

**HWTf TEEN TOBACCO USE PREVENTION & CESSATION INITIATIVE
GRANT AWARDS**

The Teen Tobacco Use Prevention and Cessation Initiative includes 70 grants (47 community-based grants, 7 statewide grants and 16 tobacco free school mini-grants) to a total of 55 organizations funded by the NC Health and Wellness Trust Fund at \$14.5 million, as well as the *TRU Tobacco.Reality.Unfiltered.* television campaign which is designed to: educate young people about the dangers of tobacco, prevent tobacco use,

Teen Tobacco Use Prevention & Cessation Initiative -- Program Components		
Local and Statewide Grants	\$ 14,481,259	Details provided below
Technical Support for Grantees	\$ 1,401,600	
Outcomes Analysis	\$ 1,450,000	
Paid Media	\$ 7,422,450	
100% Tobacco Free Schools	\$ 329,581	\$75,419 for TFS mini-grants is included in the Total Grant Awards
Statewide Youth Leadership Forum (Feb 2004)	\$ 240,000	
Statewide Youth Tobacco Survey	\$ 45,400	
Enforcement of Tobacco Sales Law	\$ 1,500,000	
Pregnant Teens Cessation Program	\$ 300,000	
N-O-T Cessation Program	\$ 600,000	
Minority Outreach Program Support	\$ 220,000	
Central Media Fund	\$ 4,000	
Program Support Funds (i.e., legal fees, PSCs,	\$ 5,710	
Total Investment in Teen Tobacco Use P & C Initiative	\$ 28,000,000	

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
1	Alcohol and Drug Services of Guilford, Inc.	Guilford		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant.
2	Alamance-Caswell Area MH/DD/SA Authority	Alamance, Caswell	\$ 200,000		\$ 200,000	Grantee will focus services on the local adoption of tobacco free schools policy, smoke free restaurants and social norms marketing.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
3	Alleghany County Schools	Alleghany		\$ 155,243	\$ 155,243	Grantee is a rural school system that has 4 schools and approximately 1,500 students, but lacks tobacco education programs. This county ranks among the most economically depressed in North Carolina with an average median family income 30% below the state average, and higher than average tobacco use rates and number of Latino students. Grantee will hire a tobacco education coordinator to initiate tobacco education and prevention strategies as well as youth programs.
4	American Cancer Society	Edgecombe, Halifax, Warren, Hertford, Northampton, Bertie		\$ 271,026	\$ 271,026	Grantee is a nationwide, community-based, voluntary, health organization dedicated to eliminating cancer. Grantee will offer a pilot project that demonstrates the effectiveness of a youth quit line targeting African-American youth in 6 underserved, high-need counties in northeastern North Carolina. A prominent African American owned and operated public relations firm will design and implement outreach efforts that are vital to the success of this project.
5	Ashe County Schools/Ashe County Health Council	Ashe	\$ 199,641		\$ 199,641	Grantee is a school district that provides early intervention strategies in middle and high schools, and the church community to increase youth involvement. Grantee has implemented the Teens Against Tobacco Use (TATU) program, which enhances those activities.
6	Blue Ridge HealthCare Systems	Burke		\$ 97,400	\$ 97,400	Grantee will extend and expand its existing strong tobacco education program that was recently started by grant funds from Duke Foundation Tobacco Education.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
7	Buncombe County Safe and Drug Free Schools	Buncombe	\$ 299,727	\$ 5,000	\$ 5,000 \$ 299,727	Grantee received a 100% Tobacco Free Schools mini-grant. Grantee is a school district that builds capacity and provides cessation programs in the schools among other strategies. This school system has a strong track record of tobacco prevention efforts and works collaboratively with the local ASSIST project.
8	Butler High School DREAM TEAM	Charlotte-Mecklenburg		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant.
9	Cancer Services of Gaston County, Inc.	Gaston	\$ 170,000	\$ 5,000 \$ 100,000	\$ 5,000 \$ 270,000	Grantee received a 100% Tobacco Free Schools mini-grant. Grantee serves Gaston County through the implementation of SWAT (Students Working Against Tobacco), NOT and TATU in the 9th standard. It also advocates for a 100% tobacco free school policy and has partnered with Gaston County schools, the health department, local hospital and various health care organizations, and 3 area Boys and Girls Clubs to implement after-school tobacco prevention programs that reach minority community. Additional funding has allowed the grantee to expand services to all high schools.
10	Carteret County Health Foundation/Beacon Health Partners	Carteret		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant.
11	Catawba County Public Health Department	Catawba	\$ 294,000	\$ -	\$ 294,000	Grantee is a health department that serves Catawba County, an area with a higher than average Latino student population. It has strong partnerships and media connections and a "Totally Teen Health Center".
12	Catawba County Schools	Catawba	\$ -	\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant
13	Chatham County Health Department	Chatham	\$ 264,596		\$ 264,596	Grantee is a health department with strong strategies to address the goals of this initiative. Because of the high Latino population in this county, grantee will target Latino youth.
14	Cherokee County Schools	Cherokee		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant.

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15	Chowan Regional Health Care Foundation	Bertie, Chowan, Perquimans, Tyrrell, Washington	\$ 300,000		\$ 300,000	Grantee is a health care foundation that serves Chowan, Perquimans, Bertie, Washington and Tyrrell Counties. These areas have high minority populations and significant need. Grantee offers significant youth involvement as well as adult role models to influence youth.
16	Clay County School System	Clay		\$ 4,000	\$ 4,000	Grantee received a 100% Tobacco Free Schools mini-grant.
17	Coastal Horizons Center, Inc.	New Hanover, Pender, Brunswick		\$ 199,076	\$ 199,076	Grantee is committed to promoting choices for healthier lives through prevention, outreach and education services, and has partnered with organizations to provide services to the Latino community in New Hanover, Brunswick and Pender Counties. The grantee will integrate the collaborative efforts of the healthcare and Latino communities and existing tobacco education services in the region to bring appropriate interventions to the Latino teen population. Grant funding allows a bilingual prevention specialist to be hired and education and outreach services to be provided.
18	Durham County Health Department	Durham	\$ 287,156	\$ 5,000	\$ 287,156	Grantee received a 100% Tobacco Free Schools mini-grant. Grantee is a health department that has evidence-based strategies that addresses all four goal areas. Grantee serves Durham County which has a large high-risk, African-American teen population. One of the key strengths is the integration of youth in the project.
19	El Pueblo, Inc.	Statewide	\$ 465,000	\$ 248,100	\$ 713,100	Grantee provides tobacco education services to Latino youth and technical assistance to tobacco education programs statewide. Due to the increase in the number of local programs requesting support from El Pueblo to deliver strategies targeting Latino teens and the increase in awareness of tobacco education programs, additional funding expands services and develops bilingual training materials.

