, Floyd County, Gloucester County, Hampton Roads, Hanover County, Henrico County, Henry County, Jamestown, King and Queen County, King William County, Lynchburg, Martinsville, Mathews County, Middlesex County, New River Valley, Northern Neck, Page County, Portsmouth, Richmond, Roanoke, Staunton, Suffolk, Waynesboro and Yorktown.

Additionally, VFHY will hold its third Weight of the State childhood obesity conference in April 2013. The conference features expert speakers from Virginia and across the nation. The conference's goals include strengthening and expanding local, regional and state capacity to promote access to healthy foods and nutrition, opportunities for physical activity and to reduce obesity.

The Weight of the State conference will feature six tracks focusing on: integrating physical activity into daily living; making healthy foods the easy choice; healthy living messaging; engaging employers and health care professionals; supporting healthy school environments; and community collaboration for healthy kids. VFHY utilized a Call for Abstracts process to select presenters from across Virginia. Other national, state and local presenters were invited to provide information on emerging trends in obesity prevention. About 20 plenary and breakout sessions will provide participants with information about emerging practices in childhood obesity prevention and replicable resources for participants to take back to their communities.

In fall 2011 and spring 2012, VFHY conducted its second survey of childhood obesity prevalence in Virginia among children ages 10 to 16. VFHY staff members worked with the Centers for Disease Control and Prevention (CDC), Virginia Commonwealth University's (VCU) Survey and Evaluation Research Laboratory (SERL) and the Virginia Department of Health (VDH) in preparation for implementation of three statewide youth surveys, including the 2011 Virginia Nutrition and Physical Activity Survey (VNPAS) and the 2011 Virginia Youth Survey (VYS). Packages with a letter of support from the Secretaries of Education and Health and Human Resources, a parent letter and opt-out form, sample surveys and response form were distributed to school superintendents in August and September 2011. The surveys were administered in randomly selected schools throughout the state that agreed to participate.

The Virginia Nutrition and Physical Activity Survey (VNPAS) revealed that one in every 2.5 students fell into the overweight (17.9%) or obese categories (13%). The highest childhood obesity rate in the Commonwealth is found in Southeast Virginia (16.8%), followed by Southwest Virginia (13%). Obesity rates are lowest in Central Virginia (9%) and Northern Virginia (11%).

VFHY also offered Virginia Healthy Youth Day mini-grants to communities all across Virginia to hold events in January 2013 to promote increased physical activity and better nutrition for children. Established by a Virginia General Assembly resolution, Virginia Healthy Youth Day is held every January by the Virginia Foundation for Healthy Youth (VFHY) and promotes healthy lifestyles for Virginia's children, including eating right, exercising and not using tobacco products. The fourth annual Virginia Healthy Youth Day, held on Jan. 17, 2013, was a great success: More than 5,600 children participated in more than 20 locations across Virginia from Northern Virginia to far Southwest Virginia. First Lady of Virginia Maureen McDonnell was the keynote speaker at the flagship event held at the Richmond Marriott, which featured YMCA of Greater Richmond fitness specialists leading more than 450 Chesterfield County and Richmond schoolchildren in exercises. Mascots from Richmond-area universities and sports teams, including Virginia Commonwealth University and the Richmond Flying Squirrels were also in attendance.

Other major VFHY childhood obesity prevention initiatives include a childhood-obesity prevention campaign called ActOut being implemented by teen volunteers in VFHY's Y Street program, which is overseen by VFHY's Marketing department. Believed to be the largest group of its type in the nation, Y Street is a national award-winning volunteer movement for high school students funded by VFHY. In 2011, Y Street received the national Youth Advocates of the Year group award from the Campaign for Tobacco-Free Kids.

The ActOut campaign is about getting Virginia youth excited about being physically active. To do this, a supportive environment is necessary – which is why it is important to increase public awareness on the benefits of physical education for students' intellectual, physical, and emotional well-being.

Y Street members survey students, parents, teachers, school administrators and community members about their opinions regarding physical education and nutrition at schools. The completed surveys will be analyzed into reports to educate stakeholders and partners on what the community thinks about the issues. Each person who completes the survey will receive an ActOut info card with some facts about the importance of physical education. The respondent will be asked to share this information with family and friends to spread campaign awareness.

