



2013 ANNUAL REPORT

www.vfhy.org



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Greetings from the Executive Director!



I am pleased to report to you that during fiscal year 2013 the Virginia Foundation for Healthy Youth reached a major milestone: More than a million Virginia children have now participated in our classroom-based prevention programs!

While we routinely reach about a half million or more Virginia youth each year via social media and our award-winning marketing campaign, we are especially proud of this new landmark because our classroom-based prevention programs directly engage children in their public schools, community centers and after-school programs.

VFHY's compendium of evidence-based prevention programs delivers age-appropriate lessons to children from preschool through high school. Hundreds of thousands of preschoolers in Virginia start out learning life lessons from their puppet friends from VFHY's AI's Pals program and will later go on to participate in programs for older children such as LifeSkills Training and Too Good For Drugs. While all the programs are aimed at reducing and preventing tobacco use, our programs take a holistic approach and also helps arm children by teaching them other useful life skills such as how to deal with peer pressure and how to resolve conflicts peacefully. And of course, as we've added childhood obesity prevention to our mission, we also offer supplemental programs that focus on physical activity and good nutrition.

Our educational programs are just one of VFHY's multifaceted approaches to prevention that you'll find within this annual report. But we believe it's been an important part of how VFHY has helped to dramatically reduce youth tobacco use in Virginia over the last decade.

By reducing and preventing youth tobacco use and childhood obesity, the Virginia Foundation for Healthy Youth aims to make a great impact on the health of Virginia's children, teaching them to make healthy choices to 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 (VFHY) 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 VFHY to lead youth tobacco-use prevention efforts in Virginia. In 2009, due to our great success at reducing youth tobacco use, the General Assembly expanded our mission to include childhood obesity prevention. VFHY receives no taxpayer funds. Our budget comes from a small percentage of Virginia's annual 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 55 percent and the number of middle schools students who smoke has dropped by more than 70 percent! Members of our Y Street teen advocacy group logged 3,000 volunteer hours on projects in FY 2013. VFHY also funded 18 Healthy Community Action Teams (HCATs) to prevent and reduce childhood obesity across Virginia in FY 2013. 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

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CHAIRMAN

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

VICE CHAIRMAN

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

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

January Britt., of Henrico, teacher *(term expires June 30, 2015)*

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)*

The Honorable T. Scott Garrett, M.D., member, House of Delegates, representing the 23rd District *(concurrent with House term)*

The Honorable Thomas A. Garrett Jr., member, Senate of Virginia, representing the 22nd District *(concurrent with Senate term)*

Don Gehring, of Richmond, director of government relations, Anthem/Wellpoint of Virginia *(term expires June 30, 2014)*

Richard Baxter Gilliam Jr., of Richmond, corporate financial analyst, Cary Street Partners LLC *(term expires June 30, 2014)*

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

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

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

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)*

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)*

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

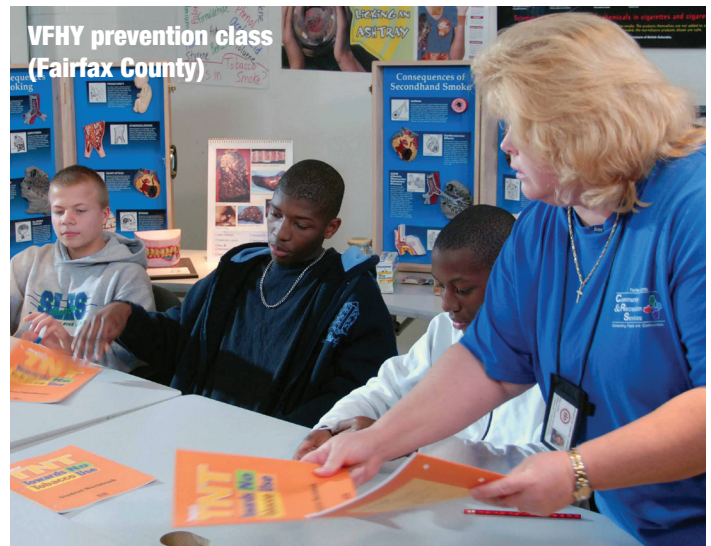
India Sisler, M.D., of Richmond, interim chief and assistant professor, Division of Hematology and Oncology, Department of Pediatrics, Virginia Commonwealth University *(term expires June 30, 2015)*

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

Board Service: July 1, 2012 - June 30, 2013



**VFHY prevention class
(Floyd County)**



**VFHY prevention class
(Fairfax County)**

The Virginia Foundation for Healthy Youth and the Virginia Department of Health (VDH) conduct biennial surveys of youth health behaviors, including tobacco use. These results are reported to the Centers for Disease Control and Prevention (CDC).

The Virginia Youth Survey (VYS) has been developed to monitor priority health risk behaviors that contribute markedly to the leading causes of death, disability, and social problems among youth and adults within the Commonwealth of Virginia.

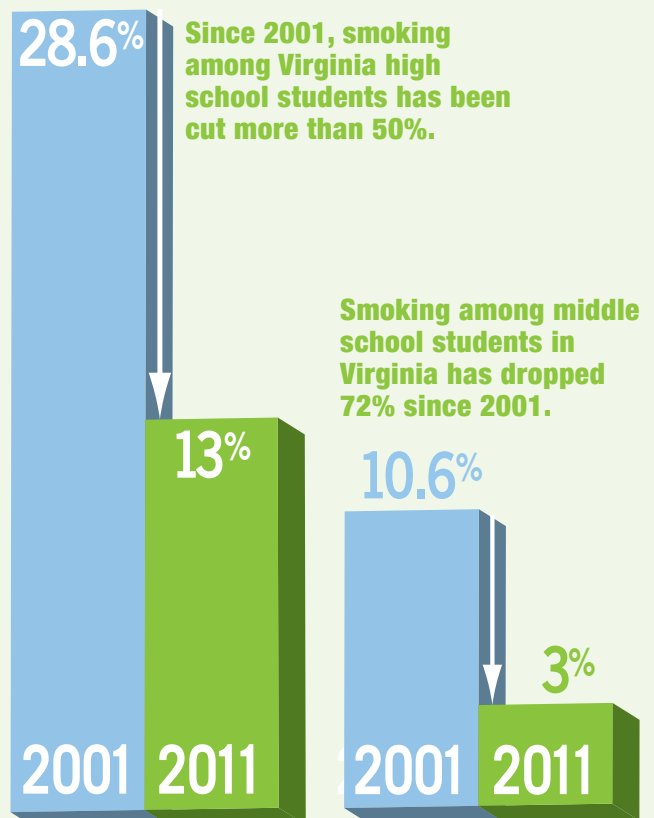
VDH in collaboration with VFHY and the Virginia Department of Education administered the most recent Virginia Youth Survey in fall 2011. The survey questions were tested and validated by the Centers for Disease Control and Prevention.

Questions asked on the Virginia survey are directly comparable to the standardized questions asked in other states.

In FY13 VDH and VFHY worked together to combine their youth health surveys into one survey in order to reduce the burden placed on schools. VFHY and VDH are conducting the next survey during the 2013-14 school year.

Virginia Youth Tobacco Survey

Working in conjunction with the CDC, VFHY commissioned a biennial survey of youth tobacco use in Virginia from 2001 to 2011.



SOURCES: Virginia Youth Tobacco Survey, 2001-2011, Virginia Foundation for Healthy Youth

In fall 2011 the Virginia Foundation for Healthy Youth collaborated with the Virginia Department of Health to administer the Virginia Nutrition and Physical Activity Survey in middle schools and the Virginia Youth Survey in high schools.

