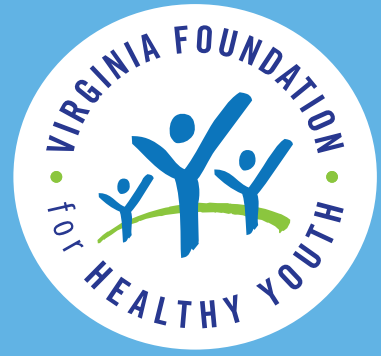


# ANNUAL REPORT



[vfhy.org](http://vfhy.org)

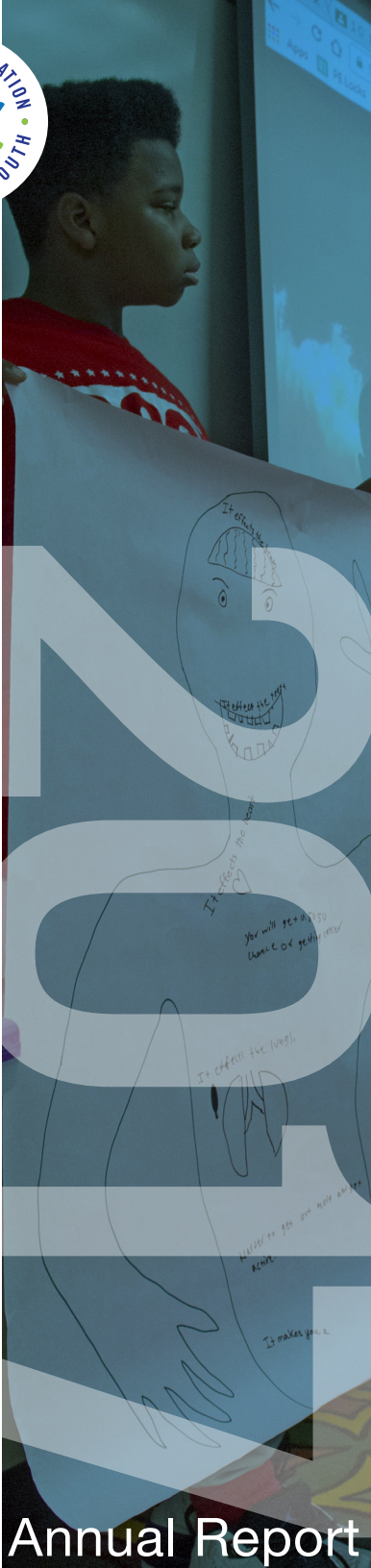
2017



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# Letter from the Executive Director



## Greetings!

I am pleased to report to you that tobacco use among Virginia's young people continues to be on the decline.

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.

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





# Background

## 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.
- Conducting a gap analysis study of statewide youth substance-use prevention services.

## 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?

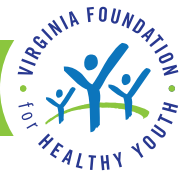
**Tobacco use and obesity are the two leading causes of preventable deaths in the United States.**

## We Get Results

Since we began working with young people in 2001, the number of high school students who smoke cigarettes 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 2017. VFHY also funded 20 Healthy Communities Action Teams (HCATs) to prevent and reduce childhood obesity across Virginia in FY 2017. 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.



# Board of Trustees



## 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)

**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, financial advisor,  
Morgan Stanley (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,  
associate professor of pharmacy practice, Gatton  
College of Pharmacy at East Tennessee State University  
(term expires June 30, 2018)

**The Honorable David W. Marsden**, member, Senate  
of Virginia, representing the 37th 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 Honorable David R. Suetterlein**, member,  
Senate of Virginia, representing the 19th District  
(concurrent with Senate term)



# Virginia Youth Survey



**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), which partially funds the survey.**

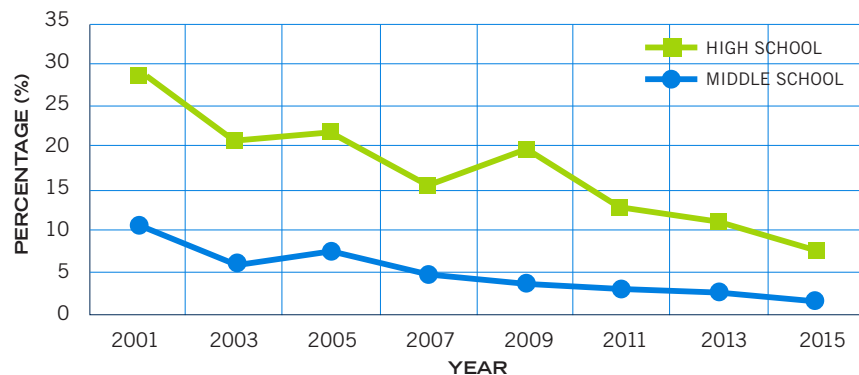
The Virginia Youth Survey (VYS) has been developed to monitor priority health behaviors that contribute markedly to the leading causes of death, disability and social problems among youth within the commonwealth of Virginia.

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 CDC.

