

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



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

## Table of Contents

<b>Table of Contents .....</b>	<b>2</b>
<b>Preface.....</b>	<b>3</b>
<b>Background.....</b>	<b>4</b>
<b>Summary.....</b>	<b>5</b>
<b>Funding Overview.....</b>	<b>8</b>
<b>Healthy Communities Action Teams grant recipients.....</b>	<b>9</b>
<b>Conclusion.....</b>	<b>32</b>

## **PREFACE**

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

## **BACKGROUND**

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

Since VFHY began its work, youth tobacco use in Virginia has seen great declines. Smoking among high school students has been cut by more than 70 percent, from 28.6 percent in 2001 to 8.2 percent in 2015. Smoking among middle school students has dropped by nearly 85 percent, from 10.6 percent in 2001 to 1.6 percent in 2015.

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

Tobacco use and obesity are the two leading causes of preventable deaths in the United States respectively. One out of three children in the United States is obese or overweight. In Virginia, at least one out of four high school students is obese or overweight. Virginia currently ranks 22nd in the nation for childhood obesity compared to other states. At least one out of four Virginia high school students is obese or overweight. Obesity prevalence among high school students in Virginia is 13 percent, slightly lower than the national rate of 13.9 percent. Among adults, Virginia ranks 29<sup>th</sup> in the nation for obesity, with about one out of three adults (29.2 percent) considered obese.

Childhood obesity can lead to serious, lifelong and life-threatening health problems such as Type 2 diabetes and heart disease, problems that were once only seen in adult populations. Experts fear that due to the obesity epidemic, this may be the first generation of children to have shorter life expectancies than their parents.

Since beginning work on its expanded mission, VFHY has instituted a series of community-based grants to help form and/or strengthen community partnerships to prevent and reduce childhood obesity on the local level. VFHY has also conducted statewide surveys of childhood obesity prevalence in Virginia and has hosted the Weight of the State conferences focusing on childhood obesity prevention. VFHY has partnered with the First Lady of Virginia's Office to focus on increasing access to healthy foods as a strategy for reducing youth obesity and childhood hunger. Other VFHY childhood obesity prevention initiatives include utilizing VFHY's youth-led volunteer group, Y Street, to increase awareness of the benefits of breakfast and promote increased alternative breakfast models in schools.

## SUMMARY

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

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

In 2016, VFHY awarded its fourth round of two-year HCAT childhood obesity prevention grants. VFHY awarded \$1.1 million in HCAT grants for FY17 and FY18 to establish and/or support 21 community partnerships across Virginia to fight childhood obesity on the local level. Funding and training provided by VFHY through the HCAT grants allow these community organizations to implement promising practices in childhood obesity prevention suggested by the national Institute of Medicine (IOM) and the Centers for Disease Control and Prevention (CDC). *(A list of 2016 grant recipients can be found on page 10 of this report.)*

VFHY's HCAT grantees implement a variety of IOM/CDC-suggested strategies for childhood obesity prevention, such as working with or establishing farmers' markets to increase community access to fresh produce; increasing physical activity in children enrolled in after-school programs; creating and maintaining community gardens; increasing breastfeeding; and increasing awareness of good nutrition habits. HCAT grantees, which were selected by an independent grants application review panel, are required to comply with VFHY evaluation and reporting procedures.

Communities being served by VFHY's FY17-18 HCAT grantees include: Arlington County, Alexandria, Albemarle County, Charlottesville, the Eastern Shore, Fairfax County, Floyd County, Fluvanna County, Greene County, Hampton Roads, Harrisonburg, Henry County, Loudoun County, Louisa County, Martinsville, the Middle Peninsula, Nelson County, New River Valley, Northern Neck, Page County, Pulaski County, Richmond, Rockbridge County, Scott County, Smyth County, Stafford County, and Warren County.

In January 2018 VFHY will release its next request for proposals for HCAT grants for 2018-2020. A total of \$600,000 per year will be available for this grant cycle. As with previous years, the grants will cover areas across the Commonwealth and address policy, systems and environmental change strategies to address obesity prevention with youth.

VFHY continues to partner with First Lady of Virginia Dorothy McAuliffe on her initiative "Bridging the Nutritional Divide," which focuses on the areas of childhood nutrition and food security. VFHY is a member of the First Lady's Commonwealth's Council on Bridging the Nutritional Divide. Through this partnership, VFHY works in cross-agency collaborations with

the Department of Education, the Virginia Department of Health, the Department of Agriculture and Consumer Services, the Department of Social Services and other agencies to improve food delivery systems so that nutritious and fresh food products are more accessible to Virginia's children and families. Additionally, VFHY assisted in the development of the First Lady and council's website, Virginia Food Access Network, which was launched statewide on May 31, 2017. This website supports and connects organizations working on childhood hunger and food access issues. Through the site, community groups have access to the data mapping, toolkits, and peer mentorship they need to maximize impact.

VFHY also supports the First Lady's efforts to increase school breakfast participation across the state. Through the school breakfast stakeholders group, VFHY is working with groups such as the Virginia School Nutrition Association, Southeast United Dairy Industry Association, Virginia Action for Healthy Kids, the state Department of Education and school and community partners to promote school breakfast as a strategy for improving health and education outcomes. VFHY's high school volunteer group, Y Street, has taken a leadership role in these efforts by creating Great Starts with Breakfast, a campaign to increase school breakfast participation. Y Street members are promoting the Virginia School Breakfast Challenge in public schools statewide as well as meeting with school leaders to encourage the utilization of alternative breakfast models such as breakfast after the bell programs. Governor McAuliffe and the First Lady announced in September that 10 million additional school breakfast meals have been served in cafeterias throughout the state as a result of these collaborative efforts. VFHY also supported the Virginia Breakfast Challenge encouraging schools and divisions to increase participation in school breakfast programs.

