

TOBACCO

The costs of tobacco use in North Carolina are over \$2.1 billion each year.⁴

Behavior

NC Compared to United States

- NC ranks 36th in the nation in smoking. 25% of NC adults compared to 23% of adults in the US are current smokers.⁶
- 38% of 9–12th graders use tobacco products and 18% of 7–8th graders use tobacco products.⁷
- The racial disparities between middle school tobacco users is shifting from highest use amongst white students to minority students. 17% of the whites, 20% of the African Americans, and 21% of the Hispanics use tobacco.⁷
- Nearly 50% of NC adults have tried quitting at least once compared to 48% of adults in the US.⁶
- 15% of all NC pregnant women smoke vs. 13% of pregnant women in the US.⁸

North Carolina in Action

Community Level

- 58% of NC counties have smoke-free indoor recreational sites and 82% of the counties have smoke-free indoor entertainment facilities.⁹
- NC ranks 49th in cigarette tax per pack. NC tax is 5 cents vs. 34 cents median for the nation.¹⁰
- Smoke-free worksites are the #1 reason adults quit smoking.¹¹ 62% of NC employees report that smoking is not allowed in their workplace.⁶
- 25% of stores that were checked showed violations of selling tobacco to minors.¹²
- Only 5% of local school systems are 100% smoke-free for all campus and school-related events.¹³

Health Service Level

- 59% of NC smokers have been counseled within the past year to quit smoking.⁶ Counseling by physicians is the #2 reason adults quit.¹¹
- 40% of health plans have implemented a new smoking cessation benefit, rider, discounted drug program or quitting program service in the past 2 years.¹⁴

GRADE: D

Governor Hunt has written a letter to all school boards, principals, & PTAs to encourage all NC schools to become smoke-free and appointed a State Advisor for Teen Tobacco Use Prevention, January 2000, Youth Tobacco Summit.¹³

NC's legislature has created a Health Trust with tobacco settlement funds, and leads the nation to date in the proportion of settlement funds dedicated to addressing health (25% of funds or \$1.15 billion over 25 years).¹⁵

In 2000, NC received nearly \$2 million in private funds to establish regional Youth Tobacco Use Prevention Centers.¹³

GRADE: D

North Carolina has reallocated \$4.8 million in the statewide health promotion program to all 100 counties to create community environments that support nutrition, physical activity, and tobacco control efforts.²²

NUTRITION

The costs of poor nutrition in North Carolina are over \$1.8 billion each year.⁵

Behavior

NC Compared to United States

- NC ranks 36th in the nation for adults eating a minimum daily requirement for fruits & vegetables. 79% of adults don't get 5 fruits & vegetables each day.⁶
- NC ranks last in the nation for overweight persons eating less to lose weight. 69% of adults reported eating fewer calories and fat to lose weight. 33% of NC adults are overweight.⁶
- 26% of NC middle school youth describe themselves as overweight and 43% are trying to lose weight.¹⁶
- 12% children age 2–4 years, 18% of children age 5–11 years, and 23% of children age 12–18 years who are serviced in WIC and local health departments are overweight.¹⁷

North Carolina in Action

Community Level

- 37 NC counties are working to implement the Winner's Circle Healthy Dining Program.¹⁸
- 26% of restaurants label certain menu items as "healthy".¹⁹
- There are 18 certified Healthy Carolinian groups addressing nutrition.²⁰

Health Service Level

- 33% of adults report their doctors discussed diet or eating habits.⁶
- 40% of NC Health Plans have launched new nutrition access, discount or benefit programs in the past 2 years.¹⁴
- 54% of NC hospitals offer weight control programs and nutrition centers.²¹

PHYSICAL ACTIVITY

The costs of physical inactivity in North Carolina are over \$1.8 billion each year.³

Behavior

NC Compared to United States

- NC ranks 38th in the nation for adults getting adequate physical activity.⁶ Less than 19% of adults reported getting regular vigorous physical activity and 28% of adults reported no participation in any leisure time physical activity.⁶
- NC is 49th in the the nation for exercising more to lose weight. 49% of adults reported exercising more to lose weight.⁶
- 39% of NC older adults (65+) compared to 38% of older adults in the US do not participate in any leisure time physical activity.⁶

