



# ANNUAL REPORT 2023

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 substances that contain fentanyl and opioids. 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.



VFHY staff with Governor Youngkin

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# Childhood Obesity Prevention Programs

## Addressing Playspace Inequity in Virginia

This spring, VFHY staff and community members headed to Petersburg, VA to break ground on the first of eight VFHY-funded playgrounds that will be built across the state through a partnership with KABOOM!, a nonprofit dedicated to ending playspace inequity.



**Play is an essential part of any child's day. Research has proven that play...**



**Supports healthy brain development**

**Empower kids' imaginations**

**Helps children develop social skills**

**Reduces stress** – important given the country is facing a youth mental health crisis

**Helps kids** develop an active lifestyle, maintain a healthy weight, and protect their overall wellbeing

# Childhood Obesity Prevention Programs

But sadly, not all kids have enough play in their day, and **playspace inequity** is a major reason why.

## Partnering with Playspace Equity Experts

**KABOOM!** describes playspace inequity as “a lack of access to quality playspaces” where kids can feel safe, accepted, and celebrated.

Across the country, many communities only have damaged and run-down playground equipment that is not safe for use – or they don't have a playground at all. Playspace inequity is a social justice issue as well, as communities of color are much more likely than white communities to lack access to quality playspaces.

Playspace inequity is a nationwide issue, and Virginia is no exception.

Through our partnership with **KABOOM!**, we have funded eight playgrounds across the state. We collaborated with public schools, nonprofits, and other community spaces so everyone has access to these playspaces.

In 2023, we built playgrounds in Franklin, Greenville, Lynchburg, Culpeper, Emporia, and Vinton, as well as two locations in Petersburg. These eight playspaces will serve an estimated 47,000 kids each year.

But our work to end playspace inequity isn't over: We're maintaining our partnership with **KABOOM!** by committing to building two more playgrounds in the Commonwealth over the next two years. **Stay tuned to hear where we'll build next!**



# Childhood Obesity Prevention Programs

Organization and Project	HCAT Name	Region	FY 2023 Funding
<b>Cultivate Charlottesville</b>	Cultivating Healthy Youth: Healthy food & physical activity in the garden, at school, on the plate	Central	\$30,000.00
<b>Greater Richmond Fit4Kids</b>	Greater Richmond Coalition for Healthy Children	Central	\$30,000.00
<b>Nurture</b>	#RVAbreastfeeds Healthy Communities Action Team	Central	\$30,000.00
<b>Orange County Office on Youth</b>	Orange Healthy Community Action Team (Orange HCAT)	Central	\$30,000.00
<b>Page Alliance for Community Action</b>	Page Alliance for Community Action HCAT	Central	\$30,000.00
<b>Petersburg Public Library</b>	Petersburg Healthy Community Action Team (HCAT)	Central	\$30,000.00
<b>Project GROWS</b>	Sustaining Food Access and Education in the Central Shenandoah Valley	Central	\$30,000.00
<b>Rockbridge Area Community Services</b>	Live Healthy Rockbridge Kids (LHRK)	Central	\$30,000.00
<b>Arlington Partnership for Children, Youth &amp; Families Foundation</b>	Arlington Healthy Communities Action Team (HCAT)	North	\$30,000.00
<b>City of Manassas</b>	Manassas Healthy Community Action Team (MHCAT)	North	\$30,000.00
<b>Culpeper Wellness Foundation</b>	Propel Kids-Programming, Nutrition Education and Safe Routes to School	North	\$30,000.00
<b>Fairfax County</b>	Increasing Consumption of Healthy Food and Beverages Among Fairfax Youth and Families	North	\$30,000.00

