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For Immediate Release

May 16, 2007

Power of Prevention Awards Recognize NC Health Champions

Lt. Gov. Perdue Commends Winners for Work in Preventive Health Care

Award Ceremony Part of Statewide Health Summit

(RALEIGH, NC) – Lt. Gov. Bev Perdue today honored six leaders with NC Health and Wellness Trust Fund (HWTF) Power of Prevention Awards for their remarkable efforts to make North Carolina healthier. The ceremony at WakeMed Andrews Center for Medical Education was part of a statewide health summit hosted by the Trust Fund and WakeMed Health & Hospitals.

“Today we are honoring leaders who are making a difference in the health and wellness of North Carolina’s communities,” said Lt. Gov. Perdue, HWTF chair. “They are helping our state become the healthiest in America. That’s a goal I have had for the Trust Fund from the very beginning — and it’s a goal we can achieve together for North Carolina.”

The Power of Prevention Awards honor outstanding individuals from across North Carolina who have taken innovative measures to promote healthy lifestyles and increase access to health care, and address chronic diseases such as obesity, diabetes, cancer and heart disease.

In the first of what will be an annual event, Lt. Gov. Perdue presented awards to individuals who have a demonstrated track record in one of the following health care categories: Advocacy, Community Catalyst, Innovator, Leadership in Tobacco, Leadership in Obesity, and Leadership in Health Disparities. The winners in each category are:

- *Advocacy* – Tom Vitaglione, senior fellow of health and safety, Action for Children NC
- *Community Catalyst* – Dr. Meg Malloy, executive director, NC Prevention Partners
- *Innovator* – David Murdock, chairman and CEO, Dole Food Company Inc. and Castle & Cooke Inc.
- *Leadership in Tobacco* – Deborah Bryan, president and CEO, American Lung Association of NC
- *Leadership in Obesity* – Dr. Barbara Ann Hughes, president, B.A. Hughes & Associates
- *Leadership in Health Disparities* – Olivia Fleming, principal, The Fleming Group

The NC Health Summit is designed to bring together key policymakers, foundation executives and leaders in both the health care and business arenas from across the state to prioritize North Carolina’s most pressing health-related needs and to explore collaborative solutions for addressing these needs. The outcomes from this year’s inaugural summit will be announced soon.

ABOUT THE WINNERS:

For three decades, **Tom Vitaglione** served in the NC Division of Public Health, providing essential services to the children of North Carolina. He supervised all health programs for the state’s youth — including a wide range of prevention and specialized services. He was instrumental in the development of North Carolina’s Children’s Health Insurance Program (CHIP) and was a strong advocate for the Infant Homicide Prevention Act. As a senior fellow at Action for Children, Vitaglione has played an integral role in many public policy successes benefiting and protecting children. The *North Carolina Child Health Report Card* has been released annually thanks to his leadership. In addition, Vitaglione was one of the visionaries for the creation of the NC Child Fatality Task Force.

Dr. Meg Malloy is the founder and executive director of NC Prevention Partners, a statewide nonprofit organization that strives to “put prevention first for a healthier NC,” and aims to improve health across NC by fostering partnerships, promoting prevention, and influencing private and public policies. Malloy’s career includes 25 years in prevention, health behavior change and health policy, with a focus on nutrition, physical activity, and tobacco prevention and cessation. She has worked in nonprofit leadership, media, policy development, consulting, state and local public health, and nutrition practice, teaching and research within the UNC School of Public Health, and Duke University Medical Center and School of Medicine.

David H. Murdock founded the North Carolina Research Campus (NCRC), a developing 350-acre life sciences hub near Charlotte. One of the world’s most comprehensive biotech projects, NCRC brings together Castle & Cooke North Carolina LLC, Duke University, the University of North Carolina, the NC Community College System and other institutions of higher education dedicated to new development in science. The campus has attracted recent partnerships with companies such as cancer researcher Angiogen LLC and Linux-leader Red Hat. Murdock also established the Dole Nutrition Institute which focuses on education and research regarding the potential of a plant-based diet to promote health and prevent disease. In addition, Murdock was instrumental in the opening of the California Wellbeing Institute, including a healthy lifestyle teaching center, medical facilities with complete diagnostic capabilities and a television production studio.

In her 24 years with the American Lung Association of NC, **Deborah Ryan** has advanced key issues of the organization to make them priorities in the state. Under her leadership, significant policy initiatives have been achieved. Those achievements include: increasing the state tobacco excise tax, creation of HWTF from Tobacco Settlement monies; restrictions on youth access to tobacco products and smoking in public places; and enabling employers to require employees to be non-smokers if it relates to their work. In addition, she was instrumental in the establishment of the Tobacco Prevention and Control Branch of the Department of Health and Human Services.

Dr. Barbara Ann Hughes’ diverse professional career includes clinical, community, consulting, educational and management experience in dietetic, nutrition and health services. She is an adjunct assistant professor at the UNC School of Public Health. In 1991, she established B.A. Hughes & Associates, a full-service private practice providing medical nutrition therapy to individuals in Wake and surrounding counties. She is the director of adult nutrition at the Institute of Lifestyle and Weight Management in Raleigh, and holds many honors and accomplishments in her dietetics and nutrition career.

Olivia Fleming was the director of Urban Ministries of Wake County Open Door Clinic for four years and now holds the part-time position of community affairs coordinator and is an active volunteer at the clinic. Urban Ministries Open Door Clinic is the oldest free medical clinic still in operation. Latinos comprise about 40 percent of the clinic’s total acute patients, reflective of the fast-growing Latino population in NC. The clinic was chosen by El Pueblo as one of three community partners to develop a lay health advisor program. Urban Ministries consistently works to develop and deliver needed services in a culturally appropriate way.

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 \$143 million to support preventive health initiatives and \$102 million to fund a prescription drug assistance program. For more information, please visit www.HealthWellNC.com.

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