

**FOR IMMEDIATE RELEASE**  
**August 18, 2008**

**NC Health and Wellness Trust Fund launches state's first ever diabetes campaign to reduce health disparities**

**(RALEIGH, NC)** – The NC Health and Wellness Trust Fund (HWTF) is launching the state's first-ever media campaign to reduce health disparities related to diabetes in North Carolina. The death rate from diabetes among African American residents in our state (175 per 100,000) is twice that of White residents (83 per 100,000), and it is nearly double for American Indians as well (149 per 100,000).

"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 initiative includes grant awards to 25 community-based projects that focus on reducing health disparities related to diabetes, cardiovascular disease, and cancer among African Americans, Latinos/Hispanics and American Indians across the state.

The campaign debuts today with a television ad designed to appeal to African American adults, and within a month will be followed by radio ads for American Indian and Hispanic/Latino audiences. The television ad features real people: three North Carolinians who have a family history of diabetes, two of whom have diabetes and are determined to manage it well to live healthier lives for themselves and their loved ones. The third individual featured in the ad watched his mother suffer from diabetes and has made healthful changes in his life to prevent diabetes, and he prompts others to do the same, "If you love yourself, you will take care of yourself."

Viewers are urged to access the new diabetes resources that are available to them. One such resource, also launching today, is the HWTF health disparities website [www.CaretoActNC.com](http://www.CaretoActNC.com), where the television ad can be viewed and where people can learn more about diabetes prevention, testing, and management.

HWTF is funding toll-free phone services through the CARE-LINE (1-800-662-7030) for those who may lack internet access. NC residents can call for diabetes information packets to be mailed to them or find out about local service providers in their areas of the state by calling the toll-free number. The CARE-LINE operates 24 hours a day, seven days a week.

**ABOUT THE NC HEALTH AND WELLNESS TRUST FUND**

*The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$199 million to support preventive health initiatives and \$102 million to fund prescription drug assistance programs. For more information, please visit [www.HealthWellNC.com](http://www.HealthWellNC.com).*

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