



**FOR IMMEDIATE RELEASE**  
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## **DOCTORS TEAM WITH LT. GOVERNOR TO HELP AFRICAN-AMERICAN TEENS QUIT SMOKING**

*SHAW UNIVERSITY HISTORICALLY SIGNIFICANT SITE FOR MEETING*

**(Raleigh, NC)** – Member physicians from the Old North State Medical Society (ONSMS) and Lt. Gov. Beverly Perdue, chair of the NC Health and Wellness Trust Fund (HWTF), are launching a state wide effort to help African-American teenagers quit smoking.

The physicians announced their *Physicians United for Teen Health: Keeping Our Kids Tobacco Free* project on Wednesday, February 16<sup>th</sup> at Shaw University in Raleigh. This site is historically significant because Shaw's Leonard Hall was home to the first four-year medical school to train African American doctors and pharmacists in the South, and is also the site where ONSMS was originally founded.

This project is part of ONSMS's statewide youth initiative *Physicians United for Teen Health*, which is funded by HWTF under its statewide Teen Tobacco Use Prevention and Cessation Initiative. *Keeping Our Kids Tobacco Free* is designed to educate both parents and teens about cessation and to provide them with information on resources available to young people who want to quit smoking. This project will feature a multi-media campaign including radio public service announcements (PSA's), newspaper ads, brochures, and a Web site.

Lt. Governor Beverly Perdue, Chairperson of the NC Health and Wellness Trust Fund, encourages African American teens to stay tobacco free in these radio ads and directs them to find help by visiting [www.mydoccares.org](http://www.mydoccares.org). Teens and their parents can get information about tobacco cessation and find a list of ONS physicians in their local area who can provide help.

"It is important to protect all of North Carolina's children from the harmful effects of tobacco use," said Lt. Gov. Beverly Perdue, HWTF chairperson. "Preliminary research indicates that our teen tobacco use prevention campaign is reaching and influencing more youth than ever before, and it's because of the hard work of great organizations such as Old North State."

Old North State's program "Physicians United for Teen Health," funded by the NC Health and Wellness Trust Fund, focuses on teen tobacco use prevention and cessation among African-American teens in North Carolina. It works to develop youth action teams; provide training sessions for youth and community organizations; as well as specialized training for its physician members on how to talk to teens about smoking during routine office visits and about supporting teens; efforts to quit.

### **ABOUT OLD NORTH STATE MEDICAL SOCIETY**

The Old North State Medical Society was founded in 1886 and its membership comprises of 1,200 African-American physicians. It has affiliate medical societies in Raleigh, Durham, Greensboro, Winston-Salem, Fayetteville, Jacksonville and Charlotte. Old North State's objectives are achieving equity in health care for minority and underprivileged patients and equal opportunity for black medical providers.

### **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 \$55 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program for seniors. For more information, please visit [www.hwtfc.org](http://www.hwtfc.org).

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