

learning youth community
move nature
EXPLORE tobacco-free FUN
happiness
FRIENDS
active
energize smile IMAGINATION



ANNUAL REPORT

FOR

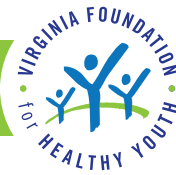


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Greetings!

I am pleased to report to you that youth smoking rates in Virginia hit an all-time low during fiscal year 2014!

The percentage of high school students in Virginia who are regular smokers has declined by more than 61 percent since 2001, according to the results of the latest Virginia Youth Survey, jointly conducted by VFHY and the Virginia Department of Health. And the number of middle school smokers has dropped by more than 77 percent over the same period!

For the first time we are also seeing some progress in reducing the number of overweight children in Virginia and a growing number of young people are choosing not to drink soda and other sugary beverages.

We are proud of the progress we've made. By promoting active, nutritious and tobacco-free living, the Virginia Foundation for Healthy Youth empowers Virginia's youth to make healthy choices.

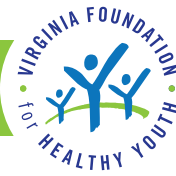
We must, however, remain vigilant. As new children reach the age of experimentation with smoking, the Virginia Foundation for Healthy Youth will continue to be there for them, keeping up with their ever-changing youth culture and helping them to grow into happy, healthy adults.

Thank you for your continued support of VFHY and Virginia's children.

Sincerely,

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

Marty H. Kilgore
Executive Director
Virginia Foundation for Healthy Youth



About VFHY

The Virginia Foundation for Healthy Youth (VFHY) empowers Virginia's youth to make healthy choices by promoting active, nutritious and tobacco-free living. 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 Master Settlement Agreement (MSA) payments.

Master Settlement Agreement

In 1998, the Attorneys General of 46 states, including Virginia, signed the 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 efforts that would ultimately lower the prevalence of tobacco use, thus also lowering long-term medical costs.

VFHY's Goals Include:

- Leading youth tobacco-use and childhood obesity prevention efforts in the Commonwealth by building partnerships and collaborations
- Empowering young people to make healthy choices, such as living smoke-free, being physically fit and eating nutritious foods
- Promoting school- and community-based initiatives that target youth tobacco-use and childhood obesity prevention and reduction
- Developing marketing strategies, including prevention messaging and youth volunteerism, to promote VFHY's goals of reducing and preventing youth tobacco use and childhood obesity
- Funding collaborative research projects related to youth tobacco-use prevention and studying factors that impact youth tobacco use.

VFHY STAFF

CENTRAL OFFICE STAFF

701 East Franklin Street
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23219

Marty Kilgore
Executive Director

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Deputy Director

Eloise Burke
Senior Executive Assistant

Richard Foster
Public Affairs Manager

Donna Gassie
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Henry Harper
Director of Community Outreach and Development

Heidi Hertz
Childhood Obesity Prevention Coordinator

Wilma Jordan
Business Manager

Charlie McLaughlin Jr.
Training and Resource Manager

Danny Saggese
Director of Marketing

REGIONAL STAFF

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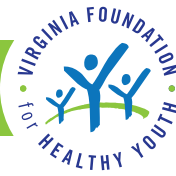


DID YOU KNOW?

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

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 60 percent and the number of middle schools students who smoke has dropped by more than 75 percent! Members of our Y Street high school volunteer group logged 3,000 volunteer hours on projects in FY 2014. VFHY also funded 18 Healthy Communities Action Teams (HCATs) to prevent and reduce childhood obesity across Virginia in FY2014. These collaborative groups instituted a variety of projects ranging from running farmers' markets and building community playgrounds to offering youth nutrition classes and increasing opportunities for physical activity in localities statewide.



CHAIRMAN

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

VICE CHAIRMAN

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

MEMBERS

Laura E. Beamer, of Richmond, Youth Member (*term expires June 30, 2017*)

January Britt., of Henrico, teacher (*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*)

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*)

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

Jimmy Jankowski, of Richmond, Youth Member (*term expires June 30, 2017*)

Marissa J. Levine, M.D., commissioner of health, Virginia Department of Health (*concurrent with appointment*)

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*)

The Honorable John Miller, Newport News State Senator representing the 1st District (*concurrent with Senate term*)

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*)

Jeffrey L. Painter, of Richmond, chairman, Virginia Department of Alcoholic Beverage Control (*concurrent with appointment*)

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*)

Board Service: July 1, 2013 - June 30, 2014

The Virginia Foundation for Healthy Youth and the Virginia Department of Health (VDH) conduct biennial surveys of youth health behaviors, including tobacco use, nutrition and physical activity. 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.

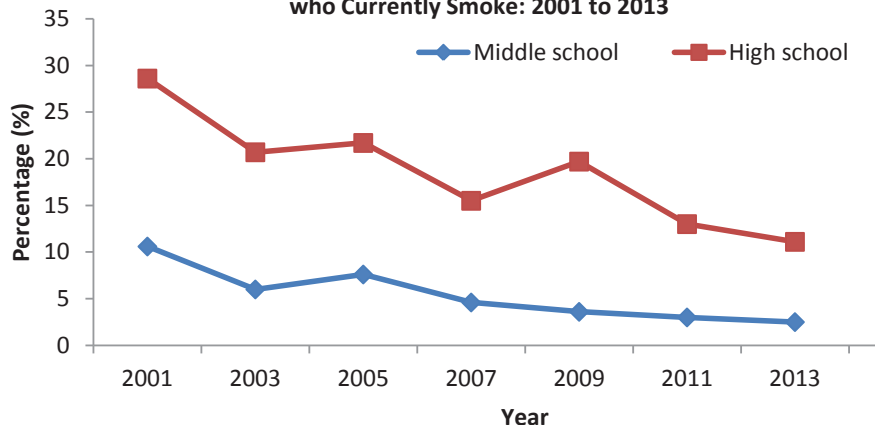
VDH in collaboration with VFHY and the Virginia Department of Education administered the most recent Virginia Youth Survey in fall 2013. The survey was administered to students in grades 6-12 in randomly selected middle and high schools statewide. The survey questions were tested and validated by the Centers for Disease Control and Prevention.

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



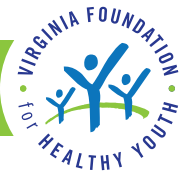
VFHY prevention class (Floyd County)

Figure 1. Percentage of Middle School and High School Students in Virginia who Currently Smoke: 2001 to 2013

