



Annual Report

2025





From Our Executive Director

The Virginia Foundation for Healthy Youth (VFHY) remains firmly committed to addressing the two leading causes of preventable death: tobacco use and obesity—while also confronting the growing challenge of substance use.

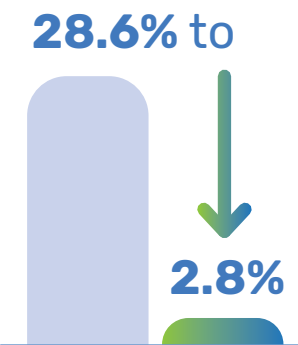
Virginia’s success with addressing high school smoking rates (a drop from **28.6% to 2.8%**), has led us to be a perfect fit to run the only statewide youth prevention marketing campaign for cannabis products. With a legal retail market on the horizon, youth are at risk of using new products found on shelves each year.

Currently, we are seeing products like e-cigarettes that contain nicotine or marijuana (cannabis) and other substances that contain fentanyl and opioids. VFHY continues to educate our grantee network of 100+ on these issues, and fund state-wide public health marketing campaigns that address the ongoing threats to public health.

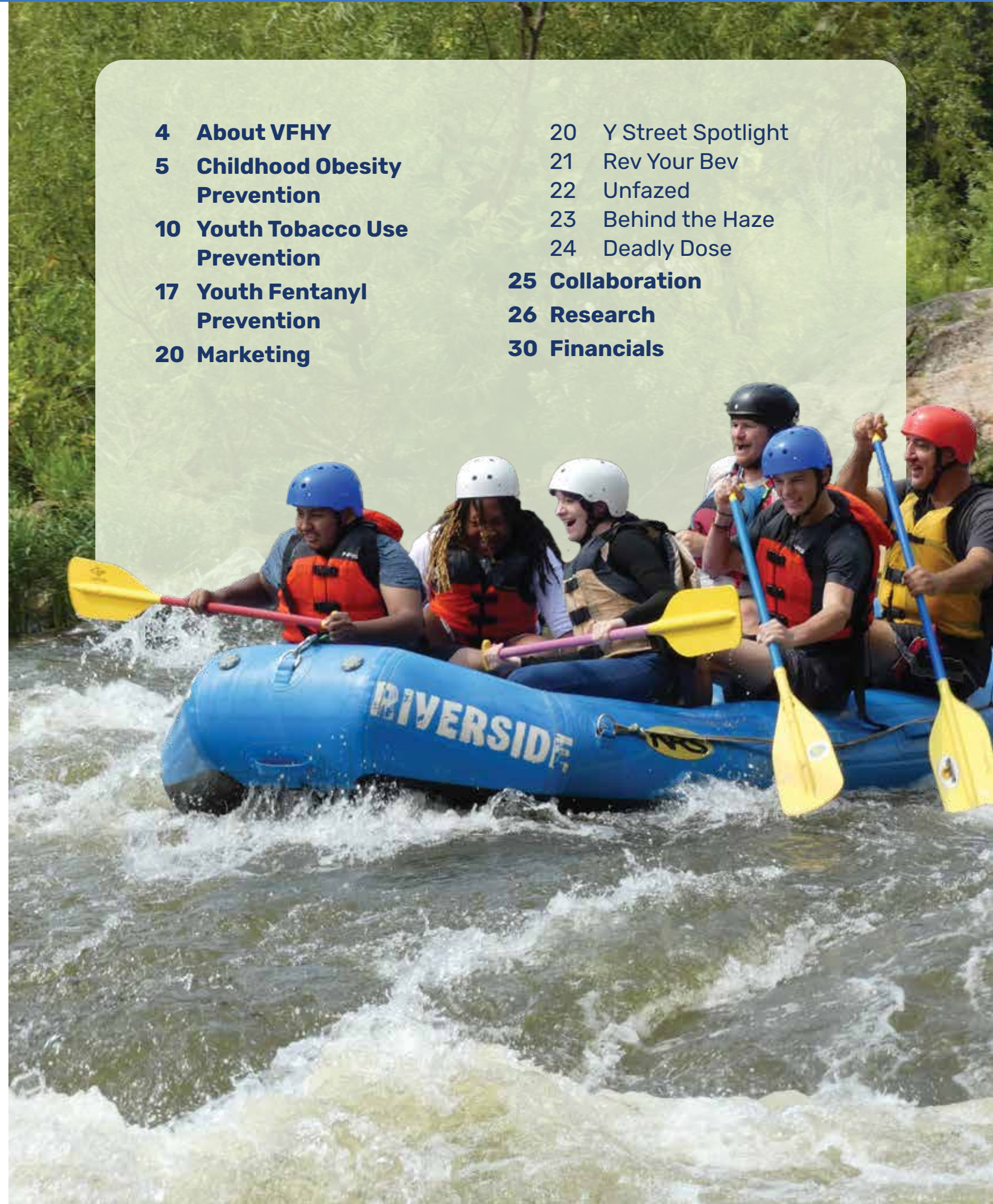
After celebrating our 25th anniversary, staff and the Board of Trustees began work on a new strategic plan which will be developed and implemented in Fiscal Year 2026. VFHY looks to continue collaborating with other public and private partners to empower youth to make healthy choices and will remain a great steward of the funds received from the Tobacco Master Settlement Agreement.

Marty H. Kilgore
 Marty Kilgore
 VFHY Executive Director

Since 2000, high school smoking rates in Virginia have dropped from



- 4 About VFHY
- 5 Childhood Obesity Prevention
- 10 Youth Tobacco Use Prevention
- 17 Youth Fentanyl Prevention
- 20 Marketing
- 20 Y Street Spotlight
- 21 Rev Your Bev
- 22 Unfazed
- 23 Behind the Haze
- 24 Deadly Dose
- 25 Collaboration
- 26 Research
- 30 Financials



On the Cover: Pictured is the Y Street Leadership Team Executive Board, at Capitol Square. Members from left to right: Faith Wu, Tabb HS; Anissa Morfa, Vice President, Willam Fleming HS; Christine Huelquist, Granby HS; Ami Badiye, President, Ocean Lakes HS; Joy Bell, Brunswick HS.



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.