VFHY also holds Virginia Healthy Youth Day events every January to promote increased physical activity, tobacco-free living, and better nutrition for children. Established by a Virginia General Assembly resolution, Virginia Healthy Youth Day is sponsored by VFHY and promotes healthy lifestyles for Virginia's children, including eating right, exercising and not using tobacco products. VFHY held a breakfast with General Assembly members and stakeholders to highlight the foundation's role in empowering Virginia's children to make healthy choices.

Another annual VFHY initiative is Rev Your Bev, which raises awareness about the health effects of consuming sugar-sweetened beverages. Rev Your Bev brings community groups, educators and health advocates together to change the way Virginians think about beverages. The Rev Your Bev initiative culminates in Rev Your Bev Day each May when partners celebrate with interactive displays and educational opportunities. Since 2013 more than 200,000 Virginians have participated in the over 1,000 Rev Your Bev events held across the state. In addition to raising awareness about sugary drinks, Rev Your Bev Day events collect information via surveys to learn Virginians' perceptions of sugary drinks. Previous Rev Your Bev survey results revealed that Virginians of all ages are unaware of the health effects of sugar-sweetened beverages.

To support efforts to increase access to healthy foods within Virginia communities, VFHY participates in the American Heart Association's Closer to My Grocer campaign, along with a diverse coalition of stakeholders including health, business, government and child advocate organizations. Closer to My Grocer promotes strategies for attracting supermarkets, corner stores, farmers' markets and other healthy food retailers throughout the commonwealth. To assist in these efforts and address food deserts in Virginia, Y Street's Fresh Spot campaign, works to increase awareness about community access to fresh, affordable, locally grown produce via neighborhood corner stores and supermarkets. Through Fresh Spot, Y Street members collect information about the availability and accessibility of fresh, nutritious foods and provide consumer education on gaps in access to healthy foods.

Finally, VFHY has collaborated with the Virginia Department of Health to administer the Virginia Youth Survey. This biennial statewide youth health survey, which will be administered in fall 2017, provides information on nutrition, physical activity and other health behaviors for Virginia middle and high school students. Through this partnership, VFHY and the Virginia Department of Health are reducing the overall cost of conducting multiple surveys and the burden on schools. The data provides statewide and regional statistics, which assist in determining geographic areas with the greatest need for services or intervention.

**FY 2018 CHILDHOOD OBESITY FUNDING OVERVIEW**

<b>HCAT grants</b>	<b>\$585,000</b>
<b>Marketing initiatives</b>	<b>\$155,000</b>
<b>Grants management</b>	<b>\$150,000</b>
<b>Conferences and trainings</b>	<b>\$10,000</b>
<b>Administrative share (10%)</b>	<b>\$100,000</b>
<b>TOTAL</b>	<b>\$1,000,000</b>



## HEALTHY COMMUNITIES ACTION TEAMS (HCAT) GRANT RECIPIENTS

ORGANIZATION / PROJECT	FY17 BUDGET	FY18 BUDGET	PURPOSE
<p><b>Alternatives Inc.</b></p> <p>HCAT-4-Mindful Eating and Exercise (HCAT-4-MEE)</p>	\$27,264	\$26,900	<p>Since 2006 Alternatives has championed the healthy development of young children by convening and connecting local government, behavioral health and early childhood providers; by securing funding for evidenced based prevention programs; providing training, technical assistance and evaluation services; and through advocacy.</p> <p>In FY14/15, Alternatives provided training and technical assistance to faith- and community-based centers to assess organizational practices and improve nutrition and physical activity of children. Center directors and staff provided feedback on the need for support to continue to address this issue. HCAT-4-MEE aims to formalize the structure of this network to improve opportunities for healthy foods and physical activity for children ages 2 to 8 and institutionalize changes in policy and practice.</p> <p>The following stakeholders groups will form the originating team: Behavioral Health - Hampton Newport News Community Services Board Division of Prevention Services; Community Based Organization (local intermediary) – Alternatives; Business – Wingspan LLC; three faith-based early childhood providers; one community-based early childhood provider; and one parent</p>

whose child is a recipient of this effort.

Component I infrastructure activities will include a review of national obesity prevention best practices, developing a vision, mission, communications plan and refining organizational policies and procedures that promote nutrition and exercise.

Component II Physical Activity Action Items will include increasing physical activity daily routines by promoting the development of children’s motor skills.

By June 30, 2018, 85 percent of members will answer Agree or Strongly Agree regarding satisfaction with the HCAT-4-MEE partnership based on survey answers adapted from the Wilder Collaborative Survey and 50 percent of participating children will increase their scores on the Choosy Kids EC Motor Skills Scale each year.

**Arlington  
Partnership for  
Children, Youth  
& Families  
Foundation**

\$30,000

\$30,000

Healthy Child  
Action Team

This proposal is designed to promote recreational physical activity and decrease sedentary behavior through two core and interrelated activities: 1) expansion of the Arlington County Department of Parks & Recreation Rx Program (Parks Rx) and 2) introduction of “Project Play” to Arlington children and their families.