Since the launch of the campaign in fall 2011, Y Street members have collected more than 15,000 valid surveys from 210 communities across Virginia.

## **FY 2013 CHILDHOOD OBESITY FUNDING OVERVIEW**

<b>HCAT grants</b>	<b>\$609,399</b>
<b>Healthy Youth Day and mini-grants</b>	<b>\$17,000</b>
<b>Marketing initiatives</b>	<b>\$200,000</b>
<b>Youth Nutrition/Activity Survey</b>	<b>\$100,000</b>
<b>Conferences and Trainings</b>	<b>\$25,000</b>
<b>Grants management</b>	<b>\$136,000</b>
<b>TOTAL</b>	<b>\$1,087,399</b>



## HEALTHY COMMUNITIES ACTION TEAMS (HCAT) GRANT RECIPIENTS

ORGANIZATION	PROJECT NAME	FY13 BUDGET	FY13-14 BUDGET	PURPOSE
<b>Alexandria Health Department</b>	Healthy Eating and Breastfeeding: Making the Healthy Choice the Easy Choice	\$29,926	\$63,236	<p>The Alexandria Childhood Obesity Action Network (A-COAN) proposes forming an HCAT to: 1) Develop healthy vending and procurement policies for Alexandria; 2) Build residents’ skills in healthy food preparation; and 3) Support breastfeeding-friendly worksites. A community coordinator will support the HCAT’s activities.</p> <p>Healthy vending and food procurement policies: Four city agencies will develop nutrition standards for vending machines and a healthy vending machine policy. The agencies will then pilot that policy at various locations and work with City Council to expand the policy to other city agencies. Pending the success of the vending machine pilot, additional healthy food procurement policies will be explored.</p> <p>Healthy food preparation skills: While A-COAN has successfully expanded low-income residents’ access to community gardens and a farmers’ market, there is a need to build residents’ skills in healthy food preparation. The Virginia Cooperative Extension’s (VCE) Master Food Volunteers (MFV) are VCE-trained volunteers who provide research-based healthy cooking and nutrition workshops. The HCAT will expand the MFV’s capacity to provide programming in Alexandria by recruiting local volunteers to participate in the corps, and raising awareness among community organizations about their service.</p>

Breastfeeding-friendly worksites:  
 Despite a breastfeeding promotion resolution that City Council passed in 2011, little has been done since to support breastfeeding among nursing employees. The HCAT will work with the Department of Human Resources to develop a breastfeeding support policy and identify additional locations for employee "lactation/wellness rooms" for breast pumping. The HCAT will also promote breastfeeding-friendly business practices through the Chamber of Commerce.

Training for coalition members: To ensure the HCAT's continued success, A-COAN will seek out trainings around breastfeeding-friendly business practices and healthy vending machine policies.

<b>Arlington County          Department of          Parks and          Recreation</b>	Arlington County HCAT Childhood Obesity Initiative	\$37,407	\$74,032	Arlington County's Healthy Community Action Team will take steps to prevent and fight childhood obesity by strengthening an existing community coalition and by addressing both community food access and physical activity for preschool and school age children. Our work plan describes six objectives. For the "Component I" objective, the HCAT will add partners, outreach to new stakeholders, and address sustainability by examining possibilities for 501-c-3 status. The five "Component II" objectives address community gardens, healthy vending, child care policy and systems, active recess during the school day, and physical activity during out-of-school time. In combination, these evidence-based initiatives are designed to change County government policy, agency systems and practices, and the environments in which Arlington children play, learn and grow. Arlington
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<p><b>Bedford Community Health Foundation</b></p>	<p>Energize Bedford</p>	<p>\$33,181</p>	<p>\$63,336</p>	<p>has already come a long way in building partnerships for wellness and specifically in working against childhood obesity. We know from experience that it takes years to alter formal policy and achieve lasting change in people's habits, expectations and norms, changes that will produce measurable results. We are optimistic in this journey, and believe we have the resources to make sustainable change happen.</p>
				<p>In Bedford, the Healthy Community Action Team (HCAT) is known as Energize Bedford Community Action Coalition. Energize Bedford envisions a community where families of all socioeconomic levels, ages, and cultures have easy access to affordable, healthy foods, take advantage of various opportunities for regular physical activity, and enjoy safe, pro-health environments. The Coalition partners have determined that the first steps in achieving their mission are to conduct a community needs assessment and to develop a strategic plan.</p> <p>Under Component I: Infrastructure-Building Action Items: The coalition will use the CDC's ACHIEVE (Action Communities for Health, Innovation and EnVironmental Change) Model, to conduct a Community Needs Assessment to identify where policy, systems, and environmental changes are needed within five sectors: Community-at-Large, Community Institutional, Health Care, School, and Work Site. Based on the data collected and gaps identified, the Coalition will develop a Community Action Plan (strategic plan) outlining specific action items to be implemented within each sector to address need and to promote healthy living.</p>