Personnel

Marty H. Kilgore
Executive Director

Andrew Sorrell
Deputy Director

Lisa Brown
Regional & Research Grants Administrator (North Region)

Terri-ann Brown
Regional Grants Administrator (Central Region)

Eloise G. Burke
Senior Executive Assistant

Wilma Jordan
Finance & HR Manager

Keely Kiewiet
Public Engagement Manager

Jenny Martin
Regional Grants Administrator (Southwest Region)

Charlie McLaughlin, Jr.
Training and Resource Manager

Michael B. Parsons
Director of Programs

Hannah Robbins Bruce
Marketing Strategist

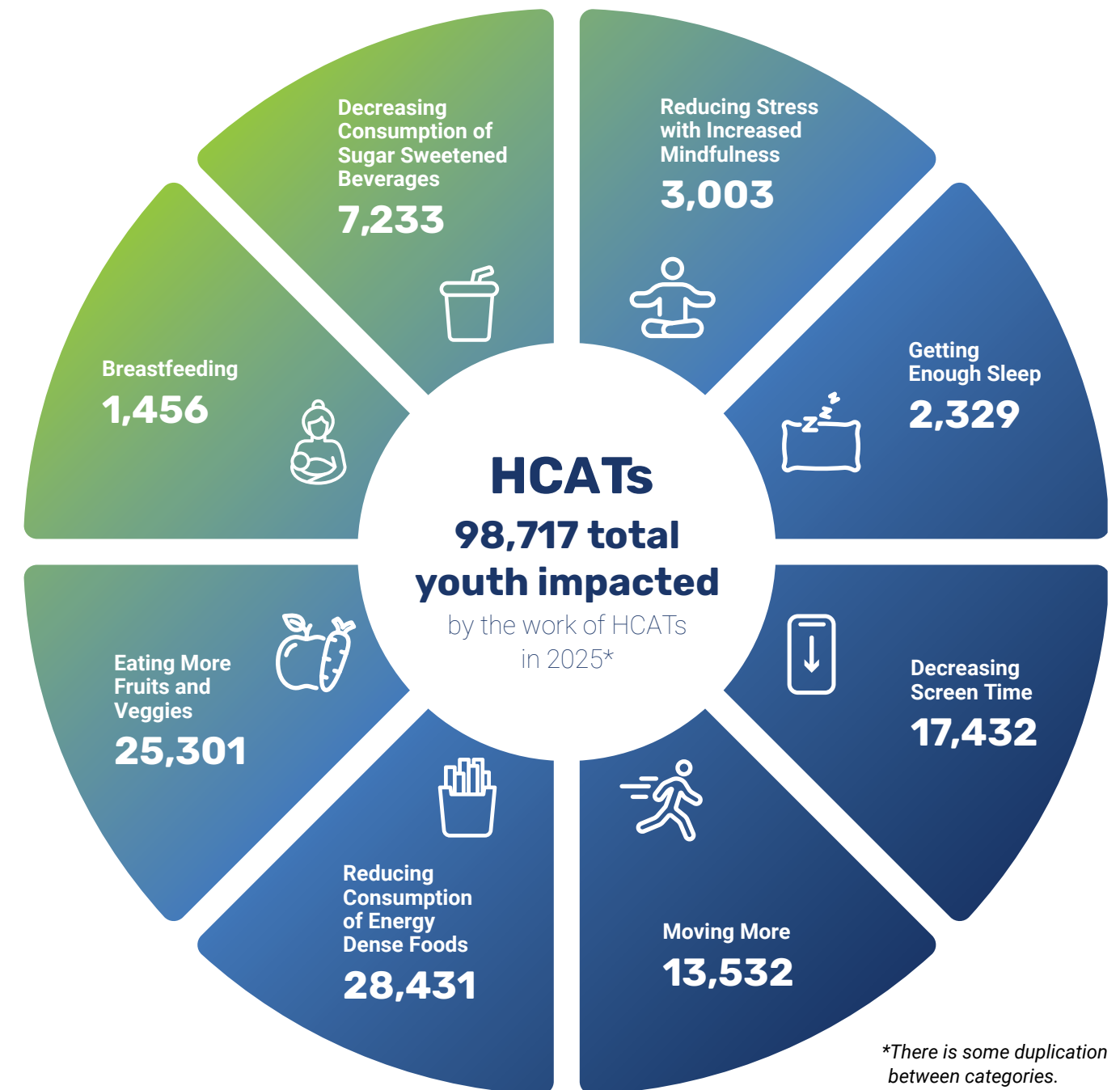
Danny Saggese
Director of Marketing

Brennan C. Smith
Chief Public Information Officer

Judith L. Sparrow
Regional Grants Administrator (Southeast Region)

Healthy Communities Action Teams (HCATs)

In 2025, VFHY funded 30 Healthy Communities Action Teams (HCATs) across the state. These community collaboratives drive policy, systems and environmental (PSE) changes to support eight healthy behaviors (shown in the chart below along with the number of youth impacted) which can prevent and reduce childhood obesity.



GEOGRAPHIC REGION	ORGANIZATION NAME	GRANT PROCESS NAME	PROJECT NAME	2024-25 AWARD
Central	Central Shenandoah Valley Office on Youth	Healthy Communities Action Team Grants	Waynesboro Walk and Wheel HCAT (WWW)	\$33,000
Central	C-Fit Community	Healthy Communities Action Team Grants	C-Fit Community Healthy Community Action Team	\$32,000
Central	Cultivate Charlottesville	Healthy Communities Action Team Grants	Food Justice Network Healthy Community Action Team	\$33,000
Central	Greater Richmond Fit4Kids	Healthy Communities Action Team Grants	Greater Richmond Coalition for Healthy Children	\$32,000
Central	Nurture	Healthy Communities Action Team Grants	#RVAbreastfeeds – Healthy Communities Action Team	\$33,000
Central	Orange County Office on Youth	Healthy Communities Action Team Grants	Orange County Healthy Community Action Team (Orange HCAT)	\$33,000
Central	Page Alliance for Community Action	Healthy Communities Action Team Grants	Page Alliance for Community Action HCAT	\$33,000
Central	Rockbridge Area Community Services	Healthy Communities Action Team Grants	Live Healthy Rockbridge Kids (LHRK)	\$33,000
Central	Sentara RMH Medical Center	Healthy Communities Action Team Grants	Food Security Council	\$33,000
North	Arlington Foundation for Families and Youth	Healthy Communities Action Team Grants	Healthy Community Action Team Arlington	\$31,000
North	Culpeper Wellness Foundation	Healthy Communities Action Team Grants	Culpeper Healthy Community Action Team	\$33,000
North	Fairfax County Health Department	Healthy Communities Action Team Grants	Fairfax Food Council	\$31,000
North	Light of Hope Alliance	Healthy Communities Action Team Grants	Manassas HCAT	\$33,000
North	Loudoun County Health Department	Healthy Communities Action Team Grants	Loudoun Pediatric Obesity Coalition	\$32,000
North	Move2Learn	Healthy Communities Action Team Grants	Move2Learn (M2L) Community Action Team: Out-of-School (OST) Programming for Reducing Child Obesity	\$31,000
North	United Community Ministries	Healthy Communities Action Team Grants	Buckman Loop Healthy Community Action Team	\$33,000
North	Warren County Community Health Coalition	Healthy Communities Action Team Grants	Project WAHOO (Working to Achieve Healthy Outcomes and Opportunities)	\$33,000