The Parks Rx program is based on “Park Prescriptions,” which was initiated by the National Recreation and Park Association to connect the healthcare community to public lands in order to improve exercise and activity in patients. Parks Rx uses a customized database to map a client’s address to nearby parks and recreation facilities, allows the client to choose a variety of activities and locates and maps the closest facility offering those amenities. In addition, clients receive information on how to register for programs in their area

and how to apply for discounted registration costs. Clients receive information in Spanish and English. In medical settings, providers have the option of adding information regarding the recommended frequency and intensity of the exercise/activity.

[Project Play](#) was started by the Alexandria HCAT and they invited the FitArlington HCAT to collaborate. Project Play works to improve play opportunities in Northern Virginia by:

- providing easy-to find information about play spaces to parents and families;
- promoting quality play spaces throughout Alexandria and Arlington;
- advocating for fairer distribution of play spaces across Alexandria and Arlington;
- and generating interest in play and offering ideas for play for children ages 2-5.

Project Play's interactive website is currently offered in English only and is not easily accessible to Spanish-only speakers; thus, the content will be translated into Spanish.

In addition, the HCAT will develop a strategic plan to move the needle further on reducing childhood obesity in Arlington and sustain the initiative.

<p><b>Eastern Virginia Medical School</b></p>	<p>\$29,698</p>	<p>\$29,555</p>	<p>The Consortium for Infant and Child Health’s (CINCH) Healthy Hampton Roads: Communities in Action, Phase 4 project will engage the region through expanding and building upon partnerships from the Healthy Hampton Roads (HHR) movement. Prior funding allowed CINCH to expand its Business Case for Breastfeeding, Breastfeeding Welcome Here and Breastfeeding Friendly Childcare Initiatives.</p> <p>These models utilize a sustainable policy, systems and environmental change approach that are facilitated by technical and material support from our projects.</p>
<p>Healthy Hampton Roads Communities in Action, Phase 4</p>			

CINCH implemented these programs with ongoing collaboration with the US Health and Human Services and UNC Global Breastfeeding Institute. CINCH will build upon our Breastfeeding Friendly Childcare Initiative, in collaboration with the UNC Global Breastfeeding Institute, which address breastfeeding support and accommodations in child care settings, including, welcoming environments for breastfeeding mothers; ability and willingness of staff to manage bottle feeding expressed breast milk; and, appropriate infant feeding, and timing of introduction of solid foods.

The project will recruit 15 new sites for participation and conduct at least one follow-up visit with prior sites to ensure sustainability from our Phase 3 (2014-16) cohort. Due to the implementation in July 2015 of the Right to Breastfeed law in Virginia (32.1-370), we have identified a need to revise our Breastfeeding Welcome Here program to incorporate education on the new law for business owners.

The project will provide education to 100 businesses on the new law with a goal of engaging 50 in the proven Breastfeeding Welcome Here signage and pledge/policy project. Lastly, a multimedia campaign (website, social media, local print and broadcast media) will promote HHR and the aforementioned projects. Regional trainings on policy and environmental change, coalition building and topics related to pediatric obesity prevention will be provided to increase community capacity.

Doctors, employers, schools, faith organizations and public facilities will work with PATH to promote policies and programs for healthier eating and activity. By documenting its impact, PATH will be positioned for sustaining its collaborative

			solutions to address childhood obesity and to disrupt the cycle of poor health outcomes.
<b>Eastern Virginia Medical School, Office of Sponsored Programs</b>	\$29,750	\$29,751	With VFHY’s support, Eastern Shore Healthy Communities (ESHC) will boost child health and sustain partnerships with our inward (infrastructure) and outward (mission-based activities) work:
Eastern Shore Healthy Communities Boosting Health & Sustaining Partnership			<p><b>INWARD</b></p> <p>1) <b>Continued strategic plan assessment &amp; evaluation.</b> To expand and sustain ESHC, we will hold annual strategic planning retreats to identify strengths, weaknesses and gaps in our partnerships and strengthen our strategic plan.</p> <p>2) <b>Annual meeting.</b> Supported by media advocacy strategies, this meeting highlights accomplishments, recognizes achievement, celebrates gifts we have given to our community and creates renewed energy.</p> <p>3) <b>Education and Training.</b> Our millennial partners will teach our baby boomers to maximize their cyber-savviness in an annual social media workshop. Additionally, partner community organizations will provide Power of Partnership (or POP) Talks, to synergize our collective impact for maximum community health. POP Talks help us learn about other partnerships, provides opportunity to help them reduce and prevent childhood obesity and expands our local partnerships.</p> <p>4) <b>Youth Leadership Academy.</b> With VFHY’s support, we will offer annual six-day leadership classes to prepare young leaders for participation and leadership in ESHC and in the community. Final projects focus on youth obesity prevention.</p> <p><b>OUTWARD</b></p> <p>1) <b>Worksite &amp; Faith Community Wellness</b></p>

**Policies.** This vital initiative supports education, childcare, government-run programs, not-for-profit organizations and private businesses to influence healthy foods and beverages, reduce or eliminate the availability of calorie-dense, nutrient-poor foods, promote daily recreational physical activity, promote breastfeeding-friendly environments and create tobacco-free campuses.

**2) Healthy Options Restaurants.** We will further expand and promote this previously launched program to improve community food access and promote efforts to provide fruits, vegetables, other healthy nutrients and to reduce caloric consumption in a variety of settings.

