

Dear Coach,

The Tennessee Department of Health, in conjunction with **TNSTRONG**, would like to invite your baseball team to take a leadership role in helping to keep Tennessee's youth tobacco-free.

**TNSTRONG** is the statewide, youth-led initiative to take down tobacco in Tennessee. **TNSTRONG** stands for “**Tennessee Stop Tobacco and Revolutionize Our New Generation**” and works to raise awareness about the harms caused by all kinds of tobacco products, prevent youth initiation of their use, and provide support to youth who would like to stop using tobacco.

Thanks to the efforts of **TNSTRONG** and statewide anti-tobacco programs, youth use of cigarettes has declined from 21.6 percent in 2011 to 9.4 percent in 2017, but we still have work to do.

In 2016, Major League Baseball banned the use of smokeless tobacco among new MLB players. In 2017, 11.6 percent of high school males reported using smokeless tobacco. We'd like youth baseball to follow MLB's lead and ban the use of tobacco by its athletes.

We'd like your help in putting an end to tobacco use in Tennessee once and for all!

What We ASK:

- We invite your team members to sign the attached tobacco-free pledge, promising not to use **ANY** tobacco or electronic cigarette (vape) product (including cigarettes, cigars, cigarillos, chewed tobacco, snuff, e-cigs, JUUL™, or any other vape products).
- We encourage your coaching staff to also sign the pledge. If you have members of your coaching staff who are using tobacco products and need assistance with quitting, please refer them to our **Tennessee Tobacco QuitLine (1-800-QUIT-NOW** or online at [www.tnquitline.org](http://www.tnquitline.org)). There they will be paired with a “quit coach” who can support them through the quitting process. The QuitLine can also provide 2 weeks of nicotine replacement therapy (nicotine patches) at no cost to help them get started.
- Please scan and email the signed pledge form to [tnstrong.health@tn.gov](mailto:tnstrong.health@tn.gov). Once we have received your completed Tobacco-free Team Pledge we will send you the “We Struck out Tobacco Banner”. We encourage you to keep these banners, because they will be used in subsequent years, if your team chooses to continue to be tobacco-free.
- Take a picture of your team holding the banner and post to social media, tagging #TNTobaccoFree and #TNSTRONG. These will be shared and retweeted across

the TNSTRONG and Tennessee Department of Health social media accounts.  
Please forward a link to our email address: [tnstrong.health@tn.gov](mailto:tnstrong.health@tn.gov)

What You GET:

- You will get one 3'x5' all-weather banner declaring your team tobacco free that you may hang on your outfield fencing or other area of prominence.
- Once we have your team's picture, your team will receive a **TNSTRONG** five-gallon bucket that is filled with **THIRTY-SIX TSSAA-approved Wilson baseballs.**

The pledge form is also available on the TNSTRONG website at [www.tn.gov/tnstrong](http://www.tn.gov/tnstrong).  
Please share this information with your middle and high school baseball teams.

We encourage you to be the **FIRST** baseball team in your region or district to accept this challenge!

Help **YOUR** athletes become part of the **FIRST** tobacco-free generation!

Sincerely,

TNSTRONG Staff  
Tennessee Department of Health  
Tobacco Prevention and Control Team  
[Tnstrong.health@tn.gov](mailto:Tnstrong.health@tn.gov)  
(615) 532-6946 office