GEOGRAPHIC REGION	ORGANIZATION NAME	GRANT PROCESS NAME	PROJECT NAME	2024-25 AWARD
Southeast	Alternatives, Inc.	Healthy Communities Action Team Grants	HCAT-4-MEE	\$33,000
Southeast	Greenville/Emporia Community Health Action Team (CHAT)	Healthy Communities Action Team Grants	Greenville/Emporia Community Health Action Team (CHAT)	\$30,366
Southeast	Old Dominion University Research Foundation - Sponsored Programs	Healthy Communities Action Team Grants	#757Breastfeeds	\$33,000
Southeast	Petersburg Library Foundation	Healthy Communities Action Team Grants	Petersburg HCAT	\$33,000
Southeast	Petersburg Public Library	Petersburg Targeted Grant	Petersburg Public Library Nutrition Literacy Program	\$64,750
Southeast	Suffolk Partnership for a Healthy Community	Healthy Communities Action Team Grants	SEEDS Healthy Foods Community Action Team	\$33,000
Southwest	Child Health Investment Partnership (CHIP) of Roanoke Valley	Healthy Communities Action Team Grants	Trauma Informed Community Approach to Breastfeeding	\$31,650
Southwest	Healthy Floyd	Healthy Communities Action Team Grants	Healthy Floyd	\$33,000
Southwest	Helping Overcome Poverty's Existence (HOPE) Inc.	Healthy Communities Action Team Grants	Wythe/Bland Healthy Community Action Team	\$33,000
Southwest	Local Environmental Agriculture Project (LEAP)	Healthy Communities Action Team Grants	Roanoke Foodshed Network Healthy Community Action Team	\$33,000
Southwest	Prevention Council of Roanoke County	Healthy Communities Action Team Grants	Partnership for Family Wellness Healthy Community Action Team	\$30,310
Southwest	Salem Area Ecumenical Ministries	Healthy Communities Action Team Grants	SAEM Healthy Community Action Team	\$33,000
Southwest	The Salvation Army of Danville VA	Healthy Communities Action Team Grants	Danville Community Action Collaborative: Developing Healthy Lifestyles for Children	\$33,000
Southwest	University of Virginia Cancer Center	Healthy Communities Action Team Grants	Fostering Healthy Behaviors to Reduce Obesity Risk: Tazewell County Public Schools HCAT	\$33,000



From Parking Lot to Pathway How Waynesboro Is Empowering Youth to Move More

In the city of Waynesboro, an unused corner of a parking lot has been transformed into a powerful tool for empowering youth to make healthy choices.

VFHY grantee Waynesboro Walk and Wheel Healthy Communities Action Team works collaboratively with the Safe Routes to School Program and the Central Shenandoah Valley Office on youth to address a common need: reducing and preventing childhood obesity in Waynesboro. Promoting bicycle safety and active transportation is one way Waynesboro Walk and Wheel is working toward this goal.

Physical activity is an effective way to reduce and treat childhood obesity, and walking or cycling to school is an

easy way for kids and teens to get daily exercise. In addition to the physical health benefits, an active commute has excellent effects on a child's mental health and academic performance. Research has found that students who walk or cycle to school experience enhanced concentration, and there's a wealth of evidence proving exercise's power to improve mental health.

But many kids and teens in Waynesboro don't get to experience these benefits. A number of factors make it difficult for youth to practice active commutes, including insufficient bike lanes, early school start times, and a car-centric culture.

Enter the traffic garden. A traffic garden is a small streetscape where children and new cyclists can learn to bike and practice road safety skills. It is set away from the road, usually in a parking lot or park, and includes features like traffic signs, intersections, and roundabouts to help new bike riders build confidence and gain experience.

Waynesboro's new traffic garden was years in the making. The Central Shenandoah Valley Office on Youth approached the Waynesboro Parks and Recreation Department about creating a traffic garden in 2021, but there was not sufficient funding at that time.

But they never gave up on the project, and, about a year and a half ago, the Rotary Club of Waynesboro decided to support the construction of the traffic garden as a special community project to celebrate their centennial. With VFHY grant funding, additional funding from the Rotary Club, and managerial support from the Parks and Recreation Department, the traffic garden was constructed and opened in October 2024. An official ribbon cutting ceremony was held in May 2025.

The traffic garden is aimed at beginning bike riders ages 4-10 years old, though all ages are welcome to use it. It is open to the public, and it can be reserved for special events. It is strategically placed adjacent to the South River Greenway, so young riders can graduate to its two miles of bike trails.

The traffic garden is just one part of Waynesboro Walk and Wheel's bike safety initiative. They recently

launched a mountain biking club at Kate Collins Middle School. Accessibility is at the core of Waynesboro Walk and Wheel's programming. The Office on Youth used some of their VFHY grant funding to purchase fourteen mountain bikes, helmets, and an enclosed bike trailer to support the mountain biking club. This ensures that lack of a bike and/or helmet is not a barrier to participation for any student. Waynesboro Walk and Wheel plans to eventually introduce programming for high school students.

From traffic gardens to mountain biking clubs, Waynesboro is leading the way in empowering youth with tools needed to live healthy lifestyles.



The Office on Youth used some of their VFHY grant funding to purchase fourteen mountain bikes, helmets, and an enclosed bike trailer to support the mountain biking club. This ensures that lack of a bike and/or helmet is not a barrier to participation for any student.



Steve Garon, Safe Routes to School/Healthy Communities Action Team Coordinator at the Central Shenandoah Valley Office on Youth, provided information for this story.

Youth Tobacco Use Prevention Grants

Sixty-five organizations received Youth Tobacco Use Prevention grant funding in fiscal year 2025.

51
Organizations

Youth Development

Fifty-one organizations provided youth tobacco use prevention or cessation instruction to youth across Virginia. This evidence-based instruction takes place over multiple sessions and increases the knowledge and drug refusal skills of thousands of youth each year. These programs are implemented in public schools, after-school programs, community centers, childcare centers and prevention programs across the state.

10
Organizations

Community Innovation

Ten organizations designed and implemented community projects to reduce tobacco, nicotine, and vaping product use among specific youth populations at elevated risk for tobacco or nicotine use.

2
Organizations

Juvenile Justice

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

2
Organizations

Petersburg

Two organizations provided prevention or cessation instruction to young people in the city of Petersburg as one component of the Governor's Partnership for Petersburg Initiative.

Over the past 25 years **over 1.5 million youth** have successfully completed evidence-based youth tobacco use prevention programs through VFHY grants.