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20	FirstHealth of the Carolinas	Richmond, Hoke	\$ 280,613		\$ 280,613	Grantee is the premier hospital system in Richmond and Hoke Counties both of which have a large high-risk, Native American population. Grantee has a strong infrastructure, partnerships and in-kind contributions. There is a strong TATU leadership element.
21	Forsyth County Department of Public Health	Forsyth		\$ 142,839	\$ 142,839	Grantee is the lead organization in the Forsyth County 100% Tobacco Free Schools Task Force, a consortium of county and community agencies working to develop a comprehensive tobacco prevention program. Currently, tobacco education programs are nonexistent in the county, which has a high percentage of Latino and African American students. Through grant funding, the grantee will add program activities and coordinated services that address teen tobacco use concerns.
22	General Baptist State Convention	Statewide	\$ 475,000		\$ 475,000	Grantee is an African-American controlled non-profit organization with an extensive history in providing health and human services to African-Americans throughout North Carolina. It is a pioneer in church-based approaches to health promotion and disease prevention. Grantee uses the PhotoVoice methodology as a tool in tobacco use prevention.
23	Guilford County Project ASSIST	Guilford	\$ 210,000	\$ -	\$ 210,000	Grantee is an ASSIST project funded by the state Tobacco Prevention and Control Branch that expanded its current program through an innovative approach focusing on building institutional capacity in Guilford County.
24	Halifax County Schools	Halifax	\$ 292,080	\$ -	\$ 292,080	Grantee serves Halifax County, which has an extremely high risk population with higher than average percentage of African-American and Native American students. Grantee employs 2 full time health educators that reach parents and the larger community through strong local partnerships.

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25	Haywood County Health Department--Hi-Top ASSIST	Haywood, Jackson, Madison, Swain, Transylvania		\$ 200,000	\$ 200,000	Grantee is the administrative agency for the Hi-Top ASSIST Consortium, a program which supports the promotion of tobacco use education and prevention services. In the 9-county area served by the consortium, 5 counties do not currently receive local HWTF grant funds: Haywood, Jackson, Madison, Swain and Transylvania. Through grant funding, this program will provide comprehensive tobacco education services in these counties. This area has a significant Native American student population, with Swain County having the second-highest percentage in the state.
26	Haywood County Health Department--NC Spit Tobacco Education Program	Statewide	\$ -	\$ 304,500	\$ 304,500	Grantee will provide expertise, leadership, information and training to other community health and tobacco education programs regarding spit tobacco.
27	Healthy Caldwellians	Caldwell	\$ -	\$ 183,568	\$ 183,568	Grantee will build on existing, individual tobacco prevention and control efforts by expanding youth services to middle schools; providing training; and fortifying and coordinating current programs.
28	Hertford County Public Health Authority	Hertford, Gates	\$ 198,307		\$ 198,307	Grantee is a health agency that serves the high-risk populations in Hertford and Gates County. Grantee has established an African-American youth program and involves African-American churches using the "Healthy Heart and Soul" program.
29	Jones County Health Department	Jones		\$ 3,492	\$ 3,492	Grantee received a 100% Tobacco Free Schools mini-grant.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
30	Lumbee Tribal Nation Programs, Inc.	Robeson		\$ 200,000	\$ 200,000	Grantee is representing the Lumbee Tribe of Native Americans in Robeson, Hoke and Scotland Counties. The project will increase the awareness of Lumbee youth on the dangers of smoking and exposure to smoke, through establishment of a tobacco education program. Through grant funding, the grantee will hire a cessation and prevention coordinator to work with youth to develop materials, provide peer training and presentations, and assist with advocacy efforts.
31	Macon County Public Health Center	Macon	\$ 135,366		\$ 135,366	Grantee is a public health center that serves Macon County, which has very limited tobacco prevention resources. Grantee has implemented TATU and NOT (Not-on-Tobacco) programs in the schools and continue the TAR Wars education programs in 3 county schools.
32	McDowell County Schools	McDowell	\$ 285,000		\$ 285,000	Grantee is a local school district serving McDowell County, which has a large high-risk population. Grantee has implemented the NOT program and a comprehensive tobacco prevention education program in middle schools.
33	Mecklenburg County Health Department	Mecklenburg	\$ 300,000	\$ -	\$ 300,000	Grantee is a county health department serving Mecklenburg County. It has strong partners including the local ASSIST coalitions, schools with higher than average African-American and Latino student populations and the Charlotte Reach coalition. Grantee uses TATU, media advocacy and focus on the 100% tobacco free schools policy.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
34	Mitchell County Schools	Mitchell	\$ 278,750	\$ 5,000	\$ 278,750 \$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant. Grantee is a school district that provides innovative approaches and has good media relationships. Grantee serves Mitchell County, which has a large high-risk population.
35	Moses Cone Wesley Long Community Health Foundation	Guilford		\$ 200,000	\$ 200,000	Grantee has established a partnership with the Guilford County Department of Public Health (Project ASSIST), a current HWTF grantee. With additional grant funding, this collaborative effort conducts a pilot program targeting tobacco intervention efforts in 12 alternative high schools and college campuses, including Historically Black Colleges and Universities (HBCUs) in Guilford County, not served by current school-based tobacco education programs. This initiative will reach a population of 41,000 diverse students.
36	N.C. Amateur Sports/State Games of North Carolina	Statewide	\$ 285,000		\$ 285,000	Grantee organizes the State Games of NC and provides a statewide prevention program with a valid approach for integrating tobacco use prevention message, i.e. incorporating tobacco use prevention into a broader "healthy lifestyle" approach.
37	NC Commission of Indian Affairs	Statewide	\$ 475,000		\$ 475,000	Grantee is a state agency with a mission to serve the state's American Indian population. Grantee has a history of providing substance abuse prevention services and will expand its commitment to substance abuse prevention by addressing tobacco use prevention through this initiative. Grantee works with all the state-recognized American Indian tribes and urban American Indian organization as well as with other tobacco use prevention efforts in the state to implement the proposed interventions.

