



**SWAT** STUDENTS WORKING AGAINST TOBACCO  
ADULT PARTNER HANDBOOK

STUDENTS WORKING AGAINST TOBACCO

# Adult Partner Handbook

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Students Working Against Tobacco acknowledges cultural and traditional uses of tobacco. SWAT is not against the tobacco user. We are against the corporate, commercial tobacco industry.

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## SWAT Mission

The mission of SWAT is to unite and empower youth to resist and expose Big Tobacco's lies while changing current attitudes about tobacco.

## History and Overview

Compared to other states' rates and the national tobacco use rates among youth. An average of 40 Oklahoma children become addicted to tobacco products every day. Internal tobacco industry documents, revealed through tobacco lawsuits, show that the tobacco companies have identified kids as young as 12 years of age as a key audience, and have developed products and marketing campaigns aimed at them.

The major cigarette companies alone, now spend more than \$12.7 billion per year nationally and \$213.7 million per year in Oklahoma to promote their products; and many of their marketing efforts directly reach kids. In fact, cigarette company spending to market their deadly products increased by almost 125 percent from 1998 to 2003 (the most recent year for which complete data is available) and partial data for 2004 show that these increases are continuing.

To combat and expose tobacco industry marketing tactics, Students Working Against Tobacco (SWAT) was launched in 2000 as a youth-led activist movement against Big Tobacco (corporate, commercial tobacco companies).

The vision of founding SWAT youth leaders was to "create a united statewide movement for a tobacco-free generation." Today there are over 120 active teams (ranging from 2 to 40 youth per team) across Oklahoma.

SWAT Adult Partners are a critical component in the movement. As mentors, Adult Partners provide encouragement and guidance to each youth that participates. Both Partners and SWAT members share their values and personal goals in a mutually respectful, supportive way which leads to a more enriched life for both, breaks down barriers and creates opportunities for success.



## Defining Youth Empowerment within the Context of SWAT

Youth Empowerment is the process by which youth **become active participants in the planning and implementation** of activities within their state and local communities.

Researchers believe that **psychological empowerment occurs through a process of change at the individual level**. These changes typically occur as a result of participation in organized groups such as SWAT.

Empowerment is largely due to the interaction between youth, which is influenced by the structure, climate, and team dynamics. Involvement of adults, including that from parents and the community, impacts these team characteristics. Collective participation among both youth and adults brings individual, group, and community level change.

Visible characteristics of youth empowerment include changes in attitudes and beliefs, as well as an increase of knowledge, skills and confidence to encourage change among others.

## **SWAT leadership has adopted the following operating principles:**

- SWAT is not against the tobacco user. SWAT is against the tobacco industry.
- Empower youth by helping them learn how to make decisions; don't make all of the decisions for them.
- Recognize the need for teens to educate teens on the influences of the tobacco industry.
- Give SWAT resources for members and adults partners to mobilize against the tobacco industry and bring awareness to communities.
- Encourage members to be innovative activists through empowerment, knowledge and skill building.
- Be positive mentors.
- Help SWAT create partnerships among communities, schools, youth organizations, health organizations, and government.
- Recognize cultural diversity and maintain respect for cultural traditions.
- Recognize individual and community rights to make their own decisions.
- Recognize the need and be prepared to help SWAT move as conditions change.

## SWAT Statewide Initiatives

SWAT leadership has adopted the following statewide initiatives:

### Youth Access to Tobacco

- Reduces the access to tobacco products such as the removal of vending machines, reduction of illegal sales, and the implementation of a tax increase.

### Stomping Butts on Hollywood

- Reduces the amount of tobacco use displayed in movies and on television. It also calls attention to the relationship between the Hollywood film & television production companies and the tobacco industry.

### Spit Out Big Tobacco

- Reduces the amount of event sponsorships by spit tobacco companies. It also provides community-level monitoring of the smokeless tobacco master settlement agreement (STMSA).

