

2008-09 Summary Report

STUDENTS WORKING AGAINST TOBACCO

In 2008, the Broward County Health Department received funding from the Florida Department of Health to create local Students Working Against Tobacco (SWAT) chapters. SWAT first began in 1997 and serves as the statewide youth organization to educate and empower students to become aware of health risks of tobacco use and of the marketing tactics used by corporate tobacco companies to target youth to become smokers.

The Broward County Health Department, Tobacco Prevention Program partnered with the School Board of Broward County, Office of Prevention Programs to establish thirteen (13) Students Working Against Tobacco (SWAT) Chapters in Broward County's middle and high schools. These chapters were created and managed under the guidance of Prevention Specialist, Stephani Weaver. Each chapter was headed by a SWAT Advisor, which in most cases was the Peer Counseling teacher. The selected SWAT Advisor received a \$500 stipend at the end of the school year following completion of assigned SWAT activities.

Several of the activities conducted in the schools include:

- 88 Shoes project which displays empty shoes to depict the number of Floridians that are killed daily as a result of tobacco use;
- SoundCheck campaign that targets music artists that have directly or indirectly received financial support from tobacco companies (Kanye West, Yung Joc, Blue October, Spoon);
- Rick Bender presentations, a national tobacco prevention speaker that lost 1/3 of his jaw as a result of spit tobacco use;
- Kick Butts Day, signed pledge cards declaring a student's decision to remain smoke-free.

A total of 643 students participated as members of the following SWAT Chapters:

Arthur Ashe Middle School (35)
Glades Middle School (30)
Rickards Middle School (38)
Tequesta Trace Middle School (43)

Crystal Lake Middle School (50)
Lauderhill Middle School (18)
Seminole Middle School (33)

Cypress Bay High School (175)
Hollywood Hills High School (50)
Pompano Beach High School (52)

Fort Lauderdale High School (24)
Plantation High School (75)
West Broward High School (20)