

VFHY Makes a Difference

- VFHY helps prevent 97,000 kids from becoming new smokers each year.
- By preventing youths from becoming adult smokers, VFHY will help save the lives of 31,000 Virginians a year.
- VFHY's efforts will help save state government \$1.69 billion.

Tobacco's Toll in Virginia

- High school students who smoke: 11.1%
- Male high schools students who use smokeless tobacco products: 12.8%
- Kids under 18 who become new daily smokers each year: 6,900
- Virginia kids alive today who could die early from smoking: 150,000
- Packs of cigarettes bought or smoked by Virginia kids each year: 14.2 million
- Virginia adults who die from their own smoking each year: 9,000
- Statewide annual health-care costs from smoking: \$3.11 billion
- Annual Virginia Medicaid costs from smoking-related illnesses: \$401 million
- Residents' annual state and federal tax burdens from smoking-related government healthcare spending: \$567 per household

Obesity's Toll in Virginia

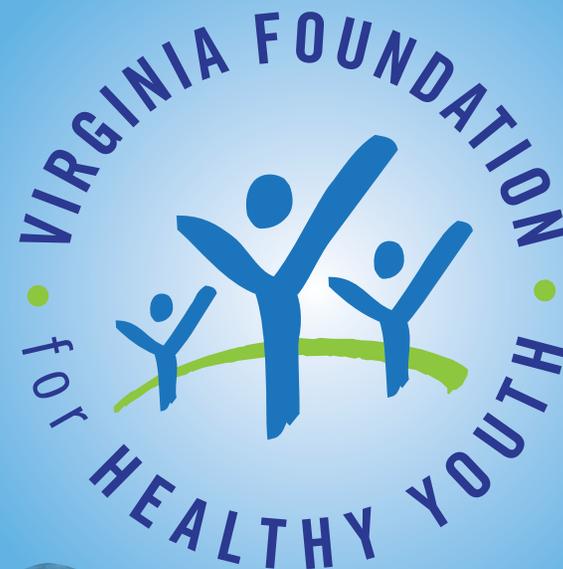
- Middle school youth who are overweight or obese: 30.9 percent
- High school youth who are overweight or obese: 26.7 percent
- Adults who are overweight or obese: 61.2 percent
- Statewide annual health-care costs related to obesity: \$1.6 billion
- Obesity-related deaths per year (U.S.): 112,000

Helping Kids Make Healthy Choices

Youth Tobacco-Use Prevention & Reduction

Childhood Obesity Prevention & Reduction

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www.vfhy.org

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Did you know that tobacco use and obesity are the two leading causes of 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 (VFHY)** leads statewide efforts to reduce and prevent youth tobacco use and childhood obesity. VFHY receives no taxpayer funds. Its budget comes from a small percentage of Virginia's annual 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 by more than 60 percent!**

Tobacco Use Prevention

Tobacco use kills more Americans every year than AIDS, alcohol, car accidents, murders, suicides, illegal drugs and fires *combined*. More than 80 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.

VFHY takes a comprehensive approach to preventing and reducing youth tobacco use. **Our classroom-based prevention programs reach about 50,000 children statewide in public schools, preschools, houses of faith, community centers**



VFHY prevention class (Fairfax Co.)

and after-school programs. Our grants employ about 200 positions per year across the Commonwealth, mostly instructors and youth workers.

Additionally, our award-winning, multimedia "Y do u think" campaign reaches more than 500,000 children statewide each year with prevention messages through TV and radio commercials and online content.



VFHY's **Y Street** teen volunteer group was named the **top youth advocacy group in the nation** for tobacco-use prevention. Our teen volunteers have testified before the FDA and have appeared at events with top government officials including the U.S. Surgeon General, the U.S. Secretary of Health and Human Services and Virginia's Governor.

VFHY also hosts the national **Reduce Tobacco Use conference.**

Obesity Prevention

One in three children in Virginia is obese or overweight. This can lead to serious, lifelong health problems like Type 2 diabetes and heart disease, conditions that until recently were almost exclusively limited to adults. **In fact, this generation of children may be the first in U.S. history to have shorter life expectancies than their parents.**

VFHY is addressing childhood obesity in a variety of ways, including funding and training **Healthy Communities Action Teams.** Located across the state, these childhood obesity prevention coalitions work on the local level to improve access to healthy foods and to increase opportunities for physical activity.

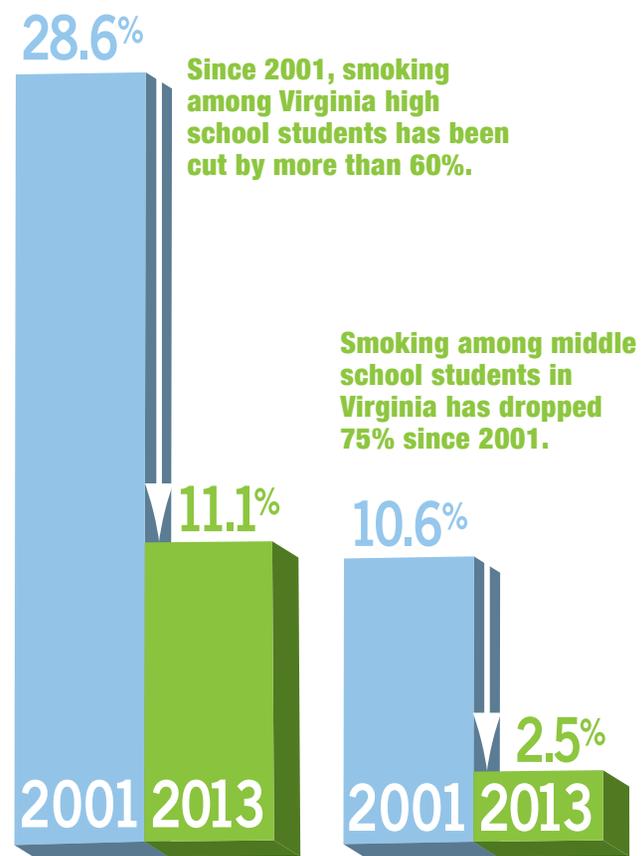
Every January, VFHY sponsors statewide **Virginia Healthy Youth Day** celebrations to promote healthy lifestyles for Virginia's young people. VFHY also hosts Virginia's **Weight of the State** childhood obesity prevention conference bringing top experts to engage state and local prevention, education and medical professionals.



Virginia Healthy Youth Day 2011

Virginia Youth Survey

VFHY and the Virginia Department of Health (VDH) conduct a biennial survey of youth tobacco use behaviors, reporting Virginia's results to the CDC.



SOURCES: Virginia Youth Survey, Virginia Department of Health (VDH) and Virginia Foundation for Healthy Youth (VFHY), 2013