



STUDENTS WORKING AGAINST TOBACCO
CHAPTER MANUAL



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Section 1:
ABOUT SWAT



Why SWAT?

Hi, my name is Morgan Rock. I am from Pinellas County in Region Three. I have been a part of the SWAT (Students Working Against Tobacco) program for the past three years. I first joined SWAT to become more active at my school, and once I started coming to meetings I saw myself becoming more and more passionate about the issues that were discussed. It makes me sick to know that the tobacco industry is targeting kids as young as twelve; it makes me even more sick to know that we are still letting them get away with it. In America 1200 people die every day from tobacco related deaths!



I remain in SWAT because my voice is heard and little by little we can make a difference. Three generations of women before me in my family have smoked, and I intend to make that the last one. It still amazes me every day when I give presentations that adults and youth don't know all that the tobacco industry is doing to target youth as the next generation of potential smokers. SWAT is such a great organization that teaches youth how to be leaders, advocates and community partners. It teaches youth that one person can make a difference. I will be graduating from high school next year, but I know the fight is still far from over. I want to help continue efforts with the tobacco free coalition and SWAT to help as much as I can to work towards a tobacco free future.

I joined SWAT initially because a friend of mine thought that it would be a good idea for me to join along with her. After joining, I learned more about the negative effects of tobacco than I had ever known up until that point. I also learned about the deceptive tactics of Big Tobacco. I remain active in SWAT because I am being empowered through increased knowledge about tobacco and its negative attributes. As I grow and learn, others around me grow also and become educated. —Tory McGriff, Duval County SWAT





When my Papa died of cancer in 2006, he had only half of a lung. Cancer is a serious health condition; but in SWAT, we don't focus on health. Members sometimes wonder why, after their loved ones died of tobacco-related diseases like mine did. However, there is only a product if there is a manufacturer. This one in particular, the tobacco industry, is deceitful, manipulative, and clever. They know how to target youth in such a way that their innovative marketing tactics dodge all restrictions, remaining effective and deadly. It's our job as young advocates to stop the industry, the ones who care about yachts instead of America's health, mansions instead of people, and money instead of life. If we don't target the source, nothing is going to change. — *Ansley Pentz, Levy County SWAT, Statewide Vice Chair*

I joined SWAT almost 5 years ago because when I learned what the tobacco industry was doing, I was outraged and wanted to help any way I could. I remain in SWAT because this is something that I can help my community. I know that with my help, spreading the message, I can help future youth to expose Big Tobacco. — Victoria Faconti, St. Lucie County SWAT

The reason that I joined in SWAT is to help save lives. Many people are affected by the use of tobacco, whether they suffer from life-long illnesses or even death. The product is being used by people of all ages; furthermore, many youth are being manipulated by the Big Tobacco companies to start using the product. Big Tobacco companies are making millions of dollars off of killing people, and I want to fight back and aid in stopping this. The majority of my family members smoke, leading to my decision to join SWAT and aid the fight. With this being said, one of the main reasons I am in SWAT is to save lives and to make a difference in the community. — *Aaron Everheart, Escambia County SWAT*

My battle with helping in the prevention of substance abuse started during my freshman year of high school. My older sister had introduced me to a club named "Students Working Against Tobacco" or SWAT for short, whose main mission is to educate, equip, and empower Florida youth to work towards a healthy, tobacco free future. I decided to join this organization not just because everyone had always said to join plenty of groups around school to get a proper feeling of what high school is, but because it was a group that allowed me to stand up for something I believed in, not dying. — Kris-An Hinds, Sarasota County SWAT Region 3 Statewide Representative



“It amazes me how much us, young adults, can make such a difference. We work together as a team and achieve so much more than we would individually. It’s a great feeling to know we are capable of change in a world that is so imperfect.”

— Melissa Franco, Glades County SWAT

I joined SWAT because I refuse to just sit around while Big Tobacco targets my friends, kills my family, and lies to me. I can see through the smokescreen of pretty colors and look at the death and disease tobacco causes. I won’t ignore the 88 Floridians who die everyday and can no longer stand up for themselves. I won’t be part of that problem. That’s why I joined SWAT. — *Kahreem Golden, Putnam County SWAT, Statewide Chair*



I got into SWAT because I’m passionate about making a difference in people’s lives. I’ve seen the effects of smoking and no one deserves to go through them. It doesn’t just affect the smoker but the people around the smoker. What happens to that person starts a domino effect, why can’t we stop the domino from falling? — *Amanda Ross, Palm Beach County SWAT*

History of SWAT

In August of 1997, Florida won a landmark victory against the tobacco industry. As part of that settlement, Florida was awarded \$11.3 billion, which later increased to \$13.1 billion. Several months later in March of 1998, Florida Governor Lawton Chiles advocated that youth should be stakeholders and leaders in solving the tobacco epidemic and reducing teen smoking. Students Working Against Tobacco was created at the Teen Tobacco Summit where 600 middle and high school youth met and created SWAT as a way to spread their message about the tobacco industry.

For the next five years, Florida coordinated a comprehensive youth led, youth focused tobacco prevention program that included community mobilization, enforcement, education, evaluation and marketing components. In 2003, the program's annual budget was reduced from \$39 million to \$1 million. SWAT continued but the comprehensive program and components such as the truth media campaign were lost.

In 2006, Florida voters approved a constitutional amendment which returned funding to the tobacco program. County level SWAT chapters emerged anew with strategies to advocate for policies that will change the tobacco landscape for future generations.

SWAT is an anti-tobacco organization that students in middle and high school can join to participate in activities and events that support the vision of a Tobacco Free Florida. SWAT is the youth advocacy organization supported by Florida's Bureau of Tobacco Prevention Program (BTPPP). On a local level, SWAT members advocate for policy change that will prevent youth tobacco initiation, reduce exposure to secondhand smoke and promote cessation. The goal of these policies is to change social norms so that tobacco use and tobacco companies are not an acceptable part of our cultural norms. SWAT members also represent youth as the student voice on the local Tobacco Free Partnership.

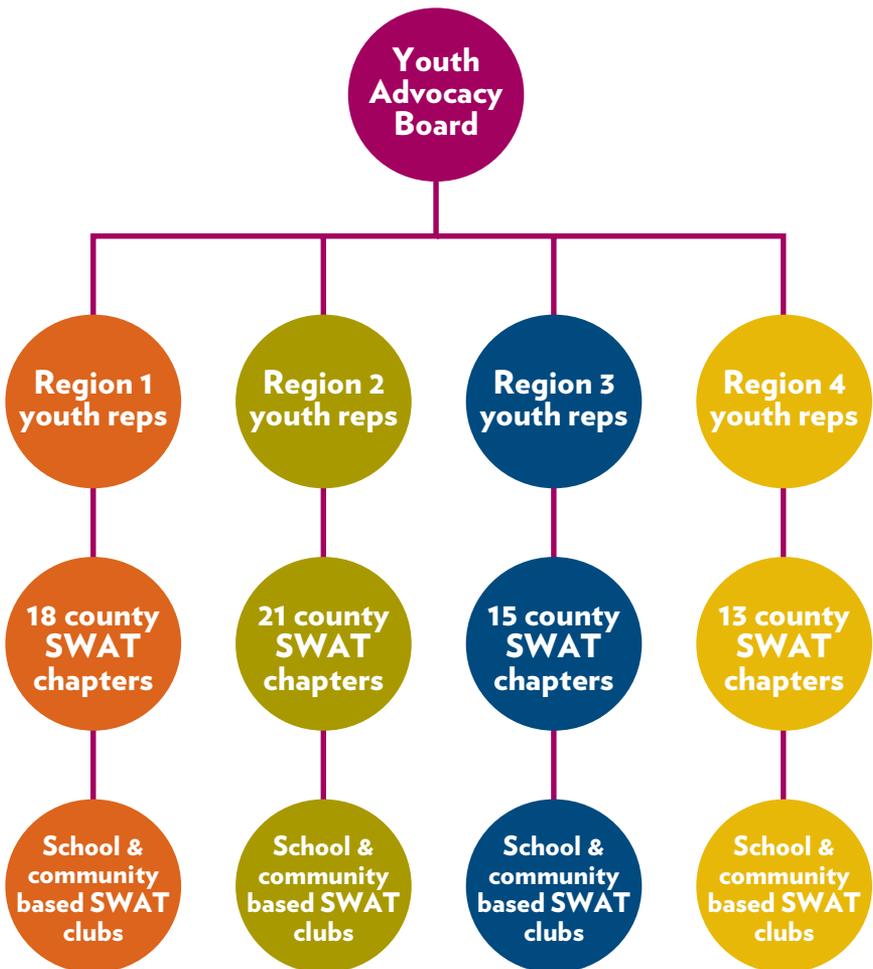


Mission and Core Values

- SWAT is Florida's statewide youth organization working to mobilize, educate and equip Florida youth to revolt against and de-glamorize Big Tobacco. SWAT is a united movement of empowered youth working towards a tobacco free future.
- SWAT is all about the youth and how youth feel about being used by an industry that kills over 400,000 Americans every year. Youth are tired of being lied to and targeted. SWAT is the way to take a stand against corporate deceit and a way to expose the cover up that has been going on for years.
- SWAT is not only a youth advocacy group but it also promotes leadership and community involvement while focusing primarily on policy change. SWAT uses these avenues among teens to promote change regarding policy, awareness and social norms regarding the use of any tobacco products.
- SWAT is an organization available to students between the ages of 11-17 or grades 6-12.
- SWAT's message is about Big Tobacco's marketing practices and exposing the manipulation of the tobacco industry.
- SWAT's message is not about health.
- SWAT does not talk down to or "preach" to anyone, including smokers. Tobacco users are encouraged to join SWAT because they are victims of the tobacco industry's manipulative advertising.
- There is one enemy, Big Tobacco.

