



TOBACCO REALITY UNFILTERED

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FOR IMMEDIATE RELEASE
May 4, 2005

**One of the Leading Tobacco-Producing States Also a Leader at
National Tobacco Prevention Conference**

***NC HEALTH AND WELLNESS TRUST FUND GRANTEES
TO PRESENT IN CHICAGO***

(CHICAGO) – North Carolina, one of the top tobacco-producing states in the nation, is sending five teen tobacco use prevention groups funded by the NC Health and Wellness Trust Fund (HWTF) to the 2005 National Conference on Tobacco or Health this week in Chicago. The five will deliver presentations at the conference, which runs **Wednesday, May 4 to Friday, May 6**.

“The NC Health and Wellness Trust Fund is honored to have such strong representation at the 2005 National Conference on Tobacco or Health,” said Alison K. McLaurin, HWTF’s marketing and public affairs director. “Our grantees have created and implemented successful programs that are helping to ensure North Carolina’s youth have a chance to lead healthier lives.”

One of the North Carolina-focused presentations will come from Dr. Adam Goldstein, associate professor with the University of North Carolina – Chapel Hill (UNC-CH) School of Family Medicine and Director of UNC-CH’s Tobacco Prevention & Evaluation Program. Dr. Goldstein’s presentation will detail the results of the state’s first teen tobacco prevention television campaign, called TRU (Tobacco. Reality. Unfiltered.). TRU television ads launched in 2004 amid skepticism that a tobacco-producing state could develop a credible teen tobacco prevention campaign. Dr. Goldstein will present his evaluation Wednesday, May 4 at 4:30 p.m. at the Hyatt Regency.

Highlights include:

- Awareness of the TRU campaign, slogans and brand increased substantially over the past two years. Across the state, TRU is now recognized by an estimated 439,000 young people ages 11 to 17.
- Among youth, almost 55 percent of non-whites, compared with 40.5 percent of whites, recalled the messages.

For more information about the 2005 National Conference on Tobacco or Health, please visit: <http://www.tobaccocontrolconference.org/2005/conference/generalInformation/>.

The following HWTF-funded groups will present:

El Pueblo, “How to Actively Engage Latino Youth in the Teen Tobacco Use Prevention Movement”: **Thursday, May 5, 2005 - 8:30 a.m., Hyatt Regency Chicago H - Regency B (350)**

The University of North Carolina Tobacco Prevention and Evaluation Program (UNC TPEP), “NC Teen Tobacco Use Prevention: Year One Outcomes of \$10 Million Annual Program”: **Wednesday, May 4, 2005 - 4:30 p.m., Hyatt Regency Chicago H - Regency B (350)**

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First-Health of the Carolinas, "NC's First Tobacco-free Healthcare System - Paving the Road":
Wednesday, May 4, 2005 - 2:30 p.m., Sheraton S - Michigan A (140)

NC Alcohol Law Enforcement Division and the NC Department of Health and Human Services,
"Building a Campaign Around Tobacco Access Enforcement": **Wednesday, May 4, 2005 - 11:00
a.m., Hyatt Regency Chicago Columbus Hall IJ (225)**

North Carolina Department of Health and Human Services, "Getting To Tobacco Free Schools:
Using Personal Testimony to Promote Policy - A Panel Discussion": **Wednesday, May 4, 2005 –
11:00 a.m., Hyatt Regency Chicago H – Regency D (35)**

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 seniors. For more information, please visit www.hwtfc.org.

ABOUT TRU:

TRU is NC'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 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.

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