### 24/7 Tobacco Free School Policies

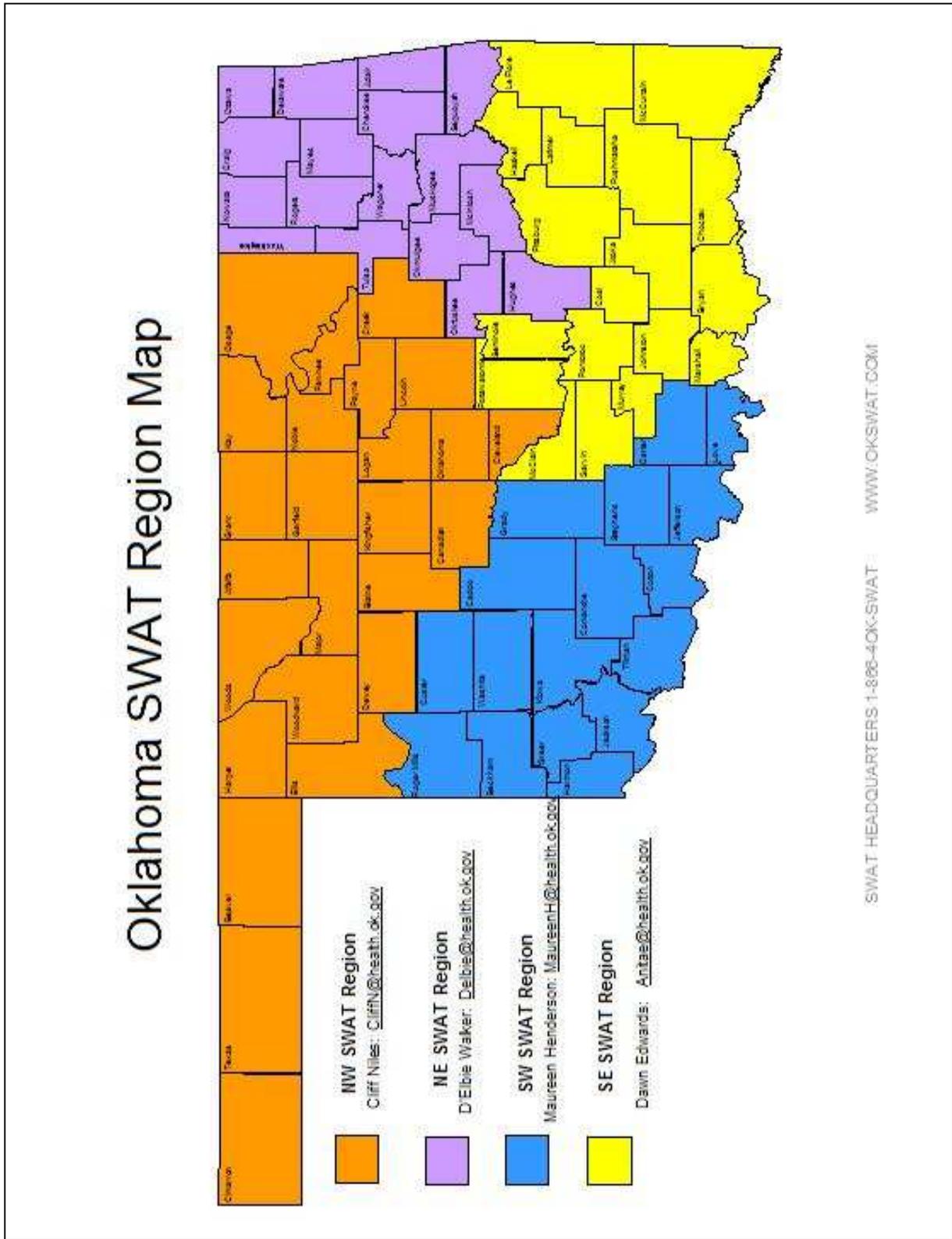
- Increases the number of Oklahoma school district that adopt a 100 percent tobacco free policy on all school property.

### Breathe Easy

- Reduces the number of restaurants and public places that allow smoking. It also positively recognizes restaurants and other businesses that voluntarily adopt a smokefree policy.



# Regional SWAT Map



# SWAT Organizational Structure

## SWAT Teams

(Planners, Activists, Speakers)

NE SWAT	SE SWAT	SW SWAT	NW SWAT
Members	Members	Members	Members
Adult Partner(s)	Adult Partner(s)	Adult Partner(s)	Adult Partner(s)

## County SWAT Coordinators

(Local Recruiters, Trainers and Technical Assistants) *(\*Note not all programs have County SWAT Coordinators)*

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## Regional SWAT Coordinators

(Trainers and Technical Assistants)

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SWAT Regional Coordinator	SWAT Regional Coordinator	SWAT Regional Coordinator	SWAT Regional Coordinator
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## SWAT Headquarters and Youth Leaders

(Training and Technical Assistance)

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See pages 9-11 for more description of these roles

# Community-Based SWAT

## Active SWAT Teams

- A minimum of two youth comprise a team.
- Meet regularly and conducts trainings and activities identified in the SWAT Activities Guide.
- Use population-based strategies that are activist in nature.
- Members facilitate peer presentations.
- Expose Big Tobacco's lies, by use of the internal tobacco Industry documents.
- Recruit other youth and adults into the SWAT movement.
- Elect one member to serve as the Team Leader.
- Work closely with their Team Leader and Adult Partner(s).



## Youth Leaders

- Work with Project Committees.
- Work with Adult Partner(s) to set meeting agendas.
- Facilitate/lead team meetings.
- Facilitate peer presentations.
- Serve as team spokespersons.
- Participate beyond the scope of general team membership.
- Have take-charge attitudes but solicit input from other members on ideas and new directions for the teams.
- Respectful, honest, and fair minded.
- Participate in project committees for local, regional, and statewide events.
- Use the SWAT Activity Guide to coordinate population-based efforts.
- Work closely with the Adult Partner and other program leadership.
- Serve as a liaison for the SWAT program.