				<p>Under Component II: Nutrition and Physical Activity Action Items: Energize Bedford will support the Bedford County School Health Advisory Board's (SHAB's) efforts to enhance the school Wellness Policy to encourage physical activity and require that only healthy food choices be provided by any program or event offered on school premises, by providing a Healthy Options Event Planning Promotion Kit. This kit will be distributed to after-school programs, PTA's, clubs, and athletic boosters to provide them with examples and samples of healthy foods and activity alternatives to the calorie-dense, nutrient-poor foods currently being offered in classrooms, at parties, through vending machines, at sporting events, and as fundraisers. The kit will encourage these groups to embrace and adopt the new healthy foods policy once it is implemented.</p>
<p><b>Carilion Clinic</b></p>	<p>PATH Community Coalition</p>	<p>\$40,000</p>	<p>\$74,877</p>	<p>The PATH Community Coalition intends to implement a coordinated effort between the rejuvenation of a high risk neighborhood and its corresponding elementary and middle schools to improve health behaviors of this community. The first phase of this project will involve rewriting and reworking health curriculum within two target Roanoke City schools. This will be a cross curriculum plan and will take advantage of concurrent activities in the school and community. We will integrate gardening plots already planned and start one additional garden at the target schools. The curriculum will continually reinforce healthy behaviors and track progress of these behaviors. We will collect a variety of pre and post outcomes data on students involved in the project. Parents will be involved in this first phase through events held through the</p>

school (parent nights, health fairs, safe routes to schools, etc.). At the end of this first phase, families will have the opportunity to use gardening space within the schools' garden plots through a joint use agreement, thus making the schools plots truly community plots.

The second piece of the project will involve the rejuvenation process of the neighborhoods surrounding the target schools. This will involve the assessment of the "health" of the community including GIS mapping of schools, grocery stores, medical facilities, parks, etc., on top of sidewalk/greenway access, bus routes, and high crime/drug areas. The rejuvenation project will focus on improving access and encouraging/facilitating outdoor activity and providing safe routes. It will include the addition of a community garden, market, and kitchen area at a neighborhood center. The concurrent health curriculum will continue and help stimulate community interest in the neighborhood rejuvenation project. We also hope that through community events we will facilitate community building to provide a safer community for children and their families.

<b>Central Virginia Health District/VDH</b>	ACHIEVE Healthy Kids Project	\$27,750	\$53,509	Under the framework of the Lynchburg ACHIEVE Community Health Action and Response Team (CHART), this proposal will focus on system and environmental changes, on best practices in preventing childhood obesity through breastfeeding promotion, increasing community food access for all families, and partnering with the faith-based community to initiate physical activity opportunities. This project will be known as the ACHIEVE Healthy Kids Project.
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Component I: Infrastructure-Building  
Action Items

- Identify a minimum of five community partners and include them in the CHART, or VFHY HCAT.
- Identify and attend training as needed to strengthen coalition members' abilities to maximize the work of the CHART/HCAT.
- Perform a community assessment of current trends, activities and concerns regarding childhood obesity.
- Identify opportunities for current and future funding for financial stability.
- Identify and engage in media advocacy strategies to highlight HCAT activities and accomplishments.