# Childhood Obesity Prevention Programs

Organization and Project	HCAT Name	Region	FY 2023 Funding
<b>Loudoun County Health Department</b>	Loudoun Pediatric Obesity Coalition Gets Moving for Accessible Healthy Living	North	\$25,000.00
<b>Warren County Community Health Coalition</b>	Project WAHOO (Working to Achieve Healthy Outcomes and Opportunities)	North	\$30,000.00
<b>Alternatives, Inc.</b>	HCAT-4-Mindful Eating and Exercise (HCAT-4-MEE)	Southwest	\$30,000.00
<b>Eastern Virginia Medical School</b>	Hampton Roads Breastfeeding Education and Advocacy Team (HR-BEAT)	Southwest	\$30,000.00
<b>Greensville/Emporia Community Health Action Team (CHAT)</b>	CHAT HELP (Healthier Emporia/Greensville for Life Project)	Southwest	\$29,904.00
<b>Smart Beginnings Southeast</b>	Sussex and Surry Food Insecurity Collaborative	Southwest	\$29,662.00
<b>Healthy Floyd</b>	Healthy Floyd	Southwest	\$30,000.00
<b>LENOWISCO Health District</b>	Live Healthy In Scott County Coalition (LENOWISCO Health District)	Southwest	\$28,946.00
<b>New River Valley Community Services</b>	Giles Community Garden Healthy Community Action Team (GRG-HCAT)	Southwest	\$28,000.00
<b>Radford City Schools</b>	PROJECT GROW	Southwest	\$29,564.00
<b>Salem Area Ecumenical Ministries</b>	SAEM Student-Led Food Pantries Sustainability and Community Engagement	Southwest	\$30,000.00
<b>University of Virginia Cancer Center</b>	Fostering Healthy Beverage Choices to Reduce Obesity Risk: Tazewell County Public Schools HCAT	Southwest	\$29,998.00
<b>Local Environmental Agriculture Project</b>	Healthy Start	Southwest	\$30,000.00



# Youth Tobacco Use Prevention

## Carroll County Public Schools Prioritizes Holistic Wellness for Youth Tobacco Use Prevention

In Southwest Virginia, Carroll County Public Schools practices a prevention program that focuses on the mental and physical wellbeing of students, as well as education and intervention, for students found using tobacco and nicotine products. The school system uses VFHY grant funding to implement INDEPTH, a youth nicotine use prevention program developed by the American Lung Association. INDEPTH focuses on providing intervention as an alternative to disciplinary action for students found using tobacco and nicotine products.



Rather than face suspension or even legal action for underage possession, students enrolled in INDEPTH receive lessons about the dangers of tobacco and nicotine, along with strategies to help them overcome urges to use these products. Effective nicotine use prevention programming goes deeper than simply telling youth that tobacco and nicotine are bad for them – it equips youth with the resources they need to avoid these products. Carroll County Public Schools takes intervention and prevention programming to the next level by incorporating exercise classes.

Students participating in INDEPTH can take classes in yoga and weightlifting, and the program previously had an instructor offering self-defense and CrossFit classes.

The exercise classes support tobacco prevention in multiple ways. Physical activity is known to improve mood and alleviate stress, addressing one of the main reasons why young people turn to nicotine and other substances: **to cope with mental health struggles.**

# Youth Tobacco Use Prevention

Exercise also shows youth how damaging smoking and vaping is to the body – students experience how important having healthy lungs, stamina, and energy is for leading a full life. Ashely Coble, the Student Assistant Counselor for Carroll County Public Schools, notes that kids and teens often start vaping simply out of boredom. Exercise classes give students a fun and productive way to fill their free time.

Another important part of Carroll County's prevention efforts is education. Coble has found that many students who use e-cigarettes are not aware of what's in these products or their potential to seriously harm their physical and mental health. "Vaping is relatively new, so [scientists] haven't had the last thirty years to study the effects on what it's doing to a person... We don't know, essentially, what it's going to do to you in the very long run," Coble said. She added that students are shocked to learn that e-cigarette liquid contains dangerous chemicals like formaldehyde.

But there is hope: Coble has seen students open up throughout the program, becoming more willing to share their feelings and experiences with program facilitators and their peers. Many students who go through the program express a desire to quit vaping for good.



# 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.

60 organizations received Youth Tobacco Use Prevention grant funding in fiscal year 2023.