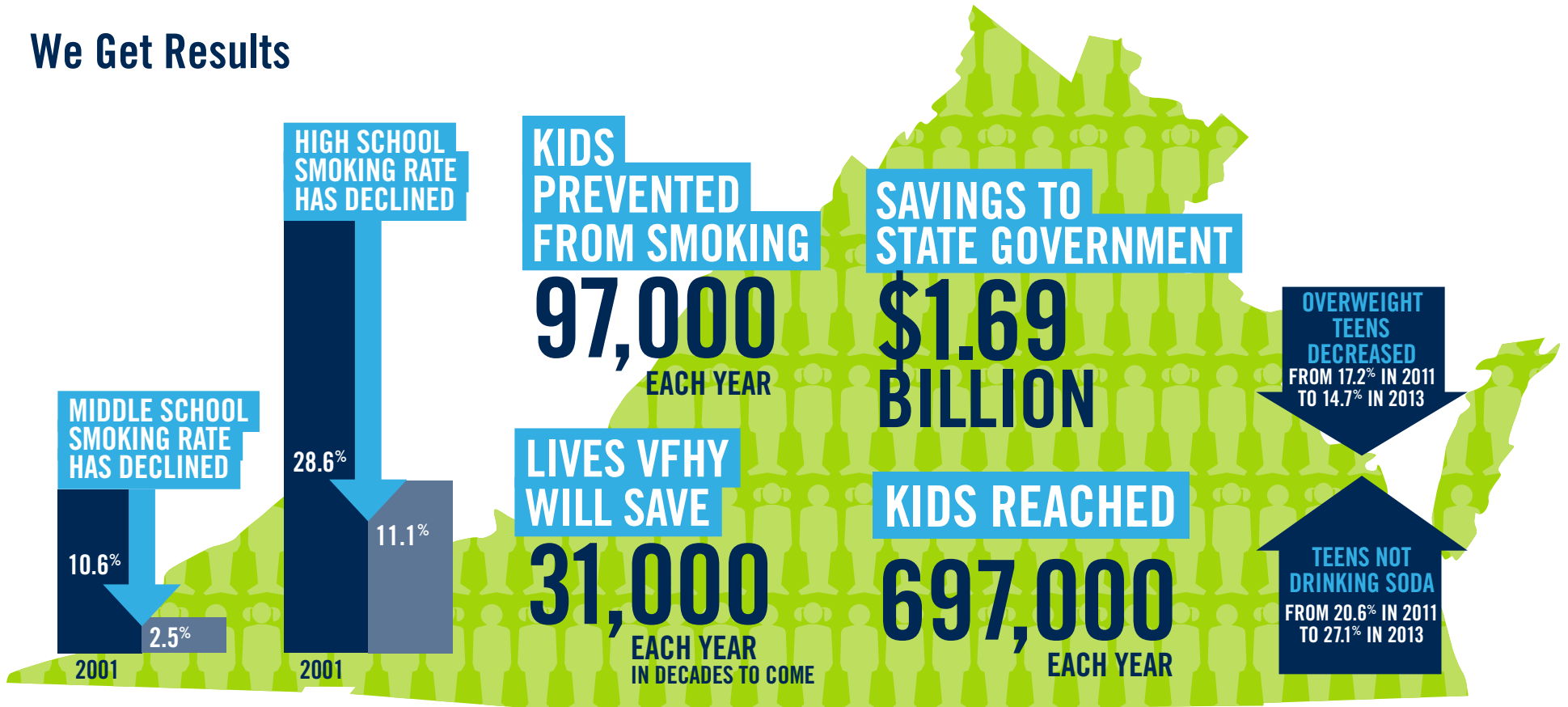


Source: Virginia Department of Health and Virginia Foundation for Healthy Youth Virginia Youth Survey, 2013





We Get Results



We Have More Work to Do

7,300 KIDS
 UNDER AGE 18
 ARE BECOMING
 SMOKERS EACH YEAR

110,878
 OBESE AND OVERWEIGHT
 HIGH SCHOOL STUDENTS

TAXPAYERS PAY
\$3.11 BILLION
 IN SMOKING-RELATED
 HEALTH CARE COSTS

5,000 YOUTH
 DIAGNOSED
 WITH TYPE II DIABETES
 EACH YEAR NATIONALLY

Acting U.S. Surgeon General Boris Lushniak, M.D., M.P.H., delivered the keynote address at VFHY's 2014 national Reduce Tobacco Use conference, held April 10-11 at the Sheraton Pentagon City in Arlington.

Lushniak gave a lively speech about the progress made in tobacco prevention since the first U.S. Surgeon General's Report on Smoking and Health was released 50 years ago. The conference's opening remarks were delivered by Virginia Secretary of Health and Human Resources Dr. Bill Hazel.

Other speakers at the conference included Mitch Zeller, director of the U.S. Food and Drug Administration's Center for Tobacco Products, and Karla Sneegas, Branch Chief, Program Services Branch, for the Office on Smoking and Health at the Centers for Disease Control and Prevention (CDC).

During the conference CVS Caremark also received a special award for its move to eliminate sales of tobacco products from its 7,600 nationwide pharmacies by Oct. 1, 2014.

Hosted by the Virginia Foundation for Healthy Youth and Prevention Connections, the national Reduce Tobacco Use conference focuses on the latest in tobacco-use prevention and cessation strategies for children, teens and young adults. Topics addressed included e-cigarettes and the appeal of flavored tobacco products to young people.

More than 400 participants from as far away as Canada and Guam attended the 2014 conference, including educators, physicians, pediatricians and health professionals. More information can be found at reducetobaccouse.org.

Supporters of the conference included the Virginia Department of Health, Legacy, Sentara, American Heart Association, coVita, Fors Marsh Group and Rescue SCG.





CHILDHOOD OBESITY PREVENTION

A little rain didn't damper these kids' enthusiasm for marching with VFHY to promote healthy eating in the 2014 Virginia Inaugural Parade for Governor Terry McAuliffe.

FOR

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 has the 32nd highest adult obesity rate in the nation (27.2 percent). Virginia has the 24th highest rate of obesity among high school students (12 percent).

Due to the Virginia Foundation for Healthy Youth's outstanding success at preventing youth tobacco use, the General Assembly gave VFHY responsibility for childhood obesity prevention in 2009. 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: increase physical activity; increase intake of fruits and vegetables; decrease intake of sugar-sweetened beverages; increase breastfeeding; reduce intake of high energy dense foods; decrease screen time. To date, VFHY has created various events and initiatives focused on these areas.

Recent data from the 2013 Virginia Youth Survey released last spring shows promising progress: Among high school youth in Virginia the prevalence of overweight decreased from 17.2 percent to 14.7 percent. Additionally, data for specific dietary behaviors has shown a shift. Data indicates that for high school youth surveyed, more are choosing not to drink soda, a common sugary drink, than ever before (27.1 percent choosing zero sodas per day in 2013 compared to 21.6 percent in 2011).



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.

Through our Healthy Communities Action Teams (HCATs), VFHY is investing in community-led obesity prevention activities by providing infrastructure for local initiatives and promoting evidence-based practices from the Institute of Medicine. HCATs serve as coordinators and conveners for local activities and build momentum around increasing access to healthy foods, promoting physical activity and preventing childhood obesity. HCATs are working locally to implement policy, environment and systems changes, including 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.

While promoting evidence-based, proven strategies for childhood obesity prevention, VFHY also uses innovative approaches to address the epidemic. VFHY celebrates Virginia Healthy Youth Day each January to promote increased physical activity, better nutrition and tobacco-free living for children. (See *Page 13*.) VFHY celebrates Screen-Free Week each May, encouraging youth and families to get unplugged from televisions, computers and electronic devices and find fun ways to be physically active. And VFHY recognizes Childhood Obesity Awareness Month each September. During the month, VFHY highlights grantee success stories and this year provided a toolkit for schools and communities to use as a resource for their Childhood Obesity Awareness Month celebrations.

Rev Your Bev 2014

For every additional sugar-sweetened beverage consumed per day, a child's risk of becoming overweight increases by 60 percent. In its second year, Rev Your Bev is the Virginia Foundation for Healthy Youth's initiative to increase awareness about the health impacts of sugar-sweetened beverages. Approximately 50,000 Virginians learned about the physical activity needed to burn off the calories from sugary drinks firsthand at one of 245 Rev Your Bev events that took place in schools and communities statewide.

