



SWAT Monthly Activity Calendar



STUDENTS WORKING AGAINST TOBACCO



How to Use

The SWAT Activity Calendar was created to provide ideas to keep SWAT clubs actively engaging their peers and community in their tobacco control efforts. All of the activities in this calendar can and should be enhanced with your club's unique *delivery* so that the *audience* you are reaching will support your *message*.



STUDENTS WORKING AGAINST TOBACCO

Statewide SWAT Webinars

- A Statewide SWAT Conference Call and Webinar is scheduled every 4th Thursday of the month at 7:30pm CT / 8:30pm ET**
- Register to receive the log in information at <https://attendee.gotowebinar.com/register/5117660750592121858>
- Upcoming dates: Oct 22, Nov 19, Dec 17, Jan 28, Feb 25, Mar 24, Apr 28, May 26

**Note dates in November and December



On-Site SWAT Club Activity

SWAT Kick-off and Recruitment Campaign

Get ready to rally the troops for another exciting year in SWAT! Use the new “*SWAT in Action: We Need You*” video at your first meeting to get new and returning members enthusiastic about the year ahead. Elect SWAT club officers, post SWAT posters, make an announcement on ITV, and hand out membership forms to get the year off to a great start.

Action Steps:

- Elect SWAT officers (President, Vice President, Historian)
- Post SWAT posters and flyers around campus
- Make announcements on ITV
- Distribute and collect membership applications
- Hold a SWAT kick-off meeting where you show the new “*SWAT In Action: We Need You*” video
- Place "Knock Tobacco Out of the Park" or “International Coastal Clean-up” on kick-off meeting agenda

Materials:

- SWAT posters and flyers
- Membership applications

Resources:

- www.swatflorida.com/members-only



September

Community Outreach Activity

Beach/Waterway/School Clean-Up

The third Saturday in September is International Beach Clean Up and we have lots of beaches in FL. Join other activists across the world and help rid your beach of waste...especially the most littered product in the world, cigarettes. If you don't have a beach, then focus your attention on another waterway like a river or lake. Or, keep it simple and conduct a clean-up at your school. Keep your tobacco trash and challenge other schools in your county to a Butt Weigh In. Come together and mail the trash to a tobacco company.

Action Steps:

- Select a location and date for a Clean-Up
- Brush up on your facts about tobacco's impact on the environment
- Hold your Clean-Up activity
- Weigh the tobacco trash your SWAT club collected
- Hold a countywide SWAT "Battle of the Butts Weigh-In" for club bragging rights
- Create a 15, 30 or 60 second PSA using your tobacco trash and facts to show at school or community events
- Use this evidence to gather support for a tobacco free park or beach policy

Materials:

- Trash bags and latex gloves
- Large clear plastic or glass jar for tobacco trash

Resources:

- www.rethinkbutts.org
- <http://www.oceanconservancy.org/>



On-Site SWAT Club Activity

Celebrity Graveyard

Hollywood has had a major role in glamorizing tobacco products, but that promotion came at a cost. The Marlboro Man, another Marlboro Man, John Candy, Babe Ruth, Patrick Swayze. . . the list goes on and on. Draw attention to the fact that tobacco doesn't discriminate. When used as directed, it kills. Create a graveyard for all the stars who died from tobacco-related diseases.

This could be an addition to the many activities that occur during Red Ribbon Week which is the last week of October.

Action Steps:

- Get permission from your principal to host a Celebrity Graveyard
- Gather supplies to make tombstones and other props to create a graveyard atmosphere
- Create tombstones with information about the various celebrities Big Tobacco has taken from us
- Set the tombstones in an open area or near an entrance where it is visible and people can interact with you
- Use your graveyard display as an opening conversation about the need to change the way tobacco companies market to youth
- Incorporate community opinion polls about possible tobacco control policies your county is trying to pass

Materials:

- Cardboard or foam pieces
- Markers
- Community opinion surveys

Resources:

- www.whyquit.com/whyquit/notables.html



Community Outreach Activity

Knock Tobacco Out of the Park

Players' use of smokeless tobacco sets a terrible example for millions of impressionable youth. Our national pastime should be about promoting a healthy and active lifestyle, not a deadly and addictive product. Help raise awareness during the MLB World Series about the restricting all tobacco use at baseball stadiums.

Make it a home run....This is a great chance to reach out to school or community baseball teams and educate them about the importance of local or organizational policies to remain tobacco free.