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38	Old North State Medical Society	Statewide	\$ 785,000		\$ 785,000	The grantee is an eminent professional society representing the interest of about 800 African-American physicians in North Carolina. The project represents the commitment of African-American health care professionals to take responsibility to address a key health concern facing African-American youth. The ONSMS collaborates with the Paragon Foundation, whose principals include Dr. Sandra Headen, a nationally recognized expert of tobacco use prevention and control in the African-American community.
39	Onslow County Health Department	Onslow		\$ 134,807	\$ 134,807	Grantee is the local health agency offering teen tobacco use prevention activities in Onslow County, a community with a higher-than-average percentage of youth (aged 12 and under) using tobacco and a significant Native American student population.
40	Orange County Health Department	Orange	\$ 232,848	\$ 4,953	\$ 232,848 \$ 4,953	Grantee received a 100% Tobacco Free Schools mini-grant Grantee is a health department, which has a strong partnership with the city/county school system. Grantee addresses three of the four goal areas of teen tobacco prevention.
41	Public Schools of Robeson County	Robeson	\$ 283,500		\$ 283,500	Grantee is a school district, serving Robeson County, which is a very high-need community with a significant Native American population. The project is culturally appropriate for a diverse population. It involves youth significantly in its efforts through the use of incentives and stipends.
42	Question Why Western Region (ARP-Phoenix)	Western NC counties	\$ 199,164	\$ 188,759	\$ 387,923	Grantee will expand services in 7 underserved, high-need counties: Alexander, Avery, Burke, Cleveland, Henderson, Polk and Rutherford. A strength of the program is its ability to develop capacity in areas currently devoid of tobacco prevention resources or basic organization.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
43	Question Why Central Region (Durham AreaCorp)	Central NC counties	\$ 197,778	\$ 327,870	\$ 525,648	Grantee will expand services in the region through the establishment of a satellite office, more centrally located to serve counties in the western part of the central region. A strength of the program is its ability to develop capacity in areas currently devoid of tobacco prevention resources or basic organization.
44	Question Why Eastern Region (Wilmington Health Access for Teens, Inc. - WHAT)	Eastern NC counties	\$ 518,000	\$ 370,372	\$ 888,372	Grantee will increase services in underserved counties in the eastern region, many of which have high poverty and tobacco use rates, low educational attainment and high minority populations. A strength of the program is its ability to develop capacity in areas currently devoid of tobacco prevention resources or basic organization.
45	Robeson County Health Department/Health Education Division	Robeson		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant.
46	Rowan County Health Department	Rowan	\$ 228,000	\$ 195,198	\$ 423,198	Grantee will expand services from middle schools to include high schools.
47	SAVE of NC GASP	Statewide	\$ 210,000	\$ 150,000	\$ 360,000	Grantee will expand services as a vital resource for other tobacco education programs to meet the increased need and improve the ability of the organization to provide appropriate trainings.
48	Surry County Health and Nutrition Center	Surry	\$ 272,346		\$ 272,346	Grantee is a health center serving Surry County through intervention based on "Communities of Excellence" document. Grantee has experience conducting tobacco prevention activities in schools and has involved multiple community partners in the program including the tobacco growers.
49	Strike2 (Onslow County Schools)	Onslow		\$ 4,074	\$ 4,074	Grantee received a 100% Tobacco Free Schools mini-grant.
50	Tri County Community Health Partnership	Graham, Cherokee, Clay	\$ 150,000	\$ 184,000	\$ 334,000	Grantee is a health organization, which serving Clay, Graham and Cherokee counties in the Southwestern part of the state. There is a large Native American population in this part of the state as well as high poverty rates.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
51	Tyrrell County Schools	Tyrrell		\$ 5,000	\$ 5,000	Grantee received a 100% Tobacco Free Schools mini-grant
52	UNC--NC Institute for Public Health (on behalf of NENCPPH)	Northeastern NC counties		\$ 845,904	\$ 845,904	Grantee is the administrative agency for the Northeastern North Carolina Institute for Public Health, the lead grantee on behalf of the NC Partnership for Public Health. With grant funding, the grantee will develop a regionally-based public health initiative that addresses the problem of teen smoking in northeastern North Carolina, an area with a high population of African American students. Health education staff provides services through local health agencies.
53	Union County Public Schools	Union	\$ 283,968	\$ 184,234	\$ 468,202	Grantee received a 100% Tobacco Free Schools mini-grant. Grantee is a current HWTF grantee, and the fastest growing school system in North Carolina with a large Latino student population. The grantee will build on the current, strong program by expanding the staff hours to provide a broader spectrum of services to more students in the community.
54	Watauga County Schools	Watauga	\$ 300,000		\$ 300,000	Grantee is a school district in Watauga County that addresses diversity in its target audience and focuses on cessation through a balanced youth-adult involvement.
55	Wilkes County Schools	Wilkes		\$ 167,104	\$ 167,104	The county currently does not have a comprehensive local tobacco education program. The grantee will initiate tobacco education services through an intensive program, staffed by a tobacco education coordinator.
Total Grant Awards			\$ 9,355,840	\$ 5,120,419	\$ 14,481,259	

**HWTF MEDICATION ASSISTANCE PROGRAM
GRANT AWARDS**

The Medication Assistance Program (MAP) includes 69 grants (68 community-based grants and 1 statewide grant) funded by the NC Health and Wellness Trust Fund at \$14.4 million to assist low-income citizens in obtaining prescription drugs and to counsel seniors about safe and effective use

Medication Assistance Program -- Program Components		
Local and Statewide Grants	\$ 14,353,501	Details provided below
Technical Support for Grantees	\$ 645,000	
AHEC Professional Training for Pharmacists	\$ 62,344	
Balance for Grant Expansion	\$ 68,197	
Program Support Funds (i.e., legal fees, PSCs, etc)	\$ 243,158	
Total Investment in Medication Assistance Program	\$ 15,372,200	

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
1	Alamance Regional Medical Center (AlaMAP)	Alamance, Caswell	\$ 322,500	\$ 52,500	\$ 375,000	Grantee has extensive experience with both medication management and prescription assistance and will continue to provide services as a peer mentor to other medication assistance programs statewide.
2	Albemarle Hospital Foundation	Camden, Chowan, Currituck, Dare, Gates, Pasquotank, Perquimans	\$ -	\$ 127,310	\$ 127,310	The Clinic will expand pharmacy services from 300 patients to approximately 500 low-income patients by funding 3 prescription assistance coordinators (PAC) and a part-time pharmacist.
3	Angel Medical Center	Macon	\$ -	\$ 50,000	\$ 50,000	The volume of low-income patients and need for enhanced program management demand a full-time position. Trained volunteers will continue to provide many support services for the senior and indigent patients.
4	Betsy Johnson Regional Hospital	Harnett	\$ -	\$ 50,000	\$ 50,000	Expansion of staffing will provide services to additional patients within 200% of the federal poverty level (FPL) guidelines and provide the longer term medication management services many seniors need.

