



# **ANNUAL** Report 2022

**VIRGINIA FOUNDATION FOR HEALTHY YOUTH**



**The Virginia Foundation for Healthy Youth (VFHY)** remains steadfast in its commitment to tackling the two leading causes of preventable death: tobacco use and obesity, as well as a rising concern, substance use.

Over the last decade, VFHY has been working relentlessly on reducing youth tobacco use and has seen incredibly positive results from our comprehensive approach. Since 2011 high school smoking rates in Virginia have dropped from 15% to 2.8%. It is estimated that our prevention work contributes to preventing at least 118,000 of Virginia's youth from smoking each year.

Unfortunately, youth continue to be at risk of using new products brought into the market each year. Currently, we are seeing products like e-cigarettes that contain nicotine or marijuana (cannabis) and other products that contain levels of THC. We continue to educate our grantees on these issues, and fund state-wide public health marketing campaigns that address the ongoing threats to public health.

VFHY looks to continue collaborating with other public and private partners to empower youth to make healthy choices and will remain a great steward of the funds received from the Tobacco Master Settlement Agreement.



*Marty H. Kilgore*

**Marty Kilgore**

VFHY Executive Director

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# About VFHY

## Background

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 40,000 youth each year through classroom-based prevention programs in public schools, after-school programs, community centers, childcare 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.



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# Childhood Obesity Prevention Programs



VFHY's HCAT grantees implement a variety of strategies for childhood obesity prevention



## Healthy Communities Action Teams (HCAT) Grants

Since beginning work on its expanded mission in 2010, VFHY has instituted a series of community-based grants to help form and strengthen community partnerships to prevent and reduce childhood obesity on the local level. A majority of the VFHY funding for childhood obesity prevention is dedicated to the HCAT initiative, which establishes and supports community partnerships to fight childhood obesity on the local level by addressing policy, systems, and environmental change strategies. Funding and training provided by VFHY through the HCAT grants allows these community partnerships to implement promising and evidence-based practices in childhood obesity prevention recommended by the Centers for Disease Control and Prevention (CDC), the National Academy of Medicine (NAM), and the Robert Wood Johnson Foundation.

In 2020, VFHY awarded its sixth round of HCAT childhood obesity prevention grants, increasing the grant period from two to three years in order to provide more sustained funding to grantees. An independent grant application review panel makes recommendations for funding to the VFHY Board of Trustees. Grantees are required to comply with VFHY reporting and evaluation procedures. VFHY approved \$2.3 million in funding to 25 HCATs over three years. A list of those 25 HCATs can be found later in this report.

VFHY's HCAT grantees implement a variety of strategies and activities for childhood obesity prevention, such as:

VFHY approved \$2.3 million in funding to 25 HCATs over three years.

# Childhood Obesity Prevention Programs



14,247

## Physical Activity

Number of young people who participated in VFHY grant-funded physical activity initiatives during the past year (not including social media views or other passive participation).

## Nutrition Education

22,045

Number of young people who participated in VFHY grant-funded nutrition education initiatives during the past year (not including social media views or other passive participation).

HCATs were active in the following Virginia communities: Arlington County, Augusta County, Buena Vista, Charlottesville, Chesterfield County, Culpeper County, Emporia, Fairfax, Fairfax County, Falls Church, Floyd County, Giles County, Greensville County, Hampton, Henrico County, James City County, Lexington, Loudoun County, Manassas, Newport News, Norfolk, Orange County, Page County, Petersburg, Portsmouth, Radford, Richmond, Roanoke, Rockbridge County, Salem, Scott County, Staunton, Surry County, Sussex County, Tazewell County, Warren County, and Waynesboro.