Florida SWAT Infrastructure

Each county in Florida receives funding to maintain at least one SWAT chapter. A SWAT chapter refers to those youth engaged in anti-tobacco related activities with their local tobacco free partnership. Each county is required to establish and maintain at least one SWAT chapter. Many counties form their county-wide chapters from youth who are leaders in SWAT clubs. A SWAT club refers to school- or community-based clubs that operate under the guidance of the local Tobacco Free Partnership and the tobacco prevention staff. Each SWAT club should have a minimum of one youth serving on the chapter.





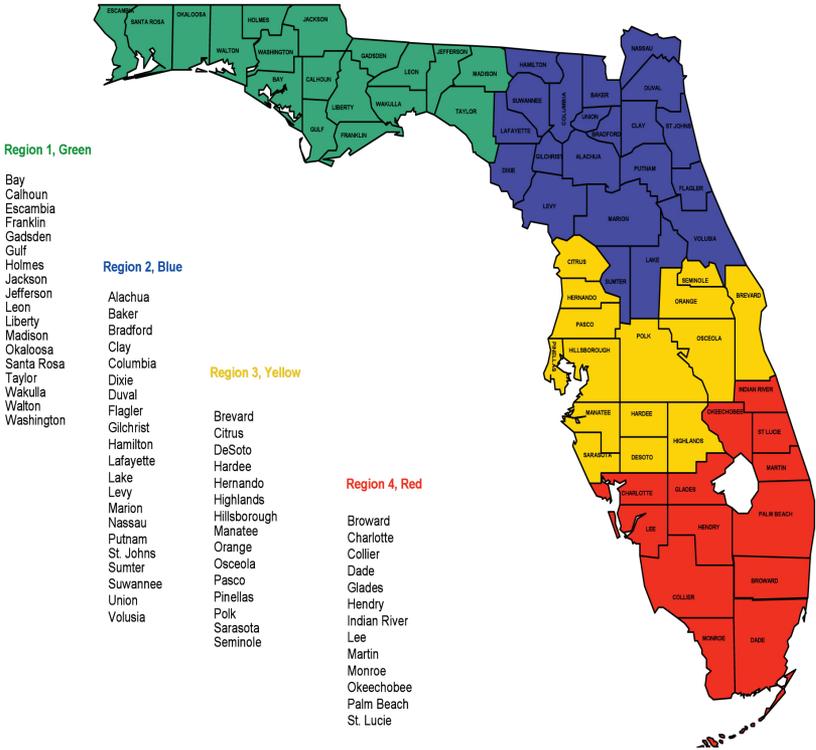
SWAT Youth Advocacy Board

The Youth Advocacy Board (YAB) is the 12 member executive committee of SWAT members elected yearly by their peers. The YAB consists of three SWAT members representing each of the four regions in Florida. The purpose of the YAB is to:

- Work toward the goals, objectives and mission of the SWAT organization and the BTTP;
- Coordinate local SWAT organizations in their movement against the tobacco industry;
- Serve in a leadership role in youth tobacco prevention with the BTTP;
- Maintain communication between the BTTP and the statewide members of SWAT;
- Represent youth from the four regions within the BTTP when planning regional and state initiatives;
- Provide relevant updates to the Tobacco Education and Use Prevention Advisory Council regarding the successes, challenges, opportunities and gaps of the statewide SWAT organization; and
- Educate and direct SWAT members in tobacco issues and skills that will empower them to change local tobacco norms.

Bureau of Tobacco Prevention Program

Bureau of Tobacco Prevention Program Regions



The Bureau of Tobacco Prevention Program (BTTP) is within the Florida Department of Health. The BTTP oversees Florida’s comprehensive tobacco prevention and control program. The BTTP coordinates its efforts to be consistent with the Center for Disease Control and Prevention’s Best Practices for Comprehensive Tobacco Control Programs. The BTTP is committed to developing leadership skills in youth through training in tobacco issues, media literacy, community mobilization, the policy process, presentation skills, evaluation skills, etc. By empowering SWAT youth through training, mentoring and providing leadership opportunities, the statewide program will assist in building the capacity of its advocates to enable environmental and policy change. It is expected that these same skills be developed and exercised through the involvement in the local tobacco free partnerships.

Section 2:

ESTABLISHING & MAINTAINING A SCHOOL OR COMMUNITY SWAT CLUB



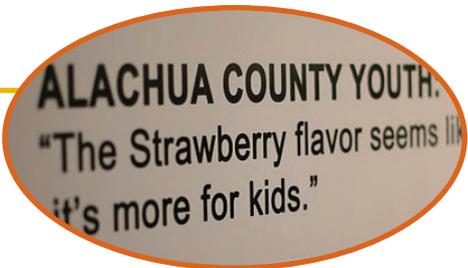
Nine Simple Steps to Establishing a SWAT Club

1. Learn About SWAT

Why do you want to start a SWAT club? Having a clear understanding of the purpose of SWAT will help you get the support you need to have a successful SWAT club. The purpose of SWAT is rather simple. SWAT is an anti-tobacco youth advocacy organization dedicated to fighting the marketing tactics of the tobacco industry by supporting policy that will change social norms. SWAT members accomplish this goal by working hand-in-hand with a local tobacco free partnership to develop a plan of action needed to get these policies passed. SWAT members then work to educate their peers, community members and decision makers about the need to change the way Big Tobacco can do business. SWAT youth engage in a variety of activities like conducting surveillance of tobacco retail outlets, raising awareness at community events, presenting to youth and adult audiences, talking with community decision makers and speaking to the media.

2. Register

Contact your local tobacco prevention program to discuss your interest in starting a SWAT club. A staff member will be able to provide specific information about the expectations of a SWAT club



ALACHUA COUNTY YOUTH.
"The Strawberry flavor seems like
it's more for kids."

member and the opportunities available to SWAT members throughout the year. The staff member will also help identify an adult SWAT advisor from your school or community group that will help guide the students at your location.

3. Selecting an Advisor and a Core Team

It is time to get started. First you will need to find a core group of students who are interested in spreading the SWAT message and are willing to work with you to make SWAT a success. SWAT is a youth empowered, youth-led program. But that does not mean adults are not important and youth don't need any support at all. You will also need to get a teacher, guidance counselor, staff person or committed parent to serve as SWAT advisor. The advisor can help you enlist the support of your principal and get approval for your activities. The relationship between youth and adults in this program is crucial to our success. Mutual respect is needed by both. Youth: You still need to consult with your advisor at school before



conducting activities to make sure it is approved by your school. Adults: Youth can lead but sometimes need support to get there. Knowing when to facilitate and when to support is key.

5. Meet with Your Advisor and Develop a Plan

The SWAT advisor should meet with a core group of interested students. Discuss how you want to run your chapter, the objectives of SWAT and what will be expected. Finally, your SWAT club will be required to send representatives to the local tobacco free partnership meetings. These meetings are a time when interested community members and SWAT youth from across the county join to plan their strategies and activities for the year. It is each club's responsibility to send representatives to these meetings and assist in executing the plans necessary to help pass our desired policies. It is ideal

if the SWAT advisor and the core members can attend a tobacco free partnership meeting prior to holding their first SWAT meeting, but it is not necessary.

6. Meet with Your Principal

Share your plan with your principal. You need your principal's support if you want to accomplish anything! If the principal sees that you are organized and have a well thought out plan, the principal will support you.

7. Plan Your First Meeting

Once you have approval, it is time to plan the first meeting. Meet with your core group and plan an agenda for the meeting. Remember you want the meeting to be exciting! As the leader you need to be ready to motivate your members and involve them in SWAT work. There are some items you will need to discuss and decide upon.

How will officers be elected?

How can you recruit a diverse team?

What is the best way to send reminders or regular communication?

Summarize the objectives of the year.

How can you keep members educated on tobacco issues?

Brainstorm activities you want to sponsor during the year and prioritize the ideas. Remember, the activities you brainstorm should help support the policies that SWAT and the tobacco free partnership are trying to change. Put your plan in writing. If you are organized and plan things out, you will get more things accomplished. Share your ideas with the tobacco program staff in your county to be sure you are on the right track. Be prepared to share these ideas and get feedback at the first SWAT meeting. These ideas may keep your meeting focused.

Have a sign-up sheet ready for your first activity in case you have a huge turnout for the meeting and are unable to get volunteers by just asking. Make sure you ask for people's names, email addresses and phone numbers. Someone will need to contact the volunteers after the meeting. Sometimes getting people to your meetings can be tough. Invite a respected member of the school to speak about the value

of being a member of SWAT. Use your imagination and come up with something to make everyone want to come back to your next meeting. Set the date and time for the first meeting. Make sure your advisor can attend the meeting before you advertise. Be sure to distribute SWAT registration forms to all attendees. Let them know that future involvement in SWAT requires them to complete and return this form.

8. Recruit a Diverse Team

A successful SWAT club will include diverse, active, dedicated, civic-minded, smart, edgy and creative youth. The size of the club is not as important as what its members can do. Put up posters or flyers around the school. Put a message in the school announcement and in the school newspaper. Remember to have your meeting at a time and place where you can ensure good attendance.





9. Meet

The meeting time has arrived! Be sure to set up the room ahead of time. Have the core group arrive early and greet everyone as they enter the room. Start the meeting on time and end on time. Do not let the meeting drag on and on. The meeting should last no longer than an hour. Most importantly – HAVE FUN!

Why YOUTH Should Get Involved

Throughout the early 1990s, health education was the primary youth tobacco control intervention. By the late 1990s, programs like Florida's tobacco prevention program, recognized that youth were primarily influenced by their social environment, not statistics or long term health effects.

Beginning in 1998, Florida's youth tobacco prevention program highlighted the importance of engaging youth. Now, involving youth as stakeholders in tobacco control is common practice across the United States. The BTPP requires each of its community grantees to establish and maintain SWAT chapters.