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



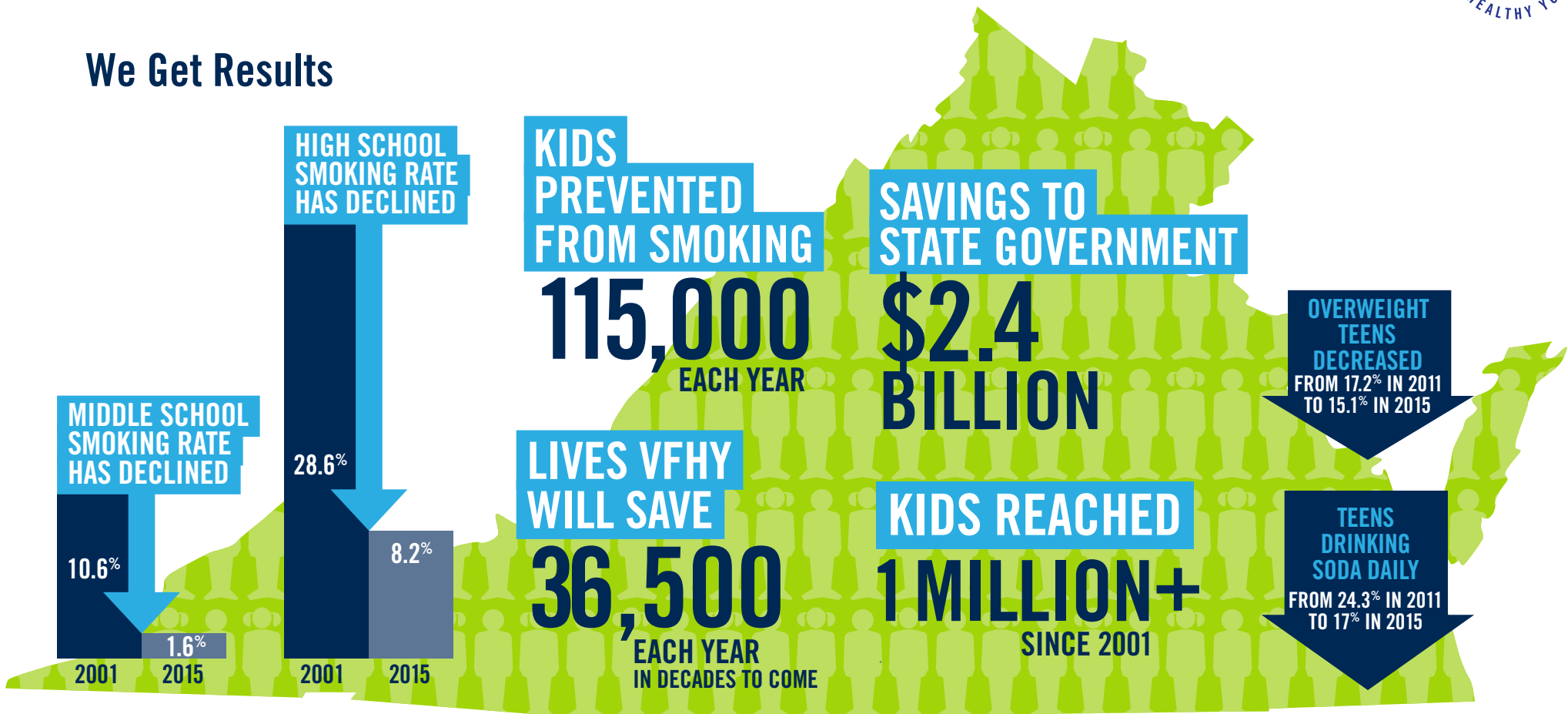
**Percentage of Middle School and High School Students in Virginia who Currently Smoke: 2001 to 2015**



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)



# Weight of State Conference



**In April 2017 VFHY and Prevention Connections co-hosted the fifth Weight of the State: Bridging the Nutritional Divide conference. Gov. Terry McAuliffe and First Lady of Virginia Dorothy McAuliffe were the featured speakers at the conference, which highlighted Virginia's efforts to bridge the nutritional divide, showcasing the latest approaches to increasing access to healthy foods, ending childhood hunger and creating healthier communities.**

About 350 professionals from across the commonwealth attended the conference, representing a variety of fields including nonprofits, health care, education and state and local government. National, state and local experts presenting at the conference shared cutting-edge tactics for promoting healthy nutrition and closing the hunger gap, including community-based approaches and policy changes. The conference also included a Mobile Food Rodeo, demonstrating how nonprofits and local governments across Virginia are using the marketing techniques of food trucks to increase access to healthy, Virginia-grown foods in food-desert communities.

During the close of the conference Gov. McAuliffe and VFHY Executive Director Marty Kilgore surprised Mrs. McAuliffe with the unveiling of a new set of giant Virginia "LOVE" letters shaped like Virginia-grown agricultural products, such as corn, apples and peanuts, plus a fork and spoon. The sculptures, which are roughly seven feet tall and spell out the word "LOVE," honor Mrs. McAuliffe's commitment to end childhood hunger, improve school nutrition and promote Virginia-grown agriculture. The promotional "LOVE" letters are part of the Virginia Tourism Corp.'s LOVEworks branding initiative designed to promote family-friendly vacation experiences in Virginia and the Virginia is for Lovers message.







## Childhood obesity prevention

During VFHY's 2017 Weight of the State conference, Virginia Gov. Terry McAuliffe recognized First Lady of Virginia Dorothy McAuliffe for her work promoting youth nutrition and battling childhood hunger. As an additional surprise, a group of agency heads and cabinet secretaries unveiled a new set of giant Virginia "LOVE" letters shaped like Virginia-grown agricultural products to honor the first lady.





# Childhood Obesity Prevention



**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 plays a leading role in creating communities that support healthy kids and healthy living. VFHY serves as a catalyst for partnership and collaboration, focusing on local, regional and state organizations with a commitment to increase access to healthy foods, promote physical activity and create healthy communities.**

## 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 National Academy of Medicine. HCATs serve as coordinators for local activities and bring together community stakeholders to 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.

## Making connections between hunger and obesity

To address hunger and obesity in Virginia, VFHY has developed new partnerships and explored innovative strategies to find common solutions to both of these issues.

Hunger and obesity are serious public health problems and often co-exist in the same individual, family or community. More than 311,400 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

VFHY has continued to collaborate with the Office of the First Lady of Virginia and has been a leader in developing partnerships and initiatives to increase access to food and eliminate hunger. VFHY is a charter member of the Commonwealth's Council on Bridging the Nutritional Divide, which brings together representatives from across the Governor's Cabinet, along with state agencies, national, regional and local nonprofits, local governments, schools and private businesses. The council's goals include eliminating childhood hunger in Virginia by increasing participation in nutrition assistance programs; promoting Virginia's leading industry – agriculture – and increasing access to affordable, healthy and local foods; and facilitating efficient and effective local initiatives related to community nutrition, food access and health strategies and programs across the commonwealth.

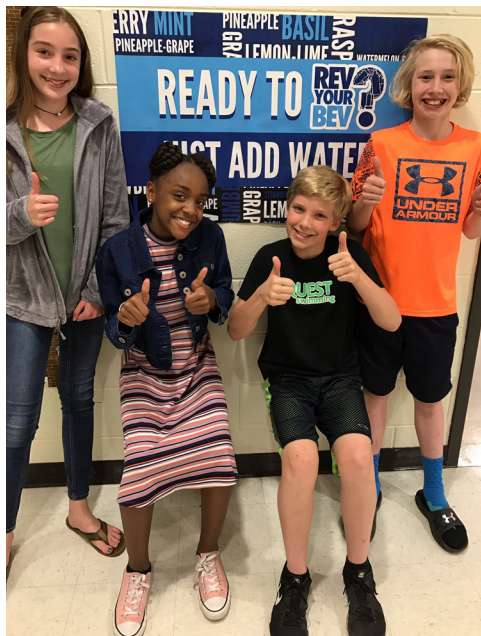
VFHY worked closely with the council and the Office of the First Lady of Virginia to create and launch the Virginia Food Access Network (VFAN) in May 2017. The VFAN website is a tool to accelerate efforts, connect partners and share resources to end childhood hunger in Virginia. Through VFAN, thousands of Virginians are now able to access comprehensive data sets and perform analysis that will benefit Virginia's food-insecure families and help improve the overall food system. Following the McAuliffe Administration, VFAN will be hosted by VFHY, continuing to provide community groups access to the data mapping, toolkits and peer mentorship needed to maximize impact.

