

annual REPORT 2012 2013

INSPIRING LEADERS  TRANSFORMING ORGANIZATIONS  CHANGING LIVES

www.ncpreventionpartners.org

88 Vilcom Center Drive, Suite 110
Chapel Hill, NC 27514
919.969.7022



NC PREVENTION
PARTNERSSM

LETTER FROM THE **BOARD CHAIR**

DEAR PREVENTION PARTNERS,

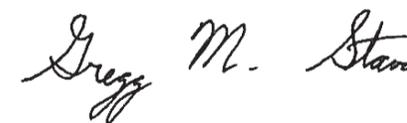
Better health is in our future. When we hear the statistics on trends in heart disease, cancer, and diabetes, it is easy to lose sight of the fact that the majority of these conditions are preventable through environmental changes. For example, communities that have passed smoke-free laws have seen at least a 20% drop in heart attacks.

There is opportunity for accelerating progress in reversing these trends. While the challenge may seem daunting, we know that the solution lies in combining voluntary private action and public policy that supports prevention. Which is why NC Prevention Partners has been working with schools, businesses, hospitals, communities, and governments to address tobacco, nutrition, physical activity, and obesity.

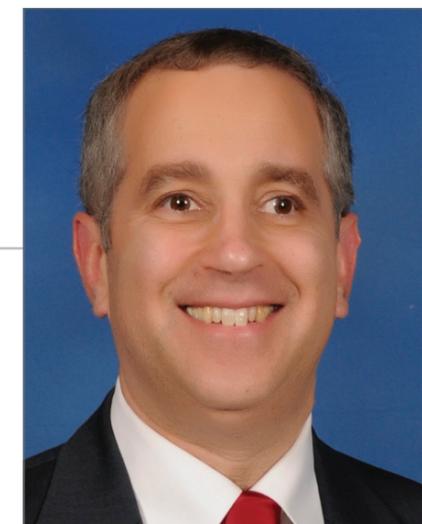
These benefits of physical activity and good health work synergistically to enhance school performance and workplace productivity. Better health supports economic development.

We are honored that the Be Active North Carolina Board of Directors invested approximately \$1 million to establish a Legacy Fund within NC Prevention Partners to continue its mission of empowering North Carolinians to live healthy, physically active lives. Be Active North Carolina has made enormous contributions to the physical health of our state and to the science of physical activity. NC Prevention Partners will use the Legacy Fund for the creation of new evidence-based initiatives that will have a high impact on physical activity and focus on areas of unmet need.

Great thanks to all of the funders, supporters, board members, and partners who helped to make the 15th year of NC Prevention Partners a historic one. And a special thank you to the outstanding staff, interns, and fellows who make the impossible happen every day.



Gregg M. Stave MD, JD, MPH
Board Chair



**“Better
health
supports
economic
development.”**



OUR BOARD OF DIRECTORS & STAFF

EXECUTIVE COMMITTEE



Gregg Stave
MD, JD, MPH, FACP
BOARD CHAIR



Pam Highsmith, MEd
VICE CHAIR
Director of Development
NC Medical Society
Foundation



Shelley Kalfas, RD
BOARD SECRETARY
*Senior Vice President,
Strategic Marketing*
Sodexo Health Care



Sharon Sawchak, RN, MBA
BOARD TREASURER
*Senior Director Clinical
Development*
GlaxoSmithKline Neurosciences
Medicine Development Center

AT-LARGE



Laura Gerald, MD, MPH
State Health Director
NC Division of Public Health



David Strong
President
Rex Healthcare – Raleigh



Steve Lawler
President
Vidant Medical Center



Peg O'Connell, JD
Immediate Past
Board Chair



Rozalynn Goodwin
Director, Policy Research
South Carolina Hospital
Association



William A. Pully
President
NC Hospital Association



NC Prevention Partners staff at the 2012 Annual Meeting



Garland Scott
CEO
UnitedHealthcare of North
Carolina and South Carolina



Paula Hudson Hildebrand,
MHDL, RHed
*Chief Health & Community
Relations Officer*
NC Dept. of Public Instruction

LETTER FROM THE PRESIDENT

DEAR PREVENTION PARTNERS,

I am proud to say that NC Prevention Partners is celebrating our 15th year. I thank each of you who have worked alongside us to put prevention first for a healthier state and nation.

