



### 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 HWTF Launches *CheckMeds NC* Program

*CheckMeds NC*, a medication therapy management program, launched on October 25th, 2007. NC Health and Wellness Trust Fund Commission Chair Lt. Governor Bev Perdue kicked off the program, the first of its kind in the nation. “*CheckMeds NC* is a groundbreaking program for seniors in our state,” said Lt. Governor Bev Perdue. “This critical pharmacist counseling will not only help our seniors save money, it could improve their health and save their lives.” Medication therapy management is required under Medicare Part-D legislation, but unfortunately, prescription drug plans are neither required to provide it in a face-to-face setting, nor are they required to use a pharmacist to conduct this in-depth counseling session.

*CheckMeds NC* includes multiple layers of counseling beginning with a one-on-one “brown bag” session with a specially-trained *CheckMeds NC* pharmacist where all medications are reviewed, including over-the-counter and herbal supplements. Further advice may be given to the senior via follow-up sessions with the pharmacist. In the first three months of the program, over 1,900 patients received services through 87 NC pharmacies. All NC seniors, 65 years of age and older who are enrolled in a Medicare prescription drug program are eligible to receive this free service.

For more information, visit [www.checkMedsnc.com](http://www.checkMedsnc.com)



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#### Special points of interest:

- Take a sneak peek at the updated TRU website
- Find out how NC is on the right track to tackling obesity
- Stay updated with the HWTF's initiatives
- Check out the “Healthy Events” calendar

## Over 1,000 TRU Teens and Growing!

The TRU (Tobacco.Reality.Unfiltered) Web site, [www.RealityUnfiltered.com](http://www.RealityUnfiltered.com) is currently undergoing exciting changes. After collaborating with TRU grantees, HWTF determined that a more user-friendly, interactive site was critical to reaching the target audience: North Carolina teens. Starting in February, users will see: more links to sign up to be TRU, games testing users' knowledge of tobacco-related facts, a link to QuitlineNC with tips on how to quit smoking, as well as the new TRU Teen of the Month program. The site will also include features like Meet the Grantees, TRU News and Events and TRU Sightings, an element of the site featuring photos of TRU events from across the state. On each page is a barometer that tracks the number of teens signing up to be tobacco free. Currently, there are over 1,000 registrants, with hopes that an exciting, interactive site will boost that number to hit the goal is 5,000 TRU Teens.

The 2007 evaluation of the North Carolina TRU media campaign, of which the Web site is a component, was recently released indicating that awareness of the TRU campaign has increased from 54% in 2006, to 71% in 2007. The 2007 evaluation also shows that over 90% of NC youth did not believe that young people who smoke cigarettes have more friends, that smoking cigarettes

makes youth look cool or fit in, or that smoking makes youth look attractive. Finally, the 2007 evaluation shows that more than 95% of North Carolina youth claim the campaign is convincing, attention-grabbing and gives good reasons not to use tobacco. HWTF's TRU campaign launched in 2004.

## NC Health and Wellness Trust Fund Awards 40 MAP Phase IV Grants

On December 10<sup>th</sup>, 2007, the NC Health and Wellness Trust Fund awarded 40 grants, totaling \$1.6 million for Phase IV of its Medication Assistance Program (MAP). Many North Carolinians have trouble affording prescription drugs because they either have too little health insurance or no health insurance at all. MAP grantees will assist low-income North Carolinians and seniors in solving this issue. The North Carolina Institute of Medicine recognized HWTF's statewide MAP program as a "significant safety net for the uninsured" in its *NC Healthcare Safety Net Report in 2005*.

Assistance for NC Seniors will include working with those that are Medicare-eligible to identify the best Medicare Part D plan for them; provider assistance where Medicare leaves gaps; and assistance to those seniors not enrolled in a Medicare Part D plan to apply for public and private programs. Grantees will also assist low-income individuals by helping them identify and apply for the lowest-cost prescription drugs available through public and private programs, Patient Assistance Programs, and discount card programs offered by pharmaceutical companies.

The Phase IV grants are for an 18-month period beginning January 1st and range from \$10,000 to \$70,000. Between January 2003 and December 2007, MAP grantee sites provided \$122 million in free medications to more than 87,000 patients.



For a complete list of the MAP Phase IV grantees, visit [www.HealthWellNC.com](http://www.HealthWellNC.com)

## QuitlineNC Call Volume Continues to Increase

In September 2007, HWTF launched an enhanced media campaign promoting QuitlineNC to young adults. During the first week of the QuitlineNC campaign, call volume showed an eight-fold increase from the previous week. With the multi-media campaign still running, call volume remains consistently high. QuitlineNC, funded by

HWTF and the NC Dept of Health and Human Svcs, is a statewide smoking cessation initiative. HWTF provides \$1.2 million annually toward the funding of the statewide quit line. Also in December 2007, HWTF awarded an additional \$250,000 to promote cessation among NC adults. Monies from HWTF provide services to callers aged 24 and

younger, school or child-care employees, and primary caregivers of children aged 18 or younger. Callers are paired with a Quit Coach, who will design an individualized quit plan. QuitlineNC offers telephone support, seven days a week, from 8:00 a.m. until midnight in English and Spanish.



