

# annual REPORT

# 2011-2012



NC PREVENTION  
PARTNERS<sup>SM</sup>

# LETTER FROM THE BOARD CHAIR

DEAR PREVENTION PARTNERS,

2012 is an Olympics year and this summer you will see athletes from around the world going for the gold. Imagine being in the stands, watching the smooth strides of the hurdlers or the grace of the gymnasts. As you cheer their success, it is easy to forget that their performance is possible because of the time they spent working on the fundamentals, like posture, footwork and technique.

In public health and prevention, our fundamentals are policies, environments, cultures, and social norms. They are not always visible, but they underpin all successful efforts to help people make healthy choices. These fundamentals are at the core of NC Prevention Partners' efforts to help schools, communities, businesses and hospitals improve the health of students, employees, and patients.

Now, with the help of new programs from NC Prevention Partners that focus on the fundamentals, you can go for the gold too. When you do, you will join a rapidly growing number of organizations that have achieved gold status, or are well on the way. You can earn a Gold Apple for healthy food environments, a Gold Star for employee quit-tobacco systems, and a Gold Medal for physically active environments. Hospitals can also earn a Gold Heart for patient quit-tobacco systems. These programs are evidence-based and practice-tested. They include the tools and support you need to be a winner.

Speaking of winning, NC Prevention Partners was honored to receive the Healthy Living Innovation Award for non-profits from Health and Human Services Secretary Kathleen Sebelius. This award recognized the success of the Healthy NC Hospital Initiative's Red Apple Project. Awards were granted based on the criteria of creativity and innovation, leadership, sustainability, replicability and results/outcomes.

Great athletes have a team supporting them behind the scene that makes their success possible. The same is true for NC Prevention Partners. 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 who make the impossible happen every day.



Gregg M. Stave MD, JD, MPH  
Board Chair



**“Now, with the help of new programs from NC Prevention Partners that focus on the fundamentals, you can go for the gold too.**



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Above: NC Prevention Partners staff and interns (From L to R): Back row: Brandon Adams, Lisa Roper, Amy Meador, Ingrid Morris, Elina Urli Hodges, Anne Thornhill, Heather Berdanier, Genevieve Joseph, Kinga Rapacz. Front row: Julie Knaack, Laura Bengis, Sarah Hart Fishburne, Lindsey Bickers Bock, Kristy Lange-Lowther, Whitney Davis, Meaghan O'Neal, Meg Molloy, Kim Forrest, Sharmila Udyavar, Leah Tilden, Beverly Biggs, Melva Fager Okun. Not pictured: Danielle Schramm, Hannah Prentice-Dunn, Katherine McIlwain, Jazmine Gantz, Mercedes Brown.

LETTER FROM

# THE PRESIDENT

DEAR PREVENTION PARTNERS,

In our 14th year, NC Prevention Partners' reach and impact continues to grow with a simple formula: **solutions + leadership**.

We have built technology-supported prevention solutions that make it simple for any organization to establish what would otherwise be a complex set of policies, benefits, programs, and incentives. We currently reach 532 organizations and 3,332,929 individuals. Our growing network is building sustainable prevention gold standards within workplaces, hospitals, and schools in communities across North Carolina, South Carolina and New York City.

We are fortunate that because of new partners, we are now positioned to expand our reach in NC to begin to support a healthy and sustainable workforce in nonprofits, health departments, county government and congregations.

On a national level, we are partnering with the Centers for Disease Control to create a campaign for hospitals across the nation to build prevention into their strategic framework to support employee, patient and community health.

While we are seeing tremendous success in transforming organizational practices, we have learned that in some cases, our formula of solutions + leadership falls short, and we are sharply aware of many issues for which we cannot build solutions because there is no clear evidence. As a response, we launched our Wellness Research Council this year with the goal of strengthening the evidence base for what works in wellness through innovative partnerships. With six studies underway and a focused research agenda to answer real-world questions, we are actively fostering collaborations between community organizations, researchers and funders. This approach will answer new questions, and extend our impact far beyond our direct reach.

Our traditional nonprofit financing structure is also a limitation. As the growing demand from our partners for new content and new technology builds, we recognize that it is critical to increase the pace of new development. Our response has been to launch the Innovation Fund. This is an opportunity for angel investors to strategically invest to speed the development of new solutions.