## 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. 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 partnership with the Office of the First Lady of Virginia, No Kid Hungry Virginia and others, VFHY has worked to increase participation in school nutrition programs and has taken steps to provide healthy meals to more children in Virginia. 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. By making breakfast easy and available to every student, these programs treat school meals as essential tools for learning, connecting good nutrition to student success. Due to our collective efforts, nearly 1,000 schools across Virginia now participate in Breakfast After the Bell programs. Thanks to these programs, Virginia schools served 10 million more breakfast meals last school year than in the same period three years before.

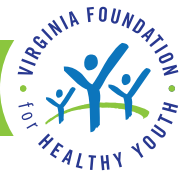


## Rev Your Bev Day 2017

On May 17, 2017, hundreds of Virginia organizations participated in the fifth annual Rev Your Bev Day, a statewide day of action raising awareness about the amount of sugar in everyday beverages as well as the health benefits of drinking water and low-fat milk. This year approximately 40,000 youth and adults received educational information from more than 300 events celebrating Rev Your Bev Day across Virginia. Over the past five years, Rev Your Bev Day has grown from a standalone day of action to the centerpiece of a wide-ranging campaign to improve knowledge about the health benefits of drinking water instead of sweet tea, sports drinks and soda.







## VFHY HEALTHY COMMUNITIES ACTION TEAM GRANTS

REGION	GRANTEE	TOTAL GRANT AWARD	FY 2017 PORTION
<b>CENTRAL</b>	Rockbridge Area Community Services	\$60,000	\$30,000
	Sentara RMH Medical Center	\$59,994	\$29,997
	Greater Richmond Fit4Kids	\$60,000	\$30,000
	Project GROWS	\$60,000	\$30,000
	Sentara Martha Jefferson Hospital	\$58,847	\$29,423
	Richmond Department of Social Services	\$60,000	\$30,000
	Page Alliance for Community Action	\$31,520	\$16,665
<b>NORTH</b>	Arlington Partnership for Children, Youth & Families Foundation	\$60,000	\$30,000
	Fairfax County	\$60,000	\$30,000
	Loudoun County Health Department	\$43,030	\$22,265
	Stafford Junction	\$60,000	\$30,000
	Warren County Community Health Coalition	\$60,000	\$30,000
<b>SOUTHEAST</b>	Alternatives Inc.	\$54,164	\$27,264
	Eastern Virginia Medical School	\$59,253	\$29,698
	Eastern Virginia Medical School, Office of Sponsored Programs	\$59,501	\$29,750
	Middle Peninsula-Northern Neck Community Services Board	\$57,414	\$29,707
<b>SOUTHWEST</b>	LENOWISCO Health District	\$56,962	\$29,615
	Martinsville-Henry County Family YMCA	\$55,540	\$28,285
	New River Valley Community Services	\$60,000	\$30,000
	New River Health District/Pulaski County Health Department	\$60,000	\$30,000
	United Way of Southwest Virginia	\$58,815	\$29,577





## Programs

VFHY's educational prevention programs such as this Positive Action class at Boys and Girls Clubs of Central Virginia reach about 50,000 children from preschool through high school ages across the commonwealth each year.







**Since 2001 VFHY has reached more than 1.2 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 2017 VFHY served more than 45,000 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**

In response to the growth in youth usage of electronic cigarettes, hookahs and other nicotine delivery products, VFHY developed The Dangers of Other Tobacco Products, an educational module to teach middle and high school students about the risks associated with these products.

Since its launch in late 2016, the module has been downloaded more than 380 times by education and prevention professionals across the nation. It has been utilized by a number of VFHY grantees as an add-on session to complement prevention education in their existing VFHY-funded tobacco-use prevention programs.

Pre- and post-test surveys conducted with hundreds of students in Virginia demonstrated significant increases in students' understanding of the addictive qualities and dangers of these products. Instructors surveyed reported overall satisfaction with the module and indicated that they planned to continue using it as a learning tool for future classes.







## 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

- |   |  |
|---|--|
| <i>All Stars</i>  | <i>Project Alert</i>                       |
| <i>Al's Pals</i>  | <i>Project EX</i>                          |
| <i>Healthy Alternatives for Little Ones (HALO)</i>          | <i>Project Toward No Drug Use (TND)</i>    |
| <i>Keepin' It Real</i>                                      | <i>Project Toward No Tobacco Use (TNT)</i> |
| <i>Lead &amp; Seed</i>                                      | <i>Strengthening Families (ages 6-11)</i>  |
| <i>LifeSkills Training</i>                                  | <i>Strengthening Families (ages 10-14)</i> |
| <i>Media Detective</i>                                      | <i>Too Good For Drugs Program</i>          |
| <i>Media Ready</i>  |  |
| <i>Model Smoking Prevention Program</i>                     |  |
| <i>Not On Tobacco</i>                                       |  |
| <i>PALS: Prevention Through Alternative Learning Styles</i> |  |
| <i>Positive Action</i>                                      |  |





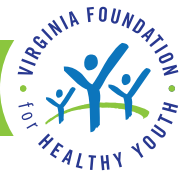
## VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS THREE-YEAR GRANTS

	GRANTEE	COMPENDIUM PROGRAM(S)	TOTAL GRANT AMOUNT	FY 2017 AMOUNT
<b>CENTRAL</b>	Boys & Girls Clubs of Central Virginia	Positive Action	\$176,546	\$56,969
	Chesterfield County Public Schools	LifeSkills Training	\$180,000	\$60,000
	Horizon Behavioral Health	Too Good For Drugs	\$154,175	\$50,855
	HumanKind	LifeSkills Training	\$143,323	\$47,083
	Longwood	Al's Pals	\$37,244	\$18,622
	NIA Inc. of Greater Richmond	Lead & Seed; All Stars	\$34,829	\$10,115
	Orange County Office on Youth	Strengthening Families 10-14; Positive Action	\$178,374	\$59,340
	Page County Public Schools	All Stars; Too Good For Drugs	\$30,519	\$9,333
	ReadyKids	Al's Pals	\$180,000	\$60,000
	Richmond Behavioral Health Authority	Strengthening Families 10-14; Not on Tobacco	\$178,380	\$59,460
	Rockbridge Area Community Services	Too Good For Drugs	\$180,000	\$60,000
	Sentara RMH Medical Center	Project TNT	\$180,000	\$60,000
	University of Virginia Cancer Center	Model Smoking Prevention Program	\$149,013	\$49,312
	<b>NORTH</b>	Alexandria Community Services Board	Al's Pals	\$178,625
Arlington County Community Services Board		Strengthening Families 6-11, 10-14	\$172,614	\$57,006
CLEAN Inc.		LifeSkills Training	\$155,190	\$50,552
Ethiopian Community Development Council Inc.		LifeSkills Training	\$180,000	\$60,000
Fairfax County Community Services Board - Wellness and Health Promotion		Al's Pals	\$179,625	\$59,925
Fairfax County Neighborhood and Community Services		Project TNT-TND	\$180,000	\$60,000
Fauquier CADRE Inc.		Too Good For Drugs	\$179,581	\$59,623
Global Wellness Solutions		Too Good For Drugs, LifeSkills Training	\$179,530	\$59,469
The Kids Club of Northern Shenandoah Valley		Positive Action	\$76,994	\$24,292
Loudoun County Mental Health Services		LifeSkills Training	\$178,707	\$59,081
SCAN of Northern Virginia		Strengthening Families 6-11, 10-14	\$180,000	\$60,000
Smart Beginnings Rappahannock Area		Al's Pals	\$179,331	\$59,636
Warren County Community Health Coalition		LifeSkills Training, Project TND, Too Good For Drugs, HALO (Healthy Alternatives for Little Ones)	\$180,364	\$60,000
Youth Apostles Institute - Don Bosco Center		All Stars Core, Booster and Plus	\$120,792	\$38,332

