



HWTF Mission

The North Carolina Health and Wellness Trust Fund Commission invests in programs and partnerships to address access, prevention, education and research that help all North Carolinians achieve better health.



HWTF Chair Lieutenant Governor Beverly E. Perdue

Fit Communities get Fit Together

On Tuesday, September 12, *Fit Community* grantees came together in Chapel Hill for a kick-off conference entitled, “*Tools for Success.*”

Participating in the event were HWTF *Fit Community* grantees and staff, BCBSNC Foundation *Fit Together* grant-

ees, Active Living by Design (ALBD) staff, and guest speakers.

The meeting allowed grantees an opportunity for networking, an in-depth education on their relationship to the *Fit Together* initiative, tools and resources available to acquire assistance with im-



plementing their programs including strategies of the ALBD model.

Inside this issue:

HWTF Asks NC Employers to Shape Up	2
Majority of NC Schools Adopt TFS Policy	2
Teachers in Training	2
Closing the Gap in Health Disparities	3
Childhood Obesity Update	4
HWTF goes to Boston	5
Grantee News	6

Special points of interest:

- Read about the latest HWTF Grantee success stories
- Learn when *Fit Workplace* and *Fit Kids* initiatives are set to be launched in NC
- Find out how the Study Committee on Childhood Obesity plans to evaluate “indirect costs” associated with Child Nutrition Services in NC

HWTF Asks NC Employers to Shape Up



Fit Together, an initiative sponsored by Blue Cross and Blue Shield of North Carolina (BCBSNC) and the NC Health and Wellness Trust Fund (HWTF) to combat obesity and overweight issues facing North Carolinians, today launched the state's first comprehensive workplace wellness campaign, Fit Work-

place.

Fit Workplace will engage business leaders and human resource managers to embrace workplace wellness programs for their companies. The Fit Workplace campaign includes a TV spot that is airing statewide now through mid-November, and NC specific, web-based tools and resources that employers can use to gauge the health of their employees and implement programs related to preventive health care, nutrition, stress reduction, physical activity and more. The Fit Together Web site also offers dozens of case stud-

ies of local companies that have successfully implemented workplace wellness programs, often at little or no cost to the company or their employees.

The webcast has been made available to the public on HWTF's *Fit Together* home page:

<http://www.fittogethernc.org/>



100% Tobacco-Free School Policy Update

On September 5, HWTF Chair Lt. Gov. Beverly Perdue announced that the number of NC middle and high school students who have never tried smoking has increased significantly.

Lt. Gov. Perdue was joined by NC State Board of Education Chair Howard Lee, Pitt County Schools Superintendent Dr. Beverly Reep and other educators to announce a second round of results from the 2005 NC Youth Tobacco Survey at Hope Middle School in Greenville.

The survey results confirm that 100% Tobacco-Free School (TFS) policies are effective. Schools that have had the policy in effect for at least 4 years reported 40% lower smoking rates than the state-wide average.

The new Tobacco-Free School television ad and HWTF-funded Web site, www.TobaccoFreeSchoolsNC.com, were also unveiled that day.

The survey also revealed that 74.2%



of middle school students and 45.7% of high school students *have never* smoked a cigarette, up double digit points from the 2001 and 2003 surveys. While 78 school districts have successfully banned tobacco products, it is still legal to smoke on school campuses in 37 school districts across the state.

Teachers in Training

On May 31, Be Active NC and the Department of Public Instruction hosted the first of a year-long series of HWTF-funded training sessions on the new mandate requiring schools to provide 30 minutes of physical activity daily in grades K-8.

Fifty "Healthy Active, Children Trainers" attended this inaugural session, and served as a focus group, providing useful feedback that will shape future training

and Web site development. To date, 215 "Healthy Active, Children Trainers" have been certified.

The ultimate goal is to train 46,000 N.C. elementary and middle school teachers over the course of the 2006-07 school year.

HWTF launched the *Fit Kids* Web site (www.FitKidsNC.com), at NC State Board of Education Meeting in Raleigh on October 5.



Closing the Gap in Health Disparities

HWTF Chair Lt. Gov. Bev Perdue kicked off the new Eliminating Health Disparities Initiative at an inaugural conference for grantees held in Durham on September 18.

