

San Rafael Police Captain, City Council Members & Bayside Marin Celebrate Alcohol Awareness Month with Special Event

The Bay Area's preeminent addiction treatment center, Bayside Marin, celebrated Alcohol Awareness Month with a special event to recognize the expansion of its outpatient treatment program with San Rafael Police Captain Jeff Franzini, San Rafael Vice Mayor Greg Brockbank, and City Council Members Damon Connolly and Marc Levine on Tuesday, April 19, 2011.

The event included Bayside Marin staff, community members and addiction treatment professionals. Attendees heard from Bayside's clinicians about the program's expanded programming and renewed focus on healing the brain from the damage of alcohol and drugs. A proclamation from San Rafael Mayor Albert Boro was presented and refreshments were served.

"We are delighted to celebrate Alcohol Awareness Month with the expansion of our outpatient treatment program," said Bayside Marin's newly appointed Executive Director, Joe Tinervin. "This special event gave us a chance to acknowledge the problem of alcoholism while also underscoring the availability of treatment for individuals."

Alcohol Awareness Month is sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD). Since the awareness month's founding in 1987, NCADD has encouraged communities "to reach out to the American public with information about alcohol and alcoholism as a chronic, progressive disease, fatal if untreated, and genetically predisposed."

According to a 2009 report by the Substance Abuse and Mental Health Services Administration (SAMHSA), nearly 6 million Californians reported binge alcohol use within the past month, the highest number in the country. "Tragically, a huge gap exists between those who have an alcohol use problem and those who recognize the problem and accept the need for treatment," reports SAMHSA.

Bayside Marin staff were on-hand at the event to answer questions about alcoholism and treatment options.

"The event was a big success," said Cathy Kohs, Marketing and Community Outreach Representative for Bayside. "There were 45 people in attendance, plenty of time for professional colleagues to network, lots of conversation and exchanging of information; we were excited by the outcome and encouraged by the comments we heard from others."

She added: "Our city council seemed to enjoy themselves as well. I think it's a good beginning for building new relationships with our local city."

Janet Janssen, also a Marketing and Community Outreach Representative for Bayside, handled outreach efforts to the local officials and was grateful for the reception she received. "When I contacted the local city officials and police department their responses were immediate and supportive," she said. "While attending this event, all expressed their appreciation that the city of San Rafael has a local treatment program in their backyard."

Bayside Marin is an accredited 18-bed residential chemical dependency and dual diagnosis treatment program that also offers outpatient services. Bayside is uniquely positioned to provide its clients with an individualized program that blends a world-class, peaceful, private environment with a solid, evidence-based program, preparing clients for their next step in the recovery process. For more information, visit www.baysidemarin.com.

Bayside Marin is a member of CRC Health Group, the most comprehensive network of specialized behavioral care services in the nation. CRC offers the largest array of personalized treatment options, allowing individuals, families and professionals to choose the most appropriate treatment setting for their behavioral, addiction, weight management and therapeutic education

needs. CRC is committed to making its services widely and easily available, while maintaining a passion for delivering advanced treatment. Since 1995, CRC has been helping individuals and families reclaim and enrich their lives. For more information, visit www.crchealth.com or call (877) 637-6237.

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