



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 Bev Perdue

NC Teen Smoking Rates Hit Historic Lows

On April 15th 2008 at C.E. Jordan High School in Durham, the NC Health and Wellness Trust Fund announced the results of the 2007 Youth Tobacco Survey (NC YTS). According to survey results, middle school smoking in North Carolina has dropped to 4.5% and high school smoking has dropped to 19%. From 1999 to 2003, North Carolina had seen only modest improvements in current youth cigarette smoking rates.

However, from 2003 to 2007, the time period when HWTF funded its youth prevention and cessation initiative, significant changes in current cigarette smoking occurred among both middle and high school students. Since 2003, middle school smoking dropped by 51.8% and high school smoking dropped by 30.4%. That translates into 34,000 fewer NC teen smokers since 2003. Also, for the first time since youth smoking has been assessed in our state,

the majority of teens have never tried smoking, not even a puff. The Youth Tobacco Survey, administered by the NC Tobacco Prevention and Control Branch, is the definitive study of tobacco use among high school and middle school students in the state.



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Special Points of Interest

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HWTF Announces 2008 Power of Prevention Awards Winners

On May 14th HWTF held its 2nd annual Power of Prevention Awards. The Power of Prevention Awards recognizes individuals across North Carolina who have taken an innovative approach in addressing preventive health; access to health care; the promotion of healthy lifestyles and addressing chronic diseases such as obesity, diabetes, cancer and heart disease. The following are the winners in each category:

Advocacy/Public Policy

Gina Upchurch

Community Catalyst

A. Ray Rogers

Innovator

FirstCarolinaCare Insurance Company, Inc.

Leadership in Obesity

Shellie Y. Pfohl

Leadership in Tobacco

Sally Herndon Malek

Leadership in Health Disparities

Barbara Pullen-Smith

The awards ceremony and luncheon was held at the Carolina Club, Alumni Hall, George Watts Hill Alumni Center, in Chapel Hill and was sponsored by UNC Health Care. HWTF Commissioners led the awards ceremony and Dr. Jim Johnson, Director, Urban Investment Strategies Center, UNC-Chapel Hill, delivered the keynote address - "Health Disparities in a 'Browning' and 'Graying' America: Implications and Challenges."

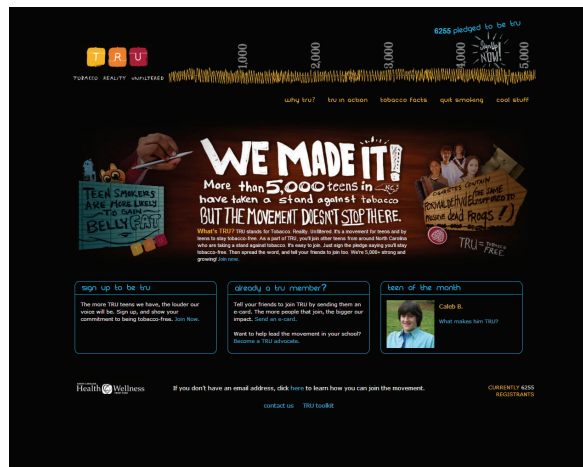
For more information on the 2008 Power of Prevention Awards, please visit www.healthwellnc.com.



HWTF Launches TRU Teen of the Month

The North Carolina Health and Wellness Trust Fund's Tobacco Reality Unfiltered campaign (TRU) is a movement to create the first generation of tobacco-free teens in North Carolina. "TRU's campaign goal was to recruit 5,000 teens to pledge to be tobacco-free," says Vandana Shah, Executive Director of HWTF. "We are very happy to proclaim that we reached our goal of 5,000 teens two months ahead of schedule and that we recently reached 6,000 teens who have taken the pledge!" To boost TRU awareness among teens, HWTF created a statewide contest – the TRU Teen-of-the-Month contest – in which North Carolina teens between the ages of 12 and 18 were invited to compete for a shot at starring in their own

TV commercial produced by Time/Warner Cable, Inc. Teens were asked to display their talents by submitting original essays, poems, artwork, songs/raps and videos, which answered the question, "Why is it important for you to be tobacco-free, and what can you do to help others be tobacco-free?" Contest entries were judged based on creativity, quality and adherence to the theme. We are proud to announce that 11 winners from all over the state have been selected. Teens can visit www.realityunfiltered.com to view the TRU Teen-of-the-Month winners and to sign the pledge to be tobacco-free.



