

**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 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 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 VFHY began its work, youth tobacco use in Virginia has seen great declines. Smoking among high school students has been cut by more than 60 percent, from 28.6 percent in 2001 to 11.1 percent in 2013. Smoking among middle school students has dropped by more than 75 percent, from 10.6 percent in 2001 to 2.5 percent in 2013.

Due to VFHY's success at reducing youth tobacco use in the Commonwealth and delivering prevention messaging to young people, the General Assembly gave VFHY 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 four high school students is obese or overweight. Obesity prevalence among high school students in Virginia is 12 percent, slightly lower than the national obesity rate of 13.7 percent. The highest rates of obesity and overweight among Virginia high school students are found in Southwest Virginia, where approximately one in three students are obese or overweight. Among adults, Virginia ranks 27th in the nation for overweight/obesity, with more than 60 percent of Virginia adults considered 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. Experts fear that due to the obesity epidemic, this may be the first generation of children to have shorter life expectancies than their parents.

Since beginning work on its expanded mission, VFHY has instituted a series of community-based grants to help form and/or strengthen community partnerships 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 the Weight of the State conferences focusing on childhood obesity prevention. Other VFHY childhood obesity prevention initiatives include utilizing VFHY's award-winning teen volunteer group, Y Street, 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 its budget toward childhood obesity prevention efforts.

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

In 2014, VFHY awarded its third round of two-year HCAT childhood obesity prevention grants. VFHY awarded \$1.19 million in HCAT grants for FY15 and FY16 to establish and/or support 20 community partnerships 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 promising practices in childhood obesity prevention suggested by the national Institute of Medicine (IOM) and the Centers for Disease Control and Prevention (CDC). (A list of grant recipients can be found on page 10 of this report.)

VFHY's HCAT grantees implement a variety of IOM/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 FY15-16 HCAT grantee programs include: Arlington County, Alexandria, Augusta County, the Eastern Shore, Halifax County, Hampton Roads, Harrisonburg, Henry County, Lee County, Martinsville, the Middle Peninsula, New River Valley, Northern Neck, Norton, Page County, Richmond, Roanoke, Rockbridge County, Scott County, Smyth County, Stafford, Suffolk, Warren County and Wise County.

Additionally, VFHY will hold its fourth Weight of the State childhood obesity conference in April 2015. The conference will feature 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. About 20 plenary and breakout sessions will provide participants with information about emerging practices in childhood obesity prevention and replicable models for participants to take back to their communities. More than 400 stakeholders, including leaders from education, healthcare, community engagement, agriculture, transportation and public health will attend the conference to share best practices and hear from experts about

emerging trends in childhood obesity prevention. The 2015 conference will highlight First Lady of Virginia Dorothy McAuliffe's "Bridging the Nutritional Divide" initiative.

VFHY also holds Virginia Healthy Youth Day events every January to promote increased physical activity and better nutrition for children. Established by a Virginia General Assembly resolution, Virginia Healthy Youth Day is sponsored by VFHY and promotes healthy lifestyles for Virginia's children, including eating right, exercising and not using tobacco products. The fifth annual Virginia Healthy Youth Day was held on Jan. 15, 2014. Past Virginia Healthy Youth Day events have been a great success: In 2013, more than 5,600 children participated in more than 20 locations across Virginia from Northern Virginia to far Southwest Virginia. The 2014 Virginia Healthy Youth Day flagship event was held at the University of Richmond's Robins Center and more than 1,600 children from Richmond-area public schools participated.

Other major VFHY childhood obesity prevention initiatives to promote healthy eating and active living for youth and families include partnering with the First Lady of Virginia, developing statewide awareness initiatives and engaging youth in obesity prevention.

