

# North Carolina: Working Collaboratively for Sustainable Tobacco Control Policies and Programs

Pam Seamans, NC Alliance for Health

Sally Herndon, NC Tobacco  
Prevention and Control Branch

Tobacco Control in NC once the NCAH was formed:  
This was the start of a beautiful collaboration!





*North Carolina*  
**Alliance *for* Health**



# Recent Success: Smoke-free Restaurants and Bars in NC Signing Was A Celebration!



Photo Credit: Ted Richardson Richardson  
News and Observer

# Three Sides of Influence



Advocacy

Government

Community

# Keys to our successful collaborations

- Communication, Communication, Communication
- Respectful communication that recognizes, honors and acts on the strengths in your partnering
- Joint, disciplined strategic planning that honors the talents and the roles of partners
- Clear role delineation; understanding boundaries
- Being flexible when boundaries change
- Knowing when and what to communicate that is key to the partnership
- Crisis Communication Planning prior to the crisis

# Responsibility Charting

## Partners Agree on Who Does What? example

Partners Tasks	State Dept of Health	Medical Society	American Cancer Society	Law school! Legal Technical Assistance
Earned media	✓ _____ ✓ _____	✓ _____	✓ _____	✓ _____
Paid media		✓ _____	✓ _____	
Bill drafting	✓ _____			✓ _____
Grassroots Advocacy			✓ _____	
State level advocacy		✓ _____ ✓ _____	✓ _____	
Testimony	✓ _____	✓ _____	✓ _____	

# Health and Wellness Trust Fund

NC Health and Wellness Trust Fund - Internet Explorer provided by Dell  
http://www.healthwelnc.com/

File Edit View Favorites Tools Help  
NC Health and Welles... Welcome to Dell Technical...

**NORTH CAROLINA Health Wellness TRUST FUND**

Search Keyword  GO

ABOUT US | PROGRAMS | FUNDING | FOR GRANTEES | NEWS & EVENTS | CONTACT US



**TOBACCO**



**OBESITY**



**HEALTH DISPARITIES**



**PRESCRIPTION ASSISTANCE**

### Making North Carolina the Healthiest State in the Nation

The NC General Assembly established the North Carolina Health and Wellness Trust Fund Commission (HWTF) in May 2001 to invest in programs and establish partnerships to address access, prevention, education and research that help improve the health of all North Carolinians. HWTF's key mission is to prevent, reduce and remedy the effects of tobacco use, with a particular emphasis on youth. The Trust Fund has also embarked on numerous initiatives to improve public health, and to reduce the economic and human suffering caused by preventable diseases.

Since its inception, HWTF has awarded grants to communities facing the serious challenges of childhood [obesity](#), [health disparities](#), youth [tobacco](#) use, rural health care and [access to medications](#) for low-income and uninsured populations.

### NEWS

**Recent News & Events**

- > [Benefit-Cost Analysis Shows Strong Return on HWTF Investments](#)
- > [HWTF Launches Statewide QuitlineNC Mobile Campaign to Help Keep New Year's Resolutions](#)
- > [HWTF Awards Grant to Support WNC Healthy Kids' Farm to Schools' Program in Western NC](#)

 [Subscribe for News Updates](#)

ABOUT US | PROGRAMS | FUNDING | FOR GRANTEES | NEWS & EVENTS | CONTACT US

http://www.healthwelnc.com/Obesity.aspx Internet | Protected Mode: On 100%

# Health and Wellness Trust Fund

- MSA funded foundation
- The NC General Assembly established the North Carolina Health and Wellness Trust Fund Commission (HWTF) in May 2001 to invest in programs and establish partnerships to address access, prevention, education and research that help improve the health of all North Carolinians.
- HWTF's key mission is to prevent, reduce and remedy the effects of tobacco use, with a particular emphasis on youth.

# Threat to Health and Wellness Trust Fund

## 2011 NC General Assembly Session

- State faced \$3.3 billion deficit without any prospects of tax increases.
- Governor: previous Chair of and highly identified with HWTF as Lt. Governor;
- New legislative leadership saw HWTF as:
  - “Walking around money” for the Governor
  - Duplicative of Tobacco Branch functions
  - Overly staffed for the amount of grants managed.