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

	GRANTEE	COMPENDIUM PROGRAM(S)	TOTAL GRANT AMOUNT	FY 2017 AMOUNT
<b>SOUTHEAST</b>	Alternatives Inc.	Al's Pals	\$178,049	\$58,754
	Boys & Girls Clubs of the Northern Neck	Positive Action and Strengthening Families	\$106,658	\$33,501
	Boys & Girls Clubs of Southeast Virginia	LifeSkills Training	\$95,692	\$28,890
	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	\$25,587
	Crossroads Community Services Board	Too Good For Drugs	\$155,706	\$51,257
	Eastern Shore Community Services Board	Al's Pals	\$177,340	\$58,480
	Family Development Center	HALO (Healthy Alternatives for Little Ones)	\$12,448	\$3,260
	City of Hampton Department of Parks and Recreation	Too Good For Drugs	\$138,283	\$45,872
	Life Changing Community Development Corp.	Too Good For Drugs	\$54,870	\$16,958
	Longwood University	Al's Pals	\$64,192	\$31,526
	Middle Peninsula-Northern Neck Community Services Board	LifeSkills Training	\$180,000	\$60,000
	Peninsula Metropolitan YMCA	HALO (Healthy Alternatives for Little Ones)	\$59,972	\$21,044
	Smart Beginnings	Al's Pals	\$105,516	\$32,192
	The UP Center	Strengthening Families 6-11	\$174,007	\$56,637
	Three Rivers Health District	Too Good For Drugs	\$135,397	\$44,700
	William A. Hunton YMCA	Positive Action	\$180,000	\$60,000
<b>SOUTHWEST</b>	Bland County Public Schools	Too Good For Drugs	\$144,795	\$47,414
	Blue Ridge Behavioral Healthcare	Too Good For Drugs	\$180,000	\$60,000
	Bristol Youth Services	Too Good For Drugs	\$118,684	\$38,958
	Danville-Pittsylvania Community Services	Too Good For Drugs	\$167,113	\$55,126
	Galax City Public Schools	Too Good For Drugs	\$130,464	\$42,842
	Henry County Public Schools	Too Good For Drugs	\$179,600	\$59,600
	Highlands Community Services	LifeSkills Training, Too Good For Drugs, Lead & Seed	\$160,522	\$52,582
	Montgomery County Public Schools	Project ALERT, Too Good For Drugs, Project TND	\$175,846	\$59,999
	Mount Rogers Community Services Board	LifeSkills Training	\$141,648	\$46,791
	New River Valley Community Services	Too Good For Drugs, Project TND	\$145,460	\$47,562





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

	GRANTEE	COMPENDIUM PROGRAM(S)	TOTAL GRANT AMOUNT	FY 2017 AMOUNT
<b>SOUTHWEST</b>	Piedmont Community Services	Too Good For Drugs	\$179,744	\$59,836
	Planning District One Behavioral Health Services	Project TNT, Media Detective	\$130,875	\$42,498
	Pulaski County Public Schools	LifeSkills Training, Too Good For Drugs, Project TND	\$180,000	\$60,000
	Smyth County Public Schools	Too Good For Drugs	\$136,207	\$44,754
	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 2017, in collaboration with Blue Ridge Behavioral Healthcare, The Faces of Hope, Wythe-Bland Foundation and the Chesterfield County Mental Health Services, VFHY offered 18 workshops.

TRAINER	AMOUNT PAID	WORKSHOP(S)
Leading To Change	\$6,000	The Millennials: Youth Culture Now, What Every Adult Needs to Know About Millennials
		Music Power Action: Using Today's Music and Music as Powerful Engagement Tools
		Beyond Ice Breakers: Powerful and Applicable Group Development Tools To Build Trust
		Playing With Fire: Your True Colors of Leadership
		Virtual Realities: Social Networking and Today's Youth
		Measuring The Magic: Innovative and Engaging Evaluation Tools for Extraordinary Organizations
Jim Martin	\$2,200	New Emerging Triangle: Tobacco, Electronic Cigarettes and Marijuana Training
Angela Hasemann	\$700	Nutrition Education Made Fun: Effective and Creative Techniques for Teaching Kids To Eat Healthy
		Nutrition & Pediatric Obesity: What's The Relationship and How Can We Help?
Steve Hixon	\$700	The Culturally Competent Professional: Working With an Open Mind
Donna Minnix Proctor	\$700	What's Your Conflict Management Style?
Alternatives, Inc	\$700	Do You Hear What I Hear?
Alejandro Garcia Barbon	\$1,400	Media Campaigns To Promote Obesity Prevention
		The Ins and Outs of Coalition Building





## Marketing

VFHY's Y Street Leadership Team, consisting of the top members of our teen volunteer group Y Street, held its ninth annual leadership meeting in 2017. Y Street is Virginia's largest youth-led volunteerism group working on initiatives to prevent obesity and tobacco use for the purpose of creating healthier communities throughout the commonwealth.



## Approach

The Virginia Foundation for Healthy 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.