VFHY is partnering with First Lady of Virginia Dorothy McAuliffe on her initiative, "Bridging the Nutritional Divide," which focuses on the areas of childhood nutrition and food security. Through this partnership, VFHY works in cross-agency collaborations with DOE, VDH the Department of Agriculture and Consumer Services, DSS and other agencies to improve food delivery systems so that nutritious and fresh food products are more accessible to Virginia's children and families. Specific projects focus on increasing participation in Virginia's Summer Food Service Program, marketing Supplemental Nutrition Assistance Program (SNAP) access and increasing SNAP participation at farmers' markets and targeting regions of Virginia with high needs for nutrition assistance and education. VFHY is also spearheading a school breakfast initiative, engaging groups across the state including the Virginia School Nutrition Association and school and community partners, promoting school breakfast as a strategy to improve health and education outcomes.

Each year VFHY hosts Rev Your Bev, a statewide initiative to raise awareness about the health effects of consuming sugar-sweetened beverages. Rev Your Bev brings community groups, educators and health advocates together to change the way Virginians think about beverages. Since 2013 more than 100,000 Virginians and approximately 420 partner organizations have participated in Rev Your Bev events across the state. The Rev Your Bev initiative culminates each May when partners celebrate Rev Your Bev Day with interactive displays and educational opportunities. In addition to raising awareness about sugary drinks, Rev Your Bev Day events collect information via surveys to learn Virginians' perceptions of sugary drinks. Previous Rev Your Bev survey results revealed that Virginians of all ages are unaware of the health effects of sugar-sweetened beverages. Additionally, data from the surveys indicate that individuals living in Southwest Virginia drink more sugar-sweetened beverages than individuals who live in other regions of Virginia. This finding has sparked plans for a regional Rev Your Bev focus in Southwest Virginia in 2015.

Y Street, VFHY's award-winning, youth-led, volunteer initiative, has also embarked on projects related to nutrition and physical activity. To date, almost 7,000 teens have participated in Y Street across Virginia. Y Street members help improve the policy environment, change social norms and increase awareness of health issues that are important to them.

Y Street has selected two campaigns to improve the nutrition and physical activity environments in Virginia. Y Street's ActOut Campaign has engaged Virginia school districts and encourages schools to implement physical education each day. In 2013 Y Street released the results of a survey showing that 94 percent of Virginians support requiring at least 30 minutes of daily physical education in elementary and middle schools. During FY15 teen Y Street volunteers shared their survey findings with local school district leaders including school boards and principals.

To improve nutrition and address food deserts in Virginia, Y Street has launched Fresh Spot to increase community access to fresh, affordable, locally grown produce through neighborhood corner stores and supermarkets. Through Fresh Spot, Y Street members collect information about the availability and accessibility of fresh, nutritious foods and provide consumer education on gaps in access to healthy foods. The goal of Fresh Spot is to increase the number of stores offering healthy, fresh food options to customers in communities across Virginia.

Held each May, Screen-Free Week is a national initiative to encourage children and families to get unplugged from televisions, computers and electronic devices and find fun ways to be physically active instead. VFHY has partnered with the Virginia Chapter of the American Academy of Pediatrics, early childhood education advocates and local librarians for Screen-Free Week activities.

VFHY partners annually with VDOT each October to observe national Walk to School Day, an event to encourage safe walking and biking to school. In FY2014 more than 185 schools across Virginia participated in Walk to School Day.

VFHY also celebrates National Childhood Obesity Awareness month each September by highlighting the successes of local VFHY grantees working in their communities to promote healthy eating, physical activity and obesity prevention.

Finally, VFHY collaborated with VDH to administer the Virginia Youth Survey. This biennial statewide youth health survey, which was administered in fall 2013, provides information on nutrition, physical activity and other health behaviors for Virginia middle and high school students. Through this partnership, VFHY and VDH are reducing the overall cost of conducting multiple surveys and the burden on schools. Additionally, for the first time, the data

collection provides regional statistics, which will assist in determining geographic areas with the greatest need for services or intervention.