LOCAL & STATEWIDE GRANTS	COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY	
5	Black River Health Services, Inc.	Pender	\$ -	\$ 50,000	\$ 50,000	This grant will provide funds for a full-time PAC who will oversee services at 3 sites. The addition of this position will reduce the workload on the nurses currently providing the service, allowing them to focus on nursing duties, reduce the wait time for prescription assistance services, and increase the number of low-income patients that receiving services.
6	Bladen HealthWatch	Bladen	\$ 280,768	\$ -	\$ 280,768	Grantee is an award winning Healthy North Carolinians project with a good track record using the current DHHS software to help indigent patients access Prescription Assistance Programs ("PAP"). Grantee collaborates with the local hospital and Bladen Medical Associates.
7	Cabarrus Health Alliance	Cabarrus		\$ 50,000	\$ 50,000	Due to an overwhelming demand for services, the grantee will expand their medication assistance program to offer services to a broader range of patients. This program will assist residents who are between 125% and 200% of the FPL.
8	Caldwell Senior Center	Caldwell	\$ 176,500		\$ 176,500	Grantee is a senior center working in collaboration with local hospital, Kerr Drugs, free clinics and physicians to cover Caldwell County. Grantee has a full service plan where Kerr Drug provides medication management services with a half time Prescription Assistance Coordinator (PAC).
9	Cape Fear Council of Government AAA	New Hanover, Brunswick, Columbus, Pender	\$ 398,000		\$ 398,000	Grantee is regional Area Agency on Aging that covers New Hanover, Brunswick, Columbus and Pender Counties. Grantee provides medication management and prescription access services in collaboration with local aging agencies and Department of Social Services in Brunswick County.
10	Care Connection Pharmacy of Wilkes Regional Medical Center	Wilkes		\$ 250,000	\$ 250,000	Additional funding will expand hours for a part-time pharmacist, PAC and pharmacy technician, increasing the number of patients served. Four community partner agencies will conduct "brown bag" evaluations of patients' prescription drug needs.

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11	Carolina Family Health Centers, Inc.	Edgecombe, Nash, Wilson	\$ 389,000	\$ 250,000	\$ 639,000	The grantee will extend services from 2 clinics in Wilson and rural Nash Counties to Edgecombe County, which is a gap county.
12	Carolinas Poison Center	Statewide		\$ 50,000	\$ 50,000	The grantee will create printed and on-line information regarding the safe use of medications by seniors, proper methods of taking medications and common adverse drug events and interactions. Outreach educational efforts will target seniors statewide through contacts with state-level groups whose focus is on the aging population.
13	Cherokee County Health Department	Cherokee, Clay, Graham	\$ 444,696		\$ 444,696	Grantee is a collaboration between the county health departments of Cherokee, Clay and Graham Counties. Grantee uses a Registered Nurse to screen 97% of all clients requesting services after which a pharmacist will review all of this data and follow up where appropriate.
14	Community Care Center/Doctors Care Inc.	Stokes, Davie, Forsyth		\$ 50,000	\$ 50,000	The program will expand from primarily volunteer-based staff to include a part-time pharmacist. This change will allow the physicians to focus on patient medical services, increasing the number of patients served and decreasing wait time for services.
15	Community Care Clinic of Rowan County	Rowan	\$ 140,000	\$ 210,000	\$ 350,000	In addition to the standard medication assistance program, the grantee will provide bilingual services and documentation through use of a part-time Spanish interpreter during the grant period. Grant funds will continue services in this high need county, currently funded through HWTFC.
16	Community Free Clinic	Cabarrus	\$ 130,000	\$ 195,000	\$ 325,000	The grantee is working to increase capacity to meet the immediate, high volume needs of this county caused by large-scale layoffs. Grant funds will continue services in this high need county, currently funded through HWTFC.
17	Crisis Control Ministry	Forsyth		\$ 250,000	\$ 250,000	Grant funding for the pharmacist, PAC and 2 pharmacy staff will strengthen the existing program and expand services to additional low-income patients. Local healthcare professionals provide additional support to the clinic.

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18	Cumberland County Hospital System, Inc.	Cumberland	\$ 450,000	\$ 250,000	\$ 700,000	CCMAP will hire 2 additional PACs and a part-time pharmacist to allow more low-income patients to receive medication management services and prescription assistance. Other expanded services will include disease management education, one-on-one counseling, enhanced brown bag reviews and information on specific disease management.
19	Davidson Medical Ministries	Davidson		\$ 250,000	\$ 250,000	Hours for the current part-time pharmacist and PAC will be expanded to provide a more comprehensive program.
20	Diakonos, Inc.	Alexander, Catawba, Davie, Iredell, Wilkes, Yadkin		\$ 128,896	\$ 128,896	The pharmacist's hours will be increased from 8 hours per week to 15 hours per week, increasing the number of patients served. In addition, the pharmacist will provide "brown bag" medication reviews at least annually, or as necessary.
21	Duplin County Services for the Aged	Duplin		\$ 65,083	\$ 65,083	Grantee provides medication management and prescription access services in Duplin County.
22	Duplin Medical Association	Duplin, Sampson		\$ 30,160	\$ 30,160	The grantee will serve a larger low-income population base to include all age groups and increase the efficiency of the program through increased PAC staff time. In addition, the clinic will establish an outreach campaign, to increase awareness of the availability of services in the area.
23	Eastern Carolina Council AAA	Craven	\$ 448,764		\$ 448,764	Grantee is a regional Area Agency on Aging that covers Craven County. Grantee provides medication management and prescription access services through two pharmacists and one PAC.
24	FirstHealth of the Carolinas	Moore, Montgomery, Richmond		\$ 249,766	\$ 249,766	A part-time pharmacist and 2 PACs will provide medication assistance to low-income and older adult populations in Moore and Montgomery Counties, expanding into Richmond as needed.
25	Gaston Family Health Services, Inc.	Gaston, Lincoln	\$ 232,750	\$ 50,000	\$ 282,750	Additional funding will expand medication assistance services in Gaston and Lincoln Counties.
26	Good Samaritan Clinic, Inc.	Burke		\$ 50,000	\$ 50,000	Grant funding will increase paid staff time from two part-time registered pharmacy technicians and 21 part-time volunteer pharmacists to include part-time paid pharmacists and PACs.