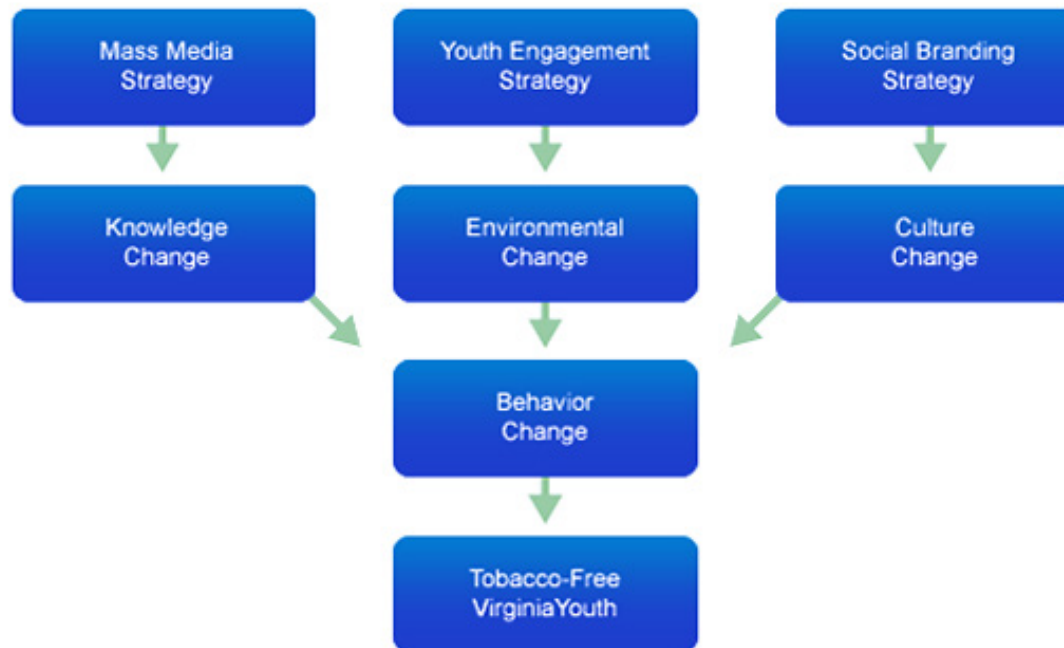
### Environment

Encourage community stakeholders and institutions, such as parents, community leaders and schools to prevent 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 marketing 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 lead healthy lifestyles and want to help make their world healthy. 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 healthy 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 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 expanded 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 8,500 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 making school grounds tobacco-free. 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 8,500 youth to be agents of change in their communities. Each year a dedicated group of these youth, called Y-Sters, become members of the Y Street Leadership Team (YSLT). Kit Harmon, a senior at Fauquier High School in Warrenton, is one of the YSLT leaders who work towards Y Street's goal of creating a healthier Virginia.

"I love Y Street because it allows me to work towards the mission of bettering my community for all," Kit says. "The Y-Sters at my school work hard to make sure students have the best opportunity to be healthy." Through her work with Y Street's 24/7 campaign, Kit became determined to help her school division adopt a 100 percent comprehensive tobacco- and e-cigarette-free policy.

Kit met with decision-makers in her division — including principals and the assistant superintendent and after securing their support, she met with her county school board to further detail the resources that the 24/7 campaign provides, including tobacco-free signs as well as a free toolkit to help schools implement, communicate and enforce their policies. Kit was chosen to serve as the student representative on the Fauquier County School Board for the 2017 fall semester.

"I am so excited to be working with my local schools and advocating for a healthy environment for all students," Kit says. "I am proud to represent Y Street and the 24/7 campaign and am particularly proud that I can help my school and others in our division communicate and enforce strong tobacco-free policies."



## 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, 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 peer crowd.

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.

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. 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 FY17 expenditures:

### Market Decisions (\$7,000)

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](http://marketdecisions.com).

### Barber Martin Advertising (\$1,208,666)

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](http://BarberMartin.com).

### Rescue Agency (\$2,012,444)

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](http://rescueagency.com).

### Virginia Broadcast Solutions (\$45,000)

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.

### Channel Communications (\$6,022)

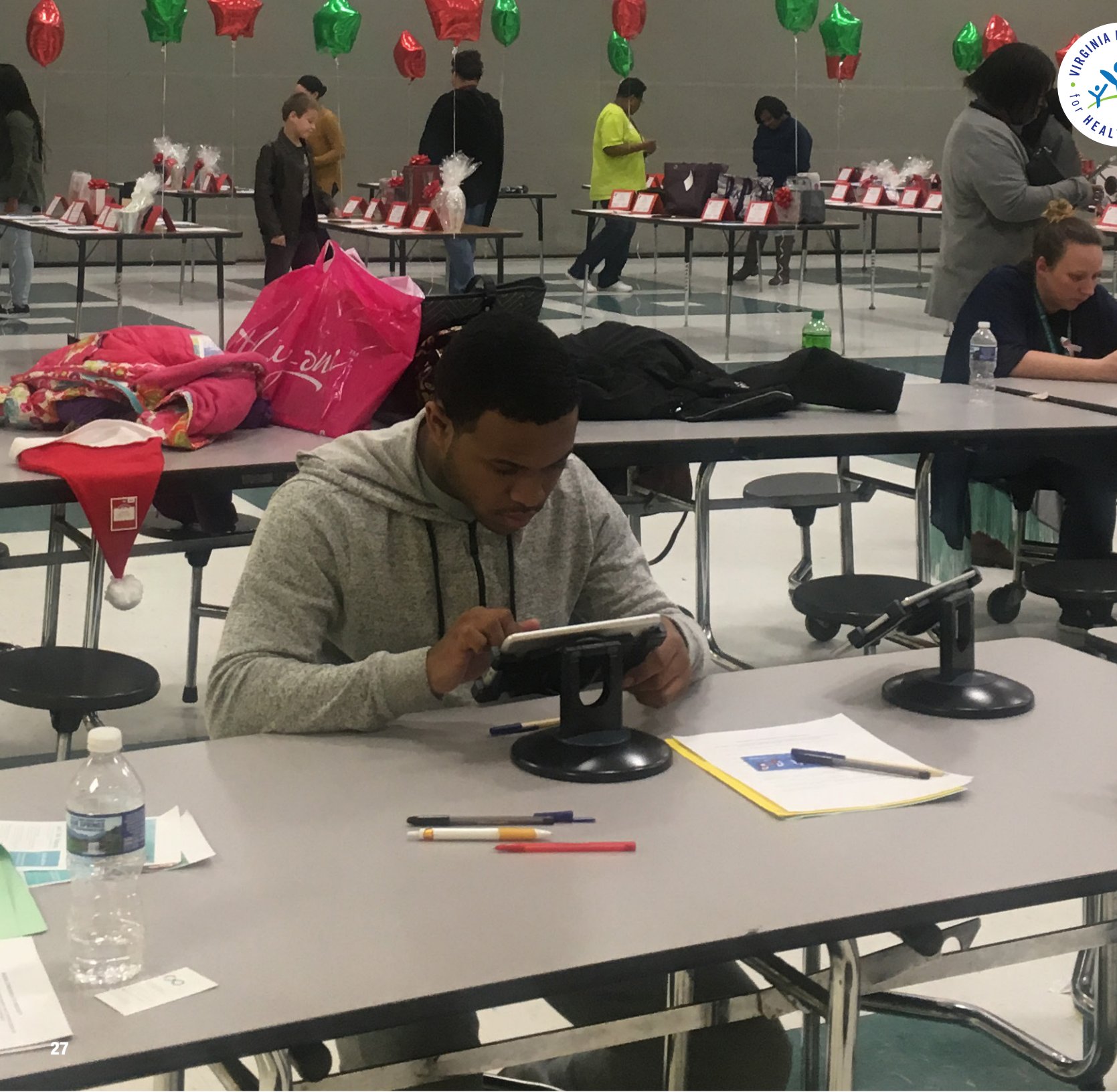
Channel Communications was founded in Maryland in September 2003 and has primarily served clients in the mid-Atlantic region. Channel embraces superior design principles with a strong focus on return on investment. Channel has deep experience in branding, positioning and message development and is expert in creating integrated marketing campaigns in all forms of digital and traditional advertising.





