

HWTF Mission

The NC Health and Wellness Trust Fund Commission invests in programs and partnerships to address access, prevention, education and research that help all North Carolinians achieve better health.



HWTF Chair Lieutenant Governor Beverly E. Perdue

UNC Tobacco Prevention and Evaluation Program report confirms HWTF's impact on teen smoking rates in NC

Cigarette use by North Carolina teens has dropped 25 percent among high school students and nearly 38 percent by middle school students from 2003 to 2005, since the state began funding tobacco use prevention and cessation initiatives for teens, according to an independent program evaluation by University of North Carolina researchers

The evaluation covers the first three years of activity, by HWTF's Teen Tobacco Use Prevention and Cessation Initiative. The report also discusses how the teen initiative affects teens and youth of different ages, ethnicity and socioeconomic status, what activities of the funded effort led to those effects and ways to improve outcomes in the next few

years.

The evaluation also identifies potential challenges to the program's future success and outlines three primary recommendations for dealing with those challenges.

First, the report recommends that the North Carolina Health and Wellness Trust Fund take steps to solidify the program's gains and accomplishments while resisting pressure to cut funding. The report recommends at least \$2.5 million in new funding for central and eastern regions of the state, so these areas will receive the same spending as the western region. Finally, the report recommends that leaders across the state reconvene periodically to review current

strategies and to consider what should be changed, stopped or added.

"The Health and Wellness Trust Funded program in North Carolina is showing great and growing success," said Dr. Adam Goldstein, an associate professor of family medicine and director of the UNC School of Medicine's Tobacco Prevention and Evaluation Program (TPEP). "The decision to focus on tobacco-free schools in the state, and the success of that movement, is one of the greatest public health stories in North Carolina in the last decade," he said.

The report is available online at <http://fammed.unc.edu/TPEP>

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Special points of interest:

- Get a glimpse of what HWTF is doing to move toward a better state healthcare policy agenda.
- Get updated on Healthy, Active Children teacher trainings in NC
- Read about HWTF's newest tobacco cessation initiative
- Learn more about HWTF obesity grantee achievements across the state.
- Stay up to date with HWTF events calendar

83 and counting!



In just four short years, tobacco-free schools have become the standard for most North Carolina school districts.

As of mid-January, **83** of the state's **115** school systems have passed a 100% TFS policy, which prohibits tobacco use anytime, anywhere by anyone on school grounds and at school events.

Recently, HWTF launched a statewide media campaign touting the importance of the policy. This campaign, featuring testimonials from students, school staff

and parents in schools with the policy, created an increase in public awareness about tobacco-free schools. The campaign included tv commercials, a vibrant, user-friendly Web site and grassroots outreach efforts.

TFS adoption and implementation is facilitated through HWTF resources offered to school systems with the policy. 1-800-QUIT NOW is an innovative coaching service for students, staff and others who want to quit smoking. More information available at www.quitlinenc.com. The recently published TFS Compliance Manual contains evidence-based tips and tools for school systems who wish to implement the policy and help them comply.

A study conducted by UNC TPEP, published in June 2006, concluded that "...statewide funding and leadership associated with HWTF..." had a "...rapid and dramatic effect on adoption of 100% TFS policies in the state."

In September, the State Board of Education unanimously passed a resolution encouraging all school systems to adopt the policy.

For additional information, please see our Web site at www.HealthWellNC.com or contact Mark Ezzell, TFS director, at (919) 707-5406.

NC Teachers get kids moving in the classroom

In October, HWTF Chair Lt. Gov. Beverly Perdue stressed the importance of physical activity in schools to Cash Elementary School teachers and local dignitaries at a "Fit Kids" teacher training event and classroom-based physical activity demonstration held at the school in Kernersville.

The training is one of many statewide, funded by HWTF to support implementation of the Healthy Active Children Policy. The policy, adopted by the State Board of Education last year, requiring 30 minutes of physical activity during each school day for all students K-8.