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27	Greene Council on Aging	Greene		\$ 22,406	\$ 22,406	One pharmacist and one PAC provide medication management and prescription access services in Greene County.
28	Guilford County Department of Public Health	Guilford	\$ 448,957	\$ 250,000	\$ 698,957	Two other prescription assistance programs in the county will lose their funding in the spring, therefore the grantee will expand services to the patients on the wait list and the patients expected to be referred from the closing programs. The funds will provide for additional pharmacist and PAC staff time.
29	HealthQuest of Union County	Anson, Union		\$ 50,000	\$ 50,000	The program will increase the number of patients served. Outreach targeted to inform low-income, minority populations of the services available will include print, radio and other media and outreach efforts.
30	Hertford County Public Health Authority	Hertford		\$ 125,000	\$ 125,000	The grantee will increase the part-time pharmacist to full-time and add a pharmacy technician to provide medication management services.
31	Hyde County Health Department	Hyde		\$ 47,831	\$ 47,831	By adding a contracted pharmacist funded through the grant, medication assistance services will be made available to additional low-income or senior patients.
32	Isothermal Planning AAA	Rutherford, Cleveland, Polk, McDowell	\$ 514,521	\$ 90,000	\$ 604,521	The program will be expanded to serve more senior residents of McDowell County. These services will be provided by hiring an additional PAC and increasing the pharmacist's hours.
33	Jones County Health Department	Jones		\$ 14,801	\$ 14,801	Grantee provides medication management and prescription access services in Jones County.
34	Kinston Community Health Center, Inc.	Craven, Duplin, Greene, Jones, Lenoir, Pitt, Wayne		\$ 50,000	\$ 50,000	Grant funding to add a second PAC will increase the number of indigent patients receiving medication assistance services. The program also utilizes interpreters to assist with services for the high number of Spanish-speaking patients in the Kinston community.
35	Lenoir Memorial Hospital	Lenoir		\$ 64,638	\$ 64,638	Hospital pharmacist and one PAC provide medication management and prescription access services in Lenoir County.
36	Leon Mann Jr. Enrichment Center	Carteret		\$ 64,864	\$ 64,864	Grantee provides medication management and prescription access services in Cartaret County.

	LOCAL & STATEWIDE GRANTS	COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
37	Lumber River Council of Governments	Robeson, Bladen, Hoke, Richmond and Scotland	\$ 416,000	\$ 50,000	\$ 466,000	Due to its size, Robeson County needs increased funding to provide adequate services to additional seniors. Because of its geographical location, the grantee provides services to large numbers of Native American, Latino and African American individuals.
38	Martin-Tyrrell-Washington District Health Department	Washington, Martin, Tyrrell	\$ 409,000		\$ 409,000	Grantee is a three-county health department that provides medication management and prescription access services in all three counties through use of two registered nurses and contracts with local pharmacists. This area has a high density of indigent seniors who are in need of these services. The registered nurses also make home visits.
39	MedAssist of Mecklenburg	Mecklenburg	\$ 303,000	\$ 302,500	\$ 605,500	The grantee will expand its licensed pharmacy program to serve more patients than current funding allows through medication assistance and education services. The grantee has extensive experience with both medication management and prescription assistance and will continue to provide services as a peer mentor to other medication assistance programs statewide.
40	Metropolitan Community Health Services	Beaufort, Pamlico		\$ 50,000	\$ 50,000	The medication assistance program will provide a network of services to seniors and low-income residents, through establishment of a multidisciplinary drug utilization committee, contracting with a pharmacist to expand medication assistance services, and dedicating staff to provide PAC services.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
41	Mid-East Commission AAA	Beaufort, Bertie, Hertford and Pitt	\$ 456,960		\$ 456,960	Grantee is a regional Area Agency on Aging that collaborates with ECU-BSOM-Geriatrics, Eastern AHEC, Hertford Health Department, among others. Grantee covers Beaufort, Bertie, Martin, Pitt and Hertford Counties by establishing new sites in Beaufort, Bertie and Martin and expanding its current programs in Pitt and Hertford using a pharmacist and Pharmacy Technician as well as a PAC in each county.
42	Mission Healthcare Foundation, Inc.	Buncombe, Madison, Mitchell, Yancey	\$ 396,000	\$ 185,100	\$ 581,100	Grant funding will expand PAC staff time for services to additional low-income and senior patients.
43	Mt. Olive Family Medicine Center, Inc.	Duplin, Sampson, Wayne		\$ 50,000	\$ 50,000	The addition of a drug program administrator will expand the number of low-income patients served in this Health Professional Shortage Area.
44	NCHICA	Rockingham		\$ 50,000	\$ 50,000	The grantee recently initiated the Community Medication Management Project, a program to deliver a merged medication list to health care providers electronically to avoid errors and reduce inefficiencies associated with lack of access to complete drug information. Grant funding will extend the service to the Rockingham County Health Department.
45	New Hanover Regional Medical Center	Bladen, Brunswick, Columbus, Duplin, New Hanover, Onslow, Pender		\$ 44,681	\$ 44,681	By adding an additional part-time PAC, the center will increase medication assistance services within the hospital and at the Coastal Family Medicine Clinic and Tileston Outreach Health Clinic, a free clinic providing services to the uninsured population in the area.
46	Onslow County Senior Center	Onslow		\$ 97,000	\$ 97,000	One pharmacist and one PAC provide medication management and prescription access services in Onslow County.
47	Pamlico County Senior Service	Pamlico		\$ 24,444	\$ 24,444	One pharmacist and one PAC provide medication management and prescription access services in Pamlico County.
48	Piedmont Health Services	Caswell, Chatham, Durham, Lee, Orange, Person		\$ 236,688	\$ 236,688	The grantee will expand the number of patients served through 6 federally-qualified community health centers, including expansion of the medication management service.