GEOGRAPHIC REGION	ORGANIZATION NAME	GRANT PROCESS NAME	PROJECT NAME	2024-25 AWARD
Central	NIA, Inc of Greater Richmond	Community Innovation	Inspire	\$33,000
Central	Orange County Office on Youth	Community Innovation	Orange County Office on Youth - Clearing the Fog - Vanquishing Vaping	\$33,000
Central	Powhatan County Local Government	Community Innovation	Capes Over Vapes: Action-packed evenings of tobacco and vape free cinema.	\$28,180
Central	Substance Abuse Free Environment, Inc. (SAFE)	Community Innovation	#804SmokeFreeRide	\$34,000
Central	The UP Foundation	Community Innovation	The YOGO Healthy Youth Initiative	\$33,000
Central	Chesterfield Juvenile Detention Home	Juvenile Justice Targeted Grant	Chesterfield Juvenile Detention Home LST	\$14,982
Central	Virginia Department of Juvenile Justice / Residential Services	Juvenile Justice Targeted Grant	Bon Air JCC Vaping/Smoking and Fentanyl Prevention Program	\$27,225
Central	Boys & Girls Clubs of Central Virginia	Youth Development	BGCCVA's CATCH My Breath Program	\$53,000
Central	Boys & Girls Clubs of Harrisonburg and Rockingham County	Youth Development	Too Good For Drugs	\$54,000
Central	Chesterfield County Public Schools	Youth Development	Chesterfield County Public School's Botvin Life Skills Training Curriculum	\$53,000
Central	Communities In Schools of Richmond	Youth Development	Communities In Schools of Richmond's (CIS) Rise Above Program	\$53,000
Central	Horizon Behavioral Health	Youth Development	Horizon Behavioral Health and Lynchburg City Schools Collaboration: Too Good For Drugs	\$52,263
Central	Medical Home Plus	Youth Development	Al's Pals for Richmond Head Start and Virginia Preschool Initiative (VPI) classrooms	\$52,458
Central	Page Alliance for Community Action	Youth Development	Page County Public Schools Too Good for Drugs Program	\$8,508
Central	ReadyKids	Youth Development	STAR Kids Program at ReadyKids	\$53,000
Central	Region Ten Community Services Board	Youth Development	Charlottesville Schools Substance Use Prevention Program	\$53,000

GEOGRAPHIC REGION	ORGANIZATION NAME	GRANT PROCESS NAME	PROJECT NAME	2024-25 AWARD
Central	Rockbridge Area Community Services	Youth Development	Rockbridge Area Nicotine and Vaping Prevention	\$53,000
Central	Sentara RMH Medical Center	Youth Development	SRMH Middle School Tobacco/Vape/Nicotine Prevention Project	\$53,000
Central	United Methodist Family Services of Virginia	Youth Development	United Methodist Family Services of Virginia (UMFS)'s Rise Above Program	\$53,000
Central	VCU - Mary Frances Youth Center	Youth Development	Mary and Francis Youth Center (MFYC)'s Rise Above Program	\$53,000
North	Arlington County Community Services Board	Youth Development	Arlington CSB	\$53,000
North	Boys & Girls Clubs of Greater Washington	Youth Development	Boys & Girls Clubs of Greater Washington's Positive Action Program for Fairfax County Clubs	\$52,600
North	Edu-Futuro	Youth Development	Edu-Futuro's Strengthening Families Program	\$53,000
North	Ethiopian Community Development Council, Inc.	Youth Development	ECDC Mambo Program	\$53,000
North	Fairfax County CSB-Wellness and Health Promotion	Youth Development	Fairfax-Falls Church Community Services Board (CSB), Wellness, Health Promotion and Prevention (WHPP)	\$53,000
North	Fairfax County Neighborhood and Community Services	Youth Development	Fairfax County- Neighborhood and Community Services-Culture, Recreation, and Community Connections	\$53,000
North	Light of Hope Alliance	Youth Development	Light of Hope Alliance Don Bosco Center	\$48,010
North	Loudoun County Community Services Board	Youth Development	Loudoun County Life Skills Training Program	\$53,000
North	Northern Virginia Family Service	Youth Development	Northern VA Strengthening Families and Smoking Cessation	\$53,000
North	Northwestern Community Services	Youth Development	Northwestern CSB's SFP 10-14 and Bright Views	\$52,989
North	The Childcare Network	Youth Development	The Childcare Network's AI's Pals Program	\$52,460
North	Verdun Adventure Bound	Youth Development	Fauquier County Too Good For Drugs	\$53,000

GEOGRAPHIC REGION	ORGANIZATION NAME	GRANT PROCESS NAME	PROJECT NAME	2024-25 AWARD
North	Warren County Community Health Coalition	Youth Development	DEALS HOPE	\$53,000
North	Wesley Housing	Youth Development	Wesley Housing's "Building Up Tobacco Free Youth" Program	\$52,991
Southeast	Southside Boys & Girls Club	Community Innovation	Great Futures Start Here: Nix the Nic	\$33,000
Southeast	Petersburg City Public Schools	Petersburg Targeted Grant	Petersburg City Public School's Strengthening Families and CATCH My Breath Programs	\$32,358
Southeast	Petersburg Public Library - Youth Services	Petersburg Targeted Grant	Petersburg AI's Pals	\$53,657
Southeast	Alternatives, Inc.	Youth Development	Alternatives AI's Pals	\$53,000
Southeast	Bacon Street Youth and Family Services	Youth Development	Bacon Street's SFP 10-14 & CATCH My Breath Program	\$53,000
Southeast	Boys & Girls Club of the Northern Neck	Youth Development	Boys & Girls Club Positive Action Program	\$53,000
Southeast	C. Waldo Scott Center for H.O.P.E.	Youth Development	Scott Center's Kickin' It Smoke Free Program	\$36,939
Southeast	Eastern Shore Community Services Board	Youth Development	ESCSB AI's Pals: Kids Making Healthy Choices	\$53,000
Southeast	Family YMCA of Emporia-Greenville	Youth Development	Greenville Elementary School Positive Action Program	\$52,618
Southeast	First Connections (formerly Smart Beginnings Southeast)	Youth Development	First Connections Bright Views Program	\$49,405
Southeast	Horizons Hampton Roads	Youth Development	Horizons' Breath of Fresh Air: Fostering Healthy Tobacco Free Youth Program	\$17,535
Southeast	Middle Peninsula Northern Neck CSB	Youth Development	Promoting Youth Health and Well-Being through the Botvin LifeSkills Training Program (LST)	\$53,000
Southeast	Old Dominion University Research Foundation - Sponsored Programs	Youth Development	Bright Views in Hampton Roads	\$53,000
Southwest	Alleghany Highlands YMCA	Community Innovation	Healthy Highlands Tobacco-free, Vape-free Youth Initiative	\$23,428

