



ANNUAL REPORT



www.vfhy.org

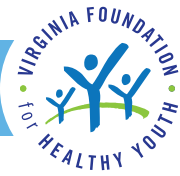


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Greetings!

I am pleased to report to you that tobacco use among Virginia's young people continues to be on the decline. Our latest Virginia Youth Survey results demonstrate that tobacco prevention works and that Virginia's kids are choosing healthy lifestyles.

However, we are also observing a troubling trend: While youth cigarette smoking is plummeting within the commonwealth, the use of e-cigarettes and similar nicotine delivery devices is sharply climbing. More than twice as many high school students are now using e-cigarettes as traditional cigarettes. Because e-cigarette liquids are often sold in flavors such as bubble gum and gummy bears that are attractive to minors, we must be constantly vigilant and continue to adjust to future trends in youth nicotine and tobacco use.

We are proud of our continuing progress and due to our success at empowering Virginia's youth to make healthy choices, the General Assembly voted during its 2017 session to expand the Virginia Foundation for Healthy Youth's mission to include youth substance-use prevention and reduction. We expect to be sharing more about this in the year to come as we consult with our Board of Trustees and begin the process of assessing how VFHY can collaborate with our stakeholders and implement initiatives to effectively prevent and reduce youth substance use.

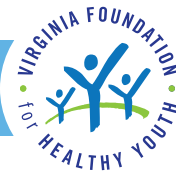
As always, on behalf of everyone at VFHY, we thank you for your continued support of our mission and for everything you do to help Virginia's children lead healthier, happier lives.

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
Suite 500
Richmond, Virginia
23219

Marty Kilgore
Executive Director

Margaret White
Deputy Director

Eloise Burke
Senior Executive Assistant

Richard Foster
Public Affairs Manager

Donna Gassie
Director of Programs

Henry Harper
Director of Community Outreach and Development

Heidi Hertz
Childhood Obesity Prevention Coordinator

Wilma Jordan
Business Manager

Charlie McLaughlin Jr.
Training and Resource Manager

Danny Saggese
Director of Marketing

REGIONAL STAFF

NORTH REGION

Lisa Brown
Regional Grants Administrator
2465 Centreville Road
#J17-106
Herndon, VA 20171

CENTRAL REGION

Terri-ann Brown
Regional Grants Administrator
701 E. Franklin St.,
Suite 500
Richmond, VA 23219

SOUTHEAST REGION

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

SOUTHWEST REGION

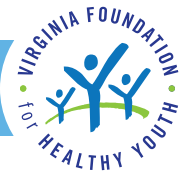
Jenny Martin
Regional Grants Administrator
1700 Kraft Drive
Suite 2416
Blacksburg, VA 24060



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 70 percent and the number of middle schools students who smoke has dropped by 85 percent! Members of our Y Street high school volunteer group logged 6,000 volunteer hours on projects in FY 2016. VFHY also funded 20 Healthy Communities Action Teams (HCATs) to prevent and reduce childhood obesity across Virginia in FY 2016. 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.



CHAIR

Sandy L. Chung, M.D., of Sterling, physician, Fairfax Pediatric Associates, PC
(term expires June 30, 2019)

VICE CHAIR

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

MEMBERS

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

Valerie L. Bowman, M.D., FAAP, of Richmond,
pediatrician, Developmental Assessment Clinic,
Bon Secours St. Mary's Hospital (term expires
June 30, 2018)

January Britt, of Henrico, teacher (term expires
June 30, 2017)

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)

Teresa Gardner, DNP, MSN, FNP-BC, FAANP, of
Wise County, Executive Director, The Health Wagon
(term expires June 30, 2019)

Glory Gill, of Hampton, member, Virginia School
Nurses' Association (term expires June 30, 2018)

Andrew W. Goodwin, of Richmond, Legislative
Assistant, U.S. House of Representatives
(term expires June 30, 2019)

Sarah Bedard Holland, of Richmond, executive
director, Virginia Oral Health Coalition (term expires
June 30, 2018)

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

Ritsu Kuno, M.D., of Richmond, pulmonologist,
Pulmonary Associates of Richmond (term expires
June 30, 2018)

Kris E. Kennedy, M.D., FACOG, of Virginia Beach,
Retired (term expires June 30, 2019)

Thomas J. L'Ecuyer, M.D., of Charlottesville,
Professor of Pediatrics, University of Virginia (term
expires June 30, 2019)

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, 2018)

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, 2018)

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

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

Kristina Powell, M.D., of Williamsburg, pediatrician,
Pediatric Associates of Williamsburg (term expires
June 30, 2017)

Vineeta Shah, MHS, R.D., of Richmond, independent
consultant, Anna Julia Cooper Episcopal School and
Virginia Commonwealth University (term expires
June 30, 2018)

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, 2018)

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).

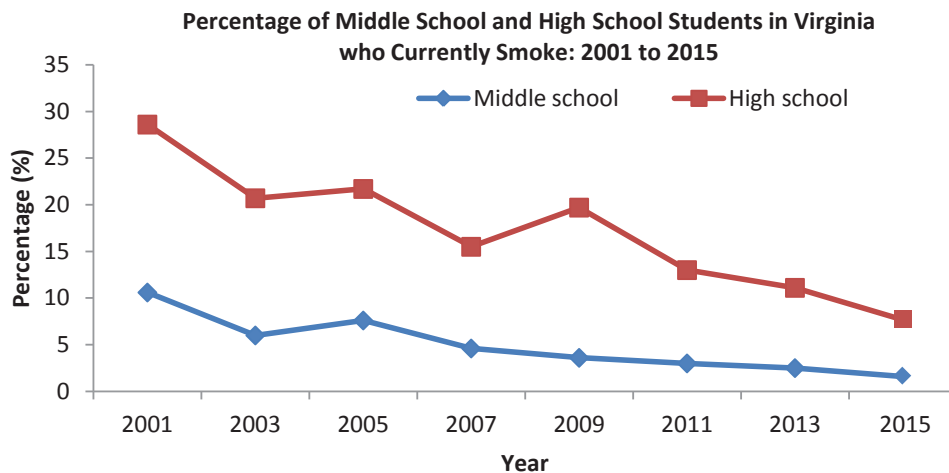
The Virginia Youth Survey (VYS) has been developed to monitor priority health risk behaviors that contribute markedly to the leading causes of death, disability and social problems among youth and adults within the commonwealth of Virginia.

VDH in collaboration with VFHY and the Virginia Department of Education administered the most recent Virginia Youth Survey in fall 2015. 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.

