



## **BEECH ACRES CEO HONORED FOR MENTAL HEALTH ADVOCACY**

**Cincinnati, Ohio** – Jim Mason, president and CEO of Beech Acres Parenting Center in Anderson Township, has been recognized by the National Alliance on Mental Illness (NAMI) for a career of advocacy on behalf of people with mental illness and their families.

Mason has worked with Beech Acres Parenting Center for 40 years, with an enduring focus on strengthening families so children can achieve their unique potential. A major component of his work has been to push for mainstream awareness and a reduced stigma about mental health and well-being.

“Jim’s leadership in the mental health field has had an enormous impact on hundreds of thousands of children and families who have benefitted from his work,” said Jeff Mitchell, board president, NAMI Southwest Ohio. “He has brought innovative thinking and a collaborative approach that continue to inspire those of us who have been eagerly embracing his ideas for many years.”

Mason has chosen to concentrate his efforts on the whole child within his or her natural environment, so he worked with other community leaders to create coalitions and networks designed to improve service quality for children and families. The innovative Beech Acres Creative Connections program became an early example of a program with wrap-around services becoming available to kids who had complex mental health needs.

The National Alliance on Mental Illness (NAMI) of Southwest Ohio is a grassroots education, support and advocacy organization dedicated to improving the lives of families and individuals affected by mental illness through education, support and advocacy. Mason’s honor came during the annual NAMI Evening of Hope benefit in Cincinnati in October.

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### **About Beech Acres:**

*At Beech Acres Parenting Center, we uncover the natural gifts of children by unleashing the power of parents and caregivers. As a contemporary parenting center, BAPC serves over 17,000 people annually through a wide range of services including foster care, kinship care, adoption, behavioral health support in schools, parent coaching and much more. All of our programs are founded in our Natural Strength Parenting™ framework which enables parents to unlock their own potential by building on their unique strengths. For more information, visit [www.beechacres.org](http://www.beechacres.org).*

Media Contact:  
Peter Osborne  
Mower agency  
513-639-7455  
[posborne@mower.com](mailto:posborne@mower.com)