North Carolina in Action

Community Level

- NC Senior Games is the largest Senior Olympic program in the nation and provides year round, statewide health promotion programs. The focus is on arts, sports and recreational activities to keep seniors, age 55 years and older, active. There are 50 local senior games programs serving all 100 counties. Last year, 41,000 seniors participated in Senior Games.²⁴
- NC is a leader in the nation in establishing local fitness and nutrition councils: 28 NC counties have fitness councils.²⁵
- 18 counties have certified Healthy Carolinian programs addressing physical inactivity.²⁰

Health Service Level

- 37% of residents report their doctors counseled them about physical activity or exercise within the past year.⁶
- 26% of NC hospitals have a fitness center or physical activity program.²¹
- 33% of NC Health Plans have launched a physical activity access, discount or related initiative within the past 2 years.¹⁴

GRADE: C-

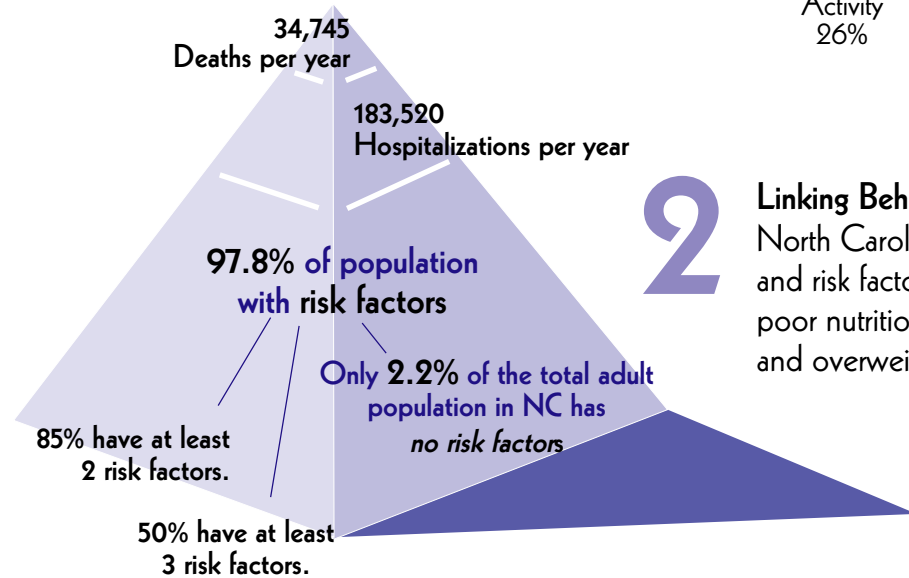
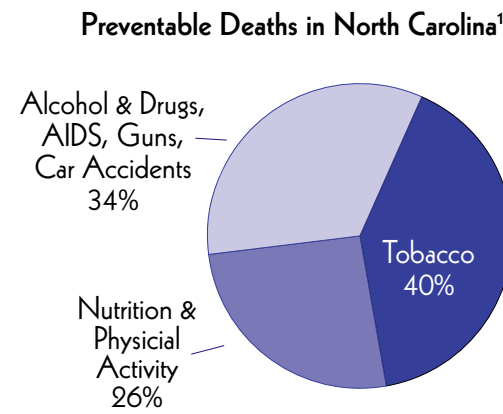
Be Active North Carolina is a new statewide initiative which encourages North Carolinians to work together as individuals, organizations, and communities to create policies, opportunities, facilities, and motivation around which physical activity can thrive. The *Be Active* North Carolina Grant Program has been established to support the growth and activities of organizations and groups that want to implement this initiative.²⁶

Kate B. Reynolds Charitable Trust is launching a \$10 million effort to address tobacco, nutrition and physical inactivity across NC.²⁷



Why Focus on Tobacco, Nutrition, and Physical Activity?

1 Zeroing in on Critical Prevention Issues
Two-thirds of North Carolina preventable deaths are related to tobacco, nutrition, and physical activity.