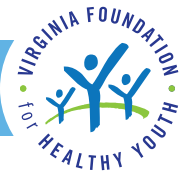


VFHY prevention class (Floyd County)

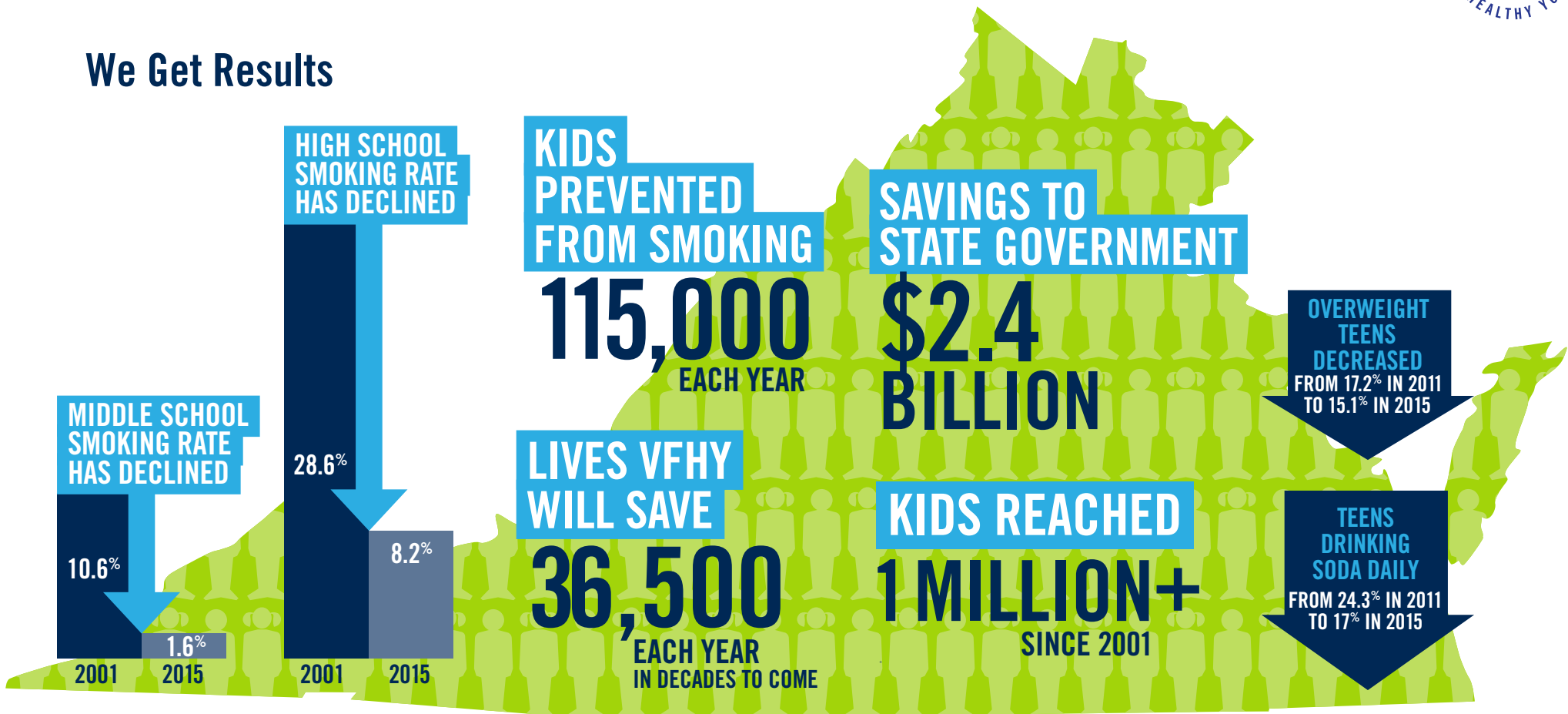


Source: Virginia Department of Health and Virginia Foundation for Healthy Youth, Virginia Youth Survey, 2015





We Get Results



We Have More Work to Do

5,700 KIDS
UNDER AGE 18
ARE BECOMING
SMOKERS EACH YEAR

120,741
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

On April 25-26, 2016, VFHY co-hosted the 12th national Reduce Tobacco Use conference, with keynote speakers including Brian King, Ph.D., MPH, the deputy director for research translation in the Office on Smoking and Health (OSH) within the National Center for Chronic Disease Prevention and Health Promotion at the Centers for Disease Control and Prevention (CDC).

Held in Arlington, Va., the conference attracted more than 375 education, government, health care and prevention professionals from across the United States. Topics addressed included best practices for prevention programs, emerging nicotine delivery products, reaching priority populations and using social media marketing tools for prevention.

During the conference Virginia Health Commissioner Dr. Marissa Levine announced the results of the latest Virginia Youth Survey, which found that more than twice as many Virginia high school students are now using e-cigarettes than are smoking traditional cigarettes. According to the survey of public school students, which was jointly conducted by VFHY and the Virginia Department of Health, nearly 17 percent of Virginia high school students use e-cigarettes, while 8.2 percent smoke traditional cigarettes.

“E-cigarette emissions are not harmless water vapor,” Levine said during her speech. “The emissions can contain nicotine and other harmful chemicals. As such, we recommend that children be protected from exposure to the emissions from e-cigarettes and all consumers of such products should be cautioned that they may be exposed to varying levels of nicotine or other chemicals and contaminants in these products.”

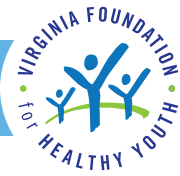




CHILDHOOD OBESITY PREVENTION

First Lady of Virginia Dorothy McAuliffe participated in a Farm to School kickoff event held at J. Blaine Blayton Elementary School in Williamsburg. VFHY helped coordinate the event with the Virginia Department of Agriculture and Consumer Services, Williamsburg-James City County Public Schools and the Virginia School Nutrition Association.





The Virginia Foundation for Healthy Youth's obesity prevention efforts emphasize policy and environmental strategies to make healthy eating and active living accessible for everyone. Through our work, VFHY is playing a leading role in creating communities that support healthy kids and healthy living. 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.

Healthy Communities Action Teams (HCATs)

Through our Healthy Communities Action Teams (HCATs), VFHY has invested in community-led obesity prevention activities by using a team-based approach 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. Stories from VFHY's HCATs demonstrate that creating healthier environments leads to healthier behaviors. For example, VFHY-funded HCATs working to improve the built environment have demonstrated that students are more active when there are safe streets, sidewalks and crosswalks to walk or bike to school.

