



NC PREVENTION
PARTNERS

annual report

2009-2010





Dear Prevention Partners:

It is hard to believe it has been a little more than 10 years ago that the first group of “plucky” public health professionals came together to lay out a plan for what would become NC Prevention Partners. In all honesty, I am not sure I really understood what we were trying to do back then, or exactly how we were going to do it, but I was intrigued by the vision of a healthier North Carolina laid out by Dr. Meg Molloy. Meg had a vision that if all segments of North Carolina’s health and payor communities could work together to reduce the three conditions that underlie the vast majority of the preventable death and disability in our state, we could improve the lives and health of all North Carolinians. And so began our journey to prevent tobacco use and exposure to second-hand smoke; increase the amount and quality of physical activity for adults and children; and to improve nutrition by reducing the amounts of high-fat and sodium foods consumed and to increase the number of fresh fruits and vegetables that are served and eaten across the state.

In 2010, there is so much talk and action focused on prevention and health improvement that it is difficult to comprehend that someone actually had to start the conversation, but that was exactly the role of NCPP in the early days. Our “Starting the Conversation” tools on tobacco, obesity and nutrition gave physicians and public health professionals some of the very first tools to begin to address these issues with their patients. Now, NCPP sends out thousands of these compact, evidence-based documents every year to doctors and clinics across our state.

It is also hard to fathom that 15 years ago no health plan offered a comprehensive set of preventive benefits to their customers. One of NCPP’s first projects for the Heart Disease and Stroke Prevention Branch of the state Division of Public Health was to compile a list of which insurer was offering what benefits, and then to begin to urge these plans to voluntarily offer more focused, science-based programs. North Carolina now leads the nation in the percentage of our insured population that has access to reimbursement for prevention benefits aimed at improving nutrition, increasing physical activity and helping smokers quit.

As NCPP was getting started, we would joke that we were “the little engine that could.” We thought we could get people to collaborate; we thought we could get policymakers to recognize the need for policy and environmental change that would make it easier for people to make healthier choices; and we thought we could grow a sustainable, financially stable non-profit organization to provide the infrastructure and momentum to keep prevention moving forward. Well, over the past 12 years, NCPP has gone from “the little engine that could” to the great big “prevention express.” This amazing organization, under the leadership of Dr. Meg Molloy, has accomplished so much in a very short period of time and will continue to drive the prevention agenda in North Carolina for years to come.

As I conclude my tenure as Chair of the Board of NCPP, I want to thank all the board members and staff who did so much to make this organization great. It has been an amazing ride and it has been my honor to be involved in a small way to help make our state healthier.

Sincerely,

Peg O’Connell

Board Chair





Our Board of Directors and Staff, 2009-10

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Above: NC Prevention Partners staff (from L to R): Back row: Kristy Lange Lowther, Katie Weber, Sharon Sawchak (loaned executive, winter 2010), Nicholas Sullivan, Heather Mountz, Julie Knaack. Front row: Whitney Davis, Gia Branciforte, Anne Thornhill, Beverly Biggs, Meg Molloy, Melva Fager Okun, Kim Forrest. Not pictured: Breah Woolson, Ingrid Morris.



Dear Prevention Partners:

Whodathunkit?

NC hospitals were the first in the nation to establish 100% tobacco-free campus-wide policies, and are pushing hard to do what was not considered possible—creating a healthy food environment so that every employee, visitor and patient can have delicious, affordable and healthy food, locally grown food, access to nutrition guidance and information in order to make healthy behavior changes. NC Health Insurers lead the nation in strong tobacco and obesity benefits. Businesses are attending Prevention Academies to change the way they approach wellness so that every employee feels welcome and supported. Schools are recognizing that obesity does affect academic performance, and are building teams at the school level to bring together leaders and resources to offer students opportunities to choose healthy foods, enjoy physical activity throughout the week and learn about how to develop lifelong awareness and healthy habits. Funders and policymakers and governmental agencies are aligning their efforts to reach more people with strong prevention initiatives.



Many who live here and who are from other parts of the nation are asking, how is this happening in NC? At a time when the economy has challenged everyone, how are these huge prevention gains happening?

