

2024 ANNUAL REPORT



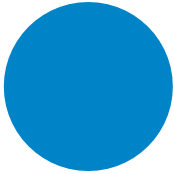
Tobacco Free Alliance of Virginia



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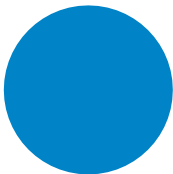
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MISSION & VISION



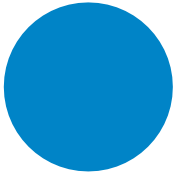
WHO WE ARE

The Tobacco Free Alliance of Virginia (TFAV) is Virginia's only statewide tobacco free coalition. We represent a broad partnership of leaders, advocates, and organizations across the Commonwealth of Virginia.



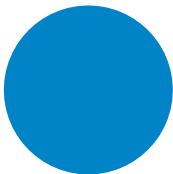
MISSION

The TFAV is dedicated to changing policies, systems, and environments to promote a tobacco free, healthy Virginia.



VISION

The TFAV envisions a Commonwealth where all residents live tobacco free, healthy lives.



PURPOSE

In line with our mission and vision, the TFAV supports efforts to establish stronger tobacco policies through the sharing of resources related to tobacco prevention, cessation, and treatment.

TOBACCO FREE ALLIANCE OF VIRGINIA

EXECUTIVE COMMITTEE (2023-2024)

CHAIR: Hong Xue

FORMER CHAIR: Elizabeth Do

SECRETARY: Jessica Deering

COMMUNICATIONS CHAIR: Sarah Birckhead

LEGISLATIVE CHAIRS: Hilary Piland Shannon Quinby

MEMBERSHIP CHAIRS: Neely Dahl Laura Duffy Sharon Rice

A NOTE FROM THE CHAIR

As we reflect on the past year, I want to take a moment to express my sincere gratitude to each of you for your commitment to the mission of the Tobacco Free Alliance of Virginia (TFAV). Your collective efforts to advance tobacco control policies, strengthen advocacy, and foster collaboration across sectors have made a tangible impact on our shared goal: a healthier, tobacco-free Virginia. As we reflect on the past year, I want to take a moment to express my sincere gratitude to each of you for your commitment to the mission of the TFAV.

Over the past year, TFAV has continued to drive meaningful policy changes. Our advocacy efforts supported House Bill 947, empowering localities to regulate tobacco retail locations, and we tracked the implementation of Tobacco Retail Licensing requirements to ensure stronger compliance and enforcement. We also saw critical progress in expanding smoke-free spaces, with new initiatives addressing smoke-free casino policies and tobacco-free parks including Fairfax, James City County, Falls Church City, and Fluvanna County.

Our seminar series and partnerships have played a crucial role in expanding knowledge and resources for tobacco control. This year, we hosted experts from the Truth Initiative, VCU, the American Nonsmokers' Rights Foundation, and George Mason University, who provided valuable insights on nicotine pouches, smokefree casinos, zoning policies, vaping and mental health, and effective tobacco education strategies. Additionally, TFAV launched its quarterly newsletter in 2024, providing members with key updates, research insights, and advocacy opportunities to enhance collaboration across the state.

This year, we also launched the TFAV Awards Program, recognizing the dedication of our members in driving tobacco-free initiatives across Virginia. Congratulations again to all our awardees! Your leadership and innovation are shaping the future of tobacco control in our state.

TFAV's strength lies in its members and leadership, and I am incredibly thankful for the dedication of our executive committee, committee chairs, and all those who contributed to our advocacy, communications, and membership initiatives. We continue to grow, and I encourage all members to engage, bring forward new ideas, and help recruit new voices to our cause.

Looking ahead, we remain committed to addressing tobacco-related health disparities, strengthening policy implementation, and ensuring that every Virginian has the opportunity to live in a tobacco-free environment. Thank you for being part of this journey. I look forward to continuing this work together in the coming year!

Sincerely,



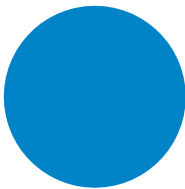
Hong Xue, PhD
Chair, Tobacco-Free Alliance of Virginia

QUARTERLY MEETING HIGHLIGHTS

The Tobacco Free Alliance of Virginia virtually meets on a quarterly basis, in March, June, September, and December. Between 20 and 50 people have attended each Zoom meeting!