Communication Planning is important  
to prepare for opportunities or threats

Be Prepared for Threats ...  
...or Opportunities

*Have a Plan so you can turn on a dime*

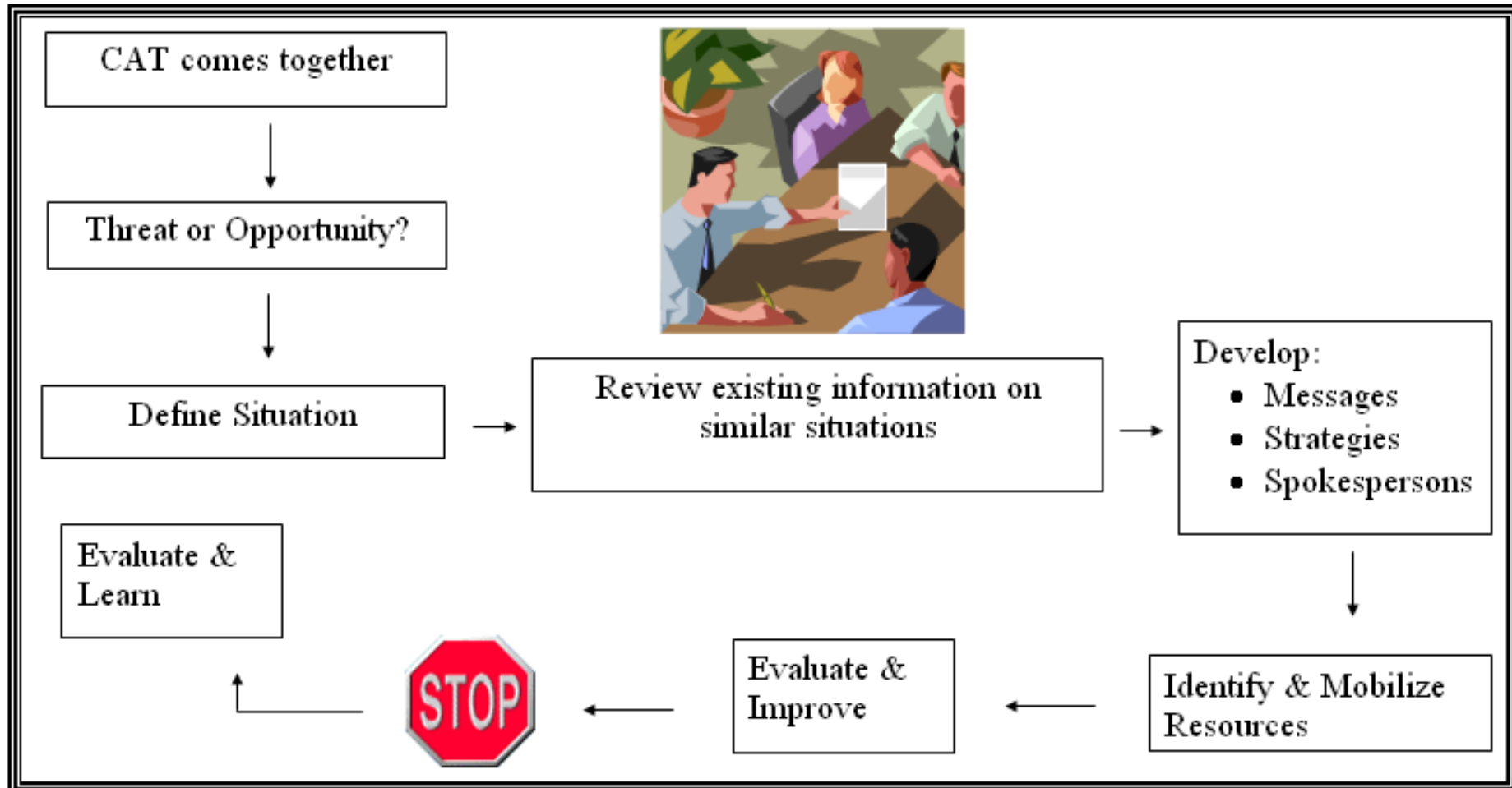


# Strategic Communications Catalyst:

Criteria for determining **threat** or **opportunity**:

- **Time is of the essence**
- **It is not a routine circumstance – out of the ordinary**
- **There is a severe threat to your Program's mission**
- **It is a matter of policy that must be addressed**
- **It represents a one-time major opportunity**
  - **Release of Broken Promises Report represents a major opportunity for education of NC public and elected officials**

# Diagram of Strategic Communications Effort: *Train and Empower a Communications Action Team*



# Health and Wellness Trust Fund Abolished

- \$22 million left in their budget was placed in DHHS budget as a **non-recurring line item**.
- DHHS agreed that, since this was MSA funding, and because of the success of HWTF in teen tobacco prevention, \$17.32 million would continue in tobacco prevention and cessation
- TPCB welcomed some of the HWTF staff and began working on sustainability with our partners

# CDC Sustainability Meeting

- TPCB anticipated this threat to our state's MSA funding and applied for CDC Sustainability Training for 2011.
- NCAH and TPCB agreed to wait until session's end and hold the Sustainability meeting to plan for the future
- Held on September 29, 2011
- Key stakeholders were invited: NCAH, NCALHDs, CTFK, CDC, DPH/TPCB, Council of Churches



NC Tobacco Prevention and Control Branch

TPCB → NC DPH → DHHS



- MSA funds “Success stories” 3-pager sent to DHHS plus separate one page “Ask”
- Support to ask for recurring funds (but not an increase in funds)
- MSA funds were meant to reduce the health and economic burdens of tobacco use on states
- \$17.3 million in recurring funds in Governor’s budget is goal for the upcoming NCGA session

# 2012 Tobacco-Use Prevention Policy Priorities



- Secure full CDC-recommended funding of evidence-based tobacco prevention and cessation programs in North Carolina (\$106 million as of October 2007).
  - Secure at least 25% of Master Settlement Agreement (MSA) funds to fund evidence-based tobacco use prevention and cessation to improve health and save health care costs. *(To Be Approved)*
- Support an increase in North Carolina's cigarette excise tax by AT LEAST \$1.00
- Protect/Expand NC's existing smoke-free law.

# Next Steps



- Determine legislative champions and targets
- Start advocacy efforts NOW given legislative timeline
- Track legislative contacts/visits
- Prepare one-page talking points and legislative “drops” weekly
- Coordinate additional grassroots activity thanks to CTFK
- Develop resolution to demonstrate grassroots support
- Legislative updates/action alerts as soon as process dictates
- Media: LTE’s, op-eds Dec – May
- Continuing internal advocacy for recurring funding
- Training grassroots facilitators and spokespersons
- Distributing MSA funding success stories (Warning of consequences of funding cuts)
- Mobilizing local groups to educate decision-makers on the importance of recurring funding
- Mobilizing local groups to educate the public via news and opinion media
- Media Tracking



NC Tobacco Prevention and Control Branch

# Talking Points



- Key messages
  - Develop versions appropriate for different audiences
  - Adapt to variety of presentations
- Put “human face” on tobacco’s toll
  - Collect and use personal stories
- What will you get - ROI



North Carolina

**Alliance** *for* **Health**

**NCALHD** North Carolina Association  
of Local Health Directors



# Community Partner Activities

- Who Do You Know Inventory
- E-Champions sign-ups
- Letters to the Editor
- Monthly Communication with Local Legislators
- Personal Stories – teens and adults
- Building Relationships with Media
  - Town hall meetings?
- Legislative Office Visits

## What We Do

U.S. Federal Issues

U.S. State &amp; Local Issues

- Smoke-Free Laws
- State Tobacco Taxes
- Prevention and Cessation Programs
- 1998 Tobacco Settlement: A Broken Promise to Our Children