## Research

Teens filled out surveys about the influence of e-cigarette advertisements during an event at Henrico County's Wilder Middle School as part of a VFHY-funded research study by Virginia Commonwealth University to learn about youth attitudes and intentions to use e-cigarettes and conventional cigarettes.





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



**Grant Award Amounts:** \$145,455 (FY 17)

**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

Using a community-engaged research process (CEnR), the overall goal of this project is to work closely with adolescents to understand youth experiences and perspectives on e-cigarettes to inform development of risk communication approaches that are perceived by teens as relevant, motivating and engaging. To accomplish the three aims of investigating, developing and piloting an e-cigarette risk communication campaign, the research timeline for this project has two overarching phases: (1) activities to inform intervention development and (2) intervention evaluation.

Several activities were undertaken in the first two years of the grant in order to better understand the nature of the problem and develop a campaign approach. The research team employed survey methods, coupled with input from a Teen Advisory Council (TAC) and an Expert Panel (comprised of practitioners, marketers, scientists, etc.), to inform development of message themes and intervention approaches. The Teen Advisory Council, recruited from the YMCA, consists of 36 teens who assist in real time to provide brainstorming and ongoing feedback on campaign ideas. The TAC meets bimonthly and the researchers facilitate open discussion regarding ways to combat electronic cigarette use in a prevention campaign and best platforms for dissemination.

The project is currently closing out Phase 1 (intervention development) and preparing to begin Phase 2 (intervention evaluation). In this grant year, the research team has focused heavily on message development via survey and focus group research as well as work with TAC, Expert Panel and a production company. Specifically, the researchers worked extensively with TAC to generate initial campaign ideas, key components and dissemination pathways which were then shared with the Expert Panel to ensure concepts are evidence-based. An initial round of teen focus groups (3 groups, N=31) also generated

teen suggestions for how to combat the trend of e-cigarette use. Findings indicate that teens have a number of troubling beliefs: that e-cigarettes emit harmless water vapor, do not contain nicotine, are less addictive and are much healthier than traditional cigarettes. Another round of focus groups (Four groups, N=24) provided feedback on the risk communication concepts developed by TAC. Focus group teens preferred messages that incorporated the use of flashback or flash-forward story lines or that were relatable or humorous. They also favored the hashtag #escapethevape. The research team also analyzed teen survey data (N=674) collected in Year 1, which revealed 21 percent of participants had tried electronic nicotine devices (ENDs). Among tobacco non-users, 85 percent of respondents exhibited susceptibility for future e-cigarette use as measured by a susceptibility index. Respondents were much more disapproving of cigarette usage compared to ENDs use. Finally, using ENDs more than five times is associated with greater odds of subsequent poly-tobacco usage, among other key findings.

As a part of the creative process of bringing teen-originated ideas to life, the research team selected and hired a video/creative production agency, Sway Creative Labs, during the latter half of this grant year. Sway is using the teen input and research findings to help develop a polished unified campaign that includes short video vignettes and other online materials. The campaign materials will be shared with the TAC over several meetings this summer as they are being prepared and a final round of focus groups is slated to begin later this summer to vet the campaign materials prior to finalizing for evaluation.

In this next grant year, the research team will finalize materials and pilot the campaign in a pre-post controlled study (N=300) at six partnering YMCA centers. The team will also launch the campaign over social media to beta-test teen reactions as well as reach and efficacy of the message. Results of this research will contribute to a greater understanding of the causes and prevention of adolescent e-cigarette use, as well as inform the development of future e-cigarette risk-communication efforts in Virginia.

## Virginia Youth Tobacco Projects Research Coalition Core



**Grant Award Amount:** \$145,000 (FY 17)

**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

With funding from the Virginia Foundation for Healthy Youth (VFHY), the Virginia Youth Tobacco Projects (VYTP) Research Coalition was established in 2002 to advance the prevention of youth tobacco use through an integrated program of basic and applied research, research translation and dissemination. The goals of the VYTP are to:

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

The VYTP Research Coalition was funded for an additional three years (under the title of the VYTP Research Coalition Core) beginning July 1, 2015 to continue its successful efforts of the previous 12 years. Major accomplishments for the past year include:

A request for applications (RFA) was released in August 2015 soliciting proposals for the next round of the VYTP Small Grants Program. The RFA was distributed to all members of the VYTP Research Coalition and to multiple departments at every public university in the Commonwealth. We received four applications from three universities, with two

excellent applications selected for funding beginning in January 2016 (i.e., Langberg & Dvorsky and Fryxell). A second RFA was released in February 2016 that resulted in four applications from two universities. Two applications were selected for funding with start dates in July 2016 (i.e., Shin and Harrell). Presentation of the results for the Langberg & Dvorsky and Fryxell studies will be made at the fall 2017 meeting of the VYTP Research Coalition. The small grant award studies active during the past fiscal year are listed in the table below:

Principal Investigator	Study Title
Joshua Langberg (VCU) & Melissa R. Dvorsky	Factors that protect against tobacco use during the transition to college for adolescents with and without ADHD
Karl Fryxell (GMU)	The effects of social isolation and CD81 gene functions on nicotine consumption by adolescent mice
Sunny H. Shin (VCU)	Adverse childhood experiences and adolescent tobacco use during the transition to adulthood
Paul T. Harrell (EVMS)	Adolescent beliefs about e-cigarettes: measure development to understand and reduce youth initiation

The annual meeting of the VYTP membership was held on Feb. 21-22, 2017. Panel presentations featured progress reports and preliminary findings for the VFHY-funded large research grants and VYTP small grants from the FY 2016-2018 grant period. There were two panel presentations: (1) Health Communication and (2) Electronic Cigarettes and Vulnerable Populations. The meeting also included two guest presentations. The first was by Dr. Erin Sutfin, Wake Forest School of Medicine, on Developing a Point-of-Sale Health Communication Campaign for Novel Tobacco Products, and the second was by Danny Saggese, Virginia Foundation for Health Youth, titled All Teens Are Not the Same: How Different Teen Peer Crowds Increase or Decrease Tobacco Use Risk. A total of 58 individuals registered for the meeting, including VYTP members, VFHY staff and students.

