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N.C. Wellness Watch

HWTF Mission

The NC 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

North Carolina's 115 School Districts are 100% Tobacco Free

As of July 2008, all 115 of North Carolina's school districts have passed 100% tobacco free policies, a major milestone for HWTF's 100% Tobacco Free Schools (TFS) initiative. In the 1990s, a few school systems such as Caldwell County and Chapel Hill/Carrboro passed a 100% TFS policy, but the movement gained momentum in December 2002 when HWTF awarded 31 grants to combat teen tobacco use in the school systems. HWTF also worked with non-funded school systems by training local advocates to educate local school boards about this

policy. Reaching 100% policy adoption was largely an effort at the grassroots level with teens, school administrators, parents and local HWTF-funded organizations working together diligently in their communities. Grassroots activities were augmented by a statewide media campaign and awareness efforts spearheaded by HWTF. The UNC School of Family Medicine cites TFS school districts as "one of the reasons for the increasing number of tobacco-free youth in North Carolina."

A July 2007 state law mandated all schools districts to adopt the 100% TFS policy no later than August 1, 2008. HWTF worked with all school systems who had not passed a policy to do so before the legislative deadline. HWTF will continue to help schools with TFS compliance by overseeing implementation efforts. More information is available at

www.nctobaccofreeschools.com.



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Special Points of Interest

- 100% Tobacco Free for NC Schools
- Read about HWTF's new programs
- Checkout health-related events around the country

HWTF launches Diabetes Campaign to Reduce Health Disparities

In August 2008, HWTF launched North Carolina's first media campaign to reduce diabetes related health disparities. "Eliminating health disparities is an essential step towards making North Carolina the healthiest state in America," said Lt. Governor Bev Perdue, HWTF Chair. "No matter who we are or where we are from, we all deserve the opportunity to live a healthy life." The diabetes-focused campaign is part of HWTF's \$12.6 million Eliminating Health Disparities Initiative, a statewide effort

which began in 2006. The campaign debuted on August 18th with a television ad designed to appeal to African American adults. The television ad will soon be followed by radio ads for American Indian and Hispanic/Latino audiences. Viewers are encouraged to access the diabetes prevention and management resources that are available to them at HWTF's new health disparities website www.caretoactnc.com. They can also call the toll-free number (1-800-662-7030) to obtain these resources.

The death rate from diabetes among African American residents in NC (175 per 100,000) is twice that of white residents (83 per 100,000) and is nearly double for American Indians (149 per 100,000).



HWTF Launches Latest TRU Prevention Multi-Media Campaign

On July 14, 2008, HWTF launched the next phase of the *Tobacco.Reality.Unfiltered (TRU)* prevention multi-media campaign. The aim of the campaign is to encourage North Carolina's youth to live tobacco free. Continuing with the research-based strategy of featuring true stories of real people who have been adversely affected by tobacco use, HWTF's current television campaign introduces Reena. Reena is a 29-year-old single mother from Asheville, NC. Reena began smoking at 13, was diagnosed with throat cancer at 21 and had to have her voice box removed in order to survive.

The campaign aims to counter the common misperception among youth that serious health consequences only happen when people are much older. Reena's powerful and moving story is intended as a wake up call for the youth of North Carolina by letting them know that serious health consequences can happen even in young adulthood. The TRU campaign began in 2003 and has achieved a high level of youth awareness (71% in 2007). The TRU campaign also contributed to a dramatic reduction in youth tobacco use in North Carolina:

At the start of the program, the teen smoking rate was 27%, according to the state's 2003 Youth Tobacco Survey (YTS) and is now at an historic low of 19% (2007 NCYTS). For more information on Reena and the TRU campaign, please visit www.realityunfiltered.com.



Task Force on Childhood Obesity: Ending the Obesity Epidemic in North Carolina

In the recent short session of the NC General Assembly, a task force on Preventing Childhood Obesity was established due to the efforts of Senator Doug Yongue. HWTF's leadership has been invited to be a member of this newly formed task force and HWTF-funded obesity programs are among the statewide initiatives the task force will review. The task force, co-chaired by State Health Director Leah Devlin and State Board of Education Chair Howard Lee, convened for the first

time on September 18th at the WakeMed Heart Center and assembled a cross-section of education and health professionals. Vandana Shah, HWTF Executive Director, gave the task force a presentation on HWTF's obesity initiatives. The task force is required to develop a strategic plan and formulate recommendations to be presented to the General Assembly by mid January 2009. The goals of the strategic plan will encompass the following framework

of initiatives:

- (1) Providing healthier foods to students;
- (2) Improving the availability of healthy foods at home and in the community;
- (3) Increasing the frequency, intensity and duration of physical activity in schools;
- (4) Encouraging communities to establish a master plan for pedestrian and bicycle pathways;
- (5) Improving access to safe places where children can play and
- (6) Developing activities or programs that limit childrens' screen time, including limits on video games and television.