FY 2015 CHILDHOOD OBESITY FUNDING OVERVIEW

HCAT grants	\$673,177
Healthy Youth Day	\$3,000
Marketing initiatives	\$150,000
Virginia Youth Survey	\$50,000
Conferences and trainings	\$15,000
Grants management/operational costs	\$140,000
TOTAL	\$1,031,177

HEALTHY COMMUNITY ACTION TEAMS (HCAT) GRANT RECIPIENTS

ORGANIZATION / PROJECT	FY15 BUDGET	FY16 BUDGET	PURPOSE
<p>Alexandria Health Department</p> <p>Alexandria Childhood Obesity Action Network (A-COAN)</p>	\$34,062	\$28,656	<p>Healthy vending The HCAT/A-COAN will expand and move forward its existing healthy vending machine initiatives in City facilities: In an effort to encourage use and increase user satisfaction, the HCAT will initially focus on machine-users there. Using lessons learned from its experience, the HCAT will promote the healthy vending initiative community-wide.</p> <p>Healthy food preparation Having doubled the number of trained Master Food Volunteers with prior VFHY funding, and helped increase MFVs capacity to provide programming in the community, the HCAT will build on successes and continue their efforts by utilizing trained MFVs to advance healthy food preparation knowledge in afterschool programs and community recreation centers.</p> <p>Encourage the use of farmers’ markets by SNAP recipients The HCAT will use funding for outreach and promotional activities to encourage the use of farmers’ markets by Supplemental Nutrition Assistance Program (SNAP) recipients. Additionally, the HCAT plans to improve access to healthy, affordable food by modifying city code to allow mobile farmers’ markets greater access to populations lacking convenient access to healthy foods.</p> <p>Breastfeeding-friendly worksites Previous VFHY grant funding allowed the HCAT/A-COAN to incentivize the use of lactation rooms, which allowed the</p>

			<p>implementation of twenty eight lactation rooms throughout city departments. The HCAT will use their expertise to broaden the 'Business Case for Breastfeeding' program community-wide. With the development of a 'breastfeeding in business' advisory group, the HCAT will support community businesses to develop policies and practices to encourage breastfeeding in workplaces throughout Alexandria.</p>
<p>Arlington County Department of Parks and Recreation</p> <p>Arlington County HCAT Childhood Obesity Initiative</p>	\$22,243	\$7,043	<p>The Arlington County HCAT will take steps to fight childhood obesity by strengthening the existing coalition and addressing access to nutritious foods in education and government-run programs. By June 2016, the HCAT intends to make 100% of the 85 vending machines in all 38 public schools meet enhanced nutrition standards.</p> <p>The HCAT wants to provide a universal environment where families can go to any community center, library or school and be greeted with the same healthy foods and beverages in vending machines.</p> <p>To focus on sustainability, the HCAT will reengage existing members, add new partners to support new initiatives, and concentrate on diversifying its financial base. The HCAT will explore the possibilities for partnership with local nonprofit organizations as well as increasing the capacity to solicit alternative funding.</p>
<p>Carilion Clinic</p> <p>PATH (Positive Action Toward Health) Coalition</p>	\$35,134	\$25,566	<p>The PATH Coalition is entering an expansion and sustainability phase, having completed a community assessment, strategic plan, and advocacy platform, compelling a tripling of its participants. In FY15-16 PATH will extend its obesity reduction strategies and assessment methods to more age groups and another high need area of Roanoke. PATH aims to add an even more diverse range of partners to bolster its impact and sustainability. PATH will pursue social</p>

	<p>entrepreneurial concepts (like the Community Kitchen), longer-term funding sources (such as United Way), short-term start-up grants, business sponsors, and fundraising events. PATH will use FY15-16 funds to expand into Southeast Roanoke, an impoverished, crime-ridden, medically underserved high need area. Two new gardens will be built and educational efforts will be expanded to reach children from preschool through high school in connection with the gardens and fresh food markets. Incentives for buying healthier foods will be provided. Incentive campaigns (Stairway Stars), events (Walk to School), and changing spaces (tennis court conversions, Safe Route to School improvements) are planned. A media campaign and contest will promote "Movin' On Up To Better Health!" Doctors, employers, schools, faith organizations, and public facilities will work with PATH to promote policies and programs for healthier eating and activity. By documenting its impact, PATH will be positioned for sustaining its collaborative solutions to address childhood obesity and to disrupt the cycle of poor health outcomes.</p>
<p>Eastern Virginia Medical School (Eastern Shore)</p> <p>Eastern Shore Healthy Communities, an ACHIEVE Coalition</p>	<p>\$36,000 \$27,000</p> <p>Strategic Plan Assessment and Evaluation. To expand and sustain ESHC, the team will hold an annual strategic planning retreat to identify strengths, weaknesses and gaps in our partnership and plan.</p> <p>Annual Report Meeting. Supported by media advocacy strategies, this meeting will highlight ESHC activities and accomplishments.</p> <p>Education and Training. ESHC will send two partners to VFHY's Weight of the State Conference.</p> <p>Youth Leadership Institute. ESHC will launch this effort to prepare 50 young leaders for participation and leadership in ESHC.</p>