<b>Fairfax County</b>	\$30,000	\$30,000	<p>The Fairfax Food Council (FFC) will implement three proven strategies to reduce childhood obesity among low-income populations: increase access to healthy food, provide nutrition education and develop and expand community-based interventions of community gardens.</p> <p>Designed by the FFC Work Groups, the plans will be implemented by members with oversight from the FFC Steering Committee. This grant will help the volunteer-run FFC develop a plan for sustaining its effort with the support of a part-time Project Coordinator. The Coordinator will support the FFC and its work plans while seeking support to sustain and institutionalize strategies.</p> <p>We will focus on the use of nutrition benefits at farmers' markets to increase the number of SNAP clients consuming fresh, healthy produce. Based on increases in redemptions (e.g., from \$2,392 in four months of 2014 in Reston to \$4,576 in the same period of 2015), it is clear demand is there. However, there is a need to increase</p>
Fairfax Food Council			

awareness of the programs in low-income communities, raise funds to keep up with matching demand and identify and address barriers to use.

Next, we will educate low-income residents about how to eat healthfully while shopping at a food pantry. Working with our pilot site, St. Vincent de Paul Food Pantry, we will develop and distribute nutrition education materials aimed at youth and the parents of young children. After conducting the pilot and securing feedback from food pantry customers, we will distribute the materials to food pantries across Fairfax County, including partners such as Our Daily Bread and Cornerstones.

Lastly, we will create three community gardens to increase the availability of healthy, affordable food, while improving skills in nutrition and preparing food. The gardens, planned for Bailey’s Crossroads, Herndon/Reston and Mount Vernon will include training families and children in garden maintenance, providing families with garden produce, and food preparation and food-tasting events.

<p><b>Greater Richmond Fit4Kids</b></p>	<p>\$30,000</p>	<p>\$30,000</p>	<p>In order to build the HCAT’s capacity, the coalition will build infrastructure by partnering with and empowering community youth ambassadors, engaging members through regular meetings, highlighting successes and issues in the media, and securing matching grants.</p> <p>The coalition has selected school-based projects because they afford the opportunity to impact large numbers of children. The HCAT will select schools that have a particularly high level of need to reach the most at-risk students.</p>
<p>Greater Richmond Coalition for Healthy Children, an initiative of Fit4Kids</p>			

**Making the Most of Recess** – In an effort to increase local students’ physical activity, the HCAT will study how current recess policy is implemented in Henrico, Chesterfield and Richmond. We will also work with 6 schools across the region to provide teacher training on promoting physical activity during indoor and outdoor recess. Each school will receive grade level recess kits with playground equipment that has shown to increase students’ movement.

**Healthy Hydration** – The HCAT will work with six schools regionally to promote healthy hydration with water instead of sugar sweetened beverages. Schools will be provided with water bottles for all teachers and some to use as student incentives. The teachers’ bottles will include a message reminding them to encourage their students to drink water. The HCAT will also engage youth ambassadors to lead VFHY’s Rev Your Bev sessions.

**Scratch Cooking** – By researching best practices and recruiting volunteer support chefs, the HCAT will continue our partnership with Richmond School Nutrition Services to support piloting scratch cooking at one RPS school.

**Safe Routes to School** - The HCAT will work with eight Richmond schools to develop and implement events and long-term plans for physically-active routes to school. In Chesterfield and Henrico, the HCAT will work with two schools to conduct walkability assessments to supplement those jurisdictions pre-existing SRTS initiatives. The HCAT will seek additional funds to support each school’s SRTS plan.



<b>LENOWISCO Health District</b>	\$29,615	\$27,347	<p>Live Healthy in Scott County! is a countywide initiative to achieve long-term sustainable outcomes to address childhood obesity prevention. The first objective is to develop a county coalition to collaborate, organize and engage community leadership. Scott County currently does not have a community health coalition; the plan focuses on developing an organizational infrastructure to foster collaboration and enable priority-setting, planning, resource development and allocation, and evaluation.</p>
Live Healthy in Scott County!			<p>The aim is to implement community-level actions by engaging community members in healthful activities where they live, work, worship, play and learn. The Scott County Coalition will use community leadership to analyze local health issues and develop a strategic plan to shape policies and sustainable environments that promote health and quality of life. The community action plan will be the vehicle used for community-based improvements that address childhood obesity.</p>
			<p>The second objective is to create a Scott County Healthy Community Action Team to implement the 5-2-1-0 Let's Go! program in two schools and their adjacent communities. In Year 1, the HCAT will work with Shoemaker Elementary School along with the town of Gate City to implement policies that support healthy eating and active living. Shoemaker Elementary has a population of 626 students in Pre-K through 6 grades. In Year 2, the HCAT will expand to Hilton Elementary School and work with</p>