- **Youth Development**

- » 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**

- » Eight organizations designed and implemented community projects to reduce tobacco, nicotine, and vaping product use among specific youth populations.

- **Juvenile Justice**

- » Two organizations provided prevention or cessation instruction to young people in the Virginia juvenile justice system.

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

## FY 23 Numbers

- **15,618:** Number of youth who successfully completed VFHY's newly revised Nicotine Products Prevention Module
- **35,340:** Number of youth who successfully completed an evidence based youth tobacco use prevention or cessation program
- **58:** Number of Virginia's 133 Public School Districts (44%) that received VFHY-funded tobacco prevention funding

» **Note:** We did an analysis a couple weeks ago of tobacco grantees and 2023-2027 HCATS. If we include both groups of grantees, then we are currently providing grant funding to 67 school districts (just over 50% of all the districts in Virginia). That might be a cool stat.



# Youth Tobacco Use Prevention Grantees List

Organization Name	Process Name	Region	FY 2023 Amount
<b>Chesterfield Juvenile Detention Home</b>	Juvenile Justice Targeted Grant	Central	\$19,900.00
<b>Virginia Department of Juvenile Justice / Residential Services</b>	Juvenile Justice Targeted Grant	Central	\$54,811.00
<b>Henrico Too Smart 2 Start Coalition</b>	RFP #852P022 - Community Innovation	Central	\$33,000.00
<b>Orange County Office on Youth</b>	RFP #852P022 - Community Innovation	Central	\$33,000.00
<b>Region Ten Community Services Board</b>	RFP #852P022 - Community Innovation	Central	\$33,000.00
<b>Richmond City Health District</b>	RFP #852P022 - Community Innovation	Central	\$19,300.00
<b>Substance Abuse Free Environment, Inc. (SAFE)</b>	RFP #852P022 - Community Innovation	Central	\$33,000.00
<b>Boys &amp; Girls Clubs of Central Virginia</b>	RFP #852P022 - Youth Development	Central	\$55,000.00
<b>Boys &amp; Girls Clubs of Harrisonburg and Rockingham County</b>	RFP #852P022 - Youth Development	Central	\$55,000.00
<b>Chesterfield County Public Schools</b>	RFP #852P022 - Youth Development	Central	\$50,000.00
<b>Horizon Behavioral Health</b>	RFP #852P022 - Youth Development	Central	\$53,055.00
<b>Medical Home Plus</b>	RFP #852P022 - Youth Development	Central	\$54,677.00
<b>Page Alliance for Community Action</b>	RFP #852P022 - Youth Development	Central	\$7,531.00

# Youth Tobacco Use Prevention Grantees List

Organization Name	Process Name	Region	FY 2023 Amount
<b>ReadyKids</b>	Juvenile Justice Targeted Grant	Central	\$55,000.00
<b>Rockbridge Area Community Services</b>	Juvenile Justice Targeted Grant	Central	\$55,000.00
<b>Sentara RMH Medical Center</b>	RFP #852P022 - Community Innovation	Central	\$55,000.00
<b>Arlington County Community Services Board</b>	RFP #852P022 - Community Innovation	North	\$38,148.00
<b>Edu-Futuro</b>	RFP #852P022 - Community Innovation	North	\$59,000.00
<b>Ethiopian Community Development Council, Inc.</b>	RFP #852P022 - Community Innovation	North	\$55,000.00
<b>Fairfax County CSB-Wellness and Health Promotion</b>	RFP #852P022 - Community Innovation	North	\$55,000.00
<b>Fairfax County Neighborhood and Community Services</b>	RFP #852P022 - Youth Development	North	\$55,000.00
<b>Fairfax County Public Schools</b>	RFP #852P022 - Youth Development	North	\$25,334.00
<b>Kids Clubs of Northern Shenandoah Valley</b>	RFP #852P022 - Youth Development	North	\$36,798.00
<b>Loudoun County Community Services Board</b>	RFP #852P022 - Youth Development	North	\$55,000.00
<b>Northwestern Community Services</b>	RFP #852P022 - Youth Development	North	\$57,698.00
<b>SCAN of Northern Virginia</b>	RFP #852P022 - Youth Development	North	\$64,350.00
<b>The Childcare Network</b>	RFP #852P022 - Youth Development	North	\$49,936.00
<b>Verdun Adventure Bound</b>	RFP #852P022 - Youth Development	North	\$55,000.00