Worksite & Faith Community Wellness Policies. Further expanding this previously VFHY-funded initiative will support education, childcare, government-run programs, not-for-profit organizations, faith communities and private businesses to influence healthy foods and beverages, reduce or eliminate the availability of calorie-dense, nutrient-poor foods, and also promote daily recreational physical activity and tobacco-free environments for employees and students.

Healthy Options Restaurants. Further expanding and promoting this previously launched program will improve community food access and promote efforts to provide fruits, vegetables, other healthy nutrients and reduce caloric consumption in a variety of settings.

Walking Trails. Adding two new walking trails, one with exercise equipment, will improve the built environment, and encourage walking and bicycling for transportation and recreation.

Fitness Challenge. Further support of this annual program will contribute to the messaging environment, environmental change and promote the use of the walking trail and recreational physical activity among adults and children alike, with special emphasis on low-income families, via prize incentives such as bicycles, helmets and related equipment.

<p>Eastern Virginia Medical School (Hampton Roads)</p> <p>Healthy Hampton Roads: Communities in</p>	<p>\$36,000</p>	<p>\$27,000</p>	<p>The Consortium for Infant and Child Health’s (CINCH) Healthy Hampton Roads: Communities in Action, Phase 3 project will engage the region through expanding and building upon partnerships in the Healthy Hampton Roads movement.</p>
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Action, Phase 2	<p>Swim4Life, a joint-use agreement project focuses on increasing use of the city’s public pool through Parks & Recreation summer programs and aquatic expertise of YMCA of Portsmouth to reach children in the city’s summer program with swim lessons as a life-fitness skill. Swim4Life will build capacity by creating a more efficient and sustainable joint use agreement model and sustainability plan.</p> <p>Business Case for Breastfeeding (BC4BF) builds on a successful community implementation model developed by CINCH based on the US Health and Human Services model to provide technical assistance for the implementation of sustainable employer based policy and environmental changes to support lactation in the work place. Prior funding resulted in ongoing demand for technical assistance from local employers making it a ready target on which to focus for 15 new worksites. CINCH will be the first replication site of the 10 Steps to Breastfeeding Friendly Childcare Initiative in 15 childcare sites.</p>		
Greater Richmond Fit4Kids	\$35,095	\$27,705	<p>Data Collection: Currently there is no accurate data on childhood BMI in Central Virginia. The HCAT will partner with Richmond, Chesterfield, & Henrico school districts to collect this data and use the information to develop and evaluate childhood obesity programs.</p> <p>Prescription Produce Program (PPP): The PPP is a 12-week program to empower caregivers with children at-risk for obesity to access healthy food and prepare it in ways their family will enjoy.</p>
Richmond Area Childhood Obesity Prevention Coalition			

Safe Routes to School (SRTS): The HCAT will work with 12 schools to develop and implement events and long-term plans for physically-active routes to school. The HCAT will seek additional funds to support each school's SRTS plan.

Cultural Competency in Nutrition Education: The HCAT will host focus groups with local caregivers to gain perspectives on effective ways to discuss food and obesity issues with multicultural groups. The HCAT will publish a brief on best practices and offer a symposium session on the topic.

Trainings: The HCAT will implement 6 trainings on systemic strategies for childhood obesity prevention and also host its third regional symposium.