LOCAL & STATEWIDE GRANTS	COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY	
49	Piedmont Triad Council of Government AAA	Montgomery	\$ 45,000		\$ 45,000	Grantee is an Area Agency on Aging collaborating with Caswell and the Piedmont Pharmacy Care Network. They provided full service medication management and prescription assistance programs for Montgomery and Randolph Counties delivered by one PAC and a half time pharmacist. Program ended June 30, 2004. Remaining funding was transferred to Randolph Senior Adult Services to cover Randolph County.
50	Randolph Senior Adult Services	Randolph		\$ 100,000	\$ 100,000	Grantee provides full service medication management and prescription assistance programs for Randolph County delivered by one PAC and a half time pharmacist.
51	Region L Council of Governments	Edgecombe, Nash		\$ 50,000	\$ 50,000	The addition of another part-time case manager to help with the delivery of the medication assistance services will increase the population served; 80% reside in the rural areas of Halifax, Northampton and Edgecombe Counties.
52	Resources for Seniors, Inc. (MEDS Program)	Wake, Franklin, Johnston, Lee	\$ 466,000	\$ 250,000	\$ 716,000	The grantee will expand the number of patients served, including expansion of the medication management service.
53	Rockingham County Council on Aging-RxAP	Rockingham		\$ 50,000	\$ 50,000	Grant funding will enable the program to provide a pharmacist to assist with expanded medication assistance home visits and provide additional office support.
54	Rockingham County Department of Public Health	Rockingham	\$ 130,000	\$ 195,000	\$ 325,000	The grantee will add additional staff (pharmacist and assistant) and "mobilize" to meet the needs of under-served areas of the county. Grant funds will continue services in this high need county, currently funded through HWTFC.
55	Rural Health Group, Inc.	Halifax, Northampton	\$ 412,200		\$ 412,200	Grantee is a rural health center that collaborates with the health department and the local hospital to cover Northampton and Halifax Counties.

LOCAL & STATEWIDE GRANTS	COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY	
56	Saluda Medical Center, Inc.	Henderson, McDowell, Polk, Rutherford, Transylvania		\$ 17,400	\$ 17,400	Increasing the PAC's hours and improvement of the efficiency of the program through grant funding will enable the prescription assistance program to increase the number of patients served. Outreach to the rural communities will also be increased.
57	Scotland Neck Family Medical Center	Halifax		\$ 50,000	\$ 50,000	The addition of staffing will address the 2-year wait list and enroll new patients from southeastern Halifax County which has a large population of seniors and low-income, unemployed residents and has been underserved by existing prescription assistance programs in the county.
58	Senior PHARMAssist, Inc.	Durham	\$ 208,000		\$ 208,000	Grantee is an independent non-profit with proven track record providing all of the services requested under the RFP. Grantee provides prescription drug coverage for seniors below 200% of FPL in Durham County through its own card.
59	Surry County Senior Services	Surry		\$ 50,000	\$ 50,000	Grant funding will allow the center to establish a much-needed medication assistance program to assist seniors and low-income individuals with prescription assistance services.
60	The Greater Hickory Cooperative Christian Ministry	Catawba		\$ 50,000	\$ 50,000	Grant funds will expand the medication assistance program serving low-income and senior citizens in Jackson County into Swain and Haywood Counties. Expansion of services will be achieved by adding a pharmacist, coordinators and support staff.
61	The Hunger Coalition	Ashe, Avery, Watauga	\$ 336,000		\$ 336,000	Grantee is a local nonprofit that covers Ashe, Avery and Watauga Counties through its store-front location and Country Roads Mobile Pharmacy. Grantee provides medication and disease management and has a good track record working with PAP software.
62	Thomasville Medical Center	Davidson		\$ 50,000	\$ 50,000	Additional funds will enable a contract pharmacist to be hired, ensuring more regular clinic hours and services at the free healthcare clinic and pharmacy.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
63	UNC School of Pharmacy (includes hotline)	Orange, Chatham	\$ 256,846		\$ 256,846	Grantee is a collaboration between the hospital, the aging agency and Kerr Drugs. Grantee provides comprehensive services including home visits and a hotline that covers gap counties.
64	Urban Ministries of Wake County, Inc.	Wake		\$ 50,000	\$ 50,000	Grant funds will provide for a PAC and 4 brown bag evaluations per year in the Thomasville area of Davidson County.
65	Watauga Medical Center/Appalachian Healthcare Project	Avery, Watauga		\$ 50,000	\$ 50,000	To better serve the rising number of uninsured individuals, the grantee will increase the number of patients served by extending the clinic's existing medication assistance program to include acute patients with chronic illnesses and by enhancing outreach efforts.
66	Wayne Action Group for Economic Solvency, Inc. (WAGES)	Wayne		\$ 50,000	\$ 50,000	The grantee is the lead agency in the Appalachian Healthcare Project, a collaborative effort to provide healthcare for the low-income, uninsured residents of Watauga and Avery Counties. Grant funding will enable the program to maintain current staff and increase staff time to a full-time position.
67	West Caldwell Health Council, Inc.	Alexander, Ashe, Avery, Burke, Caldwell, Catawba, Watauga, Wilkes		\$ 50,000	\$ 50,000	The grantee will provide medication assistance services to low-income seniors, including brown bag reviews of medications.
68	WestCare, Inc.	Haywood, Jackson, Swain		\$ 238,971	\$ 238,971	Grant funding will be used to expand staffing by adding a full-time PAC, resulting in increased patients serviced at 2 rural health centers.
69	Winston-Salem Urban League	Forsyth	\$ 262,000		\$ 262,000	Grantee has a strong outreach and health promotion-focused program targeted at the African-American community of Winston-Salem. It collaborates with the area AAA, Wake Forest Medical School and Winston Salem State University Nursing School.
Total Grant Awards			\$ 8,473,462	\$ 5,880,039	\$ 14,353,501	

**HWTf FIT TOGETHER INITIATIVE (OBESITY)
GRANT AWARDS**

Fit Together, an overweight/obesity prevention initiative, includes 21 grants (17 community-based grants and 4 statewide grants) funded by the NC Health and Wellness Trust Fund at \$8.6 million, and a statewide education and outreach campaign funded through a \$3 million commitment from BlueCross and BlueShield of North Carolina.

