

# ANNUAL REPORT



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

2018

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# Letter from the Executive Director



## Greetings!

The last year has been a pivotal one for the future health of America's young people, with the continued growth of youth e-cigarette use.

The U.S. Surgeon General declared it a public health epidemic that is addicting a new generation of young people to nicotine. (E-cigarette use among U.S. high school students increased by 78 percent during the 2017-18 school year.)

While youth use of traditional tobacco products has greatly declined in Virginia, the Virginia Foundation for Healthy Youth is concerned with continuing the great progress we've made in improving the health of our young people over the last two decades.

To that end, VFHY released a free classroom educational module, *The Danger of Other Tobacco Products*, that has been distributed nationwide.

We are also exceedingly proud of the hard work our teen Y Street volunteers have done to encourage school systems in Virginia to adopt comprehensive tobacco-free policies. Y Street's 24/7 campaign directly inspired another new state law this year that will make every one of Virginia's 132 school divisions free of e-cigarettes and tobacco products!

As we enter another new year bringing new prevention challenges, I want to thank you, on behalf of everyone here at VFHY, for your continued support 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 reducing and preventing youth tobacco use, substance use and childhood obesity. 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. Due to our great success at reducing youth tobacco use, the General Assembly later expanded our mission to include childhood obesity and substance-use 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, substance-use and childhood-obesity prevention efforts in the commonwealth by building partnerships and collaborations
- Empowering young people to make healthy choices, such as living smoke-free, being physically fit and eating nutritious foods
- Promoting school- and community-based initiatives that target youth tobacco-use and childhood obesity prevention and reduction
- Developing marketing strategies, including prevention messaging and youth volunteerism, to promote VFHY's goals of reducing and preventing youth tobacco use and childhood obesity
- Funding collaborative research projects related to youth tobacco-use prevention and studying factors that impact youth tobacco use.

## VFHY STAFF

### CENTRAL OFFICE STAFF

701 East Franklin Street  
Suite 500  
Richmond, Virginia  
23219

**Marty Kilgore**  
*Executive Director*

**Margaret White**  
*Deputy Director*

**Eloise Burke**  
*Senior Executive Assistant*

**Richard Foster**  
*Public Affairs Manager*

**Donna Gassie**  
*Director of Programs*

**Henry Harper**  
*Director of Community Outreach and Development*

**Wilma Jordan**  
*Business Manager*

**Charlie McLaughlin Jr.**  
*Training and Resource Manager*

**Hannah Robbins**  
*Marketing Specialist*

**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

**Judith Sparrow**  
*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 and middle school students who smoke cigarettes in Virginia has been cut by more than 75 percent! Members of our Y Street high school volunteer group logged more than 5,500 volunteer hours on projects in FY 2018. VFHY also funded 21 Healthy Communities Action Teams (HCATs) to prevent and reduce childhood obesity across Virginia in FY 2018. These collaborative groups instituted a variety of projects ranging from running farmers' markets and building community playgrounds to offering youth nutrition classes and increasing opportunities for physical activity in localities statewide.

## CHAIR

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

## VICE CHAIR

**Karin T. Addison**, of Midlothian, director of state affairs, Troutman Sanders Strategies  
(term expires June 30, 2022)

## MEMBERS

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

**Madelyn R. Cahill**, of Burke, youth member (term expires June 30, 2021)

**The Honorable T. Scott Garrett, M.D.**, member, House of Delegates, representing the 23rd District (concurrent with House term)

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

**Andrew W. Goodwin**, of Richmond, financial adviser, Morgan Stanley (term expires June 30, 2019)

**Reagan Hardy**, of Richmond, youth member (term expires June 30, 2021)

**Sarah Bedard Holland**, of Richmond, executive director, Virginia Oral Health Coalition (term expires June 30, 2022)

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

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

**Thomas L'Ecuyer, M.D.**, of Charlottesville, professor of pediatrics, University of Virginia (term expires June 30, 2019)

**Robert Leek**, of Williamsburg, senior physician liaison, Sentara Healthcare (term expires June 30, 2018)

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

**The Honorable John J. McGuire III**, member, House of Delegates, representing the 56th District (concurrent with House term)

**Sarah T. Melton, Pharm.D., BCCP, CGP**, of Lebanon, associate professor of pharmacy practice, Gatton College of Pharmacy at East Tennessee State University (term expires June 30, 2018)

**William B. Moskowitz, M.D.**, of Richmond, professor, pediatrics and internal medicine, chair, Division of Pediatric Cardiology, Virginia Commonwealth University (term expires June 30, 2021)

**M. Norman Oliver, M.D., M.A.**, commissioner of health, Virginia Department of Health (concurrent with appointment)

**Ghulam Qureshi**, of Richmond, physician, Virginia Cancer Institute (term expires June 30, 2021)

**Vineeta Shah, MHS, R.D.**, of Richmond, independent consultant, Anna Julia Cooper Episcopal School and Virginia Commonwealth University (term expires June 30, 2022)

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

**Teresa Gardner Tyson, DNP, MSN, FNP-BC, FAANP**, of Wise County, executive director, The Health Wagon (term expires June 30, 2019)