<p>Halifax United Way Youth in Motion</p>	<p>\$36,000</p>	<p>\$27,000</p>	<p>The United Way of Halifax County with partners propose that the HCAT Team Grant will allow members to implement several key objectives concerning prevention of childhood obesity and healthy living. The HCAT will develop an overall wellness program by implementing a "Kids Ride Club." By using a multi-strategy approach, students will have the opportunity to learn bicycle safety and basics, leadership skills and how to maintain a healthy lifestyle. In addition to the bike initiative, we propose to reach out to community organizations, churches and educational institutions to create a space for teaching gardens. The teaching gardens will further assist with execution of the HCAT team's mission components. This garden-based nutrition intervention program will promote increased fruit and vegetable intake among children. The</p>
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			<p>Youth in Motion HCAT intends to inspire youth to get out of the house and ride, build community coalitions, boosts awareness about obesity and risk factors, and bridge the cultural diversity gap between groups who might not otherwise interact. This proposal has been created with local leaders who are passionate about forming a unified alliance for youth, specifically getting youth more involved, healthy and in motion.</p>
<p>Lenowisco Health District</p> <p>5210 Let's Go!</p>	\$33,915	\$26,522	<p>The Healthier Wise County Coalition will focus on expansion of the existing coalition in both number of members, and in its' understanding of successfully achieving long term sustainable outcomes to address childhood obesity prevention. This Healthy Community Action Team will implement the 5210 Let's Go! Program in 2 schools and 2 communities. In Year one, the HCAT will implement the 5210 Let's Go! program at L. F. A. Middle School, and will work closely with the Town of Wise to implement policies and programs locally that support healthy eating and active living. In Year two, the HCAT will implement the 5210 Let's Go! program at Norton Elementary School and will work closely with the city of Norton to implement policies and programs locally that support healthy eating and active living.</p>
<p>Martinsville/ Henry County Coalition for Health and Wellness</p> <p>95210: A Healthy Zip Code for Southwest Virginia</p>	\$32,815	\$27,395	<p>The Southern Virginia Healthy Kids Coalition will continue efforts and be recognized as a leader in reducing childhood obesity for Southwest Virginia, which currently has an obesity/overweight prevalence of 35%. Future efforts will build upon the foundations that have been established in addition to incorporating new promising practices.</p>

<p>Southern Virginia Healthy Kids Coalition</p>	<p>The Southern Virginia Healthy Kids Coalition plans to strengthen the coalition through expansion of partners, completion of a SWOT (strengths, weaknesses, opportunities and threats) analysis, media campaign and advocacy at local, regional and state levels. Grant objectives will also focus on policy and environmental changes through the development of a community map, healthy checkout lanes/points at grocery outlets and staff trainings/support for direct care service providers (i.e. afterschool staff, teachers, youth pastors, etc.).</p>
<p></p>	<p>All proposed efforts and grant objectives will take place in Martinsville Henry County, which is located in southwest Virginia along the North Carolina border.</p>
<p>Middle Peninsula-Northern Neck Community Services Board Celebrating Healthy Living</p>	<p>\$36,000 \$27,000</p> <p>The "Celebrating Healthy Living Project" is a multi-county, multi-strategy approach to build communities' capacity to prevent and reduce childhood obesity by creating new and strengthening existing local and regional partnerships, identifying gaps in community resources, and impacting environmental policies and practices. To continue to strengthen and grow this region's HCAT, regional and local training on best practices in preventing childhood obesity will be conducted. A primary project focus will be the expansion of local partnerships to increase the availability of healthy food with a strong priority on locally grown fruits and vegetables. This project will work with the multiple farmers' markets, farm stands, mobile markets throughout this 10 county rural region to increase availability and distribution of fresh locally grown food to lower income neighborhoods. This project will expand the community garden established in the first two-year HCAT cycle to increase youth in the planting, maintenance and harvesting of the food. The first "Run for Your Life Event" will take place at the "Celebrating Healthy Living Day". The "Celebrating Healthy Living</p>

