

**MEDIA ADVISORY**

**Feb. 11, 2008**

**NC Health and Wellness Trust Fund Awards Grant to  
Zara Betterment Corporation**

*Lt. Gov. Bev Perdue to recognize local health corporation for helping to provide quality diabetes care for residents in Bladen County.*

**(Council, NC)** – Lt. Gov. Bev Perdue, Chair of the NC Health and Wellness Trust Fund (HWTF), will join health care leaders at the Bladen East Medical Center to announce a grant award Tuesday aimed at eliminating diabetes-related health disparities among African Americans and Hispanics in Bladen County. The grant will be awarded to Zara Betterment Corporation as part of HWTF's statewide Health Disparities Initiative to support a project to improve diabetes care management.

An estimated 1.4 million people in North Carolina have diabetes or pre-diabetes. Since over a third of NC adults have never had a diabetes blood test, many of those with pre-diabetes are not aware of their condition. The death rate from diabetes among African Americans (175 per 100,000) is over twice that of whites (83 per 100,000).

**Who:** HWTF Chair Lt. Gov. Bev Perdue; Margaret Lewis-Moore, Zara Betterment Corporation Advisory Council

**What:** NC Health and Wellness Trust Fund Grant Announcement News Conference

**When:** Tuesday, Feb. 12 at 3:30 p.m.

**Where:** Bladen East Medical Center is located at 16860 NC Highway 87 East in Council, NC.

**ABOUT THE NC HEALTH AND WELLNESS TRUST FUND:**

The NC Health and Wellness Trust Fund (HWTF) 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).

**ABOUT THE HEALTH DISPARITIES INITIATIVE:**

The NC Health and Wellness Trust Fund (HWTF) has allocated over \$12.6 million to address the growing problem of health disparities in North Carolina through its Health Disparities Initiative. This initiative provides grants to community-based organizations who aim to reduce health disparities. For more information, visit [www.healthwellnc.com/hwtfc/htmlfiles/fundprty\\_healthdisparities.htm](http://www.healthwellnc.com/hwtfc/htmlfiles/fundprty_healthdisparities.htm).

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