



NC PREVENTION
PARTNERSSM

annual report

2010-2011





Dear Prevention Partners:

The personal and financial toll of tobacco use, inappropriate nutrition, physical inactivity and obesity are well known. And many organizations have invested in wellness programs to address these issues. So why haven't these problems taken care of themselves?

Former Assistant Surgeon General Paul Batalden wisely observed: "Every system is perfectly designed to get the results it gets." When we look more carefully at organizational wellness efforts, we often find that they are not achieving the desired results because of a lack of alignment between the stated goals of the programs and what employees and students experience every day. It is hard to eat a healthy meal when a healthy choice is not easily available.

To assist organizations in redesigning their systems, NC Prevention Partners has developed WorkHealthy AmericaSM, which focuses on tobacco, nutrition, physical activity and importantly, creating a culture of wellness. Hundreds of organizations are now participating and are on track to get the results they want.

NC Prevention Partners does much of its work behind the scenes, working with schools, businesses, hospitals, government agencies and communities to change policies and environments to support healthy choices. While this may seem somewhat removed, the ultimate result can be seen and felt on a very personal level. When a business adopts a tobacco-free campus and offers smoking-cessation support to employees, many individuals make the courageous decision that it is time to quit. When an organization changes its food environment to make it easier for people to make healthy choices, people begin to eat better, improve their health and lose weight.

To better share how NC Prevention Partners is helping to change lives, we have created the Story of One. The Story of One shows how working on the abstract concept of population health translates into real personal success stories. You will be amazed and inspired to see how the FirstQuit program at FirstHealth Moore Regional Hospital helped Wilma Bowman quit smoking after 35 years and how the "Red Apple" programs at Wake Forest Baptist Medical Center and Blue Ridge Regional Hospital helped Helene Robinson and Tony Morrison reach healthier weights. To see these and many other stories, visit the NC Prevention Partners YouTube channel at www.youtube.com/NCpreventionpartners.

Great thanks to all of the funders, supporters, board members and partners who helped to make this past year another historic one for NC Prevention Partners. And a special thank you to the incredible staff, interns and fellows of NC Prevention Partners who make the impossible happen every day. Thanks to all of you, North Carolina is becoming a healthier place to live and work.

Sincerely,

Gregg M. Stave MD, JD, MPH

Board Chair



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Above: NC Prevention Partners staff (from L to R): Back row: Brandon Adams, Heather Mountz, Elina Urli Hodges, Lindsey Bickers Bock, Hannah Jones, Kinga Rapacz, J. Patrick Callahan, Ingrid Morris. Front row: Kate Turner, Gia Branciforte, Whitney Davis, Beverly Biggs, Meg Molloy, Melva Fager Okun, Hannah Prentice-Dunn, Kim Forrest, Julie Knaack. Not pictured: Kristy Lowther, Amy Meador, Anne Thornhill, Yang Yang.



Dear Prevention Partners:

This year marks significant growth for NC Prevention Partners as an organization and in our reach and impact. Last year we guided 180 partner organizations to establish policies and benefits to create tobacco-free, healthy food, and active environments that supported more than 240,000 employees. This year we have increased our reach to 330 organizations and 400,000 employees, in addition to the hundreds of thousands of visitors to North Carolina hospitals, schools and businesses. Over the next three years, we plan to further scale our reach to 1,200 organizations and 2 million employees.

WorkHealthy AmericaSM is at the core of our scaling initiative. Originally built to assure quality and create efficiencies as our staff worked with organizations throughout the state, WorkHealthy AmericaSM now positions NC Prevention Partners to reach out to the nation. WorkHealthy AmericaSM offers a unique combination of the best available workplace wellness science, convenient access and clear metrics through an automated technology platform, and the ability to assist businesses of all sizes to align their current wellness initiatives. This has led to improved outcomes and the opportunity for diverse leaders to network and learn from each other.

In North Carolina, we are dedicated to improving health and having a positive impact on our state's economy. We will continue to develop our partnerships with North Carolina businesses, schools, government agencies, hospitals, Chambers of Commerce, brokers and health insurers. We will also expand our focus to support nonprofits, health departments, faith leaders and smaller businesses in order to create a healthy workforce throughout all sectors in North Carolina and to ultimately reduce our chronic-disease burden. Our state and local prevention report cards will communicate linkages between community health and the economy, and will engage business and elected leaders in how to address the preventable causes of poor health.

You will read in this report about our expansion to South Carolina and New York City hospitals, as well as our recent partnership with the Centers for Disease Control and Prevention that will lay the groundwork for impacting worksite wellness in hospitals across the nation. NC Prevention Partners' Board of Directors and advisory committees are also growing in geographic and sector diversity, and are expanding into national partnerships. This year, NC Prevention Partners' staff and workspace have increased by 30 percent to support our expanded work.