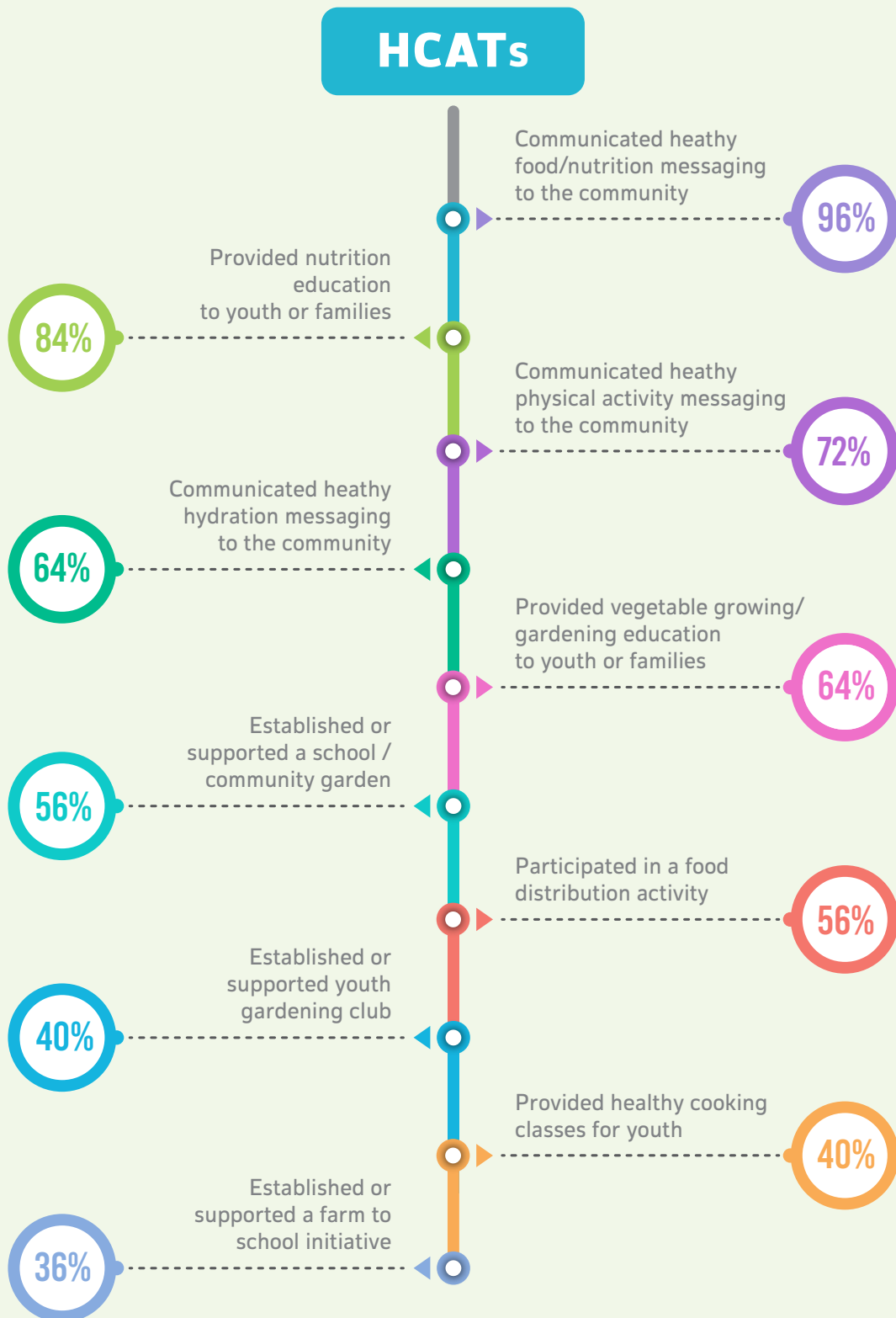


## Virginia Healthy Youth Day

Established by a Virginia General Assembly resolution, Virginia Healthy Youth Day promotes healthy lifestyles for Virginia's children. In January 2022, VFHY celebrated Healthy Youth Day by facilitating 18 meetings with General Assembly members and youth from VFHY's youth engagement program, Y Street, to discuss how they are implementing change to improve their own community's health and well-being.



# Childhood Obesity Prevention Programs



# HEALTHY COMMUNITIES ACTION TEAMS (HCAT)

## GRANT RECIPIENTS 2020-2023

Organization and Project	Funding Year 1,2,3	Description
<b>Alternatives, Inc.</b>  <b>HCAT-4-Mindful Eating and Exercise (HCAT-4-MEE)</b>	2020 <b>\$30,000</b>	Since 2006, Alternatives has developed a coalition of local government, behavioral health, and early childhood providers, secured resources for evidenced-based prevention programs, and provided training and advocacy.  In FY17 HCAT-4-MEE was formed to improve the health and physical activity for children 2-10 by institutionalizing changes in policies and practices. Activities include implementing policies and practices to promote oral health, healthy foods, and physical activity in participating preschool, child care, and after-school programs.
	2021 <b>\$30,000</b>	
	2022 <b>\$30,000</b>	
<b>Arlington Partnership for Children, Youth and Families Foundation</b>  <b>Arlington Healthy Communities Action Team (HCAT)</b>	2020 <b>\$30,000</b>	The Arlington HCAT will implement and evaluate the Fresh Food Explorers program with Virginia Preschool Initiative classrooms in Arlington Public Schools. The HCAT will work with strategic partners in Arlington, such as the School Health Advisory Board, to advance policy level changes in the school system to reduce childhood obesity and promote active living.
	2021 <b>\$30,000</b>	
	2022 <b>\$30,000</b>	
<b>City of Manassas</b>  <b>Manassas Healthy Community Action Team (MHCAT)</b>	2020 <b>\$30,000</b>	The MHCAT will focus on several key issues in the City of Manassas. MHCAT will work with the City to identify improvements that need to be made to allow easier access to healthy food choices and recreational and healthy living activities as well as determining areas in the City that are underserved and/or facilities that are in need of improvement. This focus includes improving parks, park accessibility, and increasing multimodal transportation options.
	2021 <b>\$30,000</b>	
	2022 <b>\$30,000</b>	



# HEALTHY COMMUNITIES ACTION TEAMS (HCAT) GRANT RECIPIENTS 2020-2023

Organization and Project	Funding Year 1,2,3	Description
<p><b>Cultivate Charlottesville</b></p> <p><b>Charlottesville Food Justice Network HCAT</b></p>	<p>2020 <b>\$30,000</b></p> <p>2021 <b>\$30,000</b></p> <p>2022 <b>\$30,000</b></p>	<p>The Charlottesville Food Justice Network HCAT is a collaborative community approach aimed at increasing health outcomes and obesity prevention efforts for Charlottesville youth. The HCAT improves healthy school meals, engages youth in school gardens, and cultivates leadership and life-long healthy living skills. The HCAT aims to transform school meal options with a 40% increase in healthy, fresh foods offered while implementing educational programs in the schoolyard. Each program activity amplifies youth leadership, decision-making, and vision.</p>
<p><b>Culpeper Wellness Foundation</b></p> <p><b>Culpeper HCAT</b></p>	<p>2020 <b>\$30,000</b></p> <p>2021 <b>\$30,000</b></p> <p>2022 <b>\$30,000</b></p>	<p>The Culpeper HCAT continues to increase access to gym facilities for youth served by Culpeper County Public Schools, OPTIONS, and Kids Central. Programming will be provided by Culpeper Sport and Fitness, Powell Wellness Center, and/or Parks and Recreation. The HCAT also hosts nutrition education provided by Virginia Tech Cooperative Extension and will work with schools to implement a Safe Routes to School program to increase the number of children safely walking and biking to school.</p>
<p><b>Eastern Virginia Medical School</b></p> <p><b>Hampton Roads Breastfeeding Education and Advocacy Team (HR-BEAT)</b></p>	<p>2020 <b>\$30,000</b></p> <p>2021 <b>\$30,000</b></p> <p>2022 <b>\$30,000</b></p>	<p>The Consortium for Infant and Child Health (CINCH) HR-BEAT will engage the Hampton Roads community by developing and expanding partnerships with breastfeeding partners and increasing access to breastfeeding training. A social marketing campaign will actively engage the community, provide education, and change social norms and policy. HR-BEAT is committed to bringing the community together to develop community-driven solutions to support breastfeeding across subsets of the Hampton Roads community.</p>