Instead of preparing the usual written report on research sponsored by VFHY/VYTP (i.e., Summary and Integration Report of VFHY-funded Research), an online database of published articles that are a direct result of VFHY-funded research was developed. The goals of the online database are to create a central repository for articles that is easy to search, easy to update and potentially more visible. The database organizes articles by topic area, year, keyword and institution. Abstracts and links to PubMed are included



whenever available. A table of all projects, with links to research summaries is included, as is a table of collaborations across departments and institutions. The database can be found at: [https://cstp.vcu.edu/projects/vytp/catalog\\_intro.php](https://cstp.vcu.edu/projects/vytp/catalog_intro.php)

Overall, the VYTP Research Coalition has been extremely successful in building a strong program of research on the causes and prevention of youth tobacco use. It has facilitated the entry of both junior and senior researchers into this field of research and stimulated collaborations across institutional and disciplinary boundaries. At the end of FY 2017, the VYTP Research Coalition included 56 members from nine universities and three community organizations. The success of the VYTP Research Coalition can also be seen by the tremendous productivity of its participating faculty, who in FY 2017 submitted 19 grant applications (four funded), published or submitted for publication over 51 manuscripts and delivered more than 30 conference presentations on youth tobacco use.

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



**Grant Award Amount:** \$145,500 (FY 17)

**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

Electronic cigarettes, or e-cigarettes (ECs), are an emerging product increasingly being marketed and sold in the U.S. and the prevalence among adolescents is rising accordingly. The current state of uncertainty concerning population harm of ECs coupled with rapid changes in population use and little regulatory oversight has created an air of unease for policymakers, public health advocates and the scientific community concerning how best to educate the public and address the complex issues surrounding the availability and use of ECs. One particular factor that may be driving EC use is advertising and associated product messaging, an important area in which regulators have previously used policy measures to impact combustible cigarette use. This study characterizes current EC advertising themes and experimentally examines how EC themes may impact measures of EC attitudes, intentions to use ECs and EC abuse liability among Virginia youth.

Specific aims of this study include: 1) qualitatively categorizing current EC advertising messages into thematic categories (e.g., 'alternatives to cigarettes,' 'youth-oriented,' 'highlighting technology'); 2) experimentally evaluating the receptivity of a sample of Virginia youth, 13-18 years of age (n=1,400), to the three dominant EC advertising themes identified in Aim 1; and 3) comparing the effects of EC message receptivity between current cigarette smokers and susceptible non-smoking youth. Receptivity outcomes include EC-related attitudes, intentions to use ECs and measures of EC abuse liability using a behavioral economics-based approach (the cigarette purchasing task). Together these measures will allow for a robust understanding of how different EC messaging themes may impact youth and will inform regulatory policies, prevention/intervention efforts and the study of other tobacco products.

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



**Grant Award Amount:** \$145,456 (FY 17)

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

**Collaborating Partner:** Chesterfield County Public Schools

Attention-Deficit/Hyperactivity Disorder (ADHD) is a highly prevalent mental health disorder. Adolescents with ADHD are at high risk to initiate tobacco use early and to progress to heavy use quickly. This poses enormous health risks for adolescents with ADHD and can negatively impact brain development. There are multiple evidence-based treatments for adolescents with ADHD (e.g., medication and behavior parent training), and fortunately, these are widely available in community settings. Although these treatments lead to marked reductions in ADHD symptoms and some improvement in functioning, these treatments are not effective at preventing initiation or escalation of tobacco use. This is likely because, to date, tobacco-use prevention information and strategies have not been incorporated into existing evidence-based ADHD interventions. Accordingly, a significant opportunity is being missed to disseminate tobacco-use prevention skills for adolescents with ADHD through behavioral parent training programs being implemented in the community.

This novel intervention approach of integrating tobacco-use prevention skills within the context of ADHD treatment has multiple advantages for adolescents with ADHD and their families.

For example, this approach targets adolescents and families already in treatment, reducing barriers related to feasibility, acceptability and/or cost that may occur when families are asked to attend multi-session prevention programs in addition to ADHD treatment. This approach also implements tobacco-use prevention in community behavioral healthcare settings, an understudied context in tobacco-use prevention research.

In this application, the researchers propose to integrate evidence-based tobacco-use prevention skills into an evidence-based behavioral training program for ADHD. In Phase I, they will work with tobacco-use prevention and ADHD treatment experts in a two-day meeting to review two evidence-based treatments (Strengthening Families Program and Supporting Teens Academic Needs Daily - Group, STAND-G) to integrate tobacco-use prevention skills into STAND-G. Tobacco-use prevention skills (TPS) from the Strengthening Families Program 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 researchers will conduct a pilot randomized-controlled trial to determine the feasibility of the implementing the STAND-G+TPS intervention, and to provide preliminary efficacy data comparing STAND-G+TPS to STAND-G alone on tobacco use outcomes.

Thus, the current application has great public health significance, given the scope of tobacco use problems among adolescents with ADHD and its complications, and is consistent with VFHY's funding priorities. It will also provide preliminary data to apply for a larger-scale R01 effectiveness trial in a real-world setting.

## Characterization of Nicotine Vapor Intake in Adolescent Mice

**Grant Award:** \$145,444 (FY 17)

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

**Collaborating Partner:** *Virginia Commonwealth University*

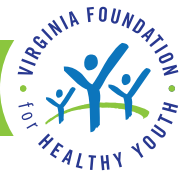
In Year 2 of the project, the research team began to establish a method for assessing the rewarding properties of nicotine vapor in adult and adolescent male and female mice. Using this approach, the researchers plan to test how the different constituents of e-liquid,

used in e-cigarettes and other vapor delivering devices, affects reward-seeking behavior in adolescent and adult animals. In addition, they plan to test whether extended access to nicotine vapor produces dependence and whether nicotine vapor exposure during adolescence results in a change in the perception of nicotine reward in adulthood. The work will provide important information on the addictive potential of e-cigarettes and e-liquid on the actions of flavorings and nicotine concentrations that drive reward seeking in adolescents.

Using a novel model system, the work has begun to reveal significant differences in how adolescent mice receive nicotine reward compared to adults. While adults respond at low levels for low concentrations of nicotine, adolescents acquire self administration of low levels of nicotine faster and show elevated levels of responding compared to adults. The data suggests that adolescents are at higher risk than adults in acquiring and maintaining vapor self administration. These data also suggest that human adolescents may be more likely to abuse vapor products than adults. To begin to investigate differences between male and female animals in their response to nicotine vapor and nicotine vapor containing flavorings, the research team began to examine how different concentrations of nicotine in combination with a sweet flavoring can drive self administration. Interestingly, the team did not observe any effect of flavorings on the drive to self administer nicotine. This result suggests that the particular flavoring itself is not reinforcing in mice. Finally, the researchers investigated how elevated levels of nicotine affected self administration of nicotine vapor and were able to demonstrate how, at high nicotine concentrations, adolescent female mice showed elevated responding for nicotine vapor when compared to adolescent males. These data agree with prior reports suggesting that female adolescent rodents and humans both show increased reward perception when compared to adolescent males. The research team concludes that their nicotine vapor self-administration system permits an effective investigation of how nicotine concentration and flavorings interact with animal age to drive vapor intake.







## STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS

BALANCE SHEET For the Fiscal Year Ended June 30, 2017

**Governmental Funds**  
**Special Revenue**

### ASSETS:

Cash and cash equivalents held by the Treasurer of Virginia (Note 1-A)	\$12,506,973.45
*Investments Held by the Treasurer (Note 1-B)	-
Lease Deposits (Note 2-A)	\$5,966
Accounts Receivables (Note 2-B)	\$48,720
Capital Assets, net of accumulated depreciation: (Note 3)	-
Operating equipment	-
<b>TOTAL ASSETS:</b>	<b>\$12,512,939</b>

### LIABILITIES:

Accounts Payable (Note 4-A)	\$316,119
Accrued Payroll (Note 4-B)	\$94,255
Obligations Under Security Lend (Note 1-B)	-
Grants/Contractual Payable (Note 4-C)	\$667,060
Compensated absences (Note 5)	\$128,830
<b>Total Liabilities</b>	<b>\$1,206,264</b>

### NET ASSETS:

Investment in Capital Assets, net of related debt	\$0
Unrestricted	\$11,306,675
<b>TOTAL NET ASSETS:</b>	<b>\$11,306,675</b>

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, 2017

### REVENUES:

Master Settlement payments (Note 6)	\$9,517,532
Interest Income (Note 6)	\$91,000
Proceeds from securities lending transactions* (Note 1-B)	\$76
Grants and other revenues (Note 6)	\$27,288
<b>TOTAL REVENUES:</b>	<b>\$9,635,896</b>

### EXPENDITURES:

#### Tobacco Settlement Expense:

	Expenses	Adjustments	Net (Expense) Revenue and Changes in Net Assets
Administration (Note 7)	\$863,885	\$0	\$863,885
Depreciation Expense (Note 3)	\$0	\$0	\$0
Expenses for Securities Lending (Note 1-B)	\$76	\$0	\$76
Marketing (Note 4-C)	\$3,354,358	\$0	\$3,354,358
Program Expense (Note 8)	\$3,175,739	\$0	\$3,175,739
Research and Evaluation (Note 9)	\$760,022	\$0	\$760,022
Obesity (Note 8)	\$1,000,759	\$0	\$1,000,759
Grant Program Expenses (Note 8)		\$0	
Inter-Agency Expenses (Note 10)	\$65,000	\$0	\$65,000
State General Fund Transfers Out (Note 11)	\$83,157	\$0	\$83,157
<b>Total Expenditures</b>	<b>\$9,302,996</b>		<b>- \$9,302,996</b>

Excess (deficiency) of revenue over expenditures: 332,900

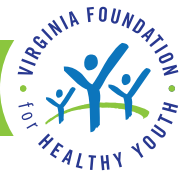
**Fund Balance/Net Assets, July 1, 2016: \$10,973,775**

**Fund Balance/Net Assets, June 30, 2017: \$11,306,675**

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, 2017

### 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.....	\$ 12,506,973
Cash equivalents/Obligations held by the Treasurer of Va.....	\$0

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<b>Total cash, cash equivalents, and investments .....</b>	<b>\$ 12,506,973</b>
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### 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, 2017 VFHY had deposits on rental leases totaling \$5,966.00.
- B. Accounts receivables are funds earned but not expected delivery of until the next fiscal year. As of June 30, 2017 VFHY had none.

### Note 3: CAPITAL ASSETS

Capital assets, which include property, plant, equipment, and infrastructure assets, are reported in the government-wide financial statements. The government defines capital assets as assets with an initial, individual cost of more than \$5,000 and an estimated life in excess of two years. The Virginia Foundation for Healthy Youth did not procure assets that would meet the capital asset requirements; therefore, they are maintained in an internal inventory control system.

### Note 4: LIABILITIES

#### A. Accounts payable

Payables accrued in Cardinal but unpaid as of June 30, 2017, showed \$316,118.77, which represents a portion of the total reportable amount.

#### B. Accrued Payroll

All VFHY employees are paid on a semi-monthly schedule. Accrued payroll expenses of \$94,255 represent work performed prior to June 30, 2017, but will not register in the Commonwealth Payroll System until FY18.

#### C. Grants/Contractual payables

VFHY awarded funding to programs all over the Commonwealth for the prevention of tobacco use and obesity among youth. VFHY also contracted with higher education universities to conduct research on tobacco-use prevention. VFHY has contracts with marketing agencies to lead major campaigns geared toward youths throughout Virginia on the prevention of tobacco use and childhood obesity. Due to the earlier cutoff date for keying invoices, payables in Cardinal show less than the actual outstanding payables of \$983,179 that VFHY reported at the end of the fiscal year.

## NOTES TO FINANCIAL STATEMENTS *continued*

As of June 30, 2017

### 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, 2017. The \$128,830 represents the balances at the fiscal year end provided by the Commonwealth's leave liabilities tracking program. \$87,381 of the total was determined to be long-term liability according to the Commonwealth's GASB 34 long-term liability report.

### Note 6: REVENUES

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. This portion was reduced to 8.5% in 2010. VFHY's Board of Trustees approves a biennial budget based on the estimated MSA payment in the Commonwealth's budget bill. In FY 2017, VFHY received \$9,517,532 in MSA payments and \$91,000 in interest payments. The state receives the MSA payment in April; therefore, VFHY must carry forward the majority of this revenue to fund expenses in the next fiscal year. This is reflected in the fund balance at year end. In FY17, VFHY recorded excess revenue due to interest income and unbilled grant obligations. In addition, VFHY received state grants and federal pass-through grant funds from VDH to broaden the scope of services in community projects for prevention of obesity and tobacco-use prevention and conference and training registration fees from participants that were used to offset expenses.

### Note 7: ADMINISTRATION

Administrative costs are all of the operating expenses needed for the maintenance of VFHY. These include expenses of the Board of Trustees, some payroll (including accrued leave liabilities), rents, utilities, insurances, equipment (repairs, maintenance, rental and purchases), furniture and supplies, postage and delivery, printing, state vehicle fees, some employee travel and trainings. In addition, it includes expenses incurred for professional services provided by private industries such as temporary employees, marketing services, IT service, website design and maintenance, etc.

### Note 8: PROGRAMS and OBESITY

Programs 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 contracts and agreements with higher education universities in Virginia focused on the research of tobacco-use prevention programs. Expenses also include evaluation of VFHY's marketing initiatives.

### 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.





# 2017

## Annual Report

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