

**FOR IMMEDIATE RELEASE**

**APRIL 29, 2005**

**Put to the test**

**RESEARCHERS TO PREVIEW RESULTS OF NC'S FIRST-EVER  
TOBACCO PREVENTION TV CAMPAIGN**

**WILL UNVEIL FINDINGS FOR NATIONAL AUDIENCE IN CHICAGO LATER**

**Raleigh** – Public health advocates and state officials will gather at the **American Cancer Society** on **Monday at 10:00 a.m.** to receive an in-depth evaluation briefing from researchers at the University of North Carolina at Chapel Hill on the results of the state's first tobacco prevention television campaign. The evaluation team will also make recommendations on the expansion of this campaign. This TRU (Tobacco. Reality. Unfiltered) campaign was funded by the NC Health and Wellness Trust Fund (HWTF).

According to the US Centers for Disease Control and Prevention, more than 200,000 young people in North Carolina will die prematurely because of tobacco-related illnesses. TRU television ads launched in 2004 amid skepticism that a tobacco-producing state could develop a credible tobacco prevention campaign.

On Wednesday, May 4, the team will present its findings at the 2005 National Conference on Tobacco or Health in Chicago. The evaluation team will be available for interviews after the briefing.

**WHO:** HWTF, UNC-CH evaluation team, public health officials with:

- Alcohol Law Enforcement
- American Cancer Society
- American Lung Association
- NC Academy of Family Physicians
- NC Department of Health and Human Services
- NC Medical Society
- NC Pediatrics Society
- NC Tobacco Prevention and Control Branch
- Old North State Medical Society
- S.A.V.E. (Survivors and Victims Empowerment)

• **WHAT:** Briefing and Q&A on results of TRU evaluation and recommendations. You may view the ads by visiting [www.realityunfiltered.com](http://www.realityunfiltered.com) and clicking on TV/Radio.

**WHERE:** American Cancer Society (ACS) located at 11 South Boylan Avenue near downtown Raleigh (across from Moonlight Pizza at the intersection of Boylan and Morgan). Parking is available in the Morgan Street parking deck, located directly under the ACS building.

**WHEN:** Monday, May 2, 10:00-11:00 a.m.

**ABOUT TRU:**

Tobacco. Reality. Unfiltered., commonly known as **TRU**, is North Carolina's first-ever statewide youth tobacco prevention multi-media campaign that uses testimonials of real North Carolina teens as well as hard-hitting facts to dissuade young people from using tobacco. This campaign is part of the NC Health and Wellness Trust Fund's (HWTF) teen tobacco use prevention initiative. Funded at \$28 million from HWTF, this grassroots initiative includes the **TRU** media campaign, as well as a grant program including 70 grants (50 community-based grants, 4 statewide grants and 16 tobacco free school mini-grants) to a total of 55 organizations. To find out more about **TRU**, please visit [www.realityunfiltered.com](http://www.realityunfiltered.com).