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FREE HEALTH SCREENINGS A SUCCESS AT CIAA TOURNAMENT

Old North State Focuses CIAA Booth on Tobacco Cessation

(Raleigh, NC) – While basketball players kept the fans entertained during the 2005 CIAA Tournament at the RBC Center in Raleigh, physicians from the Old North State Medical Society (ONSMS) helped the fans stay healthy. The ONSMS booth was one of the most popular booths in the arena and for good reason. They offered free medical screenings to CIAA fans and even had doctors from ONSMS on site to interpret the test results.

The medical screenings included tests for cholesterol, glucose, and high blood pressure as well as bone-marrow registration. On Thursday March 3rd, Lt. Gov. Beverly Perdue, chair of the NC Health and Wellness Trust Fund (HWTF), visited the booth and had her own blood pressure taken by Durham physician, Dr. Arnett Coleman. She also talked with CIAA fans about ONSMS's statewide youth initiative *Physicians United for Teen Health: Keeping Our Kids Tobacco Free*, which is funded by HWTF as part of its statewide Teen Tobacco Use Prevention and Cessation Initiative.

The *Keeping Our Kids Tobacco Free* program is designed to educate teens and their caregivers about resources available to young people who want to quit smoking.

"Seven out of every ten teenagers who smoke, tell us that they wish they never started smoking," said Lt. Gov. Perdue. "Thanks to the hard work of Old North State, our teens can find the resources they need to quit."

Tobacco use has been identified as the number one preventable cause of premature death and disease in the country. In North Carolina alone, 65 percent of high school students and 37 percent of middle school students say they have used a tobacco product.

Teens and parents who would like to find information about tobacco cessation can log on to the Web site www.mydoccares.org and find local resources to help teens stop smoking.

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 \$127 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program. For more information, please visit www.hwtf.org.

ABOUT THE OLD NORTH STATE MEDICAL SOCIETY:

The Old North State Medical Society was founded in 1886 and its membership comprises of 1,200 African-American physicians. For more information, please visit www.oldnorthstatemedicalsociety.org.

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