

Project S.P.I.T. Consortium (Stop, Prevent, and Intervene in Tobacco use) Choctaw, McCurtain and Pushmataha Counties ~ 2010

Consortium Priorities:

- ◆ Preventing the initiation of tobacco use among young people
- ◆ Promoting quitting among young people and adults
- ◆ Eliminating nonsmokers' exposure to secondhand smoke
- ◆ Identifying and Eliminating disparities related to tobacco use and its effect among the different population groups

Partners:

The Project S.P.I.T. Consortium is a collaborative effort between all the partners associated with the Choctaw County Coalition, the Pushmataha County Turning Point Coalition and the McCurtain County ~ Coalition For Change.

About Us...

Project S.P.I.T. (Stop, Prevent, and Intervene, in Tobacco use) has been busy making changes in their three county consortium. Three equally strong coalitions make up the Project S.P.I.T. Consortium for Choctaw, McCurtain and Pushmataha Counties ~ Choctaw County Coalition, McCurtain County Coalition for Change and the Pushmataha County Turning Point Coalition. Neither of the three coalitions is tobacco specific; representatives from each coalition make up the membership team of Project S.P.I.T.'s Tobacco Control Consortium. Project S.P.I.T. has S.W.A.T. teams in all three counties, utilizing local youth to take action. S.W.A.T. (Students Working Against Tobacco) works hard to enlighten the public and their peers of Big tobacco's deceptive practices. SWAT's Mission is to empower and unite youth to resist and expose the lies of BIG TOBACCO, while changing current attitudes about tobacco. SWAT is never against the smoker, but against the tobacco companies and their outright lies and deceitful practices. SWAT is all about youth and how they feel about being used by an industry that kills over 400,000 Americans every year. This organization gives young people the opportunity to take a stand against corporate deceit and a way to expose the cover up that has been going on for years. It is the strongest defense against the tobacco companies, because without the youth they have no replacement smokers.

Significant Outcomes:

- ◆ Mirrored State Statues #21 (CIA) and #37 (YA) in the following towns: Broken Bow, Soper and Antlers
- ◆ Out of 29 school districts in our 3 county-area—24 school districts have adopted the 24/7 No Tobacco Policy: This year Rattan Schools adopted the policy.
- ◆ Increased the number of individuals registering with the 1800QUIT helpline to 500 in three county service area.
- ◆ Partnered with SWAT youth to reduce by 1/2 the in-store tobacco advertising in at least 1 store in three county service area
- ◆ Increased to 27 newspaper articles, press releases, editorials and media interviews (radio) that expose deceptive practices of the tobacco industry in all 3 counties
- ◆ Increased to 30 adult coalition members in the 3 county area involved in tobacco control activities
- ◆ Recruited and trained well over 200 SWAT youth in all 3 counties to the deceptive practices of Big Tobacco
- ◆ Increased the ethnic and cultural diversity of each coalition

Hip Hop SWAT performing at OSU game on January 9, 2010!



Key Activities:

- ◆ Students Working Against Tobacco (SWAT)
- ◆ Hip Hop SWAT
- ◆ World No Tobacco Day
- ◆ Great American Smoke Out
- ◆ Kick BUTTS Day
- ◆ Clean Indoor Air Policies
- ◆ Youth Access Policies
- ◆ 24/7 No Tobacco School Policies
- ◆ Cessation Classes
- ◆ Worksite Wellness
- ◆ Counter-Marketing
- ◆ Media/Marketing Campaigns