



8th Annual Grantee Training Conference

Empowering the Youth of Virginia to Choose Not to Use Tobacco

October 7 – 8, 2009

Downtown Richmond Marriott
500 East Broad Street
Richmond, VA 23219
Phone: (804)643-3400



Click here to
Register Online
by September 28th

**The Virginia Tobacco Settlement Foundation,
a division of the Virginia Foundation for Healthy Youth,
invites you to attend our 8th Annual Grantee Training Conference
Oct. 7 – 8, in Richmond, VA**

*Celebrating the Past
Embracing the Present
Envisioning the Future*

It's hard to believe it has been 10 years since the Virginia General Assembly created the Virginia Tobacco Settlement Foundation (VTSF) to lead the statewide effort to reduce and prevent youth tobacco use. At that time, 28.6 percent of Virginia high school students were smokers, a little more than the national average. Ten years later, just 15.5 percent of Virginia high school students smoke, far less than the national average of 20 percent!

VTSF could not have made this tremendous progress without the efforts of our program grantees. You directly bring tobacco prevention and cessation programs to more than 60,000 children each year in schools, community centers and faith-based groups across the Commonwealth, making a difference in every one of these lives.

Entering our second decade, VTSF has become a division of the newly-created Virginia Foundation for Healthy Youth (VFHY). In addition to continuing to teach kids about the dangers of using tobacco products, VFHY will lead statewide efforts to combat childhood obesity, teaching children how to eat healthy and lead fit, active lives. This year's conference will conclude with a preview of VFHY's initiatives and opportunities for obesity reduction and prevention in your communities.

This year's VTSF grantee conference is the place to gather new tools to enhance and sustain the tobacco-use prevention/cessation programs within your community. In these tough fiscal times, many of the sessions at this year's annual grantee conference will focus on helping you achieve sustainability, including: Keepin' it Going: Program Sustainability Through Tough Economic Times; Media & Legislative Outreach; Creating a Prevention-Based Culture in Your Workplace; Where's the Money? It's in Grants.gov; and Sustaining Virginia's Tobacco Control Efforts.

Prevention work may be difficult when funding is tight, but its value can still be measured in lives saved, which is the most precious currency of all. Join us as we celebrate the success of the past 10 years, embrace our current plans and envision a healthy, tobacco-free future for all Virginia youth!



Tuesday, October 6, 2009

6:00 p.m. – 8:00 p.m.
Pre-registration

Wednesday, October 7, 2009

7:30 a.m. – 8:45 a.m.
Registration & Continental Breakfast
• Exhibits & Vendors

9:00 a.m. – 10:15 a.m.
Welcome & Keynote Address
• Tobacco Control: Where We Were, Where We Are and Where We're Going – A Litigator's Perspective
Sharon Eubanks
Former Prosecutor, U.S. Department of Justice

10:30 a.m. – 11:45 a.m.
Break Out Session I
• The Power of Youth: Developing Youth Advocates in the Prevention Community
• Teen Tobacco Use Cessation: What Works, What's There, What's Next
• Keepin' It Going: Program Sustainability Through Tough Times
• Youth Tobacco Purchase, Use and Possession (PUP) Laws – The Impact of Local Enforcement

12 noon – 1:30 p.m.
Luncheon, Plenary Session
Youth Advocate and Smoke-Free Business of the Year Awards Presentation

1:45 p.m. – 3:00 p.m.
Break Out Session II
• Working with At Risk Youth – Putting the Pieces of the Puzzle Together
• Fidelity Based Adaptations for Prevention Programs
• Your Brain on Butts and Other Drugs: The Good, The Bad, and The Ugly

• Pre-Schoolers – What Stresses Them Out and How You Can Help

3:15 p.m. – 4:30 p.m.
Break Out Session III

- Media & Legislative Outreach: Let Them Know Your Kids are Worth It!
- A Healthy Place to Work: Creating a Prevention Based Culture in Your Workplace
- Kids and Chemicals – What Adults Need to Know
- FB, TXT, and Tweets: How Youth Communicate Today