The results of the surveys indicated:

HIGH SCHOOL YOUTH (GRADES 9–12)

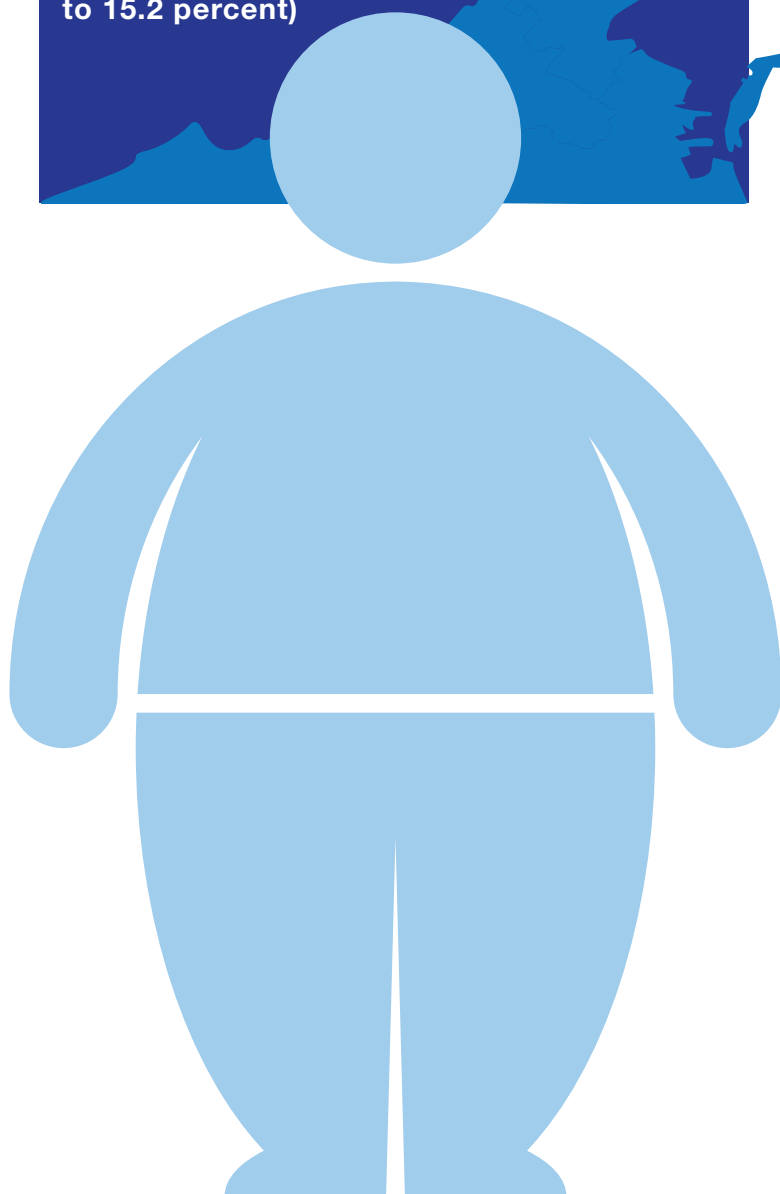
Overweight	17.2%
Obese	11.1%
Met the recommendation for fruit and vegetable consumption	75.9%
Less than 5 servings of fruits and vegetables per day	82.5%
Watched 3 or more hours of TV per day	31.1%
Drank soda at least three times a day	10%

MIDDLE SCHOOL YOUTH (GRADES 6–8)

Overweight	18%
Obese	12%
Do not meet physical activity guidelines for 60 minutes per day	73%
Watching 3 or more hours of TV per day	35%
Drank soda at least three times a day	4%

Data from the Virginia Department of Health. Virginia Youth Survey, Virginia Foundation for Healthy Youth. Virginia Nutrition and Physical Activity Survey. [2011]

Virginia's youth obesity average is slightly below the national average (11.1 percent compared to 13 percent) but has a higher prevalence of overweight youth compared nationally (17.2 percent compared to 15.2 percent)





2013 CHILDHOOD OBESITY PREVENTION

The Virginia Foundation for Healthy Youth assisted at a Walk to School Day celebration on Oct. 3, 2012, at Richmond's Linwood Holton Elementary. Virginia Secretary of Health and Human Resources Dr. Bill Hazel, parents and teachers joined more than 200 children to walk to school that morning.

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. Forecasters estimate that by 2030 more than half of the U.S. population will be obese. Currently, Virginia is the 27th most obese state in the nation.

An obese teenager has a 70% greater risk of becoming an obese adult and one in three children born after the year 2000 will develop diabetes at some point in their lifetime. At this time more than 28 percent of Virginia high school students and 30 percent of middle school students are overweight or obese.

VFHY has spearheaded efforts throughout the Commonwealth focusing on sharing best practices in childhood obesity prevention, building collaborations and partnerships between organizations, investing in community-led interventions to combat obesity and using innovative strategies to increase awareness and build momentum. Included in VFHY's strategies for obesity prevention are the six principal target areas identified by the Centers for Disease Control and Prevention (CDC) and the Institute of Medicine (IOM): increase physical activity; increase intake of fruits and vegetables; decrease intake of sugar sweetened beverages; increase breastfeeding; reduce intake of high energy dense foods; and decrease screen-time. To date, VFHY has created various events and initiatives focused on all of these target areas.

To share state and national best practices, VFHY hosted the third Weight of the State Conference on childhood obesity prevention in Virginia on April 11-12, 2013. More than 400 stakeholders, including leaders from education, healthcare, community engagement, agriculture, transportation and public health met to share best practices and hear from experts about emerging trends in childhood obesity prevention. Attendees also heard from Virginia Secretary of Education Laura Fornash, Institute of Medicine researcher Lynn Parker, best-selling author David Zinczenko and VFHY's youth engagement group Y Street.



Weight of the State

David Zinczenko, author of the New York Times best-selling book series "Eat This, Not That!" delivered the keynote address at VFHY's third Weight of the State childhood obesity prevention conference, held April 11 and 12 at the Richmond Westin hotel. Other featured speakers at the conference included Virginia Secretary of Education Laura W. Fornash and Lynn Parker with the Institute of Medicine.

More than 400 educators, physicians, pediatricians and health professionals from across the state attended the conference, which showcased the latest approaches in childhood obesity prevention and control. National, state and local experts shared cutting-edge tactics for reducing and preventing obesity, including community-based approaches and policy changes.

A regular contributor on NBC's Today show and the former editor-in-chief of Men's Health magazine, Zinczenko discussed childhood obesity prevention and simple steps parents can take to help their children make smarter nutrition choices. Zinczenko is a national spokesman for men's health issues. He has also appeared on Oprah, Ellen, 20/20, Biggest Loser, Oprah, Rachael Ray, and Good Morning America, and has contributed op-eds to the New York Times, the Los Angeles Times and USA Today.

As part of the conference, Zinczenko also made an appearance at Henrico County's Crestview Elementary, where he talked to an auditorium full of children about making healthy eating choices.

Supporters of the conference included: Bon Secours Movin' Mania, the Virginia Department of Education, Optima Health, Sanofi, the Southeast United Dairy Industry Association, the Virginia Department of Agriculture, Virginia Tech's Fralin Translational Obesity Research Center and Virginia Cooperative Extension.

In spring 2013 VFHY hosted the first Rev Your Bev Day, a state-wide day of action in Virginia to raise awareness about the health effects of sugar-sweetened beverages and to suggest healthy alternatives. On May 15, 2013, Y Street, teachers and health advocates across the state joined together to host 175 Rev Your Bev events statewide. In addition to raising awareness about sugary drinks, more than 13,000 surveys were collected on Virginians' perception and knowledge around sugar-sweetened beverages. Findings from the surveys revealed that one-third (33.3%) of Virginians consume at least one sugar-sweetened beverage every day.

Since expanding the agency's mission to include childhood obesity prevention, VFHY has served as a catalyst for partnership and collaboration, focusing on local, regional, and state organizations with a commitment to reduce and prevent childhood obesity. As a founding member of the Secretary of Health and Human Resources' Interagency Taskforce on Nutrition and Obesity, VFHY has worked to attract nontraditional partners to obesity prevention efforts. One key partnership with the Virginia Department of Transportation (VDOT) is expanding efforts to promote physical activity through walking and biking to school. In partnership with VDOT and Prevention Connections, VFHY supported Walk to School Day events at approximately 50 elementary schools throughout Virginia to promote physical activity through safe walking and biking to and from school. Walk to School Day has had a lasting impact on many of these schools with sustained walking and biking programs.



