

NORTH CAROLINA PREVENTION REPORT CARD 2010
A PROGRESS REPORT ON PREVENTION & HEALTH
IN NORTH CAROLINA 2000–2010



NC PREVENTION
PARTNERSSM

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DECEMBER 2010

NC Prevention Partners has published a NC Prevention Report Card since 1998 to share how our state is progressing in preventing chronic disease and improving health, and to urge community leaders to put prevention first for a healthier NC. This 2010 Report Card takes a look at how NC has fared over the last decade in tobacco use, nutrition and physical activity.

What is extraordinary is that in ten short years, NC has moved from the bottom of the nation in tobacco prevention to the top third. In 2000, NC earned a D in tobacco prevention, which was not surprising given the state's roots in tobacco growing and manufacturing. What is surprising to many is that tobacco use has been reduced over the past decade from 26.1% to 20.3%. This brings NC to a B in tobacco prevention when benchmarking our progress against national goals for 2010.

Since 2000, NC has established tobacco-free schools, tobacco-free hospitals, tobacco-free restaurants and bars, tobacco-free state government buildings (including the Legislature) and vehicles. Our health insurers offer some of the strongest tobacco cessation benefits in the nation. We no longer have the lowest cigarette excise tax in the nation. NC has established its own Quitline and helped a generation of youth avoid smoking with the TRU campaign. Many more health care providers and health systems are helping their patients quit tobacco addiction, and many employers are creating tobacco-free worksites and supports to encourage employees to be tobacco-free. Many local communities have gone further in establishing tobacco-free sports stadiums and parks.

Unfortunately, North Carolina has less to brag about regarding nutrition and physical activity. North Carolinians' obesity and chronic disease rates will continue to spiral until we are able to build strong systems that offer accessible, affordable healthy foods and convenient ways to be active. A growing number of leaders and organizations are focusing on what works in this area and are dedicating resources, and collaborating and coordinating with each other to best focus efforts. An example of this is NC School Health Connection where NC Healthy Schools (NC Department of Public Instruction and NC Division of Public Health), NC Prevention Partners and twenty organizations addressing obesity in schools are working together to map their work. This will allow us all to work smarter rather than harder. This collaborative is empowering school leaders to improve nutrition and physical activity opportunities for staff and students.

Over the next decade, NC has a rare opportunity to move our state to a position where we are a leader in prevention and health. NC Prevention Partners will continue to work with our many dedicated partners and a growing number of organizations and leaders who put prevention first for a healthier NC.

Meg Molloy, DrPH, MPH, RD

President and CEO

NC Prevention Partners

North Carolina Progress Report Overview

North Carolina has made great strides in creating smoke-free public places with hospitals, schools, bars, restaurants and many businesses going tobacco-free. North Carolina has seen a marked decline in adult tobacco use from 26.1% in 2000 to 20.3% in 2010, and for the first time improved our grade to a B in Tobacco. Many challenges and opportunities remain to improve nutrition and increase physical activity among North Carolinians.

The grade for Tobacco has steadily improved since 2000. Physical activity is showing some recent improvement, while the grades for Nutrition have stalled.

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

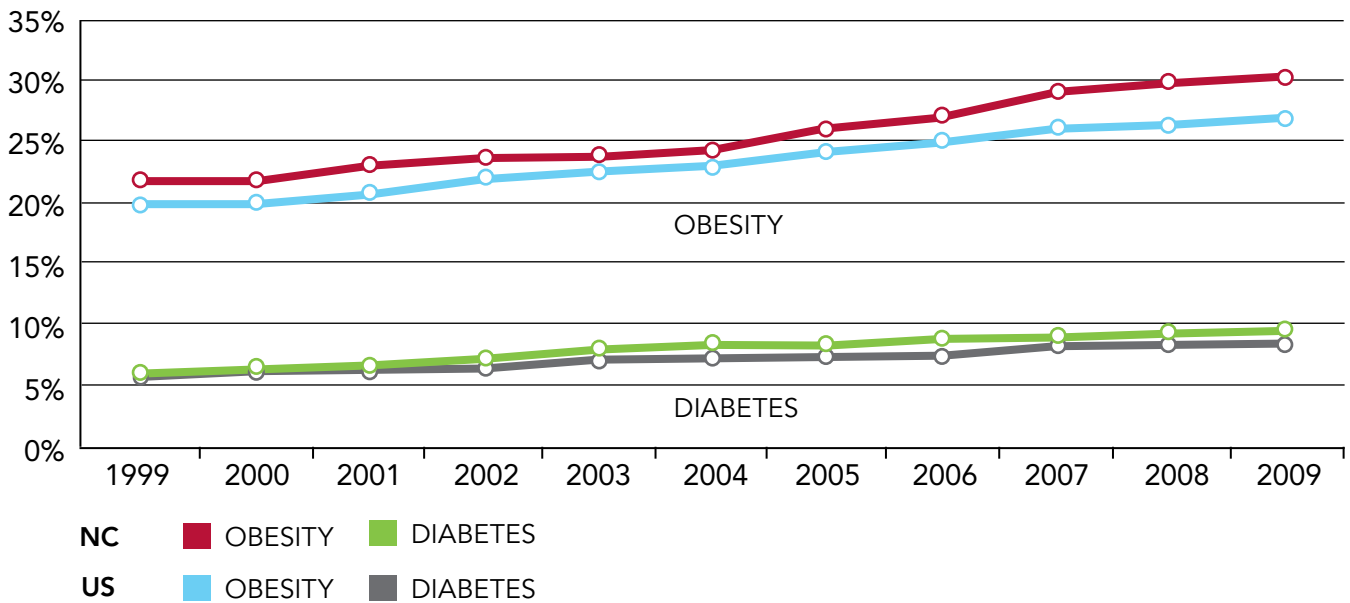
North Carolinians have poorer health and health behaviors compared to the majority of the nation. North Carolina residents continue to use more tobacco, eat fewer fruits and vegetables, and live less active lives than most Americans. Obesity and diabetes rates continue to soar in North Carolina.