5:00 p.m. – 6:30 p.m.
Networking Reception, Exhibits, Vendors

Thursday, October 8, 2009

7:30 a.m. – 8:45 a.m.
Registration & Breakfast Buffet

9:00 a.m. – 10:15 a.m.
Plenary Session
• Sustaining Virginia's Tobacco Control Efforts

10:30 a.m. – 11:45 a.m.
Break Out Session IV
• Orbs, Snus, Sticks and Strips: New Tobacco Products
• Where's the Money? It's in Grants.gov!
• Family Based Programs: Ready, Set, Engage
• Teaching Methods and Styles for Managing Learning in the Classroom

12 noon – 1:45 p.m.
Luncheon & Plenary Session

2:00 p.m. – 3:00 p.m.
Mandatory Regional Meetings

3:00 p.m.
Adjourn



Lodging & Other Information

LODGING

A block of rooms has been reserved until September 23, 2009, at a special group rate of \$123/night, plus taxes. Parking will be \$18 daily. To reserve your room at the discount group rate, call (866) 329-1758 and use group code VTSVTSA or [click here](#) to make your reservation online by accessing the Marriott web site. Please make your hotel reservation by September 23, 2009 to guarantee the conference group rate.

DRIVING DIRECTIONS: For driving directions, [click here](#).

NETWORKING RECEPTION

Conference participants are invited to join us on Oct. 7, 2009, for an evening of food, fun, socializing and prizes with colleagues from across the state. Come talk with program vendors, socialize with fellow grantees and sample a variety of hors d'oeuvres and desserts. Don't miss out on the fun!

GRANTEE EXHIBITS

Grantees, here's your chance to show off your program! Sign up as an exhibitor with a static display featuring photos, program accomplishments and new/unique materials. Your fellow grantees will have an opportunity to vote on the best display. Prizes will be awarded to the top three displays! To reserve your exhibit space, please e-mail your request to Judy Link at jlink@healthyouthva.org. Register Soon – Space is Limited!

REGISTRATION

Grantees are allowed to register two staff members for the conference free of charge. Additional staff and organizations not funded through VTSF are welcome to attend and will be charged a registration fee of \$125. The registration fee can be made in the form of a check, purchase order or Interagency Transfer, payable to Virginia Foundation for Healthy Youth.

To register, [click here](#) and complete the online registration form by September 23, 2009. Please mail any required payment to:

Virginia Foundation for Healthy Youth
Virginia Tobacco Settlement Foundation Program Department
701 E. Franklin Street, Suite 501, Richmond, VA 23219
ATTN: Charlie McLaughlin



NOMINATE A YOUTH ADVOCATE & SMOKE-FREE BUSINESS

2009 Virginia Youth Advocate of the Year Award

The **Virginia Youth Advocate of the Year**, sponsored by **Prevention Connections**, will receive a **\$2,500 college scholarship** honoring the recipient's outstanding work as one of Virginia's leading youth advocates for the prevention and reduction of tobacco use. These young people are making a difference in the tobacco control efforts across Virginia, tirelessly working to improve the environment through public education and outreach to policy makers and peers.

Nominees must be high school seniors during the 2009 – 2010 school year. [Click here](#) to complete the nomination form and return it to Prevention Connections by September 4, 2009 for consideration.

2009 Smoke-free Business of the Year Award

The **Smoke-free Business of the Year Award**, sponsored by **Prevention Connections**, honors businesses that demonstrate genuine concern about the health of their staff and clients by implementing smoke-free/tobacco-free policies. If you know of a business in your community that is deserving of this award, [click here](#) to complete the nomination form and return it to Prevention Connections by August 31, 2009 for consideration. E-mailed, faxed or mailed submissions are acceptable.

If you would like to discuss either application or the application process, please call Rita Angelone at (804) 371-2589.

ADDITIONAL INFORMATION

If you have questions about the conference, please contact Terri-ann Brown at (804) 225-3466 or tabrown@healthyouthva.org.