Virginia Healthy Youth Day

The Virginia Foundation for Healthy Youth's fourth annual Virginia Healthy Youth Day celebration was held on Jan. 17, 2013. More than 5,600 children in schools across Virginia celebrated Virginia Healthy Youth Day, which promotes healthy lifestyles for Virginia youth.

About 450 children from Chesterfield County and Richmond public schools gathered at the Richmond Marriott to exercise with fitness specialists from the YMCA of Greater Richmond for VFHY's flagship event celebration. Mascots from the Richmond Flying Squirrels, the Richmond Kickers, the University of Richmond and Virginia Commonwealth University were on hand to exercise alongside the children and Radio Disney's Maggie Bovolack emceed the event.

The children also attended fun, hands-on science lessons about tobacco prevention with Mad Science of Central Virginia. Event sponsors included MARTIN'S Food Markets, Kaiser Permanente, Bon Secours Movin' Mania and Radio Disney.

More than 20 satellite Virginia Healthy Youth Day celebrations were held across the Commonwealth on the same day from Bristol to Fairfax County to the Northern Neck.

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.

"Virginia Healthy Youth Day reminds us that being physically active should be a year-round goal for Virginia's young people and not limited to just warm summer days," says VFHY Executive Director Marty Kilgore.

While promoting evidence-based, proven strategies for childhood obesity prevention, VFHY also utilizes innovative approaches to addressing the epidemic. VFHY offers Virginia 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*.) VFHY celebrates Screen-Free Week each May, encouraging youth and families to get unplugged from televisions, computers and electronic devices and to find fun ways to be physically active. And in August 2013 VFHY hosted a Building Community-Academic Partnerships forum to discuss partnership opportunities between community-based organizations and academic institutions.

Healthy Community Action Teams (HCATs)

VFHY funds Healthy Community Action Teams (HCATs) to serve as community coalitions to prevent and reduce childhood obesity in Virginia by improving access to healthy foods and increasing opportunities for physical activity. Through the HCATs, VFHY invests in community-led obesity prevention activities by providing the infrastructure support needed to build and sustain state and local capacity. HCAT activities are developed and implemented from evidence-based practices recommended by the Centers for Disease Control and Prevention (CDC) and the Institute of Medicine (IOM).

VFHY funded 18 HCAT grants in FY13. These HCATs serve as coordinators and conveners for local activities, working locally to implement policy, environment and systems changes across a wide range of initiatives. These include creating shared-use agreements for improved access to areas for physical activity, increasing access to farmers' markets for low-income participants, working with local schools to enhance school wellness policies, creating environmental changes to promote healthy foods and supporting and promoting breastfeeding.

GRANTEE SPOTLIGHT: Greater Richmond Fit4Kids

On a blustery December day at the Boys & Girls Clubs of Metro Richmond's Randolph branch, it's harvest time. Kids are running around in their winter coats picking vegetables for their own salads.

Back inside as the adults mix the veggies, instructor Sean Sheppard of Richmond-based Backyard Farmer asks the kids if they've ever seen a dinosaur tongue, prompting lots of roars. He then introduces them to dinosaur kale, a long bumpy leaf. Lots of fun is had as the children eat their healthy pear salads with raspberry vinaigrette.

The program is just one of several funded through a VFHY Healthy Community Action Team (HCAT) grant to the nonprofit Greater Richmond Fit4Kids, which works on improving the health and wellness of children by increasing physical activity and promoting proper nutrition.

"A lot of these projects, we wouldn't be doing them without this HCAT funding," says Greater Richmond Fit4Kids Executive Director Mary Dunne Stewart. "It helped to have the money secured when we went to other foundations and corporations to get match funding. VFHY was really the primary funder for all these projects."

In addition to creating school gardens and teaching children about growing healthy foods, other projects funded by the grant have included the Healthy Checkout Aisles partnership with MARTIN'S Food Markets, which offer healthier food options, zero-calorie beverages and healthy lifestyle and cooking magazines as opposed to sodas, candy and entertainment magazines.

Greater Richmond Fit4Kids also works with local health organizations and hospital systems to collect childhood obesity data, offers a toolkit and technical assistance to schools to improve their food environments, and hosted a major symposium on "growing healthy schools."



VFHY HEALTHY COMMUNITY ACTION TEAM GRANTS

REGION	GRANTEE	TOTAL GRANT AWARD	FY 2013 PORTION
CENTRAL	Bedford Community Health Foundation	\$63,336	\$33,181
	Central Virginia Health District	\$53,509	\$27,750
	Greater Richmond Fit4Kids	\$77,350	\$38,375
	Page County Public Schools	\$51,787	\$27,600
	Richmond Department of Social Services	\$53,161	\$24,815
	Rockingham Memorial Hospital	\$80,000	\$40,000
	Valley Community Services Board	\$72,680	\$37,080
NORTH	Alexandria Health Department	\$63,236	\$29,926
	Arlington County Parks and Recreation	\$74,032	\$37,407
SOUTHEAST	Eastern Virginia Medical School-Eastern Shore	\$79,996	\$39,998
	Eastern Virginia Medical School-Hampton Roads	\$74,498	\$39,999
	Middle Peninsula Northern Neck Community Services Board	\$69,200	\$35,100
	Suffolk Partnership	\$79,500	\$40,000
SOUTHWEST	Carilion Clinic	\$74,877	\$40,000
	Martinsville Henry County Coalition for Health and Wellness	\$66,787	\$34,564
	New River Valley Community Services	\$66,048	\$32,359
	STEP Inc.	\$21,730	\$11,265
	Virginia Tech	\$79,772	\$39,980





2013 PROGRAMS

Preschoolers have fun visiting with their puppet pals during a VFHY-funded AI's Pals prevention program for preschoolers at ACCA Child Development Center in Annandale. The program is implemented by the Fairfax-Falls Church Community Services Board via a grant from VFHY.

Since 2001, VFHY has reached more than 1 million children with classroom-based tobacco-use prevention and cessation programs in communities across Virginia.

Taught at hundreds of public schools, community centers, faith centers, day care and preschools statewide, VFHY's evidence-based 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 2013, VFHY served 50,000 youth across Virginia through 55 tobacco-use prevention grant programs. Grant recipients included a variety of organizations teaching kids from preschool through high school. VFHY has awarded more than 1,000 such grants since we started our work in 2001.

Program Evaluation

VFHY conducts trainings, site visits and ongoing monitoring to evaluate its community-based grant programs throughout implementation to ensure that each program is being completed as designed. In addition, VFHY contracts with the Virginia Commonwealth University Institute for Drug and Alcohol Studies to conduct concept mapping evaluation of VFHY grant programs for both tobacco-use and obesity prevention. This innovative strategy for program evaluation collects data related to youth attention, engagement and participation in funded programs. Concept mapping also evaluates instructor experience, assisting in reducing barriers to success and increasing the long-term sustainability of positive program outcomes beyond the initial years of the grants.





VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS THREE-YEAR GRANTS

REGION	GRANTEE	COMPENDIUM PROGRAM	FY 2013 AMOUNT	TOTAL GRANT AMOUNT
CENTRAL	Central Shenandoah Valley Office on Youth	Positive Action	\$60,000	\$180,000
	Central Virginia Community Services	Too Good For Drugs	\$54,228	\$159,356
	Chesterfield County Public Schools	Life Skills Training	\$60,000	\$180,000
	Children, Youth and Family Services	AI's Pals	\$53,072	\$158,872
	Hanover Community Services	Positive Action	\$48,319	\$151,069
	Medical Home Plus	AI's Pals	\$59,987	\$179,961
	Orange County Office on Youth	Strengthening Families	\$59,258	\$177,749
	Page County Public Schools	All Stars	\$24,860	\$40,265
	Presbyterian Homes and Family Services	Life Skills Training	\$57,460	\$171,385
	Richmond City Health District	Positive Action	\$42,050	\$98,114
	Rockbridge Area Community Services	Too Good For Drugs	\$60,000	\$179,602
	Rockingham Memorial Hospital	Project TNT	\$60,000	\$178,770
	Skyline CAP	AI's Pals	\$40,225	\$101,655
	Southside AHEC	AI's Pals	\$31,748	\$87,596
	Virginia Rural Health Resource Center	Too Good For Drugs	\$32,400	\$96,990
	YMCA of Richmond	AI's Pals	\$37,997	\$105,54
NORTH	Alexandria Community Services Board	AI's Pals	\$57,515	\$175,729
	Arlington County Community Services Board	Strengthening Families	\$58,035	\$175,413
	Boys and Girls Club of Northern Shenandoah Valley	Positive Action	\$19,770	\$52,744
	Boys and Girls Club of Greater Washington	Life Skills Training	\$40,296	\$120,288
	Ethiopian Community Development Council	Life Skills Training	\$43,121	\$131,740
	Fairfax County Neighborhood & Community Services	Project TNT and TND	\$60,000	\$180,000
	Fairfax/Falls Church Community Services Board	AI's Pals	\$60,000	\$180,000
	Fauquier Cadre	Too Good for Drugs	\$58,560	\$175,266
	Global Wellness Solutions	Too Good For Drugs and Life Skills Training	\$59,917	\$179,651
	Loudoun County Mental Health	Life Skills Training	\$54,988	\$167,456
	Manassas City Public Schools	Life Skills Training	\$23,612	\$68,447
	Smart Beginnings	AI's Pals	\$59,949	\$179,613
	Warren Coalition	Life Skills Training, Not on Tobacco	\$59,971	\$172,149
	Winchester Schools	Too Good for Drugs	\$7,392	\$14,276
	Youth Apostles	All Stars Core and Plus	\$38,302	\$112,192



VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS THREE-YEAR GRANTS

REGION	GRANTEE	COMPENDIUM PROGRAM	FY 2013 AMOUNT	TOTAL GRANT AMOUNT
SOUTHEAST	Alternatives Inc.	AI's Pals	\$60,000	\$179,772
	Boys and Girls Clubs of Southeast Virginia	Positive Action	\$56,810	\$170,405
	Boys and Girls Clubs of Virginia Peninsula	Positive Action	\$59,744	\$178,664
	Crossroads Community Services Board	Too Good for Drugs	\$51,097	\$154,207
	C. Waldo Scott Center for HOPE	Too Good for Drugs	\$23,557	\$70,155
	Eastern Shore Community Services Board	AI's Pals	\$59,852	\$179,260
	Hampton-Newport News Community Services Board	Life Skills Training	\$54,666	\$179,805
	Hampton Parks and Recreation	Positive Action	\$59,999	\$139,573
	Middle Peninsula Northern Neck Community Services Board	Life Skills Training	\$60,000	\$179,888
	Peninsula Metro YMCA	Know Your Body, SPARK	\$45,866	\$120,993
	Southside AHEC	AI's Pals, Life Skills Training	\$59,997	\$179,805
	The UP Center	Creating Lasting Family Connections	\$60,000	\$179,820
	Three Rivers Health District	Too Good for Drugs	\$36,204	\$104,441
	William Hunton YMCA	Positive Action	\$60,000	\$180,000
	YMCA South Hampton Roads	Too Good for Drugs, Youth Media Network, Strengthening Families Program	\$56,018	\$178,509
SOUTHWEST	Blue Ridge Behavioral Healthcare	Too Good for Drugs	\$41,337	\$126,999
	Galax City Schools	Life Skills Training, Youth Media Network	\$30,590	\$95,310
	Henry County Schools	Too Good for Drugs	\$49,885	\$152,408
	Highlands Community Services	Life Skills Training	\$60,000	\$180,000
	Mt. Rogers Community Services	Life Skills Training, Youth Media Network	\$39,071	\$117,213
	New River Valley Community Services	Toward No Drug Use	\$59,993	\$179,979
	Piedmont Community Services	Too Good for Drugs	\$60,000	\$180,000
	Planning District 1	Toward No Tobacco Use	\$13,150	\$42,201
	Pulaski County Schools	Too Good for Drugs, TND, Intervening with Teen Tobacco Users	\$59,445	\$178,225

Compendium

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, 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. Grantees select a compendium program and have the option of adding supplemental tobacco prevention and obesity prevention programs.

VFHY Compendium of Programs

All Stars

Al's Pals

Athletes Targeting Healthy Exercise and Nutrition Alternatives (ATHENA)

Creating Lasting Family Connections

Helping Teens Stop Using Tobacco

Intervening with Teen Tobacco Users

Know Your Body

LifeSkills Training

Media Detective Media Ready

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

GRANTEE SPOTLIGHT: Alternatives Inc.

When a second grader at an afterschool program in Tidewater was recently asked by her teacher what she would do if she was being bullied, she answered that she would talk to a trusted adult and tell them she was feeling frightened. But she also replied, "I might go to Al's Place to calm down."

She is one of the more than 7,400 children who have been reached by VFHY-funded Al's Pals classes implemented through Alternatives Inc. since 2006 at faith-based, community and military preschools and Head Start programs in Hampton, Newport News, the Historic Triangle and Poquoson.

Based around a set of brightly colored, friendly puppets that sing and interact with the kids, Al's Pals is a comprehensive prevention program aimed at delivering age-appropriate messages to children from ages 3 to 8. In addition to introducing the dangers of tobacco use, Al's Pals also addresses topics such as alcohol and child abuse prevention and how to peacefully resolve conflicts with others.

A Hampton-based nonprofit youth development agency founded in 1973, Alternatives provides Al's Pals instruction to about 1,800 children across Hampton Roads each year, a figure that continues to grow.

Al's Pals has a measurable impact on increasing pro-social skills such as expressing feelings and problem solving, while also minimizing anti-social behaviors such as temper tantrums and fighting, says Alternatives Executive Director Kathy Johnson.

Pre-k testing scores in the region have also risen since Al's Pals was introduced: "Part of school readiness is being able to function in a group setting and get along with other children. We think Al's Pals has contributed to that," Johnson says.

And by providing funds that Alternatives can supplement with state and local matching grants, she says, "VFHY's funding provides us the foundation to help continue this great work."





CAPACITY BUILDING

Each year, VFHY offers capacity building and obesity and tobacco-use prevention program training for grantees and other organizations throughout Virginia. In 2013, in collaboration with the Department of Behavioral Health and Developmental Services (DBHDS) and the Virginia Department of Health (VDH), VFHY offered 50 workshops. Through a small registration fee and scholarship funding provided by DBHDS and VDH, all trainings were “self-funded.” The following organizations and trainers were contracted to provide the listed workshops:

TRAINER	WORKSHOP(S)	AMOUNT PAID
CRP Incorporated	Leadership & Coaching: Achieving Excellence	\$600
Tom Harris	Energizing Your Classroom	\$300
Rachel Rose	From Time Out To Outstanding: How Dietary Changes Can Improve Children’s Overall Health	\$400
Voices for Virginia Children	Using Virginia Kids Count Data	\$600
Valerie Liggins-Law	Approaching A Grant Like A Pro	\$600
Moonshadow, LLC	Enhancing a Child’s Self-Esteem and Self-Efficacy Stress Management For Prevention Professionals Obesity Prevention: Healthy Eating Basics Introduction to Cultural Competency Advanced Cultural Competency	\$2,200
KB TurnKey & Associates	Using Assessment Capacity & Evaluation to Build Strong Communities Conducting a Comprehensive Needs Assessment Promoting Proven Practices and Processes for Sustainable Community-Level Outcomes Strategic Planning Coalition Building	\$4,200
Eletta Hansen	Reducing Tobacco Use Among Pregnant Teens & Young Adult Women	\$1,200
Alejandro Garcia-Barbon	Environmental & Tobacco Use Prevention & Cessation Strategies Latest Tobacco Use Trends Community Assessment How To Make Tobacco An Issue in Priority Populations	\$2,400
Gail Taylor	Preventions Changing Paradigm	\$600
Consociate Media	Like Share, Retweet, & Follow: How To Layer Social Media in Your Communications Strategy Digital Word of Mouth	\$2,800
Leading To Change	GENERATIONAL X-ROADS: When X, Y, & Boomers Collide MUSIC, POWER, ACTION: Using Today’s Music & Movies as Powerful Engagement Tools Playing With Fire: Conflict, Communications & Your True Color of Leadership	\$2,000
Circa Learning	Classrooms At Work Spice Up Prevention Programs Assessing Student Learning In The Prevention Education Classroom Engaging With Students Who Don’t Seem to Care	\$1,300



2013 MARKETING

Katelyn Lacey, Lewis Folli, and Christina Furst – members of Y Street, VFHY's award-winning volunteer group for Virginia high school students – presented information at VFHY's 2013 Weight of the State childhood obesity prevention conference about Y Street's campaigns to increase physical activity and improve nutrition for Virginia's young people.