Our partnerships have become more essential than ever. We thank you for putting your trust in our evidence-based programs, and for your leadership that brings prevention solutions to networks within NC and in other states.

Our solutions, your leadership, and these new ways of partnering will continue to support workplaces, hospitals and schools as they go for the prevention gold.



Meg Molloy, DrPH, MPH, RD  
President and CEO  
NC Prevention Partners

## solutions + leadership

**WorkHealthy America** <sup>SM</sup> supports healthy workplaces through the leadership of state hospital associations, local chambers of commerce, office of state personnel, North Carolina health plans, and school districts.

**Patient Quit-Tobacco System** guides hospitals within state hospital associations to create systems that will effectively identify and treat tobacco addiction of every patient, regardless of which door they enter the hospital.

**Zone Health** guides district and school leaders to bring back the wisdom of an earlier time, so that healthy food and active environments are once again the norm for students.

**NC School Health Connection** captures and maps the work of twenty nonprofits and agencies that are actively bringing essential resources to combat the complex obesity epidemic. Check to see if your school is taking advantage of the significant contributions that these organizations offer.

# ACCOMPLISHMENTS OF THE PAST YEAR

## THE GOLD STANDARD: NC PREVENTION PARTNERS BRINGS HOME A HEALTHY LIVING INNOVATION AWARD

On October 28, 2011, US Health and Human Services Secretary Kathleen Sebelius recognized NC Prevention Partners for its work in promoting healthy eating in hospitals with a **Healthy Living Innovation Award**. In a ceremony near the nation's capital, Secretary Sebelius commended the group for its creativity in helping hospitals across North Carolina change the way they prepare, serve and market food to staff and visitors. NCPP won this new national award in the non-profit category and was one of only eight organizations chosen nationally for cutting edge work in health promotion.



The award highlighted the **Red Apple Initiative**, a three-year project by NC Prevention Partners, the **NC Hospital Association** and **The Duke Endowment** to promote healthy cooking and eating in North Carolina's 127 hospitals. **The Healthy Food Environment program** sets a statewide standard to promote healthy eating by providing access to healthy food and using marketing and pricing techniques to increase consumer purchases of these foods. Additionally, the program provides employee benefit design and incentives to encourage behavior change.

## A HEART OF GOLD: NC PREVENTION PARTNERS INTRODUCES ITS NEW PATIENT QUIT-TOBACCO SYSTEM

With the support of The Duke Endowment and in partnership with the North Carolina Hospital Association, NC Prevention Partners proudly launched the **Patient Quit-Tobacco System (PQTS)** this year. The system is a unique high-level executive planning tool to assist hospitals in assessing, enhancing and evaluating their efforts to support patients in quitting the use of tobacco. Upon completion of the preliminary assessment, hospitals receive a grade, executive recommendations, and a customized action plan with links to resources.

Through PQTS, hospitals are instructed to screen all patients ages 12 and older for tobacco use and provide full support and encouragement for tobacco cessation efforts. Participating hospitals provide evidence-based treatment for tobacco use while the patient is in the hospital and post-discharge. Long-term evaluation of quit-tobacco efforts and careful tracking of each patient's follow-up results allow these hospitals to examine their current situations and identify ways to improve their work in the realm of tobacco cessation.

With the introduction of the new Patient Quit-Tobacco System, NC Prevention Partners unveiled a new award called the **Gold Heart** to recognize hospitals that reached the highest standard of patient tobacco cessation programs. Carteret General Hospital was the first hospital in North Carolina to achieve Gold Heart status by providing its patients with extensive quit-tobacco resources, and NC Prevention Partners was proud to honor Carteret's achievements at the annual meeting of the **Hospital Advisory Team**.



At White Plains Elementary School, students in kindergarten through fifth grade make up a Student Advisory Council that helps to make wellness decisions.

## STRIKING GOLD THROUGH DYNAMIC PARTNERSHIPS

The Zone Health Obesity Prevention program experienced significant growth this year, largely due to strong collaboration with other obesity prevention organizations across the state. With the help of partners such as the **NC Center for Health & Wellness at UNC Asheville**, **Western North Carolina Healthy Kids**, **NC Healthy Schools**, the **NC Department of Public Instruction**, the **NC Division of Public Health**, and **Be Active NC**, the Zone Health program has helped schools and districts make student health a priority.

