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## **Northeast Hospital Corporation Launches Tobacco-Free Initiative**

*Program part of Innovative Healthy Hospital Initiative at Beverly Hospital, Addison Gilbert Hospital, BayRidge Hospital, and Beverly Hospital at Danvers*

**(Beverly, MA) October 5<sup>th</sup>, 2010** – Northeast Hospital Corporation (NHC) today launched a new tobacco-free initiative, a major component of its healthy hospital initiative. In 2000, NHC hospitals went smoke free, and under this new policy, smoking or tobacco use of any kind are not permitted on any hospital property, including in cars, campus parking lots and garages.

The policy applies to all employees, physicians, visitors, patients, contractors, vendors and tenants, and will be implemented across all campuses, including Beverly Hospital, Addison Gilbert Hospital, BayRidge Hospital, and Beverly Hospital at Danvers. The expansion of the earlier smoke-free policy is part of NHC's healthy hospital initiative, which includes initiatives such as enhanced recycling programs and the removal of soda products from hospital cafeterias.

“We are excited to launch this new tobacco-free initiative, which supports our mission to promote good health among employees, patients and our community,” said Cynthia Cafasso Donaldson, Vice President of Ancillary Services at Northeast Hospital Corporation. “Tobacco use in and around hospitals can pose serious health risks, as the scientific evidence about the dangers of second and third hand smoke is very clear.

Secondhand smoke can cause premature death and serious disease – secondhand smoke kills about 46,000 non-smoking children and adults every year. Scientific evidence has also demonstrated the health risks associated with third-hand smoke, which is defined as tobacco smoke particle residue that can attach to clothes and other surfaces and eventually in human lungs.

Upon hospital admission, patients are encouraged to notify staff if they use tobacco products. Nicotine replacement products are available to help those in need. NHC also offers a variety of programs and resources for those looking to quit smoking, including smoking cessation classes through the Lifestyle Management Institute. Those looking to quit are encouraged to discuss options with their physicians.

According to the Centers for Disease Control and Prevention, tobacco use is the single most preventable cause of death in the United States. More than 815,000 individuals or 16 percent of adults in the Commonwealth smoke cigarettes – ranking it 41<sup>st</sup> in the nation for number of cigarette smokers.

For more information, visit [www.BeverlyHospital.org](http://www.BeverlyHospital.org)

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