Rev Your Bev participants tested their knowledge of the amount of sugar in common beverages and tried to match that with the physical activity needed to burn off those calories. Schools, organizations and businesses participating in Rev Your Bev also assisted in statewide data collection being conducted by Y Street, the Virginia Foundation for Healthy Youth's statewide volunteer group for high school students. Findings from that survey revealed that 86 percent of all respondents said they learned something new about sugar-sweetened beverages from Rev Your Bev Day and 71 percent reported that they will drink fewer sugar-sweetened beverages.

For the first time in 2014, VFHY partnered with the Virginia Early Childhood Foundation to expand the Rev Your Bev message into early childhood education centers. VFHY partnered with 70 early childhood education centers to provide resources about healthy beverage choices to children, teachers and parents.



VFHY Participates in Inauguration of 72nd Governor of Virginia

The Virginia Foundation for Healthy Youth (VFHY) and more than 110 children from the Boys & Girls Clubs of Southeast Virginia, one of VFHY's grantees, marched in the 2014 Inaugural Parade honoring the inauguration of Virginia's 72nd Governor, Terry McAuliffe. VFHY's participation focused on promoting healthy eating and childhood nutrition, main initiatives of new First Lady of Virginia Dorothy McAuliffe. The young people and VFHY staff members waved colorful signs with pictures of Virginia-grown fruits and vegetables and marched with banners promoting VFHY's motto of "Helping Kids Make Healthy Choices."



Virginia Healthy Youth Day

More than 1,600 Richmond-area school children attended VFHY's fifth annual Virginia Healthy Youth Day celebration, which was held jointly with the University of Richmond (U of R) Athletics' Dream Big Day on Jan. 15, 2014, at the University of Richmond's Robins Center arena.

First Lady of Virginia Dorothy McAuliffe served as keynote speaker and Virginia Secretary of Health and Human Resources Dr. Bill Hazel also attended. About 1,000 elementary school students from Henrico County Public Schools and Richmond City Public Schools and 600 middle school students from Chesterfield County Public Schools participated in the event, which included a U of R Women's Basketball Atlantic 10 conference game versus George Mason University, marking the first time the two teams played against each other in the conference. Other activities for the children included a career fair, exercising sessions with fitness specialists from the YMCA of Greater Richmond and fun smoking prevention lessons from Mad Science of Central Virginia.

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.”

– Marty Kilgore, VFHY Executive Director





PROJECT GROWS

Now in its fourth year, Project GROWS has grown quite a bit itself since it was first established as a Healthy Communities Action Team (HCAT) with funding from the Virginia Foundation for Healthy Youth and Augusta Health.

Last year the Augusta County nonprofit farm reaped a crop of 20,000 pounds of fruits and vegetables, largely cultivated with the help of 1,200 kids from the Boys & Girls Clubs of Waynesboro, Staunton & Augusta, who learned how to plant, harvest and cook vegetables from Project GROWS. The 10-acre farm, which is located outside of Staunton, grows a wide variety of crops, ranging from apples, blackberries and pears to lettuce, sweet potatoes, tomatoes and squash. Chef Laura Bon Cash teaches the children how to prepare healthy dishes such as salads.

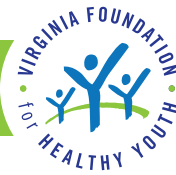
“The kids get really excited to help with the cooking,” says Jenna Clarke, director of operations for Project GROWS.

So far, Project GROWS has planted three acres of crops and is working on adding other features to the farm such as exercise trails. Half the food grown by Project GROWS is donated to the community, either via contributions to the Blue Ridge Area Food Bank or via dinners served to volunteers and Boys & Girls Clubs participants. The nonprofit sells the other part of its crop in an effort to build sustainability.

Project GROWS also took over management of the North Augusta Farmers' Market in 2014 and the Waynesboro Farmers' Market in 2015. “We’re hoping to use it as a platform for food access and promoting health and nutrition,” Clarke says.

“The project was kicked off by grants from VFHY and Augusta Health. We really couldn’t have started without that initial support. It was crucial and now we’ve come so far.”

– Jenna Clarke,
director of operations
for Project GROWS



VFHY HEALTHY COMMUNITIES ACTION TEAM GRANTS

REGION	GRANTEE	TOTAL GRANT AWARD	FY 2014 PORTION
CENTRAL	Bedford Community Health Foundation	\$63,336	\$30,155
	Central Virginia Health District	\$53,509	\$25,759
	Greater Richmond Fit4Kids	\$77,350	\$38,975
	Page County Public Schools	\$51,787	\$24,187
	Richmond Department of Social Services	\$53,161	\$28,346
	Rockingham Memorial Hospital	\$80,000	\$40,000
	Valley Community Services Board	\$72,680	\$35,600
NORTH	Alexandria Health Department	\$63,236	\$33,310
	Arlington County Parks and Recreation	\$74,032	\$36,625
SOUTHEAST	Eastern Virginia Medical School-Eastern Shore	\$79,996	\$39,998
	Eastern Virginia Medical School-Hampton Roads	\$74,498	\$34,999
	Middle Peninsula-Northern Neck Community Services Board	\$69,200	\$34,100
	Suffolk Partnership	\$79,500	\$39,500
SOUTHWEST	Carilion Clinic	\$74,877	\$34,877
	Martinsville Henry County Coalition for Health and Wellness	\$66,787	\$32,223
	New River Valley Community Services	\$66,048	\$33,689
	STEP Inc.	\$21,730	\$10,465
	Virginia Tech	\$79,772	\$39,792



PROGRAMS

Prevention Specialist
Becky Parr with Blue Ridge
Behavioral Healthcare
delivers a lesson on
decision making during a
VFHY-funded Too Good for
Drugs prevention class at
Virginia Heights Elementary
school in Roanoke.



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 cares and preschools statewide, VFHY's evidence-based educational programs provide direct interaction with children and teens and are a key element in changing youth attitudes and behaviors about tobacco use.

During FY 2014 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, assists in identifying and reducing barriers to success and identifies strategies to increase the long-term sustainability of positive program outcomes beyond the initial years of the grants.





PIEDMONT COMMUNITY SERVICES

The first time she heard herself called “The Drug Lady” in a Franklin County grocery store, Kristi Norton was a tiny bit mortified – until she realized it was a compliment.

Parents come up to her “and they will say to me ... ‘I’m so thankful that you guys are there because we need all the help we can get,’” says Norton, a prevention specialist with Piedmont Community Services, which has been a VFHY Programs grantee for almost 15 years. Piedmont implements VFHY-funded Too Good For Drugs classes in all fourth-, sixth- and eighth-grade classes in Franklin County, reaching about 1,650 kids a year. It also runs the program in Henry County and Martinsville. Too Good For Drugs equips students with tools to battle peer pressure and make smarter, healthier life choices, while also learning about the consequences of using tobacco, drugs and alcohol.

After reading a story in The Roanoke Times last year, Norton invited Dereck Merrill to speak to her students. Merrill, 28, was left a quadriplegic after a 2012 drug overdose; he now speaks to school, faith and community groups about the dangers of substance abuse.

“We were completely amazed at the intelligence and maturity of these students,” says Merrill’s mother, Kim Muncy. “Kristi Norton ... has a passion for the students to be drug-free and cares for them as individuals. I feel these students are armed with education on the drug epidemic and the dangers ... which will hopefully lead them to make good choices.”

“I try to keep in mind we’re planting seeds. What you deliver today may be met with resistance but you plant that seed and you hope that eventually it grows.”

