Virginia Tobacco Settlement Foundation

Annual Report 2004

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Mission Statement

The mission of the Virginia Tobacco Settlement Foundation is to lead a statewide effort to reduce and prevent the use of tobacco products by youth in Virginia.

Greetings from the VTSF Board of Trustees

Rickie Fulcher
Current Chairman
of the Board

Dear Citizens of the Commonwealth:

It is with much pride and humility that I extend greetings to all on behalf of the Virginia Tobacco Settlement Foundation.

Pride based on the accomplishments which have been achieved this past year, humility in the knowledge that these could not have been achieved without the support and dedicated efforts of our staff, Regional Advisory Board, state and local organizations, front-line workers, volunteers, school systems and our children throughout the state for being willing to ask, "Can you tell me why smoking isn't stupid?" and then doing something about it.

Our marketing campaign has released six new 30-second television ads and five new 60-second radio spots this year. This brings us to a total of 23 television and 18 radio ads since our campaign began three years ago. Our "Rant Mobile" has made over 440 visits to over 50,000 Virginia youth. Of those 440 visits, 212 were at the request of program grantees.

Our program department granted renewals to 89 local grantees enabling them to carry on their successful work and awarded grants to 15 new grantees in underserved areas within the state. In addition, the Virginia Department of Alcoholic Beverage Control, with funding from VTSF, continued to control sales of tobacco products to minors. This year enforcement officers reduced the non-compliance rate to 10.2 %.

We continue to support our research committee with limited funding designed to help develop collaboration between our leading Universities and Colleges throughout the state. This consortium has been extremely successful, noting several advances regarding genes that can be linked to nicotine addiction, the impact of comprehensive treatment and prevention programs on smoking rates among high risk youth, a candidate gene which may be used for a screening test to determine their vulnerability for getting cancer, and research utilizing rats related to neuron development and its impact on nicotine addiction in the adolescent development stage.

As is well evidenced, this has been an exciting and fulfilling year, but our work is really only beginning. We have had dramatic results but as with any important task funding is an issue and it is no less with our Foundation. Because of reduced payments by tobacco manufacturers to the Master Settlement Agreement, we are facing reduced funding. VTSF receives 10% of the funds received from the agreement. This level of funding is extremely low when you are utilizing it for the benefit of our children, grandchildren, nieces and nephews.

We need to work together to help increase this percentage for the benefit of Virginia's youth. We have done wonderful things, but where would we be today if we had the additional funding for this noble task. Let's not sell our children short, let's make Virginia a place where they learn that they can grow up breathing freely.

Sincerely,

Rickie E. Fulcher
Chairman
VTSF

Greetings from the VTSF Executive Director

Dear Virginia Citizens;

I am proud to report to you that over the last two years we have made significant progress to reduce youth tobacco use. In June 2004, the Virginia Tobacco Settlement Foundation received the results of the 2003/04 Virginia Youth Tobacco Survey. In comparison to the 2001/02 survey, the 2003/04 survey showed a 28 percent decrease in smoking rates among high school students and a 45 percent decrease among middle school students. This is not only very encouraging news about the decline of youth tobacco usage, but also evidence that the comprehensive approach taken by VTSF is working to reach these youth

Marty H. Kilgore
Executive Director

While this is encouraging news, we still have a long way to go. According to the survey, 21 percent of high school students and 6 percent of middle school students currently smoke.

To that end, the VTSF continues its mission to lead a statewide effort to reduce and prevent the use of tobacco products by youth in Virginia. In this report you will see how the VTSF continues to put this mission into action-from the hundreds of thousands of children reached by our community-based programs to the increased awareness of the "Y" marketing campaign, enforcement efforts by the Department of Alcoholic Beverage Control and continued work by the Virginia Research Consortium. Each facet of the foundation plays an equally important role in helping further the Foundation's mission.

Of course, without the help of the many volunteers, staff and Board members working diligently to carry out the goals of VTSF, none of this would be possible. Each one of these individuals brings something unique to the Foundation that when combined creates a comprehensive approach that continues to be more effective than any one single approach.

I am very pleased with the efforts and results reflected in this report and look forward to the exciting future ahead of us. With all of us working together, I know that we can achieve our mission of reducing youth tobacco use by empowering Virginia youth to choose a healthy lifestyle!

Sincerely,

Marty H. Kilgore
Executive Director

Background

MASTER SETTLEMENT AGREEMENT

In 1998, the Attorneys General of 46 states, including Virginia, signed the Master Settlement Agreement (MSA) with the four largest tobacco manufacturers in the United States to settle state suits to recover costs associated with treating smoking-related illnesses. The spirit and intent of the MSA was to provide states with funding for tobacco use prevention programs that would ultimately lower the prevalence of tobacco use, thus lowering long-term medical costs to care for citizens with tobacco-related diseases. According to the MSA, the tobacco manufacturers are projected to pay the settling states in excess of $200 billion over the next 25 years. Virginia is expected to receive $4 billion.

CREATION OF THE VTSF

In 1999, the Virginia General Assembly established the Virginia Tobacco Settlement Foundation (VTSF), and allocated 10% of the MSA funds to the VTSF to lead Virginia's youth tobacco use prevention efforts.

The Foundation is established for the purposes of determining the appropriate recipients of moneys...to assist in financing efforts to restrict the use of tobacco products by minors through such means as educational and awareness programs on the health effects of tobacco use on minors and enforcement of laws restricting the distribution of tobacco products to minors. (Section 32.1-355, Code of Virginia.)

The VTSF Board of Trustees expanded its goals and objectives to include:

- Educate youth to the adverse health, economic and social effects of tobacco use
- Educate parents and guardians to the adverse health, economic and social effects of tobacco use for their children in the context of strategies to educate their children
- Promote school and community-based programs that target youth tobacco use reduction
- Serve as an advocate/resource to Virginia lawmakers on legislative initiatives to reduce youth tobacco use
- Promote research to study ways to reduce the deleterious effects of tobacco as well as to reduce the social, economic and environmental effects of tobacco use by youth
- Develop marketing strategies to promote the efforts of the Foundation
- Serve as the hub of all youth tobacco use reduction efforts in the Commonwealth by creating a comprehensive approach to the issue
- Leverage the resources of the Foundation to encourage private sector investments in order to develop public/private partnerships to address this issue

TOBACCO USE FACTS

Youth tobacco use is a large concern for healthcare professionals, educators, researchers, parents and caregivers, and others concerned about the health and well-being of our young people. The Foundation's mission is an important one, especially considering these startling facts.

Impact on Virginia:

- Healthcare costs directly caused by smoking - $1.62 billion per year [1]
- Smoking-caused productivity losses - $2.08 billion per year [2]
- Total smoking costs (health + productivity) - $3.7 billion per year [3]
- Residents' annual state and federal tax burden from smoking-caused government expenditures - $483 per household [4]
- State taxpayers share of smoking-caused state government expenditures - $204 million per year [5]
- Virginia kids now alive who will die early from smoking - 134,000 [6]
- New youth daily smokers each year - 16,500 (more than 45 per day) [7]

General Facts & Figures:

- Almost 90% of adult smokers started smoking before the age of 18.[8]

- Tobacco use remains the leading preventable cause of death in the United States, causing more than 400,000 deaths each year.[9]

- Tobacco use kills more Americans every year than from AIDS, alcohol, car accidents, murders, suicides, drugs, and fires…combined.[10]

- By preventing children from using tobacco products, state tobacco-prevention programs lock in enormous savings over the lifetime of each person who does not begin smoking. On average, the lifetime healthcare costs of smokers total at least $12,000 more than nonsmokers, despite the fact that smokers do not live as long.[11]This means that for every thousand children kept from smoking, future healthcare costs decline by approximately $12 million (in current dollars).