# HEALTHY COMMUNITIES ACTION TEAMS (HCAT)

## GRANT RECIPIENTS 2020-2023

Organization and Project	Funding Year 1,2,3	Description
<b>Fairfax County Health Department</b>  <b>Fairfax Food Council</b>	2020 <b>\$30,000</b>  2021 <b>\$30,000</b>  2022 <b>\$30,000</b>	<p>The Fairfax Food Council will leverage student advocacy to inform healthy food messaging and nutritional literacy. The Council will expand the Fairfax County Public Schools Garden to Cafeteria program beyond elementary schools to include middle and high schools, serving high-risk, underserved students. School gardens located at secondary schools can provide access to healthy foods among some of the most vulnerable or food insecure students in Fairfax County.</p>
<b>Greater Richmond Fit4Kids</b>  <b>Greater Richmond Coalition for Healthy Children</b>	2020 <b>\$30,000</b>  2021 <b>\$30,000</b>  2022 <b>\$30,000</b>	<p>The Greater Richmond Coalition for Healthy Children has successfully implemented programs and policies in the Richmond region to ensure healthy eating and physical activity in schools. The Coalition has seen major success in areas related to school-based physical activity, active transportation, and nutrition. The focus of their work has expanded to other school divisions in the region with the goal of ensuring 30 minutes of daily recess and improving the nutritional quality of school breakfast.</p>
<b>Greensville/Emporia Community Health Action Team</b>  <b>CHAT HELP (Healthier Emporia/Greensville for Life Project)</b>	2020 <b>\$29904</b>  2021 <b>\$29424</b>  2022 <b>\$30000</b>	<p>The Greensville/Emporia Community Health Action Team (CHAT) helps prevent and reduce childhood obesity by implementing CHAT HELP which includes: providing capacity-building activities by identifying and providing training; engaging in community-wide media campaigns promoting physical activity and healthy eating; enhancing the Meherrin River Trail making it more accessible for residents; building and maintaining a park that is safe, attractive and located close to residential areas; and encouraging residents to make healthier food choices.</p>

# HEALTHY COMMUNITIES ACTION TEAMS (HCAT)

## GRANT RECIPIENTS 2020-2023

Organization and Project	Funding Year 1,2,3	Description
<b>Healthy Floyd</b>	2020 <b>\$30,000</b>  2021 <b>\$30,000</b>  2022 <b>\$30,000</b>	Healthy Floyd is working hard to ensure that initiatives to prevent childhood obesity in Floyd grow and thrive with widespread community support. Projects include: increasing preschool and elementary-aged student vegetable consumption, expanding 95210 education, increasing physical activity opportunities for preschool and primary students by promoting youth leagues and after-school activities, and decreasing sedentary behavior by promoting recreational use of public and private spaces by organizing various community-wide, multi-generational walk/run initiatives.
<b>LENOWISCO Health District</b>  <b>Healthy Kids-Live Healthy In Scott County Coalition</b>	2020 <b>\$28946</b>  2021 <b>\$30000</b>  2022 <b>\$30000</b>	The LENOWISCO HCAT will continue to implement the 5210 Let's Go! Program in three (3) Scott County public elementary/primary schools K-6th. The HCAT will assist school wellness teams in the implementation of policies that support 5210 Let's Go! program's strategies for healthy eating, more physical activity, less screen time, and less intake of sugary drinks.
<b>Loudoun County Health Department</b>  <b>Loudoun Pediatric Obesity Coalition</b>	2020 <b>\$25000</b>  2021 <b>\$30000</b>  2022 <b>\$30000</b>	The Loudoun Pediatric Obesity Coalition (LPOC) works to make active play free and equitably accessible in the county while continuing to strengthen nutrition education programming and garden-based learning. LPOC also promotes breastfeeding policies through an awards program. In response to demand for free community garden space, LPOC plans to research community garden zoning and potential sites for community gardens near low-income residents. LPOC will train a network of Play Rangers and host free active eco-play pop-up events.

# HEALTHY COMMUNITIES ACTION TEAMS (HCAT)

## GRANT RECIPIENTS 2020-2023

Organization and Project	Funding Year 1,2,3	Description
<p><b>New River Valley Community Services</b></p> <p><b>Giles Community Garden Healthy Community Action Team (GCG-HCAT)</b></p>	<p>2020 <b>\$28000</b></p> <p>2021 <b>\$30000</b></p> <p>2022 <b>\$30000</b></p>	<p>A new GCG-HCAT will be formed with a vision statement and strategic plan. Training opportunities will be pursued to assist with organizational capacity. The GCG-HCAT will make infrastructure improvements to the existing community garden and provide educational programs and weekly meals for at-risk youth and families during the growing season. The team will provide targeted outreach and education to identified low-income neighborhoods with the goal of establishing community gardens in those areas.</p>
<p><b>Nurture</b></p> <p><b>#RVAbreastfeeds</b></p>	<p>2020 <b>\$30,000</b></p> <p>2021 <b>\$30,000</b></p> <p>2022 <b>\$30,000</b></p>	<p>#RVAbreastfeeds will seek the Breastfeeding Family Friendly Community (BFFC) designation as outlined in the World Alliance for Breastfeeding Action. Additional strategies include: 1) Breastfeeding Real Talk Facebook Live series. 2) Social media messaging. 3) Breastfeeding Welcome Here campaign. 4) Outreach to local elected officials and public health leaders. 5) Recruit champions to assume leadership for components of the BFFC initiative. 6) Develop a 3-year strategic plan for the BFFC initiative. 7) Develop lactation guidelines for public schools.</p>
<p><b>Orange County Office on Youth</b></p> <p><b>Orange Healthy Community Action Team (Orange HCAT)</b></p>	<p>2020 <b>\$30,000</b></p> <p>2021 <b>\$30,000</b></p> <p>2022 <b>\$30,000</b></p>	<p>The Orange HCAT will implement local activities and systematic changes at all Orange County School-Aged Childcare program sites as well as the Love Outreach Food Pantry, a subset of the Blue Ridge Area Food Bank. The ultimate goal of the Orange HCAT is to provide more fresh produce options and interactive educational opportunities about healthy eating choices, as well as more outdoor/physical activity opportunities to Orange County youth.</p>

