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ANNUAL REPORT 2020

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Marty H. Kilgore
Executive Director
Virginia Foundation for
Healthy Youth

Education and Prevention

“We still have more prevention work to do”

Each year,

our annual report serves as a way to share updates on the work done from the previous fiscal year. Even though this annual report is no different, it is impossible to ignore the impact that the COVID-19 pandemic has had on the world in the final quarter of the 2020 fiscal year.

Even prior to the pandemic, youth were facing serious public health challenges with vape/e-cigarette use reaching national epidemic levels, and the “Outbreak of Lung Injury Associated with the Use of E-Cigarette, or Vaping, Products” also commonly referred to as “EVALI.”

Our primary concerns during the pandemic remain the safety and the well-being of our partners and the children they serve. That is why we worked with the Office of the Attorney General to get guidance on modifying our grant agreements. We created a plan to allow grant recipients affected by this

situation to implement their work differently or complete alternative activities. We also understood the importance of following through with the financial commitment we made which includes funding about 175 part- and full-time positions through our grant work. We recognize that what is needed right now is our continued investment and flexibility during this uncertain time.

We must continue prevention work in communities across Virginia while we wait for long term data to see how harmful the pandemic has been to youth obesity rates, tobacco products use, and substance use –especially for those who have been disproportionately affected by this pandemic.

Thank you for supporting these critical prevention programs, our communities need them now more than ever.

Marty H. Kilgore



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VFHY Team

Empowers Virginia's youth to make healthy choices

Members

Gina A. Bellamy, MSA, BSN, RN, NCSN, of Manassas, School Health Services Coordinator, Prince William County Public Schools, President-Elect Virginia Association of School Nurses (term expires June 30, 2022)

Madelyn R. Cahill, of Burke, Youth Member (term expires June 30, 2021)

W. Curtis Coleburn, of Midlothian, Attorney (term expires June 30, 2022)

Katie Crumble, LPC, of Richmond, Designee for Chairman, Virginia Department of Alcoholic Beverage Control

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

Andrew Goodwin, of Takoma Park, Maryland, Financial Adviser, Morgan Stanley (term expires June 30, 2023)

Joseph Hilbert, of Richmond, Designee for Commissioner of Health, Virginia Department of Health

Sarah Bedard Holland, of Richmond, Executive Director, Virginia Health Catalyst (term expires June 30, 2022)

Patrick J. "Pat" Hughes Jr., of Richmond, Principal, Patrick Hughes Ltd. (term expires June 30, 2023)

Patte G. Koval, of Richmond, Consultant, The Monument Group (term expires June 30, 2022)

Robert Leek, of Williamsburg, Senior Physician Liaison, Sentara Healthcare (term expires June 30, 2023)

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)

Andre Muelenaer, Jr., M.D., of Roanoke, Pediatric Pulmonologist, Carilion Children's Hospital (term expires June 30, 2023)

Keith Newby, Sr., M.D., of Norfolk, Cardiologist, President and CEO, Fort Norfolk Plaza Medical Associates (term expires June 30, 2022)

Jerrin Norton, of Henrico, Youth member (term expires June 30, 2023)

Ghulam Qureshi, M.D., of Richmond, Virginia Cancer Institute (term expires June 30, 2021)

Vineeta Shah, of Richmond, Registered Dietitian and Community Volunteer (term expires June 30, 2022)

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

Lekeisha Terrell, M.D., of Arlington, Pediatrician and Adolescent Medicine Specialist, Unity Health Care (term expires June 30, 2023)

Teresa Gardner Tyson, DNP, MSN, FNPBC, FAANP, of Wise County, Executive Director, The Health Wagon (term expires June 30, 2023)

Chair

Karin T. Addison, of Midlothian, Director of State Affairs, Troutman Sanders Strategies (term expires June 30, 2022)

Vice Chair

The Honorable John H. O'Bannon III, M.D., of Richmond, Neurologist, Neurological Associates, Former Member, Virginia House

VFHY Staff

Marty H. Kilgore
Executive Director

Marge E. White
Deputy Director

Lisa Brown
Regional Grants Administrator (North Region)

Terri-ann Brown
Regional Grants Administrator (Central Region)

