

First Lady Mary Pat Christie Names Tricia Baker of Attitudes in Reverse as 6th New Jersey Hero of 2015

Wednesday, September 30, 2015 Tags: [First Lady](#)



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Co-Founder of Mercer-Based Organization Honored for Work on Mental Health and Suicide Prevention Awareness



Trenton, NJ – First Lady Mary Pat Christie today announced that Tricia Baker, co-founder of Attitudes in Reverse, has been named the 6th New Jersey Hero of 2015 and 37th Hero overall. Baker was one of three New Jerseyans nominated for their efforts to raise understanding of mental health issues and suicide prevention. Lynn Snyder of Common Ground Grief Center in Manasquan and Maureen Underwood of The Society for the Prevention of Teen Suicide, Inc. in Freehold also were September New Jersey Heroes candidates.

"The issue of suicide and mental illness is never an easy topic for discussion," said First Lady Mary Pat Christie. "After experiencing the loss of her son, Tricia recognized the need to start a real dialogue and change the conversation. Through myriad programs designed to educate and change mindsets, Attitudes in Reverse is saving lives. I am proud to name Tricia as our September New Jersey Hero."

Attitudes In Reverse (AIR), a 100% volunteer driven organization, works to improve the quality of life for people living with mental health issues and to end youth suicide through education and therapy dogs. In five years, Attitudes In Reverse has educated more than 20,000 students in New Jersey, New York and Vermont by teaching young people the signs and symptoms of mental health disorders and

assuring them that no one should ever be embarrassed or afraid to seek treatment.

"Receiving the New Jersey Hero award is an incredible honor. We at Attitudes In Reverse® (AIR™) are grateful to First Lady Mary Pat Christie for a program that recognizes the people of NJ whose life's purpose is to help others," said Tricia Baker. "We are very appreciative of our AIR Heroes, from across the globe, who understand AIR's mission of saving young lives, and showed their support by voting. The recognition AIR™ receives from the New Jersey Heroes honor, will allow us to reach more students with our life saving message of hope and healing."

Seeing the healing benefit provided by therapy dogs, Tricia launched the AIR Dogs: Paws for Minds™ program. She and a team of trained volunteers find dogs in need of homes and place them as emotional support dogs with people who have mental health challenges. AIR also has traveling exhibit entitled IN THEIR SHOES™, which is comprised of 232 pairs of shoes, each representing New Jersey youth who lost hope and ended their life by suicide. The mission of the exhibit is two-fold: First, to let people know that there are others who share the same struggles. Second, to increase understanding, empathy and kindness among those who have no idea how hard life can be living with a mental health disorder.

To learn more about Attitudes in Reverse, visit: <http://www.attitudesinreverse.org/>.

This is the fourth New Jersey Hero determined by the public via an online poll posted to the New Jersey Heroes website. There were more than 11,000 votes cast overall for September's New Jersey Heroes candidates.

New Jersey Heroes is an initiative First Lady Mary Pat Christie began in 2010 to showcase the positive and unique ways people and organizations are impacting New Jersey and their communities. To nominate a hero, go to newjerseyheroes.org and follow the application instructions to submit the person you believe is a true New Jersey Hero.

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