VFHY utilizes innovative approaches to address childhood obesity by creating state-wide campaigns to increase awareness and promote healthy eating and physical activity. VFHY celebrates Healthy Youth Day each January to promote increased physical activity, better nutrition and tobacco-free living for children. To increase awareness on the health impacts of sugar-sweetened beverages, VFHY and partners throughout the state celebrate Rev Your Bev Day in May. Also in May VFHY promotes Screen-Free Week, encouraging youth and families to get unplugged from televisions, computers and electronic devices and find fun ways to be physically active. And to focus attention on the issue of childhood obesity 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 own Childhood Obesity Awareness Month celebrations.

Statewide Evaluation

Conducted by Virginia Commonwealth University, the Healthy Communities Action Teams' statewide evaluations in FY 2016 provided enormous insight into how these VFHY-funded coalitions function so successfully. Leadership, diversity, capacity and sustainability join to elevate the work of our HCATs.

Evaluation interviews conducted with HCAT members included these observations:

DIVERSITY STRENGTHENS COALITIONS

"I think the breadth of the sphere of influence has probably been the strongest asset of being connected with this diverse range of member organizations."

THE VALUE OF HCATS

"I love these partnerships and people hear different things. It's an opportunity to grow and I'm very, very fortunate in this community that people really want to work together to move forward versus working in silos and saying, 'mine, mine, mine.'"

LEVERAGING RESOURCES FOR SUSTAINABILITY

"I think we've done a great job already of generating other funding from other sources. And now, because we're getting even a greater track record of doing these great projects, I think we all feel like there's a boundless future for us."

Making connections between hunger and obesity

To address hunger and obesity in Virginia, the Virginia Foundation for Healthy Youth has developed new partnerships and explored innovative strategies to find a common solution to both of these issues.

Hunger and obesity are serious public health problems and often can co-exist in the same individual, family or community. More than 311,410 children in Virginia face food insecurity, living in homes with limited access to a dependable food supply. Hungry children are more frequently sick, more likely to be hospitalized and can experience more behavioral and social problems. Perpetuated by limited access to healthy and affordable foods, food-insecure children are at a greater risk of becoming overweight or obese as compared to their more affluent peers. In our state more than 26 percent of high school students and 30 percent of middle school students are overweight or obese.

Bridging the Nutritional Divide

On Nov. 20, 2014, Virginia Gov. Terry McAuliffe signed into effect Executive Order No. 34, creating the Commonwealth Council on Bridging the Nutritional Divide. Chaired by First Lady of Virginia Dorothy McAuliffe, this initiative aims to bridge the nutritional gap in Virginia through key objectives that strive to eliminate childhood hunger. Serving as a member of the council, VFHY is working to support local initiatives across the Commonwealth by enhancing communication, coordinating local efforts and convening partners.

Great Starts with Breakfast

Children in Virginia are not hungry because of a lack of federal child nutrition programs; rather, food insecurity is bolstered by an underutilization of these programs by those eligible. The school breakfast program is one of the most underutilized child nutrition programs, yet eating breakfast is essential for success in the classroom. In Virginia, just 51.3 percent of students receiving free and reduced price lunch also participate in the free- and reduced-price school breakfast program.

In order to support efforts to decrease hunger among Virginia school children VFHY and our Y Street high school volunteer group have partnered with the Office of the First Lady to create the Great Starts with Breakfast initiative. This effort aims to expand availability, accessibility and participation in the school breakfast program. Findings from statewide surveys revealed that being pressed for time is a primary reason cited when students are asked why they don't eat school breakfast and that students would be more likely to eat school breakfast if alternative breakfast models such as breakfast after the bell or grab-and-go breakfast options were available.

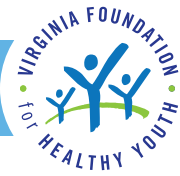
Rev Your Bev Day 2016

On May 18, 2016, more than 350 events took place across Virginia in celebration of VFHY's fourth annual Rev Your Bev Day – a statewide day of action to raise awareness about the contents of sugary drinks and encourage healthier alternatives.

Schools, youth activists, community organizations and health advocates helped Virginians learn how much sugar is in certain drinks, how that sugar can harm your body and how to make healthier drink choices. Y Street, the Virginia Foundation for Healthy Youth's award-winning teen volunteer group for high school students, helped lead efforts at many sites, including VFHY's flagship 2016 Rev Your Bev Day event, which was held at the Shady Grove YMCA in Henrico County.

Sugar consumed from popular drinks such as soda, sports drinks and sweet tea can add up over time, leading to serious health problems like heart disease, tooth decay, liver disease and diabetes. For every additional sugar-sweetened beverage consumed per day, a child's risk of becoming overweight increases by 60 percent.





Virginia Healthy Youth Day

About 400 Richmond-area school children attended VFHY's seventh annual Virginia Healthy Youth Day celebration, which was held on Jan. 20, 2016, on the main stage at Dominion Arts Center.

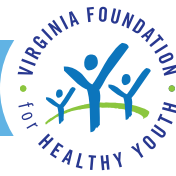
Virginia Commissioner of Health Dr. Marissa Levine spoke to the students from Chesterfield County who participated in the event, which included exercise sessions led by fitness specialists from the YMCA of Greater Richmond and fun smoking prevention lessons from Mad Science of Central Virginia.

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





VFHY HEALTHY COMMUNITIES ACTION TEAM GRANTS

REGION	GRANTEE	TOTAL GRANT AWARD	FY 2016 PORTION
CENTRAL	Greater Richmond Fit4Kids	\$62,800	\$27,705
	Page County Public Schools - Page Alliance for Healthy Community Action	\$39,000	\$18,435
	Project GROWS	\$63,000	\$26,850
	City of Richmond Department of Social Services - Richmond Health Action Alliance	\$63,000	\$27,950
	Rockbridge Community Services - Rockbridge Area Healthy Community Action Team	\$62,584	\$27,042
	Rockingham Memorial Hospital - Healthy Community Council Obesity Action Team	\$63,000	\$28,016
NORTH	Arlington County Parks and Recreation	\$29,286	\$7,043
	City of Alexandria	\$62,718	\$28,656
	Stafford Junction	\$60,960	\$28,168
	Warren Coalition	\$63,000	\$27,000
SOUTHEAST	Eastern Virginia Medical School- Eastern Shore	\$63,000	\$27,000
	Eastern Virginia Medical School -Hampton Roads	\$63,000	\$27,000
	Halifax United Way	\$63,000	\$27,000
	Middle Peninsula-Northern Neck Community Services Board	\$63,000	\$27,000
	Suffolk Partnership for a Healthy Community	\$63,000	\$27,000
SOUTHWEST	Carilion Medical Center	\$60,700	\$25,566
	LENOWISCO Health District	\$60,437	\$26,522
	Martinsville Henry County Coalition for Health and Wellness	\$60,210	\$27,395
	New River Valley Community Services	\$62,996	\$29,232
	United Way Virginia Highlands	\$61,335	\$26,235



PROGRAMS

Children get a look at the thick, sticky black tar that smoking leaves behind in the body during at a VFHY-funded LifeSkills after-school prevention program implemented by Loudoun County Community Services Board at Sugarland Elementary School in Sterling.