Eloise G. Burke
Senior Executive Assistant

Henry Harper
Director of Community Outreach and Development

Wilma Jordan
Business Manager

Jenny Martin
Regional Grants Administrator (Southwest Region)

Charlie McLaughlin, Jr.
Training and Resource Manager

Michael B. Parsons
Director of Programs

Hannah Robbins
Marketing Specialist

Danny Saggese
Director of Marketing

Brennan C. Smith
Public Affairs Manager

Judith L. Sparrow
Regional Grants Administrator (Southeast Region)

About VFHY

Established in 1999 by the Virginia General Assembly, the Virginia Foundation for Healthy Youth (VFHY) empowers Virginia's youth to make healthy choices by reducing and preventing youth tobacco and nicotine use, substance use, and childhood obesity. VFHY receives no taxpayer funds and is funded solely by a small share of Virginia's annual payments from the nation's major tobacco manufacturers through the Master Settlement Agreement.

Comprehensive Approach

Tobacco-use and obesity-related illnesses are the leading preventable causes of death in Virginia. VFHY takes a comprehensive approach to prevention work that includes reaching about 50,000 children each year through **classroom-based prevention programs** in public schools, after-school programs, community centers, child care centers and prevention programs across the state.

VFHY's **award-winning marketing campaigns** deliver prevention messaging to more than 500,000 children annually.

In addition, VFHY's **research program** provides scientific insight on methods to effectively reduce tobacco use. Since 2002, VFHY has funded 40 large research projects at universities throughout Virginia.

Equity

While Virginia has made great progress in reducing youth tobacco and nicotine use, there is much more work to be done. The percentage of teens who have vaped recently rose from 17% to 20% in just the past four years. Moreover, research continues to demonstrate that some youth populations are at much higher risk of being impacted by nicotine and tobacco use than others. VFHY recognizes that each region of Virginia has unique needs to tackle these disparities.



Childhood Obesity Prevention Programs

Healthy Communities Action Teams (HCATs)

Healthy Communities Action Teams (HCATs) address childhood obesity prevention through policy, systems, and environmental change. This approach provides the greatest sustained impact for the largest number of people. HCAT grants are awarded to groups and collaborative partnerships that represent multiple sectors of the community. The teams are often comprised of health organizations, schools, advocacy groups, local governments, and individual representatives in the community.

In Fiscal Year 2020, VFHY funded 24 HCATs statewide. In total, VFHY has awarded over 100 HCAT grants since the first round of funding in 2010. Grants are awarded based on geographic location and the needs of youth in high-risk communities to ensure an equitable distribution of grants across the commonwealth.

Fiscal Year 2020 was the second year of a two-year funding period. In order to provide more sustained funding, VFHY will be expanding the funding period of HCAT grants from two years to three starting in Fiscal Year 2021.

Organization	HCAT Name	Region	FY 2020 Funding
Greater Richmond Fit4Kids	Greater Richmond Coalition for Healthy Children	Central	\$30,000
Nurture	#RVAbreastfeeds Healthy Communities Action Team	Central	\$30,000
Page Alliance for Community Action	Page Alliance for Community Action HCAT	Central	\$30,000
Project GROWS	Expanding Food Access and Education in the Central Valley	Central	\$30,000
Rockbridge Area Community Services	Rockbridge Area Healthy Kids HCAT (RAHCAT)	Central	\$30,000
Sentara Martha Jefferson Hospital	Coordinated Approach to Child Health (CATCH) in Virginia's Planning District 10	Central	\$28,796
Sentara RMH Medical Center	Healthy Community Obesity Action Team (HCAT)	Central	\$29,987
Arlington Partnership for Children, Youth & Families Foundation	Arlington Healthy Communities Action Team (HCAT)	North	\$30,000
City of Manassas	Manassas HCAT (MHCAT)	North	\$30,000
Culpeper Wellness Foundation	Culpeper HCAT	North	\$16,000
Fairfax County	Fairfax Food Council: Increasing Access to Healthy Food for Fairfax County Youth and Families	North	\$30,000
Loudoun County Health Department	Loudoun Pediatric Obesity Coalition's Cross-Sector Response to Help Families Lead Healthier Lifestyles	North	\$25,198
Alternatives, Inc.	HCAT-4-Mindful Eating and Exercise (HCAT-4-MEE)	Southeast	\$28,237
Bacon Street Youth and Family Services	Healthy Williamsburg Youth Collaborative	Southeast	\$30,000
Eastern Virginia Medical School	Healthy Hampton Roads Communities in Action, Healthy Kids Initiative	Southeast	\$30,000
Eastern Virginia Medical School, Office of Sponsored Programs	Eastern Shore Healthy Communities	Southeast	\$30,000
Greensville/Emporia Community Health Action Team (CHAT)	CHAT HELP (Healthier Emporia/Greensville for Life Project)	Southeast	\$27,314
Middle Peninsula Northern Neck Community Services Board	Healthy Citizens Pulaski County	Southeast	\$29,513
Petersburg Public Library	Petersburg Healthy Community Action Team (HCAT)	Southeast	\$30,000
Suffolk Partnership for a Healthy Community	Healthy Communities Action Teams to Prevent Childhood Obesity	Southeast	\$29,391
Blue Ridge Behavioral Healthcare	Healthy Start	Southwest	\$30,000
Healthy Floyd	Healthy Floyd	Southwest	\$30,000
LENOWISCO Health District	210 Let's Go Lee County!	Southwest	\$30,000
Salem Area Ecumenical Ministries	SAEM Student-Led Food Pantry and Expansion of HCAT	Southwest	\$29,971