GEOGRAPHIC REGION	ORGANIZATION NAME	GRANT PROCESS NAME	PROJECT NAME	2024-25 AWARD
Southwest	People Incorporated of Virginia	Community Innovation	CHIP Tobacco Cessation and Prevention Project	\$31,323
Southwest	Piedmont Community Services	Community Innovation	Promoting Youth Wellness in Henry County	\$33,000
Southwest	Pulaski County, Office of Drug Prevention and Recovery	Community Innovation	Getting Social About Cessation	\$32,913
Southwest	Blue Ridge Behavioral Healthcare	Youth Development	BRBH	\$53,000
Southwest	Bristol Virginia Public Schools	Youth Development	Bristol Virginia Public Schools Too Good for Drugs Program	\$53,000
Southwest	Danville-Pittsylvania Community Services	Youth Development	Al's Pals	\$53,000
Southwest	EO Companies	Youth Development	EO Companies Al's Pals Program	\$53,000
Southwest	Franklin County Public Schools	Youth Development	Franklin County's Tobacco Prevention Program	\$53,000
Southwest	Girls Inc. of Bristol	Youth Development	Girls Inc. of Bristol - Friendly PEERsuasion/Positive Action	\$49,488
Southwest	Highlands Community Services	Youth Development	Highlands Community Services' Youth Development - Too Good for Drugs Program	\$53,000
Southwest	Martinsville City Public Schools	Youth Development	Martinsville City Schools Tobacco Prevention	\$53,000
Southwest	Mt. Rogers Community Services	Youth Development	Mount Rogers Community Services' Too Good for Drugs Program	\$53,000
Southwest	Patrick County Public School	Youth Development	Patrick County Tobacco Prevention Program	\$42,090
Southwest	Planning District 1 Behavioral Health Services	Youth Development	Planning District One Behavioral Health Services/Frontier Health's CATCH My Breath	\$53,000
Southwest	Salem City Schools	Youth Development	SCS VFHY Catch My Breath Vaping Program	\$53,000
Southwest	Smyth County Public Schools	Youth Development	Smyth County's Too Good for Drugs Program	\$50,194
Southwest	Twin County Prevention Coalition	Youth Development	Twin County's Strengthening Families Program (6-11)	\$51,610

Horizons Hampton Roads

Building Healthier Futures for Hampton Roads Youth

The Virginia Foundation for Healthy Youth supports prevention efforts across the Commonwealth that are rooted in research, accountability, and community trust. Through three-year Youth Development grants, VFHY supports local organizations in implementing evidence-based tobacco and nicotine prevention curriculums for youth in their communities.

At Horizons Hampton Roads, that investment supports the instruction of the CATCH My Breath program as part of a comprehensive approach to youth development – pairing classroom instruction with healthy alternatives that help students put prevention skills into practice.

“We were seeing vaping become more of an issue with our middle and high school students,” said Dr. Velvet Smith, Executive Director of Horizons Hampton Roads. “VFHY funding gave us the opportunity to choose a program that was scientifically based and that fit our mission.”

Horizons serves youth from kindergarten through high school in Norfolk, Portsmouth, and Virginia Beach, with a focus on long-term academic success, healthy lifestyles, and leadership development. With VFHY support, the organization embedded CATCH My Breath into its existing summer programming for students in grades 5–8, integrating prevention into its broader youth development model rather than treating it as a standalone lesson.

Over two years, approximately 225 students have participated, with more than 100 youth reached in 2025.

That sustained engagement matters. Research shows that delaying first use of nicotine significantly reduces

the risk of long-term addiction and future substance use. A recent randomized controlled trial of CATCH My Breath found that students who received the program had nearly four times lower odds of initiating e-cigarette use by eighth grade compared with peers who did not receive the curriculum. Students also demonstrated stronger refusal skills and more negative expectations about vaping.

Horizons reinforces those lessons by pairing prevention education with healthy alternatives. Summer programming includes swimming, teen fitness classes, bike education, and more – providing positive replacement behaviors and reinforcing decision-making skills.



Horizons Hampton Roads continued:

“We’re not just telling kids what not to do,” Smith said. “We’re helping them practice healthy choices and see what those choices look like in real life.”

High school students play a leadership role, serving as mentors and guest speakers for younger participants. Because many Horizons students return year after year, often spending six or more summers in the program, peer influence becomes a powerful prevention tool.

“Kids listen to other kids,” Smith said. “When prevention messages come from students they trust and look up to, it has a lasting impact.”

Parents have noticed changes as well. Through required grant surveys and ongoing family engagement, parents report improved communication with their children – not only about vaping and tobacco,

but about mental health, peer pressure, and other high-risk behaviors.

For Smith, the success of CATCH My Breath at Horizons reflects the strength of VFHY’s approach: investing in evidence-based prevention while giving grantees flexibility to select from 12 vetted programs that best meet local needs.

“This works because it’s not disconnected from what we already do,” she said. “VFHY gave us the resources to strengthen what was already there.”

As Virginia continues to address youth vaping and nicotine use, community-led programs like CATCH My Breath demonstrate how strategic, accountable investment in prevention can protect young people and support healthy communities across the Commonwealth.



“Kids listen to other kids,” Smith said. “When prevention messages come from students they trust and look up to, **it has a lasting impact.**”

Dangers of Fentanyl Activation Grants

In Fiscal Year 2025, the Virginia Foundation for Healthy Youth established its first ever Dangers of Fentanyl Activation Grant to encourage the implementation of its Dangers of Fentanyl Lesson with youth who are at an elevated risk for exposure to fentanyl. Twenty-Four organizations across the Commonwealth were awarded funding, and as a result more than 10,000 high school students at elevated risk for exposure to fentanyl received the lesson.

When asked, “How likely is it that most of your students learned important information about the dangers of fentanyl after receiving the lesson?” 96% of grantees answered, “Very Likely” and an additional 4% answered “Somewhat Likely.”

FY 25 NUMBERS

38,480

Number of youth who successfully completed an evidence-based youth tobacco use prevention or cessation program.

25,155

Number of youth who successfully completed VFHY’s Nicotine Products Prevention Lesson or Dangers of Fentanyl Lesson.

GEOGRAPHIC REGION	ORGANIZATION NAME	GRANT PROCESS NAME	PROJECT NAME	2024-25 AWARD
Central	World Fitness Dance Academy LLC	Dangers of Fentanyl Activation Grant	“Taking Action Against the Dangers of Fentanyl: Youth Movement”	\$4,000
Central	2 End the Stigma	Dangers of Fentanyl Activation Grant	2 End the Stigma Dangers of Fentanyl Project	\$4,000
Central	Page Alliance for Community Action	Dangers of Fentanyl Activation Grant	Page County Public School's Dangers of Fentanyl Project	\$4,000
Central	House Of Restoration	Dangers of Fentanyl Activation Grant	House Of Restoration Community Development Programs Danger Of Fentanyl Project	\$4,000
Central	SAARA of Virginia	Dangers of Fentanyl Activation Grant	Richmond Metro Area	\$4,000
Central	Henrico Police Athletic League	Dangers of Fentanyl Activation Grant	Henrico Police Athletic/Activities League Dangers of Fentanyl Project	\$4,000
Central	Rockbridge Area Community Services	Dangers of Fentanyl Activation Grant	Dangers of Fentanyl- Rockbridge & Bath County	\$4,000
Central	Amherst County Public Schools	Dangers of Fentanyl Activation Grant	Amherst County High School Dangers of Fentanyl Project	\$4,000
North	Elev8 Today Inc	Dangers of Fentanyl Activation Grant	Elev8 Today Dangers of Fentanyl Project	\$4,000
North	Light of Hope Alliance	Dangers of Fentanyl Activation Grant	Don Bosco Center Fentanyl Awareness	\$4,000
North	King George County Schools	Dangers of Fentanyl Activation Grant	King George County Schools P.A.W.S. - Prevention Awareness with Students	\$4,000
North	Arlington Public Schools	Dangers of Fentanyl Activation Grant	Arlington County Public School's Dangers of Fentanyl Project	\$4,000
North	10-7 Farms	Dangers of Fentanyl Activation Grant	Dangers of Fentanyl Education	\$4,000
North	Fairfax County Neighborhood and Community Services	Dangers of Fentanyl Activation Grant	Fairfax County NCS Fentanyl Education Initiative	\$4,000
Southeast	Petersburg City Public Schools	Dangers of Fentanyl Activation Grant	Petersburg City Public Schools Fentanyl Awareness Project	\$4,000
Southeast	RESET INC	Dangers of Fentanyl Activation Grant	Empowering Youth through Drug prevention and education for safer choices	\$4,000
Southeast	Individuals Making Positive Active Change Together	Dangers of Fentanyl Activation Grant	Safe and Sound	\$4,000
Southeast	Manor High School	Dangers of Fentanyl Activation Grant	Manor Club Events Dangers of Fentanyl Project	\$4,000