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 2016 VFHY served more than 50,000 youth across Virginia through 62 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.

The Dangers of Other Tobacco Products

As a result of the previous year’s concept mapping evaluation, the Virginia Foundation for Healthy Youth developed The Dangers of Other Tobacco Products (OTPs), an educational module to teach middle school and high school students about the risks associated with nicotine delivery products such as e-cigarettes, hookahs and smokeless tobacco. Pre- and post-test surveys conducted with hundreds of youths in Virginia showed significant increases in students’ understanding of the addictive qualities and dangers of OTPs.

This module can be used as a standalone presentation or can be added to an existing curriculum to augment information about tobacco-use prevention.



Compendium

All of the funded grants used programs found in VFHY's Compendium of Tobacco-Use Prevention Programs for Youth. 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.

VFHY Compendium of Programs

All Stars

Al's Pals

ATHENA (Athletes Targeting Healthy Exercise & Nutrition Alternatives)

Botvin LifeSkills Training

Healthy Alternative for Little Ones (HALO)

Keepin' It Real

Lead & Seed

Media Detective

Media Ready

Model Smoking Prevention Program

Not On Tobacco

PALS: Prevention Through Alternative Learning Styles

Positive Action

Project Alert

Project EX

Project Toward No Drug Use (TND)

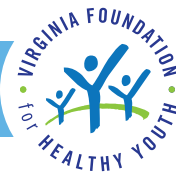
Project Toward No Tobacco Use (TNT)

Strengthening Families (ages 6-11)

Strengthening Families (ages 10-14)

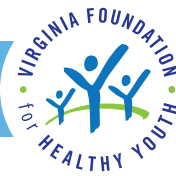
Too Good for Drugs





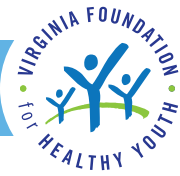
VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS THREE-YEAR GRANTS

REGION	GRANTEE	COMPENDIUM PROGRAM	TOTAL GRANT AMOUNT	FY 2016 AMOUNT
CENTRAL	Boys & Girls Clubs of Central Virginia	Positive Action	\$176,546	\$60,000
	Chesterfield County Public Schools	Botvin LifeSkills Training	\$180,000	\$60,000
	Horizon Behavioral Health	Too Good for Drugs, Too Good for Drugs and Violence	\$154,175	\$51,917
	HumanKind	LifeSkills Training	\$143,323	\$47,528
	NIA Inc. of Greater Richmond	All Stars, Lead & Sead	\$34,829	\$12,852
	Orange County Office on Youth	Strengthening Families (10-14) and Positive Action	\$178,374	\$59,530
	Page County Public Schools	All Stars, Too Good for Drugs	\$30,519	\$10,683
	ReadyKids (Formerly Children, Youth & Family Services)	Al's Pals: Kids Making Healthy Choices	\$180,000	\$60,000
	Richmond Behavioral Health Authority	Strengthening Families	\$178,380	\$59,460
	Richmond City Health District	Too Good for Drugs	\$157,001	\$53,031
	Rockbridge Area Community Services	Too Good for Drugs	\$180,000	\$60,000
	Sentara RMH Medical Center	Project Toward No Tobacco Use	\$180,000	\$60,000
	Smart Beginnings Crater	Al's Pals: Kids Making Healthy Choices	\$105,516	\$41,640
	Southside Rural Health Development Center	Al's Pals: Kids Making Healthy Choices	\$91,844	\$30,884
University of Virginia Cancer Center	Minnesota Smoking Prevention Program	\$149,590	\$49,484	
NORTH	Alexandria Department of Community & Human Services	Al's Pals: Kids Making Healthy Choices	\$178,625	\$59,297
	Arlington County Community Services Board	Strengthening Families (6-11) and Strengthening Families (10-14)	\$172,614	\$57,832
	Boys & Girls Clubs of Northern Shenandoah Valley	Positive Action	\$77,291	\$27,401
	CLEAN Inc.	Botvin LifeSkills Training	\$155,190	\$53,667
	Ethiopian Community Development Council Inc.	Botvin LifeSkills Training	\$180,000	\$60,000
	Fairfax County Community Services Board- Wellness and Health Promotion	Al's Pals: Kids Making Healthy Choices	\$179,625	\$59,700
	Fairfax County Neighborhood and Community Services	Project Toward No Tobacco Use & Project Toward No Drug Abuse	\$180,000	\$60,000
	Fauquier CADRE Inc.	Too Good for Drugs	\$179,581	\$59,961
	Global Wellness Solutions	Botvin LifeSkills Training, Too Good for Drugs	\$179,540	\$59,995
	Loudoun County Community Services Board	LifeSkills Training	\$178,707	\$59,813



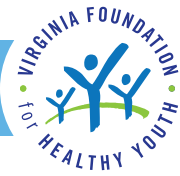
VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS THREE-YEAR GRANTS