Healthy Communities Action Team (HCAT) Spotlight

Nurture's #RVAbreastfeeds

#RVAbreastfeeds is a Healthy Communities Action Team in Central Virginia that seeks to reduce childhood obesity through policy, infrastructure, and environmental changes and to promote a breastfeeding friendly community.

#RVAbreastfeeds has built local capacity for lactation support among communities of color by collaborating with hospitals and agencies to pilot peer lactation support programming. Additionally, the coalition conducted a community needs assessment utilizing an ecological model centering pregnant/postpartum parents from diverse backgrounds to identify opportunities to improve the breastfeeding environment. The results of the needs assessment guided their work.

In an effort to reach underserved women, coalition staff utilized a unique social media campaign, entitled Breastfeeding Real Talk. These Facebook live conversations featured interviews with policy makers and advocates, including Senator Jennifer McClellan, and reached over 2,100 viewers. Towards the end of Fiscal Year 2020, #RVAbreastfeeds pivoted their work to respond to the needs of the community during the pandemic. In April of 2020, they conducted an online COVID-19 survey to gather data about the impact of COVID-19 on pregnant and postpartum populations. The survey data was used to create a series of five webinars that either shared information from the survey, or addressed themes emerging from the survey.



The webinar series explored the impact of COVID-19 on breastfeeding in the metro-Richmond area as well as other topics related to pregnancy, postpartum, maternal-child health and birth justice.

The work of #RVAbreastfeeds has been highlighted in multiple publications, at national and international conferences and is featured in an article in the Journal of Human Lactation Special Issue on Social Justice.

#RVAbreastfeeds is currently partnering with the City of Richmond toward achieving the Breastfeeding Family Friendly Community (BFFC) designation as outlined in the 10-step framework developed by Carolina Global Breastfeeding Institute for the World Alliance for Breastfeeding Action.



Youth Tobacco Use Prevention Grants

Organizations that receive Tobacco Use Prevention Grants provide tobacco prevention or cessation instruction to youth across Virginia. This evidence-based instruction takes place over multiple sessions and increases the knowledge and self-efficacy skills of thousands of youth each year. In Fiscal Year 2020, VFHY funded 55 organizations across the commonwealth. Since the first Tobacco Use Prevention Grants were awarded

in 2001, over 1 million youth have participated and received programming. Grants are awarded based on geographic location and the needs of youth in high-risk communities to ensure an equitable distribution of grants across the commonwealth.

Fiscal Year 2020 was the second year in a three-year funding period for Tobacco Use Prevention Grants.