### **SWAT Members**

- Passionate about making a difference.
- Love to have fun.
- Usually have a personal connection, tie, or experience relating to tobacco.
- Desire to stand up for something and be heard.
- Desire to do something constructive with their time.
- Desire to learn new skills.
- Desire to increase knowledge about tobacco.
- Motivated to share knowledge with peers.
- Provide input and suggestions for event organization and meetings.
- Respect and are willing to work with Adult Partners who serve as mentors.
- Encourage partnerships with other community youth organizations.
- Do not discriminate against any members.
- Follow through with the commitments made to the team and Adult Partners.
- Willing to communicate with members and Adult Partners on a regular basis, either through e-mail, telephone, and/or face-to-face encounters and/or meetings (informal and formal).

### **Adult Partners (AP)**

- Model a tobacco-free lifestyle. (No tobacco use allowed).
- Serve as mentors/coaches for local SWAT teams.
- Passionate about making a difference and enjoys coaching youth.
- Work collaboratively with program coordinators.
- Pass required criminal history background check and verify proof of insurance, coordinated by the SPO, aka, SWAT Headquarters.
- Traditionally has experience working with youth within a formal environment such as a school or after-school program, or other community youth-serving program.
- Coach youth through rightful decision-making processes.
- Give SWAT members opportunities to serve in roles traditionally reserved for adults such as media spokespersons.
- Willing to participate in local coalition meetings and plan around collaborative community and/or SWAT events.
- Serve as trainers to SWAT teams and youth audiences.
- Provide guidance and technical support to SWAT teams.
- Transport youth to state, regional and local meetings and events.
- Willing to work with youth after school, in the evening, and/or on the weekend.
- Have the basic belief that young people are capable of making a positive impact on their community.
- Encourage and model responsible ways to make changes for a healthier community.
- Required to have SWAT orientation training.
- Apply S.Q.U.A.D.S. planning methods when developing advocacy activities. (Part of SWAT Orientation Training).

### **SWAT County Coordinators (SCC)**

- Recruit SWAT Adult Partners to serve as youth mentors.
- Provide training and technical assistance to SWAT Adult Partners and teams.
- Build and nurture community partnerships.
- Promote use of the SWAT Activity Guide.
- Link new members to existing teams.
- Provide event-specific promotional and incentive gear.
- Develop and maintain a tracking system of Adult Partner and SWAT youth contact information.
- Develop and maintain a tracking system of team activities.
- Convene youth project committees to plan and implement countywide activities.
- Collaborate with the Communities of Excellence Coordinator for reporting purposes.
- Attend required meetings and trainings.
- Pass required criminal history background check coordinated by the SPO, aka, SWAT Headquarters.

### **SWAT Regional Coordinators (SRC)**

- Provide consultation and technical assistance to Specific Populations (SP) and Communities of Excellence (CX) grantees, community-based organizations, school-based after school programs, and other similar youth-serving programs in the following areas:
  - Adult Partner recruitment.
  - Adult Partner Orientation and Supplement Trainings.
  - New Program Staff Trainings.
  - SWAT team trainings.
  - SWAT materials.
  - SWAT Activity Guides.
  - Training presentations.
- Provide event-specific promotional and incentive gear.
- Provide consultation and technical assistance to regional youth leaders.
- Link new members to existing teams.
- Provide ongoing communication and information among and between teams, adult partners, CX program staff, and SWAT Headquarters.
- Pass required criminal history background check coordinated by the SPO, aka, SWAT Headquarters.
- Attend required meetings and trainings.



### SWAT Headquarters (HQ)

#### State SWAT Program Coordinator

- Provides training and consultation to SWAT Coordinators.
- Works with youth project committees to plan statewide events and trainings.
- Provides consultation, technical assistance, training content, and materials to SWAT program staff and volunteers.
- Maintains OKSWAT website.
- Produces and updates SWAT Activity Guide(s) and Adult Partner Handbook.
- Manages Adult Partner background check system.

### Lead Agency (Grantee) Role

- Serves as the point of contact for Communities of Excellence SWAT teams and Adult Partners.
- May provide staff and/or sub-contractors to support the Communities of Excellence SWAT program. Pre-approval of all sub-contracts is required.
- Provides funding support for local team activities and counter-marketing efforts.
- May provide staff and subcontracts to support the Communities of Excellence SWAT program.
- Recruits Adult Partners to serve as mentors/coaches for local SWAT teams and youth members.
- Provides travel reimbursement to non-contractual Adult Partners that transport youth to meetings and events. Must be in accordance with the state travel reimbursement act.
- Collaborates with the SWAT Regional Coordinator to train and support SWAT Adult Partners and teams.
- Collaborates with other grantee or community-based SWAT teams.
- Facilitates communication and collaborative planning between SWAT teams and coalition leadership.
- Provides monthly SWAT team activities updates using the Monthly Briefing template.