	<p>Campaign" will promote themes of healthy living including the promotion of good nutrition and physical activity throughout the project through media advertisement and community events. This project will work with the 13 school districts to advocate for decreased use of vending machines and the increase of healthy vending choices; and will promote the importance of physical activity throughout the school day.</p>
<p>New River Valley Community Services Board</p> <p>Floyd County Healthy Community Team</p>	<p>\$33,764 \$29,232</p> <p>Floyd County Healthy Community Team will continue the positive and effective synergy created around the issue of childhood obesity prevention in Floyd County by continuing implementation of the 2012-2017 Childhood Obesity Prevention Strategic (COPS) Plan. Funding will ensure that the next steps of the COPS Plan be implemented, and efforts in childhood obesity prevention sustained by providing for the following Component I practices/activities:</p> <ul style="list-style-type: none"> • Consultation with School Health Advisory Board to review and better implement the guidelines in the Floyd County Schools wellness policy • Training for HCT members to identify best practices to strengthen and sustain obesity prevention efforts beyond the grant cycle • Training (e.g. grant writing/researching) to identify and secure alternative funding sources. <p>Funding will also allow for the provision of the following Component II projects/activities:</p> <ul style="list-style-type: none"> • Resources to maintain two Community Supported Agriculture programs: pre-school produce delivery/tasting, and scholarships to participate in food preparation and preservation classes for at-risk populations via Virginia Cooperative Extension funds to expand the SNAP Double Value Program at the

			<p>Farmers' Market and to make changes to the physical environment to improve access to the Farmers' Market Kid's Zone via crosswalk/signage</p> <ul style="list-style-type: none"> • A lactation room for the one remaining Floyd County School that does not currently have one.
<p>Page County Public Schools</p> <p>Page Alliance for Healthy Community Action</p>	\$20,565	\$18,435	<p>The HCAT will expand its current membership of 10 partners to at least 13 in order to continue to implement additional Promising Practices to combat childhood obesity in our communities. The HCAT will support its successful "Farm to School" program in schools and improve outreach to low-income families through nutritional education programs in schools. It will continue the promotion of the EBT vendor that supports the HCAT mission. The HCAT will continue to support and coordinate activities that increase physical activity among disadvantaged youth with scholarships and discounted or free registrations for community running/biking events and organized sports camps. It will expand the Safe Routes to School program to include Luray Elementary & Middle Schools by conducting a needs assessment to determine if SRTS grant application is feasible. The HCAT needs to identify all of Page County free public parks so families will utilize them with sports equipment from our Lending Closet. The HCAT will maintain the bike safety and bike rodeo programs which bring important information to families plus safety equipment to youth. It will continue marketing HCAT activities and accomplishments via social media and the HCAT pages located on the PACA website to build coalition capacity by recruiting new members and broadening visibility in the community.</p>
<p>Project GROWS</p> <p>Project GROWS</p>	\$36,150	\$26,850	<p>Project GROWS is a youth-based community farm that serves youth of all ages in Augusta County, Staunton, and Waynesboro.</p>

Project GROWS is a collaborative effort with 9 agencies and organizations working to make it a success. Its 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."

In the next phase, Project GROWS plans to strengthen the HCAT by expanding the Youth Education Subcommittee to include additional partners such as WIC and the public school systems, fund two staff positions who will align Project GROWS's curriculum with the Virginia SOLs and strengthen the connection between growing foods and healthy nutrition, contract with a chef to incorporate Project GROWS produce into the meals of the Boys & Girls Club and initiate cooking lessons with the children, explore transportation ideas to make it easier for clients/individuals to access the Project GROWS Verona site, begin planning for increasing accessibility to Project GROWS produce through the possibility of a healthy grocery market and/or satellite gardens.

The Project GROWS community farm is designed to supply more than just healthy food. It instills a new way of life in youth, their families, and the community as a whole having a positive impact on childhood obesity and the prevention of chronic disease.