HWTF Announces the Launch of a new Tobacco Cessation Program in NC

On September 24th, HWTF announced the creation of a new statewide tobacco cessation program for mental health consumers. The program, which will be implemented in psychosocial treatment centers across the state, aims to reduce the harmful effects that tobacco has on individuals with mental illness by providing them with equal access to smoke-free environments and cessation programs, in addition to increasing their awareness about overall wellness. The project is funded by

HWTF as part of its overall tobacco cessation initiative. HWTF has awarded \$505,000 to the NC Evidence Based Practice Center, part of Southern Regional AHEC, to pilot the program. The first four pilot programs include Adventure House in Shelby, Atlantic House in Morehead City, Sanctuary House in Greensboro and Threshold Clubhouse in Durham. The sites are non-profit psychosocial rehabilitation programs serving North Carolina adults with severe and persistent mental illness.

Training will begin in November/December 2008 and wellness and cessation classes for mental health consumers will launch in January 2009. For more information, please visit www.healthwellnc.com.



HWTF Announces the Launch of a Health Disparities Fellowship

In September 2007, HWTF announced the launch of a fellowship program to focus on health disparities in North Carolina. The program aims to engage talented public health or social work professionals in ongoing efforts to address health disparities. The fellowship is part of HWTF's Eliminating Health Disparities Initiative. HWTF is partnering with the Duke Global Health Institute to manage the project. The target group for the fellowship is mid-level to senior-level health professionals.

The program aims to increase fellows' knowledge of health disparities in North Carolina and to develop the problem-solving skills required to design and implement community-based interventions and/or conduct related evaluations that address health disparities in their community. The fellowship is a two-year program that will include three weeks of course instruction led by faculty at Duke University and North Carolina Central University during the first year. Faculty mentors will also assist fellows with the

development of a community-based project in the second year of the program. Interested applicants can apply online by going to www.healthwellnc.com. The deadline for applying for the fellowship is October 31, 2008.



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“ Investing in a Healthy NC ”

Schedule of Events

October is Breast Cancer Awareness Month

October 22nd is National Lung Health Day

October is Children’s Health Month

November is American Diabetes Month

November 20th is the Great American Smoke Out

www.HealthWellNC.com

Initiative Updates

Health Disparities

In August 2008, HWTF announced the availability of \$7.5 million in grant funding over three years to address health disparities in North Carolina. Funds will be used for new projects or to expand on existing projects designed to focus on reducing health disparities related to diabetes, cardiovascular disease or cancer among adults. A new addition for Phase II of the Health Disparities Initiative allows funds to be used for efforts designed to increase the cultural competency of health care providers in North Carolina. Final applications were due by October 1, 2008. For more information on HWTF’s Health Disparities Initiative and upcoming funding opportunities, please visit www.healthwellnc.com.

Teen Tobacco

In August 2008, HWTF announced the availability of \$24 million in grant funding to reduce tobacco use among NC teens. HWTF accepted applications from eligible organizations that seek to prevent youth initiation of tobacco use; promote tobacco use cessation among youth; eliminate youth exposure to secondhand tobacco smoke and eliminate health disparities among minority youth or other youth populations identified with tobacco-related health disparities. Final applications were due by October 1, 2008. For more information on HWTF’s Teen Tobacco Use Prevention and Cessation Initiative and upcoming funding opportunities, please visit www.healthwellnc.com.

Obesity

In a special ceremony on June 10th, three North Carolina municipalities were awarded the Fit Community designation to recognize their success in promoting healthier lifestyles among their residents. The town of Black Mountain, the town of Tarboro and the city of Jacksonville were all recognized for their outstanding efforts in supporting healthy eating, physical activity and tobacco-free living through policy and community infrastructure. All North Carolina municipalities and counties are eligible for the Fit Community designation. Communities awarded for the Fit Community designations receive highway signs to place on their roadways; plaques; recognition on the Fit Community web site, www.fitcommunitync.org, and use of the Fit Community logo.