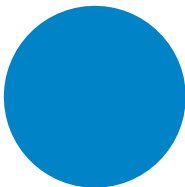
Meeting highlights:

March 12, 2024



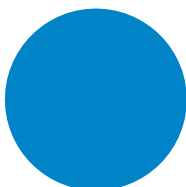
- **Virginia Cancer Plan Progress Dashboard**
 - Jessica Deering, Cancer Action Coalition of Virginia
- **Adult Tobacco Use in Virginia Dashboard**
 - Kyle Girone, Virginia Department of Health
- **Communication Issues in Tobacco Education Campaigns**
 - Dr. Xiaoquan Zhao, George Mason University

June 11, 2024



- **Tobacco Retail Licensing Updates**
 - Shannon Quinby, Preventing Tobacco Addiction Foundation/Tobacco 21
- **Regulating Tobacco Retail Outlet Locations & Zoning Policies**
 - Dr. Morgan Snell, Virginia Commonwealth University
- **Addressing Tobacco-Related Disparities in Virginia**
 - Dr. Melissa Little, University of Virginia

September 10, 2024



- **Nicotine Pouches: What They Are & Why We Should Care**
 - Dr. Megan Diaz & Dr. Andrew Seidenberg, Truth Initiative
- **Mental Health and Vaping: What We Know & Future Research**
 - Dr. Elizabeth Do, Truth Initiative

December 10, 2024

- **Smokefree Casino Efforts in Virginia and Nationally**
 - Danny O'Halloran, American Nonsmokers' Rights Foundation
- **Virginia Higher Education Tobacco Policy Dashboard**
 - Kyle Girone, Virginia Department of Health

Inaugural TFAV Awards

In the December 10th meeting, TFAV proudly recognized several outstanding individuals for their leadership, dedication, and innovation.

Leadership Excellence

Award: Neely Dahl (UVA Health), Elizabeth Do (Truth Initiative), **Distinguished**

Service Award: Jessica Deering (CACV), Rita Miller (VDH TCP), Shannon Quinby (Tobacco 21),

Community Advocate

Award: Megan Gordon (Page Alliance for Community Action), Hilary Piland (Virginia Association of Community Services Boards), and **Innovation in Tobacco-Free Initiatives Award:** Kyle Girone (VDH TCP). These honorees embody the passion and dedication that drive TFAV's success. We deeply appreciate their invaluable contributions.



COMMITTEE HIGHLIGHTS

Who?

What?

Legislative

- Worked with the Tax and ABC agencies on implementing H.B. 790/S.B. 582 (addressing licensing requirements and enhanced penalties for retailers who sell tobacco and vaping products) that took effect July 1, 2024.
- Actively involved in the discussions with the office of the Attorney General on the use of the "JUUL Settlement Funds".
- Established legislative priorities for 2025 and met with related legislators.

Communications

- Maintained all communications resources including web and social media.
- Helped identify seminar speakers for quarterly meetings
- Planned and hosted the December in-person meeting in Richmond
- Coordinated TFAV's internal and external communications

Membership

- Maintained and updated membership roster
- Recruited 20+ more new members
- Worked with the TFAV leadership team on quarterly meetings, newsletters, and other key tasks.

Have ideas for another committee?

Connect with the TFAV Membership
Committee at tfavmembership@gmail.com

MEASURING STRATEGIC PLAN PROGRESS

Strategic Goals	Objectives	Progress Update
Goal 1: Prevent initiation of tobacco use among youth and young adults	1.1 Promote licensure of tobacco retail outlets in Virginia	Tobacco Retail Licensing discussions advanced; H.B. 790/S.B. 582 (addressing licensing requirements and enhanced penalties for retailers who sell tobacco and vaping products) passed, the new law took effect July 1, 2024
	1.2 Promote and adopt law(s) to give more control to local municipalities over tobacco policies	
	1.3 Increase the number of 100% tobacco and/or smokefree colleges and universities	Virginia Higher Education Tobacco Policy Dashboard launched; engagement with universities increased. Total number of colleges and universities by policy grade in 2024, as reported in the Virginia Higher Education Tobacco Policy Dashboard: 100% Tobacco Free (Grade A): 4 100% Smoke Free (Grade B): 2 No Smoking Indoors, with Outdoor Restrictions (Grade C): 19 No Smoking Indoors (Grades D): 13 No Smoking Indoors with Exceptions (Grade F): 5 Incomplete (INC), No tobacco policy found: 6
	1.4 Increase the number of 100% tobacco and/or smokefree community colleges	Collaboration with community colleges for smokefree policy adoption expanded.
	1.5 Promote tax parity for all tobacco products	Policy discussions on tax parity continued; advocacy efforts in legislative settings.
	1.6-1.10 Reduce youth and young adult tobacco use rates across product categories	Educational outreach on youth vaping and nicotine pouches expanded; seminar series covered these issues. Youth (latest estimates from the 2023 Youth Risk Behavior Survey): a. Percentage of students who currently smoked cigarettes (on at least 1 day during the 30 days before the survey): 0.6% (middle school), 2.0% (high school).