<p>Richmond Department of Social Services</p>	<p>\$35,050</p>	<p>\$27,950</p>	<p>The Richmond Health Action Alliance HCAT will: 1) expand and formalize the coalition to increase its scope, reach and collaborative partnerships; 2) continue encouraging breastfeeding and promoting breastfeeding-friendly communities and exercising among youth; and 3) promote affordable community food access to provide fruits and vegetables in a variety of settings.</p> <p>HCAT activities will include: 1) developing community focused educational activities</p>
<p>Richmond Health Action Alliance</p>			

			<p>that promote breastfeeding, healthy nutrition and food preparation skills emphasizing fresh, local foods, particularly for childbearing families and families with very young children and improving low-income residents' access to fresh, nutritionally dense foods; 2) collaborating with area hospitals, WIC and non-profits to engage in an environmental survey to identify breastfeeding gaps and resources; 3) continuing to work with the hospital systems, state organizations, and community advocates to facilitate the attainment of baby friendly status by our hospital systems; 4) developing community-based interventions that link procurement of affordable food with improving skills in selecting and preparing food; and 5) developing partnership to increase access to physical activities for Richmond's youth.</p>
<p>Rockbridge Community Services</p> <p>Rockbridge Area Healthy Kids</p>	\$35,542	\$27,042	<p>Rockbridge Area Healthy Kids HCAT (RAHCAT) will build on strong collaborative partnerships already in existence in Rockbridge through the larger coalition RAPC, which will provide the necessary infrastructure to build and sustain local initiatives and environmental change. The initial formation of RAHCAT in collaboration with RAPC will allow the groups to share infrastructure and key community partners who are already engaged in activities and best-practices in community prevention focused on children and youth.</p> <p>RAHCAT activities include: 1) promoting efforts to provide fruits and vegetables in a variety of settings through creation of a youth-led community garden and development of Healthy Hearts for Kids; 2) promoting a breastfeeding-friendly community through encouraging lactation rooms in private workplaces, public facilities, and the local hospital; 3) promoting other forms of recreational activity through support and expansion of Girls on the Run and building fitness and nutrition activities</p>

			in afterschool programming; and 4) improving nutrition in afterschool programs through initiation of healthy snack plans for new and existing programs.
Rockingham Memorial Hospital (RMH)	\$34,894	\$28,016	The Harrisonburg Rockingham Healthy Community Council Obesity Action Team (HCCOAT or HCAT) will implement educational and encouragement strategies for four elementary schools and one middle school who have been awarded a Safe Routes To School (SRTS) infrastructure grant or are planning to apply for the grant. The programs implemented will be specific to each school's unique need and dependent on the status of the infrastructure completion. 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 Central Shenandoah Valley will assist in safety education and will coordinate International Walk to School week in at least five local schools. Multiple community events will reinforce education taught in the 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 HCAT 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.
Harrisonburg Rockingham Healthy Community Council Obesity Action Team			
Stafford Junction	\$32,792	\$28,168	Once established, the Stafford Healthy Living Coalition HCAT will increase community access to nutritious foods, implement policies/practices that will promote healthy foods for afterschool programs and increase
Stafford Healthy Living Coalition			

opportunities for recreation/physical activity. Stafford Junction will provide regular transportation to Farmers' Markets, teach participants how to judge freshness and assist them in learning recipes to serve the fresh produce to their families. Participants with SNAP benefits will be educated on how to efficiently use their benefits to promote health and well-being in their family. With the guidance of Virginia Cooperative Extension, the HCAT will provide quarterly workshops for individuals on nutrition/cooking with hands-on demonstrations. An obesity prevention curriculum will be presented to youth by the Rappahannock Area Kids on the Block. Current HCAT partners with afterschool programs agree to provide healthy foods to the students. The HCAT plans to approach Stafford County Public Schools' food services director about providing free nutritious snacks to the identified students from the high-risk neighborhoods. Recreation/physical activities for our identified population will include YMCA-sponsored memberships and quarterly sports programs presented by Rappahannock Area Community Services Board and the University of Mary Washington.

