



**STATE OF NORTH CAROLINA
HEALTH AND WELLNESS TRUST FUND COMMISSION**

**MICHAEL EASLEY
GOVERNOR**

**BEVERLY EAVES PERDUE, CHAIR
LIEUTENANT GOVERNOR**

**FOR IMMEDIATE RELEASE
APRIL 7, 2003**

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**LT. GOVERNOR BEVERLY PERDUE UNVEILS RADIO CAMPAIGN TO
FIGHT TEEN TOBACCO USE**

DURHAM, NC – In her keynote address at a statewide teen tobacco summit today in Durham, Lt. Governor Beverly Perdue unveiled a statewide advertising campaign directed at teens to discourage tobacco use. The radio campaign, “Tobacco. Reality. Unfiltered,” speaks directly to teens in a hard-hitting, no-nonsense tone.

“We’re kicking off our campaign with seven powerful spots,” Lt. Governor Perdue said, “Each one has been thoroughly focus-group tested within North Carolina’s broad multi-ethnic teen audience. That research concludes that these spots will have a significant impact in making teens aware of the harsh realities associated with tobacco use. If they save even one life, then the \$1.2 million media investment will have paid off.”

The campaign augments programs funded by grants awarded by the Commission in the amount of \$6.7 million to 27 local coalitions that are principally comprised of school districts, county health departments and community-based organizations. Another \$2.2 million in grants was awarded to four organizations that will focus their efforts on reaching out to African American, Latino and American Indian teens statewide.

One spot, “Spiritless,” considered to be the first of its kind in the nation, targets American Indian teens and highlights the differences between cigarette use and ceremonial tobacco. Another spot addresses younger, middle school teens, by offering a lesson about addiction. The spots feature messages dealing with second-hand smoke and include graphic descriptions about tobacco-related illnesses.

The spots will begin airing April 21 and will run through October on Top 40, hip-hop and new rock stations in nine markets statewide. Radio was chosen because it is highly effective in reaching teenagers.

The Commission has allocated a total of \$18.6 million over three years to its Teen Tobacco Use Prevention and Cessation Initiative, which is based upon a model recommended by the Centers for Disease Control and Prevention (CDC).

The Health and Wellness Trust Fund Commission was established by the General Assembly to receive and allocate 25 percent of North Carolina’s share of the multi-billion dollar national tobacco settlement agreement reached in 1999. The Commission is comprised of 18 individuals representing a wide background of health care experience throughout North Carolina.

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