**Katie Weaks**, of Richmond, designee for chairman of Virginia Department of Alcoholic Beverage Control

# Virginia Youth Survey

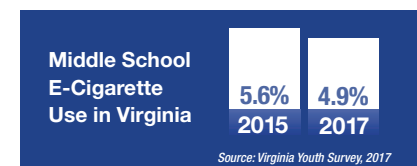
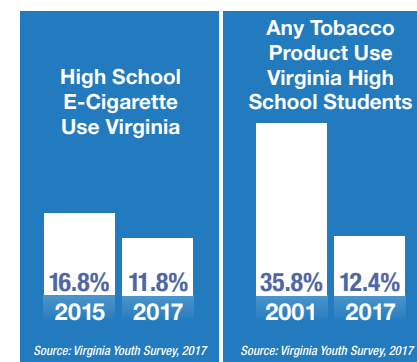
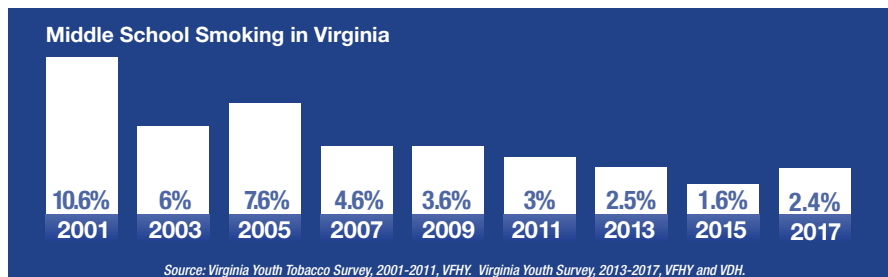
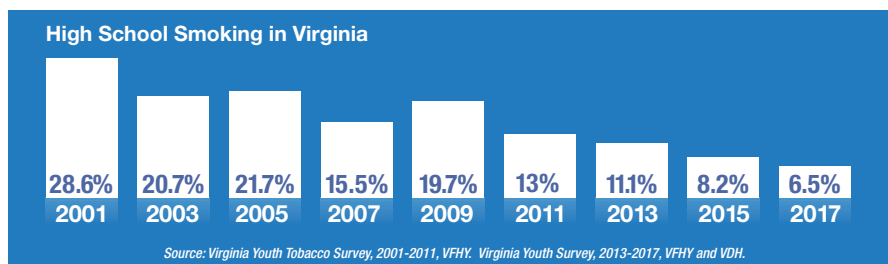


**The Virginia Department of Health (VDH), in partnership with VFHY, conducts biennial surveys of youth health behaviors, including tobacco use, nutrition and physical activity. These results are reported to the Centers for Disease Control and Prevention (CDC), which partially funds the survey.**

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 2017 to students in grades 6-12 in randomly selected middle and high schools statewide. The survey questions were tested and validated by the CDC.

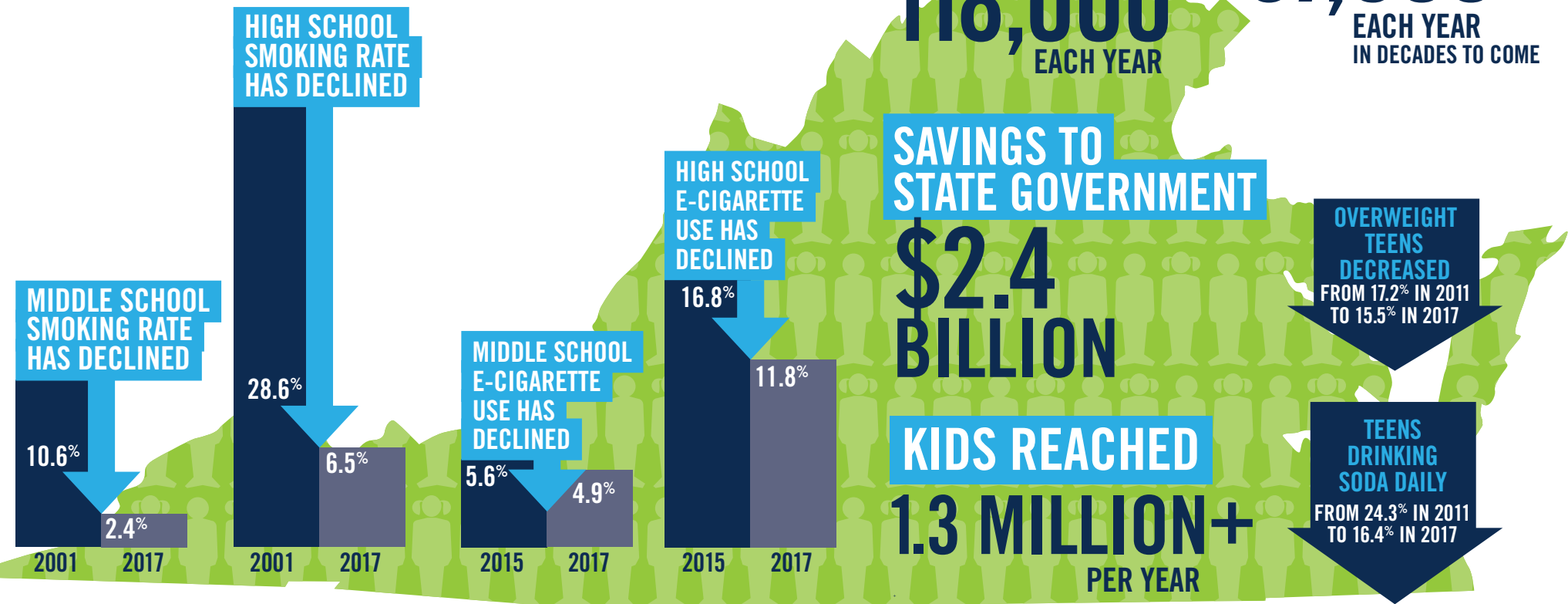
Questions asked on the Virginia survey are directly comparable to the standardized questions asked in other states.



# VFHY at a Glance



## We Get Results



## We Have More Work to Do

**3,100 KIDS**  
UNDER AGE 18  
ARE BECOMING  
SMOKERS EACH YEAR

**360,000**  
OBESE AND OVERWEIGHT  
VIRGINIA HIGH SCHOOLERS

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

**5,300 YOUTH**  
DIAGNOSED  
WITH TYPE II DIABETES  
EACH YEAR NATIONALLY

# Reduce Tobacco Use Conference



**On April 8-11, 2018, VFHY co-hosted the 13th national Reduce Tobacco Use conference, with speakers including Virginia Secretary of Health and Human Resources Dr. Daniel Carey, Joelle Lester, director of tobacco control for the Public Health Law Center, and Dr. Robert Dupont, president of the Institute for Behavior and Health.**

Held in Norfolk, the conference attracted more than 350 education, government, health care and prevention professionals from across the United States. The conference addressed best practices for prevention programs; cessation; new and emerging tobacco products and nicotine delivery devices; reaching priority populations; using social media and marketing tools for prevention; and engaging youth and young adults in advocacy efforts.

Speakers at the conference presented on a wide variety of topics, including e-cigarette prevention, advocating for comprehensive tobacco-free and e-cigarette school systems and the role that adverse childhood experiences (ACEs) play in increasing the risk for youth tobacco and substance use.

The conference also featured a post-conference substance-use prevention track from the Virginia Department of Behavioral Health and Developmental Services.







# Childhood obesity prevention

First Lady of Virginia Pamela Northam helps teach preschoolers at Petersburg's Westview Early Childhood Center about the healthy benefits of water during a Rev Your Bev Day event sponsored by VFHY in April 2018.