I thank our extraordinary board, advisory committee members, funders, donors, staff, interns, volunteers and partner organizations. Your efforts have supported NC Prevention Partners to become a national leader in critical, first generation work. We are early champions who are changing workplace cultures to ones where healthy environments and options are the norm, and healthy behaviors are supported and rewarded.

Sincerely,

Meg Molloy, DrPH, MPH, RD

President & CEO



The Healthy Food Environment or “Red Apple” Project set a statewide standard for providing delicious and nutritious eating environments for employees and visitors within all of North Carolina’s acute care hospitals. Funded by The Duke Endowment and in partnership with the NC Hospital

Association, the Project engaged leadership in all 127 North Carolina acute care hospitals to meet an evidence-based and robust standard for a healthy food environment.

Between January 2008 and April 2011, NC Prevention Partners developed the model and guided 91 North Carolina hospitals to receive the highest level of achievement, or “Red Apple” standard, for providing meals that are delicious, affordable and healthy. These hospitals represent more than 95 percent of the hospital workforce in North Carolina. The remaining hospitals are actively engaged and have teams working towards “Red Apple” status.

The impact of the Healthy Food Environment project is vast. More than 500,000 meals are served each week in North Carolina hospitals, benefiting at least 240,000 employees and thousands of visitors. In addition, transforming hospital environments is critical because hospitals serve as important role models for businesses in their communities. The project has also gained national attention, and is now expanding to other state hospital associations and hospital systems, including the South Carolina Hospital Association. Going forward, NC Prevention Partners will certify hospitals annually and map their “Red Apple” status so that hospitals maintain the standard.

As a celebration of the project’s tremendous success, NC Prevention Partners hosted **Cut to the Core**, a culinary competition among seven hospital chef “Red Apple” teams. For this event, NC Prevention Partners partnered with the American Culinary Federation at the beautiful Johnson and Wales University in Charlotte, NC. The event, held on October 29, 2010, drew diverse attendees from across the state and nation. TV celebrity chef Alton Brown joined the event to inspire the hospital chefs and other attendees with his own personal views about healthy food.



Above: NC Prevention Partners staff with celebrity chef Alton Brown at the October Culinary Competition.

Since its launch in 2009, **WorkHealthy AmericaSM** has helped more than 330 companies strategically plan and align employee wellness programs with clear and effective worksite policies. In 2010, NC Prevention Partners partnered with four local Chambers of Commerce in Asheville, Burlington, Charlotte and Greensboro to bring businesses together to improve business prevention practices. In addition, leading pharmaceutical corporations have identified WorkHealthy AmericaSM as a key lever that drives quality health and wellness practices among employers, and have collaborated with NC Prevention Partners to

bring it to businesses, government agencies and schools. Using WorkHealthy AmericaSM as an evaluation tool, NC Prevention Partners partnered with researchers at UNC-Chapel Hill, the NC Department of Transportation (NC DOT) and the NC Department of Corrections in the "Highway to Health Research Study." This study aims to test the impact of WorkHealthy AmericaSM along with a year-long employee wellness competition in a state agency. More than 800 NC DOT employees are actively engaged in the study to increase their physical activity, improve their eating habits and quit tobacco use.



The Quit-Tobacco Team has enjoyed great success in hospitals over the last year on both employee and patient initiatives. The Quit-Tobacco for Employees initiative helps North Carolina hospitals implement comprehensive tobacco-cessation programs for their employees. By doing so, the hospital earns NC Prevention Partners' Gold Star recognition. To date, 26 North Carolina hospitals have reached this prestigious goal. The Quit-Tobacco for Patients initiative is rolling out a new online assessment tool that will help hospitals develop comprehensive tobacco-cessation systems for their patients. Hospitals that successfully implement this system for patients receive the Red Heart recognition.

At left: Rex Healthcare CEO David Strong signs the CEO Commitment to Adopting a Corporate Culture of Wellness, including Quit-Tobacco initiatives for employees and patients.

Currently in its seventh year, **Zone Health** continues to help combat childhood obesity by promoting good nutrition and physical activity before, during and after the school day. The program now reaches more than 87,000 students in North Carolina. Zone Health schools are taking many steps to improve student health, including increasing classroom physical activity, decreasing marketing of unhealthy foods and

beverages, improving classroom snacks and celebrations, and increasing nutrition education. The Zone Health team has also successfully launched WorkHealthy AmericaSM with North Carolina school districts to support worksite wellness. WorkHealthy AmericaSM has been completed by 15 school districts, serving 32,590 staff, including 25,491 teachers.



