

Tobacco's Toll in Virginia

- High school students who smoke: 66,400
- Kids under 18 who become new daily smokers each year: 8,100
- Virginia kids alive today who could die early from smoking: 152,000
- Packs of cigarettes bought or smoked by kids each year: 15.2 million
- Adults who die from their own smoking each year: 9,200
- Statewide annual health-care costs from smoking: \$2.08 billion
- Residents' annual state and federal tax burdens from smoking-related government spending: \$570 per household

Obesity in Virginia

- Children ages 10 to 17 who are overweight or obese: 266,648
- Adults who are overweight or obese: 3.57 million
- Children ages 6 to 17 engaging in physical activity 0-3 days a week: 478,497
- Obesity-related deaths (U.S.): 300,000
- Statewide annual health-care costs related to obesity: \$1.6 billion
- Residents' annual state and federal tax burdens from obesity-related government spending: \$222 per household

Helping Kids Make Healthy Choices

VTSF
VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

Youth Tobacco-Use Prevention & Reduction

VIRGINIA
YOUTH OBESITY
PREVENTION

vyop

Childhood Obesity Prevention & Reduction

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Did you know that tobacco use and obesity are the leading causes of preventable death in the United States?

Who We Are/What We Do

Established in 1999 by the Virginia General Assembly, the Virginia Foundation for Healthy Youth promotes healthy living habits and reduces and prevents youth tobacco use and childhood obesity statewide. VFHY receives no taxpayer funds. Its roughly \$12 million annual budget comes from a 10 percent share of Virginia's yearly payments from the nation's major tobacco manufacturers through the Master Settlement Agreement (MSA).



We Get Results

Since we began working with youth in 2001, the number of high school students who smoke in Virginia has been cut almost in half, from 28.6 percent to 15.5 percent, well below the national average.

Tobacco Use Prevention

Tobacco use kills more Americans every year than AIDS, alcohol, car accidents, murders, suicides, illegal drugs and fires combined. More than 90 percent of adult smokers started before age 18, usually as young as 13 or 14. And research shows that adolescents can become addicted to nicotine in as little as a few weeks by taking just a few puffs on a cigarette every other day.



Richmond

VFHY takes a comprehensive approach to preventing and reducing youth tobacco use. Our classroom-based prevention programs directly reach about 141,000 children through almost 100 statewide grantees, including public schools, preschools, worship centers, community centers and after-school programs. Our grants employ 435 full-time positions and 1,252 part-time positions across the Commonwealth, mostly teachers.

Additionally, our award-winning, multimedia "Y do u think" ad campaign reaches more than 600,000 children statewide each year through TV and radio commercials and Internet content.

VFHY also funds cutting-edge research into youth tobacco-use prevention at Virginia's major state universities. We also prevent youth tobacco use by providing funding to the state Department of Alcoholic Beverage Control to conduct more than 300 retailer compliance checks per month, ensuring that retailers don't sell tobacco products to underage buyers.

Obesity Prevention

Due to our outstanding success at reaching young people and preventing youth tobacco use, the General Assembly gave VFHY responsibility for childhood obesity prevention in 2009. Almost 31 percent of children in Virginia are obese or overweight. This leads to serious, lifelong health problems like Type 2 diabetes, a disease that until recently was almost exclusively limited to adults. Much as we began our work on tobacco-use prevention a decade ago, we are in the early stages of researching childhood obesity, gathering empirical baseline data on the problem, its causes and youth attitudes toward it, so that we can strategize how best to combat it in Virginia. VFHY has also launched a pilot program in Southeast Virginia, encouraging exercise among at-risk urban African-American teens.

Fairfax County



Virginia Youth Tobacco Survey

Working in conjunction with the CDC, the Foundation commissions a survey every two years to assess youth tobacco use in Virginia. Since 2001, smoking among Virginia high school students has been cut nearly in half (see below). Smoking among middle schoolers has fallen from 10.6 percent in 2001 to 4.6 percent today.



SOURCES: Virginia Youth Tobacco Survey, 2001-2007, Virginia Tobacco Settlement Foundation; National Youth Risk Behavior Surveys, 2001-2007, Centers for Disease Control and Prevention (CDC).