In the fall of 2011, Zone Health launched a series of updates to motivate school leaders to engage in the fight against youth obesity, including a \$1,000 Zone Health Award once users implement all levels of the program. Additionally, participating district and school teams received access to a new online assessment tool and resources that guide healthy changes to the school environment.

Numerous schools and districts across the state have signed on to improve the wellness standards for their students, but **Surry County Schools** are truly going for the gold in their attempts to keep students active and healthy by supporting wellness districtwide. They aim to engage all district schools in the Zone Health program, and several schools have already developed dynamic wellness programs. At **White Plains Elementary School**, students participate in a daily PowerUp dance break that gives them the physical activity they need to stay focused during the school day. At **Westfield Elementary School**, the *Eat the Best and Leave the Rest* program encourages healthy habits by giving a coupon to each student who buys fresh fruits and vegetables in the cafeteria. The classroom that collects the most coupons wins a fun, physically active field trip as a prize. NC Prevention Partners commends the North Carolina schools and districts striving for the \$1,000 Zone Health Award, and looks forward to seeing even more participation in the coming year.



NC Prevention Partners staff pose with faculty from Westfield Elementary School in Surry County.

## FROM 9 TO 5 AND BEYOND: "CULTURE OF WELLNESS" CHANGES HOW EMPLOYERS AND EMPLOYEES STAY HEALTHY

This year, the **"culture of wellness"** concept was added as a foundation of NC Prevention Partners' WorkHealthy America<sup>SM</sup>, involving a commitment to a corporate culture that promotes healthy food, physical activity and a tobacco-free environment. As part of the essential components of the WorkHealthy America<sup>SM</sup> program, corporate leaders must pledge to establish a culture of wellness within their organization and personally encourage healthy behaviors.

At **Johnson, Price and Sprinkle Certified Public Accountants** in Asheville, WorkHealthy America<sup>SM</sup>'s culture of wellness has revolutionized the way employees stay healthy at work, and it hasn't gone unnoticed: in late October, JP&S was named one of the "Best Accounting Firms to Work For" by *Accounting Today*. From nutritious snacks to office-wide kickball tournaments, Johnson, Price and Sprinkle has truly demonstrated how worksite wellness programs can improve employee health and happiness.

## BUILDING EVIDENCE THROUGH DYNAMIC PARTNERSHIPS: THE WELLNESS RESEARCH COUNCIL

In 2012, NC Prevention Partners proudly announced the formation of its **Wellness Research Council**, which aims to strengthen the understanding of what works in wellness by leveraging NC Prevention Partners' initiatives, data and dynamic partnerships.

NCPP's Wellness Research Council's goal is to contribute to the scientific body of evidence about how policy, environment, systems, insurance benefits and incentives influence tobacco use, nutrition and physical activity behaviors and health outcomes. The Council also seeks to contribute to the evidence relating to leadership engagement and effective management of wellness efforts.

"The Wellness Research Council is one of NC Prevention Partners' four social innovation strategies that will increase our impact. The evidence that is built through these innovative partnerships will answer real world questions, and will influence prevention practices well beyond what we are able to accomplish directly," notes Dr. Gregg Stave, Chair of NCPP's Board of Directors.

NCPP has developed a research agenda that will focus research efforts on the prevention questions that are critical to the work NCPP is currently bringing to hospitals, workplaces, and schools. NCPP has six research collaborations currently underway, and is actively inviting interested community partners, researchers and funders. One study brings together the NC Department of Transportation (NC DOT), the NC State Health Plan for Teachers and Employees, and faculty from UNC-Chapel Hill's School of Public Health with generous support from AstraZeneca. This study aims to help prevent chronic disease among NC DOT employees by improving the wellness culture and environment at NC DOT worksites across the state, and offering programs, activities and health messages to NC DOT employees. The study is tracking the organization's prevention progress using NCPP's WorkHealthy America<sup>SM</sup>, and will identify the health and financial outcomes of a comprehensive wellness initiative in a state agency.