Throughout the 2012-2013 Annual Report you will see examples of where our growing footprint is inspiring leaders, transforming organizations and changing lives.

This past year we actively supported 430 organizations to become exemplary in prevention, and as a result we are reaching nearly 600,000 employees and students who now go to work and to school within a healthy environment and a culture of wellness.

Together we are changing what is valued in our communities. We are increasing the value placed on having access to healthy and delicious food, opportunities to be active, enjoying a tobacco-free environment and making available the resources needed to successfully quit tobacco use.

Our work has spread across North Carolina, South Carolina, New York City, Virginia, Oklahoma, national hospitals and global corporations. Our imprint is found within hospitals, schools, state and county employee workplaces, private businesses of all sizes, nonprofits and churches.

Thank you for your passion for making a difference in health by focusing on prevention. You can help accelerate the pace of progress by helping to bring in the next generation of leaders who will transform organizations and change lives.

My Best,

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



“Together we are changing what is valued in our communities.”



4 ACCOMPLISHMENTS OF THE PAST YEAR

LAUNCH OF PATIENT QUIT TOBACCO SYSTEM OUT-PATIENT TOOL

In partnership with the New York City (NYC) Department of Health and Mental Hygiene, NC Prevention Partners adapted the in-patient Patient Quit Tobacco System for out-patient use. Launched in April 2013, NYC hospital out-patient clinics are using the tool to assist tobacco-using patients to quit with the aid of tobacco-free workplace policies, cessation medications and services such as Quitline, capturing tobacco use in medical charts, and following-up to document quitting progress. NYC hospitals have access to the out-patient and in-patient tool via the Patient Quit Tobacco System and access to WorkHealthy AmericaSM's Tobacco-Free and Culture of Wellness tools at no cost through the NYC Tobacco-Free Hospitals Campaign.

EXPANSION OF THE WORKING WELL INITIATIVE

Through a partnership between NC Prevention Partners, Eat Smart, Move More South Carolina and the South Carolina Hospital Association, the Working Well initiative expanded to include local government, school districts, and non-profit and for-profit private businesses in Beaufort, Colleton and Jasper Counties. The initiative, which was originally offered to hospitals, helps workplaces build wellness cultures that promote a tobacco-free environment, affordable and delicious healthy food, and opportunities to be physically active during the workday. As of March 29, 2013, 93 organizations have registered with Working Well.



Employees at Palmetto Health receive a Gold Apple in summer 2012

WORKHEALTHY VIRGINIA CREATED TO IMPROVE EMPLOYEE WELLNESS

NC Prevention Partners teamed up with the Virginia Hospital and Healthcare Association (VHHA) to create WorkHealthy Virginia – a statewide campaign to improve employee health and access to healthy options in Virginia hospitals. In just a few months, 31 hospital CEOs have committed to the campaign that aims to bring healthy options to nearly 147,000 VHHA member employees.

BE ACTIVE NORTH CAROLINA CREATES \$1 MILLION LEGACY FUND THROUGH NC PREVENTION PARTNERS

Be Active North Carolina (BANC) and NC Prevention Partners established the Be Active North Carolina Legacy Fund to focus on evidence-based initiatives to increase the physical activity level of North Carolinians. BANC invested approximately \$1 million to establish the fund that will continue BANC's mission following the organization's closure in 2012 after 20 years of service. The funds will allow NC Prevention Partners to build greater capacity in physical activity and to establish the NC Physical Activity Plan which will guide investments in physical activity programs where there is strong science and a clear need in NC. Carla Daniel, the Chair of the BANC Board, said, "BANC approached NC Prevention Partners to graft our current initiatives into their organization, whose mission is similarly

aligned but also addresses complementary risk factors of tobacco use and nutrition. The result will increase efficiency, allow synergy of efforts and add economies of scale. This investment is a great way for even more people to enjoy the benefits of becoming physically active."