Action Steps:

- Research facts about smokeless tobacco and how tobacco companies target youth
- Create a short presentation that can be shared with community baseball leagues, parents and players
- Ask leagues to evaluate their own organizational policy concerning tobacco use at youth sports
- Provide attendees a chance to join a national effort to Knock Tobacco Out of the Park through online pledges of support

Materials:

- Smokeless PowerPoint presentation
- Smokeless fact sheets
- Laptop

Resources:

- <http://tobaccofreebaseball.org/content/>
- <http://www.tobaccofreeflorida.com/current-issues/smokeless-tobacco-the-issue/>



On-Site SWAT Club Activity

Support A Quitter for GASO

In honor of the Great American Smoke Out (GASO), SWAT hosts an outreach booth at their school or community center where youth can use online tools like e-cards to encourage a loved one to quit. This is also a great time to promote your school's tobacco free campus policy by reminding students, parents and teachers that tobacco is not allowed to be used on school property or at school events.

Action Steps:

- ❑ Get permission from your principal to host a Support A Quitter booth at your school during lunch or a school event
- ❑ Film a short 15, 30 or 60 second video that communicates the meaning of GASO and promotes your booth
- ❑ Learn about the 3 Ways to Quit offered by Tobacco Free Florida
- ❑ Construct a Support a Quitter Booth that has multiple laptops available for youth to send e-cards and encouraging messages to loved ones who smoke
- ❑ Have the Quit and Tell website available and ask former smokers to submit their inspiring stories
- ❑ At a SWAT meeting earlier in the month, create a display that highlights how the tobacco industry tries to keep smokers addicted

Materials:

- ❑ Construction paper, posters, markers
- ❑ Laptops
- ❑ Video camera, phone or smart device

Resources:

- ❑ <http://www.tobaccofreeflorida.com/how-to-quit/>



Community Outreach Activity

We Heart Quitters

In honor of the Great American Smoke Out (GASO), SWAT hosts outreach booths at local events where attendees can encourage a loved one to quit using online tools like e-cards. This is also a great time to promote the benefits to tobacco free worksites like schools, colleges and large companies in your county.

Reminder: This could be an addition to events your SWAT club attends like Dance Marathon.

Action Steps:

- Film a short 15, 30 or 60 second video that communicates the meaning of GASO and promotes your booth
- Learn about the 3 Ways to Quit offered by Tobacco Free Florida
- Construct a Support a Quitter Booth that has multiple laptops available for youth to send e-cards and encouraging messages to loved ones who smoke
- Have the Quit and Tell website available former smokers to submit their inspiring stories
- At a SWAT meeting earlier in the month, create a display that highlights how the tobacco industry tries to keep smokers addicted

Materials:

- Construction Paper, Posters, Markers
- Laptops
- Video Camera or Phone

Resources:

- <http://www.tobaccofreeflorida.com/how-to-quit/>
- <http://www.tobaccofreeflorida.com/quitandtell/>



On-Site SWAT Club Activity

Keep It 100

Organize a panel of speakers to raise awareness about the way in which tobacco companies market to youth, sabotage smoker's attempts to quit and derail public policy. Since students and parents have time off during the winter holidays and tend to spend more time together shopping and traveling, plan your forum to occur before the winter break from school begins. Find a creative way to market your forum so that it appeals to many students and parents.

Action Steps:

- Get permission from your principal to host a Keep It 100 activity.
- Secure a diverse set of speakers who will be able to explain different perspectives of the tobacco issue in your community
- Develop an outreach plan to invite students, parents and other influential decision-makers in your community
- Provide attendees a chance to join your SWAT club or Tobacco Free Partnership as part of a call to action at forum.

Materials:

- Introductory presentation to introduce issue
- Flyers, invitations, posters to promote Keep It 100
- Laptop, screen and projector

Resources:

- www.tobaccofreeflorida.com
- www.tobaccofreekids.org



December

Community Outreach Activity

Tobacco Free Holiday Parade

The holidays should be a safe and rejuvenating time for all. This is also a great time to focus on the benefits of smoke-free venues, homes and multi-unit dwellings (apartments). Your SWAT club can reach out to parade organizers and gain support for a tobacco free parade route. Then, join the fun by participating with secondhand smoke messages that have a positive holiday spin. This will help raise awareness about the importance of protecting youth from the harm caused by secondhand smoke.

Action Steps:

- Identify a holiday parade in your county to attend
- Contact parade organizers and discuss approval of a tobacco free route
- Discuss audience, message and delivery for your parade participation
- Brush up on your secondhand smoke facts
- Finalize any parade decorations

Materials:

- SHS palm cards and/or fact sheets
- Decoration supplies like posters, markers, construction paper

Resources:

- http://www.cdc.gov/tobacco/data_statistics/fact_sheets
- <http://www.no-smoke.org/>



On-Site SWAT Club Activity

New Year's Shredding Party

The beginning of a new calendar year is always a great time to decide to make a change. Support those who want to quit by allowing them to shred their old addiction. Share with them information on Florida's 3 Ways to Quit. It is also a good time for our schools to renew their commitment to the health of their students. Your SWAT club's New Year's Resolution will be to reject the tobacco industry's prevention media in your schools. During the month, SWAT youth will educate school administrators on the counter-productive nature of tobacco industry prevention materials.