Over the past two years, NC Prevention Partners has been fortunate to benefit from **GlaxoSmithKline's PULSE program**, which sends employee volunteers from GSK to assist nonprofit organizations around the world. In 2011, **Christine Caivano** assisted with start-up planning for the Wellness Research Council, helping NCPP create priority research questions that ultimately formed the Wellness Research Council's agenda. She now sits on the Wellness Research Council Advisory Council. NC Prevention Partners is very grateful for Christine's PULSE volunteership and for the valuable contributions she has made to NCPP's work.

## PURSUING TOBACCO-FREE CAMPUSES AT VA HOSPITALS

Given the enormous success of tobacco-free hospital campuses statewide, Veterans Health Administration hospitals in North Carolina are interested in pursuing tobacco-free environments as well. A federal rule dictates that there must be designated smoking areas at all Veterans Health Administration hospitals, and this law would need to be modified in order for any VA Hospital to go entirely tobacco-free. NC Prevention Partners' goal is to work with national partners to give VA Hospital executives the flexibility to have 100% smoke-free campuses.



In February 2012, the **Durham VA Medical Center** was the first VA Hospital in the nation to receive the Gold Heart Award for reaching the highest standard in patient quit-tobacco standards. NC Prevention Partners is proud to recognize the Durham VA Medical Center for its tobacco cessation efforts, and looks forward to helping all VA Hospitals achieve their quit-tobacco goals.

# DEVELOPING FUTURE PREVENTION LEADERS

NC Prevention Partners has been preparing tomorrow's leaders in prevention through hands-on internships since 1998. To date, NCPP has worked with approximately 120 interns. This year, current staff and interns have focused on the creation of an NCPP community to support interns and young professionals in a way that provides them with valuable networking and professional development opportunities. This connection opportunity will link interns and volunteers to NCPP as they build a strong prevention foundation early in their career, and sustain networking and career opportunities as they move into public health, corporate and other professions.



Above: NC Prevention Partners interns, Spring 2012 (From L to R): Jazmine Gantz, Mercedes Brown, Laura Bengis. Not pictured: Sarah Hart Fishburne.

## WORTH HIS WEIGHT IN GOLD: A PROFILE OF SAM SAVITZ (INTERN, SUMMER 2009)



**Sam Savitz** came to NCPP as an intern in the summer of 2009 hoping to gain some work experience and expand his knowledge of the public health and health policy fields. He split his time between working with the Quit-Tobacco team and researching several policy initiatives supported by NCPP, and before long, he was an integral part of NCPP's work in tobacco cessation.

He made valuable contributions as an intern, helping to close loopholes in legislation that would have allowed tobacco use in some areas that otherwise should have been smoke-free. After his internship concluded, Sam cited new skills in "collaborative, team-based work" as one of the biggest payoffs of his time at NCPP. Because of the experience he gained through his internship, Sam says he felt much better prepared to pursue a career in public health or health policy.

Since then, it's been full steam ahead for Sam: he is now working as a Senior Research Analyst for The Lewin Group, a premier national healthcare and human services consulting firm, and he says that he continues to use and build off what he learned at NCPP in his work today. Sam is the perfect example of how NC Prevention Partners' internship programs can give young leaders in prevention the knowledge and skills they need to jumpstart productive careers in public health. NCPP congratulates Sam on his success and looks forward to following his continuing contributions to the world of public health.

# 2011-12 HONOR ROLL OF SUPPORTERS

Thank you to the following donors whose support for NC Prevention Partners was pledged or received as of April 30, 2012. Listed here are foundations, corporate sponsors, individual donors, and significant in-kind donors. We invite you to join our roster of supporters. Visit [www.ncpreventionpartners.org/Donate](http://www.ncpreventionpartners.org/Donate).