## NC Health and Wellness Trust Fund Commission Awards 14 Tobacco-Free Colleges Grants

On December 10<sup>th</sup>, 2007, HWTF awarded 14 Tobacco-Free Colleges grants totaling \$1.4 million for a second phase of the program. Phase II is designed to support colleges that are actively involved in policy change; to promote new coalitions to advocate for policy change and compliance; and to promote cessation services, including the

North Carolina Quitline. The initiative, which has been running strong since 2005 has 4 primary goals: to prevent initiation of tobacco use among young adults ages 18-24; to eliminate exposure to secondhand smoke on college campuses; to promote tobacco use cessation among young adults ages 18-24 ; and eliminate tobacco-related health

disparities among young adults . The Tobacco-Free Colleges Program falls under the Tobacco Use Prevention and Cessation Initiative; an initiative that reaches young adults at colleges, universities, and community colleges.



For more information visit, [www.TobaccoFreeCollegesNC.com](http://www.TobaccoFreeCollegesNC.com)

## NC Health and Wellness Trust Fund Reports 25,000 Teachers Trained to Combat Childhood Obesity

As part of HWTF's Fit-Kids NC initiative, 25,000 teachers are now trained to combat childhood obesity. The Fit-Kids NC program helps teachers meet the mandated 30 minutes of daily physical activity, gives teachers practical ways to incorporate physical activity in the classroom as well as ways to create a healthy environment. There are now 43 school districts that have met the "FitKids NC" goal of

having over 70% of its teachers trained. After meeting the goal, the districts receive a certificate of completion and a \$1,000 stipend for their school-based wellness efforts. Current research shows that physically active students show superior academic performance, have better attendance and an increased positive attitude towards school. In response to alarmingly high obesity rates, the NC State Board of Education

revamped its Healthy Active Children policy, requiring each of the State's systems to adopt a formal wellness program by the 2006-2007 school year. FitKids NC, a statewide initiative funded by HWTF with training provided by Be Active North Carolina, was launched in 2005.



Visit [www.FitKidsNC.com](http://www.FitKidsNC.com)



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"Investing in a Healthy NC"

**Healthy Events**

February is National Cancer Prevention Month

National Wear Red Day– February 1st

March is National Nutrition Month

March 4th-10th—National Collegiate Health and  
Wellness Week

Kick Butts Day– April 2nd

[www.HealthWellNC.com](http://www.HealthWellNC.com)

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## HWTF Initiative Updates

### **Health Disparities**

In October 2007, grantees funded through HWTF's Eliminating Health Disparities Initiative attended their annual meeting; *"Combating Health Disparities by Maintaining & Sustaining Community Programs"* the theme of the meeting. The keynote address was provided by Dr. Moses Goldman, Director of the Action Research in Ministry Institute, Assistant Professor of Field Education at Shaw University Divinity School and Project Director of the Carolina-Shaw Partnership for the Elimination of Health Disparities Community Outreach Core. Dr. Goldman's topic was *"A Web of Disparities: Overcoming the Complex Challenges of Eliminating Health Disparities in North Carolina."* During the two-day meeting, the grantees attended numerous workshops designed to increase awareness of strategies to help combat disparities related to chronic disease.

### **Obesity**

HWTF and BlueCross and BlueShield of NC released a Request for Proposals for the third phase of the Fit Community NC designation and grants program in November 2007. The Fit Community NC program recognizes municipalities and counties for supporting healthy eating, physical activity, and tobacco-free living through policy, promotion and community infrastructure. All North Carolina municipalities, counties and lead agencies that represent municipal or county partnerships and meet specified eligibility criteria outlined in the RFP were eligible to apply for the Phase III designations. Also, communities that have proven they are on track to being healthy can receive up to \$60,000 in grant funding provided by HWTF. Applications for designations and grants were due Feb. 1, 2008 and winners will be notified by the end of June 2008.

For More Information, visit  
[www.FitCommunityNC.com](http://www.FitCommunityNC.com)

### **Tobacco**

On September 27<sup>th</sup> and 28<sup>th</sup>, HWTF held its annual Teen Tobacco Use Prevention and Cessation grantee meeting. The meeting kicked off with a celebration of the passage of Senate Bill 1086, which requires all school systems in North Carolina to adopt 100% tobacco-free policies by August 2008. A variety of training sessions were offered to attendees during the two-day event, including information on spit tobacco, the North Carolina Quitline, recruiting/training physicians to provide cessation resources for patients, assisting school districts with compliance with tobacco-free school policies, cultural competency, and social marketing. The training concluded with the launch of HWTF's TRU Recruitment Campaign, a statewide effort to get 5,000 youth to make the pledge to be tobacco free ([www.RealityUnfiltered.com](http://www.RealityUnfiltered.com)).