WORKHEALTHY AMERICASM IN RURAL NC INITIATIVE MARKS FIRSTS

With funding from the Kate B. Reynolds Charitable Trust, NC Prevention Partners launched the WorkHealthy AmericaSM in Rural NC Initiative in Burke and Lenoir Counties to engage 50 workplaces from the faith, nonprofit, government and business sectors. The initiative marks the first time NC Prevention Partners has focused employee wellness efforts in rural areas.

PREVENTION ACADEMIES PROMOTE WORKPLACE WELLNESS

The Asheville Prevention Academy was hosted at the North Carolina Center for Health and Wellness at UNC-Asheville on September 20, 2012, and the Healthy Eastern NC Prevention Academy was held in Greenville, NC on January 30, 2013 at the East Carolina Heart Institute at East Carolina University. The Academies brought together North Carolina wellness leaders to discuss how to improve employee health and develop a culture of wellness.

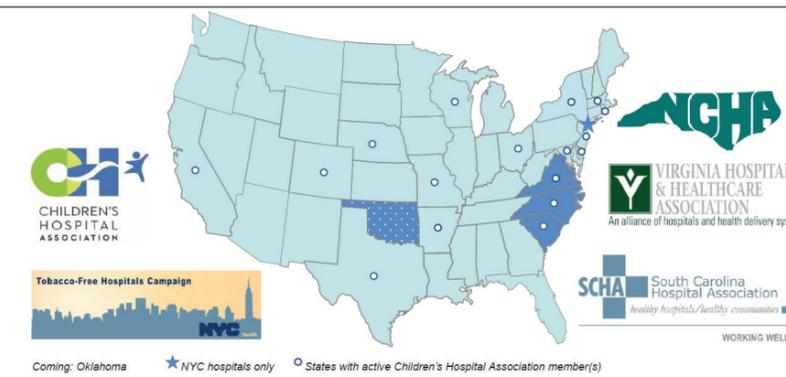


LAUNCHING TWO NATIONAL CAMPAIGNS TO IMPROVE WELLNESS AT HOSPITALS

The Centers for Disease Control and Prevention (CDC) identified NC Prevention Partners as a national leader in engaging hospitals in promoting effective employee health. The two organizations joined with the American Heart Association (AHA) as founding members of a national initiative that aims to strengthen hospitals as leaders in community health. The initiative will start with hospital employees and eventually extend to members of the community, thus creating a cultural shift in how hospitals promote health in the community. Last year the initiative's Advisory Board convened to create a plan for its launch in 2014 and has agreed that all participating hospitals use WorkHealthy AmericaSM as a shared platform for benchmarking, improvement and recognition for excellence.

NC Prevention Partners implemented a second national campaign with the Children's Hospital Association (CHA), a membership organization of 220 children's hospitals across the country. In an effort to assist members with building a healthy hospital environment, CHA leaders have engaged their members in using WorkHealthy AmericaSM. The campaign recognizes the importance of children's hospitals on fighting childhood obesity. Children's hospitals are well-positioned to give guidance to parents and children on making healthy choices. Susan Johnson, director of the Office

of Health Promotion at the Medical University of South Carolina noted that there is a big push nationwide for hospitals to be leaders of change in creating a culture of health. She said, "What is most significant about this campaign is that it focuses on changing policy, systems and environments to support healthy choices. That is what leads to "cultural change" within an organization and is to me, the most important outcome of this campaign."