Fit Together -- Program Components		
Local and Statewide Grants	\$ 8,549,753	Details provided below
Technical Support for Grantees	\$ 770,000	
Grant Outcomes Evaluation	\$ 414,500	
Study Committee on Childhood	\$ 300,000	
Balance for Grant Expansion	\$ 465,747	
Fit Together Partnership - Paid Media	\$ 710,000	
Fit Together Partnership - Diagnostic Software	\$ 65,000	
Fit Together Partnership - Website Hosting and	\$ 60,000	
Fit Together Partnership - NC Academy of Family Physicians & NC Pediatric Society (health questionnaire, diagnostic output, design and development)	\$ 155,000	
Fit Together Partnership - Benchmarks	\$ 300,000	
Fit Together Partnership - Best Practices	\$ 210,000	
Total Investment in Fit Together	\$ 12,000,000	

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
1	Albemarle Regional Health Services	Bertie, Chowan, Perquimans	\$ -	\$ 450,000	\$ 450,000	The grantee will implement a model physical activity and nutrition program within elementary schools in 3 counties. Specific activities include forming walking/fitness clubs and lifetime sports programs in 10 elementary schools.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
2	Avery County Schools	Avery	\$ 204,827		\$ 204,827	The "Avery NEEDS" project will offer after-school physical activity, recruit high school healthy role models, work with teachers to integrate nutrition lessons into the curriculum, implement Be Active's Active Steps Youth Program in target schools, and work with community agencies to hold a family health night at each target school. This group also plans to measure children's BMI and send results to parents.
3	Be Active of North Carolina, Inc.	Alleghany, Perquimans, Pender, Wilkes, Beaufort, Jackson, Madison	\$ 330,796	\$ -	\$ 330,796	Be Active North Carolina, Inc. will implement the "Active Steps Youth Program" in elementary schools in seven counties. The Active Steps Youth Program uses pedometers to help students set and achieve physical activity goals. Teachers in six of the schools will also participate in pedometer-based programming. The Be Active group is willing to provide consultation to other grantees who plan to use pedometers. These grantees may also attend Be Active trainings that take place in their region.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
4	Children First of Buncombe County	Buncombe	\$ 434,283	\$ -	\$ 434,283	Children First of Buncombe County will partner with Appalachian Sustainable Agriculture and MANNA Food Bank for this project. The partners have designed a program called "Growing Minds - Healthy Bodies" that will target children at four elementary schools and their families. School activities will include school gardening programs, nutritious evening meals for needy children in an after-school program, and a backpack program whereby teachers will fill children's backpacks with fresh produce and other nutritious foods for kids to take home to their families on Fridays. Several activities will target the larger community, including families of the children. The team plans to implement an Electronic Benefits Transfer system at 2 local farmer's markets, which will enable food stamp recipients to use their stamps to purchase fresh fruits and vegetables. They will also expand the use of a community garden by providing meals to needy families and encouraging families to harvest their own foods from the garden.
5	Cleveland County Health Department	Cleveland	\$ -	\$ 450,000	\$ 450,000	The grantee will work with schools to implement physical activity and healthy eating initiatives, including policy and environmental changes. They will also work with families in churches and worksites to promote healthy lifestyles. The grantee will work with the local municipalities to develop and carry out the Active, Healthy, Historic (AHH) Pedestrian-focused community plan, with the goal of providing opportunities for people of all ages and abilities to engage in routine daily physical activity.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
6	Cumberland County Schools	Cumberland	\$ 445,096	\$ -	\$ 445,096	<p>The Cumberland County Public Schools, Health Department, Mental Health Department, and Cape Fear Valley Health Foundation will work together to implement Project Move. Each of 12 selected schools will provide after-school activity classes such as yoga, dance and kickboxing to students, family members, and school staff. "Family Fit Nights" will be open to the community and will be a chance for class participants to showcase their skills and for families to receive valuable health information. Three teachers from each of the 12 schools will be trained in active-based learning and will be responsible for designing lesson plans that incorporate physical activity into the regular classroom curriculum. They will also train other teachers to use the lesson plans, which will be compiled and distributed to all the schools in the county.</p>