- Approximately 21% of all high school students smoke.[12]

- More than a third of all children who ever try smoking a cigarette become regular, daily smokers before leaving high school.[13]

- Each day, more than 4,000 kids try their first cigarette, and another 2,000 kids, under 18 years of age, become new regular, daily smokers.[14]

- In adults, cigarette smoking causes heart disease and stroke. Studies have shown that early signs of these diseases can be found in adolescents who smoke.[15]

- The peak years for first trying to smoke appear to be in the sixth and seventh grades, or between the ages of 11 and 12, with a considerable number starting even earlier.[16]

- There is evidence that smoking is sometimes a first step toward other dangerous behaviors, such as alcohol abuse, smoking marijuana, and other illegal drug use – and it may be that stopping or delaying that first step will reduce the risk that kids will move on to these other behaviors.[17]

VTSF Board of Trustees and Staff

BOARD OF TRUSTEES STRUCTURE

As outlined in the enabling legislation, the Virginia Tobacco Settlement Foundation Board membership consists of twenty-three members appointed as follows:

Two state delegates, one representing rural interests and one urban, are appointed by the Speaker of the House of Delegates.

The earlier a child first tries smoking, the higher his or her chances are of ultimately becoming a regular smoker and the less likely he or she is to quit successfully.[18]

Two state senators, one representing rural interests and one urban, are appointed by the Senate Privileges and Elections Committee.

The Governor appoints the remaining nineteen members, consisting of:

- Five designated representatives of public health organizations, such as the American Cancer Society, American Heart Association, American Lung Association of Virginia, Medical Society of Virginia, and the Virginia Thoracic Society;
- Four health professionals in the fields of oncology, cardiology, pulmonary medicine, and pediatrics;
- Eight citizens, including two youth;
- Commissioner of the Department of Health or his designee;
- Chairman of the Alcoholic Beverage Control Board or his designee.

Terms are four years each with the possibility of two consecutive terms.

BOARD OF TRUSTEES MEMBERS

(As of June 30, 2004)

Rickie Fulcher, Stuart- Chairman
Robert Leek, Williamsburg- Vice-Chairman
Kevin Bolling, Mechanicsville
Delegate George E. Broman, Jr., Culpepper
Ming Chiu, MD, FCCP, Chester
Curtis Coleburn, Richmond
Sudhendu Choubey, MD, Radford
Audrey Douglas-Cooke, RN, MS, Virginia Beach
Rebecca Darby, Richmond
Jose Dimas, Vienna
Lolly Gilmore, Midlothian
Senator Emmett Hanger, Jr., Mount Solon
Barbara Hughes, Manakin-Sabot
Patrick Hughes, Richmond
Delegate William R. Janis, Glen Allen
Debra Keith, Gate City
Maria Kelly, MD, Charlottesville
Robert S. Kelley, Ed.D., Midlothian
James McDaniel, MD, Franktown
Kethandapatti G. Srinivas, MD, Sterling
Robert Stroube, MD, MPH, Richmond
Senator John Watkins, Midlothian
Dixie Wolf, Norfolk

VTSF STAFF

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701 East Franklin Street, Suite 501
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Marty Kilgore, Executive Director
Margaret White, Deputy Director

Terri-ann Brown, Program Specialist
Eloise Burke, Senior Executive Assistant
Donna Gassie, Director of Grants Management
Wilma Jordan, Business Manager
Charlie McLaughlin, Jr., Program Specialist
Danny Saggese, Director of Marketing
Peter Sengenberger, Public Relations Coordinator

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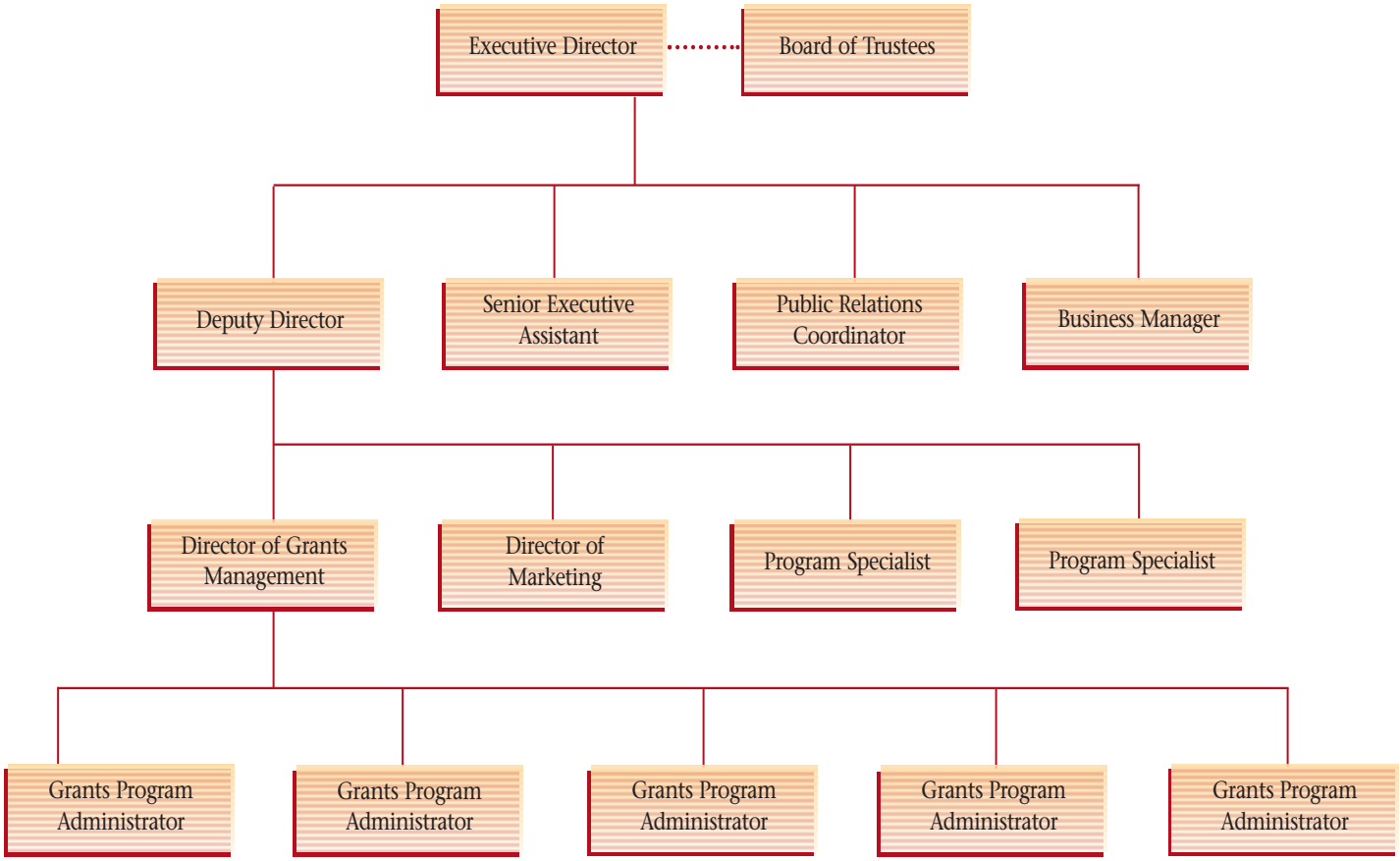
Yorktown, VA 23692

