



BE THE CHANGE

You spoke out. You decided our logo needed a little facelift. With all the votes tallied, the **chrome swirl** design above won!

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SWAT WILL BE THE CHANGE

"You must be the change you wish to see in the world"- Gandhi

SWAT youth have embraced this quote by Gandhi as the motivation behind their 05-06 statewide initiative, "*Be the Change*"

The focus of Be the Change (BTC) is to enrage and empower new youth advocates while increasing the skills, knowledge and abilities of veteran SWAT members through use of the truth message.

The broad scope of the initiative allows each region, each county, to focus on the areas in most need of change.....SWAT recruitment, SWAT capacity building of its current members, increasing awareness of tobacco manipulation, etc. Regions will use four components when implementing the BTC initiative. The first is **educa-**

tion/information. Both new and veteran anti-tobacco advocates (young and old) need to stay abreast of new tobacco industry trends and state issues. This feeds youth rage and creates a "moving target" for the industry. The second component is **experience & action.** An activists can't hold onto his or her knowledge. To create a change, she or he must act to ignite change. So don't just complain about the industry sponsorship of a local rodeo—ACT to get their sponsorship banned! The third component is **communication.** Youth will be challenged to share their passion and rage against the industry with their peers. Think outside the box here....you can utilize those

street marketing, public speaking, media and film skills you have to replace Big Tobacco's lies with the SWAT message. The final component is **synergy.** As youth work together towards a common goal, synergy will begin to bond them in a common fight. This synergy will feed their passion and motivate them to *Be the Change.*



Region 2 youth draw some chalk-n-awe on a busy sidewalk.



ELEVATOR TALK

- In 2003, Big Tobacco spent \$969 million on advertising in Florida alone—more than any other state.
- Almost 90% of all smokers begin before turning 18 yrs.
- The CDC estimates that tobacco cost the State of FL \$11 billion in 2002, half of which is health care costs and lost productivity. That is nearly 20% of the State's annual budget.

GEN-SWAT.COM GETS NIP, TUCK

Our gen-swat website has undergone some construction in the last few weeks. The website / marketing committee has been working hard on revisions to the style and content of the site to better reflect the face of SWAT and its truth message. For now you will see only some minor changes and updates to most pages on the site, with one exception. If you hit the "cool stuff" link you will see a major face lift has been given to the Cool Stuff page. This gives a little hint at the

style and content to come in the revised site. On the "Cool Stuff" page you can now download commercials, wallpaper for your computer and view animated pictures of activists in action. This page was the place to find the logo contest submissions for the new SWAT logo. Look out soon for other contests and opportunities to submit your own designs of t-shirts, 'zines, street marketing materials, etc. to be posted on the site. The committee wants to

make the website an interactive, one stop shop for all the information, resources, and ideas youth activists need to take on the Industry. The committee is also continuing to revise the site so that it contains news and events from each region. The committee's goal is to have an edgy, cool site that never goes stale. Major changes to the site will be unveiled at the 9th Annual Teen Tobacco Summit in February.

PROJECT PHOENIX RE-ENERGIZES NATIONAL YOUTH

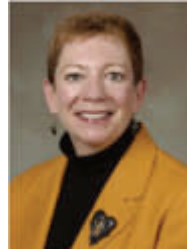
Region 2 pioneered the advocacy tours, by implementing Project Phoenix, a coast to coast advocacy tour in the summer of 2004 led by Suwannee County. This event grabbed media attention across the state. Project Phoenix was then selected to present at 2 national conferences. The first, CADCA in Washington DC and the second, National Tobacco Conference in Chicago. By presenting at these two conferences, Region

2 and Suwannee County's Project Phoenix, was then made available to the entire nation. The 45 minute documentary produced during the tour, focuses on what it is like to be an anti-tobacco industry advocate, giving vicarious experience to those new to the tobacco fight. During the presentation in Chicago, the presenters were asked to present similar sessions in several states with their new programs. Steven Pate, 1/3 of

the Region 2 Representative team, and Suwannee county representative, was invited to Arkansas to present with professional videographers, Brian Cody and Carl Fielner to a group of tobacco advocates. The meeting was canceled, but they are still tentatively planning to present to the group within the next 2 months. Good luck Steven, Brian and Carl.