REGION	GRANTEE	COMPENDIUM PROGRAM	TOTAL GRANT AMOUNT	FY 2016 AMOUNT
NORTH CONT.	SCAN of Northern Virginia	Strengthening Families (10-14) and Strengthening Families (6-11, 12-16)	\$180,000	\$60,000
	Smart Beginnings Rappahannock Area	Al's Pals: Kids Making Healthy Choices	\$179,331	\$59,987
	Warren County Community Health Coalition	LifeSkills, Toward No Drugs, Too Good for Drugs, HALO	\$180,364	\$60,000
	Youth Apostles Institute - Don Bosco Center	All Stars Core, Booster and Plus	\$120,792	\$41,157
SOUTHEAST	Alternatives Inc.	Al's Pals: Kids Making Healthy Choices	\$178,049	\$59,672
	Boys & Girls Club of Emporia/Greenville	Positive Action	\$110,467	\$36,601
	Boys & Girls Club of the Northern Neck	Positive Action and Strengthening Families	\$106,658	\$39,075
	Boys & Girls Clubs of Southeast Virginia	Botvin LifeSkills Training	\$95,692	\$33,150
	Boys & Girls Clubs of the Virginia Peninsula	Positive Action	\$180,000	\$60,000
	C. Waldo Scott Center for H.O.P.E.	Too Good for Drugs	\$78,685	\$26,106
	City of Hampton Department of Parks and Recreation	Too Good for Drugs	\$138,283	\$46,762
	Crossroads Community Services Board	Too Good For Drugs	\$155,706	\$52,486
	Eastern Shore Community Services Board	Al's Pals: Kids Making Healthy Choices	\$177,340	\$59,540
	Family Development Center of Virginia, Inc.	Healthy Alternatives for Little Ones (HALO)	\$12,448	\$5,056
	Life Changing Community Development Corporation	Too Good for Drugs	\$54,870.00	\$19,519
	Middle Peninsula-Northern Neck Community Services Board	Botvin LifeSkills Training Program	\$180,000	\$60,000
	Peninsula Metropolitan YMCA	Healthy Alternatives for Little Ones (HALO)	\$59,972	\$20,999
	Southside Rural Health Development Center	Al's Pals: Kids Making Healthy Choices	\$131,777	\$44,295
	The Up Center	Strengthening Families	\$174,007	\$60,000
	Three Rivers Health District	Too Good for Drugs	\$135,397	\$45,147
	William A. Hunton YMCA	Positive Action	\$180,000	\$60,000
SOUTHWEST	Bland County Schools	Too Good for Drugs	\$144,795	\$48,531
	Blue Ridge Behavioral Healthcare	Too Good for Drugs	\$180,000	\$60,000
	Bristol Youth Services	Too Good for Drugs	\$118,684	\$39,936
	Danville-Pittsylvania Community Services	Too Good for Drugs	\$167,113	\$55,561
	Galax City Schools	Too Good for Drugs	\$130,464	\$43,371
	Henry County Schools	Too Good for Drugs	\$179,600	\$60,000



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

2016 REGION	GRANTEE	COMPENDIUM PROGRAM	TOTAL GRANT AMOUNT	TOTAL GRANT AMOUNT
SOUTHWEST CONT.	Highlands Community Services	Too Good for Drugs, LifeSkills Training, Lead & Seed Training	\$160,522	\$54,782
	Montgomery County Public Schools	Project ALERT, Too Good for Drugs, Project Toward No Drug Abuse	\$175,846	\$55,898
	Mount Rogers Community Services Board	LifeSkills Training Program	\$141,648	\$47,456
	New River Valley Community Services	Too Good for Drugs and Project Towards No Drug Abuse	\$145,460	\$49,301
	Piedmont Community Services	Too Good for Drugs	\$179,744	\$60,000
	Planning District One Behavioral Health Services	Project Toward No Tobacco; Media Detective	\$130,875	\$43,735
	Pulaski County Public Schools	LifeSkills Training, Too Good For Drugs, Too Good for Drugs and Violence, Project Toward No Drug Abuse	\$180,000	\$60,000
	Roanoke City Public Schools	Too Good for Drugs	\$55,015	\$32,695
	Smyth County Public Schools	Too Good For Drugs	\$136,207	\$45,314
	United Way of Southwest Virginia	Al's Pals	\$180,000	\$60,000



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 2016, in collaboration with the Department of Behavioral Health and Developmental Services (DBHDS) and the Chesterfield County Public Schools, VFHY offered 11 workshops. Through a small registration fee and scholarship funding provided by DBHDS, all trainings were self-funded. The following organizations and trainers were contracted to provide the listed workshops:

TRAINER	WORKSHOP(S)	AMOUNT PAID
TurnKey KB and Associates	Lead & Seed Training	\$1,100
Steve Hixon and Valerie Liggins-Law	Substance Abuse Prevention Skills Training (SAPST)	\$3,200
	Effective Program Strategies for Successful Youth Programs	\$800
Valerie Liggins-Law	Through the Eyes of a Grant Reviewer	\$700
Alayne MacArthur	Assessing Student Learning	\$2,800
	Classrooms That Work	
	Engaging Students Who Don't Seem to Care	
	Ways of Asking	
Theresa Roth	Childhood Obesity: What Can We Do to Help	\$1,400
Pamela Roy	The New Landscape of Tobacco Products	\$700



MARKETING

Virginia Lt. Gov. Ralph Northam celebrates tobacco-free schools during the Virginia Beach kickoff of VFHY's statewide 24/7 Tobacco-Free Spirit Day on Nov. 18, 2015, with help from Y Street teen volunteers Brittany Williams and Daryl Anderson of Green Run High School.



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

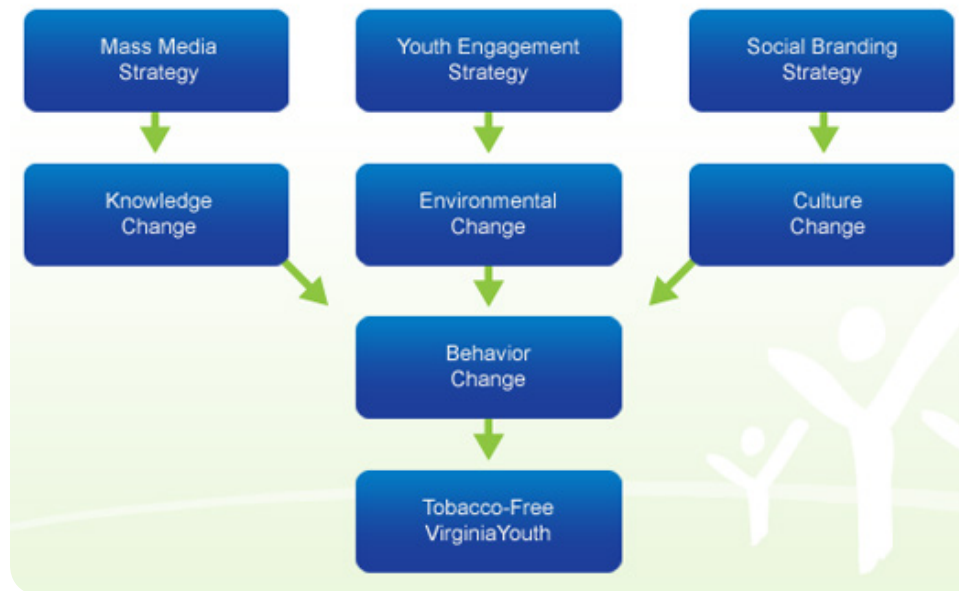
Promote cultural change within the “peer crowd” of every Virginia teen to ensure that living tobacco-free is perceived as a socially desirable choice.