The SWAT organization in each county works with its local tobacco free partnership to pass policies that will de-normalize tobacco in their communities. Over 80% of current smokers began before age 18—a time when they are highly targeted by tobacco companies. Because youth are targets of tobacco industry marketing, they must be stakeholders in the tobacco control movement.

Youth have an irreplaceable role in policy advocacy as they challenge social norms and use their voice to fight for policies that will make tobacco less desirable, less acceptable and less accessible.

What is Advocacy?

Advocacy is standing up for what you believe in and influencing others to change their way of thinking. It is motivating others to TAKE ACTION.

By becoming a SWAT advocate or participating in an advocacy campaign, you can make a difference in your

school, in your community, maybe even the world.

Just because you are too young to vote doesn't mean you don't have a voice. You can't wait around for someone to ask you, you must STAND UP AND SPEAK OUT.

What YOU Can DO

Gandhi once said, "You have to be the change you wish to see in the world."

This is your fight. Your energy and your leadership are needed to determine what messages, what advertising and what programs will have the biggest impact on your community.

Advocacy doesn't have to be something big like a rally; it can be as simple as getting some friends together and hanging anti-tobacco messages in your school or creating tobacco prevention announcements with your school's TV production class. Advocacy can take many forms as you educate all audiences about the tobacco problem and the solutions they can support.

Tips to Keeping SWAT Members Active

- Use recruitment strategies that encourage youth to exercise their strengths within the organization.
- Fuel their commitment to the tobacco issue by educating and training them in the knowledge of tobacco, policy issues, leadership skills and media literacy.
- The best teacher is the job itself. Provide opportunities to use their skills throughout the entire policy continuum.
- Foster an environment of mutual respect and decision-making between youth and adults in your partnership.
- Make youth engagement a priority during the work plan development process so that their input and buy-in as stakeholders occurs from the onset.



Recruitment is an Ongoing Process

Incorporate the four R's of membership development:

RELATIONSHIPS, RECRUIT, RETAIN AND REWARD.

RELATIONSHIPS with your youth will build trust and assist you in finding the members who are committed to tobacco control goals. Set aside time to learn what interest each youth member has in the tobacco issue.

RECRUITMENT begins with knowing what skills you need and roles that need to be filled.

RETAINING youth is easiest when they feel valued. Work with youth to

RECRUITMENT

TIP: Nobody is going to stay committed to a club that does nothing. Keep advocates active by planning frequent activities, setting goals and delegating tasks. When a member has responsibilities, the movement becomes theirs and they become dedicated.

identify their strengths and assist in building their skills.

REWARD both the hard work and the milestones youth accomplish during their membership.



How to Plan and Run Productive SWAT Meetings

Meetings can come in all sizes and forms, but they should have four basic things in common.

Purpose. If you don't know why you are meeting, then don't meet. Every meeting should have a purpose...beyond just giving updates. Sometimes it is easy to know what the purpose is while other times it is harder to point your finger at it. Are you meeting to plan an event? Provide training on a tobacco issue or skill for your members? Make critical decisions about media? Practice for an upcoming presentation? Once you can state your purpose, it is easier to find activities that will help you accomplish that goal.

People. Who do you need at your meeting to accomplish its purpose? Does the entire SWAT club need to meet or just one of its committees? Do you need other decision-makers present like your principal or the staff of your tobacco program? Who do you need to lead different parts of the meeting? Have you made sure the key players will be present?

Environment. Is the space and atmosphere suitable for a productive meeting? Are there enough seats? Is there room to do the activities, like creative brainstorming or practice speaking, like you planned? Can everyone see and hear the speakers?

Time. Make sure you budget enough time to accomplish the purpose of your meeting. It is easy to pack the agenda, but don't fall into that trap. Plan your agenda so that all items can be addressed in the time allowed.

Developing Your Agenda

A good agenda will take you through these steps:

- Call To Order
- Roll/Introductions
- Approving Minutes
- Officer Reports
- Committee Reports
- Unfinished Business
- New Business
- Announcements
- Adjournment

Meeting Planning Checklist

This checklist will help you organize your meeting and agenda. After reviewing the checklist, an agenda can be developed that will address the purpose of the meeting. Use this checklist to be sure every detail has been well planned.

Meeting Planning Checklist

	Item	Person Responsible
	Meeting has been advertised; members know in advance when and where the meeting is taking place	
	Written, personal invitations have been sent to guest speakers or non-members to attend that include time and location of meeting	
	Purpose of meeting has been determined; agenda is planned and copies ready to distribute	
	Estimate how long each agenda item should take	
	People who are leading agenda items or presenting information have been informed in advance and understand what is expected of them	
	Officers and committee chairs are prepared to report; hand-outs are copied and ready to distribute	
	Meeting room has been reserved; chairs, tables, etc. have been arranged in a way to encourage interaction among attendees	
	Previous meeting minutes have been distributed in advance and copies are available at meeting	
	Meeting feedback form is prepared	



SWAT Advisor Roles

One key player in helping support each SWAT club is the school or community SWAT advisor. This adult guides the youth in their daily decisions and helps youth plan activities that will support the policy initiatives of their county. Some expectations of the SWAT Advisors may include....

- Coordinate participation in the local tobacco free partnership, county SWAT events and trainings with the Tobacco Program Specialist (TPS) or local tobacco program staff, and/or Regional Tobacco Prevention Coordinator (RTPC).
- Assist the school or community SWAT chairs with the coordination of regular SWAT meetings and special events.
- Assist in the recruitment of SWAT members and maintain a member list in the format specified by the TPS or local tobacco staff.
- Complete and return SWAT registration forms, attendance sheets, membership list, event evaluations and other reports as requested by the TPS, and/or RTPC.
- Transport and/or chaperone youth for SWAT related events and trainings on an as needed basis for local, regional, or state activities.
- Assist in gathering youth input into tobacco prevention activities.
- Assist in promoting SWAT mission and message in their community through outreach at local events, media advocacy and community presentations.
- Assist with the county level coordination and administrative organization of SWAT on an as-needed basis.

Section 3:

**LOCAL TOBACCO FREE
PARTNERSHIPS**



Local Tobacco Free Partnerships

Tobacco Free Partnerships (TFP) operate in each of Florida's 67 counties. These partnerships bring together dedicated community members and youth to promote tobacco control at the local level. Each partnership plans and implements activities to meet the policy goals of the BTTP and the needs of the community. Each partnership is required to consist of at least 25 percent youth membership.



Other members of the community who you may work with your local tobacco free partnership may include:

- Voluntary health agencies
- Civic, social, and recreational organizations
- Businesses and business associations
- City and county governments
- Public health organizations
- Labor groups
- Health care systems and providers
- Health care professionals' societies
- Schools and universities

- Faith communities
- Organizations for racial and ethnic minority groups

Ultimately, partnership members should be recruited with a sense of purpose. It isn't just that you want a representative from a school district to join your partnership. But it benefits the school district and your partnership that she be involved in this issue.

It is up to the partnership to guide each member in finding their interests, skills and influence... and then using each to their fullest potential. Youth partners are no exception!

Why Do We Need a Partnership?

The local partnership is the organization where all those interested in tobacco control join to change policy and social norms. But what does a partnership actually do? The User Guide (CDC, 2009, p 9-10) lists the following roles and activities for tobacco free partnerships:

- Advocate for policy changes
- Build awareness of tobacco issues
- Build relationships with local and state policy makers
- Decrease the social acceptability of tobacco
- Educate policy makers
- Enhance community involvement
- Establish counter-marketing campaigns
- Expand community support
- Expand smoke-free environments
- Expose the tobacco industry
- Identify the needs of a community
- Keep the tobacco issue in public discussion
- Limit access to tobacco products
- Mobilize community members towards change
- Promote tobacco control programs
- Provide expertise
- Reduce tobacco product advertising
- Work to increase tobacco taxes

SWAT and the TFP: Why Work Together?

- The partnership can gain insight into the youth perspective on issues and on its actions.
- Youth can bring new and creative ideas.
- Youth can inject new life into your partnership.
- Partnership membership can make youth more conscious of and knowledgeable about community issues and the larger factors that affect their – and others’ – lives.
- Youth membership makes your partnership more inclusive and participatory.
- Having youth partnership members is more likely to convince community youth to participate in your organization or support your positions.
- By including youth in your partnership, you’re making a statement to the community about their importance and about their ability to contribute.
- As a result of their interactions with youth members, adults may develop more positive attitudes toward young people.
- You can increase the credibility of your partnership, both among youth and in the community

What to Expect at the TFP?

Times have changed and communities realize the value of youth as problem solvers. The first step is to make sure your partnership knows you want to be involved. This doesn’t mean just showing up at meetings. TFPs are designed to give SWAT youth opportunities to be active on committees, hold leadership positions, provide members with mentoring and resources, and connect you to decision makers or influencers in your community. You should expect that every member’s voice be valued and their opinions be respected; both youth and adults. Remember, SWAT and the TFP are working together to reach the same goals so you have instant allies when you join your TFP!

in general, by acting on your principles.

- If you’re a grassroots organization or initiative, having a diverse partnership that includes youth membership is likely to be consistent with your philosophy.
- You’re encouraging youth leadership and developing the next generation of community leaders.
- Youth expose tobacco industry tactics and can fuel a partnership’s desire to challenge conventional thinking about the tobacco industry.

*From The Community Tool Box
(University of Kansas, N.D.)*

Section 4:

**TOBACCO CONTROL
POLICY OBJECTIVES
AND ACTIVITIES**



The What's and Whys of Policy Change

The BTTPP adheres to the Centers for Disease Control and Prevention 2007 Best Practices for Comprehensive Tobacco Control Program recommendations. In order to truly reduce youth tobacco use, we must change the way communities think about tobacco, and tobacco companies, in their homes, schools, worksites, parks and public places. This shift in social norms will occur as a result of policies that will make tobacco less desirable, less acceptable and less accessible.

