



MEDIA ADVISORY

FEBRUARY 14, 2005

DOCTORS TEAM WITH LT. GOVERNOR TO HELP AFRICAN-AMERICAN TEENS QUIT SMOKING *SHAW UNIVERSITY HISTORICALLY SIGNIFICANT SITE FOR MEETING*

(Raleigh, NC) – Member physicians from the Old North State Medical Society (ONSMS) and Lt. Gov. Beverly Perdue, chair of the NC Health and Wellness Trust Fund (HWTF), are teaming up on a new project to help African-American teenagers quit smoking.

The physicians will be announcing their *Physicians United for Teen Health: Keeping Our Kids Tobacco Free* project on Wednesday, Feb.16, 1 p.m. at Shaw University in Raleigh. This site is historically significant because Shaw's Leonard Hall was home to the first four-year medical school to train African American doctors and pharmacists in the South, and it is also the original site where ONSMS was founded.

This project is part of ONSMS's statewide youth initiative *Physicians United for Teen Health*, which is funded by HWTF as part of its statewide Teen Tobacco Use Prevention and Cessation Initiative. *Keeping Our Kids Tobacco Free* is designed to educate both parents and teens about opportunities available to young people who want to quit smoking, and raise awareness about cessation programs. This project will feature a multi-media campaign including radio public service announcements (PSA's), newspaper ads, brochures, and a Web site.

WHO: HWTF Chair Lt. Gov. Beverly Perdue and member physicians of ONSMS

WHAT: Lt. Gov. Beverly Perdue will be meeting with physicians from ONSMS to discuss the *Physicians United for Teen Health: Keeping Our Kids Tobacco Free* project and tour Shaw's historical Leonard Hall.

WHERE:

Shaw University, Leonard Hall
816 South Wilmington Street, Raleigh

WHEN: Wednesday, Feb. 16, 2005 at 1p.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 \$55 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program. For more information, please visit www.hwtfc.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.