Jenny Martin, Grants Program Administrator
West/Southwest Regions
Research Bldg., VII
1700 Kraft Drive, Ste. 2410
Blacksburg, VA 24060

VTSF Organizational Chart



Virginia's Comprehensive Youth Tobacco Use Prevention Strategy

The VTSF Board of Trustees supports a comprehensive approach to achieving the Foundation's goals. The Board recognizes that reducing or preventing tobacco use is a complex challenge requiring a variety of techniques and initiatives to achieve success. The Foundation's approach includes community programs and education, a youth-focused public awareness campaign, research projects, and enforcement of Virginia's tobacco access laws. Individually, these strategies would not be nearly as effective as a combined approach.

Available research shows that a public education campaign should incorporate paid media, public relations, and special events and promotions in a coordinated effort that is integrated with school and community-based programs, as well as the other elements of a comprehensive tobacco reduction plan to be most successful.[19 20]

COMMUNITY PROGRAMS AND EDUCATION

The VTSF is committed to involving Virginia's communities in the effort to prevent tobacco use by youth. These local community programs provide direct interaction with young people throughout their childhood, and are a key element in changing youth attitudes and behaviors about tobacco use. These changes will ultimately help prevent the initiation of tobacco use by young people.

During FY03, 110 local groups and organizations continued to implement youth tobacco use prevention programming directly with Virginia youth. **These programs impacted a total of 380,866 Virginia youth.** The grant recipients include non-profit organizations, faith groups, schools, and other community groups. A complete listing is available on the following pages.

A well-designed public education campaign that is integrated with community and school-based programs and strong enforcement efforts can successfully lower smoking rates among young people.[21]

In July 2003, 89 of these grantees received renewal contracts based on Regional Advisory Board recommendations. These renewed programs will continue through FY04. VTSF released an additional Request for Proposal to provide funding in those communities not receiving VTSF program dollars. In January 2004, an additional 15 grantees in underserved priority areas received funding. These programs will continue through June 2005.

VTSF Compedium of Programs

All of the funded organizations are implementing programs found on the Foundation's *Compendium of Tobacco Use Prevention Programs for Youth*. This Compendium programs that address issues relative to tobacco use prevention, including primary tobacco use prevention education, tobacco cessation, early tobacco intervention and reduction, advocacy, youth empowerment and social skills building. These evidence-based programs are recognized by national, state, and non-profit organizations as model, promising, or effective tobacco prevention programs.

For more information about VTSF Compendium programs, visit www.vtsf.org

Underserved Priority Grants

Central

Baptist General Convention of Virginia,
Richmond, VA
Get Real About Tobacco
$83,096.00

Memorial Child Guidance Clinic,
Richmond, VA
Al's Pals
$84,331.00

SeeUs ReGroup, LLC, Gloucester, VA
Families in Action For Parents and Teens
$43,491.00

Total Central $210,918.00

North Central

Fluvanna County Public Schools,
Palmyra, VA
Intervening with Teen Tobacco Users (7-12),
Project Towards No Tobacco Use
$48,675.00

Total North Central $48,675.00

North East

Middle Penisula-Northern Neck Community Services Board, Saluda, VA
Project Towards No Tobacco Use (TNT)
$99,333.00

Virginia Commonwealth University,
Richmond, VA
Virginia Tobacco Prevention Program
$99,810.00

Total North East $199,143.00

South West

American Lung Association of Virginia,
Richmond, VA
Not On Tobacco (N-O-T)
$94,308.00

Bland County Public Schools, Bastian, VA
Life Skills Training
$39,499.00

Cumberland Mountain Community Services
Cedar Bluff,, VA
Al's Pal Kids Making Healthy Choices
$100,000.00

New River Valley Community Services,
Blacksburg, VA
Project Charlie's Home Team; Strengthening Families; Project Toward No Drug Use and Intervening with Teen Tobacco Users
$96,277.00

Southwestern Virginia Mental Health Institute (SWVMHI), Marion, VA
Intervening with Teen Tobacco Users:
Tobacco Education Group
$62,220.00

Total South West $392,304.00

Southside

Amelia County Public Schools,
Amelia, VA
Project Alert and Teens Tackle Tobacco
$17,460.00

Appomattox County Schools,
Appomattox, VA
Al's Pals
$70,559.00

Charlotte County Public Schools,
Charlotte C.H., VA
Project ALERT-school year and Teens Tackle Tobacco
$18,451.00

Southside Area Health Education Center, Inc.
Farmville, VA
Al's Pals, Life Skills Training & Teens Tackle Tobacco
$60,294.00

Total Southside $166,764.00

Grand Total $1,017,804.00

Program Evaluation

Measuring effectiveness of grantees and their programs helps ensure that the Foundation is using its funding as effectively as possible to achieve our mission of reducing youth tobacco use. Foundation staff conducts in-depth evaluation of the community programs throughout implementation to ensure that each program is being completed as designed. VTSF staff review each grant as it is administered, including evaluating quarterly reports and conducting site visits to see the programs in action.

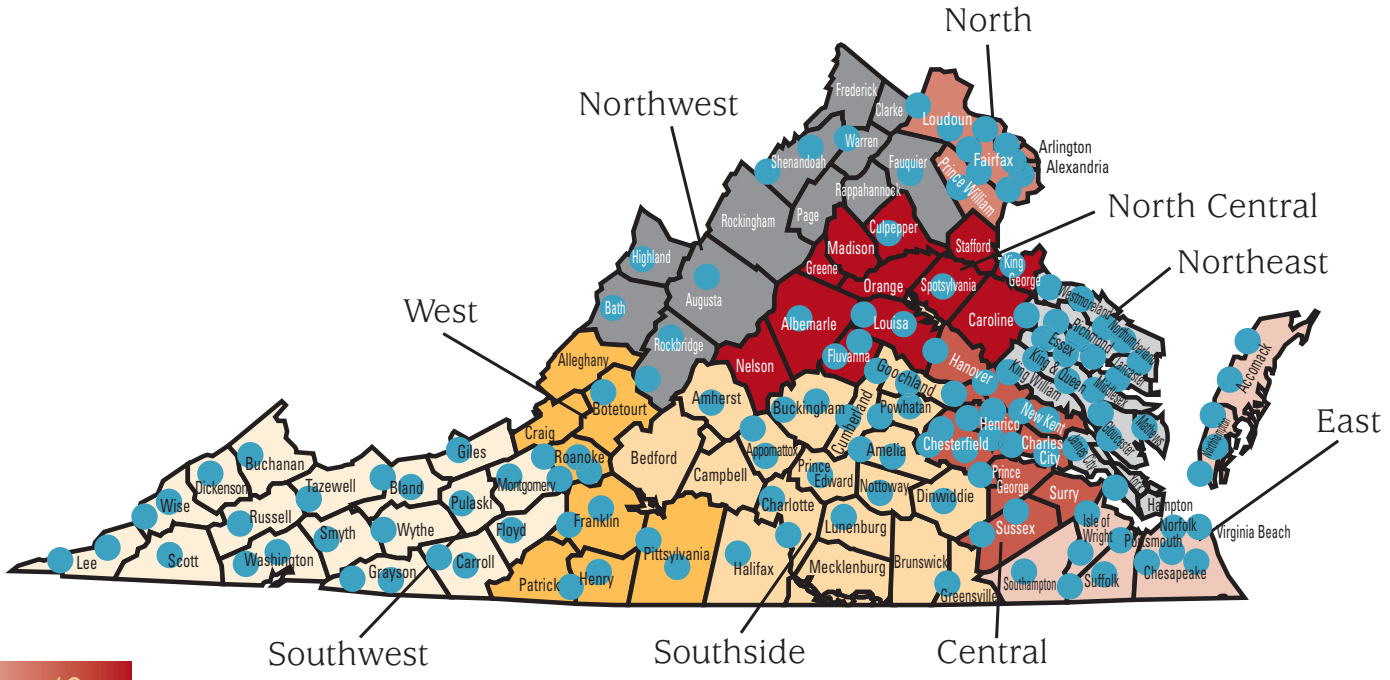
Children spend almost a third of their waking time in school, and much of the peer pressure kids feel regarding whether or not to smoke occurs in school.[22]