– Kristi Norton, prevention specialist, Piedmont Community Services

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.

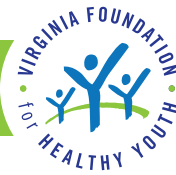
VFHY provides extensive training and technical assistance to help facilitators more effectively reach young people through our compendium programs. Grantees select a compendium program and have the option of adding supplemental tobacco prevention and obesity prevention programs.



VFHY Compendium of Programs

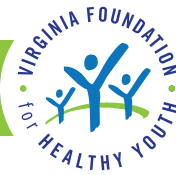
- | | |
|--|---|
| <i>All Stars</i> | <i>Media Ready</i> |
| <i>Al's Pals</i> | <i>Minnesota Smoking Prevention Program</i> |
| <i>Athletes Targeting Healthy Exercise and Nutrition Alternatives (ATHENA)</i> | <i>Not On Tobacco</i> |
| <i>Botvin LifeSkills Training</i> | <i>Positive Action</i> |
| <i>Creating Lasting Family Connections</i> | <i>Project Alert</i> |
| <i>Helping Teens Stop Using Tobacco</i> | <i>Project EX</i> |
| <i>Intervening with Teen Tobacco Users</i> | <i>Project Toward No Drug Use</i> |
| <i>Know Your Body</i> | <i>Project Toward No Tobacco Use</i> |
| <i>Media Detective</i> | <i>Strengthening Families (ages 6-11 and 12-16)</i> |
| | <i>Strengthening Families (ages 10-14)</i> |
| | <i>Too Good for Drugs</i> |





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

REGION	GRANTEE	COMPENDIUM PROGRAM	FY 2014 AMOUNT	TOTAL GRANT AMOUNT
CENTRAL	Central Shenandoah Valley Office on Youth	Positive Action	\$60,000	\$180,000
	Chesterfield County Public Schools	Botvin LifeSkills Training	\$60,000	\$180,000
	Children, Youth and Family Services	Al's Pals	\$52,900	\$158,872
	Hanover Community Services	Positive Action	\$51,174	\$151,069
	Horizon Behavioral Health	Too Good For Drugs	\$58,099	\$159,356
	Medical Home Plus	Al's Pals	\$59,987	\$179,961
	Orange County Office on Youth	Strengthening Families	\$58,719	\$177,749
	Page County Public Schools	All Stars	\$7,703	\$40,265
	Presbyterian Homes and Family Services	Botvin LifeSkills Training	\$56,988	\$171,385
	Richmond City Health District	Positive Action	\$28,032	\$98,114
	Rockbridge Area Community Services	Too Good For Drugs	\$59,801	\$179,602
	Rockingham Memorial Hospital	Project TNT	\$59,385	\$178,770
	Skyline CAP	Al's Pals	\$29,324	\$101,655
	Southside Area Rural Health Education Center	Al's Pals	\$27,924	\$87,596
	Virginia Rural Health Resource Center	Too Good For Drugs	\$32,295	\$96,990
YMCA of Richmond	Al's Pals	\$37,778	\$105,54	
NORTH	Alexandria Community Services Board	Al's Pals	\$58,479	\$175,729
	Arlington County Community Services Board	Strengthening Families	\$58,471	\$175,413
	Boys and Girls Club of Northern Shenandoah Valley	Positive Action	\$16,032	\$52,744
	Boys and Girls Club of Greater Washington	Botvin LifeSkills Training	\$37,896	\$120,288
	Ethiopian Community Development Council	Botvin LifeSkills Training	\$43,Skills	\$131,740
	Fairfax County Neighborhood & Community Services	Project TNT and TND	\$60,000	\$180,000
	Fairfax/Falls Church Community Services Board	Al's Pals	\$60,000	\$180,000
	Fauquier Cadre	Too Good for Drugs	\$58,426	\$175,266
	Global Wellness Solutions	Too Good For Drugs and Life Skills Training	\$62,642	\$179,651
	Loudoun County Mental Health	Botvin LifeSkills Training	\$55,431	\$167,456
	Manassas City Public Schools	Botvin LifeSkills Training	\$22,367	\$68,447
	Smart Beginnings	Al's Pals	\$59,832	\$179,613
	Warren Coalition	Botvin LifeSkills Training, Not on Tobacco	\$55,700	\$172,149
	Winchester Schools	Too Good for Drugs	\$3,221	\$14,276
	Youth Apostles	All Stars Core and Plus	\$35,825	\$112,192



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

REGION	GRANTEE	COMPENDIUM PROGRAM	FY 2014 AMOUNT	TOTAL GRANT AMOUNT
SOUTHEAST	Alternatives Inc.	Al's Pals	\$59,886	\$179,772
	Boys and Girls Clubs of Southeast Virginia	Positive Action	\$56,735	\$170,405
	Boys and Girls Clubs of Virginia Peninsula	Positive Action	\$59,460	\$178,664
	Crossroads Community Services Board	Too Good for Drugs	\$50,489	\$154,207
	C. Waldo Scott Center for HOPE	Too Good for Drugs	\$23,203	\$70,155
	Eastern Shore Community Services Board	Al's Pals	\$59,704	\$179,260
	Hampton-Newport News Community Services Board	Botvin LifeSkills Training	\$59,903	\$179,805
	Hampton Parks and Recreation	Positive Action	\$42,691	\$139,573
	Middle Peninsula Northern Neck Community Services Board	Botvin LifeSkills Training	\$59,944	\$179,888
	Peninsula Metro YMCA	Know Your Body, SPARK	\$34,607	\$120,993
	Southside Area Rural Health Education Center	Al's Pals, Botvin LifeSkills Training	\$59,904	\$179,805
	The UP Center	Creating Lasting Family Connections	\$59,910	\$179,820
	Three Rivers Health District	Too Good for Drugs	\$33,717	\$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	\$58,533	\$178,509	
SOUTHWEST	Blue Ridge Behavioral Healthcare	Too Good for Drugs	\$42,761	\$126,999
	Galax City Schools	Botvin LifeSkills Training, Youth Media Network	\$31,751	\$95,310
	Henry County Schools	Too Good for Drugs	\$50,797	\$152,408
	Highlands Community Services	Botvin LifeSkills Training	\$60,000	\$180,000
	Mt. Rogers Community Services	Botvin LifeSkills Training, Youth Media Network	\$39,071	\$117,213
	New River Valley Community Services	Toward No Drug Abuse	\$59,993	\$179,979
	Piedmont Community Services	Too Good for Drugs	\$60,000	\$180,000
	Planning District 1	Toward No Tobacco Use	\$14,452	\$42,201
	Pulaski County Schools	Too Good for Drugs, Toward No Drug Abuse, Intervening with Teen Tobacco Users	\$59,045	\$177,190



CAPACITY BUILDING

Each year VFHY offers capacity building and obesity and tobacco-use prevention program training for grantees and other organizations throughout Virginia. In FY 2014, in collaboration with the Department of Behavioral Health and Developmental Services (DBHDS) and the Virginia Department of Health (VDH), VFHY offered more than 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 Inc.	Leadership and 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's 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 and Appreciation of Cultural Diversity	\$2,200
KB TurnKey & Associates	Using Assessment Capacity and 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 and Young Adult Women	\$1,200