Approach

The Virginia Foundation for Health Youth (VFHY) recognizes that not all youth are the same. Some youth will never use tobacco products regardless of VFHY's efforts. Others are very likely to use tobacco products unless someone intervenes. The latter are our target audience. Reaching these youth requires that we change their knowledge, environment and culture. VFHY's goals in each of these are:

Knowledge

Educate teens on the health, social and environmental consequences of tobacco use and encourage them to choose to live a tobacco-free lifestyle.

Environment

Encourage community stakeholders and institutions, such as parents, community leaders and schools to reject youth tobacco use, tobacco marketing to youth and tobacco sales to youth and create an environment that encourages tobacco-free lifestyle choices

Culture

Promote cultural change within the "peer crowd" of every Virginia teen to ensure that living tobacco-free is perceived as a socially desirable choice.

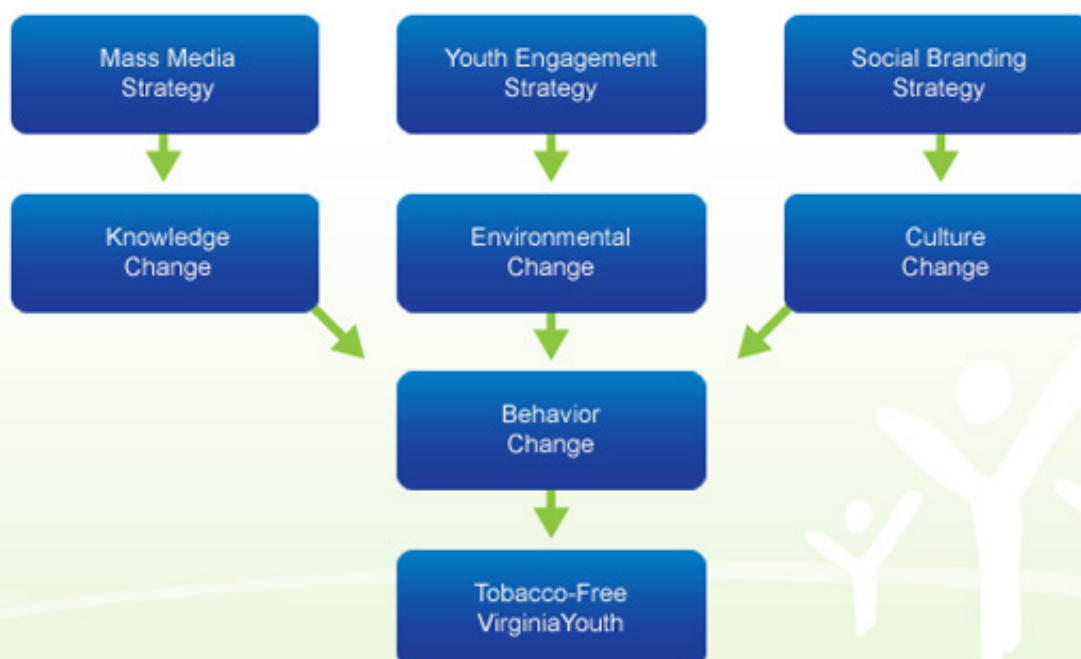


PEER CROWD:

Groups of youth who share a combination of fashion, music, language, culture, mannerisms, media consumption habits and other behaviors to define their social identity and differentiate themselves from other groups of youth.



Rather than try to address all three of these domains through a single approach, VFHY recognizes that knowledge, environment and culture are three uniquely important domains for change that require unique strategies. Consequently, VFHY has worked with its social marketing and advertising contractors to identify three separate strategies for these domains as illustrated below:



ADVERTISING

No other strategy reaches as many people as efficiently and comprehensively as mass media advertising. Through TV, radio, outdoor and social media, VFHY reaches youth in every corner of the state. In addition, advertising campaigns have been proven by the Centers for Disease Control (CDC) to reduce youth tobacco use. Consequently VFHY uses a mass media advertising approach to spread knowledge to young people statewide.

VFHY's award-winning advertising campaign, *ydouthink*, prioritizes messages and media channels that evidence shows are most likely to reach at-risk teens. To select messages, VFHY first identifies which new piece of knowledge has the potential to change behavior. Then, *ydouthink* creative ideas are developed to present the selected message in the most effective manner possible. VFHY repeats this process every six to eight weeks by creating a new

campaign with new advertisements to ensure that messages are refreshed often, constantly piquing the interest of high-risk teens.

In addition to mass media, each *ydouthink* campaign is also promoted through Facebook and YouTube. These social media channels have proven to be the most popular among Virginia teens, allowing *ydouthink* to communicate directly with teens. During each campaign, *ydouthink* has interactions with hundreds of teens through comments and direct messages. Each conversation deepens the brand's message and allows *ydouthink* to interact with even the most skeptical high-risk youth.

Since 2001, *ydouthink* has produced and aired more than 100 TV commercials and hundreds more radio, outdoor and interactive ads.





YOUTH ENGAGEMENT

Some youth are proud to be tobacco-free and want to help make their world more tobacco-free. These leaders can contribute significantly to the health of Virginia's youth if their passion can be channeled towards tangible change. Through a hands-on, six-year process of trying different models of youth engagement, VFHY discovered strategies to engage youth in projects and events that contribute to environmental change. This includes reaching parents, community leaders and other stakeholders who have the power to change the environments where youth live and make them more conducive to tobacco-free lifestyles.

Youth engagement for tobacco prevention is defined by the Centers for Disease Control (CDC) as providing the opportunity for young people to gain the ability and authority to make decisions that help improve the policy environment, change social norms and reduce smoking initiation and consumption in their communities. In 2004, VFHY launched its youth volunteer program, Y Street, to engage youth in changing tobacco use norms. Over the years, Y Street has evolved constantly to adopt the most cost-effective strategies that engage the largest numbers of

youth. In addition, when the Virginia legislature asked VFHY to tackle childhood obesity prevention in 2009, Y Street was the first VFHY program to step up by expanding its scope to include both tobacco-use and childhood obesity prevention.

Today, Y Street is one of the nation's largest and most efficient youth engagement programs, each year training more than 600 new high school students. Combined with youth trained in prior years, they complete more than 1,500 tobacco and obesity projects and volunteer more than 3,000 hours annually.

The Y Street model simplifies how youth are engaged in changing their environment. First, campaigns are created that focus on clear, short-term goals, such as educating adults about clean indoor air or the benefits of physical education in public schools. Next, Measures of Progress (MOPs) are created for each campaign. MOPs are tangible outcomes that document incremental steps towards the campaign's goals, such as testimonials, surveys, message cards, etc. Then, youth volunteers develop events and projects that focus on the completion of these MOPs. Youth are empowered to produce any kind of project or event, allowing them to be creative while at the same time focusing all youth efforts on

the overall campaign outcomes. In addition, MOPs help youth volunteers measure the impact of their projects, which keeps them motivated and encourages them to create more effective strategies.