## SWAT Trainings

SWAT Coordinators have a variety of training topics that can be delivered to you and your team members. Below are just a few examples. If there is something specific that you need but don't see here, please visit with your Coordinator and request that topic.

Adult Partners should attend orientation and SQUADS trainings first to understand the basic foundation of the SWAT movement and local team operations.

**Hint:** Since SWAT is a youth-led movement members should be doing things like facilitating team meetings, organizing events and providing training to their teammates and other youth. The training topics and materials listed below are available for peer teaching. Simply ask your Coordinator for a copy.

- SWAT 101
- Tobacco Industry Documents
- Spit Tobacco
- Stomping Butts on Hollywood
- 24/7 Tobacco Free School Policies
- Policy Advocacy
- Media Advocacy
- Recruitment
- Reward Reminder Visits
- Operation Storefront
- SWAT Activity Guide
- SWAT Statewide Initiatives
- Reducing Tobacco Industry Sponsorships
- Tobacco Tear Down
- Spokesperson Training
- SQUADS\*
- Adult Partner Orientation\*
- County Coordinator Orientation\*

\*Because these are required core trainings they should be conducted by your SWAT County or Regional Coordinator.



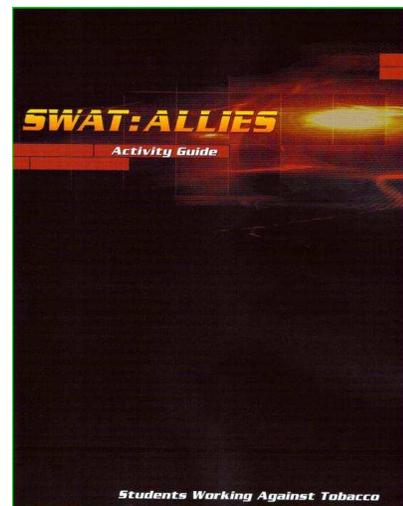
## SWAT Web Site



- Downloadable Documents
- Photos
- News Stories
- Videos
- Upcoming Events
- Oklahoma Fact Sheets
- Helpful Links to Other Sites
- Inquiry Form
- Tobacco Industry Quotes
- Regional Map

## SWAT Allies Activity Guide

- Serves as the guiding document for all local team activities.
- Outlines approved statewide initiatives and population-based activities, which support the initiatives.
- Creates a unified effort across the state with similar activities at the same time.
- Youth can implement activities by themselves.
- Activities are free or minimal cost.
- Includes knowledge building skills that are useful throughout life.



# SWAT Counter-Marketing

## Local SWAT Media

- **School TV, Newspapers and Announcements** are excellent vehicles for SWAT leaders to promote their mission, promote upcoming activities and most importantly, Expose Big Tobacco's Lies!
- **Media Alert:** Follows the Who, What, When, Where, Why and How model, and notifies media of an upcoming activity or event. It's best to notify them a week before the event and then again the day before the event. (see attachment A)
- **Press Release:** Pre-written story that can be given to the local media for use when they can't attend an event. You can also include photos and other resources along with this in a formal "press packet." (see attachment B)
- **Public Service Announcements (PSA)** is usually a .15 or .30 second radio or television spot given free by local media outlets for the purpose of informing the public. These opportunities are rare, and when one presents itself, your goal would be to have the strongest most powerful message possible in that short amount of time. For that reason, messages in a PSA should be planned with the help of your SWAT County or Regional Coordinator and pre-approved by SWAT Headquarters. Together as a team the message can be framed as hard hitting and right on target!
- **SWAT Banner** is most strategically used when it includes the SWAT logo with website AND a tobacco industry quote. Banners are also widely used to publicly announce a tobacco free school policy and to promote tobacco free rodeos.

## Promotional Items

- Stickers, key chains, pencils, pens, magnets, bandana, stress relievers, other "tossable" items costing less than \$2.
- Promotional items are given to **promote the SWAT program**. We also call these "tossables" because they are inexpensive and are given freely for recruitment and to raise awareness about the SWAT program and mission. These items are always screened with the SWAT logo and website so recipients know where to find more information.
- Due to the amount of time it takes to get promotional items ordered and purchased, your team will be best served with early planning. Allow your Coordinator enough time to visit with you about your needs and get the items ordered. A typical time frame would be about 3-4 weeks.
- *Hint:* To enhance your activities, work with your local Coordinator to purchase SWAT branded gear items that relate to specific activities your SWAT team has planned. This will help spread and reinforce your message to your target audience and promote the SWAT program.
- *Hint:* Candy generally isn't a good promotional item because once the candy is eaten, the wrapper is tossed in the trash. There's limited opportunity to promote the program.

### Incentive Items

- T-shirts, back packs or book bags, lapel pin, mouse pad, CD case, other items costing no more than \$10.
- Incentive items are given to **reinforce a positive behavior**. As often as possible, publicly recognize the hard work of your SWAT team members. When available, distribute one of these types of SWAT incentive gear items as acknowledgement for their contributions. Remember, these types of items can get expensive and should be given only when behavior warrants an incentive for reinforcement. Use promotional items when you want to give everyone a “thank you” item.