NC School Health Connection is the only website providing up-to-date and comprehensive information about school obesity prevention programs and services across North Carolina. Launched in April 2010 by NC

Prevention Partners in partnership with NC Healthy Schools, the website features an interactive map that displays obesity

programs and services by county, school district, or type, and includes a catalog of more than 20 initiatives across the state. As a result of this collaborative, several programs and organizations have found new ways to team up to deliver programming to school systems and individual schools.

Visit www.ncschoolhealthconnection.org.



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Visit www.ncschoolhealthconnection.org.



NC Prevention Partners issued its statewide **2010 Prevention Report Card** in January. The report is a look back at the last decade of prevention in North Carolina. While we have made some great strides, there is much work to do in the decade ahead. Using the report card, NC Prevention Partners will continue to track progress.

Over the past 10 years, North Carolina has seen a marked decline in adult tobacco use, and for the first time the state has improved its tobacco grade to a B. Marks for physical activity have also shown recent improvements; however, grades for nutrition have stalled. This report card is a call to action for 2012 and beyond.

In addition to the statewide report card, NC Prevention Partners issued **local report cards** for five counties of the Sandhills region. These report cards suggest that better physical health can result in increased economic health. In the coming year, NC Prevention Partners hopes to bring similar report cards to other counties in the state. To learn more about these report cards, visit www.ncpreventionpartners.org/reportcard.

	NCCPP REPORT CARD 2000	NCCPP REPORT CARD 2005	NCCPP REPORT CARD 2010
TOBACCO	D	C	B
NUTRITION	D	D	D
PHYSICAL ACTIVITY	C-	D	D+



NC Prevention Partners is moving beyond North Carolina's borders. In January, NC Prevention Partners began a partnership with the **South Carolina Hospital Association** to help all 95 South Carolina hospitals establish comprehensive worksite wellness models using our WorkHealthy AmericaSM program. The project is funded by The Duke Endowment.

NYC Hospital Association to guide their development of evidence-based tobacco prevention and cessation systems. We will provide the tobacco-free elements of WorkHealthy AmericaSM to assist these hospitals in implementing both 100 percent tobacco-free campus policies and comprehensive tobacco-cessation programs for employees and patients.

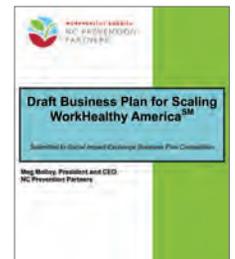
NC Prevention Partners is also working with the national **Centers for Disease Control and Prevention** and the UNC Center for Health Promotion and Disease Prevention to identify metrics to guide hospitals nationwide to establish best-practice workplace wellness systems. These publically available metrics will address healthy food environments, nutrition benefits, breast-feeding-support, physical activity, tobacco-free campuses, quit-tobacco systems for employees, and the overall culture of wellness.

In addition, this summer NC Prevention Partners will begin a partnership with the **New York City Health Department** to work with the 62 member hospitals of the Greater

At left: Dr. Robert Grossman, Dean and CEO of NYU Medical Center, signs NC Prevention Partners' CEO Wellness Commitment Form. He is joined by NYC Health Commissioner Thomas Farley (far left) and other leaders from the Hospital and Health Department.

NC Prevention Partners is starting an **Innovation Venture Fund** to help scale WorkHealthy AmericaSM. Investors will assure that timely innovations can be built within a short timeframe, and will buffer NC Prevention Partners from dipping into reserves or reallocating operational funds as the organization expands. This will speed WorkHealthy AmericaSM enhancements.

NC Prevention Partners is also partnering with academic researchers to launch a **Research Council**. This partnership will allow NC Prevention Partners to evaluate the impact of WorkHealthy AmericaSM and to create new knowledge about what is most effective in workplace wellness.



Every day, NC Prevention Partners changes people's lives. Below are compelling stories of organizations that have made prevention a priority. Visit www.youtube.com/NCpreventionpartners to meet Helene, Tony and the many other *individuals* who have been affected by our work.



When **Senn Dunn Insurance** first started using WorkHealthy AmericaSM in 2010, "nothing was healthy" at the company, said Human Resources employee Peggy Blackwell. The kitchens and common areas were stuffed with junk foods, vendors provided unhealthy snacks, and there was no clear commitment from leadership or financial investment in employee wellness. However, after using the WorkHealthy

AmericaSM assessment, Senn Dunn created its own "Handle it WELL" action plan and set goals for its first year of change. The company then used the WorkHealthy AmericaSM tools to create new healthy policies, including a "No Junk Food Dumping" policy to discourage junk food in the kitchen and common areas. Senn Dunn also increased opportunities for physical activity at work by assembling lunch-time and after-work exercise groups and encouraging employees to park farther away from the office. Despite facing some challenges, Senn Dunn has many more ideas for the future and is currently working on a tobacco-prevention policy to identify current smokers and offer them supportive cessation resources.