As of July 2011, each county in Florida is working to pass the same four policies:

1. **Restrict the sale of candy-flavored tobacco products not covered by the U.S. Food and Drug Administration.**
2. **Limit Tobacco Industry advertising at retail outlets that sell tobacco products.**
3. **Implement comprehensive tobacco free school policies prohibiting tobacco use at all times on campus and during school-related events by students, staff, parents, and visitors.**
4. **Adoption of smoke-free policies in multi-unit dwellings, including apartment complexes, condominiums, subsidized housing, duplexes, co-ops, and other multi-unit dwellings.**

Types of Policies

Ordinance: An ordinance is a local law that is enforceable either at the local or city level.

Resolution: A formal expression of opinion or intention made, usually after voting, by a formal organization, a legislature, a club, or other group. A resolution is not law and therefore is not enforceable, but it is often the first step in passing an ordinance.

Proclamation: A public and official announcement (a step toward a policy, but not a policy itself). A proclamation often announces a day related to an event. For example, November 19th is tobacco-free day at Sunshine County Beach. A proclamation can be used to raise awareness around a particular issue.

Business/Private Policy: Policy established by a private business. May affect employees only or employees and visitors/customers/residents. A type of voluntary policy, but may be enforceable through employee code of conduct; lease or house rule for multi-unit housing, etc. This policy type typically does not involve participating in public hearings, and is often the decision of the business owner and other management.

Voluntary Policy: Policy that is encouraged but may not be enforceable (some exceptions - see business policy above may)

Understanding Each Policy

1. Restrict the sale of candy-flavored tobacco products not covered by the FDA

Flavored tobacco products contain flavors like vanilla, orange, chocolate chip cookie dough, cherry and coffee. They are widely considered to be “starter” products, establishing smoking habits that can lead to a lifetime of addiction. Examples of flavored tobacco products are cigars, snus and hookah. Under the Family Smoking Prevention and Tobacco Control Act, the sale of cigarettes containing any characterizing flavors other than menthol is illegal. Flavored cigarettes are the only tobacco product affected by the Family Smoking Prevention and Tobacco Control Act. Products not currently covered under the FDA restrictions include smokeless tobacco, snus and cigars. Flavored tobacco products are as addictive and carry the same health risks as regular tobacco products like lung diseases, cancers, and strokes. Studies of youth expectations around flavored tobacco products like “bidis” and hookahs have found that young smokers report choosing flavored products over cigarettes because they “taste better” and are perceived to be “safer.”

One study of youth smokers between the ages of 13 and 18 showed that 52 percent of smokers who had heard of flavored cigarettes reported interest in trying them, and nearly 60 percent thought that flavored cigarettes would taste better than regular cigarettes. In March 2008, a poll found that one in five youth between the ages of 12 and 17 had seen flavored tobacco products or ads, while only one in 10 adults reported having seen them. Because not all flavored tobacco products are illegal, the support of local policy to ban all other products is imperative to protect our youth. Flavored tobacco is considered to be a “starter” product, establishing smoking habits that can lead to a lifetime of addiction.





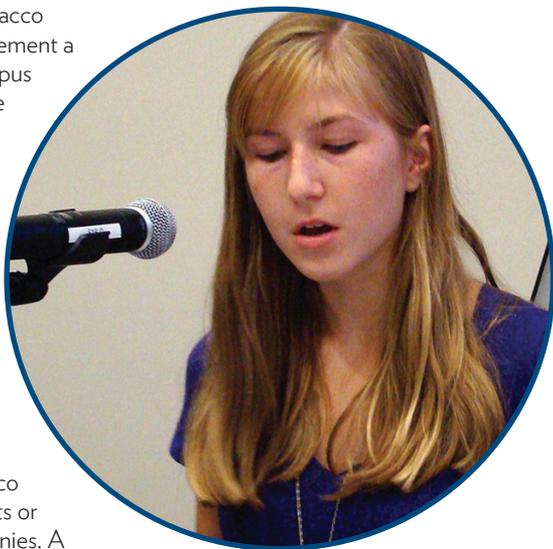
2. Limit tobacco industry advertising at retail outlets that sell tobacco products

Point-of-purchase tobacco advertising consists of cigarette and spit tobacco ads and functional items (such as counter mats and change cups) located inside, outside, and on the property of convenience stores, drug stores, gas stations, and other retail sales outlets. Due to increased marketing restrictions and further scrutiny by the public of the tobacco industry's marketing practices targeting youth, the industry has shifted much of its advertisement and promotions to point of sale locations. Since 1998, the tobacco industry has spent up to 85 percent of their annual marketing dollars promoting cigarettes in retail stores, making it the single most important advertising channel over the past decade (Federal Trade Commission, 2007). Tobacco advertisements appear both inside and outside retail stores. According to the 2010 Retail Advertising Tracking Survey conducted by RTI International, 97.1 percent of tobacco retailers reported having interior cigarette advertisements. This same study found 54.3 percent of stores had exterior advertising. Convenience stores (83.0 percent) and convenience/gas stores (82.7 percent) had the highest rates of exterior advertising. All consumers, regardless of age, are exposed to these ads. Point-of-purchase advertising and promotions target and attract shoppers right at the places where they can immediately buy the specific products or brands. It is also clear that such promotions – including the enormous amount done by the cigarette and spit tobacco companies – have an especially powerful impact on kids as three out of four teenagers shop at a convenience store at least once a week.

A study published in the May 2007 issue of *Archives of Pediatrics and Adolescent Medicine* found that retail cigarette advertising increased the likelihood that youth would initiate smoking; pricing strategies contributed to increases all along the smoking continuum, from initiation and experimentation to regular smoking; and cigarette promotions increased the likelihood that youth will move from experimentation to regular smoking. The researchers also found that reducing or eliminating these retail marketing practices would significantly reduce youth smoking.

3. Implement comprehensive tobacco free school policies prohibiting tobacco use at all times on campus and during school-related events by students, staff, parents, and visitors

To prevent and reduce youth tobacco consumption schools should implement a comprehensive tobacco free campus policy that reinforces tobacco free norms. Almost 80 percent of all smokers begin before 18 years old. The majority of a student's day is spent at school. Their attitudes towards tobacco use are influenced by their peers and educators at school. A comprehensive tobacco school policy applies year-round to students, staff and visitors. It extends to all school sites and school related functions, has provisions that prohibit tobacco advertising and acceptance of gifts or sponsorship from tobacco companies. A comprehensive policy also includes cessation interventions for staff and parents that use tobacco, and regulating the display of tobacco industry promotional items and clothing. Policies that prohibit tobacco use at schools provide economic and social benefits as well as health benefits. These policies de-normalize tobacco use and change student expectations for other venues like public parks and outdoor facilities.



4. Adoption of smoke-free policies in multi-unit dwellings, including apartment complexes, condominiums, low-income housing, duplexes, co-ops, and other multi-unit dwellings

The demand for smoke-free apartments and condominiums is soaring, spurred by warnings about secondhand smoke from leading health experts. The 2006 Report of the U.S. Surgeon General, *The Health Consequences of Involuntary Exposure to Tobacco Smoke*, cautioned that there is “no risk-free level of exposure to secondhand smoke” and that “even small amounts of secondhand smoke exposure can be harmful.” Secondhand smoke seeping into apartments or condominiums from neighboring units poses both a health risk and a significant nuisance. The only fail-proof solution to this problem is for buildings to go entirely smoke-free, either by a policy voluntarily adopted by building management or by local ordinance.

Nuts and Bolts of Policy Change

The process to achieving each policy will be determined by many factors including the type of policy, the amount of community education needed and the support of decision-makers who will pass the policy. However, there are some basic steps that should be taken in order to be successful.



You may be asking, “How does my SWAT club fit in?” In the next few pages, we’ll take a closer look at each step and the activities that SWAT clubs can do in order to help get these policies passed.

How Does SWAT Fit In?

Community Partnerships and SWAT:

The key to many of SWAT's accomplishments has been and continues to be the work of the SWAT chapters and its school/community-based clubs. County SWAT chapters and school/community-based clubs are the grassroots arm of SWAT- and they are critical to achieving our goals. SWAT is also expected to work closely with each of the county Tobacco Free Partnerships (TFP). In fact, it is required that 25 percent of each TFP be comprised of youth. SWAT works to integrate the talents of adults and youth in order to combat the manipulation of youth by the tobacco industry.

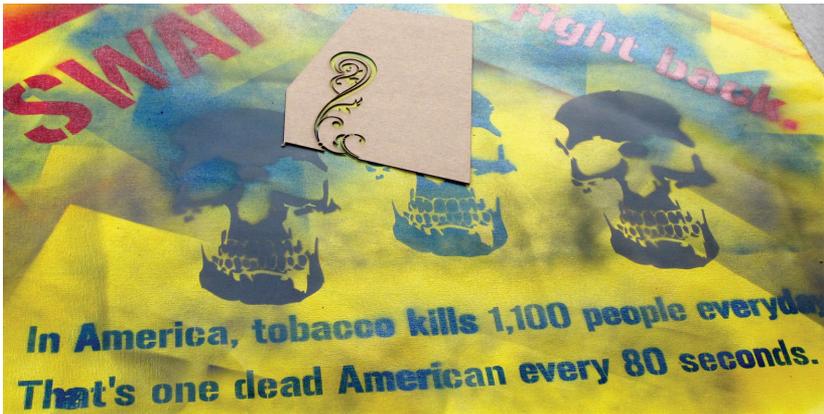
Data Collection and Surveillance:

Collecting valuable information (data) about your problem can convince community members and decision makers about the need to support a tobacco policy. SWAT clubs can perform vital tasks like researching tobacco industry trends and current marketing tactics, conducting retail surveys, interviewing key stakeholders, and creating picture and video documentaries of the current tobacco landscape. Once the initial surveillance activities are complete, your SWAT club can work to assimilate this information in a way that is persuasive to your community.