# HEALTHY COMMUNITIES ACTION TEAMS (HCAT)

## GRANT RECIPIENTS 2020-2023

Organization and Project	Funding Year 1,2,3	Description
<p><b>Page Alliance for Community Action</b></p> <p><b>Page Alliance for Community Action HCAT</b></p>	<p>2020 <b>\$30,000</b></p> <p>2021 <b>\$30,000</b></p> <p>2022 <b>\$30,000</b></p>	<p>Page Alliance for Community Action HCAT works to improve access to safe parks and recreational activities and promote healthy choices for youth during the school day. Their work includes improving the built environment by installing a splash pad at Hawksbill Park and improving the playground equipment at local parks. The HCAT will also work with the school division to install water bottle filling stations to increase the daily intake of water for students.</p>
<p><b>Petersburg Public Library</b></p> <p><b>Petersburg Healthy Community Action Team (HCAT)</b></p>	<p>2020 <b>\$30,000</b></p> <p>2021 <b>\$30,000</b></p> <p>2022 <b>\$30,000</b></p>	<p>The Petersburg HCAT is working to target over 2,400 youth in the City of Petersburg to implement Farm to School programming centered around the Virginia Department of Education's Harvest of the Month program. The HCAT has established a network of support for urban farmers/community gardeners within Petersburg and is working to increase SNAP participation through marketing and outreach strategies and support collaborative initiatives that expand access to healthy food in high priority areas via a mobile market.</p>
<p><b>Project GROWS</b></p> <p><b>Project GROWS HCAT</b></p>	<p>2020 <b>\$30,000</b></p> <p>2021 <b>\$30,000</b></p> <p>2022 <b>\$30,000</b></p>	<p>The Project GROWS HCAT will partner with Augusta Health, Virginia Cooperative Extension, Staunton City Public Schools, Staunton Recreation &amp; Parks, and the Staunton Augusta YMCA to provide gardening, nutrition, and cooking education. In Staunton, HCAT partners will collaborate on a comprehensive summer feeding, nutrition, and gardening education program. In Waynesboro, HCAT partners will promote increased consumption of fruits and vegetables through nutrition education and food access programming.</p>



# HEALTHY COMMUNITIES ACTION TEAMS (HCAT)

## GRANT RECIPIENTS 2020-2023

Organization and Project	Funding Year 1,2,3	Description
<p><b>Radford City Schools</b></p> <p><b>Radford HCAT</b></p>	<p>2020 <b>\$29564</b></p> <p>2021 <b>\$30000</b></p> <p>2022 <b>\$30000</b></p>	<p>The Radford HCAT will increase wellness and sustain an improved health culture in the Radford community by addressing hunger mitigation and food security efforts, and the physical environment that fosters fitness and improved nutrition education.</p>
<p><b>Rockbridge Area Community Services</b></p> <p><b>Live Healthy Rockbridge Kids (LHRK) HCAT</b></p>	<p>2020 <b>\$30,000</b></p> <p>2021 <b>\$30,000</b></p> <p>2022 <b>\$30,000</b></p>	<p>The LHRK HCAT partnership is working collaboratively to implement innovative strategies focused on policy, systems, and environmental change around nutrition, access to healthy foods, and physical activity.</p> <p>The HCAT is working to expand healthy retail efforts, enhance community/volunteer trainings, expand after-school programming emphasizing healthy eating and physical activity, expand the Walking Prescription pilot program, and promote and enhance access to local trails.</p>
<p><b>Salem Area Ecumenical Ministries</b></p> <p><b>SAEM Student-Led Food Pantries Sustainability and Community Engagement</b></p>	<p>2020 <b>\$30,000</b></p> <p>2021 <b>\$30,000</b></p> <p>2022 <b>\$30,000</b></p>	<p>The SAEM HCAT increases access to healthy foods through student-led food pantries that will be a "student-choice" design where students can shop from a variety of fresh fruits, vegetables, and healthy staples.</p> <p>The food pantries, established at Andrew Lewis Middle and Salem High are supported by school-based food drives and community food collection efforts. The project will also focus on creating policy change that refocuses anti-hunger efforts to allow students to tackle obesity and food insecurity.</p>

# HEALTHY COMMUNITIES ACTION TEAMS (HCAT)

## GRANT RECIPIENTS 2020-2023

Organization and Project	Funding Year 1,2,3	Description
<b>Smart Beginnings Southeast</b>  <b>Sussex and Surry Food Insecurity Collaborative</b>	2020 <b>\$29662</b>  2021 <b>\$29460</b>  2022 <b>\$30000</b>	<p>The Sussex Surry Early Childhood Food Insecurity Collaborative will engage young children and their families impacted by food insecurity. It will connect families to its VA Quality participating early childcare programs and to other related community partners. It will utilize GO NAPSACC, an evidence-based program, to address healthy eating habits in childcare programs.</p>
<b>University of Virginia Cancer Center</b>  <b>Fostering Healthy Beverage Choices to Reduce Obesity Risk: Tazewell County Public Schools HCAT</b>	2020 <b>\$29998</b>  2020 <b>\$30000</b>  2020 <b>\$30000</b>	<p>This project will focus on developing an HCAT within Tazewell County Public Schools and building its capacity. This team will provide direct nutrition education to students in Tazewell County to reduce sugar-sweetened beverages and increase water intake through the implementation of Kids SIPsmartER in 7th grade Health/PE classes. The HCAT will also identify additional activities to improve beverage behaviors among students in other grades within Tazewell County.</p>
<b>Virginia Polytechnic Institute and State University</b>  <b>Healthy Start</b>	2020 <b>\$30,000</b>  2021 <b>\$30,000</b>  2022 <b>\$30,000</b>	<p>Healthy Start provides experiences, education, and access to healthy lifestyle choices for young children and their families. This community collaboration project will serve low income and underserved families in Roanoke through education and outreach about healthy local foods alongside programs to make these foods affordable and accessible in their neighborhoods. The team's efforts will also include an expanded focus on changing the local food system to be more supportive of healthy, local choices thus making it sustainable.</p>

# Healthy Communities Action Team (HCAT) Spotlight

## Greater Richmond Coalition for Healthy Children HCAT

In partnership with the Richmond Public Schools' (RPS) School Health Advisory Board, Y-Street students, the American Heart Association, and community partners, Fit4Kids and their HCAT partners advocated for passing of a healthy hydration policy in RPS. This new policy ensures that all RPS schools provide students, teachers, and staff with free, easily accessible, and safe drinking water on school grounds, during the school day and during after school activities. In the 2021-22 school year, RPS implemented this model hydration policy and recently replaced all water fountains with chilled water bottle refill stations, also referred to as hydration stations.