Our board chair, Peg O'Connell, often says, "Where the disease is worst, the cure has been found." So perhaps NC has focused on the problem ahead of other areas across the nation because chronic conditions related to these issues are far more evident here. We have more reasons to work together since it adversely affects all of our families, and the communities where we live. The solutions require changes across the community.

I also see tremendous leadership in NC as the real reason that we are ahead of the curve. Sometimes the leader is the Board Chair. NCPP has benefited tremendously from having Peg O'Connell's wise leadership as founding Board Chair. Peg has led NCPP's Board for over a decade. As Peg moves into a new volunteer role with NCPP, we thank her for her rock-solid resolution that the day would come when working towards a tobacco-free NC was thinkable.

Behind every board of trustees at NC hospitals, at every school that is restructuring food and activity options, behind every insurer, broker and employer that is building prevention into the business model, there is a key leader or group of leaders who are making a difference. Sometimes the leader is a school guidance counselor or hospital nurse. Sometimes the leader prepares the morning meals at a cafeteria. Sometimes the leader is you.

As you read this year's Annual Report you'll see the highlights of our work in partnership with many leaders across the state. Every success story is due to our strong partnerships with key individuals who knew no other option but to use smart tools and goals to help their organization be successful at becoming a healthy place.

We thank each of you for your commitment and leadership. Together we are making a tremendous difference in creating a culture of wellness in North Carolina. This will leave a legacy of health and well-being to every North Carolinian, and is critical to NC's healthy economic future. So this, we expected.

What we didn't expect is that Oregon, New York and other states would call us and say, how are you doing this?
Whodathunkit?

Sincerely,

Meg Molloy, DrPH, MPH, RD

President & CEO

WorkHealthy AmericaSM (WHA) is NC Prevention Partners' proprietary worksite wellness product. It enables a company to take a confidential on-line assessment and benchmark their current wellness activities against scientific standards. The areas of focus are Nutrition, Physical Activity and Tobacco environments, and Leadership Culture of Wellness. The WHA generates an executive summary featuring report card grades, recommendations based on priorities, a tailored action plan, and access to online toolboxes with evidence-based and real world policies, programs, tools, and case studies from companies of all sizes.

Using WorkHealthy AmericaSM, NC Prevention Partners is partnering with local chambers of commerce to launch Prevention Academies with 100 businesses in cities across North Carolina. With support from Pfizer Inc., these employer wellness partnerships will guide businesses for three years as they build healthier workplaces and employees, and reduce preventable health care costs.

The first Academy launched on March 11, 2010 in Greensboro, with the Greensboro Chamber of Commerce as a partner. Participating companies range in size from small to large and represent different business sectors. The second Academy launched in Charlotte on May 6, 2010, with a similar

mix of businesses. The Chamber of Commerce and The Fit Cities Challenge are partners in that location. Alamance County and Asheville are coming soon.

Academy members begin by reviewing their baseline grades on a confidential Prevention Report Card which examines their current wellness practices. This is one of the tools from the WHA. Next they learn how their practices compare to robust scientific standards, to other businesses in their community and to businesses of their size and sector. Each business receives tailored action plans and tools to reshape workplace policies and management strategies. Along the way, Academy members will receive ongoing support, including access to online toolboxes and webinars to learn how to implement key policies and to share best practices.

Using WorkHealthy AmericaSM, NCPP is partnering with the NC Office of State Personnel to bring wellness to employees in state government departments. With support from AstraZeneca, this exciting program is reaching tens of thousands of lives. AstraZeneca's support is also allowing NCPP to conduct a study at the State Department of Transportation to learn the best ways to combine health education campaigns with the WHA for maximum success.



Above: Academy class members get their baseline grades and customized action plans.



Our **Healthy Food Environments (HFE)** initiative made great strides this year. Hospital cafeterias in North Carolina serve over 500,000 meals a week to employees, volunteers and visitors. Our initiative helps transform what types of food they offer and how they are prepared and marketed so that the healthy choice is easy to make. Half of North Carolina's hospitals have implemented all five of NCPP's nutrition criteria and have an action plan for continuous improvement, earning them the highest Red Apple rating. Most of the others have achieved Yellow or Green Apple ratings and are on their way to creating cultures of healthy eating. HFE and our hospital program work is funded by The Duke



Endowment and implemented in partnership with the NC Hospital Association.

