

Spring Training..... "S-W-I-N-G, batter-batter!"

Capitalizing on baseball's efforts to remove its chewing tobacco image by using a unique marketing "pitch".

Learning Objectives

- Learn about the Baseball Spring Training Program that helps celebrate those who have successfully completed a quit tobacco course.
- Discover ways to promote your cessation classes through this unique forum.

Arizona annually hosts spring training for major league baseball teams including:

- Chicago Cubs
- Seattle Mariners
- Anaheim Angels
- Milwaukee Brewers
- San Diego Padres
- Oakland A's
- San Francisco Giants

- Maricopa County Tobacco Use Prevention Program (MACTUPP) and the Arizona Department of Health Services have built relationships with these major league teams to partner and recognize those clients who have successfully "kicked the habit" through our tobacco cessation classes.

- Selected cessation graduates were chosen to throw out the first pitch at 19 packed spring training games this year.
- We estimate attendance at these games at over 275,000.



- These first pitches allow fans to learn more about our FREE program and celebrate individuals who have made a positive, healthy lifestyle change by quitting tobacco.

- As successful quitters walk out on to the mound to throw the first pitch their quit story and a tobacco program promo is read by the stadium announcer; always resulting in an outburst of applause.

This year's participants included:

- a throat cancer survivor
- two married couples
- a mother/daughter team
- a firefighter who chewed tobacco
- a single mother of twins

- This couple quit tobacco together through our free program and were also highlighted in our annual report.



- These events allow us to “pitch” human interest stories to television, radio and print. These media placements resulted in an additional \$35,000 in earned media.

- In the future Spring Training games will be measured by our evaluation team to ensure MACTUPP services are successfully communicated to the public through this venue. As part of our program measurement, when cessation clients are registered they are asked how they were referred and that data is entered into our database.



- Participants received a baseball autographed by a player, photos, and a DVD of their first pitch.

MyFirstPitch.org

- Participants were able to register and download game info sheets and maps online.

Maricopa County
Tobacco Use Prevention Program
Spring Training First Pitch Program

For the past three years, the Maricopa County Tobacco Use Prevention Program (MACTUPP) with funding from the Arizona Department of Health Services, has celebrated being tobacco-free through its Spring Training First Pitch Program. Maricopa County residents, who successfully complete MACTUPP's Quit Tobacco Program and are still tobacco-free, are selected to throw out the first pitch at Spring Training games across the Valley.

You've been invited to throw out the first pitch from the game mound where the Chicago Cubs, San Diego Padres, Oakland A's, Seattle Mariners, Milwaukee Brewers, Los Angeles Angels, and San Francisco Giants prepare for opening day.

As your pitch sails toward home plate, stadium announcers will read a brief account of your tobacco history and reason for quitting. While the entire stadium offers congratulatory applause, a major league player will autograph your baseball as a reminder of your achievement. After your pitch, stay and watch the game with family and friends; an additional ticket will be provided to each participant.

First pitch opportunities are reserved on a first come, first serve basis. Available games are listed on the calendar below and participants are asked to confirm their availability prior to meeting their spot. To register for one of the games, e-mail or call us today!

[click here to register via e-mail](#) [call to register at 602-372-8415](#)

[click here for game info sheets](#)

When registering via e-mail, please include your name, first, second, and third choice for game days, and the best number to reach you during normal business hours.

Game Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
March 2007				Brewers @ 1:05 pm Phoenix, AZ	Padres @ 1:05 pm Peoria, AZ	3
Cubs @ 1:05 pm Mesa, AZ	5	Giants @ 1:05 pm Scottsdale, AZ	7	A's @ 1:05 pm Phoenix, AZ	Mariner's @ 1:05 pm Peoria, AZ	Angels @ 1:05 pm Tempe, AZ
Cubs @ 1:05 pm Mesa, AZ	Brewers @ 1:05 pm Phoenix, AZ	Giants @ 7:05 pm Scottsdale, AZ	Angels @ 1:05 pm Tempe, AZ	15	16	Cubs @ 1:05 pm Mesa, AZ
18	A's @ 1:05 pm Phoenix, AZ	19	20	21	A's @ 1:05 pm Phoenix, AZ	Mariner's @ 1:05 pm Peoria, AZ
Cubs @ 1:05 pm Mesa, AZ	A's @ 1:05 pm Phoenix, AZ	26	27	28	Brewers @ 12:05 pm Phoenix, AZ	Padres @ 1:05 pm Peoria, AZ
25	26	27	28	29	30	31

- first pitch opportunity already reserved
 - participant acknowledged on the field, but there is no actual first pitch

Game Info Sheets

Maricopa County
Tobacco Use Prevention Program
Spring Training First Pitch Program

Game: Chicago Cubs vs. L.A. Angels
Match: Sunday, March 25th
Location: Hohokam Park (see attached map)
Match Time: 1:05 pm outside Gate D

MACTUPP Contact: Cassen Stegner
Office: 602-573-8415
Mobile: 602-461-0575

Stadium Contacts: Katherine Hagan
Mobile: 602-432-7272
Darrell Hayden
Mobile: 602-234-1765

Tickets: Games will meet you by the "Media Center" sign at Gate D at 12:00 pm.

Directions: Once you have arrived at the stadium, make your way to the "Media Center" sign at Gate D where you will meet Cassen and receive your four complimentary tickets. At that time, Katherine or Darrell will direct you and your three guests to the Media Center Booth where you will receive a complimentary lunch. At 12:30pm you will meet Katherine or Darrell at a predetermined location and be led onto the field where guests must remain in the stands during your first pitch. You will be directed to the mound where you will be recognized while your staff tobacco story is read over the stadium's PA system. You will remain on the field until after the national anthem, after which you will receive a commemorative baseball and be able to return to your seats and enjoy the rest of the game with your guests.

Parking: When you arrive at the parking lot, notify the parking lot attendant that you are a guest of the Arizona Department of Health Services, a medical professional, and are there to throw out the first pitch. Inform them that Katherine Hagan has stated that you are allowed to park at no charge. Parking lot attendants are volunteers and should be your park without issue. However, please bring \$5.00 for parking just in case.

Photo Note: Photos for arrival on time may result in a cancelled first pitch. With this in mind, please arrive early to arrive, park, and meet Cassen by the "Media Center" sign outside Gate D.

Hohokam Park Stadium
1235 N. Center St.
Mesa, AZ 85201

Unsolicited comments

- "I want to thank you for the fun day and the photos you sent me. It makes quitting smoking that much more memorable."
- "Thank you for the experience of a lifetime. My entire family enjoyed the experience. If I can ever do anything to help the quit tobacco program please do not hesitate to ask."

More participant comments...

- "The photos you took are wonderful. Thank you again for one of the most memorable events of my life so far!"
- "It was a very memorable day for all of us. I am really the winner of being smoke free, thank you for that. We really enjoyed the day; I felt like a king!"

Questions or comments?

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