BIG TOBACCO'S EMPLOYEE OF THE MONTH UP CLOSE AND PERSONAL WITH A TOBACCO EXEC

Few can market addiction like RJR. Meet one of RJR's employees, Frances Creighton. According to her bio on their website, she is the executive vice president of marketing for R.J. Reynolds Tobacco Company. Creighton joined R.J. Reynolds in 1981 as a marketing research analyst. Through a series of promotions, she became senior marketing manager in 1990. She was promoted to marketing director in 1994 and to vice president - Camel in 1997. Creighton became senior vice president - marketing in January 2002. She assumed her current position in January 2004.



Let's see what she had to say during a sworn deposition in 1991 in a case against RJR...

21 | Q Do you try to market Winstons now to colleges?
 22 | A No, we don't.
 23 | Q Why not?
 24 | A Because we follow the advertising code which says
 25 | that we do not market our cigarettes or advertise our
 |
 | 1 | cigarettes on college campuses.

Oh, really. According to a report in a college newspaper at Webster University in St. Louis, RJR, makers of Camel, is actively targeting college age students 18-24 with free cigarettes and more. They use employees from a marketing firm to frequent college bars and hot night life spots. Students are given free gifts like lighters and cigarettes in exchange for a swipe of their drivers license. With personal contact information in hand, RJR places these students on their direct mail list for future mailings of coupons, promotional items, etc. In the article, one student claimed to received free cigarettes up to six times in a two month period from RJR. They may not step foot on a college campus, but the tobacco industry clearly targets college students with their addictive products. Has RJR changed their advertising code to market to college students?

REGIONAL ROUND-UP

Region 1

Region One is working to establish SWAT teams in some of our inactive counties. We are happy to report that a new team is being established in Okaloosa County at Fort Walton Beach High School. Their first meeting was scheduled for October 10. Bay County now has active SWAT teams in 12 of their 14 middle and high schools in the county.



Region 1 SWAT youth Erin Sylvester and James Lewis try meeting with Lorillard Tobacco staff in Panama City. Their visit was cut short when a door closed in their face with a swift "no comment". All of this was caught by local media (see the news camera in the background) and aired on the news.

At the regional level, the Region One BOD members are working on their plans to "Be the Change" and build advocates throughout the region. Plans are focused around several mobile, multi-county, intensive "boot camp style" training sessions, each of which will culminate in an advocacy experience for all of the members involved. We are still working on the details, but we are confident that this will be just what we need to help SWAT re-establish a foothold in the inactive counties of our regional and light a fire under the other counties to help them bring their advocacy activities to the next level. Video camera and editing training will also be scheduled to allow Region One youth the opportunity to learn how to use the region's video camera to create commercials and advocacy videos.

Region 2

We have several County Health Department Directors who are interested in helping us get

SWAT back into some of the "vacant" counties' schools. So we are looking forward to boosting our county numbers. We also have several adults who are willing to help as volunteers in county activities.

The Initiative, is exciting, because of the close link it plays with the Region 2 tour that we took this past summer. During our Tour, we covered all 16 of our counties, over a 2 session framework. It lasted 6 days, and every student who attended, became stronger advocates. We are really looking forward to continuing that goal via the "be the change" statewide initiative. Many of our "vacant" counties are rapidly stepping up to the plate. Region 2 hopes to bring 80% of it's counties to the summit, and 100% to the last BOD of the year. With the help of our strong SWAT groups and the dedication of the adult volunteers, we anticipate a FANTASTIC year ahead of us.

Region 3

Our region has been working hard to create excitement about the new year in SWAT. The summer tour "kicked off" with stops in many of the Northeast FL counties. We conducted street marketing and got media attention throughout our region. There are new SWAT clubs being created throughout; 8 in Orange, 2 in Clay, and 1 in Putnam. The experienced clubs are going strong as well. We have plans to team up with Region 2 and conduct a super event sometime in the spring. St Johns county is hosting a regional advocacy event at the county fair with the band "MOFRO" where approx 5000 youth and 3000 adults will get the SWAT message first hand. We want everyone to know that we really can "Be the Change"

Region 4

Region 4 SWAT youth have been putting the act in activist. Aside from our Mystery Truth Tour this past summer, we have been crossing county boundaries and joining forces to fight Big Tobacco. Several counties met in Orlando, along with youth from Regions 3 & 5 to rally outside the Philip Morris office. Youth from Polk and Osceola joined forces to street market in the Lakeland Mall during the busy back to school shopping week. Even Sarasota and Pinellas youth found time to

spread the message one afternoon on busy intersections in St. Petersburg. As school began, youth turned their attention to recruitment and set a goal of publicly showing their new "SWAT Inspiration" video once monthly to help recruit new advocates. We are now turning our focus to implementing the Be the Change initiative so that we can build the skills of current members and re-energize inactive parts of our region.