The 2010 NC *Prevention Report Card* is a compilation of data published in 1999–2010 from sources including national and statewide surveillance systems, as well as other private and sector specific data sets for health plans and hospitals; a full set of references is listed in the *Report Card*. Prevention grades are based on progress made against Healthy People 2010 goals for the nation, wherein 2010 targets are A's, and low baselines are F's. Grading scales vary by indicator. Indicators include health behaviors, legislative and voluntary policies, and environmental supports for wellness for a wide variety of sectors.

Adult Smoking Rates Decreased in the Last Decade



A Decade of Escalation in Obesity and Diabetes Rates



*Data Source: BRFSS for all years listed

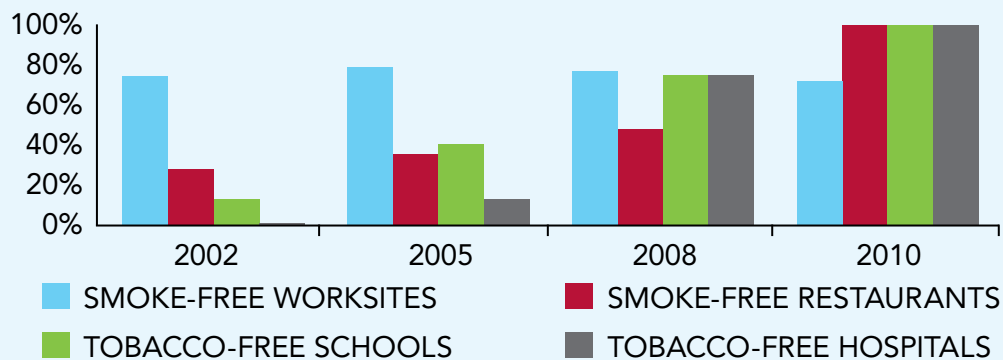
Two thirds of all deaths in North Carolina are caused by chronic diseases that could be prevented or reduced by increasing physical activity, improving nutrition and reducing tobacco use.

TOBACCO GRADE: B

Tobacco-free public spaces are becoming the norm in North Carolina. 100% of NC public schools and 100% of NC hospitals are tobacco-free. As of January 2010, state law banned smoking in most NC bars and restaurants.

While celebrating these great strides, we need to continue to focus on the areas where NC is still lagging. Not all workplaces and family oriented recreational facilities are tobacco-free. Worksites, healthcare sites, and communities should continue to build tobacco-free environments and robust systems to help tobacco users quit.

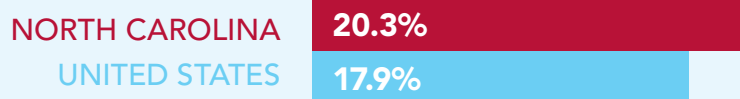
North Carolina Has More Smoke-Free and Tobacco-Free Spaces



The NC cigarette tax increased from \$0.05 at the beginning of the decade to the current \$0.45 per pack. However, NC's tax still ranks as the fifth lowest in the country – far behind the national average of \$1.45 per cigarette pack¹.