As we go to press with this report, more than 30,000 employees now work at **Gold Star Hospitals** in North Carolina, and the numbers are rising. These are hospitals that have met all of NCPP's standards for a Quit-Tobacco System. This means their employers provide specific benefits, resources and support to quit smoking. More than 6,000 of these employees are estimated to be smokers, so they,

and any family members on their medical insurance plans, can directly benefit from their employers' leadership and become nonsmokers.

The Gold Star Hospital program is funded by the Duke Endowment and implemented in partnership with the NC Hospital Association.

Key to creating a culture of wellness is that employees feel not only encouraged, but empowered, to quit smoking. One way is through a commitment by the highest level of executives to tangible medical insurance benefits and workplace policy changes. As we go to press, 52,665 employees now work at hospitals where the CEO has signed

the **Executive Commitment to Establishing a Corporate Culture of Wellness**. This and the Gold Star Hospital program are bringing about lasting change that extends lives and improves the long-term health of not only hospital employees, but also their family members.

Tobacco users are more than twice as likely to quit for good with the help of cessation products and medication and social support. A measurable effect of these programs is the number of people who seek fax referrals to the **NC Quitline**. This is a toll-free (1-800-QUIT-NOW) phone line that provides convenient and confidential support from trained counselors to people in the process of quitting. From July 1, 2009 through April 30, 2010, NCPP ran a challenge among similar-sized hospitals to see

who could refer the most employees and patients to the NC Quitline. To date this year, 1,500 people have sought referrals to help them end their tobacco addiction.

Clearly, NC hospitals have become national pacesetters for employee health promotion and are enhancing preventive care systems for their patients.

NCPP partners with the NC State Board of Education, school district and school leaders to combat childhood obesity. Our Zone Health program has been making a difference in how schools address the childhood obesity epidemic. With support from GlaxoSmithKline, NCPP has trained 22 teams to establish school-level wellness to improve the nutrition and physical activity environment in schools and to increase awareness and educational opportunities about healthy weight to students. Zone Health has reached over 80,000 students in elementary and middle schools across North Carolina. Of participating schools and districts, 95% formed diverse wellness committees, a crucial first step towards building sustainable policies and programs. In addition, 75% completed a school-wide assessment and, based on their findings, over 85% of those teams successfully initiated wellness activities that make a difference. Half of these



school and district teams achieved the highest level of Zone Health implementation. Several other schools have launched efforts and others are still in the planning stages. The impact of these efforts and achievements will be measured in the months and years to come. NCPP is excited to announce that GSK has just supported a new four-year cycle to offer workplace wellness to the original 22 teams by linking NCPP's nationally recognized *WorkHealthy America* to these teams, and to expand student and staff wellness to 28 additional schools.

The Healthy Food Environments initiative in NC hospitals has undergone and passed a rigorous review, and can be found posted on UNC's Center of Excellence for Training and Research Translation (Center TRT) website (<http://www.center-trt.org/>). Center TRT is a partnership between UNC's Center for Health Promotion and Disease Prevention and the Centers for Disease Control and Prevention. NCPP's Healthy Food Environment model is one of only five obesity prevention policy efforts across the nation receiving this recognition as an evidence-

based and practice-tested intervention. This means Center TRT and CDC want to spread the word about this comprehensive model that promotes healthy food behaviors to others who are looking to tackle the obesity epidemic.

NCPP is now beginning to work with South Carolina hospitals. Other states are looking to NCPP for guidance on how to implement healthier food policies and practices.



The NC School Health Connection website launched this spring. It is helping schools identify childhood obesity prevention programs that will meet their goals for making their

campuses healthier. In addition, the interactive web-based map helps organizations coordinate efforts to ensure the best use of valuable resources and to ensure that schools throughout North Carolina have access to such initiatives. It is the centralized

coordination tool for policymakers, foundations, state and local school board members and administrators, educators, nonprofits and parents. Developed in partnership with NC Healthy Schools, this tool will help schools not only become healthier environments and partners in the prevention of childhood obesity, but also to sustain those efforts over time.

www.ncschoolhealthconnection.org



Sharon Sawchak, RN, a senior director of development sciences, who manages global drug development programs related to neurodegenerative disorders, particularly Alzheimer's Disease, for GSK, stepped away from that position

and gave her extraordinary time and talents to NC Prevention Partners for six months as a loaned executive. Tapped for her 30+ years experience in health care, research, the pharmaceutical industry, and prior founding of a non-profit organization, she brought her business acumen to the role of business development at NCPP.

