



# LOUISIANA HOSPITAL ASSOCIATION

JOHN A. MATESSINO  
PRESIDENT & CEO

9521 BROOKLINE AVENUE ♦ BATON ROUGE, LOUISIANA 70809-1431  
(225) 928-0026 ♦ FAX (225) 923-1004 ♦ [www.lhaonline.org](http://www.lhaonline.org)

**FOR IMMEDIATE RELEASE**  
**January 30, 2013**

## **LOUISIANA HOSPITALS LAUNCH STATEWIDE SMOKING CESSATION INITIATIVE**

Baton Rouge, LA – On Jan. 25, the Louisiana Hospital Association (LHA) launched the second phase of its Smart Choices, Better Health Hospital Campaign, a hospital workplace wellness initiative. While hospitals continue to work on implementing phase one of the campaign, which focuses on healthy eating, exercise and weight loss, they will begin strategically planning for phase two, which focuses on smoking cessation.

“Our patients trust the physicians and nurses who treat them every day. It is important that while we are taking care of patients, we are also teaching them ways to be healthier,” said Kathy Bobbs, president and CEO of Regional Health System of Acadiana in Lafayette and LHA board chair. “One way is to lead by example, and that’s why hospitals are committed to this initiative.”

Hospital CEOs throughout the state appointed Campaign Champions who attended an orientation in Baton Rouge. These representatives were given the training and resources needed to help employees and the public quit smoking and to help their hospitals become tobacco-free campuses, if they are not already.

“Hospital wellness teams are encouraged to incorporate tools and resources from the orientation into their hospital-specific worksite wellness action plans to help improve the health of their employees and communities,” said John Matessino, LHA president and CEO. “Smoking and obesity lead to other serious chronic illnesses and cost the state and taxpayers billions of dollars every year.”

The Louisiana Department of Health and Hospitals’ Tobacco Control Program and the Louisiana Campaign for Tobacco-Free Living (TFL) provided resources for hospitals to use in the planning and implementation of their programs.

“As healthcare professionals, we should lead by example in owning our own health, and discouraging tobacco use is key to helping people quit and preventing many future diseases, chronic conditions and diminished quality of life,” said Louisiana Department of Health and Hospitals Secretary Bruce D. Greenstein. “We were proud to become the first 100 percent tobacco-free state agency last year, and I am pleased to see hospitals around the state joining in this important effort to encourage others to kick the habit.”

“TFL’s partnership with the state’s Tobacco Control Program and the LHA is a great step forward for Louisiana,” said Tonia Moore, associate director for TFL. “Together, we can help ensure that healthcare providers have the additional resources and tools they need to help patients quit smoking, successfully. Cessation tools, or Quit Smoking Resources, are available by calling 1-800-Quit-Now or by visiting the Smoking Cessation Trust website at [www.smokingcessationtrust.org](http://www.smokingcessationtrust.org).”

Since 2012, over 100 hospitals in Louisiana have joined the Smart Choices, Better Health Hospital Campaign. To learn more about the campaign, visit [www.SmartChoicesBetterHealth.org](http://www.SmartChoicesBetterHealth.org).

## About the Louisiana Hospital Association

Established in 1926, the Louisiana Hospital Association is a non-profit organization representing hospitals and healthcare provider groups across the state. The mission of the LHA is to support its members through advocacy, education and services. For more information, please visit the LHA website at [www.lhaonline.org](http://www.lhaonline.org).

###

Note: See list below for hospitals participating in the Smart Choices, Better Health Hospital Campaign.

### CONTACT:

Michelle Clement, APR

Associate Vice President of Communications & Public Relations

Phone: (225) 928-0026 E-mail: [mclement@lhaonline.org](mailto:mclement@lhaonline.org)