The Power of Youth: Developing Youth Advocates in the Prevention Community

Participants will gain important tools for engaging youth in the community mobilization process. This workshop will focus on strategies to include youth in your community's prevention movement from the onset and how to recruit, train and keep them engaged as community advocates. Youth are a significant sector of the community with a stake in the outcomes of prevention activities. They can be the most successful in reaching their peer group to change norms about alcohol, tobacco and other drug (ATOD) use. Their perspectives are often needed when it comes to planning the best strategies for ATOD prevention. By providing them with prevention knowledge, they are empowered to make a difference in their community as well as their peer group. Youth can be involved in environmental strategies, including changing policies. In addition, they learn vital skills that also make a difference in their own decision-making.

Teen Tobacco-Use Cessation: What Works, What's There, What's Next

This workshop will summarize the contents of a recent comprehensive teen tobacco-use cessation study. In particular, the presenter will summarize the study in terms of recruitment strategies that have been used, overall effects obtained, and treatment effects as a function of length of follow-up, theories used, implementation modalities and number of sessions. Additionally, the presenter will briefly touch on what programs are out there and current ongoing research, including use of contingency management, pharmacologic, information technology, and policy approaches. Participants will obtain a general knowledge of teen tobacco-use cessation, and will understand some key criteria regarding whether a program is likely to work, and how to evaluate these programs.

Keepin' It Going: Program Sustainability Through Tough Times

In these difficult times, many programs are struggling to stay afloat, so in this workshop participants will explore numerous strategies for sustaining their programs and themselves. Through interactive discussion and a unique activity called co-consulting, participants will not only learn some classic principles of sustainability, they will also share their own expertise and take back practical tips. At the end of this workshop participants will be able to articulate multiple strategies for sustainability; share resources for sustainability; and identify problems and strategies in order to solve them for participants' individual programs.

Youth Tobacco Purchase, Use and Possession (PUP) Laws – The Impact of Local Enforcement

Reducing youth access to tobacco products is one of the core components of VTSP's comprehensive approach to reducing tobacco use in Virginia. Federal regulations require States to enforce laws that prohibit any manufacturer, retailer or distributor of tobacco products from selling or distributing to youth. Do you know what Virginia's laws are and how they are enforced? What is the legal age to purchase tobacco products in Virginia? How do Virginia's enforcement activities impact Community Service Board funding? Do PUP laws really work? All of these questions and more will be answered at this session by representatives from the Virginia Department of Alcohol Beverage Control, the U.S. Substance Abuse and Mental Health Services Administration and DuPaul University.

Working with At Risk Youth – Putting the Pieces of the Puzzle Together

Many argue that today's youth face more serious and critical risks than any previous generation. Also many will agree that violence in schools, dropping out of school, deteriorating family structure, substance abuse, alarming media images and gang activity put youth at risk. Young people who have trouble coping with the stresses of life are more likely to abuse alcohol and other drugs, engage in criminal activity, be sexually promiscuous and attempt suicide. Too few young people experience most of the essential building blocks that help them grow into healthy, caring and responsible adults. These building blocks,

Session Descriptions



both external and internal assets, aid us in understanding what young people need, and allow us to focus on solutions rather than problems to ensure that they are getting what they need to succeed. This workshop will help participants develop a working definition and increase understanding of “at-risk” youth. Participants will also explore individual biases and strengths in working with this target group.

Fidelity Based Adaptations for Prevention Programs

The benefit of model programs is that the user can be sure that, if implemented with fidelity, they will achieve the result. However, implementing with fidelity can be a challenge in real-world settings. In this workshop, participants will explore definitions and standards of fidelity, discuss the most common obstacles to fidelity based implementations, identify the fidelity elements of a program that are essential to achieve desired results and explore the types of adaptations and modifications that preserve fidelity while accommodating local contexts.

Your Brain on Butts (and Other Drugs): The Good, The Bad and The Ugly

This workshop will focus on the biological actions of drugs of abuse. The brain is the most important organ in the body; it regulates body functions, it controls consciousness, drives emotions and enables you to act and react to the world around you. Drugs interfere with brain systems that control these important behaviors, in effect hijacking brain systems that control mood, cognition and motivation. By understanding how various brain areas operate in the presence and absence of widely abused drugs, participants will learn how drug use promotes behaviors associated with addiction.

