



FOR IMMEDIATE RELEASE

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EAST HOUSE RECOGNIZED FOR TOBACCO CONTROL

East House has received an award in recognition of tobacco control efforts from the Smoking and Health Action Coalition of Monroe County (SHAC.) In fact, the award recognized East House for helping the Coalition to grow. Abby Brown and Judy Lombard-Newell of East House's Independent Living Program, received the award at the SHAC breakfast celebration on June 5, 2009. SHAC is a community partnership that works with local businesses and community leaders to implement effective tobacco control policies that restrict the use, availability and promotion of tobacco products.

East House, which serves people recovering from mental illness and chemical dependency, will enact a new Tobacco Policy this Fall, which prohibits tobacco use in each of the organization's nine group homes and five offices. The agency will also offer assistance to individuals in ceasing tobacco use, including counseling as well as developing a peer-led program and a wellness program. The peer-led program has been formed in collaboration with the Mental Health Association of Rochester.

East House is a private, non-profit rehabilitation agency that provides residential, rehabilitation and support services to individuals recovering from mental illness and/or chemical dependency. East House serves more than 1,000 clients and their families each year and is funded by New York State, Monroe County, United Way, client fees and private donations. For more information, call (585) 256-3800, ext. 213.

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