



FOR IMMEDIATE RELEASE
September 1, 2011

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Beacon Therapeutic helps clients, staff “call it quits”
Smoke-Free workplace policies to be implemented at all Beacon locations

CHICAGO – Beacon Therapeutic, a non-profit organization dedicated to empowering at-risk children and families in Chicago, is helping its staff and clients “call it quits” when it comes to cigarettes and tobacco use. Through its partnership with the Chicago Tobacco Prevention Project, an effort led by the Chicago Department of Public Health and Respiratory Health Association of Metropolitan Chicago, all four of Beacon Therapeutic’s locations will be going smoke-free effective September 1, 2011.

“Tobacco use is the leading cause of preventable death in the United States. With the implementation of our smoke-free campuses policy, we can provide a healthier environment. Overall, we have received extremely positive responses from our clients and staff,” said Susan Reyna-Guerrero, president and CEO of Beacon Therapeutic.

The new smoke-free policy prohibits staff, clients and visitors from smoking on all Beacon Therapeutic owned property. To support this transition, Beacon began communicating the new policy months in advance and encouraged staff and clients who smoke to seek smoking cessation services.

In addition to its new smoke-free campus policy, Beacon Therapeutic also offers Courage to Quit, an adult smoking cessation program, to help its clients and staff reach their smoke-free goals. Courage to Quit is based on the work of Dr. Andrea King, a University of Chicago psychologist, and provides information, support and practice skills to class participants.

“The adoption of smoke free policies is a key strategy in Healthy Chicago, our new city-wide public health agenda,” said Bechara Choucair M.D., commissioner of the Chicago Department of Public Health. “Smoke-free policies are among the most effective strategies to reduce smoking and particularly effective in encouraging smoking cessation among vulnerable populations. We commend Beacon Therapeutic for its leadership in helping our city reach its goal of becoming the healthiest city in the nation.”

For more information on Beacon Therapeutic, please visit www.beacon-therapeutic.org.

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About Beacon Therapeutic Diagnostic and Treatment Center: Throughout the years, Beacon’s mission remains constant, “Empowering children and families by providing accredited educational, mental health and social services.” Founded in 1968 as



a Therapeutic Day School, Beacon is now a multi-service site organization with three core programs: Therapeutic Day Schools (elementary and junior/senior high school); Homeless Outreach Services; and Mental Health Outpatient Services. Beacon is accredited by The Joint Commission and AdvancED, approved by the Bureau of Accreditation (IDHS) and licensed by the Illinois State Board of Education. For more information visit www.beacon-therapeutic.org.

About the Chicago Tobacco Prevention Project: As the delegate agency for the Chicago Department of Public Health, Respiratory Health Association of Metropolitan Chicago oversees the Chicago Tobacco Prevention Project. Funded by a grant from the Centers for Disease Control, the comprehensive program includes hard-hitting media, outreach to vulnerable population groups, and policy efforts that reduce exposure to secondhand smoke. For more, visit www.lungchicago.org/ctpp.