A unique community outreach for your health care system

He’s a grandson of tobacco magnate R.J. Reynolds, but after smoking killed his father, Mr. Reynolds spoke out publicly in Congress against Big Tobacco. His advocacy of State legislation and ballot measures and his motivational talks to youth have made him a well known champion of a smokefree society.

Mr. Reynolds’ talks on hospital campuses provide marketing execs with a unique opportunity for community outreach. His program gets strong, positive coverage in the local press.

Mr. Reynolds will speak to hospital staff and community members on the state of tobacco control in your State, and he has also helped launch new smokefree campus policies for several health care systems.

Hospitals often add a talk at a middle or high school, with support from local health departments. In sum, this polished speaker is a media draw, and his program will build strong community goodwill for your hospital.
Mr. Reynolds and his group released an acclaimed educational video, *The Truth About Tobacco*, which has now been purchased by over 10,000 schools, hospitals and health departments. Illustrated with award-winning TV spots, film clips and anti-smoking graphics, the DVD includes sections of a live talk Patrick gave to 1,000 ninth graders. Reynolds sends an empowering message to teens about cigarette advertising, and the addictiveness of nicotine. It closes with Mr. Reynolds’ unique initiation for youth, and his inspirational message of hope for the future, which he feels is needed in a time of uncertainty about the future. “If teens believe they have a good future, they will be less likely to smoke or use drugs, and more motivated to hold on to their health,” says Reynolds.

In April, 2009, the Health Minister of Greece invited Mr. Reynolds to Athens to speak at the launch of Greece’s Anti-Smoking Campaign. There was strong national Greek news coverage, and Mr. Reynolds was profiled by most Greek media outlets. His Foundation is now contacting Health Ministers in China, Russia, India, and the Middle East, to take the message to those nations.

In March, 2009, Mr. Reynolds met in Washington DC with Rep. Henry Waxman to offer his support for FDA regulation of tobacco, which is now law.
“Patrick Reynolds’ visit to Ashland was an extraordinary success and an excellent community outreach for our hospital, with front page news coverage. His emotional and poignant presentation to the students drew their attention to the issue of underage smoking. During his visit, not only did he impact hundreds of junior high students, the age at which tobacco addiction begins, but his complimentary adult meet-n-greet events also helped him to spread the word to our community about Ohio’s state of tobacco control. He helped us to know what we as adults, community leaders, and health providers can do to make a difference in our community. We hope to have him back, and highly recommend this outreach program to other hospitals.”

Erin Al-Mehairi, Manager of Marketing and Public Relations, Samaritan Regional Health System, Ashland OH

“We’re privileged to have Patrick Reynolds speak about his personal experiences with tobacco on the occasion of our new Tobacco-free Campus initiative, especially on such an important day for us.”

Erica Cline, Spokesperson, University Health Care System, Augusta GA

“Here in suburban Chicago, three hospitals joined together with the county health department to co-sponsor this excellent community outreach. Hospital marketing executives were thrilled with the positive front page news coverage. Health department staff coordinated the schools at which Mr. Reynolds spoke, and his evening presentation for community members was also a great success. Over his five days of talks here, Mr. Reynolds received near universal praise from students and staff. I wholeheartedly recommend this extraordinary speaker and his program. This was a truly outstanding community event.”

Jessica Gerdes, RN, MS, NCSN, School Health Consultant, DuPage County (IL)
We got an excellent front page story and terrific TV coverage. His presentations were beyond my expectations. I am extremely pleased!

Jeff Barber, President & CEO, North Mississippi Health Services, Tupelo, MS

What terrific media coverage! Patrick Reynolds was a dynamic speaker, and was invaluable in helping us reach our goal of promoting healthy lifestyle choices in our community. We want to have him back.

Kathy Busch, St. Francis Hospital and Medical Center, Topeka, KS

Patrick Reynolds is very effective in driving home the message to our medical professionals, the importance -- and logic -- in tobacco education and prevention for our youth. His message is powerful and passionate. He connects with youth, removing the smoke screen, and tells them to the truth about tobacco products.

Carol Reeves, Director, Greenville Family Partnership, Greenville, SC

Tobacco-free advocate Patrick Reynolds, grandson of the tobacco company founder R.J. Reynolds, denounced the tobacco industry in Congress after smoking killed his father. Hospitals may want to consider sponsoring one of his talks on their campuses as a program for community outreach, or to launch a new tobacco-free campus policy. He received positive news coverage when he spoke at six Ohio middle schools sponsored by Fisher-Titus Medical Center in Norwalk, Samaritan Regional Health System in Ashland and Mercy Hospital of Willard. For more information, call Smokefree America.

Ohio Hospital Association, Bulletin to Administrative and Public Relations staff