Component II: Nutrition and Physical  
Activity Action Items

- Implement systems at the Lynchburg Community/Farm's Market to accept SNAP benefits through allocating funding for equipment that accepts these benefits and marketing the availability of this method of payment.
- Develop and implement a community teaching/demonstration kitchen at the Lynchburg Community/Farmers Market to link procurement of affordable, healthy food with improving skills in purchasing and preparing locally grown food.
- Adopt practices and establish systems at Centra Health that is consistent with the Baby-Friendly Hospital Initiative USA

				<p>(UNICEF/WHO) to expand lactation consultation and counseling in the hospital and community. This objective promotes, protects, and supports breastfeeding through 10 steps to change the context of the culture as it relates to infant nutrition.</p> <ul style="list-style-type: none"> <li>Expand physical activity programs through a congregational/faith-based health movement using the National Heart, Lung, and Blood Institute’s We Can! program: Ways to Enhance Children’s Activity &amp; Nutrition.</li> </ul>
<b>Eastern Virginia Medical School (1)</b>	Healthy Hampton Roads: Communities in Action, Phase 2	\$39,999	\$74,498	<p>The Consortium for Infant and Child Health’s (CINCH) Healthy Hampton Roads: Communities in Action, Phase 2 project will engage the region through expanding and building upon partnerships the Healthy Hampton Roads (HHR) movement launched in 2010. A regional summit for grassroots stakeholders and community leaders will build upon the training provided at the 2010 HHR Leadership Summit. The 2013 Communities in Action Summit will provide training to support community action at all levels; provide implementation guidance for actions identified in 2010 leadership pledges; and support coalition building for the region’s multiple new healthy city initiatives. The Summit will engage leaders, citizens, and grassroots youth advocates from all sectors to increase implementation of policy, systems and environmental best practice approaches and create regional dialogue to prevent and reduce childhood obesity. The Swim4Life Program expands on the YMCA of Portsmouth’s successful Swim Gym collaboration (water safety training and</p>

				<p>life fitness education for all Portsmouth 2nd graders) through a joint use agreement with the city for increasing use of the city's public pool and collaborating with Parks &amp; Recreation summer programs to reach youth. This program will incorporate a sustainable program to provide children in the Parks &amp; Recreation Summer programs with lifesaving swim lessons and life-fitness healthy activity skill, beginning with a small pilot in Year 1 and expanding to a sustainable joint use agreement and revenue support system to provide this service to up to over 1,000 enrolled in the city's summer program in Year 2. Lastly, a multimedia campaign (website, social media, local print and broadcast media) will promote HHR &amp; Healthy Portsmouth, including Portsmouth Walks, a project created this past year with support from Virginia Foundation for Healthy Youth, and other initiatives outlined in the Healthy Portsmouth Community Action Plan.</p>
<p><b>Eastern Virginia Medical School (2)</b></p>	<p>Eastern Shore Healthy Communities, an ACHIEVE Coalition</p>	<p>\$39,998</p>	<p>\$79,996</p>	<p>Eastern Shore Healthy Communities (ESHC) proposes to strengthen our infrastructure, solidifying our foundation to improve nutrition and physical activity environments for our children and adolescents. Proposed infrastructure-building items include: 1) Updating our current strategic plan based on a needs assessment, including strategies from the Nutrition and Physical Activity Promising Practices and Activities to Prevent and Reduce Childhood Obesity. 2) Identifying/engaging in media advocacy strategies to highlight ESHC activities and accomplishments. We further propose including one nutrition and one physical activity action item: 1) To improve student nutrition environments, we will create a policy</p>



eliminating advertising/marketing of calorie-dense, nutrient poor foods and beverages on school grounds and in surrounding areas. 2) To improve the physical activity environment, we will mark walking trails in 4 towns on existing sidewalks and create one new walking trail on land the Eastern Shore Family YMCA has made available. ESHC has nearly four years of sustainable, evaluation-oriented PSE change experience improving Eastern Shore health, much of it funded by VFHY. We have coached 10 organizations (business, health, education, and faith) to adopt sustainable wellness policies, boosting physical activity, improving nutrition and eliminating tobacco use. We have promoted two fitness challenges with an environmental media campaign, in which hundreds of adults and children achieved 30 minutes of exercise, three days per week, for 12 weeks. Three new funders support us and we will evaluate our initiatives using formative and summative strategies.