GEOGRAPHIC REGION	ORGANIZATION NAME	GRANT PROCESS NAME	PROJECT NAME	2024-25 AWARD
Southeast	Virginia Beach City Public Schools	Dangers of Fentanyl Activation Grant	Turning the Tide: Fentanyl Awareness in Virginia Beach City Public Schools	\$4,000
Southwest	Tazewell High School	Dangers of Fentanyl Activation Grant	Tazewell High School's Danger of Fentanyl Project	\$4,000
Southwest	Patrick County Public Schools	Dangers of Fentanyl Activation Grant	Patrick County Public Schools Addresses the Dangers of Fentanyl	\$4,000
Southwest	Roanoke City Public Schools	Dangers of Fentanyl Activation Grant	Roanoke City School's Danger of Fentanyl Project	\$4,000
Southwest	Danville-Pittsylvania Community Services	Dangers of Fentanyl Activation Grant	Dangers of Fentanyl Project	\$4,000
Southwest	Prevention Council of Roanoke County	Dangers of Fentanyl Activation Grant	Roanoke County Public Schools Dangers of Fentanyl Project	\$4,000



“Building relationships with legislators and local leaders turns my efforts into tangible outcomes and reminds me that the work we do can **create a real difference.**”

– Brook Hayden, Y Street Leadership Team Member

Since 2004, the Virginia Foundation for Healthy Youth’s youth engagement program, Y Street, has trained over 12,000 teens to lead initiatives that build healthier schools and communities. Each year, a select group of these youth is chosen to join the Y Street Leadership Team (YSLT), demonstrating the passion, commitment, and leadership skills essential to the program’s success.

Brooke Hayden, a senior at King George High School, has emerged as a dedicated and thoughtful leader whose advocacy reflects confidence and purpose. Over the past three years, Brooke has participated in 65 unique activities across Y Street’s two campaigns: Rev Your Bev and Share The Air, showcasing her deep and sustained commitment to youth-led health advocacy in Virginia. Her grassroots efforts include leading 26 meetings with nutrition directors, wellness committees, school board members, park directors, and city and town councils. These meetings have fostered meaningful discussions that drove critical decisions, shaped policies that improve community health, and amplified youth voices among local and state leaders. Through Y Street, Brooke has learned that advocacy is most effective when young people are included in decision-making spaces. She explains, “Building relationships with legislators and local leaders turns my efforts into tangible outcomes and reminds me that the work we do can create a real difference.”

In January 2025, at the Virginia Foundation for Healthy Youth’s annual Virginia Healthy Youth Day, she met with her state representatives, sharing her experiences

in Y Street and solidifying the role of youth as catalysts for positive change. During a meeting with Delegate Hillary Pugh-Kent, she stood out and received a rare invitation to the signing of HB 1910 and SB 1289 in March. Observing the bill signing allowed Brooke to witness firsthand how youth-led advocacy can translate into concrete policy outcomes, marking a full-circle moment from engagement to action.

Additionally, Brooke has played an instrumental role in sustaining member engagement and momentum around Y Street’s campaigns and program goals. She has supported and helped lead numerous youth training sessions, member meetups, and school-based events and weeks of action in her school and community, ensuring her peers remain involved and motivated. She understands that sustained involvement requires creativity and relevance, particularly when working with youth. As she puts it, “Keeping members engaged means meeting young people where they are and making advocacy exciting and relatable.” Y Street achieves this by using creative, youth-led activities that help members feel confident and engaged. By embracing youth-focused strategies, she helps ensure that Y Street is relevant, engaging, and empowering for all members. “Being a leader in Y Street means creating an environment where everyone feels supported and confident in using their voice,” she states. “I’ve learned that building a movement starts with uplifting others and ensuring that every member feels like a leader too.” This mindset has made her a trusted peer and role model within her school and the broader Y Street community.

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 2025 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 childcare 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. Rev Your Bev also released its first ever, original children’s book “Sip, Sip, Hooray!” More than 35,000 children participated in the 2025 Rev Your Bev Week. Since 2013, more than 300,000 children and youth have participated in more than 5,000 Rev Your Bev events held across the state in classrooms, early childhood centers, and community centers.



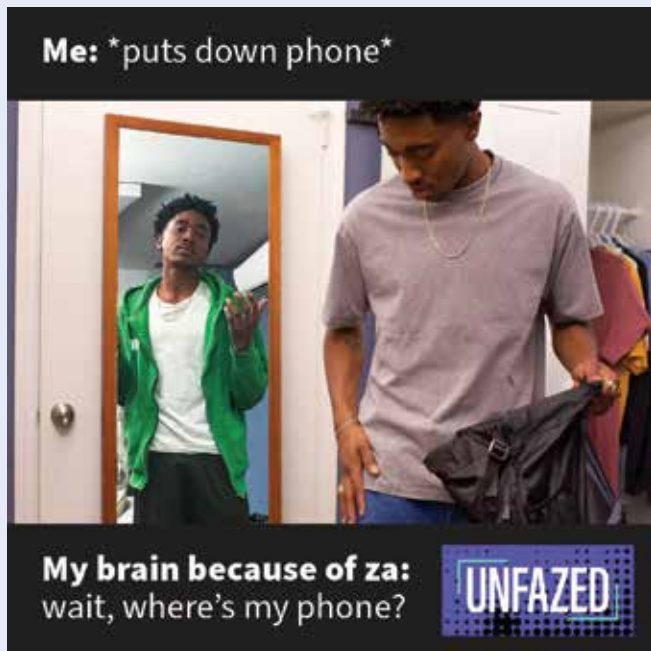
500+ classroom toolkits distributed

35,000 children participated in Rev Your Bev week

300,000+ youth have participated in more than 5,000 Rev Your Bev events since 2013



UNFAZED



Since 2022, VFHY's health communications brand for cannabis prevention, Unfazed, has implemented statewide messaging that informs youth about the harms of cannabis use. The goal of Unfazed is to provide teens with accurate information about cannabis, which helps inform their decision to not use. While the growing cannabis landscape can be challenging to navigate, Unfazed remains a source for fact-based and accurate information about the risks of cannabis. The 2025 campaign titled "Just Another Problem," focused on everyday life impacts related to learning and memory, coordination, and decision-making. Unfazed delivered cannabis risk messaging on media channels where cannabis use is normalized. This includes social media platforms, streaming services, and online video content. "Just Another Problem" messaging reached more than 500,000 youth between 2024 and 2025.