In addition, VTSF contracted with Virginia Commonwealth University (VCU) for a second year to provide a statewide evaluation of youth participating in VTSF funded programs. Data was collected through June 30, 2004 for the second year's evaluation. As part of this statewide review, in-depth pre and post surveys were utilized for youth in grades 6 through 12.

Outcome measures for youth included an evaluation of five core elements: factual knowledge about tobacco use, perceived benefits of remaining tobacco free, the ability to resist smoking, a change in intention to smoke in the next six months, and current smoking status. Outcomes from the participating middle school programs indicate positive changes with the core measurements. Smoking status among participants remained stable-while the national trend generally shows an increase in this age group. High school age participants showed even greater increases in year two, pointing to improvements in knowledge, behavior and self-efficacy.

A Surgeon General's report on preventing tobacco use among young people found that years of research on a wide variety of school-based programs demonstrated consistent success in reducing tobacco use.[23]

VTSF Grant Program Implementation by Region



CENTRAL

American Lung Association of VA (2 Grants)
Smoke Free, That's Me; Smoggy & Claire Clear the Air
$39,823

Boys & Girls Clubs of Metro Richmond
SMART Leaders
$67,666

Chesterfield Community Services Board
All Stars
$25,602

Henrico Area Mental Health & Retardation Services
Anti-Tobacco Media Blitz $76,506

Petersburg Public Schools
Al's Pals; Life Skills Training; Here, Now and Down the Road
$42,594

Regional Drug-Free Alliance
Families that Care—Guiding Good Choices
$43,122

Richmond Behavioral Health Authority
Al's Pals; Here Now and Down the Road
$91,258

Success By Six at United Way Services and Richmond Pediatric Associates
Al's Pals
$89,700

TOTAL $476,271

NORTH CENTRAL

Charlottesville Abundant Life Ministries
Skills for Adolescence
$17,176

Children, Youth and Family Services, Inc.
Al's Pals
$88,813

Culpepper County Sheriff's Office
Ending Nicotine Dependency; Get Real About Tobacco; Teens Against Tobacco; Project Towards No Tobacco Use
$55,828

Healthy Families Rappahannock Area
Tobacco Free Generations
$88,600

Medical Society of Virginia Foundation
Tar Wars
$19,309

Orange County Office on Youth
Life Skills Training; Not On Tobacco
$59,551

Parkside Elementary School
Al's Pals
$60,758

Rappahannock Area YMCA
Breathe Easy
$32,931

Stafford Schools Head Start
Al's Pals
$16,216

Virginia High School League
Champs Peer Project
$63,500

TOTAL $502,682

NORTH

American Lung Association of VA (3 Grants)
Not On Tobacco; Smoggy & Claire Clear the Air; Smoke Free That's Me
$160,722

Arlington Department of Human Services
Teens Against Tobacco Use
$65,749

Barrios Unidos
Skills For Adolescence
$100,000

Big Brothers Big Sisters of the National Capital Area
Prime Time
$81,508

Boys and Girls Club of Greater Washington - Prince William Co.
SMART Leaders
$98,633.00

Ethiopian Community Development Council, Inc.
Teens Against Tobacco Use
$87,248

VPI & SU/VA Cooperative Extension
Skills For Adolescence
$93,541

Fairfax/Falls Church Community Services Board
Leadership & Resiliency Program
$97,464

INOVA Health Source
Preparing for the Drug Free Years
$96,662

Loudoun County Dept. of Parks & Recreation
Here's Looking at You
$75,840

Manassas Park City Schools
Life Skills Training
$46,288

Medical Society of Virginia Foundation
Tar Wars
$19,499

Northern Virginia Family Service
Get Real About Tobacco
$95,161

Prince William Interfaith Volunteer Caregivers
Project Towards No Tobacco Use
$100,000

TOTAL $1,218,315

EAST

American Lung Association of VA
Not On Tobacco
$66,074

Boys & Girls Club of South Hampton Roads
SMART Leaders
$85,217

C. Waldo Scott Center for H.O.P.E.
Media Sharp $41,093

Child and Family Services Inc.
FAST Program
$77,650

Medical Society of Virginia Foundation
Tar Wars
$19,793

Sentara Healthcare
Heart Power Program
$22,633

VPI & SU/VA Cooperative Extension
Skills For Adolescence
$41,982

YMCA of South Hampton Roads/Community Service Branch
Keep A Clear Mind; Samantha Skunk
$54,076

TOTAL $408,209

NORTHEAST

American Lung Association of VA (2 Grants)
Smoggy & Claire Clear the Air; Smoke Free That's Me
$50, 022

Hampton-Newport News Community Service Board
Strengthening Families; Youth Media Network; Teens Against Tobacco Use
$55,590

Medical Society of Virginia Foundation
Tar Wars
$18,311

Middle Peninsula-Northern Neck Community Service Board
Life Skills Training
$88,625

Three Rivers Health District
Samantha Skunk
$24,213

TOTAL $318,411

SOUTHSIDE

Alliance For Family and Children Services of Central Virginia
Creating Lasting Family Connections
$64,773

American Lung Association of VA (2 Grants)
Not On Tobacco; Smoke Free That's Me
$130,571

Bedford County Public Schools
Al's Pals; Get Real About Tobacco
$55,732

Dinwiddie Public Schools
Al's Pals
$16,975

Halifax County Public Schools
Positive Action
$46,666

Southside Area Health Education Center
Teens Against Tobacco Use
$44,673

TOTAL $359,390

WEST

Blue Ridge Behavioral Healthcare
Life Skills Training; Quitting Tobacco
$87,524

Boys & Girls Clubs of Roanoke Valley
SMART Leaders; First Choice
$73,333

Danville-Pittsylvania Community Services
Ending Nicotine Dependence; Get Real About Tobacco
$46,667