<b>Greater Richmond Fit4Kids</b>	Richmond Area Childhood Obesity Prevention Coalition	\$38,375	\$77,350	The Richmond Area Childhood Obesity Prevention Coalition, led by Greater Richmond Fit4Kids, is a new collaborative initiative currently targeting Richmond, Henrico, Chesterfield, and Hanover.
				The Richmond Area Childhood Obesity Prevention Coalition will engage in a facilitated strategic planning process to enhance the capacity of the group to implement childhood obesity prevention activities and initiatives (Component I). In addition, the HCAT will provide regional and local training on best practices through brown-bag lunches, a workshop for educators, and a symposium (Component I). These activities are designed to increase

participant knowledge and learning related to childhood obesity in the region and increase the number of new HCAT members.

The HCAT will implement the following Component II activities during the grant period:

- **Healthy Checkout Aisles Project-** Establish healthy checkout aisles in six area grocery stores by working with managers to remove unhealthy items from designated checkout aisles and replace them with healthier items.
- **Garden Project-** Install a teaching garden at St. Joseph’s Villa and the Boys and Girls Clubs West End/Teen Center Club and provide opportunities for garden-based education activities including food preparation classes and nutrition education.
- **School Food Environment Initiative-** Provide incentives to public schools in the form of a healthy school food environment "toolkit" to assist school wellness committees and school staff in creating healthier school food environments.
- **Stairwell Promotion Project-** Improve stairwell access and appeal at least five places frequented by children by creating and distributing material such as decals, signs, and other promotional materials that encourage stairwell use.

<b>Martinsville/Henry County Coalition for Health/Wellness</b>	95210: A Healthy Zip Code for	\$34,564	\$66,787	The Healthy Community Action Team (HCAT) is proposing a comprehensive plan to fight childhood obesity in the
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Southwest  
Virginia

Martinsville/Henry County (MHC) area. Community-based projects will be centered on the health message "95210" to encourage both youth and adults in the community to choose healthier nutrition and activity options in their daily life. The "95210" message encourages youth to receive 9 hours of sleep, 5 fruits and vegetables/servings, no more than 2 hours of screen time, 1 hour of physical activity, and 0 sodas each day.

One of the main projects of the HCAT is to increase partnerships of organizations in the MHC area to fight childhood obesity. Youth-serving organizations alone cannot provide enough assistance and support for families and youth in need of healthier opportunities so other community sectors will be invited to join efforts. The HCAT will encourage communication and collaboration between organizations so that a stronger infrastructure is formed. Collaboration will result in a newly formed childhood obesity coalition in the MHC area with a clearly defined mission statement, vision statement and objectives.

Specific projects will include developing a "95210" media campaign, enhancing after-school physical activity programs with new materials and trainings, utilizing a learning garden, increasing social recreation opportunities for youth, holding monthly HCAT meetings and offering mentoring opportunities for middle/high school age youth.

These projects will serve youth in the Martinsville/Henry County area, located in Virginia's Southwest region.

<b>Middle Peninsula-Northern Neck Community Services Board</b>	Celebrating Healthy Living	\$35,100	\$69,200	The Celebrating Healthy Living Project is a multi-county and multi-strategy approach designed to build communities' capacity to prevent childhood obesity by creating new and strengthening existing local and regional partnerships, identifying gaps in community resources and impacting environmental policies and practices. Specifically, this project intends to promote the availability and healthful preparation of healthy foods in a diverse array of settings including: schools, youth sports events, day care settings, Boys and Girls Clubs, YMCAs, faith-based youth events and local restaurants. Implementation activities include: Celebrating Healthy Living Media Campaign; an annual Celebrating Healthy Living Day; Healthy Living Food Preparation and Shopping Workshops; a prototype community garden; multiple environmental strategies designed to increase availability of recreational facilities;; the creation of a Celebrating Healthy Living Calendar (with local and regional events and healthy recipes); local and regional trainings on building and sustaining collaborative partnerships; and the creation of an annual Celebrating Healthy Living Volunteer Recognition Event to honor all volunteers who assist with implementing these wide-ranging proposed healthy living activities.
<b>New River Valley Community Services Board</b>	Floyd County Obesity Prevention Project	\$32,359	\$66,048	Floyd Co. Multi-Disciplinary Team, formed in 1976, wishes to continue the synergy created around the issue of childhood obesity prevention in Floyd County. In the past year and a half, with funding from VFHY, the HCAT was formed as a committee of the MDTeam, and with community involvement and assistance from an evaluator, developed a strategic plan