Action Steps:

- ❑ Review your county's policy about refusing tobacco industry materials.
- ❑ Interview school counselors, administrators, or staff to assess the prevention materials they have and educate them on the topic. Ask your school librarian if you can thumb through the magazines to search for tobacco ads that may be present.
- ❑ Ask to use the tobacco industry provided prevention materials and any tobacco magazine ads you found to shred during a school activity.
- ❑ Create eye-catching Shredding Cards for students and faculty to complete with bad habits they want to shred
- ❑ Host a booth with a Shredding Station that educates on tobacco industry-sponsored prevention campaigns and promotes New Year's resolutions to quit using tobacco
- ❑ Have Shredder available for participants to write their commitment to "shred their addiction to tobacco" and place in shredder

Materials:

- ❑ Markers, poster board, construction paper
- ❑ Shredder and "Shredding Cards"

Resources:

- ❑ www.tobaccofreekids.org



Community SWAT Club Activity

Maze of Deception

Shock and inform students about Big Tobacco's outrageous marketing schemes and motivate them to spread the word. SWAT youth will create life sized maze at the entrance to a school dance or arts/sporting event. The maze will be lined with creative ways to communicate how the tobacco industry is targeting youth to be their next replacement smoker. SWAT members can have interactive stations along the maze where youth can interact with tobacco facts . Include stations like a "real time" counter that represents the human toll of tobacco across the United States.

Action Steps:

- Get permission from your principal to construct a Maze of Deception at the entrance to a school event.
- At SWAT meetings earlier in the month, build posters, or large barrier walls out of cardboard with tobacco facts and images of industry manipulative tactics or quotes
- On the day of the event, erect your maze at the entrance so that youth have to walk through it in order to enter the event
- Survey students after they have gone through the maze to see if they learned something new or can remember a specific fact

Materials:

- Large cardboard boxes, duct tape
- Markers/poster paper
- Laptop
- Survey tool

Resources:

- www.thefactsnow.com
- <https://www.youtube.com/watch?v=5MmYY8sj73g>



On-Site SWAT Club Activity

Graffiti Vigil

Graffiti makes a statement and here is a way to use it that even adults would support. The third week of February is Through With Chew Week. It is the perfect time to educate your peers and parents that smokeless isn't harmless.

Action Steps:

- Get permission from your school administrator and/or athletic director to have the vigil activity at a home baseball game
- Create a large memorial wall using graffiti style design with smokeless messaging; you may even want to include names of famous players who have suffered from oral cancers
- Hang graffiti wall on back of your school baseball team's dug out
- Line the ground under the graffiti wall with votive candles
- Develop a short 15 or 30 second announcement to educate about smokeless tobacco and the meaning of the graffiti wall
- Have SWAT members available at the wall to answer questions and talk to attendees about smokeless tobacco issues
- Ask baseball players to wear black bands (electric tape) around their arms to commemorate the activity

Materials:

- Butcher paper, paint, markers or chalk for graffiti design
- Candles, black electric tape

Resources:

- www.throughwithchew.com
- www.swatflorida.com/fight-back



Community Outreach Activity

Poison in Every Package

For far too long smokeless tobacco companies have gotten off the hook. Sure, you don't light the stuff on fire, but it still causes all kinds of damage. And, smokeless tobacco companies have targeted youth by using some of the same sly tactics that other tobacco companies use. Think those flavors like mint and cherry got into the can by accident? The third week of February is Through With Chew Week. This is the month to arm your community with the facts and gather support for tobacco free policies that include smokeless products.

Action Steps:

- Identify a community event to attend where you can set up a booth
- Create a display with oversized "cans" or "pouches" of smokeless tobacco with poisonous insects, snakes, spiders, etc. crawling out
- Be prepared to share facts about smokeless tobacco and the industry with event attendees
- Invite event attendees to take a survey or sign a support letter for a tobacco free policy
- Use the survey or letter to assist in communicating to decision makers

Materials:

- Large cardboard boxes, clear garbage bags
- Markers, construction paper, poster board
- Stuffed or plastic insects, snakes, spiders
- Smokeless tobacco fact sheets and palm cards
- Community surveys or letters of support

Resources:

- www.throughwithchew.com
- www.swatflorida.com/fight-back



On-Site SWAT Club Activity

Have you Seen My Yeti?