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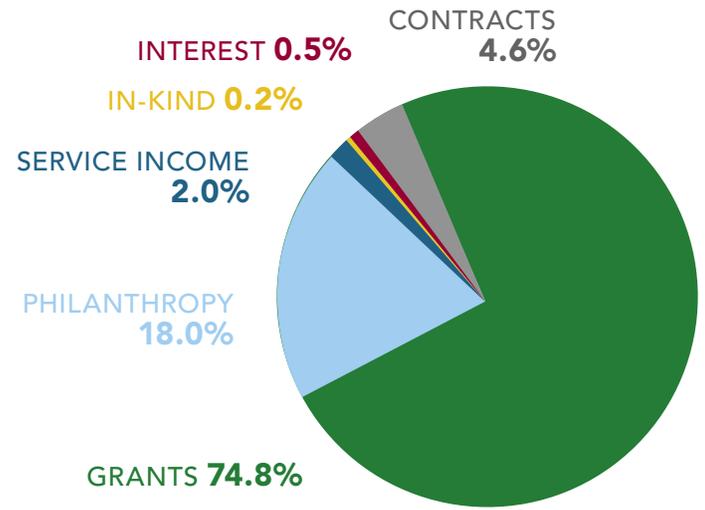
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# FINANCIAL REPORT

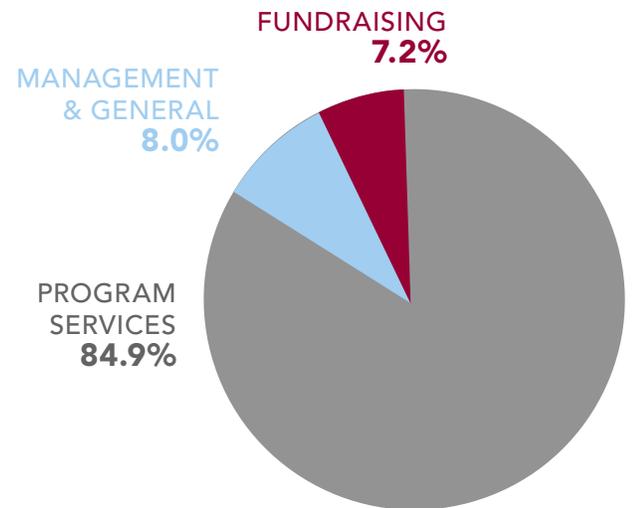
## INCOME:

CONTRACTS	\$84,019
GRANTS	\$1,379,150
PHILANTHROPY	\$331,605
SERVICE INCOME	\$37,082
IN-KIND	\$2,806
INTEREST	\$9,708
<b>TOTAL</b>	<b>\$1,844,370</b>



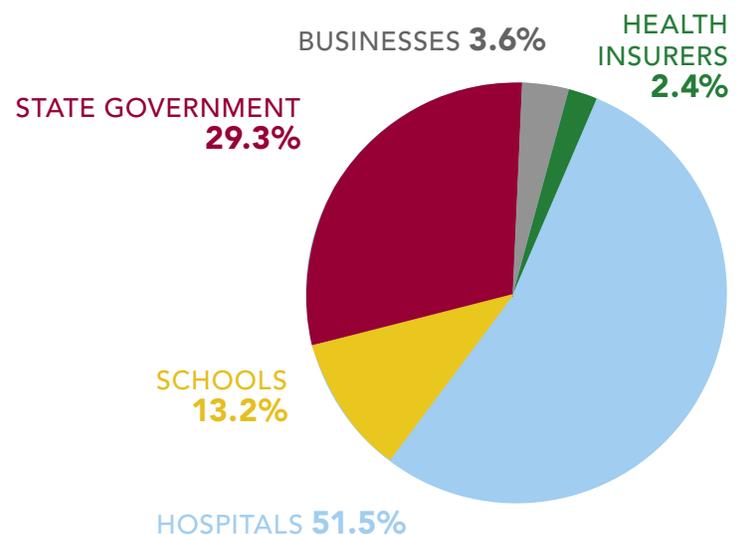
## EXPENSES:

PROGRAM SERVICES	\$1,554,873
MANAGEMENT & GENERAL	\$146,321
FUNDRAISING	\$131,289
<b>TOTAL</b>	<b>\$1,832,483</b>



## PROGRAM EXPENSES:

BUSINESSES	\$56,464
HEALTH INSURERS	\$37,407
HOSPITALS	\$800,131
SCHOOLS	\$205,907
STATE GOVERNMENT	\$454,821
<b>TOTAL</b>	<b>\$1,554,730</b>



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[www.ncpreventionpartners.org](http://www.ncpreventionpartners.org)

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