

FOR IMMEDIATE RELEASE

JUNE 7, 2005

**PHYSICIANS AND HEALTH CARE PROVIDERS TRAINED ON TOBACCO CESSATION
COUNSELING AT STATEWIDE MEETING**

***Lt. Governor to announce new statewide youth quit line at 118th Old North State
Medical Society Convention***

(Raleigh, NC) – Doctor's orders are to keep African-American teens from using tobacco, and a new statewide quit line which will be launched in North Carolina in July promises to be a significant resource . That's the message Lt. Governor Beverly Perdue will elaborate on during the keynote luncheon of the Old North State Medical Society's 118th Scientific Convention and Membership meeting on Thursday, June 9, in Raleigh.

Lt. Gov. Perdue, who chairs the NC Health and Wellness Trust Fund (HWTF), will talk about current and future HWTF programs to address health disparities, including the statewide quit line.

To help young African-Americans quit, Old North State Medical Society (ONSMS) is promoting a smoking cessation counseling program from the Centers for Disease Control (CDC) known as 5A. The program recommends that doctors take a five-step approach to helping patients stop smoking: Ask, Advise, Assess, Assist, and Arrange.

Lt. Gov. Perdue's speech is part of an annual three-day conference hosted by ONSMS, and held in conjunction with the North Carolina Black Legislative Caucus' annual meeting. The Old North State Medical Society 's teen tobacco prevention cessation program is funded by a grant from HWTF.

Who: HWTF Chair Lt. Gov. Beverly Perdue; Sherry Watson Hyde, National African-American Tobacco Prevention Network; members of the NC Legislative Black Caucus

What: "The Power of One...to Eliminate Tobacco Use" speech. Part of ONSMS's "Confronting Health Disparities: Reviewing Our Past ... Creating Our Future" conference.

When: Thursday, June 9, 2005
12:00 p.m. – 1:00 p.m.

Where: Oak Forest A Conference Room
Sheraton Capital Center Hotel
421 S. Salisbury St. Raleigh, NC

Facts on African-American teen tobacco-use:

- African-American high school students who report ever using tobacco dropped from 66.9 percent in 1999 to 62.1 percent in 2003.
- White high school students who report ever using tobacco declined significantly from 68.9 percent in 1999 to 57.8 percent in 2003.

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- African-American high school smokers reported a much higher desire to quit smoking than white students. 66.5 percent of African-American high school students said they wanted to quit compared to 47.3 percent of white high school smokers.

Source: 2003 North Carolina Youth Tobacco Survey

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.

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