QuitlineNC Encourages Health Care Providers to Promote Quitting

Scientific evidence shows that quitlines, like QuitlineNC, are effective tools to help tobacco users quit, and can greatly enhance the caller's ability to quit. QuitlineNC (*1-800-QUIT-NOW*) became fully operational in November 2005 and provides proactive cessation information and support in both English and Spanish. The service is delivered by trained 'quit coaches' who provide up to four callbacks to quitline users to check on progress and to provide additional guidance. Callers may request information about quitting for themselves, a friend, or family member. This spring, the HWTF led a statewide campaign to educate health care providers about QuitlineNC, while encouraging them to utilize an innovative fax-referral service.

The fax-referral service allows health care providers and HWTF tobacco grantees to fax an interested tobacco user's contact information directly to QuitlineNC, where an expert 'quit coach' will make the initial contact with the tobacco user. Once this connection has been made, the tobacco user will continue to receive information and support services. North Carolina health care providers, organizations and associations will be provided the following:

- "Ask, Assist, Refer" help cards with scripted prompts for healthcare providers to use when working with patients who smoke.

- A "prescription pad" urging smokers to call QuitlineNC for help in quitting.
- A QuitlineNC fax referral pad for health care providers to give to patients
- QuitlineNC brochures that describe the services available and how to access them.

Additional materials for health care providers interested in helping their patients stop tobacco use can be ordered in limited quantities by emailing: quitline.nc@ncmail.net.

For more information, visit www.QuitlineNC.com.



HWTF Awards Additional \$1.6 Million in MAP Funding

In early January 2008, HWTF awarded an additional \$1.6 million in Medication Assistance Program (MAP) funding to 40 organizations for an 18-month period that began in January 2008. The funding will help low-income North Carolina residents gain access to prescription drugs. These awards are part of the fourth phase of funding for HWTF's highly successful MAP. MAP has already provided access to over \$122 million worth of free medications for more than 87,000 North Carolinians since its launch in 2003. Grantee sites will help low-income residents of all ages apply for free, discounted and low-cost drugs through

pharmaceutical companies' prescription assistance programs. Applicants may also choose to work with Medicare-eligible seniors to help them identify their optimal federal plan, or provide specialized assistance to patients with certain disease states like mental health or chronic illnesses. The grant awards were announced on February 13th, 2008 at the Guilford County Department of Public Health, a MAP grantee since the program's inception.



Tobacco-Free Colleges

Fifteen organizations received HWTF grants to promote tobacco use policy on college campuses starting January 2008. HWTF's statewide Tobacco-Free Colleges Initiative also provides assistance to non-funded colleges. In February 2008, HWTF hosted over 50 colleges for a 100% Tobacco-Free College forum and training held at the Friday Center in Chapel Hill. The Tobacco-Free Colleges initiative is also building alliances with the community college system to promote tobacco prevention policies through the student service offices on local campuses. HWTF recently held training sessions at NC State, which recently passed a 25 foot perimeter policy, and Louisburg College, the 15th campus in NC to pass a comprehensive tobacco use policy. To-date, 18 NC campuses have adopted a comprehensive tobacco use policy.

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“Investing in a Healthy NC”

Healthy Events

July is fireworks safety month!

July 12th through July 17th - 33rd Annual National
Wellness Conference

August 10th through the 16th - National Health Center
Week

www.HealthWellNC.com

HWTF Initiative Updates

Health Disparities

In March 2008, Barbara Roole joined the staff of HWTF as the Health Disparities Program Officer. Her experience includes serving as the Social Justice & Equity Program Officer at the Z. Smith Reynolds Foundation for the past seven years. Grantees funded through HWTF's Eliminating Health Disparities Initiative are in the process of completing annual action plans for the third year of the initiative and are in the process of being trained to use the new evaluation database. HWTF staff is also working on a new Health Disparities Initiative media campaign. For a sneak peek, check out the new logo below!

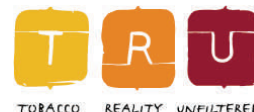


Obesity

On March 24, 2008 Dr. Olson Huff, Senator Bill Purcell and Representative Verla Insko presided over the first Fit Families Study Committee meeting for 2008. The purpose of the meeting was to review the status of the Fit Families Study Committee recommendations and discuss how each recommendation is being implemented by various agencies across the state. The Committee is currently examining the issue of indirect costs within the Child Nutrition Program and how the assessment of those costs affects the school meals program in North Carolina.

Teen Tobacco Use Prevention and Cessation

The Annual Action Planning process (AAP) is well underway for the Tobacco-Free Colleges and Teen Tobacco Use Prevention and Cessation initiatives funded by HWTF. “Annual action plans are the roadmaps to success,” according to André Stanley, Tobacco Program Officer for HWTF. “The tobacco team is working overtime to review each AAP submitted for relevance, completeness and, of course, the use of ‘SMART.’ objectives.” SMART objectives are Specific, Measurable, Attainable, Result-oriented and Time-limited to help grantees stay focused on overall goals. All AAPs will become effective on July 1, 2008.



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