

# North Carolina

# TurningPoint

Collaborating for a New Century in Public Health

**A strong public health system is crucial for protecting and improving the health of Americans.**

## North Carolina's Public Health

North Carolina ranks among the country's bottom third in overall health of its residents. Chronic diseases, which are largely preventable, consume 75% of North Carolina's health care dollars.

Tobacco use alone costs North Carolinians \$4.8 billion annually in both direct and indirect costs.

At the same time less than 1% a year of the state's total health care dollars goes to support health promotion and disease prevention.

Preventing illness and disability associated with preventable risks require complex solutions and the commitment and investment of people and organizations from many sectors.

North Carolina needs a consistent investment in community and statewide activities such as community assessment, the monitoring of health trends, and local response to priority health issues in order to fully promote and protect the health of its residents.

### **For more information**

Christopher Cooke

Project Director  
NC Division of Public Health  
1915 Mail Service Center  
Raleigh, NC 27699-1915  
919-733-4038 phone  
919-715-3144 fax  
christopher.cooke@ncmail.net

THE  
ROBERT WOOD  
JOHNSON  
FOUNDATION®

## What is North Carolina Turning Point?

The national Turning Point Initiative aims to transform and strengthen the public health system in the United States by making it more community based and collaborative. North Carolina's Turning Point is expanding and enhancing existing state and local partner organizations working to transform the overall system for meeting North Carolinians' health needs. Turning Point contributes to public health improvement through its support of Healthy Carolinians, North Carolina's network of locally based, public-private partnerships to improve and protect the public's health.

## How is North Carolina's Turning Point improving public health?

- Fostering the use of standards of practice in the performance of essential public health activities at the community level so that communities are guaranteed their right to comprehensive public health service and protection
- Providing crisis, emergency, and risk communication training and infrastructure development for the state's Office of Public Health Preparedness
- Providing state and local training to apply techniques of social marketing in public health programs in efforts to change health risk behaviors
- Creating educational programs and identifying best practices for public health partnerships to eliminate health disparities in North Carolina communities

## What can North Carolina's Turning Point help you do?

- Engage communities in assessing local public health needs, defining priorities, and mobilizing resources
- Identify barriers to community health, including access to affordable health care
- Link community-based health assessment with state-level planning and resource allocation
- Improve responsiveness for public health emergencies
- Facilitate private sector involvement and commitment in the public's health

## Support

The Turning Point Initiative is funded by The Robert Wood Johnson Foundation. The National Program Office is located at the University of Washington School of Public Health and Community Medicine. Contact the National Program Office at 206-616-8410 or visit [www.turningpointprogram.org](http://www.turningpointprogram.org).



HEALTHY CAROLINIANS