	<p>Hiltons to implement policies and programs locally to support healthy eating and active living. Hilton Elementary has a population of 184 students in Pre-K through 6 grades. The HCAT's first objective is to complete a coordinated school health assessment to evaluate existing policies and develop solutions to implement system change. The second objective is to promote a 5-2-1-0 Let's Go program in school and community using health awareness campaigns focusing on nutrition, healthy drinks, and physical activity.</p>
<p><b>Loudoun County Health Department</b></p> <p>A multi-sector, collaborative approach to targeting obesity in Loudoun's highest risk families</p>	<p>\$22,265    \$20,765</p> <p>Loudoun County has nearly 17,000 food-insecure residents. The high cost of living, rapid growth, high immigration rates and over-extended safety net have left many families struggling with an incomplete understanding of nutrition and limited access to resources for healthy eating and awareness of those resources that are available.</p> <p>The Loudoun Pediatric Obesity Coalition (LPOC) was formed in 2013 and currently has 55 members from 25 organizations, with broad representation from many sectors and community members. Fourteen key organizations have committed to be a partner for the HCAT initiative to 1) Expand and sustain LPOC by i) recruiting new members, ii) communicating our messages effectively, and iii) diversifying our funding base; and 2) Increase community food access by i) expanding the SNAP program at local farmers' markets, ii) increasing the number and impact of school gardens and iii) building collaborative partnerships and informing the development of programs that support increased access to fresh fruits and vegetables and nutrition and cooking education in a range of settings.</p>

	<p>The Loudoun HCAT initiative will generate a strong return on investment by leveraging our existing community assets such as community volunteers and using this seed money to build relationships and create plans for effective, replicable programs that will attract other funding. These targeted approaches will strengthen collaboration across sectors to address key deficits that have been identified, build on previous efforts, and promote the integration of effective policies and successful programs into partner agencies so they continue beyond the funding cycle to sustainably increase access to healthy foods.</p>
<p><b>Martinsville-Henry County Family YMCA</b></p> <p>Incorporating Healthy Eating and Physical Activity (HEPA) in Southwest Virginia</p>	<p>\$28,285    \$27,255</p> <p>The Southern Virginia Healthy Kids Coalition (SVHKC) has been working on childhood obesity in the Martinsville-Henry County (MHC) area for nearly four years. During those four years the SVHKC has worked hard to introduce and educate the community on the importance of being active and healthy using the 95210: A Healthy Zip Code for Southwest Virginia message. These efforts have been quite successful and HCAT members feel as though it is time to take the next step towards establishing a unified front on the expectations of youth serving organizations.</p> <p>The SVHKC will use its HCAT grant to continue efforts to implement and incorporate the Healthy Eating and Physical Activity (HEPA) Standards into all partner organizations. The HEPA Standards are designed to teach children and their families to make healthy food choices and to enjoy physical activity, contributing to their social and physical development. The SVHKC believes that these standards fit the mission and vision of the coalition and will help to establish clear expectations and guidelines for a healthier Martinsville and Henry County.</p>

	<p>SVHKC plans to strengthen through expanding the coalition and adopting the HEPA Standards in order to create a healthier more physically active community. Grant objectives will be directly related to training and implementing the HEPA Standards and to provide more opportunities for physical activity, nutrition education and to make healthy choices more accessible.</p> <p>All proposed efforts and objectives will take place throughout Martinsville and Henry County.</p>
<p><b>Middle Peninsula-Northern Neck Community Services Board</b></p> <p>The Celebrating Healthy Living Project: Preventing Childhood Obesity in Rural Communities</p>	<p>\$28,707    \$28,707</p> <p>The Celebrating Healthy Living Project: Preventing Childhood Obesity in Rural Communities is a multi-county and multi-strategy project designed to build, strengthen and sustain rural communities' capacity to prevent and reduce childhood obesity.</p> <p>Project strategies include creating new and strengthening existing local and regional partnerships, identifying and addressing gaps in community resources, and impacting environmental policies and practices.</p> <p>Specifically, this project intends to continue to broaden, expand, and strengthen strategies that promote the availability and healthful preparation and distribution of fresh nutritious foods throughout a diverse array of community settings including, but not limited to: daycare centers, Boys &amp; Girls Clubs, food banks, YMCAs, schools, faith-based organizations, grocery stores and school sports athletic events.</p> <p>It will achieve this through projects such as the implementation of nutrition and physical activity initiatives at multiple youth-serving organizations, implementing healthy food purchase and preparation trainings and establishing community gardens at daycare</p>

centers, food banks and Boys & Girls Clubs.

The HCAT's annual Celebrate Healthy Living Day will feature a Run, Walk and Bike for Your Life Event in addition to nutrition education and other fun activities that promote physical activity for families.

The HCAT's annual Celebrate Healthy Living Calendar Photo and Recipe Contest has become a popular community event that generates project awareness and promotion, and enthusiasm and excitement from residents throughout the MPNN Region.

The HCAT will promote policy change in food-selling establishments through merchant education by informing them of the significant health benefits for children by not locating candy and other unhealthy snacks at children's eye level at checkout counters.

The HCAT will sponsor Mini-Farmers' Markets at partnering daycare centers, which will allow children to select, prepare and taste their own freshly grown food.

<b>New River Health District/Pulaski County Health Department</b>	\$30,000	\$30,000	<p>A new HCAT, Healthy Citizens Pulaski County, will be formed as a branch of the successful Healthy Citizens New River Valley (NRV), to focus specifically on Pulaski County. The offeror has been successfully implementing chronic disease programs throughout the NRV, including promoting physical activity and healthy eating. The offeror has experience with grant management, reporting and project implementation.</p> <p>Pulaski ranks 112 out of 134 counties in the Virginia County Health Rankings for overall health outcomes. An estimated 23 percent of children are living in poverty. Forty-four percent of students enrolled in Pulaski County Public Schools are eligible for free</p>
Healthy Citizens Pulaski County			

lunch. In 2013, an estimated 24 percent of youth were overweight or obese. An estimated 14 percent had not exercised at least 60 minutes per day. Twenty-five percent of children had watched television for 3 or more hours per day on an average school day. An estimated 88 percent of children had eaten vegetables less than three times per day.