## SWAT Youth & Adult Collaboration to Achieve Community Change

The long tradition of making decisions *for youth and without youth* is an out dated way of thinking. However, the idea of collaborating *with youth* is rapidly gaining more acceptance by non profit organizations, government agencies and youth-serving institutions across the country. Certainly this is a founding philosophy and operating principle of the SWAT youth empowerment program. As years of experience has revealed, the youth and adult “teamwork” approach promotes diversity, intergenerational involvement, and provides broader leadership opportunities for SWAT members.

SWAT youth members can play an integral part of the tobacco free movement that aims to change what is considered normal within our communities and pursue specific public policies. Youth offer an array of perspectives and firsthand experiences that lend credibility. And even though they are not yet old enough to vote, these young activists hold surprising clout. Their influence has the potential to extend beyond their peer group.



# Unique Influence of SWAT

## Members

- **MEMBERS SERVE AS ROLE MODELS AND PEER EDUCATORS.** Peer education is perhaps the most recognized and accepted role for young activists. It is no secret that kids listen to kids. SWAT members can be excellent teachers, credible messengers, and effective recruiters. Most importantly, these members practice what they preach and avoid many risky behaviors.
- **MEMBERS INFLUENCE THEIR PARENTS AND OTHER ADULTS.** Sons and daughters have more influence on parents and grandparents than is acknowledged. Persuading a relative to quit smoking, prodding a parent to register to vote are examples of the domino effect that SWAT youth can have on people of all ages.
- **MEMBERS DIAGNOSE PROBLEMS AND PROVIDE A REALITY CHECK.** SWAT youth have firsthand knowledge about their school and community environment. Members can collect data that adults cannot obtain from other youth. They can offer a pragmatic perspective to data analysis and planning.
- **MEMBERS CHALLENGE CONVENTIONAL THINKING.** SWAT youth offer fresh perspectives and imaginative ideas. Members try things that adults wouldn't even consider trying to do. To them, everything is possible.
- **MEMBERS ATTRACT NEWS MEDIA COVERAGE.** Students who write letters to the editor, pitch a story to a producer, or send out news releases have an advantage. A sound bite by a SWAT member stands a better chance of being quoted in an article or over the airwaves than one from an adult.
- **MEMBERS CAPTURE THE ATTENTION OF DECISION MAKERS.** Concerned and articulate SWAT youth leaders can motivate powerbrokers to take action. One community organizer claimed, "Without youth, our coalition, parents as well as school officials and politicians would not listen to me."
- **MEMBERS PURSUE UNORTHODOX TACTICS AND CIRCUMVENT ROADBLOCKS.** SWAT members can take advantage of their age and gain access to VIPs without scheduled meetings or abiding by conventional protocol. Painted faces, costumes, and visual props are among the creative tactics that help youth communicate their concerns. Setbacks and opposition may increase the determination of these young activists partly due to their sense of invincibility and idealism.
- **MEMBERS MOTIVATE OTHERS.** Certainly teaming up with youth can be frustrating but when it works, the benefits are stunning. Adult professionals from teachers to CEOs, who serve along side youth on a board of directors or a coalition, frequently rave about how the meetings are more lively, that the adults are more polite to one another, and that youth members help forge consensus. Another potential is the positive energizing impact on politicians and other decision makers.

## Lessons Learned from Adult Partners

Potential Problems	Suggested Solutions
<b>ATTITUDE:</b> The stated or unspoken goal is one of manipulation: "We want to <i>use</i> kids for this event and tap their creative ideas and energy."	The word "using" subverts SWAT's guiding principle of involving young people as equal partners in significant and substantive ways. This mission is clear regarding youth empowerment and program intent.
<b>AFTER THOUGHT:</b> Young people are asked for their input even though key decisions have already been made.	Develop a small project committee made up of SWAT youth leaders. Allow them to participating in the decision-making process from the beginning.
<b>ADD-ON:</b> Staff in charge of working with SWAT teams have many other job responsibilities. A common complaint is "I only have a small amount of time that I can work with SWAT."	Adult-youth collaboration is recognized as vital but also labor intensive and emotionally demanding. Adequate time and dedication signals to the entire organization and Oklahoma youth and SWAT are a priority.
<b>9-5 SCHEDULE:</b> Most SWAT Adult Partners follow the standard workday. Often meetings are scheduled when young people are at school.	Flex-schedule recognizes that working with youth usually occurs at 9 p.m. rather than 9 a.m. Weekend activities including overnight retreats are not uncommon.
<b>INCOMPATABILITY:</b> The Adult Partner may not relate well to youth and are seen as domineering, divisive, dismisses ideas proposed by youth, etc. or they lack prior experience in collaboration and youth advocacy training.	If conflicts persist, act promptly. Issues of control and trust are not uncommon and after frank discussions, if tensions persist, another Adult Partner should be assigned to the team. While youth collaboration is a growing trend, not all adults have adapted to shared decision-making with youth.