The program is designed to reduce disparities for both children/youth and adults related to obesity and chronic diseases, including but not limited to: cardiovascular disease, diabetes and cancer among minority and underserved populations in NC.

As part of its Health Disparities initiative, HWTF allocated \$9 million over the next three years to address

the issue in North Carolina, awarding 27 grants to state universities, faith-based organizations, hospitals, health departments and community-based programs statewide to help in reducing the incidence, prevalence, mortality and burden of these diseases.

Grant programs will focus on both money-saving and life-saving prevention methods involving nutrition and exercise classes, support groups for diabetics, cultural competency trainings for medical providers, and community health screenings for diabetes, high blood pressure and cholesterol.



More than \$9 million awarded to reduce disparities in health

Childhood Obesity Update

On October 10, 2006, HWTF Chair, Lt. Gov. Bev Perdue, joined Carolina Panthers middle line backer Chris Draft; Charlotte-Mecklenburg County School Superintendent Pete Gorman; the TopCats, the Carolina Panthers cheerleaders; Sir Purr, the Carolina Panthers mascot; and students from Billingsville Elementary School to announce a new partner-

ship addressing childhood obesity and stressing the importance of physical activity.

The partnership will be another resource available to help teachers meet the new state mandate requiring 30 minutes of physical activity for all students K-8, each day.

HWTF awarded the Carolina Panthers Charities a three-year \$225,000 grant to support the Pan-



HWTF goes to Boston

On November 7, HWTF Commissioner, Dr. Olson Huff will address American Public Health Association (APHA) Annual Meeting attendees in Boston.

HWTF is earning a national reputation by virtue of its *Fit Together* campaign and resulting statewide and local policy initiatives in children's nutrition and health.

As a result, HWTF has been invited to

describe how funding agencies, community partners and academic institutions came together to develop an effective partnership for obesity prevention.

HWTF Policy Director Vandana Shah will facilitate the panel discussion on the importance of developing sustainable obesity prevention programs, identifying the link between environmental and policy outcomes and sustainability. Participants in the discussion will also include a representative from the Duke technical

assistance team, the ECU outcomes team and the Cleveland County grantee. Dr. Huff will describe HWTF's efforts to support *Fit Together* grantees' work toward environmental and policy outcomes as well as the results achieved during the first two years of the initiative.



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Investing in a Healthy NC

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Grantees in the news

HWTF's obesity grantee, UNC-TV, is using grant funding to create awareness about health issues relevant to North Carolinians through its new initiative, HealthWise. HealthWise programming will put a personal face on the health issues facing North Carolinians as well as conduct in-depth interviews with the researchers and policymakers that are on the cutting edge of health care in the state.

As part of that commitment, UNC-TV featured HWTF grantees who are leading healthcare initiatives across the state during the months of August and September, 2006.

8/22 - Cleveland Co. Health Dept

HWTF's Fit Together Initiative grantee was awarded \$450,000 in 2004 to implement a local obesity prevention project.

Among their successes, educating teachers and health promotion teams within schools and churches on how to affect

policy change, training teachers to incorporate physical activity in the classroom, working on school nutrition intervention, providing 'lunch and learn' workshops.

8/23 - New Life Women's Project

HWTF's Fit Together Initiative grantee was awarded \$337,082 in 2004 to implement the obesity prevention project in Martin and Washington Counties.

New Life has trained lay health advisors to talk to parents and caregivers about how to ensure healthy environments for kids; Family Health Days provide education on nutrition and physical education; newsletter and church bulletins offer nutrition advice, recipes and health tips.

9/22 - Children First of Buncombe Co.

HWTF's Fit Together Initiative grantee was awarded a 3-year grant in 2004 to implement the "Growing Mind Healthy Bodies" project. This project allows children to grow and eat their own food at

school, nutritious meals provided for needy kids, a backpack program sends fresh produce and recipes home to children's families, Electronic Benefits Transfer (EBT) system enables families to use food stamps to purchase fresh fruits and vegetables.



Linking NC to tools for healthy weight and lifestyles