# Youth Tobacco Use Prevention Grantees List

Organization Name	Process Name	Region	FY 2023 Amount
<b>Warren County Community Health Coalition</b>	Juvenile Justice Targeted Grant	Central	\$55,000.00
<b>Wesley Housing</b>	Juvenile Justice Targeted Grant	Central	\$59,000.00
<b>Youth Apostles Institute - Don Bosco Center</b>	RFP #852P022 - Community Innovation	Central	\$45,436.00
<b>Southside Behavioral Health</b>	RFP #852P022 - Community Innovation	Southeast	\$33,000.00
<b>Alternatives, Inc.</b>	RFP #852P022 - Community Innovation	Southeast	\$55,000.00
<b>Bacon Street Youth and Family Services</b>	RFP #852P022 - Community Innovation	Southeast	\$59,000.00
<b>Boys &amp; Girls Club of the Northern Neck</b>	RFP #852P022 - Community Innovation	Southeast	\$54,866.00
<b>C. Waldo Scott Center for H.O.P.E.</b>	RFP #852P022 - Youth Development	Southeast	\$35,566.00
<b>Crossroads CSB</b>	RFP #852P022 - Youth Development	Southeast	\$26,775.00
<b>Eastern Shore Community Services Board</b>	RFP #852P022 - Youth Development	Southeast	\$55,000.00
<b>Eastern Virginia Medical School</b>	RFP #852P022 - Youth Development	Southeast	\$55,000.00
<b>Family YMCA of Emporia-Greenville</b>	RFP #852P022 - Youth Development	Southeast	\$54,949.00
<b>Middle Peninsula Northern Neck CSB</b>	RFP #852P022 - Youth Development	Southeast	\$55,000.00
<b>Three Rivers Health District</b>	RFP #852P022 - Youth Development	Southeast	\$49,204.00

# Youth Tobacco Use Prevention Grantees List

Organization Name	Process Name	Region	FY 2023 Amount
<b>Mountain Empire Older Citizens</b>	RFP #852P022 - Community Innovation	Southwest	\$33,000.00
<b>University of Virginia Cancer Center</b>	RFP #852P022 - Community Innovation	Southwest	\$33,000.00
<b>Blue Ridge Behavioral Healthcare</b>	RFP #852P022 - Youth Development	Southwest	\$55,000.00
<b>Bristol Virginia Public Schools</b>	RFP #852P022 - Youth Development	Southwest	\$50,742.00
<b>Carroll County Public Schools</b>	RFP #852P022 - Youth Development	Southwest	\$55,000.00
<b>Danville-Pittsylvania Community Services</b>	RFP #852P022 - Youth Development	Southwest	\$55,000.00
<b>Grayson County Public Schools</b>	RFP #852P022 - Youth Development	Southwest	\$45,967.00
<b>Henry County Schools</b>	RFP #852P022 - Youth Development	Southwest	\$55,000.00
<b>Highlands Community Services</b>	RFP #852P022 - Youth Development	Southwest	\$55,000.00
<b>Martinsville City Public Schools</b>	RFP #852P022 - Youth Development	Southwest	\$55,000.00
<b>Montgomery County Public Schools</b>	RFP #852P022 - Youth Development	Southwest	\$11,210.00
<b>Mt. Rogers Community Services</b>	RFP #852P022 - Youth Development	Southwest	\$44,565.00
<b>Piedmont Community Services</b>	RFP #852P022 - Youth Development	Southwest	\$55,000.00
<b>Planning District 1 Behavioral Health Services</b>	RFP #852P022 - Youth Development	Southwest	\$54,707.00