Region 5

BIG TOBACCO has been busy in Region 5 this fall. RJ Reynolds, makers of KOOL has been targeting the African American and Latino communities in south Florida with point of sale advertising and special jazz concerts featuring hip hop artists and special events. Philip Morris has been no stranger to our region either, as they continue their face-to-face "we're corporately responsible" talks to our local rotary and Kiwanis clubs while they continue to celebrate 50 years of FLAVOR...yeah if you like the flavor of ammonia. SWAT has started talks to partner with other organizations such as LCAT, Campaign for Tobacco Free Kids and students from FIU in Miami to stay on top of industry tactics and develop counter-marketing activities and materials to address this issue. On October 13th, over 20 youth met in Miami with the CP+B marketing firm, makers of the national truth campaign and former makers of the Florida truth television ads, to discuss the history of the truth marketing campaign. This experience provided many regional leaders with an in depth view of the impact the truth campaign has had in Florida and now on a national level. The region also learned about the latest integrated media efforts in marketing, how campaigns are created from the ground up and just how cool it would be to work at a firm like CP+B. Region 5 has completed the final draft of a 20 page advocacy guide which will be used to compliment upcoming local youth advocacy trainings. The trainings will support the statewide "BE THE CHANGE" initiative and assist the region to strengthen local tobacco prevention efforts by developing youth advocates to carry out program initiatives. The region is committed to strengthening the program one county at a time.

ACT OUT. SPEAK UP.

Need a quick fix? Want to do an easy, cheap advocacy stunt? Here are a few ideas to get the people thinking about the true intentions of the tobacco industry....

- From Sarasota County....Write your anti-industry message in white shoe polish on your car window. Drive to the Friday night football game and park in a visible spot. Better yet, get your friends to write messages on their cars too. Be sure to get the official "okay" from your parents first. You can keep the message on the window for the entire weekend as you hit the beach, the mall or the movies. The more you get around, the more your message is read.
- Get your SWAT team to create their own "88" t-shirts. Just paint or write the number 88 on the front and back of a plain white shirt. Recruit 88 students to wear the shirts to school on a specific day. SWAT youth can create their own announcement or short video commercial to show at the conclusion of the day to explain the meaning of 88. If the industry doesn't target youth to replace the dead smokers, how will they maintain their profits?

Of course, your first step to acting against the industry is learning about the industry. To learn more about how the tobacco industry targets teens, log onto www.gen-swat.com.

The mission of **Students Working Against Tobacco, SWAT**, is to empower a new generation of youth to become activists by combating the lies and deceitful tactics of the tobacco industry.

Ac-tiv-ism (noun)
Vigorous action; vigorous and sometimes aggressive action in pursuing a political or social end



A MESSAGE FROM YOUR CHAIR

Fellow Advocates,

We are off to an amazing start this year! We have an incredibly active group of Board Members, and a dedicated Executive Board taking charge. This is one of the most exciting SWAT years I have had. Although SWAT has accomplished shocking success since establishment, with time comes the need for change.

We have all learned through their manipulative marketing tactics and deceitful politics that BIG TOBACCO is not as dumb as we would like to believe. Since the grand settlement in 1997, Big Tobacco has had time to "wise" up. They now operate differently to improve their "image" and better hide their true marketing practices. They have established stronger corporate ties with their brands, gained positive recognition for their deceitful "anti-tobacco" advertising, and continue to spread their lies and market toward youth.

In the past few years SWAT has been forced to make some drastic changes due to the budget cuts. Many believed it was the end for SWAT and the end of the truth message in Florida. We proved them wrong when we continued our fight and stayed strong. Thankfully, through this time we have also had the opportunity to become a stronger, more united and empowered family of advocates. We know our job is to continue to spread the truth about what the industry has done and continues to do.

The past two years may have been the best for this program, despite the fact we lost much of our budget. We have had the opportunity to return to our roots and are now more focused and determined than ever. We have re-kindled the fire in our fight.

This is SWAT's year of "Revolution". We are making new changes that will forever affect the program. We are undergoing exciting changes with our website and putting a new face on our generation of advocates with a new logo. WE are the ones making these changes! We are the ones working to get this message out! We are the generation Big Tobacco has to look out for now!

Colton Bell
Chairperson, SWAT
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