As MOPs build up, Y Street youth volunteers are able to advocate for policy changes, such as preventing tobacco products from being advertised to youth, etc. Through this process, Y Street youth have completed more than 50,000 MOPs, leading to results

such as reports on Virginians' opinions of clean indoor air. Y Street youth volunteers have even been invited to testify before the FDA and to participate in press conferences with the Governor of Virginia and the U.S. Surgeon General. They also meet with key government and community leaders to share the opinions and knowledge they have gathered from their community projects.

Super Hero Rock Stars – Y Street's Amazing Youth Activists

Since 2004, VFHY's youth engagement program, Y Street, has trained more than 6,000 youth to be agents of change in their communities. Each year, a dedicated group of these youth, called Y-Sters, become members of the Y Street Leadership Team (YSLT). Julie Welch and Emma Rosen are two leaders of the YSLT who work hard for Y Street's goal of creating a healthier Virginia.

A senior at James Madison High School, Julie has been a Y-Ster for three years. "I have always wanted a way to do my part to better my community and Y Street gave me that opportunity."

Julie works on Y Street's obesity prevention campaign, ActOut, which asks Virginia school boards to individually implement 30 minutes of daily physical education. Julie's personal reason for supporting ActOut is a family member

with diabetes. "Making 30 minutes a day of physical education mandatory would help to keep children healthy, and decrease the chance of a child being diagnosed with type two diabetes," Julie says. Julie helped present the ActOut campaign at the 2013 National Childhood Obesity Conference in California. "I was so proud that I was chosen to represent Y Street and Virginia. I learned so much and had the experience of a lifetime."

Emma Rosen is also a senior at James Madison and has been a Y-Ster for three years. "I volunteer for Y Street not only because I care about the health and well-being of my community, but also so I can learn the life-long skills that are involved with taking initiative and reaching out."

Emma works on Y Street's (dis)tasteful campaign to raise awareness about the dangers of flavored tobacco. Emma supports (dis)tasteful because, "I support a world without

flavored tobacco products. I have seen the brightly colored packaging of these products and I know that tobacco companies are attracting the attention of little kids." Last June, Emma and the YSLT presented (dis)tasteful to the FDA's Center for Tobacco Products. "Practicing our group presentation formed a sense of camaraderie among the YSLT, and delivering the presentation, a sense of great purpose," said Emma.

Keep up with Y Street's campaigns on Facebook (FB.com/YStreetVA) and Twitter (@YStreetVA).



CULTURE CHANGE

Adults often cite “peer pressure” as the reason youth begin to smoke. But in reality, the reasons are more complicated than that. Few youth experience an isolated incident where one youth pressures him or her to smoke a cigarette. Instead, youth are more likely to experience an internalized pressure to use tobacco products from their peer crowd as a whole. When they believe smoking is norm in their culture, they begin to feel the pressure to adopt the behavior. But peer crowds aren’t all bad; some promote tobacco-free norms. Consequently, VFHY has focused on identifying the peer crowds that are associated with tobacco use and then utilizes Social Branding strategies to change the norms within those peer crowds to promote tobacco-free lifestyles

The only way to eliminate a young person’s desire to use tobacco is to make it uncool. But that’s easier said than done. Changing cultural norms among young people requires penetrating their peer crowd in an authentic manner. To do this, VFHY first has to identify and understand the most common peer crowds in Virginia and determine which of these niche youth cultures are most likely to use tobacco products.

With the help of its contractors Rescue Social Change Group and Market Decisions Health Care Research, VFHY has collected ongoing data on the most common peer crowds in Virginia. Five peer crowds are present in nearly every high school and each has a different tobacco use rate.

How SYKE Works

Syke is VFHY’s campaign to reach the Alternative peer crowd by delivering messages at rock concerts as well as direct mail and social media. From 2011 to 2013, cigarette use among teens in the Alternative peer crowd decreased at nearly double the rate of the non-Alternative group. The Syke campaign continues to promote tobacco-free living as the norm in this unique population.



Y Street volunteers met with Mitch Zeller, director of the U.S. Food and Drug Administration's (FDA) Center for Tobacco Products (CTP).

Changing the norms within each of these peer crowds requires strategies that are tailored to the unique images, language and media that define their culture. Using Rescue Social Change Group’s Social Branding model, VFHY reaches these high-risk teens in their own social venues to associate being tobacco-free with the situations where tobacco use is most likely to occur. In addition, Social Branding campaigns recruit influencers from each peer crowd and train them on tobacco control facts and messages, creating change agents within each high-risk culture.

VFHY began this strategy with the Alternative and Country/Rural peer crowds, which exhibit higher smoking rates than some other peer crowds. SYKE and Down & Dirty campaigns target the Alternative and Country/Rural peer crowds, respectively, by hosting youth events, conducting social media campaigns, sending direct mail and training influencers. Collectively, these strategies strive to create change from within each peer crowd, reducing the pressure for current and future teens within that peer crowd to use tobacco products.



RESEARCH & EVALUATION

Ensuring VFHY's marketing efforts are effective is just as important as implementing them over time. VFHY develops and improves these strategies overtime using comprehensive research with current and likely tobacco users. Then VFHY tracks and evaluates each effort through a comprehensive evaluation model that monitors statewide youth tobacco use.

The original *ydouthink* advertising campaign was based on the most extensive youth marketing research ever conducted in Virginia. VFHY continues to study and survey tobacco-related attitudes among Virginia middle and high school students, aiding us to further understand the associations between identity and tobacco for individuals in the different peer crowds of youth existing in Virginia.

CONTRACTORS

VFHY currently works with three contractors for its marketing campaign:

Market Decisions Health Care Research (\$67,944)

Market Decisions Healthcare Research (MD/HRC) was founded in 1977 and has served clients in 25 states. They conduct large-scale telephone surveys, mail/paper surveys, online surveys and focus groups for health care providers and government. MD/HRC has been active in tobacco cessation and prevention evaluation since 2001 and has conducted both telephone and in-school paper surveys on tobacco use prevalence and obesity for VFHY since 2009. Learn more at marketdecisions.com.

Barber Martin Agency (\$1,534,234.25)

Barber Martin Agency, one of the most stable and well-respected advertising agencies in Virginia, has served as the VFHY's creative and media strategy partner for several years. Founded in 1988, the agency was built almost exclusively with retail clients, which provides great experience, because in retail, results are everything. Barber Martin's track record of achieving results is part and parcel of its core competencies – strategic brand development, digital integration, print, television, radio, media planning and placement, out-of-home, new media and social media. Learn more at BarberMartin.com.

Rescue Social Change Group (\$1,334,820.82)

A VFHY contractor since 2004, Rescue Social Change Group (Rescue SCG) is a social marketing agency focused exclusively on behavior change programs. Rescue SCG developed the Social Branding and Outcome Oriented Youth Engagement models utilized by VFHY and manages their implementation through the Y Street, Syke and Down & Dirty programs. Rescue SCG also develops creative media for the *ydouthink* campaign and manages the campaign's social media presence.



2013 RESEARCH

Researchers (L to R) M. Imad Damaj, Ph.D., of Virginia Commonwealth University, Jessica Irons, Ph.D., of James Madison University and Patricia J. Hollen, Ph.D., RN, FAAN, of the University of Virginia judge research students' posters during a VFHY-funded research conference in April 2012.



George Mason University

Mechanisms of Adolescent Vulnerability to Neurobehavioral Effects of Nicotine

Grant Award Amount: \$133,837

Principal Investigator: Bob Smith, Ph.D.

Co PI: Craig G. McDonald, Ph.D., Department of Psychology

Collaborating Partners: GMU Molecular and Microbiology Department



The work will investigate whether key adolescent factors sensitive to nicotine - rapid preference development and persisting changes in brain connectivity - are associated with specific biological mechanisms. It will lay the groundwork for possible adolescent-specific measures which may disrupt these and prevent development of addiction, provide specific information useful in education and prevent efforts, and bring some closure to 'the story' of biological adolescent vulnerability to nicotine, to be incorporated into education/prevention programs.