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 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 700 new high school students. Combined with youth trained in prior years, more than 8,000 youth have been trained, and they volunteer more than 6,000 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 100,000 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

Since 2004 VFHY's youth engagement program Y Street has trained more than 8,000 high school students to be agents of change in their communities. Each year a group of these young people are selected to be members of the Y Street Leadership Team. Eunice Namkoong is one of these youth leaders who are working tirelessly to create a healthier Virginia.

Having joined Y Street as a freshman in 2015, Eunice has made an impact both in her community and statewide. "I joined Y Street because I saw this movement as an opportunity for me to engage with the community and tackle issues that are seriously affecting youth and adults right now," she says. Her efforts with the 24/7 campaign, an initiative to help Virginia school divisions adopt, implement and enforce 100 percent comprehensive tobacco-free policies, have done just that. Eunice has spoken before two school boards in the commonwealth to encourage their school systems to adopt comprehensive policies and has worked to help her own school communicate and enforce its 100 percent tobacco-free environment. Her efforts garnered local media attention, helping to raise awareness of the Hampton school system's commitment to its tobacco-free policies.

Eunice's passion for community engagement and dedication to creating positive change has more than paid off. Her efforts with the 24/7 campaign received national recognition when the Campaign for Tobacco-Free Kids selected her as a National Youth Ambassador. In 2016 Eunice took the stage as one of the few youth presenters during the National Reduce Tobacco Use Conference. Additionally she has met with and presented to the First Lady of Virginia, the state health commissioner and Virginia's lieutenant governor, in addition to a number of state and local delegates, highlighting how Y Street youth volunteers like her are creating lasting change to promote a healthy Virginia. "Y Street has opened doors for me to actively engage as an advocate on the local, state and national level," Eunice says. "I was able to work other passionate youth leaders and even directly collaborate with key decision-makers to create change!"

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 Agency and Market Decisions 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 Agency’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

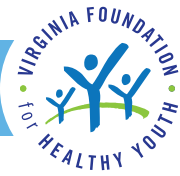
No other strategy reaches as many people as comprehensively as mass media advertising. Through TV, radio, outdoor and social media, VFHY reaches youth in every corner of the state. In addition, advertising campaigns have been proven by the Centers for Disease Control and Prevention (CDC) to reduce youth 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 numerous contractors for its marketing campaign, with the following FY16 expenditures:

Market Decisions Research (\$123,001)

Market Decisions Research 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. MDR 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 Advertising (\$1,270,092)

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

Rescue Agency (\$1,954,742)

A VFHY contractor since 2004, Rescue Agency is a social marketing agency focused exclusively on behavior change programs. Rescue Agency developed the Social Branding and Outcome Oriented Youth Engagement models utilized by VFHY and manages their implementation through the Y Street, Syke, Down & Dirty and Fresh Society programs. Learn more at rescueagency.com.

Virginia Broadcast Solutions (\$120,675)

Virginia Broadcast Solutions (VBS) is a unique Media Buying Service offered by the Virginia Association of Broadcasters. VBS works only with nonprofit organizations and Virginia government agencies on the development and implementation of powerful, effective and cost efficient media outreach programs. In addition to the strong relationships we have with 250 member broadcast radio and television stations, VBS also regularly works with a large number of media companies that include other types of traditional and new online digital/social media.

MEE Productions (\$24,500)

Founded in 1990, MEE is a nationally-recognized public health communications, market research and social marketing firm that specializes in developing cost-effective, cutting-edge and culturally relevant messages for hard-to-reach, low-income and underserved audiences. MEE designs effective behavioral-health interventions to motivate and educate underserved communities around a number of public health and social issues.

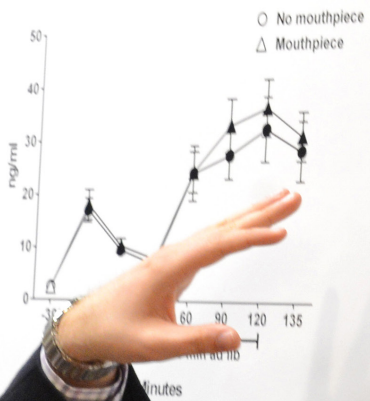
Introduction

- The efficacy with which ECIGs deliver nicotine varies. ECIGs are capable of delivering cigarette-like doses of nicotine (Spindle et al., 2015; Vansickel & Eissenberg, 2013). However, some ECIGs may deliver little to no nicotine to the user (Nides et al., 2014; Vansickel et al., 2010).
- User inhalation behavior (puff topography) may help explain how much nicotine an ECIG delivers, as several topography outcomes (e.g., puff volume, duration) have been shown to influence cigarette smokers' nicotine exposure (Zacny et al., 1987).
- Understanding of the relationship between puff topography and nicotine delivery is important for determining the likelihood that nicotine-naïve populations like adolescents will use and potentially abuse ECIGs.

Purpose

To the extent to which a mouthpiece-based measurement system interferes with ECIG use, ECIG-related subjective effects, and nicotine concentration (+/- SEM) from 22 experienced ECIG users in two sessions that differed by whether a mouthpiece-based topography system was attached to the ECIG. All measures were significantly different in each session, independent of condition, as represented by the filled symbols.

Results: Plasma Nicotine



Results: Subjective Effects

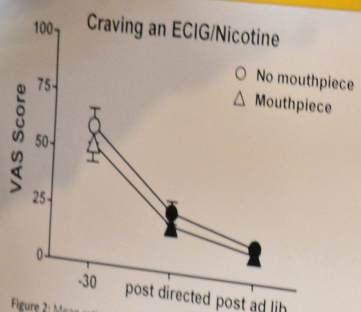


Figure 2: Mean ratings (+/- SEM) for a visual analog scale (VAS) item assessing "Craving an ECIG/Nicotine" from 22 experienced ECIG users using their preferred device and liquid nicotine strength/flavor in two sessions that differed by whether a mouthpiece-based topography system was attached to the ECIG. The filled symbols indicate that VAS scores after the directed and ad lib bouts were significantly reduced from baseline. These observed reductions in "craving" were independent of condition.

Results: Puff Topography

	Duration (s)	Volume (ml)	Flow Rate (ml/s)
ECIGs (directed bout)	4.2 (1.1)*	122.7 (87.3)*	29.0 (21.1)*
Tobacco Cigarettes	1.4 (0.4)	51.3 (19.2)	38.0 (9.7)

Table 1: Mean (SD) puff parameters for present study N=22, and for previously published study with tobacco cigarettes (Kleykamp et al., 2008; N=123). Asterisks (*) Denotes significant difference from cigarette smokers.