Project activities include collaborating with partners to build and strengthen a sustainable HCAT, promoting community access to healthy foods and increasing physical activity in a safe environment. This will be accomplished through a partnership with the YMCA to implement Healthy Family Homes, the promotion of community gardens, increasing access to local foods by partnering with the Pulaski Farmers’ Market to accept SNAP benefits, increasing access to recreation activities and other community-driven activities.

Diverse partners from throughout Pulaski County have been engaged and include NRVCS; Social Services; Pulaski Police Department; Community Housing Partners; Department of Juvenile Justice; Housing and Redevelopment Board; Chamber of Commerce/Pulaski Farmers’ Market; YMCA; Cooperative Extension; the library system; Pulaski County; Farm to School; and the Virginia Tech Center for Public Health Practice and Research.

An external evaluator will conduct a comprehensive process and outcome evaluation of all grant-related activities.

<p><b>New River Valley Community Services</b></p>	<p>\$30,000</p>	<p>\$30,000</p>	<p>Floyd's HCTeam will ensure the county's exciting work around childhood obesity prevention continues by completing implementation of the 2012-17 Childhood Obesity Prevention Strategic (COPS) Plan and putting a new plan in place for 2017-</p>
<p>Floyd Healthy Community</p>			

Team (HCTeam)

2022. To sustain the work, renewed funding is needed for a Prevention Specialist to coordinate the project and to support the following Component I activities:

1) Strengthen HCTeam sustainability by attending at least two trainings and applying to at least two other funding sources by June 2018.

2) Expand HCTeam reach and engagement with vulnerable and at-risk community members by recruiting at least two new partners by 2017.

3) Share best practices for implementing successful program initiatives by providing at least one regional training by May 2018.

4) Build on media strategies for three different audiences (print, web, social) by highlighting one HCTeam activity/accomplishment each week for 60 weeks between July 2016 and May 2018.

5) Evaluate & celebrate progress of 2015-17 COPS plan, identify strengths, weaknesses/gaps, develop 2017-22 plan.

Renewed funding & strengthened infrastructure will allow the HCTeam to accomplish these Component II activities:

6) Expand & institutionalize School Garden, F2S and 95210-related lessons/activities across elementary grade levels countywide by 2018, as a foundation for FCHS Agriculture and Family and Consumer Science departments.

7) Maintain Preschool Produce (CSA) program for 60+ children in four classrooms at two county schools & Head Start in 2016-17. Expand program to include 40 additional children (two classes) at third county school in 2017-2018.

8) Expand opportunities for community physical activity by working with Floyd County Parks & Recreation Authority to provide at least one new recreational activity in a public venue by September 2017.

9) Decrease sedentary behavior by working with Floyd County Public Schools to provide at least one new opportunity for student physical activity by June 2017.

**Page Alliance for Community Action**

\$16,665    \$14,855

Page Alliance for Community Action HCAT

The youth coalition, Page Alliance for Community Action (PACA), that oversees our HCAT has broaden our visibility in the community by receiving a nonprofit status from the IRS and funding for coalition training to strength our ability to mobilize our community.

Our HCAT will retain its active membership through training that will build our coalition capacity and strengthen our prevention efforts on childhood obesity. We will update our needs assessment on childhood obesity by working with Valley Health, our local schools and other key HCAT partners. This revised assessment will allow the HCAT to bring up to date our five-year strategic plan to include working with our school division to improve their health initiatives.

The school division has requested that we work with them as they improve their school wellness policy. By using the School Health Index assessment tool, our HCAT Coordinator and other key partners will work with teachers, nurses, counselors and administrators to assess the schools' environment as it relates to health and safety.

We will work with the school division to create an action plan that will be incorporated into part of their school



improvement plan. We will also assist the school division with establishing a Wellness Committee and provide training on maintaining a healthy lifestyle for the school staff. Diane Dovel, the Food Service Director, will also be available for regional trainings on the creation of the Farm to School program in other localities.

Due to the success of the free swim lessons for the disadvantaged youth, the town of Stanley has asked for our assistance in establishing lessons at their local public pool. We will continue marketing our HCAT activities and accomplishments on social media and the PACA website so that we can build our coalition capacity by recruiting and maintaining new members. We will use VFHY funds to provide new signage for Lake Arrowhead in Luray to make it a safer place for outdoor activities.

<p><b>Project GROWS</b>  Project GROWS: a youth-based community farm</p>	<p>\$30,000</p>	<p>\$30,000</p>	<p>Project GROWS is a nonprofit community farm with a mission is to improve the health of local youth through food production, food distribution, and food education. Project GROWS began as a Healthy Community Action Team representing nine local human service agencies looking for a solution to the significant chronic health problems facing the region according to a 2009 Community Health Needs Assessment. After researching models across the U.S., the group launched Project GROWS, a community farm focused on improving the long-term health of the community through the combined strategies of food production, distribution, and hands-on gardening, nutrition and cooking education.</p> <p>Breaking ground in 2012, Project GROWS grew and donated 3,000 pounds of produce in Year 1 and provided hands-on gardening education to 84 local children and youth. Fast-forward to 2015, and this year alone Project GROWS grew 20,000 pounds of food</p>
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(half donated locally), and brought more than 1,100 local children and youth to the farm for hands-on education, numbers we expect to increase in the upcoming years.