G.W. Carver Middle School
Changing the World Through Media Education
$10,000

Henry County Public Schools
Positive Action
$99,911

Martinsville City Schools
Anti-Tobacco Media Blitz
$20,726

Medical Society of Virginia Foundation
Tar Wars
$20,177

Piedmont Community Services
Here's Looking At You; Get Real About Tobacco; Youth Media Network
$69,000

Roanoke County Public Schools
Life Skills Training
$91,253

STEP, Inc.
Life Skills Training
$58,903

TOTAL $577,494

NORTHWEST

Commonwealth Center for Children and Adolescents
Helping Teens Stop Using Tobacco
$52,898

Healthy Families Northern Shenandoah Valley
Tobacco Free Generations
$47,605

James Madison University
Anti-Tobacco Media Blitz; Samantha Skunk
$98,320

Rockbridge Area Community Services Board
Life Skills Training; Too Good for Drugs & Violence- High School; Too Good for Drugs II
$51,550

Rockbridge County Public Schools
Helping Teens Stop Using Tobacco; Intervening With Teen Tobacco Users; Too Good for Drugs II
$89,495

Shenandoah County Family and Youth Initiatives
Life Skills Training; Dare To Be You
$84,156

Virginia Rural Health Resource Center
Families in Action; Quitting Smoking; Get Real About Tobacco; NICoteen
$92,792

TOTAL $516,816

SOUTHWEST

American Lung Association of VA (2 Grants)
Smoke Free That's Me; Smoggy & Claire Clear the Air
$65,265

Bristol Youth Services
Life Skills Training; Get Real About Tobacco; NICoteen
$27,000

Cumberland Mountain Community Services
Al's Pals; Here, Now & Down the Road
$44,920

Girls On the Run of Southwest Virginia
Heart Power Program
$35,964

Lonesome Pine Office on Youth
Breathe Easy; Life Skills Training; Ending Nicotine Dependency
$42,279

Medical Society of Virginia Foundation
Tar Wars
$19,681

Mount Rogers Community Mental Health & Mental Retardation Services Board
Life Skills Training
$14,272

Mountain View Youth & Family Services
Life Skills Training
$14,272

New River Valley Community Services
Life Skills Training; Teens Against Tobacco Use
$48,549

Twin County Prevention Coalition
Life Skills Training
$23,159

Virginia Cooperative Extension, Tazewell County
Skills for Adolescence
$25,112

Washington County Public Schools
Life Skills Training; Quitting Tobacco
$69,193

Wythe County Public Schools
Skills for Adolescence; Quest Skills for Growing
$31,762

TOTAL $484,623

YOUTH-FOCUSED PUBLIC AWARENESS CAMPAIGN – THE "Y CAMPAIGN"

Public awareness campaigns are proven to be effective in helping reduce tobacco use. A youth-targeted public awareness campaign can help change youth attitudes and behaviors, while reinforcing (and being reinforced by) VTSF-funded youth tobacco use prevention programs being implemented with the children at school, faith settings, and other community organizations in their area.

Launched in April 2002 and based on the most extensive youth marketing research conducted in Virginia, the mission of the "Y Campaign" is to reduce youth tobacco use in Virginia by empowering Virginia youth to choose a healthy lifestyle. The campaign integrates hard-hitting messages through a multimedia marketing effort, including television and radio commercials, an interactive Web site (www.ydouthink.com), Internet banner ads, outdoor and cinema advertising, a concert series, and street marketing activities - all designed to reinforce the VTSF's youth tobacco use prevention message.

It has been found that, in terms of cost per years of life gained, mass media and education campaigns are among the most cost-effective methods to prevent and reduce tobacco use.[25]

The focus of this campaign is youth from 10-17 years old, with special emphasis on "tweens" ages 10-14. Each young person is exposed to the message multiple times each month through the integrated approach. The Y Campaign is one component of a broader mission to empower Virginia youth to choose a healthy lifestyle, and to question the use of tobacco products. The intent is to encourage teens and tweens to stop and question their actions, rather than just follow the crowd.

Traditional Media

In March 2004, VTSF released an additional six :30 second television spots, along with five :60 second radio spots. The TV spots included a trifecta of commercials called "I'd Rather," which asked kids to say the things they would rather do than smoke. Also released were: Emily & Luke, Taste, and Shawn. There was also a radio version of I'd Rather, along with That's Addiction, Caller, and Smokers Classic I & II. All told, the ydouthink campaign now has a grand total of 23 :30 second TV spots and 18 :60 second radio spots.

The VTSF television commercial entitled "Lick" was awarded the Bronze Cannonball at The Richmond Show 2003 in the category of Consumer Television, Larger Budget :30 Single. The Richmond Show is an annual event presented by The Richmond Ad Club that awards the best creative of the year from within Central Virginia's strong advertising agency presence. This award marks the second time that a VTSF television commercial has received public recognition. The commercial entitled "Jobs," which features Buttman, was selected in April 2003 by Adweek as one of the best commercials of the month from all commercials across the nation. Adweek is considered by many to be the top advertising news magazine available.

Reaching this "tween" age group is extremely important. In a nationwide Monitoring the Future survey, eight percent of eighth grade students reported having first smoked by the fourth grade (ages 9 and 10), with another eight percent first smoking before the end of the fifth grade (ages 10 and 11) – and roughly thirty percent of all students had tried cigarettes before the end of the sixth grade (ages 11 and 12).[26]

Following are the approximate numbers of kids in Virginia reached by the VTSF's efforts through traditional media:

- Broadcast TV – 550,000 statewide youth reached 10 times each per quarter
- Cable TV – 450,000 statewide youth reached 6 times each per quarter
- Radio – 450,000 statewide youth reached 12 times each per quarter

Street Marketing

Street marketing, or youth peer interaction, helps build relationships with Virginia's tweens and teens, reaching them on a personal level, via their lifestyle, where they eat, live and play. The Y Campaign street teams facilitate the hand-to-hand distribution of materials, such as stickers and buttons. A quarterly lifestyle "zine"

(a hip, youth magazine) is distributed to Virginia youth by street teams, which also manage the travels of a Mini Cooper vehicle as it tours Virginia. The Mini Cooper serves not only as a recognizable Y campaign icon, but also houses a video recording booth where tweens/teens will privately record their "rants" on tobacco use. These rants can then be posted, with parental permission, on the ydouthink.com Web site so young people can hear what their peers around the state have to say.

FY04 street marketing accomplishments include 444 Rant Mobile visits (212 with Grantee Programs) and over 200,000 youth interactions with the Street Team and Rant Mobile.

Internet

Some major accomplishments with the youth site through FY04:

- 604,675 Total Clicks (30K - 35K hits per month)
- Over 160,000,000 Total Impressions
- 75,809 Total Virginia Visitors
- Most Popular site element: VaVaVirgil chatbot - Over 1 million Total Users
- Quarterly Growth from FY03:
  Virginia Visitors = 44%
  Total Visits = 172%

YDoUThink Slam 'N' Jam

Over 10,000 Virginia youth participated in the four different events, which featured national recording artists Aaron Carter, Monica, and Mario. Among the free activities available to kids during the festival prior to the performers taking the stage were: a 3-on-3 basketball tournament, a Y music challenge, a pro skateboarding and BMX bike exhibition, an Xbox game station, airbrush tattooing, bead making, and much more. Also on hand was the ydouthink Rantmobile and Street Team, which created a tobacco fact scavenger hunt for kids. A few of the lucky kids that hunted down all of the tobacco facts got to go backstage to meet the stars.