TRAINER	WORKSHOP(S)	AMOUNT PAID
Alejandro Garcia-Barbon	Best Strategies to Support Tobacco Prevention Efforts Latest Tobacco Use Trends Community Assessment How To Make Tobacco An Issue in Priority Populations Effective Tobacco Use Prevention and Cessation Strategies for Youth and Young Adults	\$2,400
Gail Taylor	Prevention's Changing Paradigm	\$600
Consociate Media	Like Share, Retweet, & Follow: How To Layer Social Media in Your Communications Strategy Digital Word of Mouth Dream Build Connect: How to Use New and Traditional Media to Build a Strategic Plan	\$2,800
Leading To Change	GENERATIONAL X-ROADS: When X, Y, and Boomers Collide MUSIC, POWER, ACTION: Using Today's Music and Movies as Powerful Engagement Tools Playing With Fire: Conflict, Communications and Your True Color of Leadership	\$2,000
Circa Learning	Classrooms That Work Spice Up Prevention Programs Assessing Student Learning in the Prevention Education Classroom Engaging With Students Who Don't Seem to Care	\$1,300



MARKETING

Acting U.S. Surgeon General Rear Admiral Boris Lushniak poses with Y Street teen volunteers Natalie Musfer and Yasmine Rodriguez at VFHY's 2014 national Reduce Tobacco Use conference, which was held April 10-11, 2014, at the Sheraton Pentagon City in Arlington. During the conference Natalie and Yasmine presented information about Y Street's campaign to raise awareness of the negative impact of flavored tobacco products.



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

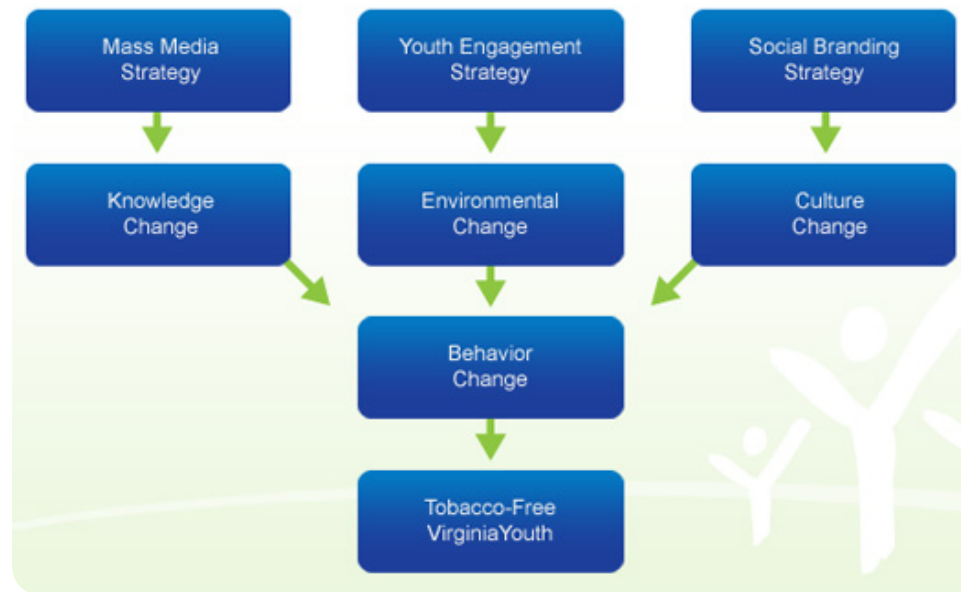
Promote cultural change within the “peer crowd” of every Virginia teen to ensure that living tobacco-free is perceived as a socially desirable choice.

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 on the following pages:

?

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.





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, seven-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, administrators, peers, 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 and Prevention (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.

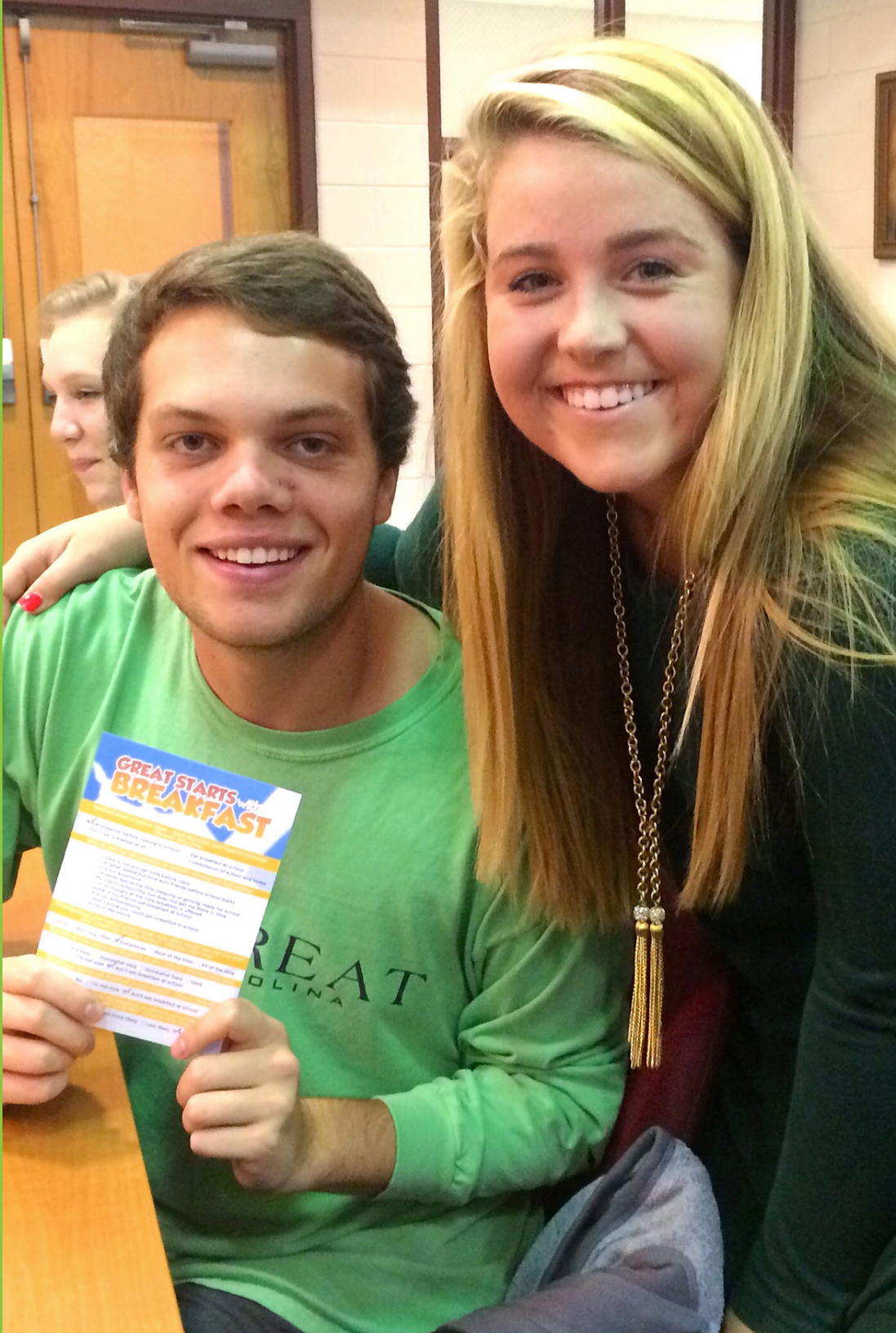
Today, Y Street is one of the nation's largest and most efficient youth engagement programs, each year training more than 600 new high school students. Combined with youth trained in prior years, they complete more than 1,500 tobacco and obesity prevention projects and volunteer more than 3,000 hours 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 community members about the dangers of flavored tobacco products 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 60,000 MOPs, leading to results such as reports on Virginians' opinions of clean indoor air, or Virginians' consumption of sugar-sweetened beverages. Y Street youth volunteers have even been invited to testify before the FDA, present findings at national conferences, and participate in press conferences with the Governor of Virginia and the U.S. Surgeon General.