With the basic infrastructure in place, Project GROWS is now poised to increase its impact on the health of the community in an even larger and more sustained way. This VFHY grant will focus on sustaining the work of the HCAT, with activities that include 1) developing a comprehensive strategic plan and 2) growing and institutionalizing effective farm to school collaborations between Project GROWS and our local school districts. Additionally, Project GROWS will increase food access locally by launching weekly mobile farmer’s markets in areas of high need and providing cooking education at local farmers’ markets managed by Project GROWS. As always, Project GROWS will continue to cultivate and nurture strong community partnerships that first helped to launch the organization, and reach out to new partners to sustain the project into the future.

<p><b>Richmond Department of Social Services</b></p>	<p>\$30,000</p>	<p>\$28,000</p>	<p>Richmond Health Action Alliance, Healthy Communities Action Team (HCAT) will: 1) engage coalition partners and community members in projects which provide immediate community outreach and support to pregnant and breastfeeding women while also building infrastructure and buy-in to achieve long-term goals; 2) continue encouraging breastfeeding and promoting breastfeeding-friendly communities; and 3) build local capacity for breastfeeding support by formally training health care providers, early childhood education providers, and community members. HCAT activities will include: 1) expanding the #RVA Breastfeeds social media campaign to offer curated breastfeeding stories and other innovative print and digital media; 2) developing</p>
<p>Richmond Health Action Alliance - Healthy Communities Action Team</p>			

	<p>community-focused educational activities that promote breastfeeding and healthy nutrition; 2) revising and focusing the coalition’s strategic plan in light of new data, partnerships, and capacities; 3)strengthening HCAT partnership with Richmond City WIC and improving collective insight into client satisfaction with local nutrition support practices; 4) organizing evidence-based training sessions, community conversations and a Symposium on Breastfeeding to affect change at the family, service and policy levels.</p>
<p><b>Rockbridge Area Community Services</b></p> <p>Rockbridge Area Healthy Kids HCAT (RAHCAT)</p>	<p>\$30,000    \$28,168</p> <p>The overall goals of the project are to expand the RAHCAT by further building local capacity to implement promising practices and activities emphasizing policy, systems, and environmental change leading to improved access to healthy foods and opportunities for physical activity to prevent and reduce childhood obesity in the greater Rockbridge area.</p> <p>RAHCAT builds on strong collaborative partnerships already in existence in Rockbridge through the larger coalition RAPC, which helped to provide the initial necessary infrastructure to build and sustain local initiatives and environmental change.</p> <p>Recognizing that community involvement is vital to childhood obesity prevention efforts, the initial formation of RAHCAT in collaboration with RAPC has allowed the groups to share infrastructure and key community partners who are already engaged in activities and best-practices in community prevention focused on children and youth.</p> <p>In the two years of the grant, RAHCAT plans to expand the HCAT, increasing partnerships to implement activities focused on environmental changes around nutrition, access to healthy foods, and physical</p>

			<p>activity, including: 1) establish a community garden forum to provide coordination of resources and expertise among several community garden efforts in the area; 2) establish a training program to provide a pool of nutrition educators for the community; 3) implement food education events such as Smart Shopping Days at local groceries; 4) improve nutrition via weekend backpack programs to connect families to local resources such as using SNAP at farmers' markets; 5) promote recreational activity through expansion of Girls on the Run and fitness in after-school and summer programming; 6) create a resource guide; 7) build a Fit Trail park in Buena Vista and rehabilitate two other Fit Trails (including geocaching at one) providing public access at north, south and central locations; and 8) provide Nature Center outings for YMCA summer campers.</p>
<p><b>Sentara Martha Jefferson Hospital</b></p> <p>Coordinated Approach to Child Health (CATCH) in Virginia's Planning District 10</p>	\$29,949	\$28,898	<p>This project will strengthen the local obesity prevention coalition, Move2Health, and build on the implementation of CATCH (Coordinated Approach to Child Health) through training, materials, and technical assistance. CATCH is an evidence-based childhood obesity prevention program that increases children's physical activity and healthy eating behaviors in schools, early childhood programs, and community settings. Sentara Martha Jefferson Hospital and the Move2Health coalition plan to enhance partnerships with schools, Parks and Recreation directors and other organizations to further implement CATCH within Virginia's Planning District 10 (which includes the City of Charlottesville and Albemarle, Fluvanna, Greene, Louisa and Nelson counties).</p>
<p><b>Sentara RMH Medical Center</b></p> <p>Healthy</p>	\$29,997	\$29,994	<p>The Healthy Community Council Obesity Action Team (HCAT) will implement three approaches in Harrisonburg, impacting 4,000 youth, to reduce childhood obesity</p>

Community  
Council Obesity  
Action Team

rates. The HCAT will advocate and educate for three healthy built environment projects that encourage walking and biking for transportation and recreation. Two of the projects consist of mobilizing the community to ask for two paths, connecting neighborhoods with a school, to be funded with the new school bond. For a third infrastructure improvement, projected to be completed with outside funding, HCAT members will educate the affected community members on the new path and encourage its use.