Hospital-employee wellness campaigns using WorkHealthy AmericaSM

PREVENTING CHRONIC DISEASE AMONG NC STATE GOVERNMENT EMPLOYEES

This year, in collaboration with researchers at UNC and funding from AstraZeneca, NC Prevention Partners concluded data collection on its three-year study examining employee health at the NC Department of Transportation (NCDOT) and the NC Division of Adult Correction (formerly the NC Department of Corrections). The study is looking at ways to improve employee health at the state government level by analyzing the organization-level effects of implementing WorkHealthy AmericaSM recommendations and traditional individual interventions. This is the first formal research study testing the impact of WorkHealthy AmericaSM on employee health outcomes and marks the first wide-scale use of WorkHealthy AmericaSM across state agencies. Study results are expected to be published in 2014.

SHARING WORK AND RECEIVING RECOGNITION FOR WELLNESS SUCCESS

NC Prevention Partners staff shared their work by making 12 presentations at national conferences this year. Ingrid Morris, Director at NC Prevention Partners, was honored as a Subway School Health Champion for her work in bringing stronger physical activity and nutrition practices to schools through Zone Health and the School Health Connection. NC Prevention Partners also received a Breastfeeding-Friendly Workplace Award from the NC Breastfeeding Coalition to honor its efforts to make it easy for mothers to breastfeed at work.



PROGRESS IN POLICY

Thanks to the hard work and dedication of Fellow Danielle Schramm with resources from the Jim L. Long Policy Fund, NC Prevention Partners has made many strides to rebuild its policy infrastructure by setting a policy agenda and enabling its staff to act on policy related matters that complement its work.

NC Prevention Partners saw progress on helping Veteran's Affairs (VA) Medical Centers go 100% tobacco free campus wide. According to the VA Congressional Relations office, the language to change this federal law has been sent to Congress and is awaiting passage. In discussions with VA officials, North Carolina's example was a major impetus for the VA to go tobacco free.

On a state level, NC Prevention Partners advocated on several bills from the legislative short session last summer including legislation to cut local boards of health, the Justus Warren Task Force on stroke prevention, and the preservation of QuitlineNC. NC Prevention Partners reached out to its

powerful hospital partners to engage them with their legislators about the importance of the Quitline. According to the state's Tobacco Control Branch, those calls made the difference in saving the Quitline. In addition, NC Prevention Partners has submitted letters to the Federal Register on Meaningful Use measures advocating for maintaining and strengthening tobacco cessation measures.

NC Prevention Partners is in the initial planning stages for an annual meeting of state business leaders on prevention initiatives called the Employer Roundtable on Prevention, which will focus on workplace wellness opportunities and challenges, employer tax credits for wellness, measuring improvements in wellness in the workplace, and partnering with local governments to improve environments for employee wellness. Additionally, NC Prevention Partners will be working with the North Carolina Alliance for Health and North Carolina's Speaker of the House, Tom Tillis, on creating a healthy food environment at the General Assembly's cafeteria and snack bar.

DEVELOPING FUTURE PREVENTION LEADERS

MENTORING BRONWYN LUCAS, YES! EXECUTIVE DIRECTOR

Youth Empowered Solutions (YES!) is a nonprofit organization that empowers youth to create community change by giving young people training in such areas as public speaking, media literacy, community assessment, gathering community support, working with policymakers, and evaluation. NC Prevention Partners works with YES! on promoting prevention to adolescent youth by connecting with the organization in schools.

Meg Molloy, President and CEO of NC Prevention Partners, is currently mentoring Bronwyn Lucas, Executive Director of YES!. Of the mentorship, Lucas said, "It's been an incredible opportunity for me to work under the mentorship of Meg. She's been able to provide support and share strategies that have increased my effectiveness in working with my board of directors. NC Prevention Partners has shared with YES! a variety of tips and tools that we have used that have helped us become more successful and impactful as an organization." Of YES!'s growth as an organization, Molloy said, "YES! is asking themselves hard questions and looking at themselves strategically. They really care that there is excellence in everything they do, which is why they are so good now and will only get better."