Events were held on:
Saturday, October 4 at Crossroads Mall in Roanoke
Saturday, October 11 at The Diamond in Richmond
Saturday, October 18 at the Nissan Pavilion in Manassas
Sunday, October 19 at Verizon Amphitheater in Virginia Beach

Evaluation

Harris Interactive Tracker Wave 5 was conducted in May 2004 with the intention of providing an assessment of the awareness level of the VTSF youth tobacco use prevention marketing campaign among Virginia's youth after 24 months. After only two years, the VTSF campaign has achieved an awareness level of 76% among the target audience: kids in Virginia ages 10-17. The VTSF marketing campaign continues to resonate with our target audience, and the message that “smoking is stupid” is becoming more top-of-mind with kids as the main idea of the campaign. This is despite a decreased presence on TV, which continues to be primary source for exposure.

Some of the major points include:

- The awareness level among our target remains strong at 76%. (75% at Wave 4)
- Overall campaign “believability” = 91%
- Campaign is “saying something meaningful” = 89%
- Campaign is “something I paid a lot of attention to” = 82%

Looking at other youth tobacco use prevention and anti-substance abuse campaigns and their results, meaningful changes in awareness are generally expected after 12 months of concerted effort, in attitude in about 18 months, and in behavior after about 24 months. That the VTSF campaign has achieved a level of awareness of 76% among the target audience after two years is terrific, and points out the real, tangible gains that are possible in regards to reducing tobacco use by at-risk kids and the long-term and continuing associated savings in lives and taxpayer expense accruing to that effort.

ENFORCEMENT

The Centers for Disease Control and Prevention states that without aggressive enforcement of tobacco access laws, there will be no decrease in the purchase of tobacco products by minors. As a result, enforcement is an important component of the VTSF's comprehensive youth tobacco use prevention program.

Studies show that enforcing existing laws against cigarette sales to kids through regular retailer compliance checks and issuing civil penalties to retailers can significantly reduce youth smoking.[28]

The Foundation funds the Department of Alcoholic Beverage Control (ABC) to conduct approximately 400 compliance checks per month, where they randomly test tobacco retailers to see if they will sell tobacco products to under-age buyers.

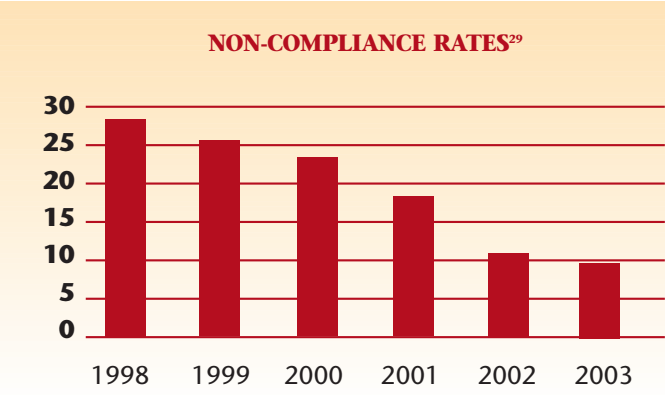
ABC regularly reports the results of these compliance checks to the VTSF. Over the past six years, there has been a steady decline in non-compliance. This is very encouraging, because tobacco enforcement initiatives such as this will help VTSF achieve its ultimate mission of reducing youth tobacco use. This year, ABC reported to the VTSF that the percentage of Virginia retail outlets that sell tobacco products to under-age buyers has dropped to 10.2%, down from 28% in early 1998.

The Enforcement Process

One ABC special agent accompanies an Under-Age Buyer (UAB) into a tobacco retail establishment. The UAB then attempts to purchase tobacco products from the retailer. ABC UABs can purchase tobacco products from retailers, with immunity, as undercover agents under the enforcement authority of the agency, and are paid as part-time state employees. Should a violation occur, the UAB returns to a secondary special agent outside the retail establishment. The secondary special agent now provides for the safety of the UAB. The primary special agent who witnessed the violation issues a state summons to the clerk.

COLLABORATIVE RESEARCH PROJECTS - VIRGINIA RESEARCH CONSORTIUM

The VTSF continued its work during FY04 to facilitate the Virginia Research Consortium. This consortium



consists of members from Virginia's universities and serves as an advisory and quality assurance group to the VTSF for its research projects. Participating institutions include The College of William & Mary, George Mason University, James Madison University, Old Dominion University, University of Virginia, Virginia Commonwealth University, Virginia State University, and Virginia Tech.

Four universities, GMU, JMU, UVA, and VCU were approved for continuation funding at reduced levels on their respective research grants. The following lead universities are coordinating the projects described, all of which include collaboration with other institutions.

Overall, the VTSF research initiatives have resulted in over 50 internal collaborations within universities, at least 25 external collaborations across universities, 5 new grant proposals being submitted to outside funding sources to leverage VTSF funds, and a number of published articles and presentations at various conferences.

James Madison University (JMU)

Research has shown that people with Attention Deficit Disorder (ADD) smoke at rates 50% higher than the general population. JMU is working with two school systems and two pediatric physician groups to conduct an intervention study to identify mechanisms to prevent tobacco use among this population. The project involves utilizing a school-based prevention program combined with physician treatment of ADHD to assess whether this combined treatment approach affects smoking rates over time. In FY04, JMU continued to recruit new 6th grade students into the study, while continuing work in this longitudinal study with 7th grade students recruited in the prior year.

Data collection and analysis has begun and will continue through the life of the project.

George Mason University (GMU)

Much research has been done on the effects of nicotine in adults based on studies with adult rats. Little is known about the effects of nicotine in adolescence. This project is studying the effects of nicotine on adolescent-age rats. Rats serve as a primary research base with results generally being comparable to results found in subsequent human studies. The project is helping to identify factors that influence nicotine use and dosage during adolescence. In FY04, GMU collected and analyzed information that pointed to lasting negative effects on brain development and function in adolescent rats. GMU plans to continue its research to identify nicotine effects on the fine structure of the brain, behavior changes related to the use of nicotine in the adolescent phase, as well as gene expression changes.

University of Virginia (UVA)

The goals of this research project are to identify genetic factors thatpredispose individuals to developing clinical disease as a consequence of tobacco use. If children most likely to suffer from tobacco use could be identified, interventions could be concentrated on that group. Towards this goal, UVA continued collection and analysis of gene expression profiles and genetic alterations in tissue samples of tobacco-related cancers. The goal is to identify those genes responsible for this most dreaded of tobacco-induced illnesses. Genes so identified are candidates for testing in populations for variations that may alter susceptibility to this disease. One result of these studies was the finding of one highly up-regulated gene whose protein product may be detected in the blood. Studies are underway to determine if this protein can act as a blood test screening marker to find cancer in its earliest, most curable stage. Also towards the goal of identifying at-risk individuals, samples of oral mucosa from smokers and non-smokers have been collected to identify gene expression changes that occur in people due to tobacco prior to the development of cancer. Correlating these studies with the studies in cancer samples may indicate genes that influence the development of cancer in certain individuals.