Organization	Region	FY 2020 Funding
Boys & Girls Clubs of Central Virginia	Central	\$50,000
Boys & Girls Clubs of Harrisonburg and Rockingham County	Central	\$44,524
Chesterfield County Public Schools	Central	\$50,000
Crossroads Community Services Board	Central	\$46,768
Horizon Behavioral Health	Central	\$42,772
Medical Home Plus	Central	\$43,848
Orange County Office on Youth	Central	\$49,429
Page Alliance for Community Action	Central	\$6,041
ReadyKids	Central	\$50,000
Rockbridge Area Community Services	Central	\$50,000
Sentara RMH Medical Center	Central	\$50,000
Richmond City Health District	Central	\$60,000
Arlington County Community Services Board	North	\$50,000
Edu-Futuro	North	\$50,000
Ethiopian Community Development Council, Inc.	North	\$50,000
Fairfax County Community Services Board	North	\$50,000
Fairfax County Neighborhood and Community Services	North	\$50,000
Fauquier CADRE, Inc.	North	\$45,993
Global Wellness Solutions	North	\$49,998
Loudoun County Community Services Board	North	\$50,000
SCAN of Northern Virginia	North	\$50,000
Smart Beginnings Rappahannock Area	North	\$49,958
Warren County Community Health Coalition	North	\$50,000
Youth Apostles Institute - Don Bosco Center	North	\$40,517
Northwestern Community Services	North	\$50,000
Alternatives, Inc.	Southeast	\$50,000
Bacon Street Youth and Family Services	Southeast	\$39,785
Boys & Girls Club of the Northern Neck	Southeast	\$43,785

Organization	Region	FY 2020 Funding
C. Waldo Scott Center for H.O.P.E.	Southeast	\$28,668
Catholic Charities of Eastern Virginia	Southeast	\$45,014
Eastern Shore Community Services Board	Southeast	\$50,000
Eastern Virginia Medical School 1	Southeast	\$49,908
Family YMCA of Emporia-Greensville	Southeast	\$39,703
The Life Changing Community Development Corporation	Southeast	\$31,265
Middle Peninsula Northern Neck Community Services Board	Southeast	\$50,000
Three Rivers Health District	Southeast	\$33,285
William A. Hunton YMCA	Southeast	\$50,000
Bland County Schools	Southwest	\$49,723
Blue Ridge Behavioral Healthcare	Southwest	\$42,455
Bristol Youth Services	Southwest	\$40,990
Danville-Pittsylvania Community Services	Southwest	\$49,831
Grayson County Public Schools	Southwest	\$45,658
Henry County Schools	Southwest	\$50,000
Highlands Community Services	Southwest	\$49,983
Montgomery County Public Schools	Southwest	\$41,963
Mt. Rogers Community Services Board	Southwest	\$49,908
New River Valley Community Services	Southwest	\$42,454
Piedmont Community Services	Southwest	\$50,000
Planning District 1 Behavioral Health Services	Southwest	\$47,911
Pulaski County Public Schools	Southwest	\$37,728
Radford City Schools	Southwest	\$27,442
Smyth County Public Schools	Southwest	\$48,655
Twin County Prevention Coalition	Southwest	\$24,162
United Way of Southwest Virginia	Southwest	\$50,000
Martinsville City Public Schools	Southwest	\$47,863

Youth Tobacco Use Prevention Spotlight

Twin County Prevention Coalition

The Twin County Prevention Coalition (TCPC) provided the Strengthening Families program in Carroll and Grayson counties in an effort to build parenting and social skills among at-risk families with children ages 6-11. Parent and child groups met separately and then together as they learned about communication skills, problem solving, substance use prevention, and anger management. A family style meal was also provided as part of the program.

When COVID-19 struck and stay at home orders were put in place in March of 2020, TCPC was not deterred. They made the most of challenging circumstances and did not give up on those who were enrolled in Strengthening Families in Grayson County. Instead of gathering in person each week, families met virtually via Zoom. With pizzas and program materials delivered to their door, these families found new ways to problem-solve together and cope with the extended time at home. TCPC created fun and engaging activity packets for participants to use for family time at home.

One mother who participated in the program became particularly overwhelmed with homeschooling as she was also in school herself. After their regular Strengthening Families class concluded, the program facilitator and grant coordinator stayed on Zoom to make some personalized suggestions regarding early morning or late evening studying, maintaining a schedule with the children, eating regular meals, and taking breaks often with the kids.