<p>Suffolk Partnership for a Healthy Community</p>	<p>\$36,000</p>	<p>\$27,000</p>	<p>This HCAT will:</p> <ol style="list-style-type: none"> 1. Collaborate with the Suffolk Public Schools, Suffolk Parks and Recreation Department, Virginia Cooperative Extension, the Children's Center and the Suffolk Master Gardener Association to establish four new community/learning gardens at elementary, middle and high school locations to provide students enrolled in these schools 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. 2. Work with the Suffolk Parks and
<p>Healthy People, Healthy Suffolk</p>			

			<p>Recreation Department and the City of Suffolk to plan, implement and promote Suffolk on the Move events. Suffolk on the Move is an initiative to create a greater awareness of a broader definition of active living by educating community members regarding personal and community health benefits of an active lifestyle. All events are free and open to the community. They include two 5k/1-mile run/walks (one held in June and one held in October), a Wii bowling tournament for special-needs students and a family fun bicycling event.</p>
<p>United Way Virginia Highlands</p> <p>Walking and Playing Through the Ages: Smyth County HCAT</p>	\$35,100	\$26,235	<p>Walking and Playing through the Ages and the HCAT encourage physical activity and outdoor recreation from toddlers to adults. A Born Learning Trail designed for children under the age of 5 and their caretakers will be established at the perimeter of the new playground. A community forum will be held to identify additional components that reach other age groups.</p> <p>Walking and Playing through the Ages places an emphasis on linking the historic Salt Trail in town to the paleontological finds of Ice Age mammals such as mammoths in the area. Educational activities will be developed in the park and on the trails to attract a wider group of participants. An evaluation of all activities will be conducted throughout the grant period.</p>
<p>Warren Coalition</p> <p>WAHOO</p>	\$36,000	\$27,000	<p>Initial activities will include developing a mission and vision statement and a strategic plan. The grant will focus primarily on getting youth off the couch and moving. Since the middle school and the Youth Enrichment Program are grant partners, we will start the bringing youth into the program from there and expand to high school students. Youth will be encouraged to participate in the exercise program that will be measured/recorded using Map My Walk or other phone app. The goal is to have 200 youth in this program. The grant will provide transportation to (and discounted</p>

rates at) the 4-H Center pool. It will also create walking trails at the 4-H Center with different levels of intensity as well as a portable Frisbee golf course. An outside basketball court at the middle school will give youth an opportunity to play basketball at any time. A permanent Frisbee golf course will be built in the north end of the county to offer opportunities for youth who would live 20+ miles from the 4-H Center. Additionally, exercise equipment will be added to Rockland Park on the north side of the county. Proper weight loss techniques will be added to 95210.

CONCLUSION

As per the General Assembly's direction, the Virginia Foundation for Healthy Youth's Board of Trustees designated more than \$1 million in dedicated monies for the purpose of funding and assisting obesity prevention activities in FY 2015.

VFHY allocated the majority of these designated funds to 20 community groups across Virginia through VFHY's Healthy Community Actions Team (HCAT) grant program, which utilizes promising practices for childhood obesity prevention established by the Centers for Disease Control and Prevention and the Institute of Medicine.

Throughout FY 2015 VFHY will continue to educate, engage and promote healthy living for Virginia's youth through partnerships, evidence-based strategies and best practices for improving nutrition, increasing physical activity and reducing obesity. VFHY is partnering with First Lady of Virginia Dorothy McAuliffe on her "Bridging the Nutritional Divide" initiative, which focuses on the topics of childhood nutrition and food security.

In partnership with VDH, VFHY conducted the Virginia Youth Survey. This survey's data collection and analysis provides insight into the health behaviors of Virginia middle and high school youth. For the first time, this data collection includes regional sampling to provide localized statistics for Virginia's five VDH health regions.

VFHY will continue investing in local community actions to prevent and reduce obesity through HCAT funding opportunities. New Healthy Community Action Teams will be added and existing teams will be selected for awards through this competitive proposal process.

During FY15 VFHY's Y Street teen volunteer groups will meet with school district leaders to share the results of their ActOut campaign to promote the need for increased physical education in schools. Additionally, with the launch of its Fresh Spot campaign, Y Street will work to improve nutrition and address food deserts in Virginia communities to increase access to fresh, healthy, affordable, locally grown produce via neighborhood corner stores and supermarkets.

In FY 15 VFHY also continued to expand its partnerships with statewide organizations and groups, including the Virginia Parent-Teachers Association, the Virginia Federation of Food Banks and other stakeholders, encouraging the use of new methods to increase access to healthy foods and promote opportunities for physical activity.

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