Research shows that kids who engage in

daily physical activity exhibit superior academic skills, have better attendance, and positive attitudes toward school.

The research-based "Fit Kids" activities and Web site (www.FitKidsNC.com) are funded by HWTF and developed by the NC Department of Public Instruction and Wake Forest University's School of Medicine. These activities will help classroom teachers make physical activity a part of their daily educational curriculum. The Web site features a database of activities that incorporates physical activity into traditional subjects, like math and social studies.

As an incentive to participating school dis-

tricts, HWTF will provide \$1000 in discretionary funding to each LEA, following completion of their training and a 1.0 Standard Renewal Continuing Education credit to teachers meeting the criteria and receiving approval from their districts.



Workplace Wellness Initiative launched on the Web



HWTF launched *Fit Workplace* via live Web cast in late September 2006.

Dr. Don Bradley, executive medical director with Blue Cross and Blue Shield of North Carolina (BCBSNC); and Meka Sales, HWTF's obesity program officer, offered a virtual tour of

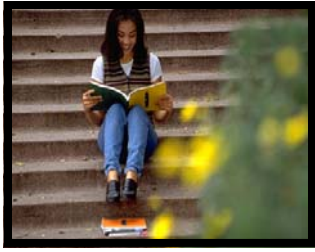
the interactive web site: www.FitTogetherNC.org and answered Web cast viewers and media questions.

Fit Workplace, a Fit Together initiative sponsored by BCBSNC and HWTF to combat obesity and overweight issues facing North Carolinians, encourages business leaders and human resource managers to embrace workplace fitness and 'small steps' wellness programs for their companies. It also offers valuable

content about workplace wellness programs as a solution to the state's obesity problem.



Gardner-Webb University: NC's first private co-ed university to adopt 100% tobacco free campus policy



In January 2007, Gardner-Webb University announced that it will adopt a policy banning tobacco use by anyone, anywhere and at any time on the university's campus.

The policy, which takes effect Aug. 6, 2007, will make Gardner-Webb the first private co-educational university to adopt a 100 % tobacco-free policy, as part of, the HWTF college tobacco-free college initiative. This ini-

tiative is designed to promote smoke-free environments and encourage cessation among college-aged tobacco users.

During the past several months, a university task force studied the possibility of a 100 % tobacco-free campus, with financial assistance from HWTF, using campus surveys and research examining tobacco use trends, tobacco-health-related issues and campus wide interest to be tobacco free.

Gardner-Webb is a leader in the movement to ban tobacco products on all of North Carolina's college campuses and follows the tobacco-free guidelines established by HWTF.

Policy statement signage will be posted throughout campus, and the University will create brochures, posters, banners and other promotional materials with the "Great Choices

– Healthy Futures" campaign tagline.

In 2005, HWTF awarded \$1.6 million in grant funding to promote such policies on NC college campuses, making this initiative the first state-funded effort to prevent and reduce tobacco use among college-age youth in North Carolina.

Since Gardner-Webb's announcement, the following community colleges have passed 100% tobacco-free campus policies:

- Stanly Community College
- Asheville-Buncombe Technical Community College
- Community College
- College of the Albemarle

NC Health and Wellness Trust Fund hosts public forum to discuss access to prescription drugs and Medicare Part D

In November 2006, HWTF, announced the formation of The Task Force for a Healthier North Carolina. This special task force will study and make recommendations about near-term policy solutions for some of the state's most pressing health care concerns. The task force will specifically study and make recommendations in three areas.

First, providing state assistance for

seniors enrolling in and navigating the federal Medicare Part D prescription drug program. Second, improving access to and enrollment in NC Health Choice, the state's public insurance program for children. Finally, exploring ways to improve access to and affordability of group health coverage for small businesses and their employees.

HWTF's newly formed Task Force for

a Healthier North Carolina hosted the first in a series of public forums on Wednesday, December 13 in Raleigh.



