



NORTH CAROLINA ALLIANCE FOR HEALTH BROADENS MISSION TO CURB OBESITY WITH GRANT FROM TRUST FOR AMERICA'S HEALTH AND HEALTHY CAROLINIANS, INC.

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Washington, D. C., February 27, 2007 – Trust for America's Health (TFAH) and Healthy Carolinians, Inc., with funding from The Duke Endowment, today announced that they have awarded a \$55,000 grant to the North Carolina Alliance for Health to support chronic disease advocacy and public education to fight obesity. The Alliance, a three-year old coalition of nearly 35 statewide organizations working together to promote tobacco use prevention and advocate for state legislative change, is creating a similar coalition of organizations that have an interest in promoting healthy lifestyle issues and setting healthy weight policy priorities for the state.

The Alliance will develop short and long-term goals for fighting obesity, provide education about obesity and healthy weight issues, and build a broad network of supporters to develop and advocate specific policy recommendations.

"The Alliance has made tremendous strides in tobacco prevention efforts in North Carolina," said Jeff Levi, PhD, Executive Director of TFAH. "We are excited about the opportunity to work with them to broaden the scope of their mission to include obesity control and prevention."

"I am so proud of this alliance. It is advocacy in its truest sense," said Mary Piepenbring, The Duke Endowment's health care director.

To help lead these efforts, the Alliance has hired a Healthy Weight Policy Manager, Elizabeth Outten, to work with Executive Director Pam Seamans. Elizabeth comes to the Alliance from the American Cancer Society and served as Secretary and Co-Chair of the Alliance's Secondhand Smoke Committee. Seamans has been Executive Director since the group's inception.

"We look forward to putting the same energy into obesity prevention that we have done in our successes promoting policies related to tobacco use cessation," Seamans said. "The problem of obesity continues to grow, and we will work to reverse that trend to make North Carolina a healthier state."

North Carolina is the 17th heaviest state in the country, with an adult obesity rate of 24.7 percent, according to an August report by TFAH. Nearly two-thirds of adult Americans are either overweight or obese, and childhood obesity rates have more than tripled in the last twenty five years.

Trust for America's Health is a non-profit, non-partisan organization dedicated to saving lives by protecting the health of every community and working to make disease prevention a national priority.
www.healthyamericans.org

Healthy Carolinians, Inc. is a not-for-profit organization that provides resources for Healthy Carolinians (HC) Partnerships across North Carolina. HC Partnerships have a diverse membership that identify health and safety priorities, mobilize resources, and implement solutions to address these problems. www.HealthyCarolinians.org.

The Duke Endowment is a private foundation serving the people of North Carolina and South Carolina by supporting selected programs of higher education, health care, children's welfare and spiritual life. www.dukeendowment.org

The North Carolina Alliance for Health works to improve the health of North Carolinians by advocating policies that promote wellness and reduce the impact of tobacco use and obesity. www.ncallianceforhealth.org

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