Educate and Train Advocates:

If you are going to be an advocate, you need to know your cause inside and out. For SWAT members, this means understanding the tobacco issue and how the policies you support will impact tobacco use in Florida. SWAT members should expect to participate in trainings in order to grow in their understanding of tobacco. These trainings may be offered to you at your school or in your county. We also host regional meetings, statewide meetings and web-based training sessions that you may be





invited to. The more you know about tobacco, the more committed you will become to ending the tobacco industry's manipulative marketing practices.

Community Mobilization:

SWAT members are expected to help plan and execute community activities that will raise awareness of tobacco issues. These activities should be designed to educate about an existing tobacco problem and offer alternatives (policy) to solve these problems. Community mobilization is a form of advocacy. Advocacy, as defined by Webster's Dictionary, is the act of speaking or writing in support of something. An "advocate" is a person who pleads another's cause. Since 1998, SWAT advocates have been working to fight Big Tobacco and their addictive products. SWAT advocacy activities will vary depending on the audience you are trying to reach with your message. For example, you may choose to participate in a community event, like a parade, in order to gain

support for restricting the sale of flavored tobacco products. Or, you may want to present to parents or civic organizations the importance of tobacco free school campuses.

Media Advocacy:

Essential to many SWAT activities is the presence of the media, which helps to further the Tobacco Free Florida message. The media has been an integral part of every campaign. SWAT clubs are encouraged to and have done well in making contacts with local media. There are lots of ways to use the media. You can make public service announcements, create and broadcast short videos virally, hold press events, write articles in the newspaper, submit letters to the editor or even be a guest on local TV or radio shows. Whatever you do, you should stay focused on your core message so that your community knows what you want to accomplish. Utilizing the media to your advantage will help you spread your message to more people and gain community support.



Presence at Meetings:

Decision-maker education is a particular type of advocacy aimed at reaching community leaders who are in positions of influence to make policy changes. After months (or maybe even longer) of researching, educating your community, and building support, it is finally time to ask the decision-makers to pass your policy. SWAT members can certainly be the center of attention at any public meeting. Youth take the spotlight when they speak with a genuine knowledge and concern for an issue. SWAT members across the state are needed to meet with city and county officials and speak at public hearings to promote policy change.

Policy or Systems Change:

Working toward specific goals will give you a sense of purpose for all the time and hard work you dedicate

to SWAT. Once you reach a goal, like getting a policy passed, it is time to share that good news. But don't worry... there is still more work you can do. Once a policy is passed, there are still steps that need to be taken in order to make sure it is implemented correctly. For example, if your school district passes a 100 percent tobacco free campus policy, SWAT teams may be asked to help spread the message about cessation services to staff and students.

Monitor and Report:

Once a policy is passed, advocates need to make sure it has the desired outcome. SWAT clubs can participate in monitoring the enforcement of policies, troubleshooting any challenges during policy implementation and reporting to decision makers the impact of the policy. This will also allow SWAT to offer suggestions for improving any parts of the policy.

Section 5:
**WHO IS BIG
TOBACCO?**



Who Is Big Tobacco?

Big Tobacco: An Issue of Supply and Demand

Prior to the civil war, tobacco products were mainly in the form of cigars, pipes and snuff. Early cigarettes were hand-rolled, mainly by women, and sold locally. A fast human could roll about four cigarettes each minute; roughly 2,000 per day.

That all changed in 1881 with the creation of the Bonsack machine, which could produce 120,000 cigarettes per day.

This put the tobacco industry in a dilemma. They had a large supply of cigarettes, but very little demand from the public. The tobacco industry needed to create a “USE” for the cigarette in order to sell their products.

Creating Demand: Lessons from Big Tobacco

During World War I, the tobacco industry began shipping cigarettes with soldiers’ daily rations. By the end of the war, an entire generation of young men had become smokers.

For years, smoking for women was taboo. That changed during the 1920s, as women fought for their right to vote. The tobacco industry was quick to identify smoking as one more right a woman deserved.



During this time, the tobacco industry identified cigarettes as “torches of liberty.”

As the industry continued to become more powerful, advertisements from Lucky Strikes played on womens’ insecurity about weight, suggesting there was a fat woman lurking inside and the best way for a woman to keep her slim figure was to reach for a Lucky instead of a sweet.

Stirring Up Controversy and Doubt

As public concern about the health effects of smoking started to have an effect on smokers, the tobacco industry responded by publicly challenging the credibility of the scientific research linking tobacco smoking to disease. For years the tobacco industry denied that there was evidence nicotine was addictive or smoking harmful.

On April 14, 1994, seven tobacco executives representing the biggest tobacco companies in the U.S. raised their right hand and swore UNDER OATH to Congress that they “DID NOT BELIEVE” nicotine was addictive.

Truth Revealed

Following the dramatic testimony from tobacco industry executives, several thousand pages of secret documents showing the tobacco industry knew nicotine was addictive and smoking causes cancer were anonymously sent to Stanton Glantz, Professor of Medicine at the University of California, San

Francisco. He had those documents put on the internet for all to see (www.library.ucsf.edu/tobacco).

As a result of these documents and several other forces, states were able to sue the tobacco industry, requiring the industry to pay billions of dollars in settlements and agree to end marketing to children.

NOTE: Information for this page was developed using the American Lung Associations video, “Smoke and Mirrors: A History of Denial” and from “Tobacco: Biology and Politics Unit Text, Third Edition” by Stanton A. Glantz, Ph.D.

Who They Are and What They Sell

Philip Morris

Philip Morris is the company that brings you Marlboro, Virginia Slims, Parliament, Basic and Chesterfield cigarettes. U.S. cigarette companies spend roughly \$15.1 billion to promote their brands each year. Philip Morris is responsible for the largest portion of that spending. Marlboro is the most heavily advertised brand in the U.S. and, not surprisingly, they are also the

most popular brand among youth, accounting for about half of the underage market.¹ That means that roughly 2,000 kids become Marlboro smokers each day with more than 600 of them likely to die of smoking related diseases.²

After intense pressure from the states’ attorneys general and settling lawsuits in Florida, Mississippi, Minnesota and Texas as well as the

“Marlboro’s phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers...15 to 19 years old.”

(Philip Morris, Bates No. 100002492+927, May 21, 1975.)



Master Settlement Agreement, Philip Morris reluctantly suspended its advertising in major magazines. However, they continue to market heavily at retail outlets using highly visible displays and packaging at stores near schools and parks.

Despite their continued efforts to market to kids, Philip Morris tries to persuade the public that they are a responsible corporate citizen. The company has said it is spending roughly \$100 million per year on a campaign to improve its corporate image, and another \$100 million on its own youth prevention campaign.⁵ At the same time, they are forming new partnerships with youth service organizations, state school systems and major universities, however; their own industry documents paint a different story. These efforts are developed to generate positive publicity rather than actually reduce youth smoking.

RJ Reynolds Tobacco Company

Any of these brands sound familiar? Camel, Winston, KOOL, Doral or Salem? You can thank RJ Reynolds (RJR) for their fine marketing that has led many youth to recognize Joe Camel as readily as they do Ronald McDonald.

But when tobacco companies were prohibited in 1998 from using cartoon characters to market their products, RJR thought of the next best thing. RJR, the tobacco company responsible for Joe Camel, started putting various flavors into its Camel brands in 1999. Since then, RJR has launched numerous flavors and limited edition blends, such as “Bayou Blast,” a berry-flavored cigarette only available during Mardi Gras. Exotic Camel blends like Kauai Kolada, also began to emerge. The slick ads featured barely dressed women smoking cigarettes.

“The youth (anti-smoking) program and its individual parts support the (Tobacco) Institute’s objective of discouraging... federal, state and local restrictions on tobacco advertising.”

(Tobacco Institute Discussion Paper, Bates No. TIMNO164422/4424, January 29, 1991).

Hawaiians took issue with the use of one of their island names. Even the Governor of Hawaii expressed outrage at RJR for associating their state with a product that causes disease and death. Soon after negative attention was directed at RJR for this brand, the company pulled it off the shelves, but that did not end their use of flavors to sell cigarettes.

In August 2004, RJR bought another cigarette company named Brown and Williamson, makers of KOOL. After this merger, RJR changed its name to Reynolds American. Brown and Williamson also got into the candy flavored tobacco business with its KOOL brand, offering flavors such as “Caribbean Chill,” “Mintrigue,” “Midnight Berry,” and “Mocha Taboo.” The advertising and promotion for these cigarettes, called the KOOL MIXX campaign, used hip-hop imagery on the packaging and a promotional DJ contest in 13 cities to appeal to African-American youth.

Protests by tobacco control advocates, both youth and adults, led attorneys general in three states — Illinois, Maryland and New York — to sue Brown and Williamson, seeking to restrict the KOOL MIXX campaign because it violated the 1998 Master Settlement Agreement’s clause concerning indirectly marketing to youth. The case was settled out of court by Reynolds America in October 2004.

“Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position is the industry is to be maintained in the long term.”

(RJ Reynolds, Planned Assumptions and Forecast for Period the 1977-1986, Bates No. 502819513-9532, March 15, 1976.)