The mother was also reminded to continue to praise the children's efforts whenever possible. The next week, the program participant reported that things were going much better and she had been implementing the strategies that were suggested. TCPC staff happily shared with other participating families some of these ideas as resources.

The TCPC partnered with a variety of groups in Carroll and Grayson counties including area schools, the Department of Social Services, local governments, Mount Rogers Community Services, and area churches. At the conclusion of the grant year, the program evaluation results showed significant increases in parenting efficacy, family functioning and child cooperation among program participants.



Spotlight

Y Street Program



Jamez Lynch

Since 2004, **VFHY's youth engagement program, Y Street**, has trained more than 9,000 youth to make their schools and communities healthier. Each year, a dedicated group of these youth called "Y-Sters" is selected to become members of the Y Street Leadership Team (YSLT).

Shawna Alston, a senior at Granby High School in Norfolk, and Jamez Lynch, a senior at Charlottesville High School in Charlottesville, are two outstanding members of the Y Street Leadership Team. Both exemplify Y Street's mission to create a healthier Virginia through their continued commitment and effervescent energy toward the program and campaigns' advocacy efforts.

Since joining Y Street, Shawna (3-year youth member) and Jamez (2-year youth member) have mobilized their school communities around increased water access and promotion in Virginia schools through their work on the Rev Your Bev. campaign. Both have led their fellow Y-Sters at Granby and Charlottesville High Schools in hosting school-wide events to survey students' and staff water consumption and get their school community pumped about drinking water. In addition, they have helped the campaign reach thousands of youth, parents, and schools in-person and online with fun messages about the importance of choosing water for healthy hydration for the Virginia Foundation for Healthy Youth's annual Rev Your Bev Day. "I look forward to Rev Your Bev Day every year. It gives me and the other Y-Sters at my school a chance to be a champion for hydration among students', staff, and faculty," says Shawna.

Early last year at Charlottesville, Jamez helped spearhead the celebration of his school's commitment and effort to increase students and staff access to healthier beverage choices with the



Shawna Alston

setup of their new Hydration Station. Shawna met with her local representatives to educate them about the Rev Your Bev campaign and galvanize their interest in the campaign issue.

Most recently, Shawna and Jamez were invited to present at The Virginia School Board Association (VSBA) Conference on the Rev Your Bev campaign which garnered local media attention from Charlottesville City's NBC29 and CBS19: CBS19 Article and NBC29 News. "It was an honor to be able to represent Charlottesville City Public Schools and Y Street on a state-wide stage discussing ways to improve school wellness policies," says Jamez. From their incredible presentation, they were also offered the opportunity to participate in the VSBA's School Board News Podcast. For both, it has been opportunities like these that continue to push them to be agents of change in their schools and communities. "Y Street gives us the platform and opportunities to make a difference, become more aware of issues we have the power to change, and better ourselves and our communities."

CDC Features Y-Street in Best Practice Guide

The Centers for Disease Control and Prevention (CDC) included Y Street in a guide of initiatives across the country demonstrating best practices for tobacco prevention and control. Y Street members were featured for their work in helping schools across the state go tobacco-free and e-cigarette-free through the work of the 24/7 Tobacco and E-cigarette Free Schools campaign.

Rev Your Bev is a statewide initiative to raise awareness about the incredible health benefits of making water the No. 1 beverage of choice. More than 2,500 Rev Your Bev events have taken place across Virginia since 2013.



Rev Your Bev Day

On November 13, 2019 the Virginia Foundation for Healthy Youth (VFHY) held its eighth statewide Rev Your Bev Day event, partnering with early childhood education providers and elementary, middle, and high schools. Rev Your Bev Day included 700 events statewide celebrating water as the primary choice for beverage consumption. This day of action generated statewide awareness about how valuable, tasty, and dynamic water is as a source of nutrition for Virginians of all ages. This year's theme aimed to show youth how drinking water contributes to their success in the classroom, on the field, during band practice, the school play, and more! First Lady Pamela Northam joined in on the day's action by teaching a lesson about the importance of water and read a story book to a classroom of preschool students at Blackwell Learning Center in Richmond.



