



PROTECT NORTH CAROLINA

PROTECT NIH FUNDING

Thanks in part to research funded by the National Institutes of Health (NIH), Americans live longer, healthier lives. Advances once thought impossible, like sequencing the human genome, happened because of NIH funding and opened a world of unprecedented opportunity.

NIH research saves lives. It helps prevent cancer, obesity, heart disease, diabetes, and other chronic diseases.

NIH research helps the economy. Every \$1 in NIH funding generates about \$2.21 in local economic growth. Discoveries from NIH-funded research also fuel the U.S. biomedical industry, which employs 1 million U.S. citizens and exports \$90 billion in goods and services annually.

But funding for NIH research is threatened. Inflation and sequestration have cost the NIH more than \$6 billion in purchasing power in the last decade. Less funding for research means:

- Slowdowns in developing new cancer drugs and finding effective strategies for preventing chronic diseases.
- The United States could lose its position as a world leader in science and technology.
- Fewer jobs in every state in the nation and the loss of promising researchers to other career paths.

NIH FUNDING BENEFITS NORTH CAROLINA

The National Institutes of Health (NIH) pumps millions of dollars into North Carolina's economy and creates necessary medical research jobs.

North Carolina received \$952 million NIH dollars in 2016, supporting 1,949 research and disease-prevention projects.

Society of Behavioral Medicine members in North Carolina received NIH funding for projects including:

- A study evaluating the success of a behavioral weight loss program delivered to low-income patients at community health centers. Such patients have the highest rates of obesity and related chronic diseases, but other programs have had little success in helping them lose weight. The program includes interactive self-monitoring, training, and counseling.
- A clinical trial to determine if special text messages help pregnant women quit smoking. The messages tell users when to smoke—and gradually reduce the amount. Smoking during pregnancy poses serious health risks to mother and baby. Despite the prevalence of other quit programs, about half of female smokers continue to smoke while pregnant.



Make NIH funding a national priority. Let's move forward—not backward.

The Society of Behavioral Medicine is a 2,300-member organization of scientific researchers, clinicians, and educators. They study interactions among behavior, biology, and the environment, and translate findings into interventions that improve the health and well-being of individuals, families, and communities.

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PROTECT PREVENTION FUNDING

The health care system usually treats people after they become sick. More, however, can be done to *prevent* disease onset.

The nonpartisan Society of Behavioral Medicine and National Prevention Council are shifting the focus to prevention. The council's National Prevention Strategy seeks to "improve the health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness."

We need more than a strategy. Prevention funding, like the U.S. Prevention and Public Health Fund, must be protected and increased. The public agrees—76% of Americans support increased funding for prevention programs.



The Prevention Fund supports services and programs that reduce tobacco use, increase physical activity, and improve nutrition, sparing millions of Americans the suffering and loss of life associated with obesity, diabetes, heart disease, cancer, and other preventable diseases. But more must be done—such preventable diseases continue to cause 70% of U.S. deaths and cost \$1.3 trillion in treatment costs and lost productivity every year. **Lives—and dollars—can be saved through prevention.**

86% of America's health care dollars are spent treating preventable chronic conditions—yet only 3% of health care dollars go toward prevention.

NORTH CAROLINA NEEDS PREVENTION FUNDING

Many North Carolina adults suffer from preventable chronic conditions:

- 30% are obese.
- 50,000 get diagnosed with cancer annually.
- 11% have diabetes.
- 36% have high blood pressure.

The U.S. Prevention Fund is helping!

Statewide the fund is improving access to vaccines, helping smokers quit, and ensuring more women get breast and cervical cancer screenings.

Local communities are benefiting too. For example:

- The Public Health Authority of Cabarrus County received \$836,147 to increase access to healthy foods at corner stores, schools, parks, and community agencies. Dollars will also establish agreements with schools and churches so their facilities can be used for after-hours physical activity.
- The North Carolina Department of Health and Human Services received \$300,000 to teach people how to reduce falls among older adults. Falls are the leading cause of fatal and nonfatal injuries for those 65 years of age and older.

Protect prevention funding—American lives depend on it.