"Just Another Problem" messaging reached more than 500,000 youth between 2024 and 2025.

BEHIND THE HAZE

Behind the Haze continues to reach more than **900,000 youth and young adults** ages 13-24 in Virginia annually.

In 2024-25 VFHY released three health communications campaigns under the Behind the Haze brand, delivering educational messaging about vaping's impact on mental health, physical health consequences of vaping, and addressing youth misperceptions of the risks of vaping nicotine. The first campaign of 2024, titled "Bye Vapes" highlighted how nicotine in vapes changes the brain to need more nicotine. The second 2024 campaign, "More Stress for What," emphasized that vaping doesn't solve the root cause of problems and can make stress worse. In 2025, the campaign "Oversharing" launched, which aimed to prevent initiation of vape use by disrupting the positive association of sharing a vape. Behind the Haze's social media presence is intended to reach Virginia youth on the media platforms they already spend time on, which brings visibility to the message and maintains a strategic approach to reaching youth in a relatable format. Through this strategy, Behind the Haze continues to reach more than 900,000 youth and young adults (ages 13 -24) in Virginia annually.





In 2024, VFHY completed the largest youth research initiative to address the fentanyl crisis in Virginia. Through statewide quantitative and qualitative data collection, VFHY gained insight on teens' knowledge, attitudes, and behaviors surrounding fentanyl. Through this formative research process, VFHY gained a deeper understanding of Virginia youth's risk perceptions of a fentanyl-related drug overdose. These findings informed a new health communications brand to address this issue, Deadly Dose. With funding from the Virginia Opioid Abatement Authority, Deadly Dose launched the first of three message packages in March 2024 titled "Pop Quiz." Messaging introduced facts about the toxicity of fentanyl, how difficult it is to detect, and how common overdose was in Virginia. VFHY launched a second campaign at the same time as "Pop Quiz" called "Timer" which discussed how quickly a fentanyl overdose can occur. In September 2024, Deadly Dose's campaign "Overdose Stories" launched to bring to life the heartbreaking reality behind the fentanyl facts introduced by the first campaign. Deadly Dose has reached approximately 1.2 million youth and young adults (ages 13 -24) with education and messaging that prevents accidental fentanyl poisoning and fatalities.



IT ONLY TAKES ONE

About the Initiative

The mission of It Only Takes One (IOTO) is to address the fentanyl crisis through conversation, awareness, and partnerships.

This partnership between the Virginia Foundation for Healthy Youth, the Office of the Attorney General, and the Office of the First Lady began in the previous fiscal year with a Pilot in Roanoke. Familiarity with fentanyl in Roanoke increased by 12% among parents who saw ad content, and they reported being 55% more likely to initiate a conversation with their children about the deadly opioid. Over 500 adults signed the It Only Takes One pledge to talk to a teen about fentanyl before summer 2024.

The success of the Pilot led to the launch of It Only Takes One statewide to drive statewide awareness and begin conversations around the risks of fentanyl among Virginia's youth. The initiative strives to warn its primary audience of parents and caregivers that "it only takes one."

Short-Term Results

59%
reduction
in fentanyl-related
overdose deaths today
compared to 2022

Together with public and private partners, these efforts helped drive a 59% reduction in fentanyl-related overdose deaths today compared to 2022 when five Virginians died every day from fentanyl.

PUBLIC AWARENESS EFFORTS



217M Impressions
1M Views
Earned Media Coverage



393,803 clicks
to IOTO website Paid Media Coverage



163 Ambassadors
Fentanyl Family Ambassadors across Virginia and 34 College Ambassadors across 11 campuses



742,000
Total Website Views
for Public Service Announcement. Website averaged 2,000 visitors a day.



Engaging Virginia Youth and Community in Designing LGBTQ+ Inclusive Vaping Prevention Interventions

George Mason University

Principal Investigator(s): Rima Nakkash, DrPH, MPH, Interim Chair and Professor, Global and Community Health, Kenneth W. Griffin, PhD, MPH, Professor, Global and Community Health

Collaborating Partners: Lehigh University, George Mason University LGBTQ+ resource center

Fiscal Year 2025 Award Amount: \$150,000

The overall aim of this project is to develop inclusive evidence-based vaping prevention interventions for lesbian, gay, bisexual, transgender, and queer (LGBTQ+) underage youth in Virginia using a community engagement approach. Collaboration with LGBTQ+ youth organizations will be at the center of this project, specifically engaging self-identified LGBTQ+ underage youth (aged 14-17 years) in

Virginia to co-create interventions suitable for them and their peers. The premise is that designing culturally adapted and LGBTQ+ inclusive vaping prevention interventions for underage youth in Virginia is a critical step in reducing vaping behavior among this population. The goal is to identify existing evidence-based interventions and systematically adapt them with community input, so they are LGBTQ+ inclusive. This project will encompass formative research with community key experts and LGBTQ+ underage youth, a literature review of the risk and protective factors for vaping, and a scoping review of evidence-informed interventions. Subsequently, the researchers will tailor the most promising evidence-based interventions to be inclusive to address the key risk and protective factors for LGBTQ+ underage youth, documenting the adaptation process for future piloting and potential scaling up throughout Virginia and nationwide.

Innovating and Implementing Youth Tobacco Prevention in Virginia (Artificial Intelligence driven e-cigarette cessation tool)

George Mason University

Principal Investigator(s): Hong Xue, PhD, Associate Professor, Department of Health Administration and Policy, College of Public Health

Collaborating Partners: Virginia Commonwealth University, Tobacco Free Alliance of Virginia, Truth Initiative

Fiscal Year 2025 Award Amount: \$150,000

In this new era of personalized public health, there is a pressing need for the development and implementation of innovative, evidence-based interventions that incorporate technological advances in targeted communication to ensure that intervention efforts are personalized, timely, and effective. The overarching goal of this research is to comprehensively assess and evaluate the existing youth electronic cigarette (EC) prevention/cessation programs in the US, and develop an innovative artificial intelligence (AI) powered just-in-time adaptive intervention (JITAI). The specific aims are 1) to develop an AI-powered just-in-time adaptive EC cessation intervention tailored to youth in Virginia, and 2) to evaluate and improve the acceptability, usability, and sustainability of the AI powered JITAI for youth in Virginia. The project will leverage the forefront of technological innovation, utilizing generative AI and state-of-the-art immersive technologies, integrating with novel just-in-time adaptive intervention strategies, to tackle the pressing public health issue of EC/tobacco use among the youth in Virginia.