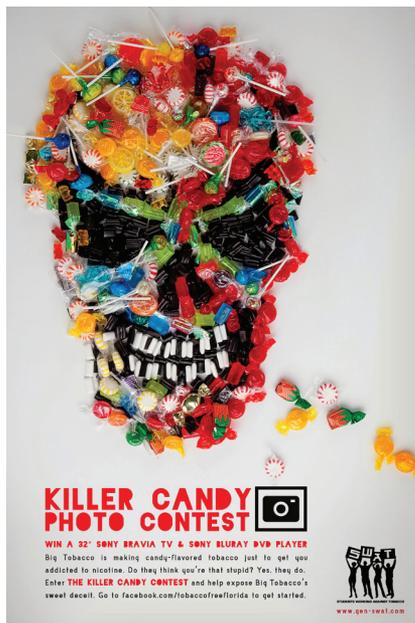
Also in 2007, despite a prohibition in the 1998 state tobacco settlement on the use of cartoons to market cigarettes, Reynolds America ran a giant multi-page ad for the company’s new “collaboration between Camel and independent artists and record labels,” called The Farm, in Rolling Stone magazine, whose readers include more than 1.5 million youth.⁴

On June 22, 2009 Congress passed a long awaited law that gives the FDA authority over tobacco products. As part of this law, the FDA banned the use of flavored cigarettes that appeal to youth, except for menthol flavors. This ban does not currently include other tobacco products, but the FDA does have the authority to ban those in the future. Frightened by the prospect of losing even more customers, Reynolds America and Lorillard Tobacco companies sued the U.S. government for allowing the FDA to review evidence that could lead to a ban on menthol flavoring.

Lorillard Tobacco Company

Lorillard Tobacco Company is the United States' oldest cigarette company, founded in 1760. It was an independent, family-owned corporation until purchased by their parent company, Lowes, in 1968. Lorillard's cigarette brands are Newport, Kent, True, Old Gold and Maverick. Newport is the leading menthol cigarette in the U.S. and one of the top three brands of choice among teens.

Like other tobacco companies, Lorillard claims they don't want youth to smoke. Lorillard heavily promoted its youth smoking prevention campaign, "Tobacco Is Whacko...If You're a Teen," despite any evidence that it ever had any impact. This slogan framed smoking as an adult choice, which, as evidenced by their own documents, is an effective ways to appeal to teens.⁵ In 1999, they launched a youth prevention campaign that pointed the finger at



parents to discuss not smoking with their children. They also partnered with Mary-Lou Retton to be the spokesperson for this campaign. Tobacco companies often use the status of partners, like Mary Lou Retton, to aid in legitimizing their industry.⁶

"We have been asked by our client to come up with a package design... a design that is attractive to kids...While this cigarette is geared to the youth market, no attempt (obvious) can be made to encourage persons under twenty-one to smoke. The package design should be geared to attract the youthful eye... not the ever-watchful eye of the Federal Government."

(August 13, 1970 letter from Lorillard advertising account executive to a marketing professor, soliciting help from his students with advertising design. Bates No. 92352889.)

“Our profile taken locally shows this brand (Newport) being purchased by black people, young adults, but the base of our business is the high school student.”

(Lorillard memo, Bates No. TINY0003062, August 30, 1978).

United States Smokeless Tobacco Company (UST)

U.S. Smokeless Tobacco (UST) is the leading maker of smokeless tobacco products and controls two thirds of our national smokeless market.⁷ UST manufactures, markets and sells SKOAL, Copenhagen and Red Seal brands.

According to internal company documents, UST developed a strategy for hooking new spit-tobacco users, meaning kids, some time ago. As one document states:

New users of smokeless tobacco — attracted to the product for a variety of reasons — are most likely to begin with products that are milder tasting, more flavored, and/or easier to control in the mouth. After a period of time, there is a natural progression of product switching to brands that are more full-bodied, less flavored, have more concentrated ‘tobacco taste’ than the entry brand.⁸

The “Lotus Project,” as it’s called, targets youth as young as 15 years old with a plan to lower the nicotine content and adding candy flavors like chocolate, vanilla and honey. UST even manufactures SKOAL Bandits, which are flavored smokeless tobacco packs wrapped in a small sack similar to a tea bag in order to make it easier for new users to keep the product in their mouth without experiencing “floating” or loose tobacco in their mouth. This strategy led to a new launch of flavors including Berry Blend, Citrus, Apple Blend, Watermelon, Wintergreen and Vanilla Blend; making UST one of the largest producers of flavored tobacco products.

“Skoal Bandits is the introductory product, and then we look towards establishing a normal graduation process.”⁹

In 2005, the five largest smokeless tobacco manufacturers in the U.S. spent \$250.7 million to market and sell their products—a 72 percent



increase since 1998. In fact, since the Smokeless Tobacco Master Settlement Agreement, UST's advertising in youth magazines has increased from \$3.6 million to \$9.4 million. That is a 161 percent increase.¹⁰

And it doesn't end with magazines. UST has been a long time sponsor of the youth extreme sports like rodeo, bull riding and motorsports.

Think smokeless is harmless? Think again. There have been at least 28 cancer-causing chemicals identified in smokeless tobacco. This didn't stop a spokesperson from UST from proclaiming to the Providence

Journal in April 1999 that it had not been scientifically established that smokeless tobacco causes oral cancer. This statement led the Attorney General of Rhode Island to file legal action against UST for violating the Smokeless Tobacco Master Settlement Agreement provision of making false statements about the health effects of tobacco.

What kind of ads are you likely to see today? UST is taking advantage of the many local and state laws that restrict indoor and outdoor smoking. They are positioning themselves as the perfect alternative when you can't light up.

1. Substance Abuse and Mental Health Services Administration, (SAMHSA), HHS, Results from the 2003 National Survey on Drug Use and Health, NSDUH: Detailed Tables. <http://www.oas.samhsa.gov/nhsda/2k3tabs/PDF/2k3TabsCover.pdf>

2. U.S. Centers for Disease Control and Prevention (CDC), "Incidence of Initiation of Cigarette Smoking- United States 1965-1996," Morbidity and Mortality Weekly Report (MMWR) 47(39):837-40 (October 9, 1998)

3. Campaign for Tobacco Free Kids Fact Sheet, Riordan M. "Philip Morris and Targeting Kids," August 9, 2005.

4. Campaign for Tobacco Free Kids Fact Sheet, Riordan M. "Tobacco Industry Continues to Market to Kids," August 9, 2005.

5. Henriksen L, et al., "Industry sponsored anti-smoking ads and adolescent reactance: test of a boomerang effect," Tobacco Control, 15:13-18, 2006.

6. Campaign for Tobacco Free Kids Fact Sheet, Boonn A., "Big Surprise: Tobacco Company Prevention Campaigns Don't Work; Maybe it's Because They Are Not Supposed To." January 9, 2009.

7. Burritt, C., "With fewer smokers, Reynolds dips into the snuff," Bloomberg News, April 26, 2006, <http://www.ihf.com/articles/2006/04/26/bloomberg/bxsmoke.php>.

8. "The Marketing of Nicotine Addiction by One Oral Snuff Manufacturer," Tobacco Control 4(1), Spring 1995.

9. Massachusetts Department of Public Health, Smokeless Tobacco Advertising Expenditures Before and After the Smokeless Tobacco Master Settlement Agreement: A Report of the Massachusetts Department of Public Health, May 2002, <http://tobaccofreekids.org/pressoffice/release503/smokeless.pdf>.

10. Campaign for Tobacco Free Kids Fact Sheet, Boonn A., "Smokeless Tobacco & Kids." July 9, 2008.

Section 6:
**ADDITIONAL
RESOURCES**



Quotes from the Internal Memos of Various Tobacco Companies and Their Employees

“Marlboro’s phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers ... 15 to 19 years old ... my own data, which includes younger teenagers, shows even higher Marlboro market penetration among 15-17-year-olds.”

May 21, 1975 report “The Decline in the Rate of Growth of Marlboro Red” from PM researcher Myron E. Johnston to Robert B. Seligman. Bates No. 2022849875/9880.



“It is important to know as much as possible about teenage smoking patterns and attitudes. Today’s teen-ager is tomorrow’s potential regular customer and the overwhelming majority of smokers first begin to smoke while in their teens The smoking patterns of teen-agers are particularly important to Philip Morris. “It is important to know as much as possible about teenage smoking patterns and attitudes. Today’s teen-ager is tomorrow’s potential regular customer and the overwhelming majority of smokers first begin to smoke while in their teens The smoking patterns of teen-agers are particularly important to Philip Morris.”

March 31, 1981 market research report on young smokers titled “Young Smokers Prevalence, Trends, Implications, and Related Demographic Trends,” written by Philip Morris researcher Myron E. Johnston and approved by Carolyn Levy and Harry Daniel. Bates No. 1000390803.

“The ability to attract new smokers and develop them into a young adult franchise is key to brand development.”

1999 Philip Morris report, “Five-Year Trends 1988-1992.” Bates No. 2044895379/484.



“In view of the need to reverse the preference of Marlboros among younger smokers, I wonder whether comic strip type copy might get a much higher readership among younger people than any other type of copy.”

April 12, 1973 RJR marketing memo, “The Following are the Principle Thoughts Which I Had...” Bates No. 500165434 -5439.

Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle.”

February 29, 1984 RJR report, “Young Adult Smokers: Strategies and Opportunities”. Bates No. 501928462 -8550.

“They represent tomorrow’s cigarette business. . . As this 14-24 age group matures, they will account for a key share of the total cigarette volume – for at least the next 25 years.”

September 30, 1974 R.J. Reynolds Tobacco Co. marketing plan presented to the company’s board of directors. Bates No. 501421310 -1335

“Overall, Camel advertising will be directed toward using peer acceptance/influence to provide the motivation for target smokers to select Camel.”

March 12, 1986 letter, “Camel New Advertising Campaign Development.” Bates No. 503969238 -9242.

“It’s a well-known fact that teen-agers like sweet products. Honey might be considered.”

September 1972 memo to Brown & Williamson from Marketing Innovations, “Youth Cigarette – New Concepts.” Bates No. 170042014.