for childhood obesity prevention. During the development and community presentation of the HCAT strategic plan draft, specific activities and interested persons were identified. Continued funding will:

- Provide training for HCAT members to identify best practices and strengthen/maximize its work
- Provide three regional/local trainings for our community to increase knowledge and build capacity needed to implement the strategic plan throughout the community
- Provide for the development of at least one community supported agricultural program for residents receiving WIC benefits
- Provide for the implementation of the plan to increase the Farm to School program.
- Expand an after-school activities program from one school to four.

These five activities make up the four objectives in the work plan accompanying this application, and are reflected in the Childhood Obesity Prevention Strategic (COPS) plan for Floyd County.

<b>Page County Public Schools</b>	Page Alliance for Healthy Community Action	\$27,600	\$51,787	Page County has many wonderful healthy activities, programs and parks in its communities that need to be celebrated. The funds from this grant would pay for a part-time staff person to coordinate these activities, and promote them especially to our low-income families and youth. Our three towns and local sporting groups have annual running, walking and biking events, but it is noted that many of our families and youth are not attending them. HCAT activities will try to bridge
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that gap. Our Needs Assessment indicates that Page County has a high number of youth that are obesity or overweight and we need to reach out to them and their families. HCAT also wants to address the lack of access for low income families to purchase fresh foods from our farmers' market and learn how to prepare the food for family meals and snacks. Funds from this grant would purchase EBT equipment to encourage these families to shop for healthy foods in our community. HCAT will also support the educational component to the Safe Routes to Schools grant that was recently awarded to the Town of Stanley. We also want to continue our Farm to School program in our schools and market its accomplishments to the community. With the support of the school system, the local cooperative extension and an early childhood coalition, our HCAT will provide workshops on identifying nutritional foods and how to prepare them at an affordable price. With a marketing advocacy initiative, we will ensure that our HCAT activities and accomplishments are heard so that we can build our coalition capacity by recruiting new members and broaden our visibility in the community. Using the Community Readiness Model, we want to move our community from the current Initiation stage to the Stabilization stage onto the Confirmation stage. HCAT will accomplish this transformation by developing a five-year Strategy Plan to tackle our health issues with specific environmental prevention strategies with short- and long-term outcomes.

<b>Richmond Department of Social Services</b>	Richmond Health Action Alliance - Healthy	\$24,815	\$53,161	The Richmond City Department of Social Services' (RDSS) Richmond Healthy Start Initiative (RHSI), a
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	Richmond!			<p>program designed to reduce infant mortality and eliminate racial and ethnic disparities in birth outcomes, and The Faces of Hope, a nonprofit organization dedicated to fighting childhood obesity, will partner to establish a health action coalition. The Richmond Health Action Alliance will develop a comprehensive plan to prevent and control childhood obesity by promoting breastfeeding among new mothers as well as increasing physical activity among youngsters.</p>
<b>Rockingham Memorial Hospital</b>	Healthy Community Council Obesity Action Team (HCCOAT)	\$40,000	\$80,000	<p>The Harrisonburg Rockingham Healthy Community Council Obesity Action Team (HCCOAT) will implement educational and encouragement strategies for four elementary schools who have been awarded a Safe Routes To School (SRTS) infrastructure grant and will assist two additional schools to prepare for and submit a SRTS infrastructure grant. The programs implemented will be specific to each school's unique need and dependent on the status of the infrastructure completion. The first local SRTS infrastructure grant was submitted in 2006 and was supported by the Healthy Community Council Green Infrastructure and Design Action Team. This effort will bring the local SRTS program to a new level and will provide programs on safe walking and biking at each of six schools. Walking School Buses and Bike Trains will be formed at schools with appropriate infrastructure and then formed at the other schools as infrastructure is completed. Parents and children will both receive safety education and parents will learn about the health benefits of children being more physically active including walking and biking safely. Each school will have a travel plan that will be reviewed annually. Safe Kids of the</p>

