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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 Wins Awards for Tobacco Use Prevention Media Campaign

HWTF's Tobacco.Reality.Unfiltered. (TRU) campaign was one of only five finalists in a national competition for PRWeek's "Public Sector Campaign of the Year." This statewide television campaign featured Asheville resident, Reena Roberts, who started smoking at 13 and was diagnosed with cancer at 21. She had her larynx removed and now can only speak with an electronic device. Her emotional testimonials about the adverse health consequences of prolonged tobacco use struck a responsive chord with NC teens and clearly impressed PRWeek reviewers as well. Entries were submitted from all 50 states and were judged by top professionals in advertising, pub-

lic relations, education, government and marketing. While the TRU campaign did not end up winning the top award, HWTF is honored to have the TRU campaign be one of the five finalists in this national competition. In March, ads from the TRU campaign garnered awards from the ADDY® Awards competition sponsored by the American Advertising Federation (AAF). As the AAF Web site says, "With over 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and

entrants of all levels from anywhere in the world." The TRU campaign won a total of three ADDY awards. The Bronze ADDY for the "Public Service, Campaign" category was awarded to the TRU ad depicting Reena reading a bedtime story to her son. The Bronze ADDY for the "Public Service, Television" category was given to Reena's emotional testimonial where she talks about missing the sound of her own voice. And the Silver ADDY of the same category went to the TRU ad showing Reena telling her story in powerful silence with a series of cards. All of the ads can be viewed at www.realityunfiltered.com.



TOBACCO REALITY UNFILTERED

Special Points of Interest

- HWTF Wins Campaign Award
- Get Updates on HWTF Initiatives
- HWTF Participates in National Healthcare Forum

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HWTF Launches You Quit, Two Quit: A Smoking Cessation Campaign for Mothers

On January 29th, the NC Health and Wellness Trust Fund (HWTF) launched *You Quit, Two Quit*: a prenatal and postpartum smoking cessation program. The program was launched at an event at the Friday Center in Chapel Hill. During the event, HWTF Executive Director, Vandana Shah and nationally recognized cessation expert Dr. Cathy Melvin, Director of the Dissemination Core at the Lineberger Comprehensive Cancer Center, highlighted the need for *You Quit, Two Quit*. The two leaders also encouraged health care providers across the state to take on the challenge of addressing smoking cessation among pregnant

women in their local areas. *You Quit, Two Quit* is funded by HWTF as part of its statewide tobacco prevention and cessation initiative. The program will include a statewide education and outreach campaign, as well as pilot projects based in Columbus, Davidson, Richmond and Wilkes counties. The smoking rates among pregnant women in these counties are substantially higher than the statewide rate. The total amount awarded for the program is \$387,000 over a three-year period. HWTF is also partnering with the Center for Maternal and Infant Health at the University of North Carolina at Chapel

Hill's School of Medicine to implement the pilot programs which will be based in local health departments and will target lower-income populations. Each of the four health departments will develop a community-based smoking cessation project based on best practices that can be replicated in other parts of the state. The pilot programs will collaborate with local, private prenatal clinics, pediatric practices, family medicine providers and regional delivery hospitals.



IN4Kids: An Innovative Approach to Combat Childhood Obesity

In February 2009, the NC Health and Wellness Trust Fund (HWTF) launched a clinical intervention to prevent childhood obesity called "IN4Kids." The intervention includes the state's four medical schools as well as primary care practices. While a number of promising interventions to address obesity have been launched in North Carolina public schools and at the community level, IN4Kids represents HWTF's first such intervention through the health care system. The program integrates registered dietitians into primary care

practices and will be piloted in practices affiliated with East Carolina University's Brody School of Medicine, Duke University School of Medicine, UNC-Chapel Hill School of Medicine and Wake Forest University School of Medicine. Registered dietitians at these sites will provide individualized assistance to youth, ages two to eighteen, who are overweight or at risk of becoming overweight. "North Carolina has one of the highest rates of childhood obesity in the country," said Vandana Shah, HWTF Executive

Director. "With IN4Kids, we have assembled a top-notch team of health care advocates, medical professionals and representatives from each of North Carolina's medical schools who are working together to find new ways to combat this health crisis."



HWTF Provides Support to Office of Governor for White House Forum

In mid-March, the NC Health and Wellness Trust Fund (HWTF) was asked by the office of Governor Perdue to provide support for a White House Healthcare Reform Forum on March 31st. The forum took place in Greensboro on the campus of North Carolina A&T University. Citizens from across the state spoke out on what they feel are the most important issues related to healthcare in the United States;

high healthcare costs and inadequate care were just a few. The invitation to the event, released from the Office of the Governor, stated "The President has vowed that the health reform process will be different in his Administration – an open, inclusive and transparent process where all ideas are encouraged and all parties work together to find a solution that will result in affordable, high-quality health care for all

Americans." North Carolina was one of five states asked to host a forum.