Active outings within first Intern Alumni weekend

RECONNECTING NC PREVENTION PARTNERS' PAST AND CURRENT INTERNS

NC Prevention Partners is very proud of its internship program, which has helped more than 130 interns develop essential skills to become leaders in public health. NC Prevention Partners' interns are vital to the work the organization

is able to accomplish. After interning, they pursue advanced degrees or launch successful careers and promote prevention in different sectors. NC Prevention Partners reconnected with its interns this year at the First Annual Intern Alumni Gathering, which was created to rejoin past and current interns in a weekend of fun and fellowship. NC Prevention Partners looks forward to mentoring more budding public health professionals and keeping in contact with its former interns throughout their professional lives.

NC PREVENTION PARTNERS

ACTIVELY SUPPORTS **586,703** EMPLOYEES, TEACHERS, STUDENTS & DOCTORS

430 ORGANIZATIONS

2012-13 HONOR ROLL OF SUPPORTERS

Thank you to the following donors whose support for NC Prevention Partners was pledged or received as of May 7, 2013. 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.

\$250,000 AND ABOVE

Be Active North Carolina

\$100,000 TO \$249,999

The Duke Endowment
The Kate B. Reynolds Charitable Trust

\$25,000 TO \$99,999

GlaxoSmithKline
MedCost
Novo Nordisk Inc
Sodexo, Inc.

\$10,000 TO \$24,999

FirstHealth/FirstCarolina Care Insurance
Mission Hospital
UNC Health Care/Rex Healthcare
Vidant Medical Center

\$5,000-\$9,999

Alamance Regional Medical Center
Peg O'Connell
Drs. Christine Hunt & Gregg Stave

\$1,000-\$4,999

Cone Health Foundation
Data Anyware, Inc.
Duke University Health System
Eisai Pharmaceuticals
Shelley Kalfas
Meg Molloy and Cameron Binnie
David R. and Cathy Moore
Robert S. and Mary Beth Parker
Paula Hudson Hildebrand
William A. and Dale Pully
Bess Ramey
Sharon J. Sawchak
Garland and Christina Scott
Sysco Food Services of Raleigh, LLC

\$500-\$999

Jeanette Hyde
Dave and Patti McRae
Susan S. Osborne
Gary L. Park
Elizabeth M. Puckett
David Strong

\$100-\$499

Beverly Biggs
Ronald O. & Lynn P. Black
Scott Burke & Barbara Morales Burke
Douglas W. Call & Susan Warwick
Jane Cline & Robert Chilton
Ronald Condrey
Amy Duckett Corcell
John G. Currin, Jr.
Dr. Leah M. Devlin
JoAnne and Shelley Earp
Dr. William Erchul & Dr. Anne Schulte
Kim Forrest
Charles & Nancy Frock
Rozalynn Goodwin
James and Madeline Hauge
Sally Herndon
Pamela Highsmith
The Honorable James B. Hunt
Parks & Lorrie Icenhour
The Honorable Verla C. Inkso
Harold and Darlene Jacobsen
Johnson Price Sprinkle PA
Tom & Karen Jordan
Denese Lavender
Learfield Communications, Inc.
J B Lewis Jr.
Kenneth J. Lewis
James & Stephanie Long
William & Viravan Maixner
Kathy Murchison
Michael & Nancy O'Dowd
Melva Fager Okun
Jennifer Scott Orr
Christopher and Jeri Pilkington
Barry Popkin
Edwin Rankin
Charlotte Ranz (Red Elephant Yoga)
Dr. Barbara Rimer
Anne R. Sayers
Anna and James Schenck
Susan Shumaker
Dr. Robert J. Sullivan, Jr.
Anne B. Thornhill
Julia Tighe
Joe and Betsy Vetter
Robert R. Weiser