Virginia's School Meal Heroes

During the COVID-19 pandemic in 2020, traditional youth engagement methods were paused due to school closures. Y Street members used this opportunity to highlight and thank a key partner in the Rev Your Bev campaign efforts, their school nutrition directors, by participating in an initiative that honored two national observances in the spring. The first week in May includes both School Lunch Hero Day and marks the annual observance of Drinking Water Week. To honor both of these national observances VFHY's Rev Your Bev campaign and Y Street teamed up to formally thank their Virginia School Meal Heroes. Youth participated by sharing messages of appreciation for Virginia's School Nutrition Staff for their extremely hard work ensuring that over 300,000 meals a day were delivered to children across the Commonwealth and to highlight water's health benefits through VFHY's Rev Your Bev initiative. VFHY also sent care packages to Virginia's 132 Nutrition Directors, and coordinated a cross-agency social media effort using #ThankAHungerHero with Y Street and Rev Your Bev.





LEAD.

NOW IN VAPES.

**BEHIND
THE**

HAZE

Behind the Haze

Virginia Foundation for Healthy Youth launched its Behind The Haze health communications campaign which delivers educational messaging about the harmful chemicals found in vapor, health consequences to vaping, and their link to nicotine addiction. Campaign messaging reveals the dangers of formaldehyde, acetone, acetaldehyde, and other carcinogens that are found in vapor from e-cigarettes. The Behind The Haze online presence is intended to reach the audience on the media platforms they already spend time on, which brings visibility to the message and maintains an integrated approach to the targeting strategy. Through online promotional tactics such as digital marketing and social media, as well as television and radio advertisements, Behind The Haze has reached over 430,000 youth.

Youth Tobacco Prevention Research Projects

VFHY Large Grants FY 2020

Grantee	Research Project	FY 20 Award Amount	Principal Investigator	Collaborating Partners
Eastern Virginia Medical School	A Social Ecological Approach to Alternative Tobacco Education	\$150,000	Kelli England, PhD, Toy Savage Endowed Professor of Pediatrics Director, Community Health & Research Division, Pediatrics	Consortium for Infant and Child Health (CINCH), YMCA of South Hampton Roads
George Mason University	Systems Modeling and Simulations for Effective Tobacco Control and Prevention Policies Among Youth	\$150,000	Hong Xue, PhD, Associate Professor, Department of Health Administration and Policy, College of Health and Human Services	The College of William & Mary, Georgetown University, Georgia State University, Tobacco Free Alliance of Virginia, University of Virginia
Virginia Commonwealth University	Culturally Enhancing a Motivational Interviewing Intervention for Latinx Adolescents	\$149,970	Rosalie Corona, PhD, Professor and Director of Clinical Training Founding Director, VCU Latinx Mental Health Clinic, Department of Psychology	The College of William & Mary, Virginia Tech
Virginia Commonwealth University	Geospatial Analysis of Tobacco/Vape Retail Outlets and Youth Tobacco Use to Inform VA Policy	\$46,768	Bernard F. Fuemmeler, PhD, MPH Professor, Gordon D Ginder, MD Chair in Cancer Research, Associate Director, Cancer Prevention and Control Department of Health Behavior and Policy	Research Unlimited, LLC, Virginia Department of Behavioral Health and Developmental Services
Virginia Commonwealth University	Preventing Tobacco Use Among Youth Exposed to Adverse Childhood Experiences	\$150,000	Sunny H. Shin, PhD, MSW Associate Professor, School of Social Work, School of Medicine, Department of Psychiatry	Virginia Department of Social Services, Virginia Homes for Boys and Girls
Virginia Commonwealth University	The Virginia Youth Tobacco Projects Research Coalition Core	\$150,000	J. Randy Koch, PhD, Associate Professor, Department of Psychology and the Center for the Study of Tobacco Products	The College of William & Mary, Eastern Virginia Medical School, George Mason University, James Madison University, Old Dominion University, Virginia Tech, University of Virginia, Virginia State University

Youth Tobacco Prevention Research Projects



Systems Modeling and Simulations for Effective Tobacco Control and Prevention Policies Among Youth.