Y STREET

Before becoming a member of Y Street two years ago, Maggie Toms didn't understand how high school students could change their communities. Now she does.

"By being a Y-Ster, I have had very rewarding experiences working with Virginia's First Lady, state delegates, school administrators and others. These opportunities have shown me that everyone can make positive changes in their community," says Maggie, a senior at Carlisle School in Martinsville.

Since 2004, VFHY's youth engagement program, Y Street, has trained more than 7,500 high school students 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). Maggie is one of the leaders of the YSLT who strive towards Y Street's goal of creating a healthier Virginia.

"Y Street offers one of the best opportunities for youth to become actively involved in helping not only their community, but also their entire state," Maggie says.

In 2014, Y Street worked on the Great Starts with Breakfast initiative, created to gather information about the need for alternative breakfast models in elementary, middle and high schools. Maggie spoke with hundreds of students in her community to learn about their breakfast options and eating habits. She presented her work at the 2014 Virginia School Nutrition Association conference and met with First Lady of Virginia Dorothy McAuliffe.

Says Maggie: "Breakfast is very important and being able to provide breakfast in schools would help Virginia prevent childhood obesity as well as increase success in education."

"Y Street offers one of the best opportunities for youth to become actively involved in helping not only their community, but also their entire state."

— *Maggie Toms, Y Street Leadership Team member*

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 the 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 uses Social Branding strategies to change the norms within those peer crowds to promote tobacco-free lifestyles.

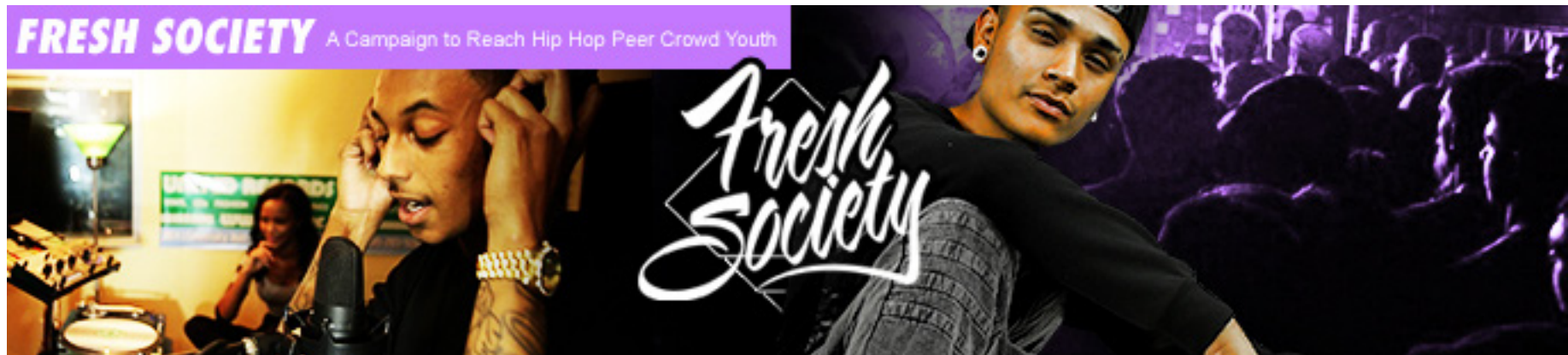
Making tobacco use uncool eliminates a young person's desire to use tobacco products. But that's easier said than done. Changing cultural norms among young people requires penetrating their peer crowd in an authentic manner. To do this, VFHY first has to identify and understand the most common peer crowds 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.

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 in order 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. The 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. Recently the Fresh Society campaign was created to reach the Hip Hop peer crowd, another influential, at-risk group in Virginia.

Collectively, these strategies strive to create change from within each peer crowd, reducing the pressure for current and future teens within those peer crowds to use tobacco products.



KNOWLEDGE/MASS MEDIA

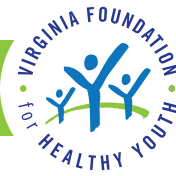
No other strategy reaches as many people as comprehensively as mass media advertising. Through TV, radio, outdoor and social media, VFHY reaches youth in every corner of the state. In addition, advertising campaigns have been proven by the Centers for Disease Control (CDC) to reduce youth tobacco use.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

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





RESEARCH AND EVALUATION

Ensuring VFHY's marketing efforts are effective is just as important as implementing them over time. VFHY develops and improves these strategies 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 use for individuals in the different peer crowds of youth existing in Virginia.

CONTRACTORS

VFHY currently works with three contractors for its marketing campaign, with the following FY 14 expenditures:

Market Decisions Health Care Research (\$15,000)

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 (\$1,116,854)

Barber Martin Agency, one of the most stable and well-respected advertising agencies in Virginia, has served as VFHY's creative and media strategy partner for several years. Founded in 1988, 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 (\$1,593,482)

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 used by VFHY and manages their implementation through the Y Street, Syke and Down & Dirty campaigns. Rescue SCG also develops creative media for the *ydouthink* campaign and manages the campaign's social media presence.



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.

FOR



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



The grant researchers are investigating the relationship between stress, social isolation and adolescent nicotine use. In addition to behavioral assays, researchers focus on the D2 dopamine receptor, which plays key roles in all drugs of abuse and which has previously shown has an adolescent-specific response to nicotine exposure. They are also investigating the adolescent functions of the Cd81 gene, which research has previously shown is able to limit voluntary nicotine consumption and stress reactivity in adult mice.

Behavioral tests of nicotine preference

Researchers have purchased and set up a Coulbourn automated system for measuring nicotine consumption in two-bottle tests. This required some modifications to ensure that the water spouts were low enough to be easily accessible to adolescent mice. To ensure that the drinkometers would not be aversive to adolescent mice, the researchers wound up using an optical rather than electrical detection system. The researchers have also written and tested computer software to record and analyze the results. This computer software is also able to accommodate regular switches of nicotine vs. water bottle locations, as well as counter-balancing of which bottle (nicotine vs. water) is indicated by a cue light, as well as switching the cue light appropriately. In order to ensure both adequate space for the electrical and computer equipment to run the cages, and yet ensure that the space was quiet and well-ventilated enough to support the experimental mice for extended periods (four weeks per experiment), it ultimately proved necessary to transfer the mouse colony and experimental apparatus to the Krasnow Institute (a separate building on the GMU Fairfax campus). This move has now been completed. The researchers have also continued to expand the mouse colony to facilitate the behavioral experiments.

Protein and mRNA assays of D2 gene expression in adolescent mice

As was reported at the 2014 Virginia Youth Tobacco Projects Research Coalition meeting, the assays of D2 mRNA levels in male adolescent mice showed that their responses to the first dose of nicotine differed significantly between right vs. left prefrontal cortex. This was an exciting and unexpected result, but also meant that the initial plan to use one side of the brain as a control for the other had to be modified. The researchers have now analyzed mRNA levels in additional brain areas of both male and female adolescent mice. The results showed that the mRNA levels of both D2L and D2S isoforms were higher on the right sides of the brain areas assayed (medial prefrontal cortex, ventral striatum, and ventral tegmentum) in both adolescent male and adolescent female mice. There were significant sex differences in lateralization, with greater lateralization in saline controls among the females, and greater lateralization in the gene expression responses to nicotine among the males. This lateralization of dopamine receptor gene expression raises the prospect that the acquisition of nicotine dependence may occur primarily (first) on one side of the brain, as is also the case for morphine (Glick et al., 1992).