T = topography condition	Duration (s)	Volume (ml)	Flow Rate (ml/s)
Directed bout (T)	4.2 (1.1)*	122.7 (87.3)	29.0 (21.1)
Ad lib bout (T)	6.11 (4.1)	148.3 (123.5)	27.4 (26.1)

Table 2: Mean (SD) puff parameters for present study N=22 for directed and ad lib bouts. Asterisk (*) Denotes significant difference between bouts.

Discussion

- ECIG use influenced plasma nicotine concentration and subjective effects similarly, independent of whether the mouthpiece-based topography device was present.
- ECIG users in the present study took significantly longer, larger, and slower puffs compared to cigarette smokers from a previous study. These ECIG users' observed puff durations are consistent with previous findings (e.g., Farsalinos et al., 2013).
- Also consistent with previous research, participants were able to obtain cigarette-like doses of nicotine after just 10 puffs from their preferred device and were able to far exceed the amount of nicotine often obtained from one cigarette when using their device without restriction.
- The relatively high amounts of nicotine delivered to these ECIG users suggests that ECIGs have the potential to foster nicotine dependence in vulnerable populations such as nicotine-naïve adolescents.

Grant Support

This research was supported by the National Institute on Drug Abuse of the National Institutes of Health under Award Number P50DA036105 and the Center for Tobacco Products of the U.S. Food and Drug Administration. The content is solely the responsibility of the authors and does not necessarily represent the views of the NIH or the FDA.

CORRESPONDING AUTHOR: Tory Spindle VCU, BOX 980205 Richmond, VA, 23298-0205 USA. E-mail: spindletr@vcu.edu

RESEARCH

Tory Spindle, a doctoral student at Virginia Commonwealth University's Center for the Study of Tobacco Products, discusses a poster presentation during the Virginia Youth Tobacco Project's 2015 triennial research conference, funded by VFHY.





Categorization and Effects of E-Cigarette Ads on Attitudes, Intentions and Abuse Liability in Youth



Grant Award Amount: \$145,500

Principal Investigator: Andrew Barnes, Ph.D., Department of Healthcare Policy and Research & Department of Psychology

Collaborating Partner: Gillings School of Global Public Health, University Of North Carolina, Chapel Hill

Study will qualitatively categorize current electronic cigarette advertising messages into thematic categories, (e.g. themes of reduced harm compared to cigarettes, use as a cessation device, sociability, or freedom from smoking bans); experimentally evaluate the receptivity of a sample of Virginia youth, 13-18 years of age (n=1,400), to the most dominant three electronic cigarette advertising themes identified; and compare the effects of electronic cigarette message receptivity between current cigarette smokers and susceptible non-smoking youth.

Integrating Tobacco Prevention Strategies into Behavioral Parent Training for Adolescents with ADHD



Grant Award Amount: \$145,440

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

Collaborating Partner: Chesterfield County Public Schools

This study will integrate evidence-based tobacco use prevention skills into an evidence-based behavioral training program for Attention-Deficit/Hyperactivity Disorder (ADHD). In Phase I, researchers will work with tobacco use prevention and ADHD treatment experts in a 3-day meeting to review two evidence-based treatments (Strengthening Families Program, SFP; and Supporting Teens Academic Needs Daily - Group, STAND-G) to integrate tobacco use prevention skills into STAND-G. SFP tobacco use prevention skills will be fully incorporated and taught within the context of the existing STAND-G curriculum (e.g. adolescent tobacco refusal skills, parent-child communication about tobacco) with the goal of keeping constant the number

of sessions families attend. In Phase II, the study will conduct a pilot randomized-controlled trial to determine the feasibility of the implementing the STAND-G+SFP intervention, and to provide preliminary efficacy data comparing STAND-G+SFP to STAND-G alone on tobacco use outcomes.

Virginia Youth Tobacco Projects Research Coalition Core



Grant Award Amount: \$145,000

Principal Investigator: J. Randy Koch, Ph.D., Virginia Commonwealth University, Center for Center for the Study of Tobacco Products

Collaborating Partners: Eastern Virginia Medical School, 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

The grant for the Virginia Youth Tobacco Project (VYTP) includes the coordination and planning of the annual VYTP Research Coalition meetings, the Small Grants Program, a report summarizing and integrating VFHY-sponsored research and the triennial Research to Practice Conference. VYTP also facilitates the networking of VYTP researchers across Virginia.

Examining E-Cigarette Use: Developing Effective Risk Communication Methods to Reach Virginia Youth



Grant Award Amount: \$139,625

Principal Investigator: Kelli Will, Ph.D., Eastern Virginia Medical School, Department of Pediatrics, Division of Community Health and Research

Collaborating Partner: Consortium for Infant and Child Health (CINCH) and the YMCA of South Hampton Roads

Electronic cigarettes are relatively new to the market, are not well understood, and are often marketed as a “safer” alternative to traditional combustible cigarettes. Adolescent uptake is rising, prompting concerns about the health effects and long-term consequences of using these products. Using a community-engaged research process (CEnR), the overall goal of this project is to work closely with adolescents

(via formal assessment and informal discussion methods) to understand youth experiences with and perspectives on e-cigarettes and to inform development of risk-communication approaches that are perceived as relevant, motivating, and engaging.

Characterization of Nicotine Vapor Intake in Adolescent Mice

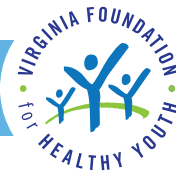
Grant Award: \$145,500

Principal Investigator: *Michael Scott, Ph.D.,
Department of Pharmacology*

Collaborating Partner: *Virginia Commonwealth University*



The goal of the project is to provide definitive information on how nicotine vapor exposure affects the brains and behavior of adolescent animals in order to develop ways of reducing adolescent interest in these products. To investigate how nicotine vapor affects adolescent male and female mice and how these effects compare to actions in the adult, the researchers have developed a novel nicotine vapor self-administration model for use in the mouse. While current mouse models involve the intravenous delivery of nicotine or the passive exposure to nicotine vapor, this approach allows for the animal to control delivery of flavored and unflavored nicotine vapor, more closely recapitulating human nicotine vapor exposure.



STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS

BALANCE SHEET For the Fiscal Year Ended June 30, 2016

Governmental Funds

Special Revenue

ASSETS:

Cash and cash equivalents held by the Treasurer of Virginia (Note 1-A)	\$11,940,376
*Investments Held by the Treasurer (Note 1-B)	\$79,531
Lease Deposits (Note 2-A)	\$5,966
Undeposited Funds/Prepaid Expenses (Note 2-B)	\$48,720
Capital Assets, net of accumulated depreciation: (Note 3)	\$0
Operating equipment	\$0
	TOTAL ASSETS: \$12,074,593

LIABILITIES:

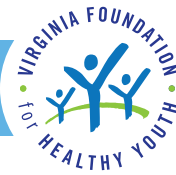
Accounts Payable (Note 4-A)	\$5,137
Accrued Payroll (Note 4-B)	\$93,638
Obligations Under Security Lend (Note 1-B)	\$79,531
Grants Payable (Note 4-C)	\$819,643
Compensated absences (Note 5)	\$121,051
Total Liabilities	\$1,118,999

NET ASSETS:

Investment in Capital Assets, net of related debt	\$0
Unrestricted	\$10,955,594
	TOTAL NET ASSETS: \$10,955,594

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 this year.



STATEMENT OF ACTIVITIES AND CHANGES IN FUND BALANCE For the Fiscal Year Ended June 30, 2016

REVENUES:

Master Settlement payments (Note 6)	9,248,304
Interest Income (Note 6)	43,805
Proceeds from securities lending transactions* (Note 1-B)	533
Grants and other revenues (Note 6)	49,790
TOTAL REVENUES – \$9,342,432	

EXPENDITURES:

	Expenses	Adjustments	Net (Expense) Revenue and Changes in Net Assets
Tobacco Settlement Expense:			
Administration (Note 7)	\$913,560	\$0	-\$913,560
Depreciation Expense (Note 3)	\$0	\$0	\$0
Expenses for Securities Lending (Note 1-B)	\$533	\$0	-\$533
Marketing (Note 4-C)	\$3,004,378	\$0	-\$3,004,378
Program Expense (Note 8)	\$3,430,555	\$0	-\$3,430,555
Research and Evaluation (Note 9)	\$844,859	\$0	-\$844,859
Obesity (Note 8)	\$1,001,192	\$0	-\$1,001,192
Grant Program Expenses (Note 8)	\$47,560	\$0	-\$47,560
Inter-Agency Expenses (Note 10)	\$65,000	\$0	-\$65,000
State General Fund Transfers Out (Note 11)	\$50,589	\$0	-\$50,589
Total Expenditures	9,358,225		-9,358,225

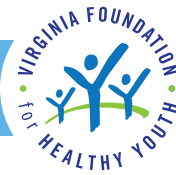
Excess (deficiency) of revenue over expenditures: -\$15,920

Fund Balance/Net Assets, July 1, 2015: \$10,974,344

Fund Balance/Net Assets, June 30, 2016: \$10,955,594

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, 2016

Note 1: CASH, CASH EQUIVALENTS, AND INVESTMENTS

A. Cash and Cash Equivalents

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

B. Securities Lending Transactions

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

Cash with the Treasurer of Virginia..... \$ 11,940,376
 Cash equivalents/Obligations held
 by the Treasurer of Va..... \$79,531

**Total cash, cash equivalents,
 and investments \$12,019,907**

Note 2: LEASE DEPOSITS and RENTS

- A.** VFHY rents office space at 701 E. Franklin for the main office and field staff offices located in Blacksburg and Hayes, Virginia. As of June 30, 2016 VFHY had deposits on rental leases totaling \$5,966.00.
- B.** Prepaid expenses are any payments made in the current fiscal year for expenses that will occur in the next fiscal year. Accounts receivables represents funds due under MOU with DBHDS to offset expenses incurred in FY16. As of June 30, 2016 VFHY had accounts receivable totaling \$48,720.

Note 3: CAPITAL ASSETS

Capital assets, which include property, plant, equipment, and infrastructure assets, are reported in the government-wide financial statements. The government defines capital assets as assets with an initial, individual cost of more than \$5000.00 and an estimated life in excess of two years. The Virginia Foundation for Healthy Youth did not procure assets that would meet the capital asset requirements; therefore, they are maintained in an internal inventory control system.

Note 4: LIABILITIES

A. Accounts payable

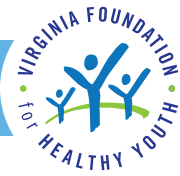
Operating expenses accrued but unpaid as of June 30, 2016 totaled \$5,137.

B. Accrued Payroll

All VFHY employees are paid on a semi-monthly schedule. Accrued payroll expenses of \$93,638 represents work performed prior to June 30, 2016 but do not register in Commonwealth Payroll System until FY17.

C. Grants/Contractual payables

VFHY awarded funding to programs all over the Commonwealth for the prevention of tobacco use and obesity by youths. VFHY also contracted with higher education universities to conduct research, surveys and evaluations on tobacco use and prevention. They have contracts with marketing agencies to lead a major campaign geared toward youths throughout Virginia on the prevention of tobacco use and childhood obesity. At the end of the fiscal year there were outstanding payables in the amount of \$819,643.



NOTES TO FINANCIAL STATEMENTS continued

As of June 30, 2016

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, 2016. The \$121,051 represents the balances at the fiscal year end provided by the Commonwealth's leave liabilities tracking program. \$85,508 of the total was determined to be long-term liability according to the Commonwealth's GASB 34 long term liability report.

Note 6: REVENUES

The VFHY was originally funded by receiving 10% of Virginia's share of the Master Settlement Agreement (MSA) negotiated between the various Attorneys General and the tobacco manufacturers in 1998. In FY 2016, VFHY received \$9,248,304 in MSA payments and \$43,805 in interest payments. VFHY did not receive the full 10% due to legislation that decreased the amount to 8.5% for the fiscal year and due to deposits made into a dispute escrow fund by participating tobacco manufacturers resulting from estimated decreases in market share to non-participating manufacturers. VFHY received state grants and federal pass thru 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 the VFHY. These include expenses of the Board of Trustees, some payroll (including accrued leave liabilities), rents, utilities, insurances, equipment (repairs, maintenance, rental and purchases), furniture and supplies, postage and delivery, printing, state vehicle fees, some employee travel and trainings. In addition, it includes expenses incurred for professional services provided by private industries such as temporary employees, marketing services, IT service, and website design and maintenance, etc.

Note 8: PROGRAM and OBESITY

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

Note 9: RESEARCH AND EVALUATION

These expenses include the contracts and agreements with higher education universities in Virginia focused on the research, evaluation of tobacco use prevention programs, evaluation of the statewide marketing campaign as well as a statewide 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.



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ANNUAL REPORT

701 E. Franklin St., Suite 500
Richmond, VA 23219
(804) 786-2523

www.vfhy.org