We all know the legend of the Yeti. The Tall, ape-like creature is said to live in dense swamp or forested mountains and stalk kids and teenagers.

Why not use the curiosity that the Yeti conjures to turn attention toward the tobacco industry. If you think about it, there are many similarities between a Yeti and Big tobacco. Both try to live and prosper behind the shadows. Both target the most vulnerable. Both kill.

Action Steps:

- Place signs, similar to missing those used for missing pets, asking “Have you seen my Yeti?” You can even put a short description. 10’ Tall, hairy, sharp teeth, long claws, known to target teens as prey.
- Use the week to build up hype; make it sound like a huge monster is on the loose.
- Place segments on announcements, warning students to be on the lookout for the lost Yeti, who is aggressive and has an insatiable appetite
- At the end of the week, come clean and make a new announcement. “Yetis aren’t real- but Big Tobacco is! They are the monster who targets students and are responsible for 1300 deaths every day in the U.S.”

Materials:

- Paper, markers, poster board

Resources:

- www.swatflorida.com
- www.tobaccofreekids.com



Community Outreach Activity

Kick Butts Day Rally

Kick Butts Day is celebrated on March 16, 2016. Youth advocates from across the nation will Stand Up, Speak Out and Seize Control against the tobacco industry. There are lots of ways you can use this national observance to gain support for tobacco policies in your county. Tobacco companies heavily market their products at convenience stores because they know they will reach youth. Why not use Kick Butts Day to focus your community's attention on the number and types of ads a teen sees when he walks to school or drops into a store to buy a snack.

Action Steps:

- Using a survey tool provided by local tobacco prevention staff, conduct a scan of the tobacco advertisements at convenient stores near your school or a local park; take pictures if you can
- Learn key facts about how the tobacco industry uses the Point of Sale to market their products
- Attend or host a community event where you display information about tobacco marketing at Point of Sale
- Use data you collected and other key facts to create the display at your community event
- Identify any tobacco free retailers in your community and have letters of support for attendees to sign

Materials:

- Survey of convenience stores
- Camera
- Construction paper, markers, poster board

Resources:

- www.kickbuttsday.org
- www.countertobacco.org



On-Site SWAT Club Activity

Got Lips?

“They got lips? We want them.”

This was the answer given to Terrence Sullivan, sales representative for R.J. Reynolds, when he asked the company which young people they were targeting — junior high kids or even younger? -R.J. Reynolds, 1990

Now it's your turn to enrage your peers with the very words from Big Tobacco. Educate them about the facts and open their eyes to the tactics they use. Then, use their rage as a call to action and encourage them to join the fight against Big Tobacco.

Action Steps:

- Get permission from your school administrator to set up a Lips Campaign around campus. The campaign can last 1-2 days or be designed to last the whole school week.
- Place oversized classified ads around school looking for “youth with lips”
- Make chalk outlines around school walkways with “Got Lips?” written by them; create a “Got Lips?” fence message using cups; make sticky notes and leave them around campus with the “Got Lips?” message
- Create and air a short funny video of a “reporter” looking for youth with lips.
- On the final day of the campaign, share the tobacco executive quote either on school TV or at a lunch rally. Use this time to take pictures of tobacco free lips and make a collage to use at future events or during community presentations.

Materials:

- Poster board, cups, chalk, sticky notes and markers
- Video camera or phone

Resources:

- www.tobaccodocuments.org



April

Community Outreach Activity

Airing Out Big Tobacco's Dirty Laundry

Big Tobacco has many marketing strategies that they wish to keep a secret. This month you'll create a display that proclaims you are airing out Big Tobacco's Dirty Laundry and exposing the truth behind their lies. Hang clothes of various shapes and sizes with messages posted in between, and hand out information about Big Tobacco's manipulative marketing tactics before school.

Here's a hint...to make this activity more impactful, choose an Earth Day event and focus your messaging on the environmental impact of tobacco.

Action Steps:

- Attend or host an event for Tobacco Free Florida Week
- At a SWAT meeting earlier in the month, gather appropriate clothing to be used for the display; write some of Big Tobacco's most outrageous quotes on the laundry. Create signs or posters using quotes from the fact sheet.
- Use string or twine to make a clothes line at the designated location of your event.
- Use clothespins to hang clothing and posters on the clothesline, and distribute informational materials near the display before school begins.