# Traits of Adults Who Collaborate with SWAT Youth



Generally speaking, teenagers are more likely to want to reinvent or fix the world. As you get older, the tendency is to resist change. The new paradigm is mutual education where we all can learn from one another. These days an adult can admit he/she doesn't know everything and they'll be respected for it. This is true particularly for youth who have rarely experienced a more equal relationship with their parents, teachers or other adult figures.

Rather than impose your ideas, listen to the advice of one teen activist, "If someone comes up with an idea, build on it. Keep encouraging us. That gives us confidence we need." Be careful to provide more than just passive feedback. One particular student who has served on many task forces and community coalitions calls this the "adult smirk," which is described as a half smile and slight nod as a youth speaks while the adult is silently thinking that the youth's ideas are unrealistic, stupid, or have been tried in the past." Real encouragement will emerge when there is honest and thoughtful discussion, active listening and everyone- regardless of age- is treated as equals.

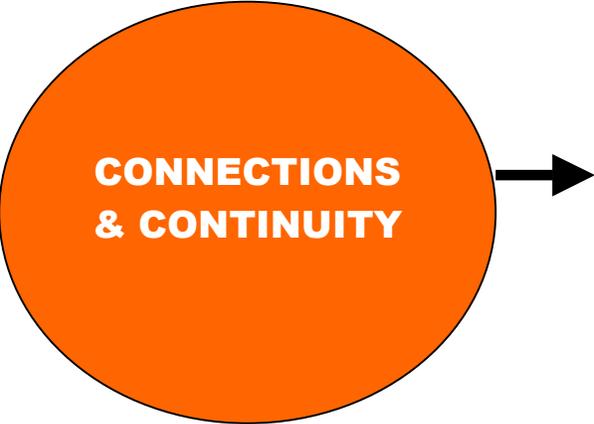


Another key character trait is an energetic willingness to try to navigate uncharted waters. Part of the fun for SWAT youth is not knowing what will happen. Instead of being a doubter, adults should take a leap of faith. One youth commented that the best Adult Partner she worked with were those who “led us to the cliff and trusted us.”

Humor is another important quality. Adults can let down their guard and be yourself but act **your** age. “Learn to relax around us, we don’t bite; be open-minded; become our friends,” says one youth leader. However, don’t expect young people to want to bear their souls. There are no shortcuts in the time it takes to build rapport and trust. Relationships are critical in SWAT, and should be encouraged among youth, adults and community partners.



**ADVENTUROUS  
& HUMOROUS**

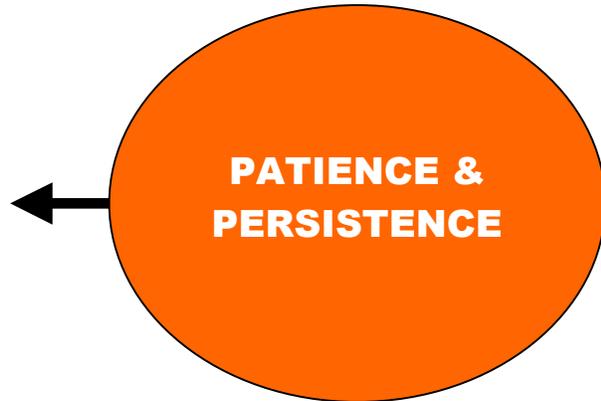


**CONNECTIONS  
& CONTINUITY**

As young people consider various ideas for community activities and interventions, Adult Partners can often suggest possible tie-ins with upcoming conferences, hearings, press conferences, national tobacco holidays, and other events. Adults tend to be in a better position to figure out which policy makers and community organizations should be contacted. Inevitably this type of piggyback effort will boost media attention and your SWAT team’s momentum.

A teenager's competing interests and crowded calendar can be a challenge. An Adult Partner may even make a half a dozen phone calls to try and get a high school student to attend a meeting and still the individual may not show. One good tip is to be delighted by those who do follow through rather than being disappointed by those who don't do what they promised. "Don't ever give up on them; just keep coming back," urges one tenured youth leader. For example, the President of one team had to drop out because of an illness but five months later, her commitment was stronger than ever. Throughout her recovery, the Adult Partner continued to send her notes, newspaper articles and other information about the movement.

It can be helpful to remind everyone that change rarely happens without resistance. Usually ignorance and apathy are the first stage. Ridicule and opposition are evident during the second. The final stage is the solution, often a compromise that has been adopted. Typically the attitude is one of acceptance or resignation. The civil rights movement, the Vietnam War protest, and other non-violent acts of civil disobedience serve as powerful reminders of the amount of patience and persistence that is required to gain widespread public support and long lasting social change.