# Childhood Obesity Prevention



**Virginia currently ranks 36th in the nation for childhood obesity among 10- to 17-year-olds compared to other states; however, Virginia is 28th in the nation for high school obesity. Obesity prevalence among high school students in Virginia is 12.7 percent, lower than the national rate of 14.8 percent. Among adults, Virginia ranks 28th in the nation for obesity, with about one out of three adults (30.1 percent) considered obese.**

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 lifestyles.

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 collective model of collaboration to promote 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.

VFHY's 21 HCAT grantees across the commonwealth utilize policies, systems and environmental change strategies to meet our obesity prevention goals, demonstrating that creating healthier environments leads to healthier behaviors. For example, VFHY-funded HCATs working to improve the built environment have shown that students are more active when communities add safe streets, sidewalks and crosswalks for students walking or biking 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 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.

## Governor's Children's Cabinet:

On June 21, 2018, Virginia Governor Ralph Northam reestablished the Children's Cabinet to continue the collaboration across state agencies working to address barriers that the commonwealth's children face in education, nutrition and food security and overall safety. VFHY supports this initiative by participating in the cabinet's Nutrition and Food Security Workgroup to strategize solutions that address three areas of focus for improving the health of children in Virginia. One focus of the workgroup is to expand access to nutritious food and decrease food insecurity prevalence for pregnant women. Another focus, for which VFHY contributes expertise such as sharing best practices, is to increase access to nutritious foods and decrease food insecurity for children. The final focus is to promote community-based food systems in order to increase access to healthy, local foods.



## Rev Your Bev Day 2018

VFHY held its sixth annual Rev Your Bev Day on April 25, 2018, sponsoring 450 events statewide celebrating water as the primary choice for beverage consumption. This year's theme centered around the variety of ways Virginians can drink water, whether it's bottled, filtered, from the tap, bubbly or fruit-infused. First Lady of Virginia Pamela Northam joined in on the day's action by teaching a lesson on the wonders of water at one of the participating Early Childhood Centers in Petersburg. More than 100,000 youth and adults of all ages engaged with the campaign by attending school or community events or through social media. This year's Rev Your Bev event materials that went to early childhood educators included policy recommendations for promoting water and suggestions for establishing sustainable measures that can positively impact children year-round.



## Virginia Food Access Network

Another way that VFHY supports improved childhood nutrition and food security is through the development and maintenance of the Virginia Food Access Network (VFAN) website. This statewide digital resource is used to connect stakeholders, residents and communities working in the food access and equity arena. This tool provides resources such as geographic mapping and evidence-based research, and also highlights best practices for addressing food security, nutrition and local food systems. Through VFAN, users can identify organizations in geographic proximity that are working to increase access to healthy foods and improve health outcomes. VFAN provides access to comprehensive data sets and analysis platforms that can benefit Virginia's food-insecure families and help improve the overall food system.

## Great Starts with Breakfast

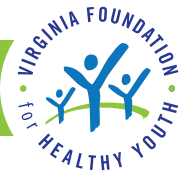
Children in Virginia are not hungry because of a lack of federal child nutrition programs; rather, food insecurity is bolstered by an underutilization of these programs in addition to socioeconomic factors that weaken equitable access to food. The School Breakfast Program is one of the most underutilized 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.

**GREAT STARTS** with  
**BREAKFAST**

In partnership with 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 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.





## VFHY HEALTHY COMMUNITIES ACTION TEAM GRANTS

REGION	GRANTEE	TOTAL GRANT AWARD	FY 2018 PORTION
<b>CENTRAL</b>	Rockbridge Area Community Services	\$60,000	\$30,000
	Sentara RMH Medical Center	\$59,994	\$29,994
	Greater Richmond Fit4Kids	\$60,000	\$30,000
	Project GROWS	\$60,000	\$30,000
	Sentara Martha Jefferson Hospital	\$58,847	\$28,898
	Richmond Department of Social Services	\$60,000	\$30,000
	Page Alliance for Community Action	\$31,520	\$14,855
<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	\$29,915
	Stafford Junction	\$60,000	\$30,000
	Warren County Community Health Coalition	\$60,000	\$30,000
<b>SOUTHEAST</b>	Alternatives Inc.	\$54,164	\$26,900
	Eastern Virginia Medical School	\$59,253	\$29,555
	Eastern Virginia Medical School, Office of Sponsored Programs	\$59,501	\$29,751
	Middle Peninsula-Northern Neck Community Services Board	\$57,414	\$29,707
<b>SOUTHWEST</b>	LENOWISCO Health District	\$56,962	\$27,347
	Martinsville-Henry County Family YMCA	\$55,540	\$27,255
	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	\$29,238



## Programs

VFHY's educational prevention programs reach over 45,000 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 care centers 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 2018 VFHY served more than 45,000 youth across Virginia through 58 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. All grantees complete local evaluation of their grant program(s).

### 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, a free 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 500 times by education and prevention professionals across the nation. Now in its second update, the module 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 VFHY tobacco-use prevention grantees utilize educational curricula chosen from VFHY's Compendium of Tobacco-Use Prevention Programs for Youth. The compendium programs address issues relative to tobacco-use prevention, including primary tobacco-use prevention education, tobacco cessation, early tobacco intervention and reduction, youth empowerment and social-skills building. These evidence-based programs have been recognized by national, state and nonprofit organizations as model, promising or effective tobacco-use prevention programs.

VFHY provides extensive training and technical assistance to help facilitators more effectively reach young people through our compendium programs.