			<p>b. Percentage of students who currently used an electronic vapor product: 4.2% (middle school), 3.1% (high school).</p> <p>Young adults (Latest estimates from the 2024 Virginia Young Adult Survey): a. Lifetime use: 38% (tobacco), 46% (e-cigarettes) b. Past 30-day use: 14% (tobacco), 22% (E-cigarettes)</p>
Goal 2: Promote tobacco use cessation among youth and adults	2.1	Increase the percentage of smokers who have stopped smoking (for one day or longer) because they were trying to quit	Ongoing education campaigns targeting smokers; increased outreach through TFAV newsletter. Quit Now Virginia results 2024 year to date: 6.4% quit after enrollment (256/4001)
	2.2	Support additional funding for the VDH Quitline	Advocacy efforts for Quitline funding are highlighted in TFAV meetings; legislative discussions ongoing.
Goal 3: Eliminate exposure to secondhand smoke	3.1	Promote the amendment of the Virginia Clean Indoor Air Act to include additional restrictions to places where smoking and vaping is prohibited	Smokefree casino advocacy progressed; discussions on Clean Indoor Air Act expansion ongoing.
	3.2	Increase the number of localities with secondhand smoke control policies	Engagement with local policymakers on secondhand smoke policies continued; smokefree parks initiatives expanded.
	3.3	Increase the proportion of behavioral health facilities that prohibit all tobacco products	Increased engagement with behavioral health centers; promotion of tobacco-free campus policies.
	3.4	Reduce the percentage of people who reported breathing smoke at their workplace at least once in the past week	Ongoing discussions on workplace secondhand smoke exposure.
Goal 4: Strengthen statewide infrastructure for tobacco use, prevention, and control	4.1	Build strategic partnerships with organizations with grassroots networks	Partnerships have been/are being formed with grassroots advocacy groups for tobacco policy reform such as ALA, AHA, Truth Initiative, etc.

4.2	Create partnerships with organizations serving disproportionately impacted communities	Ongoing discussions and collaborations with organizations addressing tobacco-related disparities.
4.3	Establish or enhance locally funded tobacco control programs	Several regions launched new prevention and cessation programs with TFAV members' involvement.
4.4	Promote an increase in state funding for the VDH TCP	The TFAV legislative committee has been actively involved in the discussion and working hard to investigate whether JUUL settlement funds can be allocated towards these objectives.
4.5	Promote an increase in funding for the Virginia Foundation for Healthy Youth to support best practices	

For more information on TFAV's strategic plan, visit:

<https://www.vdh.virginia.gov/content/uploads/sites/29/2017/06/2017-Tobacco-Free-Alliance-Strategic-PlanFINAL2.pdf>

Tobacco Free Alliance of Virginia
Annual Report 2024

HELPFUL RESOURCES

[Tobacco Cessation Resources](#)

[Tobacco Use Data Dashboard - Tobacco Free Living](#)

[E-Referral Service – Quit Now Virginia](#)

[Guidelines and Resources for Tobacco Control Programs](#)

[NIH Tobacco Regulatory Research Tools & Resources](#)

[U.S. E-Cigarette Regulations - 50 State Review](#)

[Searchable Tobacco Products Database](#)

[Virginia's Legislative Information System](#)

[Administrative Action Tracker](#)

THANK YOU!

*We thank you for your continued support
of the Tobacco Free Alliance of Virginia.*



Tobacco Free Alliance of Virginia

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