

**Media Advisory**

**March 26, 2007**

**Southeastern NC School Leaders learn more  
about Tobacco-Free School Policies**

*March 29<sup>th</sup> Robeson County Forum to feature principals, administrators in eastern NC districts that have worked to eliminate tobacco use at schools*

**Lumberton, NC** – School leaders across Southeastern North Carolina will have an opportunity to learn about the value and benefits of a 100% tobacco-free schools (TFS) policy from school administrators in North Carolina’s 100% tobacco-free school districts at a public forum to be held Thursday, March 29<sup>th</sup> from 11:30 am-1:30 pm at the O.P. Owens Agricultural Center in Lumberton.

To date, 83 of the state’s 115 school districts have adopted a 100% tobacco-free school policy, which prohibits all tobacco use everywhere on campus and at campus related events at all times. Cumberland County, Richmond County, Clinton City, Moore County and Pender County are among the school systems with this policy.

“A 100% tobacco-free schools policy makes our schools safer for students, school staff and visitors,” said Lt. Governor Beverly Perdue, Chair of the NC Health and Wellness Trust Fund, which funds the tobacco-free schools initiative. “Of course, many school systems in Eastern North Carolina already have 100% tobacco-free school policies. We wanted to give administrators from those school systems that haven’t yet adopted this policy an opportunity to hear their colleagues in 100% tobacco-free systems explain just how beneficial it is and how easy it is to implement.”

The forum is sponsored by the NC Health and Wellness Trust Fund, in conjunction with the NC Tobacco Prevention and Control Branch. The forum is hosted by the Robeson County Health Department.

- WHAT:** Leadership Forum to discuss 100% tobacco-free school policies  
**WHO:** School leaders, public health officials and other concerned citizens from Southeastern North Carolina counties.  
**WHEN:** Thursday, March 29th  
11:30 am-1:30 pm (Lunch will be provided)  
**WHERE:** O.P. Owens Agricultural Center  
455 Caton Rd.  
Lumberton, NC 28360

*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 prescription drug assistance programs. For more information, please visit [www.HealthWellNC.com](http://www.HealthWellNC.com).*

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