



# The Foundation for a Smokefree America

PO Box 492028 · Los Angeles, CA 90049-8028

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For immediate release

Contact: Lupe Lopez  
(310) 471-0303

## Item in the Ohio Hospital Association's October newsletter

**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 at (310) 471-0303.

## He's Bringing the Smokefree Message to the USA

This well-known American's program is now providing hospital public relations teams with a unique opportunity for a successful community outreach. Patrick Reynolds is a grandson of the tobacco company founder R.J. Reynolds, but he spoke out against the tobacco industry in Congress after smoking killed his father.

Reynolds' hospital-sponsored appearances have been well attended by local press, whether at on-campus events launching a new smokefree policy, or at local middle schools, high schools, and colleges. Hospital public relations staff have been consistently pleased with the positive newspaper and TV coverage of this outreach program. *For verification, see [www.tobaccofree.org/news/](http://www.tobaccofree.org/news/)*

When he's not debating a current tobacco story on Fox News Channel or MSNBC, Reynolds crisscrosses the nation campaigning for State assembly bills and ballot measures aimed at strengthening existing smoking bans or raising cigarette taxes. *For verification, see links to letters from political campaign managers at the top of [www.anti-smoking.org/support/](http://www.anti-smoking.org/support/) and [www.tobaccofree.org/news/](http://www.tobaccofree.org/news/)*

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Is Patrick welcome at his tobacco family gatherings back in North Carolina? "Not always," he admits. "My brothers and I agreed to disagree. But it feels great to do the right thing."

Over the years, Patrick has presented his powerful motivational talks to over 150,000 teens and adults. In February 2008, three Ohio hospitals, Fisher Titus in Norwalk, Samaritan Regional Health System in Ashland, and Mercy of Willard in Willard, joined forces to sponsor talks by Mr. Reynolds at six middle schools. There was positive press coverage in each city. It was a successful outreach program which reached not only the entire community, but directly impacted the lives of thousands of middle school students.

"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," said Erin Al-Mehairi, Manager of Marketing and Public Relations at Samaritan Regional Health System. "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, by continually educating about the dangers of tobacco use and advocating for a smokefree environment. We hope to have him back, and highly recommend this outreach program to other hospitals." *For verification, contact Erin Al-Mehairi at (419) 207-7890, office*

On the eve of the Great American Smokeout, November 19, Patrick will give three talks in the morning at Milton High School in Milton, GA, near Atlanta. Contact Deborah Lanham, (770)377-5266 or Kim Mirabella, (770)740-7000 x143

On Great American Smokeout Day, Nov. 20, Mr. Reynolds will help University Health Care System in Augusta, GA, launch its Tobacco-free Campus initiative. "We're privileged to have Patrick Reynolds speak at University Hospital about his personal experiences with tobacco, especially on such an important day for us, as well as for all Americans who are trying to quit smoking," said Erica Cline, University Health Care System spokeswoman. Contact Cheryl Wheeler, University Health Care System, Office (706) 774-8094 Cell (706) 267-2287

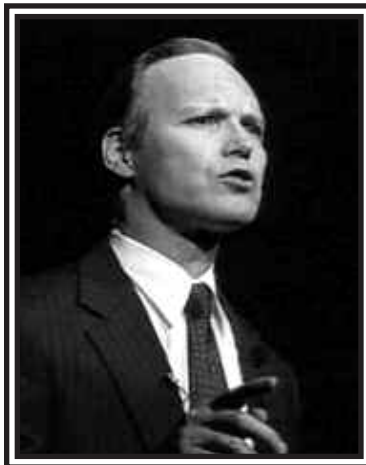
Jessica Gerdes, a school health consultant in DuPage County, Illinois said, "Here in suburban Chicago, three hospitals joined together with the health department to co-sponsor this excellent community outreach. Hospital marketing executives were thrilled with the positive front page news coverage. His talks in our middle and high schools, and his evening presentation for community members, were a tremendous success." *For verification, contact Jessica Gerdes at (919) 707-5667, office*

Mr. Reynolds and his group have recently released an acclaimed educational video for families, *A Talk With Your Kids About Smoking*. 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. In it he 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. His earlier video for schools, *The Truth About Tobacco*, won much acclaim from educators, and has now been purchased by over 10,000 schools and health departments.

"Patrick Reynolds is one of the nation's most influential advocates of a smokefree America," said former US Surgeon General C. Everett Koop in 2003. "His testimony is invaluable to our society." The mission of the non-profit group Reynolds founded in Los Angeles, *The Foundation for a Smokefree America*, is to motivate youth to remain tobaccofree, and to empower smokers to quit successfully.

Patrick Reynolds has helped remind millions of people around the world of the dangers of smoking. Hospitals who bring him to their communities to speak in middle schools and on their campuses have a unique opportunity for a powerful outreach to the community. For more information visit [www.Tobaccofree.org](http://www.Tobaccofree.org) or call (800) 541-7741.

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[www.tobaccofree.org/photos](http://www.tobaccofree.org/photos)

# What Hospitals Are Saying

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. Tobacco control staff in the health department made their job easier by handling all the details with the schools at which Mr. Reynolds spoke. His evening presentation for community members was also a great success. Over his five days of talks in schools, Mr. Reynolds gave youth here a motivating and informative health lesson, through his professional and dramatic story-telling, and his use of powerful overheads. His talk followed CDC-guidelines. I wholeheartedly recommend this extraordinary speaker and his program. In each of the nine schools he visited, he received near universal praise from students and staff. This was a truly outstanding program and community event.

*Jessica Gerdes, RN, MS, NCSN, School Health Consultant, DuPage County (IL)*

Patrick Reynolds' visit here was an extraordinary success and an excellent community outreach for our hospital, with front page news coverage. His presentations were emotional and poignant. 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 the state of tobacco control in Ohio. 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, Marketing and Public Relations, Samaritan Health System, Ashland, OH*

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*

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*

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*