Materials:

- String/twine
- Clothespins
- Old clothes
- Markers/ poster paper
- Fact sheets and palm cards

Resources:

- <https://industrydocuments.library.ucsf.edu/tobacco/>
- www.thefactsnow.com



May

On-Site SWAT Club Activity

Pet Project

Our pets are family members. Let's show the world why this member of the family likes to live in a tobacco free home. Encourage youth from your school to submit pictures of their pet wearing signs that say why they are happy to live in a smoke-free home. Collect the pictures and create a fun slide show that can be shown during school TV announcements along with an impactful 30 second PSA about the effects of secondhand smoke on youth.

Twist: Make "Lost and Found Pet Posters" that emphasize how secondhand smoke harms animals.

Action Steps:

- Get permission from your administrator to hold a Pet Project
- Promote the Pet Project to youth at your school or community site using posters, TV news, announcements, etc.
- Encourage youth to submit photos of their pets with signs that give a reason why they love living in a tobacco free home
- Create a slideshow to be aired on your school broadcast TV with the photos. Be sure to include slides with secondhand smoke facts
- Follow-up the slide show by sharing facts about the effects of secondhand smoke and its impact on youth with asthma.

Materials:

- Video camera or phone
- Laptop
- Poster board, markers

Resources:

- http://www.cdc.gov/asthma/world_asthma_day.htm
- <http://www.no-smoke.org/learnmore.php?id=623>



STUDENTS WORKING AGAINST TOBACCO

May

Community Outreach Activity

Paws at the Park

With all the community events that occur in the Spring, it is a great time to get the entire family in support of tobacco control efforts. Even pets can play their part in promoting smoke-free environments.

Try including your four-legged friends at a pet-friendly event SWAT attends in May. A photo booth for pets can draw attention to your message and be a great reason for some people to support your cause.

Bonus...Tie in World No Tobacco Day messaging. You can find more ideas at <http://www.who.int/tobacco/wntd/en/>

Action Steps:

- Identify a pet-friendly community event to attend
- Create an interactive display with a “photo booth” for pets; be sure to have fun props and even a smoke-free picture frame at your station that will be a part of each pet photo
- Be prepared to talk about the importance of smoke-free homes and apartments
- Invite owners to take pictures of their pets at your booth and encourage them to upload their pics to social media using a hashtag you designate.
- Use this event as a venue to gather surveys or letters of support for any smoke-free/tobacco free policies you are seeking.

Materials:

- Cardboard, paint, markers for photo booth
- Props from home like funny hats, scarves, etc. for photo booth
- Secondhand smoke fact sheets and palm cards
- Surveys or letters of support for policy

Resources:

- <http://www.no-smoke.org/learnmore.php?id=623>



On-Site SWAT Club Activity

Rolling Out the Red Carpet

SWAT members have worked all year to mobilize their peers and communities to take action against tobacco companies. It is time to plan a Red Carpet Event that celebrates their successes and motivates new leaders to join the fight.

Action Steps:

- Secure a site on campus, like your library or cafeteria, to hold the celebration.
- Gather pictures of events and youth in action from the school year.
- Create special invitations to new and emerging leaders to attend this secret “Red Carpet” event. You may want to anonymously deliver the invitations to youth who you’d like to recruit for the first time to join SWAT
- Decorate the venue with a touch of class
- Make some fun awards for members of your club
- Have a slideshow of the events you have conducted this year
- Make a strong pitch to retain current members and recruit new ones

Materials:

- Laptop, screen, projector
- Paper, markers, etc. for making awards
- Cardstock for invitations
- Red fabric or butcher paper for carpet

Resources:

- www.swatflorida.com



Community Outreach Activity

Numbers Campaign

There are lots of statistics in tobacco control. 1,300 people die each day from tobacco-related illness in the U.S.; 88 Floridians die each day from tobacco. Every day 3,200 kids under 18 smoke their first cigarette. The tobacco industry spends over \$1 million an hour promoting its deadly and addictive products.

Choose one of these statistics and create a clever way to convey the human and economic toll caused by the tobacco industry.

Action Steps:

- Come up with numbers that are significant and say something about tobacco. Make sure it is one that is meaningful to your community.
- Collect props that will be used to visually represent the number you are trying to convey. For example, 88 shoes for the Floridians that die each day from tobacco.
- Find a place to display your props and create flyers or posters explaining the significance of the number.
- SWAT members should be on hand to talk with community members and provide extra info like palm cards or fact sheets
- Use this activity as a call to action. Ask them to sign a petition or write a letter to a decision maker requesting their support for one of your policies.

Materials:

- Props to create a visual number
- Flyers, palm cards, fact sheets
- Surveys or petitions

Resources:

- www.tobaccofreeflorida.com
- www.swatflorida.com



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