She was instrumental in the development of a new business model and group purchase licensing agreement to support employer groups to participate in Community Prevention Academies. As described on page 6, the Prevention Academies use NCPP's signature *WorkHealthy America* product and will, over a three-year period, help businesses transform themselves and create a culture of wellness for their workers.

Sharon's involvement with NCPP was through the generosity of GSK's PULSE Volunteer Partnership Programme, which underwrote her salary for six months and allowed her to focus her efforts full-time on her role at NCPP.

It was a "wow" experience for everyone.

Helene Robinson is a Red Apple convert. She fell in love with her new grandson Brightyn, who is now 2½. She wanted to play with him and live a long life watching him grow up. The problem was her weight was, well, weighing her down. Fortunately, as a cook since 1994 at Wake Forest University Baptist Medical Center, she was literally on the front lines of implementing the Healthy Food Environments (HFE) initiative. So, she decided to adopt new lifestyle changes such as portion control, healthier food choices and cooking techniques and exercise. All of this has been encouraged and supported by her employer. Since starting the program, she has lost 133 lbs. and is still losing weight. She has gone from nine daily medications to a single aspirin a day and reports being "very happy and pain-free." She walks at least one mile every day. Listen to an



audio of her inspiring story on the home page of NC Prevention Partners' website. And, in Helene's own words, "Have a Red Apple Day."



Thank you to the following donors whose support for NC Prevention Partners was pledged or received between May 1, 2009 and April 30, 2010. This fiscal year continues until June 30, 2010. We invite you to join our roster of supporters. www.ncpreventionpartners.org/support

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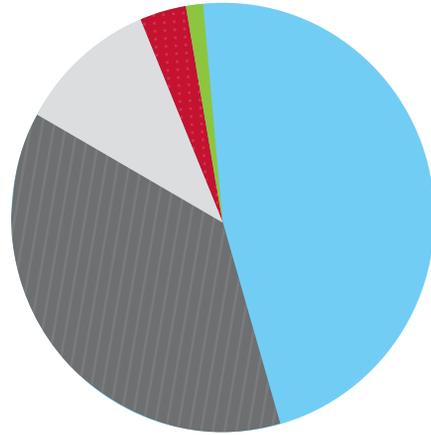
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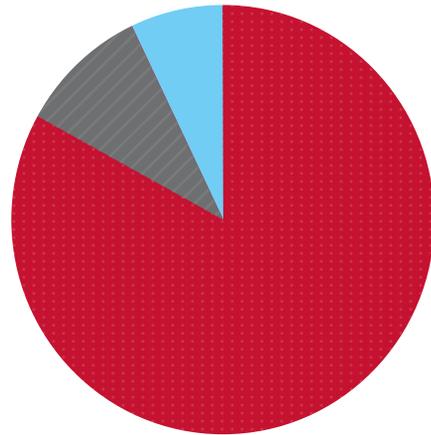
Income:

	Grants	48.7%
	Philanthropy	39.4%
	Service Income	7.6%
	Contracts	3.5%
	In-Kind & Interest	.8%



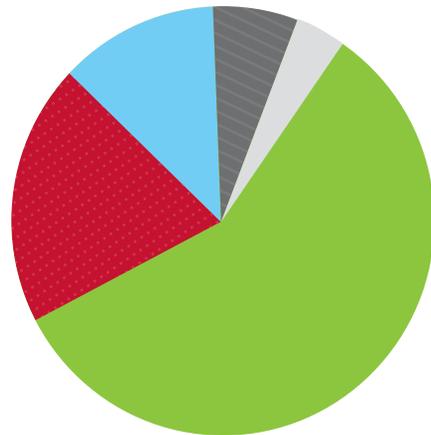
Total Expenses:

	Program Services	84.6%
	Management/General	9.3%
	Fundraising	6.1%



Program Expenses:

	Hospitals	61%
	Schools	18%
	State Government	12%
	Health Insurers	6%
	Employers	3%





Prevention First for a Healthier North Carolina

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