# Youth Recruitment Strategies

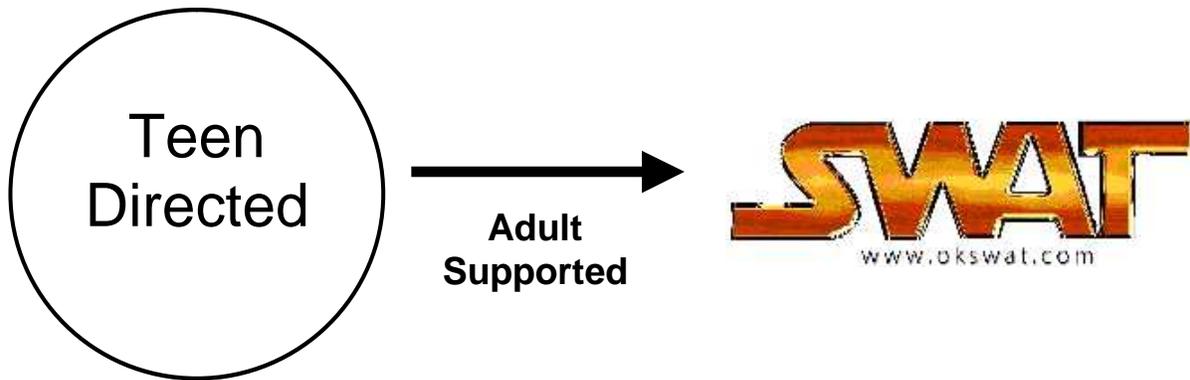
## TOP 15 REASONS TO JOIN SWAT

1. Opportunities to make a difference and impact the lives of others.
2. Build self-confidence and self-esteem.
3. Improve public speaking, leadership and organization skills (finally, no more sweaty palms when your teacher asks you to speak before the class!)
4. Work as a team and have a blast.
5. Build friendships that'll last forever.
6. Learn to get what you want - (becoming an active lobbyist and advocate).
7. Chance to work with other state and national organizations.
8. Meet and work with cool teens and adults.
9. Receive honors and awards - (could help you get into college).
10. Travel throughout Oklahoma (and even nationwide).
11. Earn community service hours.
12. Boost your resume (colleges will be impressed).
13. Win fun rewards and prizes.
14. Belong to an organization with teens just like you.
15. Improving your ability to work with others.

## WHO ARE WE TRYING TO RECRUIT?

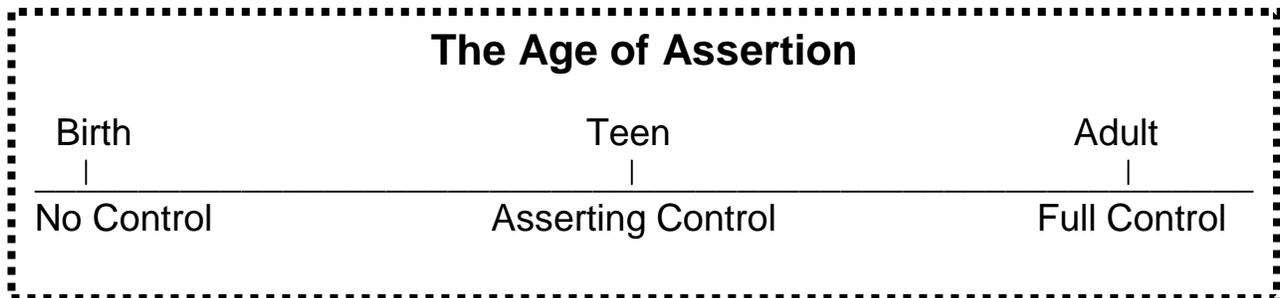
- Concerned, open minded and creative youth (11-18 years old) who wish to make a difference.
- Those who wish to become involved in something for the very first time.
- Existing youth leaders and other active students.
- Civic-minded youth such as volunteers, athletes, artists.
- Smart, edgy and cool youth.
- Youth from all different types of back grounds and cultures.

While SWAT always strives to recruit more teens that are dedicated to exposing Big Tobacco, overall the movement can be most successful by retaining present members and partners.



## The Age of Assertion

Recognize the need to assert control!



### POINTS OF INSIGHT

- If we want to take away tobacco, we must replace it with something that provides control.
- Tobacco = tool of control.
- Teens are motivators across cultural and ethnic boundaries.
- Teens are open to the use of tobacco. What we know is:
  - Initiation begins in grades 5, 6, & 7.
  - Teens that use tobacco are more likely to use drugs and alcohol.
  - Teens tend to be more "sensation seeking" risk takers.
  - Teens are more friend focused and are less future oriented.
  - Teens have a need to rebel, take risks, fit in, be independent, feel respected, and have strong self-expression.
  - Teens daydream about being rich, a hero, having a great car, and "getting even" with people who make them angry.