# Youth Tobacco Use Prevention Grantees List

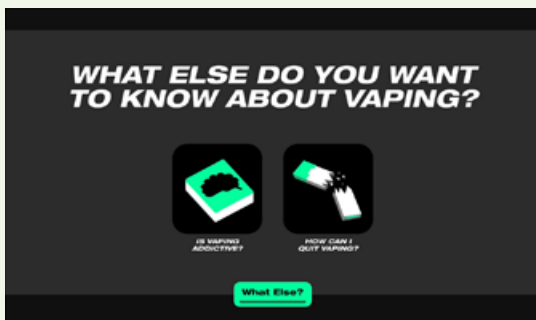
Organization Name	Process Name	Region	FY 2023 Amount
<b>Roanoke Catholic School</b>	RFP #852P022 - Community Innovation	Southwest	\$36,467.00
<b>Smyth County Public Schools</b>	RFP #852P022 - Community Innovation	Southwest	\$54,890.00
<b>Twin County Prevention Coalition</b>	RFP #852P022 - Youth Development	Southwest	\$42,092.00
<b>United Way of Southwest Virginia</b>	RFP #852P022 - Youth Development	Southwest	\$55,000.00



# Behind the Haze

In 2022-23 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 to correct misperceptions youth have about the risks of vaping. Messaging in the 2022 campaign titled "Sharing Addiction" highlighted that vaping doesn't just impact you, it can affect those around you, so sharing your vape means sharing your addiction. The 2023 campaign, "OFF," message described how nicotine throws off the natural balance of neurotransmitters in your brain, like dopamine and serotonin, which affect your mood; making you feel "off." The **Behind The Haze** online presence is intended to reach Virginia youth 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 streaming platforms, cable 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.



Website section header

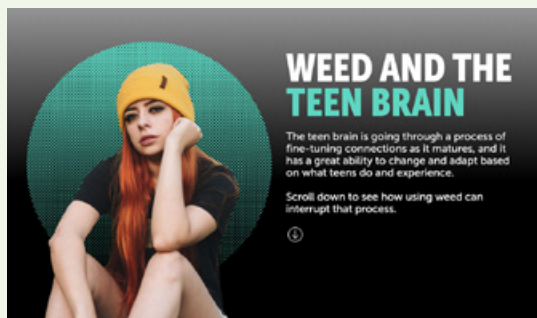
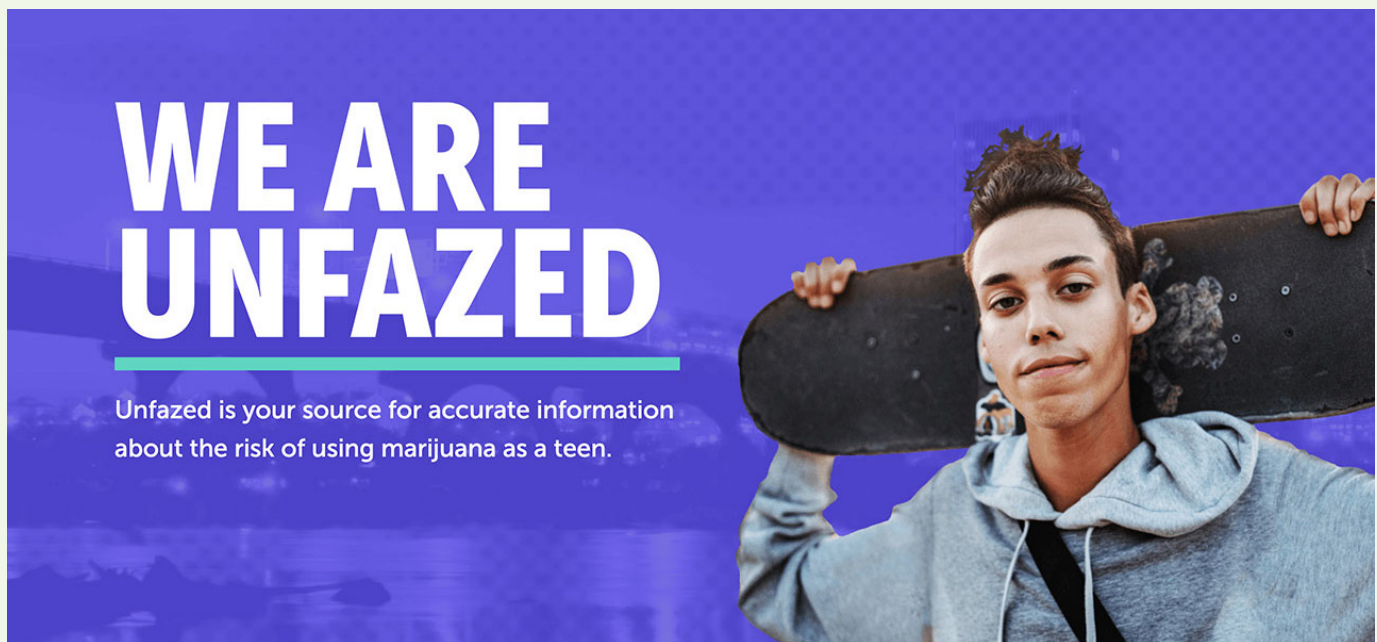