Alabama

Alaska

Arizona

Arkansas

California

Colorado

Connecticut

Delaware

Florida

Georgia

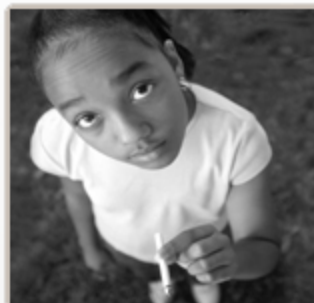
Hawaii

Idaho

## U.S. State and Local Issues

## A Broken Promise to Our Children

## The 1998 State Tobacco Settlement 12 Years Later

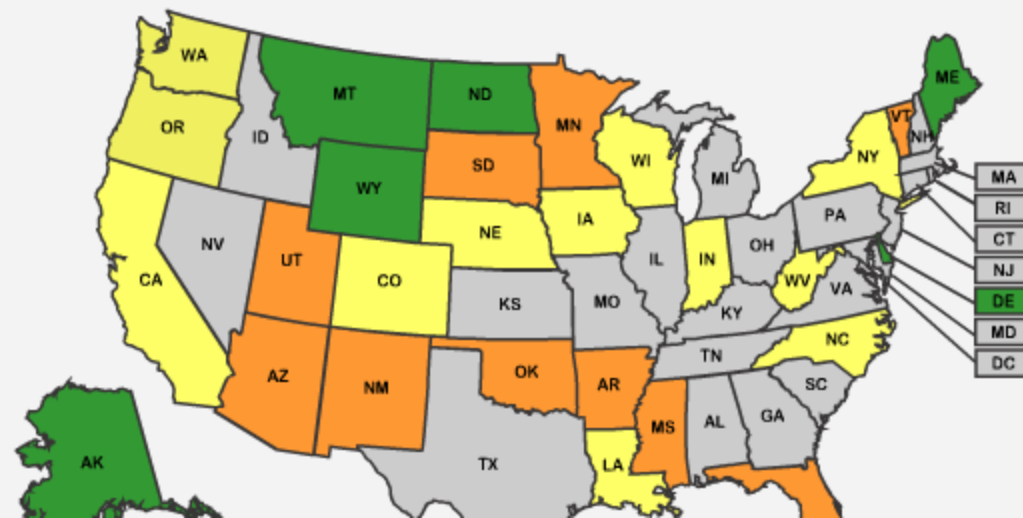


Since the November 1998 multi-state tobacco settlement, we have issued annual reports assessing whether the states are keeping their promise to use a significant portion of their settlement funds — estimated at \$246 billion over the first 25 years — to attack the enormous public health problems posed by tobacco use in the United States.

Our latest report, issued November 17, 2010, finds that the states have cut funding for tobacco prevention and cessation programs to the lowest level since 1999, when they first received tobacco settlement funds.

The states this year (Fiscal Year 2011) will collect \$25.3 billion in revenue from the tobacco settlement and tobacco taxes, but are spending only two percent of it — \$517.9 million — on programs to prevent kids from smoking and help smokers quit.

The states have cut funding for such programs by nine percent (\$51.4 million) in the past year and by 28 percent (\$199.3 million) in the past three years.