This study aims to use systems science and simulation modeling methods to assist policy development, implementation, and evaluation to prevent and reduce tobacco use among youth in Virginia. The specific aims are to generate scientifically grounded evidence about the potential for three types of regulatory strategies:

- 1 - Increasing the minimum age of legal access to tobacco products.
- 2 - Imposing excise taxes on e-cigarettes and increasing conventional tobacco taxes.
- 3 - Creating a minimum distance for tobacco retail outlets from K-12 schools.



A Social Ecological Approach to Alternative Tobacco Education

Using a community-engaged research process, the overall goal of this project is to inform, create, pilot, and disseminate a guiding framework for embedding effective e-cigarette and alternative tobacco education into multiple community settings in southeastern Virginia.

The focus of the project is to develop and evaluate a communication plan to integrate education for youth, health care providers and the broader community about alternative tobacco products.



THE FOLLOWING ARE PROGRAMS OF THE VIRGINIA COMMONWEALTH UNIVERSITY:

Culturally Enhancing a Motivational Interviewing Intervention for Latinx Adolescents

This project addresses a need by culturally enhancing an evidence-based tobacco prevention intervention and implementing a pilot project to determine its efficacy. The intervention focuses on group Motivational Interviewing with Latinx youth to prevent tobacco use including e-cigarettes and alternative tobacco products as well as other substance use.

Geospatial Analysis of Tobacco/Vape Retail Outlets and Youth Tobacco Use to Inform VA Policy

Restricting youth access to tobacco has been a central feature across many states' tobacco regulatory policies. One means by which to restrict youth access to tobacco is through regulations of the retail environment. The study aims to: 1) characterize the existing tobacco landscape within Virginia using geospatial analyses, 2) determine how local and federal regulations might affect tobacco retail outlet (TRO) density, and 3) evaluate the association that TRO density has with risk for cigarette, e-cigarettes, and dual use among youth.

Preventing Tobacco Use Among Youth Exposed to Adverse Childhood Experiences (ACES)

Exposure to adverse childhood experiences (ACEs), such as childhood exposure to maltreatment and household dysfunction, increases the risk of tobacco use during adolescence. ACEs are also associated with early onset of tobacco use and nicotine dependence in adulthood. The goal of the current study is to develop and evaluate the feasibility of an evidence-based youth tobacco and other substance use prevention program targeting adolescents who have ACEs.

The Virginia Youth Tobacco Projects Research Coalition Core

The Virginia Youth Tobacco Projects (VYTP) Research Coalition advances youth tobacco use prevention through an integrated program of basic and applied research, research translation and dissemination. The goals are to: 1) Attract new faculty to research youth tobacco use prevention; 2) Facilitate the development of multi-university, multi-disciplinary collaborations; 3) Disseminate the results of research; 4) Leverage additional funding; and 5) Promote the translation of findings into improved prevention services and tobacco control policies.

Financials

STATEMENT OF ACTIVITIES AND CHANGES IN FUND BALANCE

For the Fiscal Year Ended June 30, 2020

REVENUES:			
Master Settlement payments			\$11,087,722.46
Interest Income			\$287,390.69
Proceeds from securities lending transactions*			\$14,505
Grants and other revenues			\$44,551.55
Total Revenues			\$11,434,169.70
Expenditures:			
	Expenses	Adjustments	Net (Expense) Revenue and Changes in Net
Tobacco Settlement Expense:			
Administration	\$1,112,035.73		\$(1,112,035.73)
Depreciation Expense	\$-	\$-	\$-
Expenses for Securities Lending	\$14,505.00	\$-	\$(14,505.00)
Marketing	\$3,938,350.52	\$-	\$(3,938,350.52)
Program Expense	\$2,884,591.28	\$-	\$(2,884,591.28)
Research and Evaluation	\$1,037,773.78	\$-	\$(1,037,773.78)
Obesity	\$1,004,204.08	\$-	\$(1,004,204.08)
Inter-Agency Expenses	\$65,000.00	\$-	\$(65,000.00)
State General Fund Transfers Out	\$90,490.00	\$-	\$(90,490.00)
Total Expenditures	\$10,146,950.39	\$-	\$(10,146,950.39)
Excess (deficiency) of revenue over expenditures			\$1,287,219.31
Fund Balance/Net Assets, July 1, 2019**			\$15,631,606.00
Fund Balance/Net Assets, June 30, 2020			\$16,918,825.00



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