Useful Tobacco Related Websites

Tobacco Facts and Resources

www.cdc.gov/tobacco - Centers for Disease Control and Prevention. This site contains fact sheets and resources that can be downloaded or ordered for free.

www.ash.org - Oldest anti-tobacco site known

www.americanlegacy.org - National website for both prevention and cessation which was established after the Master Settlement Agreement

<http://www.fda.gov/tobaccoproducts/default.htm> - Food and Drug Administration's tobacco center website

www.essentialaction.org - Focuses on tobacco's tactics abroad

<http://globalink.org> - International online tobacco control community

www.ttac.org - Tobacco Technical Assistance Consortium

Researching Industry Documents

www.tobacco.org - Contains tobacco facts and some industry documents

<http://tobaccodocuments.org> - Houses millions of tobacco industry documents that can be accessed through various types of searches.

<http://legacy.library.ucsf.edu> – Easy to use website when looking for tobacco industry documents; has a section for the most popular industry documents and quotes. Students can take their online tutorial and perform searches on their first visit to the site.

www.trinketsandtrash.org - Shows examples of current tobacco industry marketing and trends

Youth-focused Sites for Research and Ideas to Fight Big Tobacco

www.tobaccofreeflorida.com – Florida’s tobacco prevention and control website

www.tobaccofreekids.org – Campaign for Tobacco Free Kids. This site has lots of fact sheets and links to other state youth prevention sites. It also has a link to Kick Butts Day celebrated each year in March along with a Kick Butts Day guide which gives step-by-step instruction on school and community activities youth can organize.

www.thetruth.com – National Truth campaign

www.storealert.org - Students can learn more about the industry’s marketing tactics at point of sale locations (convenient stores), how to conduct surveillance and data collection of the tobacco industry and ways to limit the industry’s ability to use convenient stores as a marketing venue.

www.smokefreemovies.ucsf.edu – University of California at San Francisco’s website for the smoke-free movies campaign. Students will learn the impact smoking in movies has on teen tobacco initiation and ways to advocate for smoke free movies. There are tools and resources to monitor movies for smoking as well as advocacy ideas to educate community members.

Secondhand Smoke Info and Policy

www.no-smoke.org - Americans for Nonsmokers Rights

http://www.cdc.gov/tobacco/data_statistics/sgr/2006/index.htm - 2006 Surgeon General’s Report on Secondhand Smoke

www.nctobaccofreeschools.com - Site from North Carolina offers a guide and some tools to establish tobacco free school campuses

Cessation

www.FloridaQuitline.com – Florida’s Quitline, telephone cessation counseling

www.quitnow.net/florida – Florida’s online smoking cessation counseling and resource center

<http://www.lungusa.org> - Has link to free online Freedom from Smoking Class

www.quitnet.com - Cessation information and strategies

Diverse Populations

www.naatpn.org - Website of the National African American Tobacco Prevention Network

www.naaten.org - Website of the National African American Tobacco Education Network

www.nlcatp.org - Website of the National Latino Council on Alcohol and Tobacco Prevention

<http://www.who.int/topics/tobacco/en/> - The World Health Organization’s tobacco website

Common Tobacco Program Acronyms

ACS: American Cancer Society

AHA: American Heart Association

ALA: American Lung Association

ATACS: Automated Tobacco Activity Collection System

BTPP: Bureau of Tobacco Prevention Program

DHAT: Division of Health Access and Tobacco

DOH: Department of Health

RTPC: Regional Tobacco Prevention Coordinator

SWAT: Students Working Against Tobacco

TAC: Tobacco Advisory Council

TFF: Tobacco Free Florida

TFP: Tobacco Free Partnership

TPS: Tobacco Program Specialist

YAB: Youth Advocacy Board

Students Working Against Tobacco (SWAT) Registration and Participation Form

_____ County

Name _____ Date _____

Address _____

City _____ Zip _____

Home Phone _____

School _____ Graduation Year _____

Date of Birth _____ Sex _____ Ethnicity _____

I hereby grant permission for _____

to participate in the Students Working Against Tobacco (SWAT) program of

_____ County for the period of time between

July 1 _____ through June 30 _____. This may include various education programs and field trips to sites around the state of Florida. I understand that we will be notified in advance of all field trips and be required to give permission for each individual event requiring transportation services. I understand that under present Florida law, if my child is riding in a private automobile which is involved in an accident, he/she will be primarily covered for bodily injury under my family automobile policy, and I agree to submit any medical bills incurred to my insurance company for payment. If my policy has been insured with a deductible clause relative to the personal injury protection, I understand that I have assumed that deductible amount when I purchased the policy.

I understand the following:

- My child or ward may be attending community events as a representative of Students Working Against Tobacco and the Division of Health Awareness and Tobacco.
- The activities/events are designed as a means to educate and update participating youth and community members on the latest techniques in tobacco prevention.
- My child or ward may be accompanied and transported by officials sponsoring these events or by their designated chaperone(s).
- I agree that no official or employee associated with the training will be held responsible for any injuries or damages occurring while my child is traveling to or from or participating in the training/meeting. I do hereby hold harmless the sponsoring agencies, their officials, divisions and agents against any and all liability, damage, loss, claims or demands which arise out of or are in any way connected with my child or ward's participation in the meeting.

- By signing this form I authorize my child to be transported to/from tobacco prevention and control activities within the county by tobacco staff personnel or a registered volunteer for the county tobacco program.

Medical Treatment

- I hereby authorize any official of SWAT events or designated chaperone to consent to emergency medical treatment as necessary for the health and safety of my child. I further agree that no official or volunteer will be held responsible for injuries or damages arising from the provision of any such emergency medical treatment.
- I do hereby agree to indemnify and hold harmless the sponsoring agencies, their officers, divisions and agents from any and all liability, damage, loss, claims, or demands and actions of any nature whatsoever, including attorney's fees, which arise out of or are in any way connected with the provision of such emergency medical services.

Evaluation

- My child, or ward, may participate in evaluation projects facilitated by the Department of Health and others working for it or on its behalf. I give unlimited right and permission to use, distribute, publish, and reproduce the data from such projects.

Media Consent

- For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I hereby grant to the Florida Department of Health and others working for it or on its behalf, and their respective licensees, successors, and assigns (collectively, "Client"), the unlimited right and permission to use, distribute, publish, exhibit, digitize, broadcast, display, reproduce, and otherwise exploit my name, picture, likeness, voice and biographical information, or any material based thereon or derived there from, or to refrain from so doing, in any manner or media whatsoever (whether now known or hereafter devised) anywhere in the world for the purposes of advertising or trade in promoting and publicizing Client and its products and services.
- I shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims should be based upon invasion of privacy, defamation, or right of publicity) arising out of any use, alteration, blurring, distortion, faulty reproduction, illusionary effect or use in any composite form of my name, picture, likeness, voice and biographical information.
- I have the full right and authority to grant the rights granted hereunder and I agree that this Consent and Release does not in any way conflict with any existing commitment on my part. I have not heretofore authorized (which authority is still in effect), nor will I authorize or permit the use of my name, picture, likeness, voice and biographical information in connection with the advertising or promotion of any product or service competitive to or incapable with those of Client.

Parent/Guardian Signature _____

Date _____

Parent/Guardian Work Phone _____

Cell Phone _____

Other Emergency Number _____

Name of Contact _____

SWAT Youth Advocacy Board Member Application and Commitment Form

The purpose of this commitment form is to assure that applicants for positions in the State of Florida SWAT program are informed of the purpose of the organization and of the commitments and responsibilities of the position for which they are applying. The form is also intended to inform the applicant's parent/guardian to assure that the Youth Advocacy Board position is understood and supported in the event that these responsibilities conflict with work, school or family commitments.

Mission Statement of SWAT

SWAT is Florida's statewide youth organization working to mobilize, educate and equip Florida youth to revolt against and de-glamorize Big Tobacco. We are a united movement of empowered youth working towards a tobacco free future.

Name: _____

County: _____

School: _____ Grade Level: _____

Gender: _____ Age: _____ Birthday (MM/DD/YY): _____

Address: _____

Home Phone: _____

E-Mail: _____

Myspace/Facebook Address: _____

Parent/Guardian Name(s): _____

Parent Phone: _____

Please use additional paper to answer the additional questions.

Limit 250 words per question.

Describe your involvement in your county or school SWAT chapter.

What other school and community activities/clubs do you belong to?

Why do you want to serve on the statewide SWAT Youth Advocacy Board?

What skills or leadership attributes can you bring to the Board?

What skills or leadership qualities would you like to improve upon?

What accomplishment(s) have you had in SWAT that you are proud of?

What is one goal you would like to accomplish on the SWAT Youth Advocacy Board?

SWAT Youth Advocacy Board Member

I certify that I have read and understand the purpose, responsibilities, and commitments as outlined on the attached SWAT Duty and Commitment table and I am willing to work to meet the requirements of the positions that I indicated above.

Name (Print)

Signature

Parent or Guardian Support

I understand the purpose, responsibilities, and commitments as outlined in the attached SWAT Officer Duty and Commitment table of the position the applicant has applied for and agree to support the applicant in their efforts to meet these requirements. For example – making arrangements to allow them to attend meetings and other commitments.