The HCAT will also promote programs that support walking and biking for transportation and recreation. This will be done by participating in the bike/walk summit, holding bike to school education classes, developing and offering a bike and walk to school summer camp, hosting annual bike rodeos at four schools, training teachers on how to teach safe bicycling in school during PE and recess, leading communitywide activities during bike month, assisting in the youth triathlon and providing Summer Safety Events in low-income neighborhoods.

The third approach is to increase the amount of routine physical activity in youth in seven schools during the school day through implementing Instant Recess in five of the seven K-8 Harrisonburg city schools. Teachers will be trained on what Instant Recess is and will be given a toolbox of resources to assist with leading activities. Principals at these schools will create a proclamation supporting and encouraging Instant Recess as a standard practice. The HCAT will expand the existing walking before school program at four schools from once per week to walking at least two times weekly. Three additional schools will begin a walking before school program and will walk once weekly. Principals at all seven of the K-

			8 schools will add the walking before school program to their wellness policies.
<b>United Way of Southwest Virginia (formerly United Way Virginia Highlands)</b>  Physical Fitness for a Lifetime -- Teach It! Learn It! Live It!	\$29,577	\$58,815	<p>Physical Activities for a Lifetime – Teach It! Learn It! Live It! (the Project) is an initiative the Smyth County HCAT is pursuing.</p> <p>This project’s primary focus is on reducing and eliminating childhood obesity among Smyth County’s 2,200 elementary school children by initiating distinctive and indelible physical activities taught to them during their most formative years.</p> <p>The level of commitment by the Smyth County School System is paramount in the development, implementation, evaluation, success and sustainability of the project.</p> <p>This commitment is codified within the School System Superintendent’s HCAT Partner Agreement, to wit:</p> <p>We will accomplish this by developing a new elementary health and physical education (HPE) curriculum that is based on lifetime activities that promote physical activity. Smith County Public Schools will provide:</p> <ul style="list-style-type: none"> <li>• release time and substitute teachers so that our HPW teachers can collaborate on curriculum and participate in professional development;</li> <li>• financial resources to transport students to various settings such as Hungry Mother State Park, the Creeper Trail and the Appalachian Trail;</li> <li>• financial support and seek financial support for purchasing the needed equipment to provide these lifetime activities.</li> </ul> <p>Each school’s facilitators will be the respective physical education teachers – whose input was solicited in the original planning discussion and who have likewise enthusiastically endorsed the project’s goals</p>

			<p>and objectives.</p> <p>The Smyth County School System is ideally positioned to promote behavior, policy, systems and environmental changes to provide new dynamic curriculum for physical activities that enable its elementary school children to reach and sustain healthy weights while learning lifelong physical fitness activities.</p> <p>The project places an emphasis on directly linking the selected physical activities with Southwest Virginia’s abundant natural resources and recreational infrastructure.</p>
<p><b>Warren County Community Health Coalition</b></p> <p>Project WAHOO</p>	<p>\$30,000</p>	<p>\$30,000</p>	<p>Project WAHOO will focus on physical activities, building the environment, and increasing youth's exposure to fresh fruits and vegetables and increasing youth's intake of water and decrease in sugary beverages.</p> <p>Project WAHOO plans to continue to use the 95210 website designed for our youth to record their physical activities for incentives, but also open the categories for eating five fruits and vegetables and in 2017 for increasing water consumption.</p> <p>We plan to do this by expanding our partnerships to include Samuels Public Library, the Backpack program, the Front Royal Farmers’ Market. At the same time we will provide changes to our physical environment by investing in a sand volleyball court at Warren County Middle School, exercise equipment at Rockland Park and support for upper body equipment at Hilda J Barbour Elementary School. We will also buy the remaining materials for the SPARK program at Hilda J Barbour Elementary School. The grant will also continue to support kung fu and dance classes at the School's Out program, which has recently expanded, as well as intramural sports at Warren County Middle School. We</p>

plan to launch an Internet campaign featuring local youth focusing on eating more fruits and vegetables and drinking more water.

## CONCLUSION

As per the General Assembly's direction, the Virginia Foundation for Healthy Youth's Board of Trustees designated \$1 million in dedicated monies for the purpose of funding and assisting obesity prevention activities in FY2018.

VFHY allocated the majority of these designated funds to 21 community groups across Virginia through VFHY's Healthy Community Actions Team (HCAT) grant program, which utilizes promising practices for childhood obesity prevention established by the Centers for Disease Control and Prevention and the Institute of Medicine.

Throughout FY2018 VFHY will continue to educate, engage and promote healthy living for Virginia's youth through partnerships, evidence-based strategies and best practices for improving nutrition, increasing physical activity and reducing obesity. VFHY is partnering with First Lady of Virginia Dorothy McAuliffe on her Bridging the Nutritional Divide initiative, which focuses on childhood nutrition and food security. VFHY is also working with the First Lady to increase participation in before-school and afterschool meal programs for children.

In partnership with the Virginia Department of Health, VFHY conducted the Virginia Youth Survey. This survey's data collection and analysis provides insight into the health behaviors of Virginia middle and high school youth with statewide and regional statistics.

VFHY will continue investing in local community actions to prevent and reduce obesity through HCAT funding opportunities.

During FY18 VFHY's youth-led volunteer group, Y Street, will continue promoting school breakfast programs through its Great Starts with Breakfast and Fresh Spot campaigns.

In FY18 VFHY will continue to expand partnerships with statewide stakeholders, encouraging the use of new methods to increase access to healthy foods and promote opportunities for physical activity.

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