



N.C. STEP launches 4th “No Spit” All-Stars campaign for football

Campaign honors best high school football players who have pledged not to use spit tobacco

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CANTON, N.C. – The North Carolina Spit Tobacco Education Program (N.C. STEP) is proud to announce the launch of the 4th Annual N.C. STEP “No Spit” All-Stars campaign for football. The campaign honors the state’s best high school football players who have pledged not to use spit or smokeless tobacco – on or off the field!

N.C. STEP has honored three “No Spit” All-Stars of the Year for football, including: Madison’s Dalton Ledbetter (2010); Jack Britt’s Eric Johnson (2009); and Mt. Pleasant’s Evan Seymour (2008).

Coaches, parents, and fans can nominate any player for the N.C. STEP “No Spit” All-Star of the Week. To be eligible for the weekly award, the student-athlete must pledge not to use tobacco, understanding that spit/smokeless tobacco does not mean harmless. Spit/smokeless tobacco contains more than 28 cancer-causing agents. These cancer-causing agents are present in cigarettes, cigars, smoke, and all forms of smokeless tobacco, including spit, snuff, and chew. Student-athletes from across the state can download the N.C. STEP “No Spit” All-Stars pledge online at www.TheSportsFlash.com.

In the Oral Health America 2006 Spit Tobacco Report Card, the nation received a “D” for the use of spit tobacco. That means between 12 to 20 percent of all high school males in the country have used spit tobacco in the last 30 days. This campaign is designed to educate young people in North Carolina about the dangers of spit tobacco and reinforce the healthy, lifestyle choice not to use tobacco products, especially spit tobacco.

N.C. STEP is an effort design to educate North Carolinians about the dangers of spit tobacco. Each year, between 10 to 16 million Americans put their health at risk by using spit tobacco. N.C. STEP’s mission is to prevent people, especially young people, from starting to use spit tobacco. For more information about N.C. STEP, contact Paul Turner at (828) 648-1211.

Tobacco.Reality.Unfiltered, commonly known as TRU, is North Carolina’s first-ever statewide youth tobacco prevention multi-media campaign that uses testimonials of real North Carolina teens as well as hard-hitting facts to dissuade young people from using tobacco. This grassroots initiative includes the TRU media campaign, a college tobacco prevention initiative and a grant program with grants covering every county in the state.

“The Sports Flash” (TSF) Radio Network delivers customized, local sports reports to 190 network affiliates in 13 different states, reaching more than 2.5-million listeners each week. In North Carolina, TSF Radio Network has 30 affiliates. TSF Radio Network will provide the day-to-day management of the campaign and has managed “Tobacco Free” or “No Spit” campaigns for many organizations, including: Get Healthy Kentucky; South Carolina Department of Health & Environmental Control; Montana’s Tobacco Use Prevention Program; and Wyoming Through With Chew. For more information about TSF Radio Network, contact Mike Sinnott at (517) 927-4570.

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