Virginia Youth Tobacco Projects Research Coalition Core

Grant Award Amount: \$472,217

Principal Investigators: Robert L. Balster, Ph.D., Alison Breland, Ph.D., J. Randy Koch, Ph.D., Virginia Commonwealth University Center for the Study of Tobacco Products



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 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 goals of the VYTP are to:

1. Attract new faculty to work on problems of adolescent tobacco use;
2. Facilitate the development of multi-university, multi-disciplinary collaborations in carrying out the VFHY research program;
3. Disseminate the results of adolescent tobacco-use research to other researchers, policy makers and practitioners;
4. Use VFHY sponsorship to leverage additional funding for youth tobacco research; and
5. Promote the translation of research findings into improved prevention services and tobacco-control policies.

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 received 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 faculty and trainees was held on Feb. 27 and 28, 2014. The meeting featured progress reports on both the VFHY-funded large research grants and VYTP small grants. As usual, the research presented included a wide range of both basic science and applied studies. In addition to presentations of VFHY/VYTP-funded research, a workshop was conducted on *Community Engaged Research* by Amber D. Haley of VCU, and Drs. Aashir Nasim, Alison Breland and J. Randy Koch presented preliminary results for a series of studies evaluating aspects of the VFHY-funded prevention programs. There was active attendance and participation by trainees.

Preparing an update to the Summary and Integration Report of VFHY-funded Research: 2002 to 2013. This report summarizes and integrates all research funded by VFHY and provides recommendations for future directions for both VYTP investigators and VFHY.

VCU was awarded an \$18.1 million grant by the Food and Drug Administration/ National Institute on Drug Abuse to become one of 14 Tobacco Centers of Regulatory Science. This grant was the direct result of early investment by VFHY in VCU research on tobacco. The goal of VCU's Center for the Study of Tobacco Products (CSTP) is to develop and test a model for evaluating modified risk tobacco products (MRTPs), such as electronic cigarettes, which may come to be regulated by the FDA. Recent research shows that a large percentage of youth are using electronic cigarettes and that it is growing at a dramatic rate (e.g., CDC, 2013). Thus, the goals of the CSTP are consistent with the goals of the VYTP, and the activities of this new Center will support the overall mission of VFHY. Given this, the VYTP is now being administratively housed within CSTP where it will benefit from a research infrastructure devoted to addressing the problems of tobacco use.

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 2014 submitted 26 grant applications (eight funded), published or submitted for publication more than 71 manuscripts, and delivered more than 48 conference presentations on youth tobacco use.

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-Investigator: 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. With this project VCU researchers have demonstrated that voluntary exercise on a running wheel available during nicotine abstinence greatly reduces nicotine seeking in male rats compared to counterparts that had access to a locked wheel. In females, access to the wheel reduced nicotine seeking, independent of





whether they could run on it, suggesting that environmental enrichment is sufficient to promote abstinence in female rats. Interestingly, the finding is similar to studies in children that suggest that an after-school program with nonsmoking messages is sufficient to promote smoking abstinence in girls, but only an after-school program that included aerobic exercise improved smoking abstinence outcomes in boys. Rats have similar brain areas, neurotransmitters and circulating hormones as humans. Since rat nicotine self-administration has good predictive validity for smoking cessation strategies these studies may inform strategies to promote smoking cessation in children. The controlled preclinical studies in rodents suggest that a biological component supports these differences between males and females.

The best prognosis for tobacco cessation is to never begin smoking, thus these ongoing studies will determine whether exercise and environmental enrichment will prevent initiation of nicotine use in adolescent male and female rats. The preliminary studies in male rats suggest that this is a highly effective strategy, with none of the rats choosing to self-administer nicotine when they had limited two-hour access to a running wheel. In the next year, the researchers will assess exercise as a prevention strategy in adolescent females and attempt to elucidate relevant neurobiological correlates for these effective behavioral strategies. These data suggest that exercise is an effective strategy to curb relapse and prevent initiation of nicotine use in males and females and further suggest that females may benefit from environmental enrichment without aerobic exercise.

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, wherein behavioral events can be situated in specific locations, and participant evaluations and feelings can also be associated with these events.

Researchers began subject recruitment/enrollment in May 2013. The recruitment goal was to enroll 11 participants per month. To date, they have enrolled 169 subjects into the study and are ahead of schedule in recruitment. Researchers are employing a respondent-driven sampling plan, wherein participants may recruit up to three eligible friends for compensation. So far this method has produced a steady flow of eligible participants into the study. Subjects are randomized into either the treatment group, who receive interactive Motivational Interviewing with Social Network counseling text message interventions, or to the control group, who receive general health information text messages. The control group text messages are matched in number to the intervention group. Each subject completes a baseline "full battery" online survey, receives text interventions the first week after their enrollment, and completes the EMA phone-based surveys every month and completes follow-up surveys at one, three and six months post-treatment. The first wave of EMAs started in the second week of June 2013.

Preliminary findings indicate the intervention is having a positive impact on participants, including reductions in daily cigarettes smoked, peer network social risk, close friends who smoke daily, as well as increases in intentions to not smoke in the future, close-friend social support, and refusing a cigarette from a close friend.

Researchers have also have found promising findings in examining geographic nature (density/distance) of tobacco-selling outlets in relation to participating adolescents' treatment experiences and substance use behavior. They have observed that density of outlets is negatively correlated with time since last cigarette, that is, as density increases, time decreases ($r = -.23, p < .05$). They have also seen that density of outlets is negatively correlated with readiness to stop smoking cigarettes — as density increases, readiness decreases ($r = -.25, p < .05$). Additionally, the researchers have noted that distance to outlets is positively correlated with readiness to stop other drug



use — as distance increases, readiness increases ($r = .52, p < .05$). Overall, what the moderation regression model has shown is that treatment is effective for teens with greater distances from their homes to tobacco outlets, but is not effective for teens who are exposed to greater availability of tobacco products.

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).

To date, researchers have collected baseline data from 30 parent-child dyads in the intervention group and 30 parent-child dyads in the control group. Based on data that was ready for analysis from 53 parent-child dyads, parents (52 females, one male) ranged in age from 28 to 59 with a mean of 38.53 years. The majority of parents were the adolescents' biological parent (91 percent) and 18.9 percent of caregivers were married. A majority of parents (56.6 percent) had received a high school diploma or

higher education. Parents reported that 90.6 percent were African-American, 7.5 percent were white and 1.9 percent were Latino. A majority of families (61.4 percent) reported an annual income below \$20,000.

Adolescents in the intervention group (11 female, 17 male) ranged in age from 11 to 14 with a mean of 12.5 years. A total of 12 adolescents were in the sixth grade, 11 in the seventh grade, four in the eighth grade and one in the ninth grade. Adolescents were referred through one of three ways, with six referred from truancy meetings, 20 referred from discipline reports, and two referred from chronic tardy/absences reports. High-risk behaviors of adolescents in the intervention group indicate that 22.2 percent of students reported ever smoking cigarettes, though only 7.1 percent reported smoking cigarettes in the past 30 days. Additionally, 3.6 percent reported using smokeless tobacco and 7.1 percent reported using cigars, little cigars or cigarillos in the past 30 days.