### Hospitals participating in the Smart Choices, Better Health<sup>SM</sup> Hospital Campaign:

1. Abbeville General Hospital, Abbeville
2. Acadiana Management Group, LLC, Lafayette
3. Acadia-St. Landry Hospital, Church Point
4. Allegiance Health Center of Ruston, Ruston
5. AMG Specialty Hospital - Denham Springs
6. AMG Specialty Hospital - Feliciana
7. AMG Specialty Hospital - Lafayette
8. AMG Specialty Hospital - Slidell
9. Ascension Gonzales Rehabilitation Hospital, Gonzales
10. Assumption Community Hospital, Napoleonville
11. Avoyelles Hospital, Marksville
12. Baton Rouge General Medical Center - Bluebonnet, Baton Rouge
13. Baton Rouge General Medical Center - Midcity, Baton Rouge
14. Baton Rouge Rehabilitation Hospital, Baton Rouge
15. Beauregard Memorial Hospital, Deridder
16. Bienville Medical Center, Arcadia
17. Bunkie General Hospital, Bunkie
18. Byrd Regional Hospital, Leesville
19. CHRISTUS Coushatta Health Care Center, Coushatta
20. CHRISTUS St. Frances Cabrini Hospital, Alexandria
21. CHRISTUS St. Patrick Hospital, Lake Charles
22. CHRISTUS Schumpert St. Mary Place, Shreveport
23. CHRISTUS Schumpert Highland, Shreveport
24. Citizens Medical Center, Columbia
25. Cornerstone Hospital of Bossier City, Bossier City
26. Cornerstone Hospital of Southwest Louisiana, Sulphur
27. Cypress Pointe Surgical Hospital, Hammond
28. Dauterive Hospital, New Iberia
29. DeSoto Regional Health System, Mansfield
30. Doctor's Hospital at Deer Creek, Leesville
31. East Carroll Parish Hospital, Lake Providence
32. East Jefferson General Hospital, Metairie
33. Franklin Foundation Hospital, Franklin
34. Franklin Medical Center, Winnsboro
35. Greenbrier Hospital, Covington
36. Hardtner Medical Center, Olla
37. Heart Hospital of Lafayette, Lafayette
38. Homer Memorial Hospital, Homer
39. IASIS Glenwood Regional Medical Center, West Monroe
40. Jennings American Legion Hospital, Jennings
41. Lady of the Sea General Hospital, Cut Off
42. Lafayette General Medical Center, Lafayette
43. Lafayette General Surgical Hospital, Lafayette
44. Lafayette Physical Rehabilitation Hospital, Lafayette
45. Lafayette Surgical Specialty Hospital, Lafayette
46. Lake Charles Memorial Hospital, Lake Charles
47. Lakeview Regional Medical Center, Covington

48. Lane Regional Medical Center, Zachary
49. LaSalle General Hospital, Jena
50. Leonard J. Chabert Medical Center, Houma
51. Louisiana Medical Center & Heart Hospital, Lacombe
52. Madison Parish Hospital, Tallulah
53. Minden Medical Center, Minden
54. Morehouse General Hospital, Bastrop
55. Natchitoches Regional Medical Center, Natchitoches
56. North Oaks Health System, Hammond
57. North Oaks Rehabilitation Hospital, Hammond
58. Oakdale Community Hospital, Oakdale
59. Oceans Behavioral Hospital of Broussard, Broussard
60. Ochsner Baptist Medical Center, New Orleans
61. Ochsner Medical Center-Baton Rouge, Baton Rouge
62. Ochsner Medical Center, New Orleans
63. Ochsner Medical Center-Elmwood, Harahan
64. Ochsner Medical Center-Kenner, Kenner
65. Ochsner Medical Center-North Shore, Slidell
66. Ochsner Medical Center-West Bank, Gretna
67. Ochsner-St. Anne General Hospital, Raceland
68. Opelousas General Health System, Opelousas
69. Our Lady of Lourdes Regional Medical Center, Lafayette
70. Our Lady of the Lake Regional Medical Center, Baton Rouge
71. P & S Surgical Hospital, Monroe
72. Park Place Surgical Hospital, Lafayette
73. Pointe Coupee General Hospital, New Roads
74. Promise Hospital Baton Rouge, Baton Rouge
75. Promise Hospital of Miss-Lou, Vidalia
76. Rapides Regional Medical Center, Alexandria
77. Regional Medical Center of Acadiana, Lafayette
78. Richardson Medical Center, Rayville
79. Richland Parish Hospital – Delhi, Delhi
80. River Oaks Hospital, New Orleans
81. River Parishes Hospital, La Place
82. Riverland Medical Center, Ferriday
83. Riverside Medical Center, Franklinton
84. Sabine Medical Center, Many
85. Shriners Hospitals for Children-Shreveport, Shreveport
86. Specialty Rehabilitation Hospital of Luling, Luling
87. Springhill Medical Center, Springhill
88. St. Elizabeth Hospital, Gonzales
89. St. Francis Medical Center, Monroe
90. St. Francis Medical Center (North Campus), Monroe
91. St. James Parish Hospital, Litcher
92. St. Martin Hospital, Breaux Bridge
93. St. Patrick's Psychiatric Hospital, Monroe
94. St. Tammany Parish Hospital, Covington
95. Teche Regional Medical Center, Morgan City
96. Terrebonne General Medical Center, Houma
97. The NeuroMedical Center Surgical Hospital, Baton Rouge
98. Thibodaux Regional Medical Center, Thibodaux
99. Tulane Medical Center, New Orleans
100. Tulane – Lakeside Hospital, Metairie
101. Union General Hospital, Farmerville
102. United Medical Rehabilitation Hospital, Hammond
103. West Calcasieu Cameron Hospital, Sulphur
104. West Feliciana Parish Hospital
105. West Jefferson Medical Center, Marrero
106. WK Bossier Health Center, Bossier City
107. WK Pierremont Health Center, Shreveport
108. Willis-Knighton Medical Center, Shreveport
109. Willis-Knighton South & Center for Women's Health, Shreveport
110. Winn Parish Medical Center, Winnfield
111. Woman's Hospital, Baton Rouge
112. Women & Children's Hospital, Lake Charles
113. Women's & Children's Hospital, a Campus of The Regional Medical Center of Acadiana, Lafayette