In an effort to optimize and evaluate the implementation of this new hydration policy, RPS is partnering with Virginia Commonwealth University and Greater Richmond Fit4Kids to conduct a research project that will advance hydration in the school environment. Grounded in participatory research methods, the team developed a research program using a social-ecological framework to advance water equity, including the conducting of key informant interviews and the establishment of a Community Advisory Board (CAB). The CAB meets four times a year, and will meet this school year to provide insight into the hydration landscape at RPS, offering novel intervention ideas from the perspective of teachers, school staff, parents, students and, community partners, among others. Greater Richmond Fit4Kids is also partnering with teacher and student hydration ambassadors, to observe hydration activity in all RPS elementary schools, and two randomly selected RPS middle schools.

Greater Richmond Fit4Kids plans to build on this initiative and develop a community-informed hydration intervention that builds on the strengths of RPS and addresses identified needs to optimize hydration in the greater Richmond community.



# Youth Tobacco Use Prevention Spotlight

## 59 organizations received Youth Tobacco Use Prevention Grant funding in fiscal year 2022.

- Youth Development
  - o 50 organizations provided 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. These types of programs are implemented in public schools, after-school programs, community centers, childcare centers, and prevention programs across the state.
- Community Innovation
  - o Eight organizations designed and implemented community projects to reduce tobacco, nicotine, and vaping product use among specific youth populations.
- Juvenile Justice
  - o One organization provided prevention or cessation instruction to young people in the Virginia juvenile justice system.

## Impact

Over the past 20 years (2001-2021) over 1.4 million youth have successfully completed evidence-based youth tobacco use prevention programs through VFHY grants.

In 2022, VFHY participated in a Grantee Perception Report survey, a confidential evaluation administered by the Center for Effective Philanthropy (CEP). VFHY participated in a similar survey in 2018. VFHY is able to compare our progress against a national cohort of funders (300+ foundations, 40,000+ responses).

Survey Question	In 2018, VFHY received higher ratings from our grantees than:	In 2022, VFHY received higher ratings from our grantees than:
How well does VFHY understand the field in which you work?	69% of all funders	91% of all funders
To what extent has VFHY advanced the state of knowledge in your field?	87% of all funders	92% of all funders
Overall, how would you rate VFHY's impact on your organization?	60% of all funders	91% of all funders
To what extent is VFHY open to ideas from grantees about its strategy?	77% of all funders	98% of all funders
How clearly has VFHY communicated its goals and strategy to you?	96% of all funders	98% of all funders
Overall, how transparent is VFHY with your organization?	54% of all funders	95% of all funders

# Youth Tobacco Use Prevention Spotlight

● Community Innovation ● Juvenile Justice ● Youth Development

Organization	Region	FY 2022 Funding
● Henrico Too Smart 2 Start Coalition	Central	\$30,000
● Orange County Office on Youth	Central	\$30,000
● Region Ten Community Services Board	Central	\$30,000
● Richmond City Health District	Central	\$25,357
● Substance Abuse Free Environment, Inc. (SAFE)	Central	\$30,000
● Virginia Department of Juvenile Justice / Residential Services	Central	\$44,200
● Boys & Girls Clubs of Central Virginia	Central	\$50,000
● Boys & Girls Clubs of Harrisonburg and Rockingham County	Central	\$50,000
● Chesterfield County Public Schools	Central	\$50,000
● Horizon Behavioral Health	Central	\$46,802
● Medical Home Plus	Central	\$48,968
● Page Alliance for Community Action	Central	\$7,598
● ReadyKids	Central	\$50,000
● Rockbridge Area Community Services	Central	\$50,000
● Sentara RMH Medical Center	Central	\$50,000
● Arlington County Community Services Board	North	\$35,797
● Edu-Futuro	North	\$49,018
● Ethiopian Community Development Council, Inc.	North	\$49,199
● Fairfax County Community Services Board	North	\$48,699
● Fairfax County Neighborhood and Community Services	North	\$50,000
● Fairfax County Public Schools	North	\$9,398
● Kids Clubs of Northern Shenandoah Valley	North	\$30,679
● Loudoun County Community Services Board	North	\$50,000
● Northwestern Community Services	North	\$47,510
● SCAN of Northern Virginia	North	\$48,900
● The Childcare Network	North	\$49,664
● Verdun Adventure Bound	North	\$49,205
● Warren County Community Health Coalition	North	\$49,145
● Wesley Housing	North	\$32,889
● Youth Apostles Institute - Don Bosco Center	North	\$38,979

Organization	Region	FY 2021 Funding
● Southside Behavioral Health	Southeast	\$28,965
● Alternatives, Inc.	Southeast	\$51,009
● Bacon Street Youth and Family Services	Southeast	\$48,882
● Boys & Girls Club of the Northern Neck	Southeast	\$48,774
● C. Waldo Scott Center for H.O.P.E.	Southeast	\$31,709
● Crossroads CSB	Southeast	\$23,814
● Eastern Shore Community Services Board	Southeast	\$50,000
● Eastern Virginia Medical School	Southeast	\$50,000
● Family YMCA of Emporia-Greenville	Southwest	\$48,943
● Middle Peninsula Northern Neck Community Services Board	Southwest	\$49,166
● Three Rivers Health District	Southwest	\$44,453
● Mountain Empire Older Citizens	Southwest	\$29,021
● University of Virginia Cancer Center	Southwest	\$25,169
● Blue Ridge Behavioral Healthcare	Southwest	\$48,926
● Bristol Virginia Public Schools	Southwest	\$45,440
● Carroll County Public Schools	Southwest	\$48,672
● Danville-Pittsylvania Community Services	Southwest	\$48,874
● Grayson County Public Schools	Southwest	\$48,566
● Henry County Schools	Southwest	\$48,688
● Highlands Community Services	Southwest	\$48,621
● Martinsville City Public Schools	Southwest	\$48,688
● Montgomery County Public Schools	Southwest	\$27,470
● Mt. Rogers Community Services	Southwest	\$39,202
● Piedmont Community Services	Southwest	\$48,688
● Planning District 1 Behavioral Health Services	Southwest	\$48,463
● Roanoke Catholic School	Southwest	\$48,729
● Smyth County Public Schools	Southwest	\$47,541
● Twin County Prevention Coalition	Southwest	\$33,303
● United Way of Southwest Virginia	Southwest	\$48,780



# Youth Tobacco Use Prevention Spotlight



## Piedmont Community Services

In Martinsville, a unique collaboration has been developed to focus on student well-being. Aptly named, Project SUCCESS at Martinsville Middle Schools has been funded through a VFHY tobacco use prevention grant in collaboration with Piedmont Community Services (PCS).