Preschoolers – What Stresses Them Out and How You Can Help

More and more families today are experiencing stress, which impacts even the youngest children. This session will focus on how stress is manifested in preschoolers and coping strategies to help them manage stress. The strategies introduced are age-appropriate and fun, addressing young children’s social-emotional development and physiology. After this session, participants will be able to understand the impact of stressful life events on young children. Participants will also learn the physiology of stress and how to identify common triggers of stress. Finally, participants will learn stress-management life skills for preschoolers.

Media & Legislative Outreach: Let Them Know Your Kids Are Worth It!

In difficult economic times, it becomes more important than ever to engage your community and build support for the important prevention work you do. Getting to know your local lawmakers and reaching out to local news media are important ways to make sure your community leaders value and understand what you’re doing to help children in your area live healthy, smoke-free lives. In this session, participants will learn about building relationships with lawmakers and other key decision makers. Participants will also learn how best to publicize the great work you’re doing with press releases and events crafted to gather media attention. This session will be interactive and discussion-oriented.

A Healthy Place to Work: Creating a Prevention-Based Culture in Your Workplace

In this session, participants will learn some of the current principles of the prevention field. Through interactive techniques, participants will explore prevention frameworks, such as protective and risk factors, and decide how to apply them to their own workplace. Participants will share information about their work and take home practical tips in order to integrate prevention into the everyday world of their own organizations and programs.



Kids and Chemicals – What Adults Need to Know

The drugs are essentially the same, but the culture is very different. And the generation that had the most drug exposure (the “Boomers” – the parents and teachers) knows the least. This workshop takes an informative and humorous look at substance abuse, the drugs children use, how they use them, prescription drug abuse and misuse among youth and the most up-to-date information that parents and educators need to know.

FB, TXT and Tweets: How Youth Communicate Today

This workshop will provide a brief review of the different ways in which youth use technology to communicate. Emphasis will be on the tools and language youth use to communicate. Participants attending this workshop will learn different ways in which youth communicate today (Text, IM, Social Networking Sites). Participants will also learn different ways of identifying the hidden messages in Texts and IMs. Finally, a few examples of ways technology can be used to initiate, maintain and strengthen relationships with youth will be explored.

Orbs, Snus, Sticks & Strips: New Tobacco Products

If these new smokeless tobacco products sound Greek to you, don't miss this session! Tobacco companies continually search for ways to expand their market share and have recently launched several new smokeless tobacco products. These products are novel and different, making them especially appealing to a new generation of replacement tobacco users. This session is designed to help tobacco-use control professionals stay informed of the latest trends in product development and will include a summary of information on dissolvable tobacco products such as orbs, sticks, strips and lozenges. Other new products to be reviewed include snus and e-cigarettes.

Where's the Money? It's in Grants.gov!

Many federal agencies offer grant funding for programs, conferences and community-based research. In this session, you will find out how to wade through the Grants.gov registration process and the Requests for Applications (RFAs) to identify appropriate funding opportunities. You will learn how to find the important parts of those RFAs and tips to structure and write a strong proposal. Finally, you will learn what to do once you receive an award.

Family Based Programs: Ready, Set, Engage!

This workshop is designed to connect the fields of youth development and family education. Because family education is often stigmatized, achieving projected attendance and programmatic outcomes can present challenges. This workshop will address these challenges by examining barriers to conducting family education, such as the marketing, delivery and approach to conducting effective family education workshops. Participants will explore creative ways to engage parents and caregivers and initiate a compelling exchange about parenting and youth development.

Teaching Methods and Styles for Managing Learning in the Classroom

Teachers have preferred teaching styles and young people have preferences in how they learn. When the gap between teaching and learning styles opens up, both the teacher and student can suffer. Students may respond with boredom, inattention, lack of participation and underachievement. Teachers may feel frustrated and unskilled. In this workshop participants will engage in exercises to assess their teaching styles, explore varieties of learning styles and instructional methods that are effective with young learners, and identify a personal teaching skill that they would like to develop in order to bridge the gap.