### VFHY Compendium of Programs

*All Stars*

*Al's Pals*

*Families and Schools Together (FAST)*

*Healthy Alternatives for Little Ones (HALO)*

*LifeSkills Training (LST)*

*Media Detective*

*Media Ready*

*Not On Tobacco*

*Positive Action*

*Project Alert*

*Project EX*

*Project SUCCESS*

*Project Toward No Drug Use (TND)*

*Project Toward No Tobacco Use (TNT)*

*Strengthening Families (ages 6-11)*

*Strengthening Families (ages 10-14)*

*Too Good For Drugs*



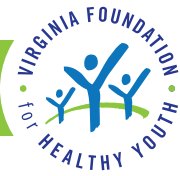


## VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS

	GRANTEE	COMPENDIUM PROGRAM(S)	TOTAL GRANT AMOUNT	FY 2018 AMOUNT
<b>CENTRAL</b>	Boys & Girls Clubs of Central Virginia	Positive Action	\$176,546	\$59,577
	Chesterfield County Public Schools	LifeSkills Training	\$180,000	\$60,000
	Horizon Behavioral Health	Too Good For Drugs	\$154,175	\$52,403
	HumanKind	LifeSkills Training	\$143,323	\$48,712
	Longwood	Al's Pals	\$37,244	\$31,000
	NIA Inc. of Greater Richmond	Lead & Seed; All Stars	\$34,829	\$11,862
	Orange County Office on Youth	Strengthening Families 10-14; Positive Action	\$178,374	\$59,504
	Page County Public Schools	All Stars; Too Good For Drugs	\$30,519	\$10,153
	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	\$50,794
	<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	\$57,776
CLEAN Inc.		LifeSkills Training	\$155,190	\$50,971
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	\$60,000
Fairfax County Neighborhood and Community Services		Project TNT-TND	\$180,000	\$60,000
Fauquier CADRE Inc.		Too Good For Drugs	\$179,581	\$59,997
Global Wellness Solutions		Too Good For Drugs; LifeSkills Training	\$179,530	\$59,937
The Kids Club of Northern Shenandoah Valley		Positive Action	\$76,994	\$25,598
Loudoun County Mental Health Services		LifeSkills Training	\$178,707	\$59,813
SCAN of Northern Virginia		Strengthening Families 6-11, 10-14	\$180,000	\$60,000
Smart Beginnings Rappahannock Area		Al's Pals	\$179,331	\$59,708
Warren County Community Health Coalition		LifeSkills Training; Project TND; Too Good For Drugs; HALO	\$180,364	\$60,000
Youth Apostles Institute - Don Bosco Center		All Stars Core; Booster and Plus	\$120,792	\$41,303

## VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS

	GRANTEE	COMPENDIUM PROGRAM(S)	TOTAL GRANT AMOUNT	FY 2018 AMOUNT
<b>SOUTHEAST</b>	Alternatives Inc.	Al's Pals	\$178,049	\$59,623
	Boys & Girls Clubs of the Northern Neck	Positive Action; Strengthening Families	\$106,658	\$34,082
	Boys & Girls Clubs of Southeast Virginia	LifeSkills Training	\$95,692	\$33,652
	Boys & Girls Clubs of the Virginia Peninsula	Positive Action	\$180,000	\$60,000
	C. Waldo Scott Center for H.O.P.E.	Too Good For Drugs	\$78,685	\$26,992
	Crossroads Community Services Board	Too Good For Drugs	\$155,706	\$51,963
	Eastern Shore Community Services Board	Al's Pals	\$177,340	\$59,320
	City of Hampton Department of Parks and Recreation	Too Good For Drugs	\$138,283	\$45,649
	Life Changing Community Development Corp.	Too Good For Drugs	\$54,870	\$18,393
	Longwood University	Al's Pals	\$64,192	\$44,311
	Middle Peninsula-Northern Neck Community Services Board	LifeSkills Training	\$180,000	\$60,000
	Peninsula Metropolitan YMCA	HALO	\$59,972	\$17,929
	Smart Beginnings	Al's Pals	\$105,516	\$31,684
	The UP Center	Strengthening Families 6-11	\$174,007	\$57,370
	Three Rivers Health District	Too Good For Drugs	\$135,397	\$45,550
	William A. Hunton YMCA	Positive Action	\$180,000	\$60,000
<b>SOUTHWEST</b>	Bland County Public Schools	Too Good For Drugs	\$144,795	\$48,850
	Blue Ridge Behavioral Healthcare	Too Good For Drugs	\$180,000	\$60,000
	Bristol Youth Services	Too Good For Drugs	\$118,684	\$39,790
	Danville-Pittsylvania Community Services	Too Good For Drugs	\$167,113	\$56,426
	Galax City Public Schools	Too Good For Drugs	\$130,464	\$44,251
	Henry County Public Schools	Too Good For Drugs	\$179,600	\$60,000
	Highlands Community Services	LifeSkills Training; Too Good For Drugs; Lead & Seed	\$160,522	\$53,158
	Montgomery County Public Schools	Project ALERT; Too Good For Drugs; Project TND	\$175,846	\$59,949
	Mount Rogers Community Services Board	LifeSkills Training	\$141,648	\$47,401
	New River Valley Community Services	Too Good For Drugs; Project TND	\$145,460	\$48,597



## VFHY TOBACCO-USE PREVENTION & CESSATION PROGRAMS

	GRANTEE	COMPENDIUM PROGRAM(S)	TOTAL GRANT AMOUNT	FY 2018 AMOUNT
<b>SOUTHWEST</b>	Piedmont Community Services	Too Good For Drugs	\$179,744	\$59,908
	Planning District One Behavioral Health Services	Project TNT; Media Detective	\$130,875	\$44,642
	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	\$46,139
	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. Many of VFHY's FY18 compendium program trainings for our tobacco-use grantees were led by our in-house master trainer, Charles McLaughlin, providing a savings of more than \$25,000, compared to hiring outside trainers.

Additionally, VFHY offered the following training workshops in partnership with Central Shenandoah Office on Youth, Thomas Nelson Health District, SCAN (Stop Child Abuse Now) of Northern Virginia, Family Life Education Middlesex County, Richmond Healthy Start Initiative and the City of Waynesboro:

TRAINER	AMOUNT PAID	WORKSHOP(S)
Leading To Change	\$4,340	But These Are My Work Flip-Flops: Reaching and Teaching the Millennial Workforce (three sessions) Measuring The Magic: Engaging Evaluation Tools for Extraordinary Organizations
Donna Minnix Proctor	\$935	Understanding Yourself and Others: A Leadership Workshop Using the Myers-Briggs Type Indicator
Health Resources in Action	\$4,084	Engaging and Empowering Priority Communities Building Effective and Sustainable Coalitions Behavior and Classroom Management



## Marketing

VFHY's Y Street Leadership Team, consisting of the top members of our teen volunteer group Y Street, held its tenth annual leadership meeting in 2018. Y Street is Virginia's largest youth-led volunteerism group working on initiatives to prevent obesity and tobacco use so that we can create healthier communities throughout the commonwealth.