2 Linking Behaviors to Health Outcomes
North Carolina deaths, hospitalizations and risk factors linked to tobacco use, poor nutrition, physical inactivity, and overweight.²

3 Costs to North Carolina
Conservative estimation of costs per year related to tobacco use, poor nutrition, and physical inactivity in North Carolina.

	Per Resident	Per Manufacturer	North Carolina
Physical Activity	\$243.33	\$295,000	\$1.82 billion ³
Tobacco	\$280.76	\$340,390	\$2.1 billion ⁴
Nutrition	\$243.33	\$295,000	\$1.82 billion ⁵

References

- McGinnis and Foege. "Actual Causes of Death in the United States." Journal of the American Medical Association, November 10, 1993, Vol. 270, No. 18, pp. 2207-2212; and analysis by the NC State Center for Health Statistics (NC SCHS), 1996.
- NC Center for Health Statistics, Analysis of annual NC deaths and hospitalizations from heart disease, stroke, diabetes, chronic obstructive pulmonary disease and neural tube defects. Sara Huston, Cardiovascular Health Program, Analysis of tobacco use, overweight, nutrition and physical inactivity behaviors among NC adults using BRFSS, 2000.
- David Chenowith, Eastern Carolina University, 1998. Cost analysis of inactivity to NC based on circulatory and musculoskeletal claims.
- Smoking Attributable Morbidity, Mortality, and Economic Costs (SAMMEC), NC Division of Health Promotion, Office of Epidemiology, 1992.
- Assumption that D. Chenowith's cost analysis for physical inactivity at minimum parallels poor nutrition costs to NC. Does not include costs related to low birth weight, infant mortality, cancer, diabetes claims, lost productivity or other indirect costs.
- Behavioral Risk Factor Surveillance System, CDC, 1998.
- NC and National Youth Tobacco Surveys, 1999.
- NCSCHS, 1998 (Birth Certificate Data); National Vital Statistics Report, Vol. 47, No. 18, April 29, 1999.
- Adam Goldstein, University of North Carolina, Department of Family Medicine, ETS Study, 1999.
- Centers for Disease Control Office on Smoking and Health, Legislative Tracking, 2000; Federation of Tax Administrators, 2000 (reported in Raleigh News and Observer, Monday, May 15, 2000).
- National Cancer Institute, Project Assist, 1998.
- SYNAR Survey, NC Substance Abuse Services Section, NC DHHS, 1999.
- Tobacco Prevention and Control Branch, NC DHHS, 2000.
- NC Prevention Partners BASIC Preventive Benefits Survey 1999-2000, NC Department of Insurance, 2000.
- NC General Assembly, 2000.
- NC Youth Risk Behavior Survey, 1997.
- Pediatric Nutrition Surveillance System, Women and Children's Health, NC DHHS, 1999 data and 2000 definitions of overweight.
- NC Prevention Partner, Winner's Circle participants, 2000.
- NC Heart Healthy Restaurant Survey, Start with Your Heart Program, NC DHHS, 1999.
- www.healthycarolinians.org.
- North Carolina Hospital Association, 2000.
- Health Promotion Branch, NC DHHS, 2000.
- Cardiovascular Health Program, NC DHHS, 2000.
- NC Senior Games, 2000.
- Local Fitness and Nutrition Council Manual, Guide for Community Action, 2000.
- Be Active NC, NC DHHS, 2000.
- Kate B. Reynolds Charitable Trust, July 2000.



Putting Prevention First for a Healthier NC

Data for this report card were compiled by the Prevention Report Card Committee, NC Prevention Partners. Grades were developed through a voting process involving representatives from medical, community, citizen, public health, policymaking, voluntary health, hospital, university, regulatory, HMO, employer, and at-large organizations from across NC.

For information about methods, please refer to the NC Prevention Partners website: www.ncpreventionpartners.org.

For more information contact:
Meg Molloy, Executive Director, NC Prevention Partners
School of Public Health, CB #7400 UNC-Chapel Hill
Chapel Hill, NC 27599-7400
(919) 966-9267

Does North Carolina Make the Grade for Prevention?

2000 North Carolina Prevention Report Card

Prevention Partners

www.ncpreventionpartners.org