For more information on President Obama's forum in North Carolina, please visit

<http://www.healthreform.gov>

HWTF Launches New QuitlineNC Campaign

In March 2009, the NC Health and Wellness Trust Fund (HWTF) launched a new state-wide media campaign to promote QuitlineNC to 18-24 year olds. This campaign builds on last year's highly successful media campaign, which nearly quadrupled calls from young adults to the quitline. The new campaign, which includes TV and radio advertising, aims to shed more light on the QuitlineNC experience. The TV spots portray interactions between callers and their quit coaches as well as reinforce the message that the quitline is an effective method for young

adults to quit tobacco. The radio spots introduce young adults to the role of a quit coach in their QuitlineNC experience. "HWTF provides QuitlineNC as a free service to help our state's residents become tobacco free," said Vandana Shah, HWTF's Executive Director. "The Centers for Disease Control and Prevention indicate that media campaigns are a best practice to drive quitline calls, and the results from last year's media campaign confirm this." The campaign will continue to air throughout the spring, targeting TV and radio networks popular

among young adults, including BET, Comedy Central, ESPN and MTV, and Top 40, rock and R&B radio stations statewide. The TV and radio spots can be viewed online at www.quitlinenc.com.



HWTF Awards an Additional \$1.75 in funding for Youth Tobacco Prevention

The NC Health and Wellness Trust Fund (HWTF) recently announced six grant awards totaling \$1,757,000 to four organizations in Northeastern NC and two organizations in the Triangle. These grant awards are part of the Teen Tobacco Use Prevention Cessation initiative (TTUPC) which includes nearly \$17 million in grants to 54 organizations across the state. "We want to continue to build on the momentum that has begun with our TTUPC initiative," said HWTF Executive Director, Vandana Shah.

"And thanks to grassroots efforts like these and the state-wide TRU media campaign, the number of North Carolina teens choosing a tobacco-free lifestyle is continuing to grow." Four TTUPC grants ranging from \$222,000 to \$296,000 in NE North Carolina were provided to continue addressing their public health problems associated with youth tobacco use in their services areas. Two TTUPC grants, one for \$300,000 and another for \$450,000, were awarded to

organizations to sustain and enhance existing teen tobacco use prevention and cessation efforts in Durham and Wake counties, respectively. For the full list of grants, please visit www.healthwellnc.com (click on 'HWTF Funding Opportunities' in the upper right corner).



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“ Investing in a Healthy NC ”

Schedule of Events

June is National Safety Month

July is Fireworks Safety Month

July is UV Safety Month

www.HealthWeINC.com

Initiative Updates

Health Disparities

During its meeting on December 5th, 2008 the NC Health and Wellness Trust Fund (HWTF) Commission voted to award a grant to the NC Community AIDS Fund, a funding partnership between the Kate B. Reynolds Charitable Trust, the Duke Endowment, the Blue Cross Blue Shield Foundation of NC, the National AIDS Fund and HWTF. The NC Community AIDS Fund released its first RFP in January 2009. In response, 46 applications were submitted, and in March five organizations were selected to receive 18-month grants totaling \$221,573. The grantees are Metropolitan Community Health Services, Women's Center for Wake County, Student Action with Farmworkers, Chatham Social Health Council and the Western NC AIDS Project. HWTF's grant award to the project becomes effective on July 1, 2009.

Tobacco

North Carolina's "Tobacco-Free Colleges" initiative continues to be the national leader in campus tobacco policy change. As of May 11, 2009, 31 colleges, community colleges and universities have adopted comprehensive tobacco use prevention policies. Last month, the NC Health and Wellness Trust Fund (HWTF) sponsored three teleconference trainings for every community college in North Carolina. This training, done in conjunction with the DHHS Tobacco Prevention & Control Branch and with assistance from NC Community College officials, trained nearly 100 personnel from over thirty community colleges. Participants received information about the negative effects and extent of tobacco use on college campuses, along with practical advice about ways to pass and successfully implement a campus wide tobacco-free policy.

Obesity

HWTF's Study Committee on Childhood Obesity recently reconvened in March. Co-chairs Senator Bill Purcell and Representative Verla Insko have been instrumental at introducing obesity prevention legislation during the current session of the General Assembly, utilizing the recommendations that came out of the Legislative Obesity Task Force, as well as the NCIOM Prevention Plan recommendations. HWTF's own Study Committee is named in Senate Bill 977 as a lead agency that will work with other relevant state agencies to establish statewide nutrition standards for all foods sold in schools outside of the child nutrition program. In the future, this Study Committee will continue to provide oversight to help avoid duplication in the obesity prevention field. The committee will also function in a policy role by initiating ideas that lead to policy recommendations, advising on policies and supporting policies in place that reflect the mission and vision of the committee.