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
7	Durham Public Schools (DPS)	Durham	\$ 441,945	\$ -	\$ 441,945	Durham County Schools, Durham County Health Department and El Centro Hispano will collaborate on this project that focuses on elementary school children and their families. The team will involve parents and school staff in conducting a health assessment of each school. The partners will work within the elementary schools to implement a physical activity program (chosen by the individual school) and to expand an existing nutrition program. After-school programs will be required to provide daily physical activity and healthy snacks. The project will involve parents and the community through presentations, health fairs and other events. The team will translate all materials into Spanish, and El Centro Hispano will incorporate childhood obesity prevention into its current programming. Finally, the project will work with health care providers by holding educational sessions and by encouraging physicians to refer patients to program activities.
8	FirstHealth of the Carolinas	Hoke, Moore, Montgomery, Richmond	\$ -	\$ 446,436	\$ 446,436	The program will integrate nutrition and physical activity messages into classroom instruction using established curricula and training for teachers in pilot schools in 4 counties. The program will disseminate healthy eating and physical activity messages through physicians' offices.
9	Goldsboro Family YMCA, Inc.	Wayne	\$ -	\$ 450,000	\$ 450,000	The grantee will expand its successful weight management program for overweight/obese youth ages 6-17, emphasizing support for families with limited financial means.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
10	Halifax County Health Department	Halifax	\$ 236,362	\$ -	\$ 236,362	Halifax County Health Department will implement a nutrition and physical fitness program at 7 after-school sites throughout the county. The program follows an established 16-week curriculum that includes a parent education component. Program coordinators will encourage local pediatricians, school nurses and other health care providers to refer overweight children. The Health Department hopes to expand the program to additional sites in years 2 and 3 of the project.
11	Mecklenburg County Health Department	Mecklenburg	\$ 450,000	\$ -	\$ 450,000	Mecklenburg County Health Department will work with the Charlotte-Mecklenburg Schools, the YMCA, the Parks and Recreation Department and the Council for Health and Fitness to target elementary, middle and high school students. Interventions include expanding an enhanced version of Winner's Circle (including parent, teacher and student nutrition education) to 4 schools per year and increasing enrollment in a weight management program for overweight high school students by having enrolled students market the program to their peers. They will also implement exercise and nutrition programs at after school sites that are run by the school system and the YMCA.
12	Mitchell County Schools	Mitchell	\$ 245,173	\$ -	\$ 245,173	Mitchell County Schools is implementing an obesity prevention program aimed at elementary, middle and high school youth. The Health Coordinator will organize school-based prevention strategies including: a walking program, in-school nutrition improvements, and Be Active's Active Steps Youth Program. Select teachers will serve as Healthy Role Models, and will integrate health topics into the regular curriculum.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
13	NC Academy of Family Physicians	Statewide	\$ 417,678	\$ -	\$ 417,678	The North Carolina Academy of Family Physicians Foundation will build a referral system between Family Physicians and local Cooperative Extension Agents in 60 counties. Along with partners from North Carolina PTA, Start With Your Heart, NC Department of Public Instruction, and Eat Smart-Move More, the Academy is targeting the youth population, ages 12-18, that are patients of Family Physicians in North Carolina. The team will develop a resource kit for physicians that will enable them to provide initial assessment, distribute materials, and refer patients, if appropriate, to an Extension Agent or other local resource for follow-up counseling and support. The intervention will begin with recruitment of 10 pilot counties in Year 1, 20 more in Year 2, another 30 in Year 3, and the state's remaining counties after Year 3.
14	New Life Women's Leadership Project	Martin, Washington	\$ 337,082	\$ -	\$ 337,082	The New Life Women's Leadership Project is targeted toward rural African American families and churches in Martin and Washington Counties. Their established network of Lay Health Advisors will receive training in obesity and obesity prevention, and will initiate a variety of nutrition and physical activity programs in their communities. A family-centered outreach program will include cooking classes, healthy lifestyle education, opportunities for physical activities, and integration of physical activity and nutrition messages into church events.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
15	NC Division of Public Health (Mini-Grants to Minority Organizations)	Johnston, Lee, Swain, Vance	\$ 371,032 \$ 147,800	\$ -	\$ 371,032 \$ 147,800	The North Carolina Division of Public Health - Women's and Children's Health Section and Chronic Disease Section - will conduct a pilot program for developing culturally appropriate obesity prevention interventions. This will be an effort to design and implement a social marketing intervention to increase daily physical activity and limit TV time. Specific geographic target areas will be selected based on demographics and overweight burden. The target population is African American, American Indian, and Hispanic children, ages 5-11, and their families. The three year program will develop and test specific intervention strategies based on formative research conducted in Year 1.
16	Partnership for Health, Inc.	Henderson	\$ 442,245	\$ -	\$ 442,245	Partnership for Health, Inc. has partnered with the Family YMCA, the Boys and Girls Club, the Department of Public Health, and the county public schools to continue healthy lifestyle promotion in Henderson County. This is a community-wide effort that will involve elementary, middle and high schools, one charter school, as well as four African American and three Latino churches. Strategies include an after-school exercise program for at-risk students (grades K-5), a weight management program for obese kids, developing a family health series for African-American churches and Latino groups, and working in schools to implement nutrition and physical fitness modules. Community Health Ministries will develop a family health series, piloted in the Boys and Girls Club, then extended to AA churches and Latino groups. The BiPeds Task Force will promote more sidewalks, bike facilities, and biking and walking safety.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
17	Person County Schools	Person	\$ 450,000	\$ -	\$ 450,000	Person County Schools Obesity Intervention Program is focused on children ages 2-14 within the county's school system and daycares. They have enlisted a number of partners including NC Cooperative Extension Service, the County Health Department, local media outlets, and the Person Co. Parks & Recreation. Efforts within the county schools will include implementing BMI assessments, developing health plans for overweight children, altering school menus, and training cafeteria managers. Community and family interventions will include meal education classes and health fairs. Additionally, staff from the Parks & Recreation Department will travel to churches, community groups and schools to conduct physical activity sessions for people in their own communities.
18	Pitt County Schools	Pitt	\$ 449,028	\$ -	\$ 449,028	Pitt County Schools is developing physical activity and nutrition improvement program to prevent obesity in the K-5 student population. NC Agromedicine Institute, the County Health Department, and the Pitt Partners for Health will participate in the school-based programming. The program will strive to implement a policy change whereby all K-5 students will be active for 30 minutes per school day, and students in after school programs will have 60 minutes of activity per day. In addition, teachers and cafeteria workers will be trained to participate in nutrition education and cafeteria programming. The ultimate goal, along with healthier students and employees, is to achieve a formal change in county school policy by Year 3 of the program.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
19	Southeastern Regional Medical Center	Columbus, Robeson	\$ 450,000	\$ -	\$ 450,000	Southeastern Regional Medical Center is leading a two-county initiative to empower elementary and high school youth to make healthy lifestyle choices. Columbus County Hospital, Wake Forest University School of Medicine, Public Schools of Robeson County, Whiteville Primary School and Hallsboro-Artesia Elementary School are joining the Medical Center to serve the target population. The project will follow 2 cohorts (1st and 9th graders) over 3 years to assess changes during and after implementation of multi-faceted program that targets health at the student, family, organizational and community levels. In-school interventions include incorporating physical activity and nutrition into the daily curriculum. Community intervention includes nutrition and cooking education and improvements to the communities' options for living a healthy lifestyle. Lay Health Educators will assist in a train-the-trainer initiative to increase outreach into faith and family oriented communities.

LOCAL & STATEWIDE GRANTS		COUNTIES TO BE SERVED	PHASE I FUNDING	PHASE II FUNDING	TOTAL FUNDING	PROJECT SUMMARY
20	UNC-TV	Statewide	\$ 449,970	\$ -	\$ 449,970	The statewide public broadcasting system is embarking on a 2-year initiative called HealthWise: Healthy Living for a Lifetime to educate its viewers on a broad range of public health issues. As part of this Obesity Initiative, UNC-TV will produce and broadcast a social marketing campaign comprised of 32 Public Service Announcements (PSA) that will air 4 times daily. The Grantee will work with the Commission in creating a campaign logo and identity that will serve as an umbrella for all promotional aspects of the Commission's Obesity Initiative. Moreover, the Grantee will offer use of its PSAs to commercial TV stations across North Carolina and to PBS nationwide. Grantee will also organize training workshops for educators, daycare workers, parents and caregivers.
21	Wake Forest University School of Medicine	Forsyth	\$ 450,000	\$ -	\$ 450,000	The School of Medicine at Wake Forest University is partnering with the Winston Salem/Forsyth County Schools, Kernersville Family YMCA, Family Life Center, and the First Christian Church to bring their "Commit to be Fit" program to over 10,000 youths in the Kernersville community. The program will address obesity issues by increasing understanding and awareness of obesity and its health risks and by increasing opportunities for physical activity. Students who pledge to follow the CTBF program will receive discounts at participating local businesses. Those identified as obese can participate in a more specific treatment program with student-parent classes at the YMCA and counseling. Prevention strategies include integration of nutrition and physical education programs, targeting higher at-risk populations for prevention, and involving the community in the promotion of the initiative.
Total Grant Awards			\$ 6,753,317	\$ 1,796,436	\$ 8,549,753	