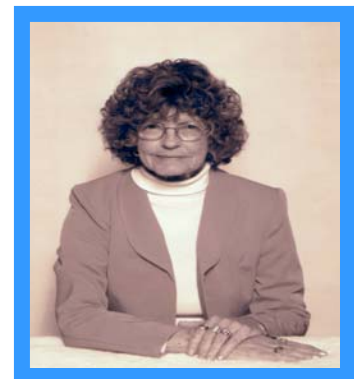
Remembering Rachel Biddix

"I know that showing young people the harmful effects of using tobacco keeps many of them from destroying their bodies."
Rachel Biddix

On September 28, 2006, a long-time tobacco cessation and prevention educator lost her battle with throat cancer. Rachel was known as a passionate proponent of tobacco prevention and one of the key members of the SAVE (Survivors and Victims Empowerment) group. She dedicated countless hours to educating N.C. youth about the dangers of tobacco-use. HWTF remembers Rachel Biddix as a courageous leader who

turned her health crisis into an opportunity by revealing her personal story of illness related to tobacco-use to young people and encouraging them to stay smoke-free.

Rachel Biddix was recognized as the 2006 *Advocate for Youth* during HWTF's Tobacco Prevention & Cessation Awards Ceremony at the fall teen tobacco use prevention conference Durham.



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“Investing in a Healthy NC”

www.HealthWellNC.com

Obesity Grantee Highlights

Fit Together Grantees:

13 Phase I grantees have been offered performance period extensions of 6-12 months. They are:

1. Avery County
2. Be Active NC
3. Children First
4. Cumberland County
5. Halifax County
6. Mecklenburg County Health Dept.
7. Mitchell County Schools
8. NC Academy of Family Physicians
9. Partnership for Health
10. Person County Schools
11. Pitt County Schools

12. Southeastern Regional Medical Ctr.

13. Wake Forest University

Good Job, Durham Public Schools!

Durham Public Schools officially completed their grant period on Dec. 31, 2006 with a grant end celebration on **Nov. 30, 2006.**



Schedule of Events

- **MARCH 19 & 20, 2007:** HWTF HEALTH DISPARITIES CONFERENCE. **LOCATION:** FRIDAY CENTER, CHAPEL HILL.
- **MARCH 29, 2007:** 100% TFS FORUM. **LOCATION:** O.P. OWENS AGRICULTURAL CENTER, ROBESON, NC
- **MARCH 30, 2007:** 2007 POWER OF PREVENTION AWARDS NOMINATION DEADLINE. *MORE INFO AND A NOMINATION FORM, PLEASE VISIT:* <http://www.healthwellnc.com/preventionawards07/index.html>
- **MAY 15, 2007:** HWTF NC HEALTH SUMMIT WELCOME DINNER. **LOCATION:** DUKE UNIVERSITY, DURHAM
- **MAY 16, 2007:** HWTF NC HEALTH SUMMIT. **LOCATION:** WAKE MED ANDREWS CENTER, RALEIGH
- **MAY 16, 2007:** HWTF POWER OF PREVENTION AWARD RECOGNITION LUNCHEON. **LOCATION:** WAKE MED ANDREWS CENTER, RALEIGH
- **JUNE, 2007 (TBD):** FIT COMMUNITY AWARDS LUNCHEON. **LOCATION:** TBD

FOR MORE INFORMATION ON THESE AND UPCOMING EVENTS PLEASE CONTACT:

JESSICA COSCIA, EXTERNAL AFFAIRS OFFICER, 919-855-6882

OR VISIT:

www.HealthWellNC.com

Healthy Active Children Trainings:

Approx. 10,000 teachers have been trained, to date.

Teachers can participate in a CEU program and obtain credit by utilizing the web site (in participating districts only).

Fit Community RFP:

\$500,000 in *Fit Community* grant funding was made available in December 2006. Phase 2 grantees will be announced in Spring 2007. A new class of *Fit Community* designations will also be awarded in 2007; recipients will provide strong incentives for other NC municipalities to take a leadership role in promoting healthy nutrition and active living opportunities for their residents.