UP TO \$99

Daniel & Kathryn Ahlport
Dr. June St. Clair Atkinson
Mary Bethel
Carol H. Bottiglier
Janice Dodds
Dana Dorroh
Dr. David Gardner
Anna Gerow
Harrington Bank
Christine Hayami
Patricia Hensley
Anita Holmes
Janice K. Horner
Natasha Jamison
Glenn Jernigan & Associates
David Jolly
Genevieve Joseph
Miriam Labbok
Dr. Ron Levine
Karen E. Long
Lewis H. Margolis & Linda Frankel
The Honorable Elaine F. Marshall
Tom and Etta Maynard
Sara Merz
Gene and Theresa Moore
Carla Obiol
Timothy Peck
Lee and Melinda Postal
Grace Pritchett
Lorraine Richardson
Carolyn Robbins
Lucy Savitz
Patricia Silvers
Christina Simpson
Lee Storrow
Rose Vaughn Williams
Kelly Ransdell Williams
Ann Somers Wilton
Brian & Janet Worstell

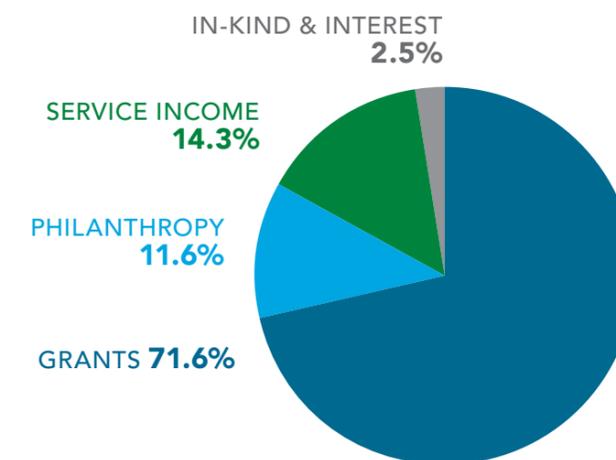
PREVENTION FIRST ENDOWMENT
Robert S. and Mary Beth Parker

MATCHING GIFTS
GlaxoSmithKline Foundation
UnitedHealth Group

FINANCIAL REPORT

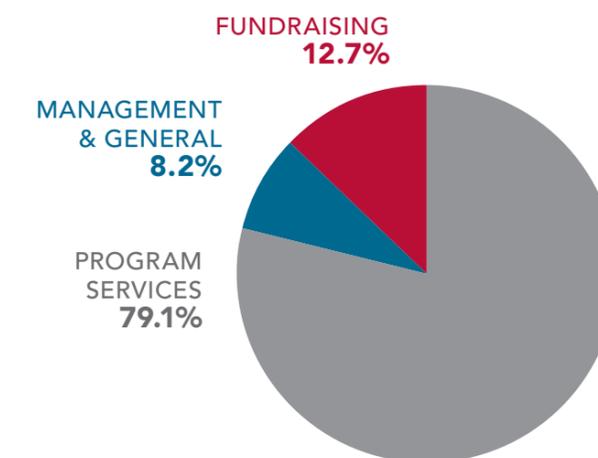
INCOME:

GRANTS	\$1,319,275
PHILANTHROPY	\$213,482
SERVICE INCOME	\$264,174
IN-KIND & INTEREST	\$45,715
TOTAL	\$1,842,646



EXPENSES:

PROGRAM SERVICES	\$1,688,406
MANAGEMENT & GENERAL	\$175,395
FUNDRAISING	\$271,771
TOTAL	\$2,135,572



PROGRAM EXPENSES:

HOSPITALS	\$923,029
SCHOOLS	\$279,394
STATE GOVERNMENT	\$322,907
BUSINESSES	\$142,806
HEALTH INSURERS	\$20,270
TOTAL	\$1,688,406