# Marketing



## Approach

The Virginia Foundation for Healthy Youth (VFHY) recognizes that not all youth are the same. Some youth will never use tobacco and e-cigarette products, regardless of VFHY's efforts. Others are very likely to use tobacco/nicotine 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 towards accomplishing these changes are:

### Knowledge

Educate teens on the health, social and environmental consequences of tobacco and nicotine use and encourage them to choose to live a tobacco/nicotine-free lifestyle.

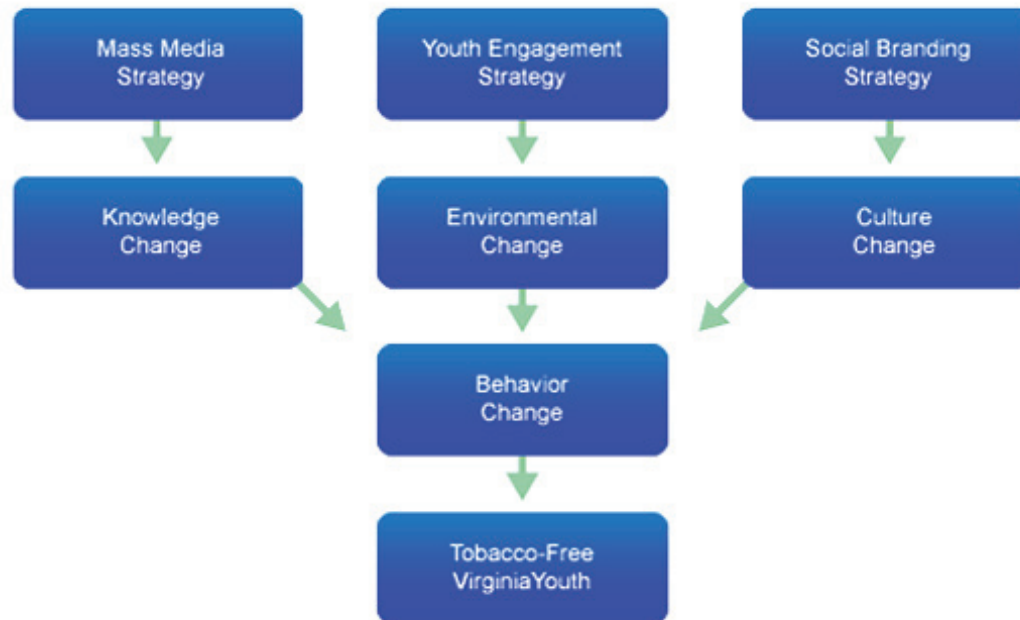
### Environment

Encourage community stakeholders and institutions, such as parents, community leaders and schools to prevent youth tobacco and e-cigarette use, marketing and sales to youth and create an environment that encourages tobacco-free and nicotine-free lifestyle choices.

### Culture

Promote cultural change within the "peer crowd" of every Virginia teen to ensure that living tobacco/nicotine-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: mass media, youth engagement and social branding.



## 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

Youth who readily engage in and adopt behaviors that are conducive to a healthy lifestyle are highly motivated to promote such behaviors and ideals to those around them. These youth leaders can contribute significantly to the health of their peers if their passion can be channeled towards tangible change. By testing various 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, learn and play to become more conducive for 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 high school students 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 childhood obesity prevention in addition to tobacco-use 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 statewide. Combined with youth trained in prior years, more than 8,500 Virginia youth have received Y Street training 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, each campaign is assigned Measures of Progress (MOPs) – 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 and invested, 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 also 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.

## Youth Leadership Traits

Y Street develops leadership traits in youth through a comprehensive training and by integrating them directly into the most strategic aspects of campaigns. During Y Street trainings, youth are provided with the skills they need to take ownership of all campaign activities – planning through execution – and develop a passion for the issues by viewing campaigns through a health equity lens. Afterwards, they apply what they learn in real field experiences – engaging the public at events, presenting at conferences, and meeting with policy makers and administrators. Because they lead these activities start to finish, youth gain the confidence they need to speak with authority on the issues, equipping them as leaders with boundless potential. The most passionate youth become members of the Y Street Leadership Team, attending a week-long summit and receiving special training in campaign strategy, public speaking and community organizing.





## EUNICE NAMKOONG

For the past four years, Eunice Namkoong, a senior at Tabb High School in Yorktown, has been working hard to improve Virginia's health through her volunteer work with VFHY's award-winning youth engagement program, Y Street.

"Y Street has given me the opportunity to stand up and take action on different issues affecting my state," says Eunice, a Y Street Leadership Team member who received a 2018 Youth Advocate of the Year Award from the Campaign for Tobacco-Free Kids.

"It has opened many doors for me to network with other passionate youth leaders, meet legislators and speak at conferences to continue the movement to make Virginia a healthier state."

Particularly passionate about Y Street's 24/7 campaign to encourage school systems to adopt comprehensive tobacco-free, e-cigarette-free policies, Eunice met with school boards year after year until they agreed to update their policies. This perseverance paid off in 2017 when, after four years, the York County School Board adopted a 100% tobacco-free and e-cigarette-free policy.

"We worked hard to gain the support of all the high school and middle school principals, administration, staff, students and the community to show the school board just how much we care about the lives of students," said Eunice, who plans to continue advocacy work while studying materials science engineering and biotechnology at Johns Hopkins University.

"I am beyond excited that we were able to update York's tobacco policy to be 100% comprehensive. It is very rewarding to see these updates happen right in front of your eyes, and to know that I helped to spark the change."





## Culture Change

Adults often cite “peer pressure” as the reason youth begin to smoke. But it’s more complicated than that. Few young people experience an isolated incident when one youth pressures him or her to smoke a cigarette. Instead, youth are more likely to experience an internalized pressure to use tobacco or e-cigarette products from their entire peer crowd. 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 and nicotine-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. Our peer-crowd research and program model is founded in the social cognitive, diffusion of innovation and information processing theories of behavior change and cultural norms.

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 must identify and understand the most common peer crowds in Virginia and determine which of these niche youth cultures are most likely to use tobacco and e-cigarette products.

With the help of contractors Rescue Agency and Market Decisions, VFHY has collected ongoing data on the most common peer crowds in Virginia and each peer crowd’s tobacco-use rates.

Changing the norms within each of these peer crowds requires strategies that are tailored to the unique images, language and media that define their cultures. 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 targeted 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.



# Marketing

## 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 CDC to reduce youth tobacco use. VFHY capitalizes on this fact by implementing a multi-channel media approach to increasing knowledge and awareness to young people statewide.

