

FOR IMMEDIATE RELEASE
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NC Health and Wellness Trust Fund awards \$1.4 million in grant funding to reduce tobacco use among NC college students

Raleigh, NC – The NC Health and Wellness Trust Fund (HWTF) is awarding more than \$1.4 million in grant funding for Phase II of its Tobacco-Free Colleges Initiative to combat tobacco use among students in the state’s colleges, universities and community colleges. Grant awards range from \$45,000 to \$275,000 for a 30-month period that began January 1, 2008.

“Too many of our young people are smoking in college and are exposed to second-hand smoke on campus,” said Lt. Governor Bev Perdue, HWTF chair. “We must raise awareness about the dangers tobacco poses to our health, lower use by emphasizing prevention and help current smokers to quit.”

Tobacco use has been identified as the number one preventable cause of premature death and disease in the country. While teen tobacco use has been declining in North Carolina over the past decade, smoking among 18-24 year olds has increased steadily. Over a quarter (28%) of 18-24 year-old North Carolinians smoke, representing the highest smoking rate across all age groups in our state.

The Tobacco Free Colleges Initiative has been expanded in this second phase to provide assistance to all NC campuses in adopting and implementing comprehensive, campus-wide tobacco use policies. This program will be similar to HWTF’s highly successful 100% Tobacco Free Schools Initiative, which worked with all 115 school districts to create 100% Tobacco Free School policies. As a result of this effort, all of the state’s 115 school districts will pass and implement 100% Tobacco Free School policies by August 2008.

The HWTF-funded Tobacco-Free Colleges Initiative became operational in January 2006, and in Phase I awarded grants to 20 organizations working with 58 college campuses in North Carolina. A recently released report issued by the University of North Carolina at Chapel Hill concluded that the initiative was successful in its first year with policy gains, new campus coalitions, increased QuitlineNC promotions to young adults and strong support from college officials.

Each grant recipient will work on college and university campuses to prevent the initiation of tobacco use, promote tobacco use cessation, and eliminate tobacco-related health disparities among college students ages 18-24. In addition, funds may be used to eliminate exposure to second hand tobacco smoke on college and community colleges campuses.

The full list of grant awards can be viewed at
<http://www.healthwellinc.com/hwtfc/pdf/GranteeList-TFCollegesII.pdf>.

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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 prescription drug assistance programs. For more information, please visit www.HealthWellNC.com.

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All grant recipients are listed by name, amount awarded, and campuses served in the table on the attached pages.

**HWTF Tobacco-Free Colleges Initiative
Phase II Grant Awards**

	Organization	Counties Served	Phase I Grantee	Grant Amount	Description
1	Alamance Community College	Alamance	No	\$74,967	ACC will provide a variety of incentives, services, educational activities, initiatives and public education efforts to assist students with smoking prevention or cessation.
2	Appalachian State University	Watauga	No	\$75,000	ASU plans to promote, support and aid in the adoption of and compliance with a university-wide tobacco policy that will comply with North Carolina legislation.
3	East Carolina University	Pitt	Yes	\$70,000	ECU will implement an expanded comprehensive tobacco use prevention and cessation program.
4	First Health of the Carolinas	Hoke, Montgomery, Moore, Richmond, Scotland	No	\$75,000	First Health will develop a regional community college task force to coordinate tobacco use prevention awareness activities, promote cessation services and conduct grassroots policy advocacy for tobacco-free campus environments.
5	Guilford County Department of Public Health	Alamance, Davidson, Forsyth, Guilford, Rockingham	Sort of	\$275,000	Guilford County DOH proposes to serve the Triad area, promoting tobacco-free policy and evidence-based cessation and prevention on 19 campuses. These campuses include three HBCUs (Bennett College, NC A&T University and Winston-Salem State University).
6	Mecklenburg County Health Department	Anson, Cabarrus, Catawba, Cleveland, Gaston, Jackson, Lincoln, Mecklenburg, Rowan, Stanly, Union	Yes	\$275,000	The grant would allow the Mecklenburg County HD to continue to work in tobacco prevention, cessation and policy development with 17 colleges in an 11 county region.
7	Montreat College	Buncombe, Mecklenburg	No	\$74,755	The College recognizes a responsibility to provide a healthy environment to all students and staff and requests funding for the implementation of a Tobacco Free Campus.
8	Pitt Community College	Pitt	No	\$67,846	Pitt Community College will use grant funds to plan, design and implement effective measures to ensure a smoke-free campus.
9	Rowan Cabarrus Community College	Cabarrus, Rowan	No	\$45,000	RCC plans to establish a formal smoking restrictions policy, eliminate second hand smoke exposure and promote cessation through literature and programming.
10	Surry County Health and Nutrition Center	Surry	Yes	\$73,750	Funds will be used to prevent the initiation of tobacco, eliminate exposure to secondhand smoke, promote tobacco cessation resources and eliminate tobacco-related health disparities among young adults ages 18-24, on Surry Community College campuses.
11	UNC - Pembroke	Bladen, Columbus, Cumberland, Moore, Richmond, Robeson	Yes	\$75,000	UNCP, through its Counseling and Testing Center, developed a comprehensive tobacco prevention and control program plan with emphasis on policy, which also includes cessation, industry marketing/promotion and prevention education.

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	Organization	Counties Served	Phase I Grantee	Grant Amount	Description
12	Wake Tech Community College	Wake	No	\$75,000	Wake Tech will initiate Tobacco-Free for the Community, an innovative program to transform all Wake Tech campuses into completely smoke-free environments.
13	West Piedmont Community College	Burke	No	\$75,000	WPCC proposes a comprehensive program plan that will involve campus and external organizations to tailor tobacco education and cessation tools to individual needs.
14	Wilkes Community College	Allegheny, Ashe, Wilkes	Yes	\$75,000	WCC plans to continue and expand the efforts, which began in Phase I to prevent initiation of tobacco use among its college age students, eliminate exposure to secondhand tobacco smoke on the college campus, educate students about tobacco prevention and cessation and eliminate tobacco related health disparities among college age students.
	Total			\$1,406,318	