Virginia Commonwealth University (VCU)

The project team at VCU is conducting a study of the etiology of tobacco use by adolescents in order to identify factors that will assist in developing and selecting effective youth tobacco use prevention programs. A highlight of their research this year was the identification of a gene linked to nicotine addiction. People who carry a mutation of the gene known as Epac are more likely to start smoking and become addicted to nicotine than people without the mutation, according to preliminary findings released by researchers at VCU. In addition, the university awarded sub-contracts to other universities to study special topics related to minority youth, behavioral and biological factors impacting youth smoking, smoking habits of adolescents with emotional and behavioral disorders, and protective factors impacting choices not to smoke.

VIRGINIA TOBACCO SETTLEMENT FOUNDATION

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES

BUDGETARY COMPARISON- SPECIAL REVENUE FUND

For the Fiscal Year Ended June 30, 2004

	Actual	Budget	Variance over(under)
Revenues:			
Interest on Securities	123,815	250,000	(126,185)
Proceeds from Security Transactions	5,210		
Reimbursed Expenditure	0		
Master Settlement payments	12,839,652	13,300,000	(460,348)
Total Revenues:	12,968,677	13,550,000	(581,323)
Expenditures:			
Administration	1,301,494	1,310,000	(8,506)
Depreciation Expense	2,220		
Inter-Agency Expense	88,914	90,000	(1,087)
Dues and Subscriptions	1,493		
Expenses for Securities Lending	4,137		
Reimbursable Expense	0	0	0
Marketing	7,259,150	7,930,242	(671,092)
Program Expense	5,349,287	6,500,000	(1,150,713)
Research and Evaluation	2,702,706	2,571,662	131,044
State General Fund Transfers Out	53,690	56,076	(2,386)
Total Expense	16,763,091	18,457,980	(1,694,889)
Revenues over (under) expenditures	(3,794,414)	(4,907,980)	1,113,566
Fund balance, July 1, 2003	10,824,986	4,309,791	6,515,195
Fund balance, June 30, 2004	7,030,573	(598,189)	7,628,762

At the time that this publication went to print, the Auditor of Public Accounts had not audited the financial records for FY04.

VIRGINIA TOBACCO SETTLEMENT FOUNDATION
STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS BALANCE SHEET
As of June 30, 2004

	Governmental Funds Special Revenue
ASSETS:	
Cash and cash equivalents held by the Treasurer of Virginia (Note 1-A)	$ 87,740,18.42
Investments Held by the Treasurer (Note 1-B)	$ 23,281,62.39
Lease Deposits (Note 2)	$ 6,701
Prepaid Rent (Note 2)	$ 10,201.63
Capital Assets, net of accumulated depreciation: (Note 3)	
Operating equipment	$ 3,146.7
TOTAL ASSETS	$ 11,122,230
LIABILITIES:	
Accounts Payable (Note 4-A)	$ 5,019
Accrued Payroll (Note 4-B)	$ 62,590
Obligations Under Security Lend (Note 1-B)	$ 2,328,162
Grants Payable (Note 4-D)	$ 1,296,241
Contractual Obligations (Note 4-E)	$ 336,119
Compensated absences (Note 5)	$ 63,525
Total Liabilities	$ 4,091,658
NET ASSETS:	
Investment in Capital Assets, net of related debt	$ 3,147
Unrestricted	$ 7,027,426
Total net assets	$ 7,030,573

The accompanying notes are an integral part of the financial statements

NOTES TO FINANCIAL STATEMENTS
AS OF JUNE 30, 2003

Note 1: CASH, CASH EQUIVALENTS, AND INVESTMENTS

A. Cash and Cash Equivalents
Cash and cash equivalents represent cash in the General Account at the Department of the Treasury. Treasury manages the General Account Investment Portfolio. Information related to the composition of this portfolio is available on a statewide level in the Commonwealth of Virginia's Comprehensive Annual Financial Report.

B. Securities Lending Transactions
Investments and cash equivalents held by the Treasurer of Virginia represent the Virginia Tobacco Settlement Foundation's (VTSF) allocated share of cash collateral received and reinvested and securities received for the State Treasury's securities lending program. Information related to the credit risk of these investments and the State Treasury's securities lending program is available on a statewide level in the Commonwealth of Virginia's Comprehensive Annual Financial Report.

Cash with the Treasurer of Virginia
$ 8,774,018

Investments held by the Treasurer of Virginia
$ 2,323,162

Total cash, cash equivalents and investments
$ 11,097,180

Note 2: LEASE DEPOSITS

VTSF rents office space at 701 E. Franklin for the main office and has field staff offices located in Bremo Bluff, Blacksburg, Midlothian, Herndon and Grafton, Virginia. Four leases required deposits. The Richmond office is $5,126.00, Midlothian office is $350.00, the Grafton office is $225.00 and the Herndon office is $1000.00, for a total of $6,701.00 in deposits for rental leases. Prepaid rent for July 2005 is $10,202.

Note 3: CAPITAL ASSETS

Capital assets, which include property, plant, equipment, and infrastructure assets, are reported in the government-wide financial statements. The government defines capital assets as assets with an initial, individual cost of more than $5000.00 and an estimated life in excess of two years. The Virginia Tobacco Settlement Foundation shares capital assets consisting of a server with the Tobacco Indemnification and Community Revitalization Commission. The Commission shows the full expenditure amount and depreciation in the Commonwealth's FAACS system, but through internal tracking of expenses and depreciation with VTSF they are allocated and reported accordingly. The net balance for VTSF's portion as of June 30, 2004 totaled $3,147. All other purchases did not meet the capital asset requirements and are therefore maintained in an internal inventory control system by the VTSF.

Note 4: LIABILITIES

A. Accounts payable
Operating expenses accrued but unpaid as of June 30, 2004 totaled $5,019.

B. Accrued Payroll
All VTSF employees are paid on a semi-monthly schedule. Accrued payroll expenses of $62,590 represents work performed between June 10 and June 30, 2004 but not paid prior to June 30, 2004.

C. Accrued Operating Expense
VTSF had one pending distribution payment of $3735 resulting from an overpayment to VTSF for an expenditure reimbursement.

D. Grants payable
The VTSF awarded funding to programs all over the Commonwealth for the prevention of tobacco use by youths. At the end of the fiscal year there were outstanding payables for which we had received invoices totaling $1,296,241.

E. Contractual Obligations

The VTSF contracted with higher education universities to conduct research, surveys and evaluations on tobacco use and prevention. They also have a contract with Work, Inc., a marketing agency to head a major campaign geared toward youths throughout Virginia on the prevention of tobacco use. At the end of the fiscal year we had outstanding contract payables for which we had received invoices in the amount of $336,119.

Note 5: COMPENSATED ABSENCES

Compensated absences represent the amounts of annual, disability credits, and compensatory leave earned by VTSF employees, but not taken as of June 30, 2004. The $63,525 represents the balances at the fiscal year end provided by the Commonwealth's leave liabilities tracking program. To determine how much of this amount should be recorded as long-term liability, calculations were made by adding estimated additional earned leave and subtracting estimated leave to be taken during FY05. Balances for staff with longer years of service was based on the allowable carry forward amounts. As a result, it has been determined that $32,628 of the entire amount should be reported as a long-term liability.