VFHY's award-winning advertising campaigns prioritize messages and media channels that evidence proves 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 them. 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.

VFHY's 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 within the different youth peer crowds in Virginia.

## Contractors

VFHY currently works with numerous contractors for its marketing campaign, with the following FY18 expenditures:

### Rescue Agency (\$2,136,496)

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 implementation through the Y Street, Syke, Down & Dirty and Fresh Society programs.

### Virginia Broadcast Solutions (\$49,999)

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 VBS has 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 media and new online digital/social media outlets.

### Channel Communications (\$1,517)

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 an expert at creating integrated marketing campaigns in all forms of digital and traditional advertising.

### Market Decisions (\$134,341)

Market Decisions Research (MDR) 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.

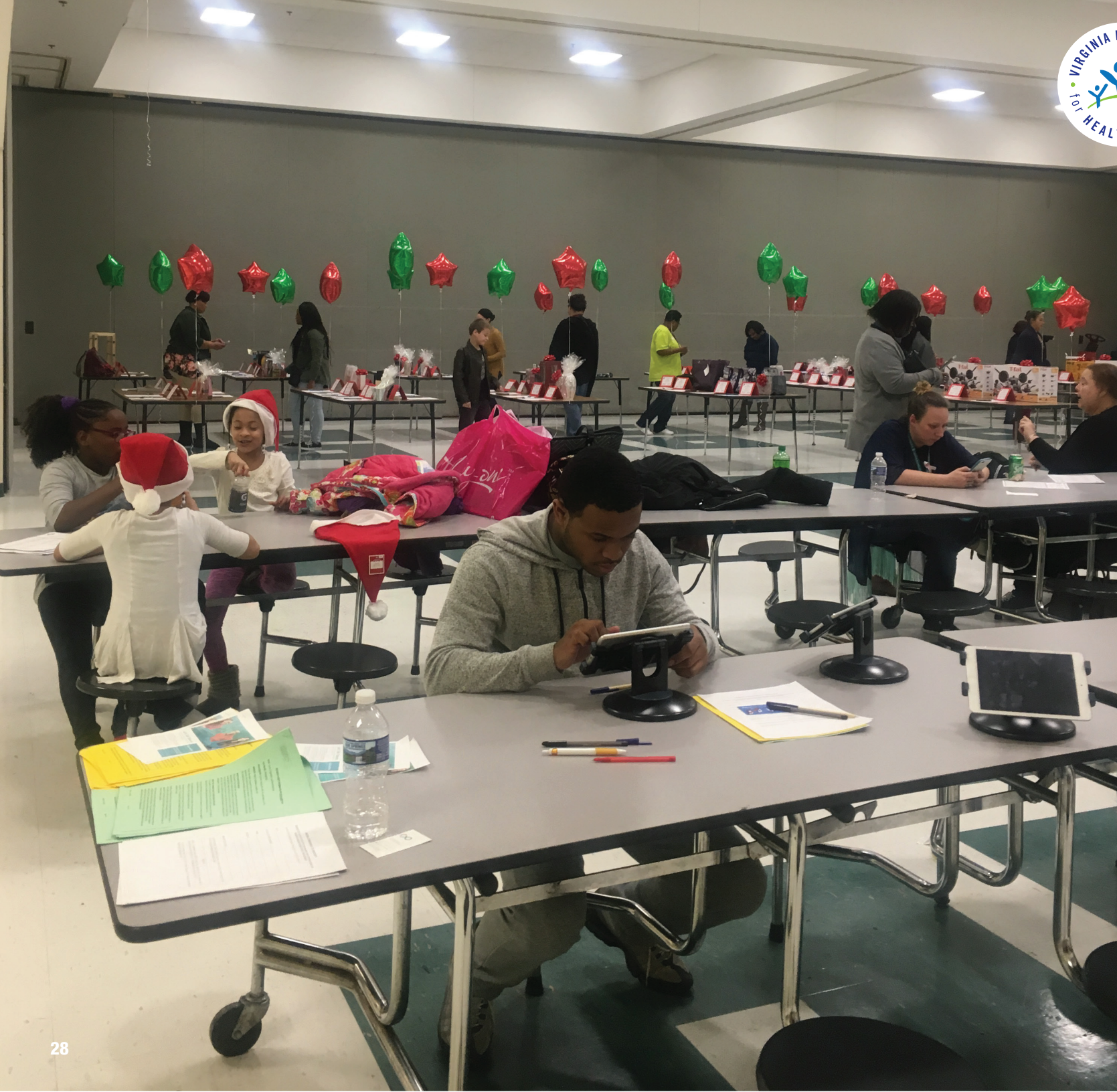
### Barber Martin Advertising (\$1,042,858)

Barber Martin Agency has served as 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.



## 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:** \$145,485 (FY 18)

**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

### EXECUTIVE SUMMARY

The overall goal of this project was to use a community-engaged research process (CEnR) to understand youth knowledge and perspectives on e-cigarettes (commonly called vaping) and to inform development of risk-communication approaches. To accomplish the three specific aims of investigating, developing and piloting an e-cigarettes risk communication campaign, this project had two overarching phases: activities to inform the intervention and intervention evaluation. During Phase 1, the research team worked with a 30-member Teen Advisory Council (TAC, comprised of adolescents), a 19-member Expert Panel (comprised of practitioners, marketers, and scientists), employed survey (N=674) and focus group (N=82) methodologies and hired a professional marketing company to review findings and develop the campaign. An initial round of teen focus groups (three groups, N=31) generated suggestions for how to combat the trend. The Teen Advisory Council generated campaign ideas, which were then shared with the Expert Panel to ensure concepts were evidence-based. Additional focus groups (four groups, N=24) provided feedback on the concepts developed by TAC. The team then began working with a marketing company to translate ideas into campaign materials. A final round of focus groups (three groups, N=27) was utilized to obtain feedback on materials created by the marketing company. Next, focus group findings were communicated to the marketing company for concept elimination and message refinement prior to building the final campaign. Phase 1 findings indicate that teens have a number of troubling beliefs about e-cigarettes, including that they emit harmless water vapor, do not contain nicotine, are less addictive and are much healthier than traditional cigarettes. Teens recommended the messages (a) focus on information researchers know about e-cigarettes versus the