				<p>Central Shenandoah Valley will assist in safety education and will coordinate International Walk to School week in at least five local schools. Data will be collected and an ongoing data base for childhood obesity will be established and maintained. A sustainability plan will be developed by the HCCOAT to include local support and ongoing grant funding. The community will be kept informed of the activities through reports to the Healthy Community Council (HCC), the HCC website, through the RMH website and press releases on specific activities. Rockingham Memorial Hospital (RMH) will serve as the lead and fiscal agent and is a founding member of the HCC, which began in 1995.</p>
<p><b>STEP Inc.</b></p>	<p>Franklin County Youth Garden</p>	<p>\$11,265</p>	<p>\$21,730</p>	<p>The Franklin County HCAT is a new community group that began in February 2012. The HCAT proposes identifying a minimum of five community partners to form a VFHY HCAT, develop a mission statement, identify needs of the community and develop a strategic plan to address those needs, perform a community assessment of current trends and activities, identify opportunities for future funding for financial stability, identify and attend any training whether local or regional that will ensure HCAT sustainability and building infrastructure, and identify and engage in strategies that will highlight HCAT activities, accomplishments and advocacy through media outlets.</p> <p>The Franklin County Youth Garden will focus on providing both youth and their parents with the necessary tools to implement environmental change in their homes to aid in the prevention of childhood obesity. Each family will be assigned to a four week long workshop</p>



in the garden. Youth will work in the garden during the four weeks, weeding, planting, harvesting etc. In the garden, youth will learn about tastes and textures. The Parents will participate in the We Can! Media Smart Parent curriculum that will improve their skills in purchasing and preparing healthy food options.

The HCAT will promote efforts to provide fruits and vegetables and develop community-based interventions. The HCAT will utilize a community garden that will be managed and worked by local youth that will link healthy and nutritious vegetables to low-income residents to enhance the nutritional value of the foods they serve. Participants will also learn ways to wisely shop for nutritious foods and how to properly prepare them.

<p><b>Suffolk Partnership for a Healthy Community</b></p>	<p>Healthy People, Healthy Suffolk</p>	<p>\$40,000</p>	<p>\$79,500</p>	<p>This HCAT grant proposes three objectives:</p> <ol style="list-style-type: none"> <li>1. To collaborate with the Suffolk Public School districts and Suffolk Parks and Recreation Department to establish 7 new community/learning gardens (one each at four middle schools and one each at the three elementary schools where Parks and Rec Department hosts afterschool programs) at elementary and middle school locations to provide students enrolled in these schools and the youth attending after school programs an opportunity to learn the benefit of healthy eating and active living as well as to grow fresh fruits and vegetables to provide healthy, nutritious snacks and meals for these students.</li> <li>2. Work with the Suffolk Public School districts and Suffolk Parks and Recreation Department to establish joint use of facilities agreements</li> </ol>
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allowing playing fields, playgrounds, and recreation centers at selected schools to be used by community residents when schools are closed.

3. Host a Lessons Learned conference to share the Suffolk Partnership's experience in working jointly with the Obici Healthcare Foundation to develop a city-wide, comprehensive, long-term, measurable obesity prevention plan called Healthy People, Healthy Suffolk and, based on the outcome data collected during the first year of the Healthy People Healthy Suffolk plan implementation ( Jan-Dec 2013), develop and share a checklist, inventory of resources to other HCAT grantee and communities interested in developing and implementing similar comprehensive obesity prevention plans in their cities and communities.