Note 6: REVENUES

The VTSF is funded by receiving 10% of Virginia's share of the Master Settlement Agreement (MSA) negotiated between the various Attorneys General and the cigarette manufacturers in 1999. In FY 2004, the VTSF received $12,839,652 in MSA payments and interest payments from MSA funds of $123,815.

Note 7: ADMINISTRATION

Administrative costs are all of the operating expenses needed for the maintenance of the VTSF. These include expenses of the Board of Trustees, Payroll (including accrued leave liabilities), Rents, Utilities, Insurances, Equipment (repairs, maintenance, rental and purchases), Furniture and supplies, Postage and delivery, Printing, State vehicle fees, Employee travel and trainings. In addition, it includes expenses incurred for professional services provided by private industries such as temporary employees, marketing services, website design and maintenance, etc.

Note 8: PROGRAM

Program Expenses include funding provided to local organizations to conduct tobacco use prevention programs with youth, and providing the Department of Alcoholic Beverage Control with the funds needed for retail compliance checks and funding local organizations to conduct programs designed to reduce under-age tobacco use.

Note 9: RESEARCH AND EVALUATION

These expenses include the contracts and agreements with higher education universities in Virginia focused on the research, evaluation of tobacco use prevention programs, as well as a statewide Youth Tobacco Survey.

Note 10: INTER-AGENCY EXPENSE

These include expenses incurred as a result of Memorandums Of Understanding with agencies such as the Department of Health for fiscal and payroll support, Department of Information Technology for system support, and Department of Human Resource Management for HR support.

Note 11: TRANSFERS

Transfers out are to reimburse the general fund for expenses by the Office of the Attorney General, Department of Taxation and for savings due to the suspension of the state employee group life employer contribution rate.

1 Campaign for Tobacco-Free Kids Fact Sheet, "Key State-Specific Tobacco-Related Data & Rankings," www.tobaccofreekids.org

2 Campaign for Tobacco-Free Kids Fact Sheet, "State Tobacco-Related Costs and Revenues," www.tobaccofreekids.org

3 Campaign for Tobacco-Free Kids Fact Sheet, "New State-Specific Tobacco's Toll Data From CDC (April 2002)," www.tobaccofreekids.org

4 Campaign for Tobacco-Free Kids Fact Sheet, "Smoking-Caused Federal & State Government Expenditures And Related Tax Burdens On Each State's Citizens," www.tobaccofreekids.org

5 Campaign for Tobacco-Free Kids Fact Sheet, "Smoking-Caused Federal & State Government Expenditures And Related Tax Burdens On Each State's Citizens," www.tobaccofreekids.org

6 Campaign for Tobacco-Free Kids Fact Sheet, "Key State-Specific Tobacco-Related Data & Rankings," www.tobaccofreekids.org

7 Campaign for Tobacco-Free Kids Fact Sheet, "Key State-Specific Tobacco-Related Data & Rankings," www.tobaccofreekids.org

8 National Household Surveys on Drug Abuse, 1998, unpublished data. See, also, U.S. Department of Health and Human Services (HHS), Preventing Tobacco Use Among Young People: A Report of the Surgeon General, 1994.

9 Centers for Disease Control and Prevention.

10 Centers for Disease Control and Prevention.

11 Campaign for Tobacco-Free Kids Fact Sheet, "Comprehensive State Tobacco Control Programs Save Money," www.tobaccofreekids.org

12 Youth Tobacco Survey (2000); Youth Risk Behavior Survey (2001).

13 CDC, "Selected Cigarette Smoking Initiation and Quitting Behaviors Among High School Students – United States, 1997," MMWR (May 22, 1998).

14 Substance Abuse and Mental Health Services Administration (SAMHSA), HHS, Results from the 2001 National Household Survey on Drug Abuse, NHSDA: Volume II Technical Appendices and Selected Data Table, 2002.

15 CDC, Preventing Tobacco Use Among Young People – A Report of the Surgeon General (1994).

16 See, e.g., National Institutes of Health, National Survey Results on Drug Use from the Monitoring the Future Study, 1975 – 1997 (1998).

17 See, e.g., U.S. Department of Health and Human Services, Preventing Tobacco Use Among Young People: A Report of the Surgeon General (1994); Center of Addiction and Substance Abuse, Columbia University, Cigarettes, Alcohol, Marijuana: Gateways to Illicit Drug Use (October 1994). See, also, Chaloupka, F., et al., "Do Higher Cigarette Prices Encourage Youth to Use Marijuana?," National Bureau of Economic Research (February 1999), www.uic.edu/~fjc/Presentations/Papers/W6939.pdf, Campaign for Tobacco-Free Kids Fact Sheet, "Tobacco Use And Other Drugs" (2000), www.tobaccofreekids.org.

18 See, e.g., Khuder S.A., et al., "Age at Smoking Onset and its Effect on Smoking Cessation," Addictive Behavior; 24(5):673-7 (September – October 1999); D'Avanzo B., et al., "Age at Starting Smoking and Number of Cigarettes Smoked," Annals of Epidemiology 4(6):455-59 (November 1994); Chen J. & W.J. Millar, "Age of Smoking Initiation: Implications for Quitting," Health Reports 9(4):39-46 (Spring 1998); Everett S.A., et al., "Initiation of Cigarette Smoking and Subsequent Smoking Behavior Among U.S. High School Students," Preventive Medicine 29(5):327-33

(November 1999); Breslau N. & E.L. Peterson, "Smoking cessation in young adults; age at initiation of cigarette smoking and other suspected influences," American Journal of Public Health 86(2):214-20 (February 1996).

19 Vertiainen, E., Paavola M, et al., "Fifteen-Year Follow-Up of Smoking Prevention Effects in the North Karelia Youth Project." Am J Public Health 1998;88;1:81-85

20 Siegel M., "Mass Media Antismoking Campaigns: A Powerful Tool for Health Promotion." Ann Intern Med, 1998;129:128-132.

21 Flynn, BS and Worden JD, et al., "Mass media and school interventions for cigarette smoking prevention: effects 2 years after completion." Am J Public Health 1994;84:1148-50.

22 See e.g., Jackson C, "Initial and experimental stages of tobacco and alcohol use during late childhood: relation to peer, parent, and personal risk factors," Addictive Behaviors1997 Sep-Oct; 22(5): 685-98. See, also, Banks M et al., "Adolescents attitudes to smoking: their influence on behavior," International Journal of Health Education, 1981 January-March, 24(1); 39-44.

23 HHS, Preventing Tobacco Use Among Young People: A Report of the Surgeon General, 1994, www.cdc.gov/tobacco/sgryth2.htm

25 Secker-Walker RH, Worden JK, et al., "A mass media programme to prevent smoking among adolescents: costs and effectiveness." Tobacco Control, 1997;6:207-212.

26 Johnston, L.D., et al., Institute for Social Research, University of Michigan, National Survey Results on Drug Use from the Monitoring the Future Study, 1975 – 1997 – Volume I Secondary School Students, NIH Publication No. 98-4345, National Institute on Drug Abuse (1998). See also, SAMHSA, U.S. Department of Health and Human Services, Preliminary Results from the 1997 National Household Survey on Drug Abuse (August 1998).

28 See, e.g., Stead, L. & T. Lancaster, "A Systematic Review of Interventions for Preventing Tobacco Sales to Minors, Tobacco Control 9: 169-176 (Summer 2000).

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