Official campaign logo

# Unfazed

In 2022 VFHY launched a health communications campaign for cannabis prevention, using the brand Unfazed. The goal of **Unfazed** is to provide teens accurate information about cannabis, which helps inform their decision to not use. The growing cannabis industry can be challenging to navigate, **Unfazed** remains a source for fact-based and accurate information about the risks of cannabis. The campaign implemented was called "Brain Science," which focuses on showing the science on why cannabis use puts the developing teen brain at risk. **Unfazed** delivered cannabis risk messaging on media channels where cannabis use is normalized. This includes social media platforms, streaming audio, and online video content. "Brain Science" messaging reached more than 500,000 youth in 2022-23.

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



Website section header



Official campaign logo

# Rev Your Bev

## Rev Your Bev

VFHY implemented another successful celebration of our healthy hydration campaign, **Rev Your Bev**, partnering with early childhood education centers across Virginia to promote water as the number one beverage of choice for children. During the 2023 **Rev Your Bev** "week of action" Y Street members were engaged to advocate for water consumption as an important measure to prevent obesity in their local school districts, by hosting school events to get their peers excited about drinking water.

Additionally, more than 500 free classroom toolkits were distributed to Virginia child care providers, preschool classrooms, family day homes and more to help students adopt and sustain healthy hydration habits early on. These classroom toolkits contained interactive hydration and water-themed lesson plans developed by Virginia educators to celebrate the health benefits of water for our youngest learners. More than 30,000 children participated in the 2023 Rev Your Bev Week. Since 2013, more than 290,000 children and youth have participated in more than 4,500 **Rev Your Bev** events held across the state in classrooms, early childhood centers, and community centers.



# Y Street Spotlight: Ashley from Woodstock

Since its establishment in 2004, the Virginia Foundation for Healthy Youth's (VFHY) statewide youth program, **Y Street**, has served as a vital resource for training youth across the commonwealth to promote healthy behaviors in their schools and communities and influence policy change. Over 10,000 youth have been trained to date and emerged as leaders, with a select few chosen yearly to join the program's prestigious Y Street Leadership Team (YSLT). One of these inspiring young leaders is Ashley, a senior at Central High School in Woodstock, VA.

Ashley's commitment to the program and dedication to creating positive change has allowed her to mobilize her peers and community members to take action in various meaningful ways:



I think it's important to continually meet with people to raise awareness for our campaigns because these issues affect each individual in some way. Each individual can help us solve these issues by simply filling out a survey or helping us take steps towards a policy victory."