Improving Approaches to Youth Vaping Prevention and Cessation in the Educational Setting

Old Dominion University

Principal Investigator(s): Paul T. Harrell, PhD, Associate Professor, Pediatrics, Community Health and Research, Amy Paulson, MPH, Instructor, Pediatrics, Community Health and Research

Collaborating Partners: Consortium for Infant and Child Health (CINCH), Children's Hospital of the King's Daughters (CHKD), and the Student Support Services for Norfolk Public Schools (NPS).

Fiscal Year 2025 Award Amount: \$150,000

This research project will assess current practices by school systems for addressing vaping, including tobacco, cannabis, and poly-use. The researchers will convene an educational task force at a district level to enhance understanding of current practices and how to intervene, including available alternatives to suspension models. In addition, they will conduct interviews and surveys of school personnel. Subsequently, they will develop and implement an alternative plan for schools to respond more effectively to students who vape. Evidence-based supports for assessment, prevention, cessation and discipline may include educational materials; alternatives to suspension programs; improved effective disciplinary processes; and school staff training to increase expertise in addressing substance use. Evaluate effectiveness and acceptability of the alternative plan to address vaping in schools. The researchers will monitor and evaluate the implementation of disciplinary alternatives in the school setting.



Chemical Characterization of Confiscated E-Cigarette Products in School Systems Across Virginia

Virginia Commonwealth University

Principal Investigator(s): Michelle Peace, PhD, Professor, Department of Forensic Science

Collaborating Partners: VCU Departments of Psychology and Pharmacology and Toxicology, School systems across Virginia

Fiscal Year 2025 Award Amount: \$148,070

The chemical analysis of vaping products collected in Virginia’s school systems is a deliberate and practical measure to know exactly what minors have access to and are consuming. The data from vaping products confiscated in schools will be organized by Virginia’s health planning regions. The analyses will reveal

children’s exposure to toxic chemicals and pharmacologically compounds, including nicotine, cannabinoids, and other substances commonly used to adulterate vaping products. The research can also reveal access pipelines of devices and substances to children. The goal of this surveillance project over three years will provide health professionals, school administrators, and other community stakeholders information to implement informed educational programs, substance use treatment and prevention, policies, and legislation to protect children. It will also provide a mechanism to measure the success of education and interdiction programs, policy changes, and real-time changes in substance use by children.



Developing a Policy Toolkit to Regulate Tobacco Retail Outlet Density in Virginia

Virginia Commonwealth University

Principal Investigator(s): 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, Morgan Snell, PhD, MPP, Assistant Professor, Graduate Program Director, Dept. of Health Policy, School of Public Health

Collaborating Partners: East Carolina University, Virginia Department of Behavioral Health and Developmental Services (DBHDS), the Virginia Association of Zoning Officials (VAZO), Massey Cancer Center’s Health Communication & Digital Innovations

Fiscal Year 2025 Award Amount: \$150,000

Virginia is one of seven U.S. states that does not require licensure for TRO and restricts localities from emptying state law by requiring licensure. The goal of this project is to help the 95 counties and 38 independent cities in Virginia and the other six U.S. states without tobacco retail outlet (TRO) licensure actively utilize commercial zoning regulations to reduce youth access to nicotine and tobacco. Through methods such as geospatial analysis, conceptual mapping, and development of a web-based toolkit, the study team will 1) analyze the extent to which vape shops are clustering around priority populations such as youth, 2) identify zoning opportunities that could be modeled and adapted to fit the needs of Virginia localities, and 3) disseminate findings directly to stakeholders by developing a tobacco commercial zoning policy toolkit to increase local policies effectively using zoning to reduce TRO density and youth access.

The Virginia Youth Tobacco Projects Research Coalition

Virginia Commonwealth University

Principal Investigator(s): Caroline O. Cobb, PhD Associate Professor of Psychology Director, Health Psychology

Collaborating Partners: Old Dominion University, University of Virginia, James Madison University, George Mason University, Virginia Tech, William & Mary, Virginia Department of Health, and Henrico Too Smart 2 Start coalition

Fiscal Year 2025 Award Amount: \$156,122

The Virginia Youth Tobacco Projects Research Coalition advances youth tobacco use prevention through an integrated program of basic and applied research, research translation and dissemination. The goals of the VYTP are to: attract new faculty to work on problems of adolescent tobacco use; facilitate the development of multi-university, multi-disciplinary collaborations in carrying out the VFHY research program; disseminate the results of adolescent tobacco use research to other researchers, policy-makers, practitioners/prevention specialists, and other community members; use VFHY sponsorship to leverage additional funding for youth tobacco research; and, promote the translation of research findings into improved prevention services and tobacco control policies.

Virginia Foundation For Healthy Youth Statement of Activities and Changes in Fund Balance for the Fiscal Year Ended June 30, 2025

REVENUES	
Master Settlement payments (Note 6)	9,874,433
Interest Income (Note 6)**	849,426
Proceeds from securities lending transactions (Note 1-C)*	77,983
Grants, Reimbursables and other revenues (Note 6)	4,507,680
Total Revenues	15,309,522

EXPENDITURES	EXPENSES	ADJUSTMENTS	NET (EXPENSE) REVENUE AND CHANGES IN NET ASSETS
Tobacco Settlement Expense:			
Depreciation Expense (Note 3)	0	0	0
Expenses for Securities Lending (Note 1-C)	77,983	0	-77,983
Grant Expenses (Note 4-C)	105,000	0	0
Marketing (Note 8)	7,337,779	0	-7,337,779
Program Expense (Note 8)	3,860,482	0	-3,860,482
Research and Evaluation (Note 9)	1,746,155	0	-1,746,155
Obesity (Note 8)	1,484,235	0	-1,484,235
Inter-Agency Expenses (Note 10)	65,000	0	-65,000
State General Fund Transfers Out (Note 11)	74,924	0	-74,924
Total Expenditures	16,319,816	0	-16,319,816

Excess (deficiency) of revenue over expenditures	-1,010,294
Fund Balance/Net Assets, July 1, 2024***	22,136,619
Fund Balance/Net Assets, June 30, 2025	\$21,126,325

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.

** Total includes MSA interest and LGIP earnings. Please note \$178,164 of the Investment-Other showing in Cardinal was FY24 earnings. FY25 earned an additional \$300,994.76 of which \$47,382 did not get recorded in Cardinal until after FY25 closing. Total actual balance of Investments-Other should be \$6,479,159.53 in Cardinal

*** Total includes restatement for adjustments of a prior year invoice/payment and leave liability per GASBS 101





Established in 1999 by the Virginia General Assembly, the Virginia Foundation for Healthy Youth (VFHY) empowers Virginia's youth to make healthy choices.

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