



News Release
North Carolina Alliance for Health

FOR IMMEDIATE RELEASE

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NC Alliance for Health Announces 2010 Policy Priorities
Obesity and Tobacco Use Prevention Top List

Raleigh—The North Carolina Alliance for Health will focus on the issues of tobacco use and obesity prevention during the upcoming session of the North Carolina General Assembly according to its recently released “Policy Priorities 2010.”

The NC Alliance for Health led the efforts to enact the state’s new smoke-free bar and restaurant law, which went into effect on January 2 of this year. “We will focus on protecting the new law and begin to lay the ground work for extending the protections from secondhand smoke to all North Carolina workers,” said Pam Seamans, Executive Director of the NC Alliance for Health. Currently, over one-quarter of North Carolina workers are not protected by some sort of smoke-free workplace policy.

“In addition, the Alliance has made reducing childhood obesity a priority by focusing on improving child nutrition standards for all foods sold in schools, kindergarten through 12th grade,” said Seamans. We especially want to make sure that all the other foods being sold in schools are just as healthy as the traditional school lunch,” she said.

The membership of the NC Alliance for Health adopted a list of 8 major policy priorities. They include:

Tobacco-Use Prevention Policy Priorities:

- Protect public health by eliminating exposure to secondhand smoke:
- Support an increase in North Carolina’s cigarette excise tax BY at least \$1.00 and support an excise tax increase on other tobacco (non-cigarette) products to a tax rate equivalent with that of cigarettes;
- Support reinstating North Carolina’s cigarette tax stamp to promote health, safety, crime prevention efforts and increased state revenue.
- Support funding for evidence-based tobacco use prevention and cessation programs.

Obesity Prevention Policy Priorities:

- **Physical Activity/Physical Education:**
 - Promote the implementation of quality, comprehensive Physical Education statewide.
- **Nutrition:**
 - Implement and fully fund Child Nutrition Standards K-12;
 - Ensure all foods and beverages available in schools are healthy;
 - Seek menu labeling for Legislative Building cafeteria and/or snack bar;
- **Built Environments:**
 - Promote the ability of local communities to support routine physical activity and healthy eating through built environment supports, including multi-modal transportation infrastructure (eg. mass transit, sidewalks, bike lanes), recreation opportunities (eg. parks, trails greenways), and food venues (eg. grocery stores, farmers' markets, community gardens). Support the integration of healthy land use (“sustainable communities”) and multi-modal transportation options (“complete streets” policies).
- **Support funding for evidence-based obesity prevention programs.**

BACKGROUND:

North Carolina Alliance for Health

The North Carolina Alliance for Health is an independent, statewide coalition of public, private, professional and nonprofit organizations advocating for obesity and tobacco use prevention policies before North Carolina's legislative and executive branches.

For further information about the North Carolina Alliance for Health and its policy priorities, contact Pam Seamans at (919) 949-5992 or pamseamans@nc.rr.com . You may also visit their Web site at www.ncallianceforhealth.org .