

An Oral Health America Program



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**SLOGAN CONTEST EDUCATES YOUNG BASEBALL AND SOFTBALL PLAYERS  
ABOUT THE DANGERS OF TOBACCO USE**

**Twelve-year-old Contestant Wins Trip to Little League Baseball World Series**

CHICAGO, August 24, 2010 — Oral Health America's NSTEP® (National Spit Tobacco Education Program) announced the winner of its annual slogan contest today, and encouraged young baseball and softball players to talk to their coaches and parents about tobacco addiction and the health risks of tobacco use. Since 1994, NSTEP has been dedicated to breaking the link between tobacco and America's pastime.

This year's slogan contest winner is Eli Kruse, a 12-year-old Little League Baseball player with the Woodstock, IL, Little League, whose submission, "Be a hitter, not a spitter—don't chew tobacco!" sends a clear message that tobacco has no place in the ballpark.

"In addition to being thrilled and proud of Eli's slogan, we are equally delighted that the contest provided an opportunity for our family to discuss the harms of tobacco," said Eli's parents, Herb and Jen Kruse.

Eli's slogan is featured on a pin designed by NSTEP being distributed at the Little League Baseball World Series in South Williamsport, PA, from August 20 to 29, 2010. Eli receives a monetary award, a trip to the event with his family, and an on-field award ceremony at the World Series today.

According to the 2009 Centers for Disease Control and Prevention's Youth Risk Behavior Surveillance, about nine percent of high school students used smokeless tobacco in the past 30 days. The 2009 Monitoring the Future study from the University of Michigan found that 80 percent of tenth-graders disapprove of people using spit tobacco regularly.

Oral Health America's NSTEP is celebrating its ninth year in partnership with Little League International to educate families about the risks of smokeless tobacco use, including oral cancer, gum disease, tooth decay, and nicotine addiction. During the 10-Day Little League Baseball World Series, NSTEP provides tobacco and health education to tens of thousands of young baseball and softball players and their families.

Oral Health America is a national, non-profit organization, whose mission is to connect communities with resources to increase access to care, education and advocacy for all Americans, especially those most vulnerable. To find out more, visit [www.oralhealthamerica.org](http://www.oralhealthamerica.org). NSTEP's presence at the Little League Baseball World Series is made possible with support from Delta Dental of California ([www.deltadentalins.com](http://www.deltadentalins.com)).

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