The program includes the staffing of a trained counselor to deliver prevention lessons in grades 6-8, individual and small group counseling sessions as well as parent resources. Skill building lessons for students include communication and decision-making skills in addition to drug refusal skills related to alcohol, tobacco, and other drugs (ATOD). Small group lessons include a deeper dive into anger and stress management skills as well as loss/grief and family substance use. The counselor may also refer students to additional services as needed. Parent outreach like newsletters, parenting classes and Hidden In Plain Sight trainings allow parents and caregivers to receive the latest drug prevention information. These program components, coordinated and delivered by the school-based PCS counselor, work in tandem to provide comprehensive prevention and early intervention services for students who need them most.

Amanda Hendricks, PCS counselor has seen firsthand the impact of the program. "I have had students on very destructive paths but through this program, they have been able to make positive changes and get back on track." She adds "One student was often getting into fights and being disrespectful of teachers and of herself. Through individual counseling sessions, we came up with a plan on how to handle situations and make positive choices. Today, a year and half later she is doing great in her classes, and she is proud of the work she is doing. She is involved in the school and is making positive choices. She is someone I still encounter every day. I show up to her games to let her

know that I care. She just needed to know that she had value, and that she was important. I can't wait to see where she lands in life!"

Through these Project SUCCESS resources and other community outreach events like Take Down Tobacco Day and mental health awareness campaigns, Martinsville Middle School is not only enhancing their students' protective factors but also educating the wider community. Students and families are learning about the risks of ATOD and are developing new skills to help them avoid addictions and make healthy choices.



# Youth Tobacco Use Prevention Spotlight



Anita Hall, Hopewell High School

Since 2004, VFHY's youth engagement program, Y Street, has trained more than 11,000 youth to make their schools and communities healthier. Each year, a dedicated group of these youth is selected to become members of the Y Street Leadership Team (YSLT).

Anita Hall, a junior from Hopewell High School, joined this prominent team over a year ago. She hit the ground running by participating in over a dozen events for Y Street's campaigns, Rev Your Bev and Share The Air, and volunteering over 50 hours.

Her advocacy efforts throughout the past year were instrumental for Share The Air, helping the campaign achieve a huge policy win in the town of Ashland. Anita led meetings with Ashland's Parks and Recreation Committee and the Town of Ashland's Parks and Recreation Advisory Committee, inspiring the town to adopt Share The Air's tobacco-free and e-cigarette-free outdoor policy!

Helping the campaign secure a partnership with the Ashland Parks and Recreation Department and amplify tobacco-free messaging in a nearby community is something Anita finds personal value in.

"I hope to help them understand that the change we are pushing for is a positive one - for the good of the community - and we need all hands on deck to get results. Presenting at the Ashland Parks and Recreation meeting was exciting and a little bit nerve-wracking but I felt well-prepared due to the efforts of the Y Street staff helping me get familiar with the material. It felt really fulfilling to know that I'm able to be an advocate for change and have my voice be heard when talking about such important issues."



**Annette Schanz**, Parks and Recreation Committee member  
**Carolina Lugo**, Parks and Recreation Committee member  
**Mary Kay Hacker**, Parks and Recreation Committee member  
**Judith McKinney**, Parks and Recreation Committee member  
**Emmy Houck**, Parks and Recreation Coordinator



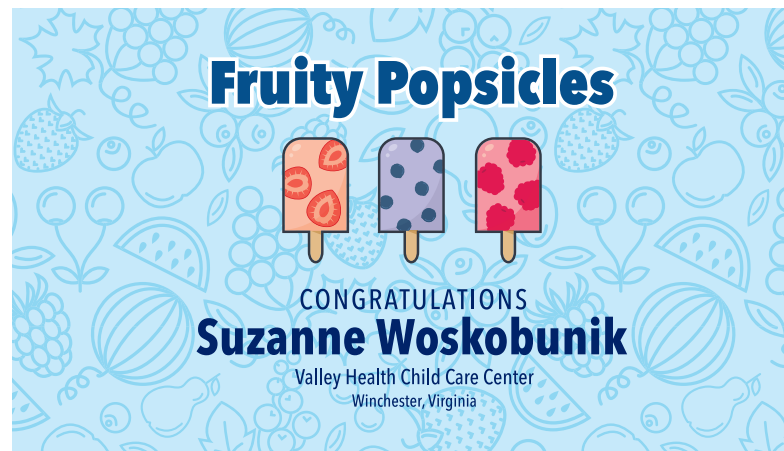
Rev Your Bev is a statewide initiative to raise awareness about the incredible health benefits of making water the No. 1 beverage of choice. More than 2,500 Rev Your Bev events have taken place across Virginia since 2013.



## Rev Your Bev

In May 2022, VFHY's healthy hydration campaign, Rev Your Bev, partnered with early childhood education centers across Virginia to promote water as the number one beverage of choice for children. This year Rev Your Bev implemented a "week of action" in which the campaign partnered with VFHY's award-winning, statewide youth-led program, Y Street, in high schools where youth advocated for water consumption as an important measure to prevent obesity. For this week of action, the Rev Your Bev campaign and Y Street engaged schools and students from PreK-12 in a variety of activities. This included distributing more than 500 toolkits across Virginia that contained interactive hydration lesson plans developed by Virginia educators, to childcare providers, preschool classrooms, family day homes and more to help students adopt and sustain healthy hydration habits early on. Y Street members hosted water-themed events at schools to get youth excited about drinking water. Since 2013, more than 250,000 Virginians have participated in over 4,000

Rev Your Bev events. Each year, Y Street continues its efforts of spreading healthy hydration messages to help individuals make drinking water a habit and serve as a resource for Virginia schools. With this Rev Your Bev Week, the campaign made its biggest splash yet with over 35,000 children participating in educational events.