At left: Human Resources employee Peggy Blackwell learns business prevention practices at NC Prevention Partners' Prevention Academy in Greensboro.

Wake Forest Baptist Medical Center (WFBMC), located in Winston Salem, NC, is a statewide leader in helping patients and employees quit the use of tobacco. Since it began working with NC Prevention Partners in 1997, WFBMC has increased its monthly QuitlineNC fax referral activity from 6-10 per month to an all-time high of 127 in July 2010. Since then, WFBMC has performed steadily and has led each month in the number of fax referrals to QuitlineNC among all North Carolina large hospitals. WFBMC's success is in large part due to the executive leadership and a determined administrative fellow and wellness staff. By accessing the counseling available from QuitlineNC, those trying to quit will double their chances of being successful.



Above: NC Prevention Partners staff presents WFBMC with a fruit basket for winning the Quitline Patient-Referral Challenge



Located just east of Asheville, NC, **McDowell County Schools** use leadership and a strong community connection to make wellness a priority. Dr. Mike Murray, associate superintendent of operations at the district, is leading students and staff to better health with some of the priorities he has for the coming year. With support from the Zone Health Program

as well as McDowell County Schools Superintendent Dr. Ira Trollinger, Dr. Murray created a plan that includes goals to reduce obesity in his community, build collaboration with the School Health Advisory Council and reinforce the Local Wellness Policy. **West Marion Elementary School** is a perfect example of how these strong county-wide initiatives have been put into action. Under the guidance of PE teacher Nancy Talbert, the school launched the Pedaling Panthers Unicycle Team and the Pouncing Panthers Jump Rope Team to help students stay active. According to Talbert, students involved in the teams are not only more physically healthy but are also happier and learn better in school.



Thank you to the following donors whose support for NC Prevention Partners was pledged or received between May 1, 2010, and April 30, 2011. We invite you to join our roster of supporters. Visit www.ncpreventionpartners.org.

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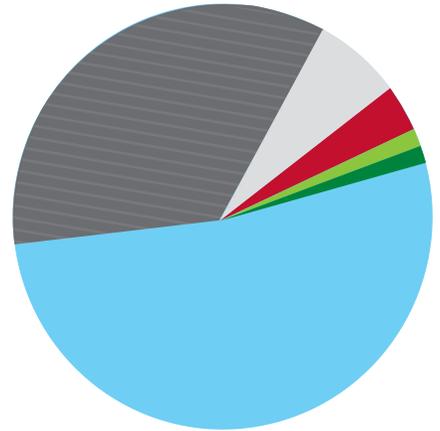
"I believe in the mission of NC Prevention Partners. They seek to improve the health of individuals, and that work positively impacts our workforce, schools and the communities where we live. That is why I support NC Prevention Partners."

-Diana Mason, Vice President,
Scott Benefit Services



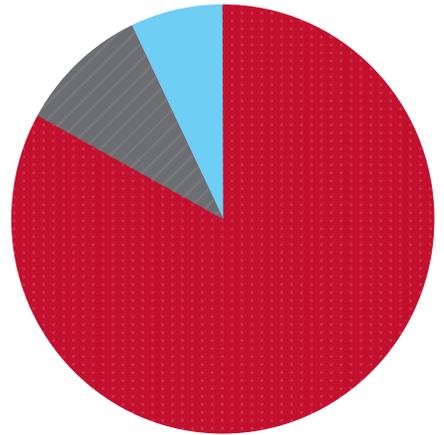
Income:

	Grants	54.2%	\$888,320
	Philanthropy	35.3%	\$578,974
	In-Kind	5.6%	\$91,763
	Service Income	3.7%	\$61,330
	Contracts	0.6%	\$10,000
	Interest	0.6%	\$9,026
	Total		\$1,639,413



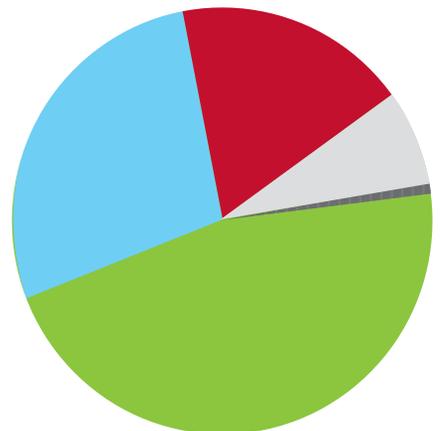
Total Expenses:

	Program Services	87%
	Management/General	8%
	Fundraising	5%



Program Expenses:

	Hospitals	47.4%
	State Government	26.5%
	Schools	19.3%
	Employers	6.4%
	Health Insurers	0.4%





Prevention First for a Healthier North Carolina

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