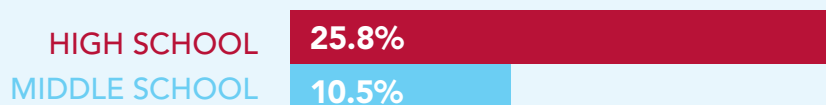
Current Adult Smokers²

One in five North Carolinians report using tobacco. Despite heavy state-wide promotion, only 39.4% of adults have heard about Quitline NC³.



NC Students Using Any Tobacco Product⁴

The problem of tobacco use among young people calls for attention, as the decline in smoking rates has slowed in the last few years. One in four high school students in NC report currently using tobacco products⁵.



Downward Trends of Smoking Among NC Youth

PREVALENCE OF TOBACCO USE AMONG HIGH SCHOOL STUDENTS

	2002	2005	2008	2010
Any Tobacco Product	35.8%	33.7%	28.5%	25.8%
Cigarettes	27.8%	27.3%	20.3%	16.7%
Smokeless Tobacco	8.9%	9.5%	9.2%	8.5%

Tobacco Grades – North Carolina

Indicator	2000	2010	2010 Goal ⁶	2010 Grade
BEHAVIORS				
Current adult smokers ⁷	26.1%	20.3%	12%	C
High school students using tobacco ⁸	38%	25.8%	21%	B
Middle school students using tobacco ⁹	18%	10.5%	5%	B
Pregnant women who smoke ¹⁰	12.7%	11.9%	10%	A-
Adults making a serious attempt to quit ¹¹	51.9%	59.3%	75%	C
ENVIRONMENT & POLICY				
Rate at which minors can purchase tobacco products at retail outlets ¹²	25%	14.8%	<20% ¹³	B
Tobacco-free school systems ¹⁴	5%	100%	100%	A
Tobacco-free hospitals (campus wide) ¹⁵	NA	100%	100%	A
Smoke-free restaurants ¹⁶	29%	100%	100%	A
Tobacco-free Health Departments ¹⁷	NA	88%	100%	B
Tobacco-free Dept. of Social Services ¹⁸	NA	50%	100%	F
Adults reporting their worksite prohibits smoking in indoor public and work areas ¹⁹	62%	73.2%	100%	C
Hospitals with smoking cessation programs for patients ²⁰	NA	64.8%	100%	D
Smokers counseled by a provider within the past year to stop smoking ²¹	59%	71.5%	100%	C
Public health plans offering cessation benefits ^{22,23}	40%	100%	100% ²⁴	A
Private health plans offering cessation benefits ^{25,26}	–	100%	100% ²⁷	A

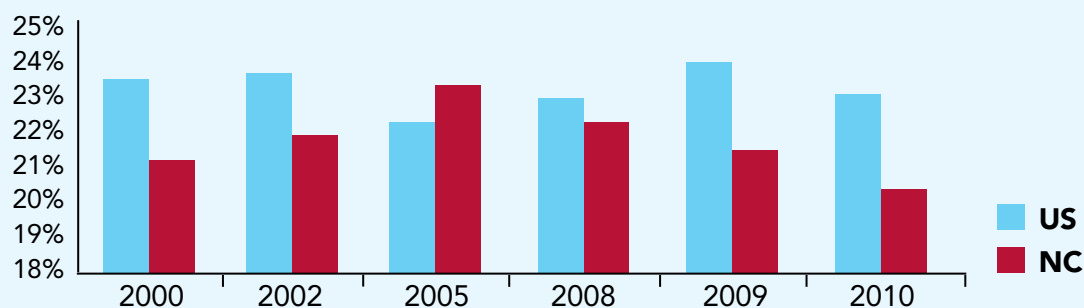
NUTRITION GRADE: D

Challenges abound in improving nutrition in North Carolina. Every year, fewer North Carolinians are consuming the recommended daily amounts of fruits and vegetables. Currently one in five adults (19.3%) report drinking sweetened beverages 3 or more times a day²⁸. Concurrently, obesity and cardiovascular diseases rates continue to rise. The obesity rates have jumped from 22% in 1999 to an alarming 30% of the North Carolina population by 2009 – a greater increase than among the US population (20% to 27%)²⁹.