In this one-year grant, GMU researchers made excellent progress identifying the mechanisms underlying two phenomena particular to adolescent nicotine. First, that adolescent nicotine-induced dendritic extension we first identified in *n. accumbens* requires activation of dopamine D1 synapses - administering a D1 inhibitor with each dose of nicotine completely blocks the extension effect. And, that the extension effect develops rapidly. Unlike the original study, where researchers waited four weeks after conclusion of dosing to sacrifice the animals for evaluation, animals were sacrificed immediately after the conclusion of dosing [and the dosing period was shorter than in the original], and found the extension well developed in animals given nicotine without the D1 blocker. Finally for dendritic growth, researchers found that dendritic elaboration in Nic-treated animals is accompanied by an increase in dendritic spines [presumptive evidence of new synaptic connections]. However, the increase in spines was not blocked by D1 inhibitor, indicating that spine proliferation and dendritic extension by adolescent nicotine operate through different underlying mechanisms. Coupling the spine data with previous dendritic extension findings confirms that adolescent nicotine alters synaptic connectivity, on a persisting basis. This confirms earlier suspicion that adolescent nicotine 'resculpts' brain development.

Involvement of multiple mechanisms in effects of adolescent nicotine renders it unlikely that a biological treatment to reverse nicotine effects can be developed, and hence suggests that prevention is the most likely tool to be effective in combatting the neurological changes that adolescent nicotine induces. Defining these biological effects of nicotine, which persist into adulthood, emphasizes the importance of preventing use.

George Mason University

What Social and Molecular Factors Drive Nicotine Preference in Adolescent Mice?

Grant Award Amount: \$364,088

Principal Investigator: Karl Fryxell, Ph.D., School of Systems Biology

Collaborating Partner: Virginia Commonwealth University



In Year One, GMU researchers are investigating the relationship between stress, social isolation, and adolescent nicotine use. In addition to behavioral assays, the research focuses on the D2 dopamine receptor, which plays a key role in all drugs of abuse and which has previously shown a dramatic, adolescent-specific response to first nicotine exposure. In the present project, researchers are also investigating the adolescent functions of the *Cd81* gene, which they have previously shown is able to limit voluntary nicotine consumption and to limit stress reactivity in adult mice. GMU researchers have begun nicotine dosing, sacrifice, and processing of adolescent mice, to determine the time course of the D2 response to the first nicotine dose at both the protein and mRNA levels. Approximately 10 mice have been processed to date. They are dissecting and freezing brain areas from the left vs. right sides of the brain separately, in order to facilitate analysis of both protein and mRNA. This doubles the number of samples affecting nicotine use and prevention.

Virginia Commonwealth University

Virginia Youth Tobacco Projects Research Coalition Core



Grant Award Amount: \$449,789

Principal Investigators: Robert L. Balster, Ph.D., Alison Breland, Ph.D., J. Randy Koch, Ph.D., Institute for Drug and Alcohol Studies

Collaborating Partners: Virginia Youth Tobacco Projects Research Coalition -- 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

With funding from the Virginia Foundation for Healthy Youth (VFHY), the Virginia Youth Tobacco Projects (VYTP) Research Coalition was established in 2002 to advance the prevention of youth tobacco use through an integrated program of basic and applied research, research translation and dissemination. The VYTP Research Coalition was funded for an additional three years (beginning July 1, 2012) to continue its successful efforts of the previous 9 years.

Major accomplishments for the past year include:

A request for applications (RFA) was released in August 2012 soliciting proposals for the next round of the VYTP Small Grants Program. Six applications were submitted from five universities, with two excellent applications selected for funding beginning in January 2013. A second RFA was released in February 2013 that resulted in five applications from four universities. Three applications were selected for funding with start dates in July 2013. 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 was held on February 28 and March 1, 2013 that featured final report presentations on the VFHY-funded large research grants and VYTP small grants from the FY 2009-12 grant period, as well as presentations on the newly funded large and small grants for the FY 2013-15. In addition, a workshop was conducted, and an overview and preliminary results were presented on a set of evaluation studies of the VFHY-funded prevention programs.

GRANTEE SPOTLIGHT

Dr. Bob Smith, George Mason University

Very few people are happier at the prospect of working around a bunch of rats than Bob Smith.

VFHY's longest continuously funded university researcher, Smith is a professor of psychology and former department chair at George Mason University. Through more than a decade of VFHY-funded work with laboratory rats, Smith discovered that the adolescent brain is anatomically, functionally and permanently changed by the use of nicotine.

"It's been really eye-opening," says Smith, who is transitioning into retirement but plans to remain involved with VFHY. "We've now really got definitive evidence that adolescent nicotine [use] ... causes some widespread remodeling in the brain."

His research findings have been published in numerous neuroscience journals and in 2013 he delivered a well-received presentation at a conference held by the International Society for Developmental Psychobiology.

Smith found that just one use causes changes in the adolescent brain with "enduring effects to addiction- and emotion-related behaviors" into adulthood. Cooperative research by GMU Assistant Psychology Professor Craig McDonald has confirmed that college students who smoked as teens express differences in how they process information compared to students who have never smoked.

"Preventing it, I think, is the only way to avoid nicotine-induced changes in the brain," Smith says, "so that makes it doubly important that kids not begin to smoke. Nicotine for adolescents seems to be a very bad idea."





Overall, the VYTP Research Coalition has been extremely successful in building a strong program of research on the causes and prevention of youth tobacco use. It has facilitated the entry of both junior and senior researchers into this field of research and stimulated collaborations across institutional and disciplinary boundaries. Its success can also be seen by the tremendous productivity of its participating faculty, who in FY 2013 submitted 11 grant applications (6 funded), published or submitted for publication over 34 manuscripts, and made more than 35 conference presentations on youth tobacco use.

Virginia Commonwealth University

Exercise and Environmental Enrichment to Prevent Nicotine Addiction in Adolescent Males and Females



Grant Award Amount: \$449,974

Principal Investigators: *Darlene H. Brunzell, Ph.D., Department of Pharmacology and Toxicology*
Co PI: Wendy Lynch, University of Virginia

Collaborating Partners: *University of Virginia*

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. During Year One, researchers at VCU and UVA have expanded upon their previous work to assess the nature of sex differences in responsiveness of animals to an exercise intervention for nicotine use. Consistent with studies in teens, they found that females benefitted from exercise or enrichment but that males required exercise during forced abstinence in order to show reductions in nicotine-seeking. Since rats and humans have the same brain areas, neurotransmitters and hormones that support nicotine use, the preclinical findings suggest that a biological component may contribute to this difference between adolescent males and females, something that will be further assessed in the coming year. As the best prognosis for tobacco cessation is to never begin smoking, the primary goal of the next series of studies is to determine whether exercise and environmental enrichment will prevent initiation of nicotine use in adolescent male and female rats. The preliminary data suggest that exercise is highly effective at preventing males from initiating use of nicotine. In the assessment of how exercise and nicotine affect the neurochemistry of brain areas that support exercise and tobacco use, the data thus

far suggest that exercise may act as a healthy substitute for nicotine. Although studies need to be performed in teens to affirm how exercise reduces smoking behavior, these preclinical data suggest that exercise may be a healthy substitute for stimulation of reward pathways and may “take the edge off” during withdrawal.

Virginia Commonwealth University

Reducing Teen Tobacco Use Via Text Messaging: Motivational Interviewing Integrated with Social Network Counseling



Grant Award Amount: \$449,867

Principal Investigators: *Michael Mason, Ph.D., Department of Psychiatry, Commonwealth Institute for Child and Family Studies*

Collaborating Partners: *Richmond Behavioral Health Authority*

The purpose of this study is to test an innovative intervention that seeks to interrupt tobacco use of a sample of Virginia youth using evidence-based messaging delivered via mobile phone text messages. A secondary goal of the study is to characterize the geographic nature (density/distance) of tobacco selling outlets in relation to participating adolescents' routine locations and examine the effects on tobacco use over time. The use of Ecological Momentary Assessment (EMA) methodology will measure tobacco use events at these locations, while also simultaneously assessing psychological states (affect and cognition) and other behaviors in real-time, providing a mechanism for collecting repeated measurement in natural contexts throughout the day. The combination of place-based social network and EMA data will generate a fine-grained longitudinal data set, where behavioral events can be situated in specific locations, and participant evaluations and feelings can also be associated with these events.

