



NEWS RELEASE

FOR IMMEDIATE RELEASE
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Deadly Habit Focus of Through w/ Chew Week

Who: The **Delta Dental of Arizona Foundation** has partnered with the **Arizona Department of Health Services Tobacco Education Prevention Program** to raise awareness that smokeless tobacco is not harmless.

What: *Through with Chew Week is February 12 – 19, 2006*
Established in 1989 by the American Academy of Otolaryngology (ear, nose and throat doctors) to help decrease the use of spit tobacco nationwide and raise awareness of the serious health problems associated with smokeless tobacco use.

Why: To encourage users of this yucky habit to use this week as an excuse to quit and to prevent use in school-aged children.

While we'll never be able to match the multi-million dollar budgets of tobacco companies, by partnering with ADHS TEPP we are stretching both of our limited resources to reach more Arizonans with this important message.

"Tobacco companies spend millions to advertise spit tobacco and snuff as being smokeless, which gives the impression that it's somehow safer than smoking. That just isn't true," said Forsythe. "Adolescents are influenced by the advertising these companies do."

How: Targeting 6-24 year olds with cable television ads & outreach at Phoenix Suns, Coyotes and Roadrunners games during Through with Chew Week.

For more information about Through with Chew week and Delta Dental of Arizona Foundation visit www.deltadentalaz.com. Additional information on smokeless tobacco use can be found at the National Spit Tobacco Education Program Web site at www.nstep.org and the Arizona Department of Health Services Tobacco Education Prevention Program's Web site at http://www.azdhs.gov/phs/tepp/smokeless_tobacco.htm.

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