<b>Valley Community Services Board</b>	Project GROWS, a youth-based community farm	\$37,080	\$72,680	<p>Project GROWS is a youth-based community farm that serves youth of all ages in Augusta County, Staunton, and Waynesboro. At the community farm, youth will learn growing skills, discover new ways to eat healthy, prepare what they grow, become mentors to others, share their experiences with family members, and be active in an outdoor setting.</p> <p>Project GROWS is a collaborative effort with nine agencies and organizations working to make it a success. Our mission is to "improve the overall health of children and youth through community farming that includes hands-on experience, nutrition education, and access to healthy food." Our vision is that "the local food culture is transformed to support the physical, mental, and social well-being of our children and youth."</p> <p>Previous funding from VFHY enabled us</p>
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to hold a community kick-off, hire a part-time coordinator, visit successful gardens/farms, begin worm composting, research nutrition curricula and obtain a ten acre site. In this next phase, we plan to develop our newly acquired community farm, organize a summer program for youth, and grow healthy food for government-regulated meal programs. To make this project sustainable, we expect to become a 501(c)(3) nonprofit organization and for the Advisory Committee to become the Board of Directors. As our HCAT objectives, we will attend trainings that strengthen our ability to run the community farm and develop fundraising plans for the organization. We will continue our media and outreach efforts keeping the community engaged in our work.

We hope to build on the rich agricultural heritage of the area, giving youth the knowledge and growing skills they need to be healthy eaters no matter their current resources. The Project GROWS community farm is designed to supply more than just healthy food. It will instill a new way of life in our youth, their families, and the community as a whole having a positive impact on childhood obesity and the prevention of chronic disease.

<b>Virginia Tech</b>	Places, Gardens & Recess: Exploring community driven solutions to youth obesity	\$39,980	\$79,772	The Dan River Partnership for a Healthy Community (DRPHC) is a community academic partnership focused on reducing obesity in the Dan River Region. With a mission to foster community partnership to combat obesity in the Dan River Region through healthy lifestyle initiatives, for two years the DRPHC has collaboratively addressed obesity-related problems. Building on efforts in community gardening, physical activity and the
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built environment, we propose the following four strategies that align with several promising practices: 1) assess the food environment, specific to youth by conducting systematic audits of children's menus; 2) initiate a built environment subcommittee within the DRPHC to prioritize our findings from the environmental assessments; 3) evaluate the potential public health impact for youth of region-wide physical activity initiative (Instant Recess®) and 4) expand and evaluate a community gardening program for youth in summer programs in the region. In addition, we aim to increase capacity of the DRPHC by providing financial stability, increasing membership, and providing training and support for programming and evaluation efforts.

Successful implementation of the proposed strategies for the built environment will result in measurement of the nutrition environment for children (menu reviews), the creation of a subcommittee focused on environmental policy and a prioritized list of environmental outcome action strategies. The expected outcomes of the proposed strategies related to community gardens and physical activity include an increase in youth willingness to try F&V and a moderate increase in minutes of physical activity. Finally, successful infrastructure building will be measured as sustained and expanded membership of the DRPHC and an increase in the capacity of the DRPHC members (e.g. ability of community-based leaders to implement programs and conduct evaluations of the Instant Recess and community garden initiatives).

## CONCLUSION

As per the General Assembly's direction, the Virginia Foundation for Healthy Youth's Board of Trustees designated \$1 million in dedicated monies for the purpose of funding and assisting obesity prevention activities on the community level in FY 2013.

VFHY allocated the majority of these designated funds to 18 community groups across Virginia through VFHY's Healthy Communities Actions Team (HCAT) grant program, which utilizes evidence-based best practices for childhood obesity prevention established by the Centers for Disease Control and Prevention and the Institute of Medicine.

Additionally, in April 2013 VFHY will host the third statewide Weight of the State childhood conference, offering the latest information on childhood obesity prevention strategies to health professionals, educators, physicians and other stakeholders.

VFHY also conducted the second survey of childhood obesity prevalence in Virginia, surveying youth about behaviors related to nutrition and physical activity. And VFHY held its fourth annual Virginia Healthy Youth Day celebration in January 2013. More than 5,600 children across the state celebrated Virginia Healthy Youth Day 2013.

VFHY is also funding a youth volunteer campaign for high school students, ActOut, in order to increase awareness of the benefits of physical activity and the importance of physical education.

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