# Behind the Haze

In 2021-22 VFHY released two health communications campaigns for the brand, **Behind The Haze**, which delivered educational messaging about the harmful chemicals found in vapor, health consequences to vaping, and the link between use and nicotine addiction. Messaging in the 2021 campaign titled "Chemical Warfare" emphasized how toxic chemicals found in vapes can harm the lungs and compared symptoms from vaping-related illnesses with those observed in victims exposed to mustard gas. The 2022 campaign, "Spilled Milk," message highlighted that vape aerosol contains poisonous chemicals, that even in small amounts, can damage the body and that if you wouldn't feed it to your dairy cow why would you inhale it? 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 continues to reach over 900,000 youth in Virginia annually.

Please visit [behindthehaze.com](https://behindthehaze.com) for more information about the campaign.



# Youth Tobacco Use Prevention Research Grants

Grantee	Research Project	FY 22 Award Amount	Principal Investigator	Collaborating Partners
<b>Eastern Virginia Medical School</b>	<b>A Risk-Tailored Approach to Connecting Youth with Vaping Prevention and Cessation Resources</b>	<b>\$150,000</b>	Paul Truman Harrell, Ph.D. Associate Professor of Pediatrics Division of Community Health and Research	Consortium for Infant and Child Health (CINCH), the Children's Hospital of the King's Daughters, American Lung Association, Asthma and Allergy Foundation of America, Virginia Department of Health
<b>George Mason University</b>	<b>Systems Simulation Modeling for Youth Tobacco Prevention and Control Research in Virginia</b>	<b>\$150,000</b>	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, Tobacco Free Alliance of Virginia, Virginia Commonwealth University
<b>University of Virginia</b>	<b>Testing an Anti-Tobacco Intervention to Reduce Tobacco and Nicotine Use Among High School Students</b>	<b>\$149,668</b>	Melissa Little, PhD, MPH University of Virginia, School of Medicine, Associate Professor, Department of Public Health Sciences	New River Health District, school divisions and high schools in the New River Health District
<b>Virginia Commonwealth University</b>	<b>Understanding Youth Exposure to Tobacco Marketing in Non-Metropolitan and Rural settings</b>	<b>\$150,000</b>	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	Truth Initiative, University of South Carolina
<b>Virginia Commonwealth University</b>	<b>Preventing Tobacco Use Among Youth Exposed to Adverse Childhood Experiences</b>	<b>\$150,000</b>	Sunny H. Shin, PhD, MSW Associate Professor, School of Social Work, School of Medicine, Department of Psychiatry	Roanoke City Public School, Region Ten Community Services Board, Page Alliance for Community Action, Metropolitan Education Research Consortium (MERC)
<b>Virginia Commonwealth University</b>	<b>The Virginia Youth Tobacco Projects Research Coalition Core</b>	<b>\$168,037</b>	J. Randy Koch, Ph.D., 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
<b>Virginia Tech</b>	<b>Adolescents' Exposure to and Interactions with Messages About ENDS in Diverse Social Media Formats</b>	<b>\$38,118</b>	Rose Wesche, PhD Assistant Professor of Human Development and Family Science	James Madison University, and public schools throughout southwest Virginia



# Youth Tobacco Prevention Research Projects



## Systems Simulation Modeling for Youth Tobacco Prevention and Control Research in Virginia.

The overarching goal of this program of research is to assess the effects of a package of policy tools and prevention strategies on the use of conventional cigarettes (CCs) and e-cigarettes among youth (under the age of 18) in Virginia using a systems modeling approach, and estimate the differential impacts of these policies on different racial/ethnic groups to address racial/ethnic and related socioeconomic (SES) health disparities. The researchers will use systems simulation modeling to refine and develop new Virginia-based tobacco simulation models to address three high-priority areas in youth tobacco prevention and control: regulatory actions, marketing, and communications.



## A Risk-Tailored Approach to Connecting Youth with Vaping Prevention and Cessation Resources

Using a community engaged research process and existing data, this research project will develop and refine risk tiers describing Eastern Virginia youth tobacco use risk profiles. The process will be informed by convening partners in the region and the Virginia Youth Survey. The researchers will develop and objectively define risk profiles representative of adolescents in the region who are at various levels of the tobacco risk continuum (e.g., low risk, high risk, experimenter, current user, dependent user). The researchers will develop and evaluate a risk-tiered action plan tool to help stakeholders connect youth with prevention and treatment resources in Eastern Virginia clinical, educational, and community settings.



# Youth Tobacco Prevention Research Projects



## Testing an Anti-Tobacco Intervention to Reduce Tobacco and Nicotine Use Among High School Students.

The current study will test the efficacy of a universal group-based Brief Tobacco Intervention (BTI) plus Automated Text Messaging (ATM) for 9th grade students enrolled in high schools in the New River Health District. The BTI has demonstrated efficacy in helping younger participants reduce their tobacco use in a randomized clinical trial with young adults presenting for military service. Additionally, the BTI was effective in changing latent cognitive constructs associated with future tobacco use, suggesting that strengthening the BTI could produce prevention and treatment effects among youth. The project will use a sequential, multi-method research design beginning with qualitative focus groups and then implement a fully crossed cluster randomized clinical trial. Focus groups with students will identify the most promising intervention themes and strategies for targeting the BTI intervention and developing the ATM. The researchers will deliver and evaluate the interventions in a fully crossed group-randomized clinical trial.



## Understanding Youth Exposure to Tobacco Marketing in Non-Metropolitan and Rural Settings

In this study the researchers aim to better understand risk factors for youth tobacco use in non-metropolitan areas within the state. Specifically, they will conduct a targeted community survey of youth (n=500) living in Danville, VA and surrounding communities. They will examine risk and protective factors of tobacco use with a focus on tobacco marketing exposure. Using a nested case-control design (n=250) with ecological momentary assessment (EMA) and global positioning system (GPS) tracking methods, the researchers will examine tobacco marketing exposure profiles among tobacco use risk patterns defined as: (a) non-users and no susceptibility (Controls, n=100); (b) used in the past (but not in past 30 days) or susceptible (Vulnerable Cases n=75); and (c) past 30-day use (User Cases, n=75). Using this combination of community-based surveys and real-time assessments of subjects in their natural environments (EMA) the researchers will determine types of tobacco marketing associated with past 30-day tobacco use and tobacco susceptibility. In exploratory analyses they will determine the extent to which tobacco marketing exposure relates to progression to past 30-day use or tobacco susceptibility 12 months later.

