

Implementation by HWTFC of its Enabling Statute

Statutory Requirement:: Address the health needs of the vulnerable and underserved populations of NC.

HWTFC Initiative: *Senior Care* provides prescription drug access for the state's most vulnerable and underserved seniors.

Program Design

- \$ 91 million allocated over three years
- Covers the three diseases that affect 70% of NC's seniors
 - cardiovascular disease
 - diabetes mellitus
 - chronic obstructive pulmonary disease (COPD).
- Pays up to \$600 for covered drugs per year, with the senior contributing a 40% co-pay plus a \$6 dispensing fee
- Commercial Pharmacy Benefit Manager administering program
- Coverage began November 1, 2002.

Enrollment

- Current enrollment approximately 24,000
- Website: www.ncseniorcare.com and toll free line (866) 226-1388
- Enhancing minority enrollment through grants to the General Baptist State Convention

Statutory Requirement: Fund research, education and prevention programs that increase community capacity.

HWTFC Initiative: Medication Assistance Programs educate seniors on the safe and effective use of medications, thus preventing adverse reactions from drug interactions and duplicative therapy. Research is being conducted on the health outcomes of providing this service, such as reduction in emergency room visits and hospitalizations. Grant programs also increase community capacity to assist low income individuals of all ages to gain access to prescription drugs from pharmaceutical companies for free or at sharply discounted prices.

Program Design

- \$15 million over 3 years; 23 local grants awarded in October 2002
- 3 additional grants awarded in October 2003
- All grantees provide medication management and prescription assistance
- Additional grants covering remaining counties to be awarded in March 2004

Medication Management for Seniors

- 63 counties served locally
- Remaining 37 counties served by UNC School of Pharmacy hotline
- Specialized training for pharmacists provided by the Area Health Education Centers (AHEC)
- All grantees accept referrals of high-risk seniors from the *Senior Care* program
- No cost for Senior Care clients

Prescription Assistance for low-income individuals of all ages

- Grantees use a software-driven search engine to identify the best source for needed drugs and complete application forms for clients
- Eligibility requirements are defined by pharmaceutical companies that sponsor such programs

Statutory Requirement: Develop a community-based plan to prevent, reduce, and remedy the health effects of tobacco use among North Carolina's youth

HWTFc Initiative: *Teen Tobacco Use Prevention and Control* programs include grants to local school and community organizations, statewide organizations capable of addressing the needs of priority populations, paid media and enforcement of the state law restricting the sale of tobacco to minors. All of these programs are part of a community-based plan aimed at reducing and remedying to health effects of tobacco use among North Carolina's youth.

Program Design

- \$18.6 million allocated over three years for a pilot program based on CDC recommendations
- local grants were awarded to 26 community-based organizations and schools serving 62 counties
- four statewide grants were awarded to focus on communications with minority teens:
 - El Pueblo
 - NC Commission of Indian Affairs
 - Old North State Medical Society
 - General Baptist State Convention

Program Elements

- Other elements of the Commission's initiative that support the local and statewide grantees are as follows:
 - A paid media campaign entitled, "*Tobacco.Reality.Unfiltered*" was launched in year one, and budgeted at \$1.5 million per year.

Implementation by HWTFEC of its Enabling Statute (continued)

- A non-punitive cessation program for teens, called N-O-T (Not On Tobacco), sponsored by The American Lung Association, and budgeted at \$200,000 per year.
- Enforcement of the ban on tobacco sales to minors by the Division of Alcohol Law Enforcement, budgeted at \$500,000 per year
- Counseling for pregnant teen on the dangers of tobacco use, provided by the Women's and Children's Health Section of DHHS, budgeted at \$100,000 per year
- A statewide effort to promote local adoption of tobacco use restrictions on school property and at school functions, provided by the Tobacco Prevention and Control Branch of DHHS, budgeted at \$345,000
- A statewide leadership forum for youth, organized by the Tobacco Prevention and Control Branch of DHHS, budgeted at \$100,000
- Sponsorship of three regional youth empowerment programs, called "Question Y", budgeted at \$250,000 per year

Statutory Requirement: Fund initiatives that treat health problems in North Carolina and increase community capacity

HWTFEC Initiative: *Children, Youth and Community Obesity Reduction / Prevention* grants were awarded on October 24, 2003, to create and increase community capacity to address the epidemic of childhood obesity. Grantees will provide intervention programs for overweight children including after school exercise programs and nutritional counseling. Grantees will also focus efforts on public education and adoption of local policies that address the underlying issues.

Program Design

- 3 year initiative funded at \$3 million per year
- Initiative design based on recommendations developed by DHHS under the North Carolina Healthy Weight Initiative
- 12 grants were awarded to local organizations that will serve schools and communities in 19 counties initially, then expanding to 35 counties.
- 4 grants were awarded to statewide/regional organizations that will provide service on a much broader basis
- Grant implementation will begin in January 2004

Statutory Requirement: *Measure outcomes of funded programs*

HWTFEC Initiative: *Formal program evaluations* are being conducted for each initiative listed above by the following organizations to measure overall program outcomes and individual grantee performance:

Implementation by HWTFEC of its Enabling Statute (continued)

- Senior Care -- UNC School of Public Health/School of Pharmacy and NC A&T School of Nursing
- Medication Management -- UNC School of Public Health/School of Pharmacy
- Teen Tobacco Use Prevention and Cessation -- UNC School of Family Medicine
- Obesity – To be determined

Analysis of progress toward the goals and objectives of a comprehensive, community-based plan pursuant to G.S. 147-86.30(e)(3)

- Upon its creation in May 2001, the Commission spent 18 months setting priorities based on the most pressing health needs in North Carolina and designing specific initiatives to address these priorities in order to develop a **comprehensive, community-based plan**.
- Seniors and youth were determined to be the most vulnerable population groups, and the Commission decided to focus its initial efforts on their behalf through all of the initiatives described above.
- The Commission seeks an appropriate way to contribute to the policy deliberations that are so important in addressing North Carolina's chronic health deficiencies and toward that end a Study Committee on Childhood Obesity has been established to provide a forum for full discussion of policies that could help the state and local communities address obesity in NC. The study panel will be co-chaired by Dr. Olson Huff, Sen. Bill Purcell and Rep. Verla Insko.
- In order to determine best practices for future efforts, formal evaluations of all of the Commission's programs are being conducted by NC Universities. It is premature to provide conclusions since researchers are still in the data-gathering phase. The Trust Fund does not have the financial resources to address all of the state's pressing healthcare needs. Therefore, the Commissioners have undertaken to strategically fund and evaluate innovative pilot programs to determine optimal use of limited resources.