REPORT AND

Complete Rep

Executive Sum  
Findings

State Ranking

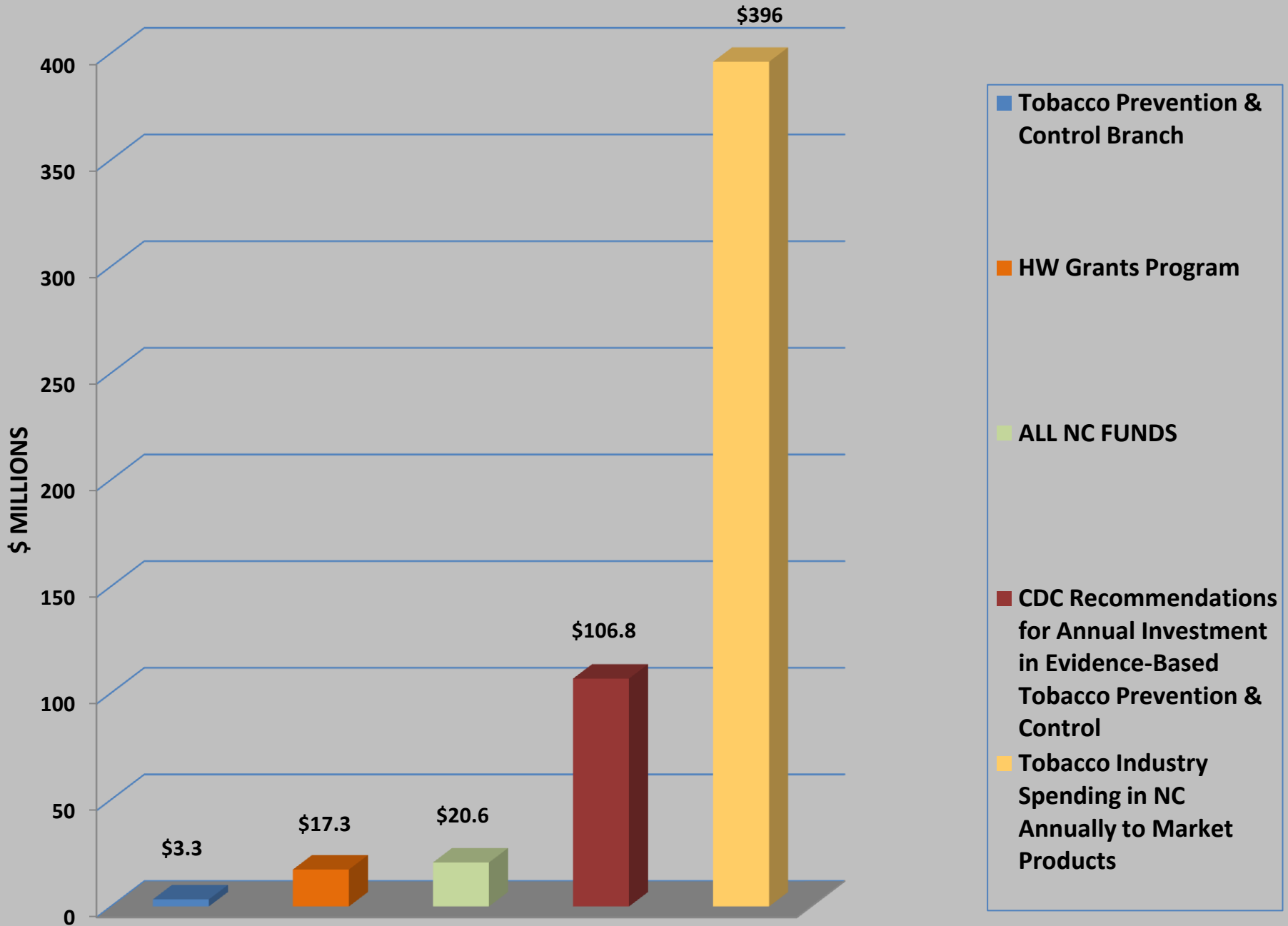
Status of Fun

History of Stat

Table: State T  
Spending vs.  
RevenuesTable: Trends  
Prevention Sp  
Tobacco RevePress Releas  
Slash Fundin  
Prevention Pr  
Level Since T  
(Nov. 17, 2010)Graph: FY200  
Revenues vs.Graph: U.S. T  
Marketing Exp  
Settlement

Graph: Tobac

# Evidence Based-Funding: NC Comparisons to CDC *Best Practices*



# Broken Promises Report

- Plan for public release in NC
- Plan inside-outside roles
- Develop Talking Points
- News Release
- Prepare and distribute “Swiss Cheese” release for local coalitions
- Designate and rehearse media spokespersons
- Encourage/support LTE’s and Editorial Board visits
- Alliance to share report with all 170 legislators via email or drop

# Thank you!

North Carolina Alliance for Health

<http://www.ncallianceforhealth.org/>

Pam Seamans

919-968-6611

[PamSeamans@nc.rr.com](mailto:PamSeamans@nc.rr.com)

Tobacco Prevention and Control  
Branch

919-707-5400

[www.tobaccopreventionandcontrol.ncdhhs.gov/](http://www.tobaccopreventionandcontrol.ncdhhs.gov/)  
[www.smokefree.nc.gov](http://www.smokefree.nc.gov)

Sally Herndon

919-707-5401

[Sally.Herndon@dhhs.nc.gov](mailto:Sally.Herndon@dhhs.nc.gov)