fact that researchers know little about health effects, (b) highlight the chemicals and particles present in the aerosol and (c) emphasize similarities in knowledge/marketing to the early days of combustible tobacco. Stylistically, teens preferred video ads that used bright color treatment, bold block text, were straightforward and avoided lengthy passages and showed the e-cigarette product. Teen preferences for campaign content differed greatly from the favored concepts of the research and marketing teams, underscoring the importance of testing advertising with teen audiences. The final campaign, Rethink Vape, included three brief video ads, a microsite ([rethinkvape.org](http://rethinkvape.org)), social media sites (@rethinkvape) and creative image assets. Based on themes garnered in Phase 1 research, the campaign communicated three main messages to teens: what's in the aerosol, health risks and connections to tobacco companies. During Phase 2, the research team conducted a randomized controlled 2 (time) x 2 (group) online experiment with 415 teens to evaluate the campaign materials. Teens completed a pre-survey, viewed either the Rethink Vape materials or control materials and completed a post-survey. Repeated measures analyses of variance indicated that vaping knowledge, perceptions of risk, and anti-vape intentions significantly increased among teens viewing the Rethink Vape Materials compared to their own baseline, while control participants did not change. After the pilot study, the team launched a teen-targeted online media campaign with a tight location radius to target users in 95 middle and high schools in the Hampton Roads region. Over six weeks, the campaign delivered 3,838,465 impressions and 18,316 clicks for an overall click-through rate of 0.48 percent. The majority of placements exceeded industry standards, with mobile pre-roll and Snapchat as the top performers. In summary, this research informed, developed, evaluated and launched an e-cigarette risk communication campaign in Hampton Roads that showed clear signs of effectiveness and scalability.

## Virginia Youth Tobacco Projects Research Coalition Core



**Grant Award Amount:** \$145,000 (FY 18)

**Principal Investigator:** J. Randy Koch, Ph.D., Virginia Commonwealth University, 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

### EXECUTIVE SUMMARY

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 this past year and the FY 16-18 project period include:

1. The VYTP Research Coalition continues to grow, now including a total of 53 investigators from nine universities, as well as three members from community-based prevention programs. It is likely that some members will leave the Research Coalition due to the discontinuation of funding basic science and animal studies through VFHY's "large grant" mechanism. However, this may be offset by the larger number of funded studies for the FY 2019-21 project period, which should bring several new members to the Research Coalition.
2. 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. Four applications were received from three universities, with two excellent applications selected for funding beginning in January 2016 (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 (Shin & Harrell). All investigators presented the results of their studies at one of the annual VYTP Research Coalition meetings held during the project period. The small grant award studies for the FY 2016-18 project period 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

3. Three annual meetings of the VYTP Research Coalition were held during the project period. These meetings provided a venue for VYTP investigators to share their research findings and explore opportunities for future collaborations. The Coalition meetings also served as a setting for presentations and workshops by outside speakers, thus providing a mechanism for members to further enhance their

knowledge and skills related to youth tobacco-use prevention research. Attendance at these meetings continues to be strong, with particularly good attendance by graduate students and post-doctoral students.

4. Instead of preparing the usual written report on research sponsored by the 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. This concept was presented to the VYTP membership at the annual coalition meeting in February 2017. As of November 2016, there were 99 articles that cited VFHY or VYTP funding (since 2002), and new articles (when available) are added quarterly. The database was originally placed on the VYTP webpages (part of the Center for the Study of Tobacco Products [CSTP] website), and organized articles by topic area, year, keyword and institution. Abstracts and links to PubMed were included whenever available. A table of all projects, with links to research summaries is included, as well as 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). The database was presented to the VYTP membership in November 2017. The vision for the database is that it can be used as a way for researchers new to VYTP/VFHY funding to see what was previously funded, for all researchers to find gaps in previous funding, and for VFHY to track what they have funded previously. Please note that in July 2018, due to the CSTP website changing to a new platform, the website could no longer support the original version of the database. A new database is currently being built, will be similar to the original and will be housed on the new VYTP webpages on the CSTP website.
5. The triennial VYTP research conference was held on March 21-22, 2018. Once again, this conference was a tremendous success. Titled “The Virginia Conference on Youth Tobacco Use: Translating Research into Practice and Policy,” this conference brought together 107 researchers, policy makers and prevention specialists for two days of presentations and discussions on topics critical to the future of tobacco control and prevention.

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 2018, the VYTP Research Coalition included 53 members from nine universities and three community organizations, a small increase over the previous project period. Its success can also be seen by the tremendous productivity of its participating faculty, who in FY 2016-18 submitted 44 grant applications (14 funded), published over 81 manuscripts, and made more than 124 conference presentations on youth tobacco use. VYTP Research Coalition members continue to make a significant contribution to the field of tobacco control and prevention for Virginia and the nation.

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



**Grant Award Amount:** \$145,498 (FY 18)

**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

### EXECUTIVE SUMMARY

Electronic cigarettes, or e-cigarettes (ECs), are an emerging product increasingly being marketed and sold in the United States, 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 included: 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 included EC-related attitudes, intentions to use ECs and measures of EC abuse liability using a behavioral economics-based approach (the cigarette purchase task). Together these measures allowed 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.

Preliminary analyses conducted by the research team found that youth with high tobacco ad exposure prior to participating in the study were at increased risk for cigarette smoking, with youth who are younger and identify as a racial/ethnic minority reporting the highest levels of exposure relative to other groups. While the initial results indicate that acute EC ad exposure (via the randomized EC ad conditions) did not affect EC or cigarette susceptibility indices in cigarette smokers and non-smoking youth, findings reinforce previous work regarding the influence of previous EC use on these outcomes and highlight novel differences in demographic associations by cigarette-smoking status. Effects of EC ad conditions on measures of abuse liability do suggest that certain ad themes decrease price sensitivity for ECs, which may influence purchase behavior and subsequent EC use. These EC ad themes/characteristics may represent a target for regulators. Ongoing analyses examining the impact of EC ad conditions on measures of EC attitudes will reveal other modifiable targets for policymakers and prevention efforts.

In summary, the evidence from this study can inform regulations that seek to restrict the content of EC ads to promote public health. Future work should identify risk and protective factors for EC and cigarette susceptibility and whether current tobacco marketing regulations are insufficient to prevent and control tobacco use among youth populations, particularly racial and ethnic minority youth.