PREVALENCE OF OBESITY AND OVERWEIGHT IN 2010

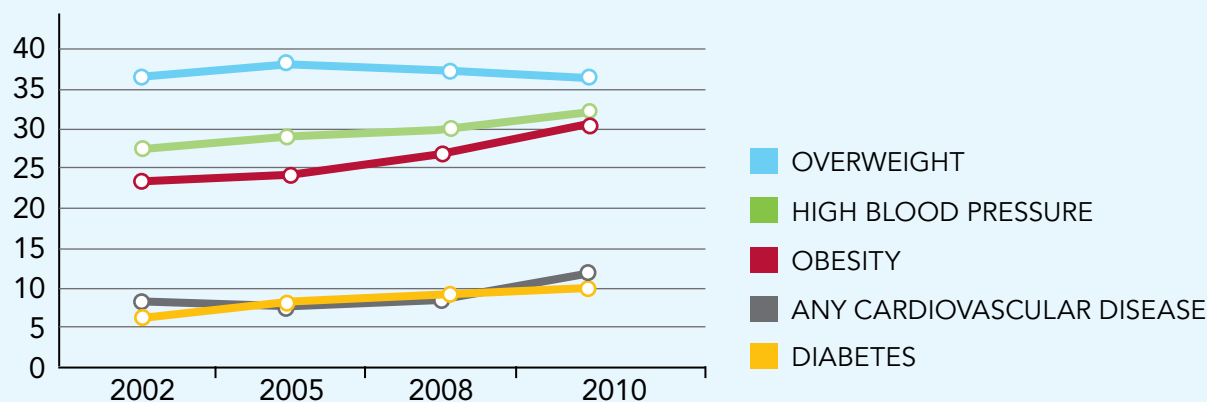


NC Residents are Consuming a Less Healthy Diet



ADULTS EATING 5 OR MORE DAILY SERVINGS OF FRUITS AND VEGETABLES

NC Faces More Chronic Diseases



POOR NUTRITION CONTRIBUTES TO HIGHER CHRONIC DISEASES

We close the 2010 decade with 100% of public and private health insurance carriers offering nutrition benefits or programs, earning an A grade on this particular nutrition metric.

The number of restaurants labeling healthy items increased from 26% to 28.3%³⁰. NC Hospitals are champions of worksite wellness, with best practices in place to promote a healthy food environment for staff and patients in over half of NC acute care hospitals (84 out of 129).

SPOTLIGHT ON SUCCESS: RED APPLE PROJECT PROMOTING HEALTHY FOODS IN HOSPITALS

Red Apple certification recognizes hospitals that have met the highest standard for delicious and healthy food by improving access to healthy food, using marketing strategies such as pricing and nutrition labeling to promote healthy products, and providing benefits that give every employee access to the best preventive care. An up-to-date map on hospital food policy can be viewed at: ncpreventionpartners.org/redapple.



84 Red Apple Hospitals, employing more than 200,000 employees. These hospitals provide round-the-clock access to delicious and healthy food for employees and visitors.



31 Yellow Apple Hospitals are working towards their red apple status.



14 Green Apple Hospitals are getting started in the process.

*Source: WorkHealthy AmericaSM database of worksite wellness policies, environments and benefits, December 22, 2010.

