

**\*\*\*MEDIA ADVISORY\*\*\***

**April 6, 2005**

**HWTF CHAIR LT. GOV. BEVERLY PERDUE LAUDED BY  
FAMILY PHYSICIANS FOR ADDRESSING  
CHILDHOOD OBESITY**

*Lt. Governor to be honored with the North Carolina Academy of Family  
Physicians' Distinguished Service Award*

**(Raleigh, NC)** – Lt. Governor Beverly Perdue, chair of the NC Health and Wellness Trust Fund (HWTF), will receive the Distinguished Service Award from the North Carolina Academy of Family Physicians (NCAFP) for her work addressing childhood obesity. The award will be presented to Lt. Gov. Perdue at the association's Spring Family Physicians Weekend in Wrightsville Beach on Friday, April 8, 2005.

The Distinguished Service Award, awarded annually, recognizes individuals annually who work in the best interest of family medicine to improve family and community health. NCAFP Board Chair and Immediate Past President Dr. Conrad L. Flick, a Cary family physician, will be presenting this award to Lt. Gov. Perdue. Under her leadership, HWTF has taken a leadership role in finding solutions to combat the growing childhood obesity epidemic in North Carolina.

In 2003, HWTF created a Study Committee on Childhood Obesity, *Fit Families NC*, that recently released seven legislative policy recommendations. These were developed with input from school, public health and industry representatives and included physical activity and child nutrition standards. In addition, HWTF joined forces with Blue Cross and Blue Shield of North Carolina (BCBSNC) last year to launch the *Fit Together* Initiative which includes 21 community-based grants around the state, a statewide media campaign, and a content-rich Web site, designed to promote healthy lifestyles.

**WHO:** HWTF Chair Lt. Gov. Beverly Perdue

**WHAT:** The North Carolina Academy of Family Physicians will honor Lt. Gov. Perdue with its Distinguished Leadership Award for her leadership in addressing the state's youth obesity epidemic

**WHERE:** **NC Academy of Family Physicians Spring Family Physicians Weekend**  
Holiday Inn SunSpree Resort  
Wrightsville Beach

**WHEN:** Friday, April 8, 2005 at 12:45 p.m.

**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.hwtfc.org](http://www.hwtfc.org).

**ABOUT THE NORTH CAROLINA ACADEMY OF FAMILY PHYSICIANS, INC.**

The North Carolina Academy of Family Physicians, Inc. (NCAFP) is a non-profit professional association, headquartered in Raleigh, serving family physicians, family practice residents and medical students statewide, presently numbering over 2,600 members. It is the largest medical specialty association in

North Carolina. The NCAFP is a constituent chapter of the 94,000 member-strong American Academy of Family Physicians, based in Leawood, Kansas.

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