Name (Print)

Signature

SWAT Youth Advocacy Board Duties & Commitments



Position: Youth Advocacy Board (YAB)

Responsibilities

- Assist in recruiting and maintaining members into SWAT
- Incorporate skills developed through state and regional trainings into the everyday management and facilitation of county level SWAT activities
- Assist/Lead in planning and implementing county level SWAT activities
- Serve as the liaison between the state SWAT organization and your local SWAT membership by providing updates, follow-up and recommendations as needed
- Attend as many regional events as possible
- Attend regional and/or state conference calls monthly or as needed
- Assist in planning regional events and trainings
- Attend two YAB meetings per year which may necessitate missing all or part of school on the Fridays of these meetings
- Gather input and information from youth in your region to share with YAB
- Bring information/updates/queries from YAB to the youth in your region during conference calls or using other communication methods
- Attend and facilitate regional conference calls as scheduled
- Create agenda for regional conference calls
- Attend regular (weekly) YAB conference calls
- Facilitate training opportunities for youth in your region or at state meetings
- Regularly communicate with Regional Tobacco Prevention Coordinator and State Youth Advocacy Coordinator
- Regularly check email account for updates (every two days minimum)



YAB Time Commitment

- One conference call weekly lasting approximately one hour
- Two hours weekly planning/preparation/assigned tasks
- Two weekend YAB meetings per year
- This position will also require at least one additional weekend at a regional training or event.
- A one-hour statewide SWAT conference call monthly
- Regularly monitoring of email

YAB Position Benefits

- Receive training in tobacco issues, leadership, public speaking, advocacy and media relations
- Opportunity to exercise leadership skills by leading their county and regional level SWAT organization in anti-industry events/activities

- Represent local SWAT organization to the county media
- Network with numerous SWAT leaders from around the state who attend SWAT meetings and other SWAT activities
- Exercise leadership skills and human relations skills as you serve as an elected representative of multiple counties in your region
- Gain extensive training in meeting/training facilitation and presentation skills
- Empower and equip other youth to become tobacco control advocates
- Drive the direction and focus of the SWAT program toward statewide goals
- Interact with tobacco control advocates from other states
- Represent SWAT to the media, at statewide events and nationally
- Represent SWAT to other state and national partners in tobacco control

Position: Statewide Vice Chair

Vice Chair Responsibilities

- All YAB duties
- Work cooperatively with the State SWAT Chair
- Serve as acting Chair in the absence of the Chair
- Assist the Chair in developing agenda for statewide conference calls and meetings

Vice Chair Time Commitment

- In addition to time commitment listed as YAB member, 1-2 hours as needed weekly

Vice Chair Position Benefits

- Utilize leadership skills to keep state SWAT organization focused towards its goals



Position: Statewide Chair

Chair Responsibilities

- All YAB duties
- Sets agendas, facilitates, mediates discussions for all SWAT meetings and conference calls
- Ensures SWAT is meeting its goals and objectives
- Liaison between the SWAT organization and the BTPP
- Works closely with state staff (Youth Advocacy Coordinator) to communicate information from the state office to the SWAT organization

Chair Time Commitment

- In addition to time commitment listed as a Regional Representative, 2-3 hours as needed weekly

Chair Position Benefits

- Spokesperson for the State SWAT Organization
- Exercise keen leadership skills and youth empowerment

Students Working Against Tobacco (SWAT) Bylaws

Article I. Name

The name of this organization is Students Working Against Tobacco referred to in this document as SWAT.

Article II. Mission and Purpose

A. Mission

1. The mission of SWAT is to mobilize, educate, unite, and equip Florida youth to revolt against and de-glamorize big tobacco. SWAT is a united movement of empowered youth working towards a tobacco free future.
2. SWAT will represent youth at schools, government, community, and business in promoting its ideals and achieving its goals. SWAT will empower young people through education, media, advocacy, involvement, and evaluation to create tobacco free norms by changing local tobacco policy.

B. Purpose

1. Provide the youth of _____ County a coordinated movement against the tobacco industry.
2. Advocate for policy change to achieve their long term goal of de-normalizing tobacco in their communities;
3. Provide young people with the chance to be advocates and get involved within their communities, region, and state;
4. Serve as a voice to the local tobacco free partnership and to provide the local tobacco program with insightful information and expert advice on combating tobacco use by teens within the State of Florida;.
5. Allow youth to gain “real life” experiences through planning, executing, and evaluating tobacco prevention activities.

Article III. Membership

A. County Affiliations

1. SWAT chapter refers to those youth engaged in tobacco related activities with their local tobacco free partnership. Each county is required to establish and maintain at least one SWAT chapter.
2. SWAT club refers to school and community based clubs that operate under the guidance of the local tobacco free partnership and the tobacco prevention staff. Each SWAT club should have a minimum of one youth serving on the chapter.
3. Tobacco Free Partnership (TFP or the Partnership) refers to the local coalition of community members working together to affect tobacco prevention policy change. This coalition is representative of, but not limited to, the public, private, business, and faith-based sectors of each county.

B. Membership Defined

1. Any person 18 years of age or younger or any persons residing and/or enrolled in grades 6-12 in _____ County who completes and submits a SWAT Membership Registration form for the current state fiscal year 2011-2012.

C. Membership Terms

1. Membership in SWAT applies to the present state fiscal year. Membership may begin at any given time in a year. Members will be given the opportunity at the end of each state fiscal year to register for the following year.
2. Active membership status will remain for any student, provided they attend a minimum of 75 percent of SWAT meetings and 25 percent of activities per semester.
3. Inactive SWAT members will be required to attend three consecutive meetings before regaining active status.
4. In the event a member is found guilty of violating a city, county, state or federal law, membership will be reviewed and determined by the SWAT chapter Executive Committee.

D. Membership Responsibilities

1. Member duties will include, but not be limited to the following:
 - a. Attendance at all local SWAT meetings and Partnership meetings;
 - b. Assume a leadership role among peers and in the community;
 - c. Work to maintain a drug free life style and serve as a role model to peers;
 - d. Assist in planning and participating in SWAT programs and activities; and
 - e. Volunteer a minimum of two hours per month.

Article IV. The Executive Committee

A. Application

1. Guidelines within this document regarding the Executive Committee apply to both the _____ County chapter and all clubs associated with the chapter.

B. Executive Committee

1. The Executive Committee will consist of a minimum of three active SWAT members.
2. These positions must include but are not limited to a SWAT Chair, Vice Chair and Secretary.

C. Selection of the Executive Committee Members

1. Officers must be elected to serve a one-year term to coincide with the state fiscal year.
2. A state fiscal year is defined as July 1 through June 30.

D. Executive Committee Member Duties

1. The officers within the Executive Committee are defined by Article IV, B.2, of this document. Responsibilities of persons elected to these offices must include the following:
 - a. Each elected officer of the Executive Committee will serve as a liaison between the SWAT chapter and the Tobacco Free Partnership.
 - b. Each elected officer is expected to exhibit a positive manner among peers and in the community.
 - c. The SWAT Chair is responsible for setting agendas, running meetings, mediating discussions, and working to ensure that SWAT is meeting its goals and objectives. The Chair will act as a liaison between the SWAT chapter and the _____ County Tobacco Free Partnership. The Chair will attend all SWAT chapter meetings and Executive Committee meetings, attend Tobacco Free Partnership meetings (four unexcused absences from any meetings in a year will result in removal from office), participate in SWAT sponsored projects and programs, and serve as a positive role model for peers at all times. Excused absences will follow school policy, other club functions with the exception of special programs, regional, or state functions will not be considered excused.
 - d. The Vice Chair is responsible for running meetings in the absence of the Chair. All other duties listed for the chair are applicable to the Vice Chair.
 - e. The Secretary is responsible for taking minutes, and recording any other pertinent information.

E. Executive Committee Powers and Purpose

1. The Executive Committee exists to make decisions, suggestions, administrate, and execute the will of the SWAT chapter on a day-to-day basis.
2. The powers vested in the Executive Committee must be granted by the general membership of the SWAT chapter to better execute the goals and mission of the SWAT chapter.
3. A quorum is established when two-thirds of Executive Committee members are present. A quorum is necessary to take official action.

F. Grounds for removing Executive Committee Members

1. An Executive Committee member who fails to meet the duties defined by this document can be removed from office, but maintain membership in SWAT.
2. An Executive Committee member who receives Out of School Suspension will be removed from office but may maintain membership in SWAT.
3. An Executive Committee member found guilty of breaking any local, state, or national law, will be removed from office and removed from SWAT membership.

G. Executive Committee Vacancies

1. In the event that a member of the Executive Committee vacates or is removed from his or her post, the SWAT chapter will make nominations and a vote will be held.

H. SWAT Advisor

1. The SWAT Advisor(s) must be appointed by the community grantee and duties will be defined by that office.

Article V. Meetings

A. Chapter and club Meetings

1. A minimum of one meeting per month during the state fiscal year is required.
2. One meeting will be organized and executed by the Executive Committee under the supervision of the community grantee.
3. Times and dates for meetings are set by the local SWAT clubs and agreed upon by the community grantee.

Article VI. Relationship to the Florida Bureau of Tobacco Prevention Program and _____ County Tobacco Free Partnership

A. Relationship Definition

1. The Bureau of Tobacco Prevention Program and the local Tobacco Free Partnership will provide guidance and support to the local SWAT chapters and/or clubs to achieve their county goals. Members of the SWAT chapter must meet the Partnership's 25 percent youth requirement.

B. Youth Involvement Guidelines

1. To ensure integration of SWAT youth into the tobacco free partnership, the following guidelines must be adhered to:
 - a. Youth must be in physical attendance at all Partnership meetings;
 - b. Youth must be included on the agenda;
 - c. Youth must be voting members of the Partnership; and
 - d. Youth must be eligible for Partnership executive positions.

Article VII. Amendments

A. Annual Review

1. The Executive Committee will be responsible for reviewing the bylaws once annually and make recommendations to the SWAT chapter for appropriate changes.
2. Amendments can be made no more than twice per year.

B. Amendment Ratification

1. These bylaws may be amended by a majority vote. All changes must be submitted in writing and distributed to all voting members at least one week before a vote.

Action Planning Tool

Use this Action Planning Tool to outline strategies and action steps you will need to complete in order to achieve each of your tobacco prevention objectives.

Objective: _____

ACTIONS What needs to be done?	BY WHOM Who will take charge?	BY WHEN By what date will this be complete?	SUPPORT NEEDED OR AVAILABLE What \$, human, political, and other resources are needed? What do you already have?	POTENTIAL BARRIERS OR CHALLENGES What organizations or individuals may resist?	COMMUNICATION What message needs to be communicated? Who needs to know about this action? How will you communicate?



STUDENTS WORKING AGAINST TOBACCO