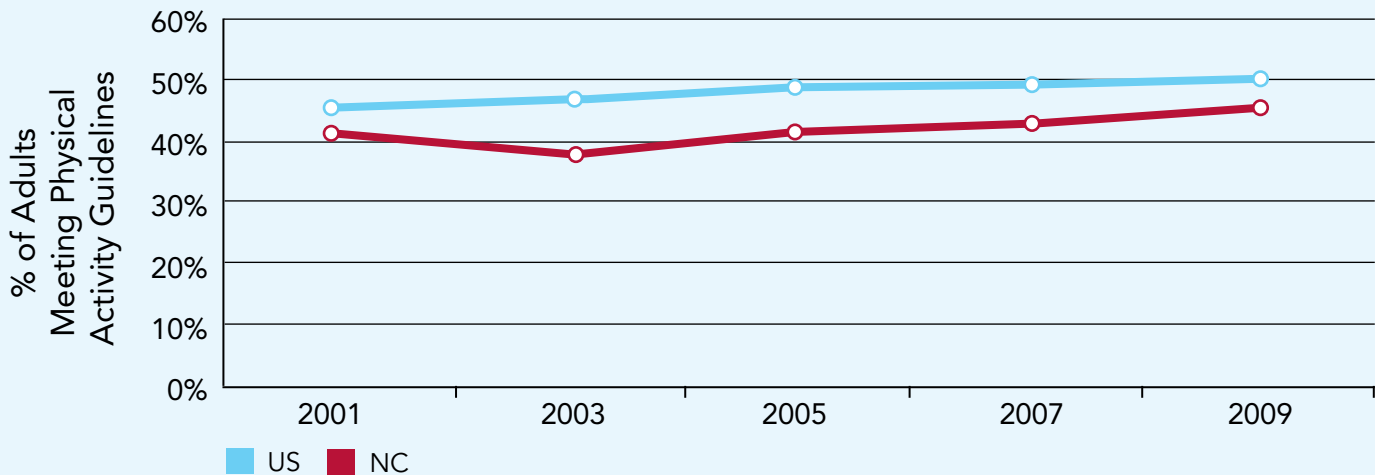
Nutrition Grades

Indicator	2000	2010	2010 Goal ³¹	2010 Grade
BEHAVIORS				
Adults who are overweight or obese ³²	57.9%	65.4%	40%	F
Adults who eat at least 5 servings of fruit and vegetables daily ³³	21.4%	20.6%	75%	F
High school students who are obese ³⁴	12.9%	13.4%	5%	F
High school students who eat fruits and vegetables five or more times per day ³⁵	17.8%	16.9%	75% for 2 fruits and 50% for 3 vegetables	F
Seniors who are overweight or obese ³⁶	55.2%	63.1%	40%	F
Seniors who eat at least 5 servings of fruit and vegetables daily ³⁷	27.3%	22.4%	75% for 2 fruits and 50% for 3 vegetables	F
ENVIRONMENT & POLICY				
Restaurants labeling certain items as healthy ³⁸	26%	28.3%	100% ³⁹	D
Hospitals that have implemented a healthy food environment ⁴⁰	0%	65.6%	100% ⁴¹	B
Public health plans offering nutrition benefit or program ^{42,43}	40%	100%	100% ⁴⁴	A
Private health plans offering nutrition benefit or program ^{45,46}	40%	100%	100% ⁴⁷	A

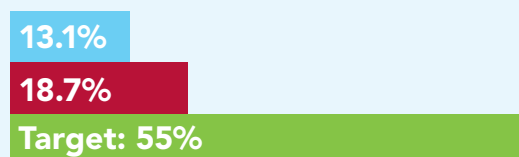
Physical Activity Grade: D+

Physical activity has increased slightly, but remains low among North Carolinians. The number of North Carolinians meeting the physical activity guidelines has moderately increased to just under half of the population. Only 50.1% of adults report that their workplace offer any support for healthy eating or physical activity⁴⁸.

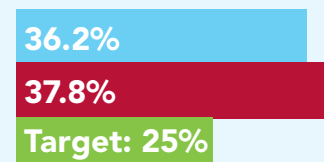
North Carolinians Are Not Getting Enough Exercise



NC Youth Need More Opportunities For Physical Activity



% of NC Students walking or riding their bike to school >1 DAY/WEEK



% of NC Students watching TV >3 HOURS/DAY*

*Almost 40% of middle and high school youth spend over 3 hours watching TV each day.



% of NC Students attending PE classes DAILY

- HIGH SCHOOL
- MIDDLE SCHOOL
- 2010 TARGET

Physical Activity Grades – North Carolina

Indicator	2000	2010	2010 Goal ⁴⁹	2010 Grade
BEHAVIORS				
Adults getting recommended amount of physical activity ⁵⁰	42.4%	46.4%	50%	A-
Seniors getting recommended amount of physical activity ⁵¹	34.3%	36.5%	50%	C
High school students getting recommended amount of physical activity ⁵²	23.1% (moderate) 64% (vigorous)	46%	52% ⁵³	D+
High school students walking or bicycling to school at least once a week ⁵⁴	3% (walk) 1% (bike)	18.7%	55%	F
High school students watching TV 3+ hours per school day ⁵⁵	NA	36.2%	25%	C
Middle school students getting recommended amount of physical activity ⁵⁶	47.5% (moderate)	60%	52% ⁵⁷	A
Middle school students watching TV 3+ hours per school day ⁵⁸	NA	37.8%	25%	D
ENVIRONMENT & POLICY				
High school students attending physical education class daily ⁵⁹	34.4%	29%	100%	F
Hospitals with a patient fitness center or physical activity program ⁶⁰	26%	32.4%	100% ⁶¹	D
Public health plans offering physical activity incentive or program ^{62,63}	33%	66.7%	100% ⁶⁴	D
Private health plans offering physical activity incentive or program ^{65,66}	33%	83.3%	100% ⁶⁷	B

NC School Health Connection: Your One Stop Shop for Healthy Weight Initiatives in Schools



NC SCHOOL HEALTH
CONNECTION

In April 2010, NC School Health Connection was launched as a centralized source for obesity prevention initiatives in North Carolina schools. This initiative was created by NC Prevention Partners in collaboration and with funding support from NC Healthy Schools – a partnership between NC Department of Public Instruction and NC Division of Public Health. The website currently features 20 evidence-based programs available to schools. Visit NCSchoolHealthConnection.org for a map of programs across NC, a program directory, and grants and resources.



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