# Y Street Spotlight: Ashley from Woodstock

Ashley's advocacy efforts over the last three years, such as participating in community events to raise awareness about tobacco-free and vapor-free outdoor spaces, assessing residents' perspectives of tobacco use in parklands through survey collection, and meeting with local park leaders, motivated Warrenton County Parks & Recreation's to adopt a tobacco and e-cigarette-free outdoor policy and partner with the Share The Air Campaign. Ashley says, "Seeing the process of the Warrenton policy win through, from the very first Zoom meeting with the park director to the policy victory at the town council meeting, was so exhilarating. Knowing I had made a lasting impact in the community reminded me that my voice matters just like every other passionate youth voice."

In addition to her impressive work with helping to create tobacco-free outdoor environments, she has participated in numerous conferences, serving as a presenter at the 2023 Warren Coalition Youth Leadership Summit, in a session titled "Ways Youth Can Make an Impact," and as an exhibitor at VFHY's Champions for Youth Summit and the Virginia Association of Health, Physical Education, Recreation and Dance (AHPERD) Conference. Ashley's passion for making a change through connecting with her peers and community led her to secure a nomination and an overwhelming vote for the Y Street Executive Board secretary position. This position oversees the Leadership Team to motivate and support them to drive youth-centric activity program-wide. Ashley recognizes how much **Y Street** has given her over the years:

"Y Street has brought me out of my shell in many ways and allowed me to thrive, not only as a young leader but also in other areas of my life. Through Y Street, I've learned that change doesn't magically happen on its own. We can talk about the issues we see in our communities and bring about the change we want to see together. I wouldn't be who I am today without my experience as a part of Y Street."



# Youth Tobacco Use Prevention Research Grants

Grantee	Research Project	FY 23 Award Amount	Principal Investigator	Collaborating Partners
Eastern Virginia Medical School	A Risk-Tailored Approach to Connecting Youth with Vaping Prevention and Cessation Resources	\$150,000	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
George Mason University	Systems Simulation Modeling for Youth Tobacco Prevention and Control Research in Virginia	\$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, Tobacco Free Alliance of Virginia, Virginia Commonwealth University
University of Virginia	Testing an Anti-Tobacco Intervention to Reduce Tobacco and Nicotine Use Among High School Students	\$149,668	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
Virginia Commonwealth University	Understanding Youth Exposure to Tobacco Marketing in Non-Metropolitan and Rural settings	\$150,000	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
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	Roanoke City Public School, Region Ten Community Services Board, Page Alliance for Community Action, Metropolitan Education Research Consortium (MERC)
Virginia Commonwealth University	The Virginia Youth Tobacco Projects Research Coalition Core	\$168,037	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
Virginia Tech	Adolescents' Exposure to and Interactions with Messages About ENDS in Diverse Social Media Formats	\$38,118	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 ECs 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 identify 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, 2023

<b>REVENUES:</b>			
Master Settlement payments (Note 6)			\$11,671,993
Interest Income (Note 6)			\$392,150
* Proceeds from securities lending transactions (Note 1-B)			\$87,598
Grants and other revenues (Note 6)			\$388,569
<b>Total Revenues</b>			<b>\$12,540,310</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)	\$1,542,386		-1,542,386
Depreciation Expense (Note 3)	\$0	\$0	0
Expenses for Securities Lending (Note 1-B)	\$87,598	\$0	-87,598
Grant Expenses	\$379,281	\$0	0
Marketing (Note 4-C)	\$4,166,585	\$0	-4,166,585
Program Expense (Note 8)	\$4,188,738	\$0	-4,188,738
Research and Evaluation (Note 9)	\$1,188,974	\$0	-1,188,974
Obesity (Note 8)	\$1,308,138	\$0	-1,236,979
Inter-Agency Expenses (Note 10)	\$65,000	\$0	0
State General Fund Transfers Out (Note 11)	\$86,844	\$0	-86,844
<b>Total Expenditures</b>	<b>\$12,877,386</b>	<b>\$0</b>	<b>-12,877,386</b>
Excess (deficiency) of revenue over expenditures			-337,076
Fund Balance/Net Assets, July 1, 2022		**	20,008,545
Fund Balance/Net Assets, June 30, 2023			22,642,320
*reflects \$8019 restatement			

## 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. 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 2023



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