



FOR IMMEDIATE RELEASE

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NC Health and Wellness Trust Fund Launches New QuitlineNC Media Campaign

TV and radio spots continue to create awareness for tobacco cessation service

RALEIGH, N.C. – The NC Health and Wellness Trust Fund (HWTF) is launching a new statewide media campaign to promote QuitlineNC to 18-24 year-olds. The 2009 campaign comes on the heels of last year's successful media campaign, which nearly quadrupled calls from young adults to QuitlineNC.

This year's 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 and reinforce the message that QuitlineNC is an effective method for young adults to quit tobacco. The complementary 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 indicates that media campaigns are a best practice to drive quit line calls, and the results from last year's media campaign confirm this. We saw a dramatic increase in young adult calls as a result of the last media campaign and are confident we will see similar success with this new campaign."

Young adults have the highest smoking prevalence of any age group in North Carolina. According to the NC Behavioral Risk Factor Surveillance System Survey, 28% of 18-24 year-olds in North Carolina smoke. Phone-based cessation programs, like QuitlineNC, are proven to be an effective method to quit tobacco. A 2002 New England Journal of Medicine study reports that smokers who receive telephone counseling are twice as likely to stay smoke-free as those who try to quit on their own.

The campaign will air throughout the spring, targeting TV and radio networks popular with young adults, such as BET, Comedy Central, ESPN and MTV, and Top 40, rock and R&B radio stations statewide.

The TV and radio spots are available online at www.QuitlineNC.com.

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.

About QuitlineNC

QuitlineNC (1-800-QUIT-NOW or 1-800-784-8669) is a toll-free phone service that connects tobacco users with a quit coach, offering callers advice, support and referrals to local cessation resources. QuitlineNC is available 8 a.m. to 3 a.m., seven days a week.

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