Subject recruitment/enrollment began in May 2013. Researchers have enrolled 21 subjects into the study. The recruitment goal is to enroll 11 participants per month. Each subject completes a baseline “full battery” on-line survey, receives text interventions the first week after their enrollment, and completes the EMA – phone-based surveys (ecological momentary assessment) every month. Researchers at VCU are optimistic about recruiting and retaining 200 adolescents in the study over the three-year grant term. They are applying proven techniques and strategies to ensure high-quality data collection, ethical standards are maintained, and high follow-up rates throughout the course of the study.

Virginia Commonwealth University

Can Parents Help Prevent Youth Tobacco Use? An Evaluation of Two Evidence-based Parenting Programs



Grant Award Amount: \$449,973

Principal Investigators: *Rosalie Corona, Ph.D., Department of Psychology, VCU Clark-Hill Institute for Positive Youth Development*

Collaborating Partners: *Richmond City Public Schools*

The overall goal of the proposed project is to determine the combined effectiveness of two evidence-based parent-focused programs (Family Check Up and Staying Connected with Your Teen) for decreasing adolescents' tobacco use, intentions to use tobacco and other risk behaviors by increasing parental monitoring, improving parent-adolescent communication about tobacco use and the parent-child relationship in a sample of youth referred for truancy. The current project has several strengths, including a focus on an understudied group of high-risk youth (i.e., youth who are truant) and has potential to contribute to the national and local discourse on youth tobacco prevention. Findings from this study could provide the local community with a new strategy for preventing tobacco use (i.e., self-directed programs) and also ways of engaging families in youth tobacco prevention efforts (i.e., using motivational interviewing techniques to increase families' readiness for change).

In Year One, the researchers: (a) obtained IRB approval; (b) created the CAPIs for the adolescent and parent surveys; (c) developed procedures with the schools for recruiting families for the research project (especially for families in the control condition); (d) hired and trained assessors for data collection and staff to recruit participants; and, (e) collected data from seven families in the control condition.



STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS

BALANCE SHEET

For the Fiscal Year Ended June 30, 2013

	Governmental Funds
	Special Revenue
ASSETS:	
Cash and cash equivalents held by the Treasurer of Virginia (Note 1-A)	\$10,888,625
*Investments Held by the Treasurer (Note 1-B)	\$0
Lease Deposits (Note 2-A)	\$6,366
Prepaid Expenses (Note 2-B)	\$5,364
Capital Assets, net of accumulated depreciation: (Note 3)	\$0
Operating equipment	\$0
TOTAL ASSETS	\$10,900,355
LIABILITIES:	
Accounts Payable (Note 4-A)	\$9,973
Accrued Payroll (Note 4-B)	\$78,758
Obligations Under Security Lend (Note 1-B)	\$0
Grants Payable (Note 4-C)	\$747,758
Compensated absences (Note 5)	\$96,527
Total Liabilities	\$933,017
NET ASSETS:	
Investment in Capital Assets, net of related debt	\$0
Unrestricted	\$9,967,338
Total net assets	\$9,967,338

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 FY13.



STATEMENT OF ACTIVITIES AND CHANGES IN FUND BALANCE

For the Fiscal Year Ended June 30, 2013

REVENUES:

Master Settlement payments (Notes 6 and 11)	14,495,615
Interest Income (Note 6)	\$0
* Proceeds from securities lending transactions (Note 1-B)	\$0
Grants and other revenues (Note 6)	34,396
Total Revenues	14,530,011**

	Expenses	Adjustments	Net (Expense) Revenue and Changes in Net Assets
EXPENDITURES:			
Tobacco Settlement Expense:			
Administration (Note 7)	921,865	\$0	-\$921,865
Depreciation Expense (Note 3)	\$0	\$0	\$0
Expenses for Securities Lending (Note 1-B)	\$0	\$0	\$0
Marketing (Note 4-C)	2,817,678	\$0	-\$2,817,678
Program Expense (Note 8)	3,012,177	\$0	-\$3,012,177
Research and Evaluation (Note 9)	1,221,592	\$0	-\$1,221,592
Obesity (Note 8)	867,514	\$0	-\$867,514
Grant Program Expenses (Note 8)	10,000	\$0	-\$10,000
Inter-Agency Expenses (Note 10)	65,000	\$0	-\$65,000
State General Fund Transfers Out (Note 11)	4,008,972	\$0	-\$4,008,972**
Total Expenditures	\$12,924,797		-\$12,924,797

Excess (deficiency) of revenue over expenditures 1,605,213

Fund Balance/Net Assets, July 1, 2012 **\$8,362,125**

Fund Balance/Net Assets, June 30, 2013 **\$9,967,338**

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 this year.

** FY13's revenues included the transfer of approximately \$4 million for funds released from escrow per legislation.



NOTES TO FINANCIAL STATEMENTS

As of June 30, 2013

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

Cash with the Treasurer of Virginia	
	\$10,888,625
Investments held by the Treasurer of Va.	
	0

Total cash, cash equivalents, and investments

\$10,888,625

Note 2: LEASE DEPOSITS and RENTS

- A. VFHY rents office space at 701 E. Franklin for the main office and as of June 30, 2013 had field staff offices located in Fork Union, Blacksburg, and Hayes, Virginia. Three leases required deposits. The Richmond office is \$5,126, Hayes office is \$840, and Fork Union office is \$400 for a total of \$6,366 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, 2013 VFHY had prepaid expense of rents totaling \$5,364.

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, 2013 totaled \$9,973.

B. Accrued Payroll

All VFHY employees are paid on a semi-monthly schedule. Accrued payroll expenses of \$78,758 represents work performed prior to June 30, 2013 but registered in FY14 Commonwealth Accounting Reconciliation System.

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 and childhood obesity. At the end of the fiscal year there were outstanding payables for which VFHY had received invoices in the amount of \$747,758.



NOTES TO FINANCIAL STATEMENTS continued

As of June 30, 2013

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, 2013. The \$96,527 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 FY14. Balances for staff with longer years of service were based on the allowable carry forward amounts. As a result, it has been determined that \$51,341 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 8.5% of Virginia's share of the Master Settlement Agreement (MSA) negotiated between the various Attorneys General and the tobacco manufacturers in 1998. In FY 2013, the VFHY received \$14,495,615 in MSA payments and \$0 in interest payments. VFHY did not receive the full 8.5% due to deposits made into a dispute escrow fund by participating tobacco manufacturers resulting from estimated decreases in market share to non-participating manufacturers. Approximately \$4 million of MSA revenue was from the release of funds held in escrow, but were reverted back to the Commonwealth per legislation. VFHY received grant funds from VDH to broaden scope of services in community projects for prevention of obesity and tobacco use prevention.

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, some 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 research, evaluation of tobacco use prevention programs, evaluation of the statewide marketing campaign as well as a statewide Youth 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, this year included the transfer of approximately \$4 million for funds released through escrow per legislation.



Martha S. Mavredes, CPA
Auditor of Public Accounts

Commonwealth of Virginia

Auditor of Public Accounts

P.O. Box 1295
Richmond, Virginia 23218

December 10, 2013

The Honorable Robert F. McDonnell
Governor of Virginia

The Honorable John M. O'Bannon, III
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, 2013. 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 and the Foundation's financial 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 significance and 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
Contractual 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 and the Foundation's financial 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 financial 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 December 17, 2013.

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

A handwritten signature in black ink, reading 'Marilyn S. Maxwell'.

AUDITOR OF PUBLIC ACCOUNTS

GDS/clj



2013

ANNUAL REPORT

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