# Youth Tobacco Prevention Research Projects



# VCU

VIRGINIA COMMONWEALTH UNIVERSITY

## A Trauma-Informed Intervention to Prevent Youth Tobacco and Nicotine Use

The study will examine the efficacy of Rise Above in preventing youth tobacco use, including e-cigarettes. Rise Above is an innovative, skill-based, tobacco prevention program for youth at risk of ACEs. Rise Above is unique in that it incorporates a theoretical model of childhood trauma and resilience into tobacco prevention intervention, and that the design of Rise Above was specifically informed by a series of curriculum development studies conducted with youth and families in Virginia. The researchers will also investigate the mechanisms or processes of change of Rise Above to help identify specific program components that work in preventing tobacco use among ACEs-exposed youth. Finally, both ACEs and tobacco use disproportionately affect youth living in poverty and from ethnically diverse communities. While existing prevention programs are rarely examined on their impacts in reducing racial and income-based disparities in youth tobacco use, this study will examine the equity impact of Rise Above on youth tobacco use, which will generate much needed empirical evidence for the equity impact of tobacco preventive interventions aimed at young people.

## 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; 5) Promote the translation of findings into improved prevention services and tobacco control policies.

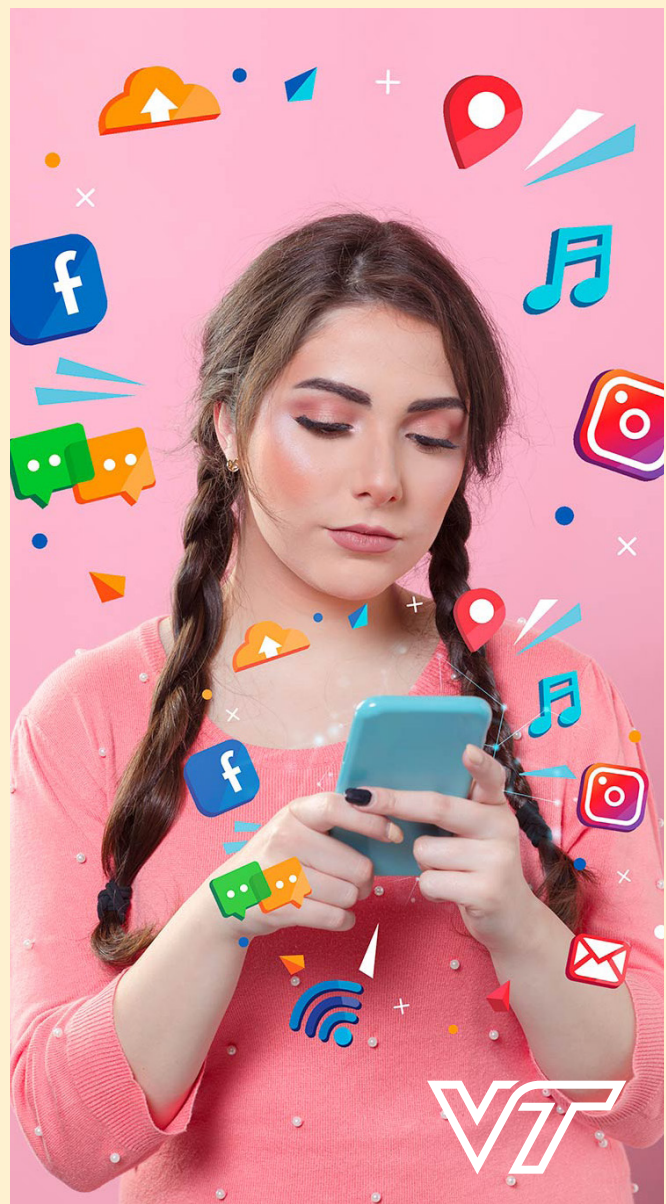
# Youth Tobacco Prevention Research Projects



## Adolescents' Exposure to and Interactions with Messages About ENDS in Diverse Social Media Formats

This research project will examine how ENDS-related messages and interactions vary across social media platforms and content formats. The researchers will examine the implications of this variation for adolescent ENDS use using an innovative multi-component study that will include focus groups, content analysis of social media data, and surveys of adolescents.

The project identifies themes within ENDS-related messages; examines how these themes vary across adolescents' favored platforms (Facebook, Instagram, Snapchat, TikTok, and Twitter) and across content formats (photo, video, text); examines how the likelihood of liking, reposting, and commenting on ENDS-related messages differs across platforms and content formats; and examines how exposure to/interaction with different ENDS-related messages are associated with adolescents' ENDS-related attitudes.



# Financials / Statement of Activities

For the Fiscal Year Ended June 30, 2022

<b>REVENUES:</b>			
Master Settlement payments (Note 6)			\$12,865,243
Interest Income (Note 6)			\$36,191
* Proceeds from securities lending transactions (Note 1-B)			\$6,596
Grants and other revenues (Note 6)			\$1,316,816
<b>Total Revenues</b>			<b>\$14,224,846</b>
<b>Expenditures:</b>			
	<b>Expenses</b>	<b>Adjustments</b>	<b>Net (Expense) Revenue and Changes in Net</b>
Tobacco Settlement Expense:			
Administration (Note 7)	\$1,281,887		-1,281,887
Depreciation Expense (Note 3)	\$0	\$0	0
Expenses for Securities Lending (Note 1-B)	\$6,596	\$0	-6,596
Grant Expenses	\$1,169,118	\$0	0
Marketing (Note 4-C)	\$3,574,186	\$0	-3,574,186
Program Expense (Note 8)	\$2,978,846	\$0	-2,978,846
Research and Evaluation (Note 9)	\$808,437	\$0	-808,437
Obesity (Note 8)	\$1,308,138	\$0	-1,308,138
Inter-Agency Expenses (Note 10)	\$65,000	\$0	-65,000
<b>Total Expenditures</b>	<b>\$11,262,014</b>	<b>\$0</b>	<b>-11,262,014</b>
Excess (deficiency) of revenue over expenditures			\$2,962,832
Fund Balance/Net Assets, July 1, 2021		**	20,008,545
Fund Balance/Net Assets, June 30, 2022			\$22,971,376
** Includes \$1000 prior year restatement			

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. The VFHY Board of Trustees approved transferring \$6 million of the fund balance to VFHY's endowment fund. They also approved funding for targeted grants and special projects for FY 22-24 that will reduce the overall fund balance in the coming years.



ANNUAL REPORT 2022



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