Adolescents in the control group (12 female, 13 male) ranged in age from 11 to 16 with a mean of 13.1 years. A total of six adolescents were in the sixth grade, seven in the seventh grade, and 12 in the eighth grade. In addition, a total of 16 were referred from truancy meetings, six referred from discipline reports, and three referred from chronic tardy/absences reports. High-risk behaviors of adolescents in the control group indicate that 20 percent of students reported ever smoking cigarettes, though only 8.7 percent reported smoking cigarettes in the past 30 days. Additionally, no participants in this group reported using smokeless tobacco or cigars, little cigars or cigarillos in the past 30 days.



VIRGINIA COMMONWEALTH UNIVERSITY

Innovative, VFHY-funded researchers at Virginia Commonwealth University are harnessing teens' love of smartphones and texting to reduce youth smoking.

Supported by a \$449,867 grant from VFHY, researchers from VCU's Commonwealth Institute on Child and Family Studies (CICFS) utilized a series of text messages as an intervention for teen smokers. Their initial research was published in December 2014 in the online edition of the peer-reviewed journal *Substance Abuse*.

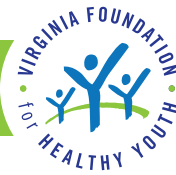
"The teens that got the counseling texts were smoking fewer cigarettes, increasing their intentions not to smoke in the future and felt more supported by their peers, compared to the control group," says the study's lead author, Michael Mason, Ph.D., an associate professor of psychiatry in the VCU School of Medicine and director of CICFS.

During the study, 72 inner-city teen smokers were provided with smartphones for six months. Half the group received 30 interactive, automated texts over a five-day period that counseled the teens on tobacco use and gave them the ability to request additional supportive texts and help. The texts were individually tailored based on responses the teens gave to a pre-screening interview about their attitudes toward smoking. The control group received texts with generic health tips on topics such as diet and exercise. The teens were then surveyed about their tobacco use one month, three months and six months later.

"There is evidence to suggest that these text messages are working and the personalized nature of them activates a self-referential part of the brain associated with behavior change," says Mason.

"I came across the idea with our work with adolescents and the ubiquitous presence of their phones."

— *Michael Mason, associate professor of psychiatry, Virginia Commonwealth University*



STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS

BALANCE SHEET For the Fiscal Year Ended June 30, 2014

Governmental Funds

Special Revenue

ASSETS:

Cash and cash equivalents held by the Treasurer of Virginia (Note 1-A)	\$11,464,943
*Investments Held by the Treasurer (Note 1-B)	\$0
Lease Deposits (Note 2-A)	\$6,366
Prepaid Expenses (Note 2-B)	\$5,492
Capital Assets, net of accumulated depreciation: (Note 3)	\$0
Operating equipment	\$0
TOTAL ASSETS – \$11,476,801	

LIABILITIES:

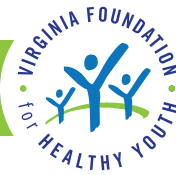
Accounts Payable (Note 4-A)	\$4,678
Accrued Payroll (Note 4-B)	\$83,913
Obligations Under Security Lend (Note 1-B)	\$0
Grants Payable (Note 4-C)	\$634,152
Compensated absences (Note 5)	\$106,634
Total Liabilities	\$829,377

NET ASSETS:

Investment in Capital Assets, net of related debt	\$0
Unrestricted	\$10,647,424
TOTAL NET ASSETS – \$10,647,424	

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 FY14.



STATEMENT OF ACTIVITIES AND CHANGES IN FUND BALANCE For the Fiscal Year Ended June 30, 2014

REVENUES:

Master Settlement payments (Note 6)	\$9,451,650
Interest Income (Note 6)	\$0
Proceeds from securities lending transactions* (Note 1-B)	\$0
Grants and other revenues (Note 6)	\$54,642
TOTAL REVENUES – 9,506,292**	

EXPENDITURES:

	Expenses	Adjustments	Net (Expense) Revenue and Changes in Net Assets
Tobacco Settlement Expense:			
Administration (Note 7)	\$890,280	\$0	-\$890,280
Depreciation Expense (Note 3)	\$0	\$0	\$0
Expenses for Securities Lending (Note 1-B)	\$0	\$0	\$0
Marketing (Note 4-C)	\$2,850,380	\$0	-\$2,850,380
Program Expense (Note 8)	\$2,966,344	\$0	-\$2,966,344
Research and Evaluation (Note 9)	\$1,023,782	\$0	-\$1,023,782
Obesity (Note 8)	\$948,647	\$0	-\$948,647
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)	\$71,774	\$0	-\$71,774
Total Expenditures	\$8,826,206		-\$8,826,206

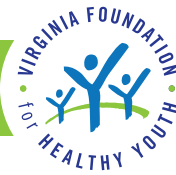
Excess (deficiency) of revenue over expenditures — \$680,086

Fund Balance/Net Assets, July 1, 2013 — \$9,967,338

Fund Balance/Net Assets, June 30, 2014 — \$10,647,424

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.



NOTES TO FINANCIAL STATEMENTS

As of June 30, 2014

Note 1: CASH, CASH EQUIVALENTS, AND INVESTMENTS

A. Cash and Cash Equivalents

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

B. Securities Lending Transactions

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

Cash with the Treasurer of Virginia..... \$ 11,464,943
 Investments held by the Treasurer of Va. 0

**Total cash, cash equivalents,
 and investments\$11,464,943**

Note 2: LEASE DEPOSITS and RENTS

- A.** VFHY rents office space at 701 E. Franklin for the main office and as of June 30, 2014, had field staff offices located in Blacksburg and Hayes, Va. Deposits on rental leases total \$6,366.00 of which VFHY anticipates to receive back \$400 in July 2014 for a vacated office in Fork Union.
- 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, 2014 VFHY had prepaid expense of rents totaling \$5,492.

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 \$5,000 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

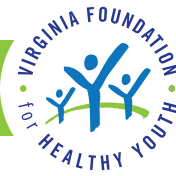
Operating expenses accrued but unpaid as of June 30, 2014, totaled \$4,678.

B. Accrued Payroll

All VFHY employees are paid on a semi-monthly schedule. Accrued payroll expenses of \$83,913 represents work performed prior to June 30, 2014 but registered in FY15 Commonwealth Accounting Reconciliation System.

C. Grants/Contractual payables

VFHY awarded funding to programs all over the Commonwealth for the prevention of tobacco use and obesity by youths. VFHY contracted with higher education universities to conduct research, surveys and evaluations on tobacco use and prevention. VFHY also 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 \$634,152.



NOTES TO FINANCIAL STATEMENTS continued

As of June 30, 2014

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, 2014. The \$106,634 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 FY15. Balances for staff with longer years of service were based on the allowable carry forward amounts. As a result, it has been determined that \$55,825 of the entire amount is long-term liability and the remainder is considered a short-term liability.

Note 6: REVENUES

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 2014, VFHY received \$9,451,650 in MSA payments and \$0 in interest payments. VFHY also received grant funds from VDH to broaden scope of services in community projects for prevention of obesity and tobacco use prevention, and conference and training registration fees from participants that was used to offset expenses.

Note 7: ADMINISTRATION

Administrative costs are all of the operating expenses needed for the maintenance of 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 the research, evaluation of tobacco-use prevention programs, evaluation of the statewide marketing campaign as well as the Virginia 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.



2014 ANNUAL REPORT

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