

*****MEDIA ADVISORY*****

March 23, 2005

**HWTF CHAIR LT. GOV. BEVERLY PERDUE LEADS BROAD
CONSENSUS FOR ADDRESSING CHILDHOOD OBESITY**

*Schools, Health Advocates, and Vending Industry Work Together to
Improve Nutrition and Physical Activity in Schools*

(Raleigh, NC) – Lt. Governor Beverly Perdue, chair of the NC Health and Wellness Trust Fund (HWTF), will announce policy recommendations recently adopted by HWTF's Study Committee on Childhood Obesity for physical activity and nutrition standards in North Carolina schools. The recommendations will be released at a luncheon sponsored by the NC Healthy Schools Initiative on Thursday, March 24, 2005.

The obesity study committee, *Fit Families NC*, was established by HWTF in 2003 to evaluate the status of obesity among the state's children and to recommend policy changes necessary for addressing this growing epidemic. The study committee, co-chaired by Sen. Bill Purcell (D-Scotland County), Rep. Verla Insko (D-Orange County) and HWTF Commissioner Dr. Olson Huff, is comprised of 19 health care experts, youth advocates, educators, and business leaders from across the state.

Last year, the study committee held meetings around the state and heard from key stakeholders about school standards on physical activity and nutrition; childcare; city planning; and health care. Lt. Gov. Perdue will be releasing the seven legislative policy recommendations which were developed with input from representatives from schools, public health and industry.

WHO: HWTF Chair Lt. Gov. Beverly Perdue

WHAT: Lt. Gov. Perdue will release the legislative policy recommendations from *Fit Families NC: A Study Committee on Childhood Obesity* for physical activity and nutrition standards in schools.

WHERE: **NC Friends of School Health Luncheon**
Embassy Suites
201 Harrison Oaks Boulevard, Cary

WHEN: Thursday, March 24, 2005 at 11:30 a.m.

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 \$127 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program. For more information, please visit www.hwtfc.org.

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