



Phoenix House
Rising Above Addiction



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AMERICAN LEGACY FOUNDATION'S CHERYL HEALTON, Dr.P.H. JOINS PHOENIX HOUSE FOUNDATION BOARD OF DIRECTORS

Legacy's™ Cheryl G. Healton, DrPH, Joins Phoenix House Foundation Board of Directors

New York, NY, July 21, 2010 – Cheryl G. Healton, Doctor of Public Health, President and Chief Executive Officer of Legacy, has joined the board of directors of the Phoenix House Foundation, the nation's leading non-profit provider of substance prevention and treatment services.

“It is with tremendous pleasure that we welcome Dr. Cheryl Healton, a highly respected public health researcher and advocate, to the Phoenix House Foundation board,” says board chairman Jeffery A. McDermott. “She will be a tremendous asset in achieving our mission of strengthening families and communities affected by substance abuse.”

“Throughout my public health career and through my studies and work regarding addiction, I have long been an admirer of Phoenix House's efficacy in providing a patient-centered, residential approach to tackling substance abuse,” said Dr. Healton. “It will be an honor to

share the knowledge I have gained about addiction through our work at Legacy, with other members of Phoenix's board and staff. Phoenix House continues to be an innovative leader, and I look forward to helping Phoenix House advance its critical mission."

For the past decade, Dr. Healton has headed Legacy, a national public health foundation devoted to keeping young people from smoking and helping all smokers quit. As the founding CEO, she has guided the highly acclaimed, national youth tobacco prevention counter-marketing campaign, truth®. According to a study in the *American Journal of Public Health*, the truth campaign was directly responsible for keeping 450,000 teens from starting to smoke during its first four years. A Johns Hopkins University study also found the campaign not only paid for itself in its first two years, but also saved between \$1.9 and \$5.4 billion in medical care costs to society.

Dr. Healton, who struggled herself with tobacco addiction for nearly 25 years, lost her mother and several close relatives to tobacco-related disease. Her first-hand understanding of addiction has driven her passion to find real-world solutions to smoking cessation. She has helped Legacy spearhead a national coalition of public and private organizations—the National Alliance for Tobacco Cessation—to launch the first-ever national smoking cessation campaign since the Fairness Doctrine.

As founder of the Center for Applied Public Health at Columbia University, Healton was determined to bridge the gap between science and its real world applications on a timely basis. At Columbia, she brought an interdisciplinary approach to tobacco control and prevention, developing innovative grants linking academic researchers to public health practitioners. She led grant-funded projects for the Centers for Disease Control and Prevention (CDC) to study the effects of marketing and counter-marketing on youth tobacco use; developed a series of prevention partnerships linking public health researchers with New York State tobacco-health

policymakers; and evaluated intervention programs for the state's largest youth tobacco prevention program.

Among other honors, Dr. Healton received the Secretary of HHS award for Innovation in Public Health for her work to reduce prenatal transmission of HIV through rapid dissemination of culturally tailored education to increase use of medical therapy in pregnancy. She also received the Social Justice Award from the State of Hawaii and the American Lung Association's Life and Breath Award in 2003. Most recently, Dr. Healton was named a Donald A. Berreth Lecturer by the National Public Health Information Coalition and was the recipient of the Troy R. Westmeyer Distinguished Alumnus/Alumna Award from New York University in 2008. Dr. Healton holds a doctorate with distinction from Columbia University's School of Public Health and a master's degree in Public Administration from New York University in Health Policy and Planning.

About Phoenix House

Phoenix House is the nation's leading non-profit provider of substance abuse treatment and prevention services, serving more than 5,300 men, women (including women and children), and teens each day at more than 120 programs in 10 states—California, Connecticut, Florida, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Texas, and Vermont. For more information, visit www.phoenixhouse.org.

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