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

**Grant Award Amount:** \$144,966 (FY 18)

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

**Collaborating Partner:** Chesterfield County Public Schools



### EXECUTIVE SUMMARY

Attention-deficit/hyperactivity disorder (ADHD) is a highly prevalent mental health disorder and 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, they are not effective at preventing the 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:** \$144,822 (FY 18)

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

**Collaborating Partner:** Virginia Commonwealth University

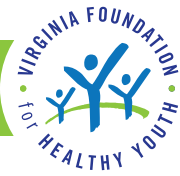
### EXECUTIVE SUMMARY

During Year 3 of the project, the research team established a method for assessing the rewarding properties of nicotine vapor in adult and adolescent male and female mice. Using this approach, they planned 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. 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 the team's novel model system, the work has begun to reveal significant differences in how adolescent mice perceive 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 study's 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. Indeed, the results during this past year have extended the initial observations, demonstrating that female adolescent mice find high concentrations of nicotine vapor more rewarding than adolescent males do. Interestingly, at low and intermediate concentrations of nicotine, (below 100mg/ml), no difference in drug-seeking was observed between male and female adolescents. Finally, no effect of a sweet flavoring was observed to affect the responding for nicotine vapor in either adolescent male or female mice. In addition to investigating the effect of nicotine, the researchers have also determined whether menthol flavoring can alter nicotine intake in male and female adolescent animals. Unlike the effect of a sweet flavoring on nicotine reward-seeking, female adolescent mice showed greater nicotine intake when combined with low doses of menthol, when compared to male adolescent animals. Menthol also produced a greater effect on nicotine intake in adult male and female mice. However, the magnitude of the effect was lower than in adolescents.

The study 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. Clearly, female adolescents show an increase in the rewarding value of high-dose nicotine compared to males. In addition, females also show greater modulatory effects of menthol in driving nicotine-intake behavior.



## STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS

BALANCE SHEET For the Fiscal Year Ended June 30, 2018

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

**ASSETS:**

Cash and cash equivalents held by the Treasurer of Virginia (Note 1-A)	\$15,657,729
*Investments Held by the Treasurer (Note 1-B)	\$1,154,547
Lease Deposits (Note 2-A)	\$5,966
Accounts Receivables (Note 2-B)	-
Capital Assets, net of accumulated depreciation: (Note 3)	-
<b>TOTAL ASSETS:</b>	<b>\$16,818,242</b>

**LIABILITIES:**

Accounts Payable (Note 4-A)	\$44,322
Accrued Payroll (Note 4-B)	\$101,025
Obligations Under Security Lend (Note 1-B)	\$1,154,547
Grants/Contractual Payable (Note 4-C)	\$1,337,135
Compensated absences (Note 5)	\$122,542
<b>Total Liabilities</b>	<b>\$2,759,571</b>

**NET ASSETS:**

Investment in Capital Assets, net of related debt	\$0
Unrestricted	\$14,058,671
<b>TOTAL NET ASSETS:</b>	<b>\$14,058,671</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, 2018

### REVENUES:

Master Settlement payments (Note 6)	\$11,904,678
Interest Income (Note 6)	\$132,893
Proceeds from securities lending transactions* (Note 1-B)	\$5,551
Grants and other revenues (Note 6)	\$61,544
<b>TOTAL REVENUES:</b>	<b>\$12,104,666</b>

### EXPENDITURES:

	Expenses	Adjustments	Net (Expense) Revenue and Changes in Net Assets
<b>Tobacco Settlement Expense:</b>			
Administration (Note 7)	\$977,511	\$0	\$977,511
Depreciation Expense (Note 3)	\$0	\$0	\$0
Expenses for Securities Lending (Note 1-B)	\$5,551	\$0	\$5,551
Marketing (Note 4-C)	\$2,938,933	\$0	\$2,938,933
Program Expense (Note 8)	\$3,129,125	\$0	\$3,129,125
Research and Evaluation (Note 9)	\$1,116,066	\$0	\$1,116,066
Obesity (Note 8)	\$1,036,841	\$0	\$1,036,841
Grant Program Expenses (Note 8)	\$0	\$0	\$0
Inter-Agency Expenses (Note 10)	\$65,000	\$0	\$65,000
State General Fund Transfers Out (Note 11)	\$83,659	\$0	\$83,659
<b>Total Expenditures**</b>	<b>\$9,352,685</b>		<b>- \$9,352,685</b>

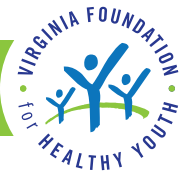
Excess (deficiency) of revenue over expenditures: \$2,751,981

**Fund Balance/Net Assets, July 1, 2017: \$11,622,809**

**Fund Balance/Net Assets, June 30, 2018: \$14,058,671**

The accompanying notes are an integral part of the financial statements

\*\* Financial Att CU4 Operating and Nonoperating Expenses include \$316,119 to account for DOA JE related to Cardinal AP and a \$15 restatement, which resulted in a new net beginning year balance of \$11,622,809.



## NOTES TO FINANCIAL STATEMENTS

As of June 30, 2018

### 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.....	\$15,657,729
Cash equivalents/Obligations held by the Treasurer of Va.....	\$1,154,547

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**Total cash, cash equivalents,  
and investments .....\$16,812,276**

### 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, 2018 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, 2018 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, 2018, show \$44,322, 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 \$101,025 represent work performed prior to June 30, 2018 but will not register in Commonwealth Payroll System until FY19.

#### C. Grants/Contractual payables

VFHY awarded funding to programs all over the Commonwealth for the prevention of tobacco use and obesity by youths. VFHY also contracted with higher education universities to conduct research and evaluation 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 \$1,337,135 VFHY reported at the end of the fiscal year.

## NOTES TO FINANCIAL STATEMENTS *continued*

As of June 30, 2018

### 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, 2018. The \$122,542 represents the balances at the fiscal year end provided by the Commonwealth's leave liabilities tracking program. \$86,405 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 2018, VFHY received \$11,904,678 MSA payments which included a settlement from non-participants, and \$132,893 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 FY18, VFHY recorded excess revenue due to interest income and approximately 2.3M in settlement from non participant funds. In addition, VFHY received grants and federal pass thru 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 and web-site design and maintenance, etc.

### Note 8: PROGRAMS and OBESITY

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

### Note 9: RESEARCH AND EVALUATION

These expenses include the contracts and agreements with higher education universities in Virginia focused on the research and evaluation 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.



# 2018

## Annual Report

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