## STUDENTS WORKING AGAINST TOBACCO

### GIVE TEENS:

- The knowledge (consider this the “product”)
- The motivation (a way to rebel, takes risks, etc.)
- The power (put control in their hands to deconstruct myths, lies and deceptions of tobacco)

### TO DECONSTRUCT THE MYTHS, LIES, AND DECEPTION OF TOBACCO:

- Package it as the “SWAT brand.”
- Give them something “cool” and “unique” that they’d want to affiliate with.
- Give them a sort of “badge of honor” that comes with standing up for what you believe, taking risks, fitting in, being independent, self-expression, and respect.

### RESPECT FOR CULTURAL AND SOCIAL CONNECTIONS:

- Remember that SWAT is not against the tobacco user. We are against the commercial tobacco industry.
- Be respectful of all cultural histories and customs.
- Collaborate and partner with youth. Don’t “use” them.
- Stay on mission and turn the tables on Big Tobacco through SWAT.
- **Think hard, be assertive, and don’t hold back!**



## What is Activism?

**Activism is the idea of using energetic action in support or in opposition of a cause. Activists, those who practice activism, engage in a range of activities that seek to influence public or private policies or change social attitudes or public opinion. Activism activities attract media coverage or capture by other means the attention of decision makers or public to raise awareness of the cause.**

Examples of activism activities include major activities (see work plan instructions for further definition and semi-annual report instructions for other examples):

- SWAT youth testifying before a city council or school board for policy change or awareness.
- Coalition members testifying before a city council or school board for policy change or awareness.
- Letter writing campaigns in support of policy changes.
- Public rallies, park clean-up, or other events for World No Tobacco Day or Kick Butts Day.
- Presenting at workshops or conferences to educate and raise awareness.
- Utilization of art, music, theater, internet, or media driven events to raise awareness of tobacco control issues with non-traditional partners.
- Press conferences driven by SWAT youth members and partners.
- SWAT youth activities conducted to attract media attention.
- Coalition members authoring news articles, editorials, or letters to the editor endorsing tobacco control issues or exposing deception of tobacco industry.
- Coalition members participating in phone tree or e-mail tree to quickly notify constituents of imminent decisions on policies.



## SWAT Activist Interventions

Nothing attracts a high level of participation more than having fun and participating in exciting events. That is why SWAT organizes special events geared towards exposing Big Tobacco, which in turn is appealing to other potential new members. The more creative and outrageous event, the better overall participation.

In addition to using the SWAT Activity Guide, here are a few more events that might help drum up excitement for SWAT in your local community. Remember to stay on mission to expose Big Tobacco in everything SWAT does!

- **SWAT ART STYLE:** Obtain permission to paint a mural (graffiti art is cool) on the side of a building featuring inside quotes from the tobacco cartel. You can do a portable mural too!
- **RALLY, PROTEST, OR MARCH:** Drum up lots of attention by picketing a tobacco-sponsored event or hold a memorial march in memory of the 1200 Americans that die each day from tobacco related illnesses.
- **TOBACCO TEAR DOWN:** In exchange for a little light housekeeping, tear down tobacco advertisements at your local convenience store. Bring in a fresh and clean environment. (Nice linkage with Operation Storefront activity!)
- **SIDEWALK CHALK ACTIVISM:** Replicate a crime scene complete with chalk outlines of bodies. Scribe a few tobacco facts or industry quotes inside the bodies. It's sure to gain lots of attention. Be sure to notify your media!
- **PALM CARDS:** Place flyers or fact cards on cars in the parking lot of movies or tobacco-sponsored events. Include tobacco industry quotes or facts relating to your activity message.
- **LETTER WRITING CAMPAIGN:** Speak up and be heard! Write letters to Big Tobacco, movie industry reps, rodeo committees and other people or organizations with relationships to the deadly tobacco industry.
- **DAY OF DEATH:** Dress in all black, paint your face white, and "play dead" for a day. Be sure to include a sign on your clothes that tells people that you are dead from tobacco use.
- **NATIONAL TOBACCO PREVENTION DAYS:** Great American Spit Out and Through with Chew Week (3<sup>rd</sup> week of February), Kick Butts Day (March/April), World No Tobacco Day (May 31<sup>st</sup>), and Great American Smokeout (3<sup>rd</sup> Thursday in November) are annual days of tobacco prevention efforts that serve as days to "kick the habit" of tobacco use while exposing Big Tobacco for the dirty dogs that they are.

# Master Settlement Agreement (MSA)

## An Overview

In 1996, Oklahoma became the fourteenth state to file suit against the tobacco industry in an effort to recover tax dollars that had been lost due to treating tobacco-related illnesses. By 1998, just two years later, 46 states attorney's generals had joined together to negotiate a master settlement agreement (MSA) with the four largest tobacco companies in the United States (*Brown & Williamson Tobacco Corp.*, *Lorillard Tobacco Co.*, *Philip Morris Inc.*, *R.J. Reynolds Tobacco Corp.*) Oklahoma's Attorney General Drew Edmondson was one of eight attorneys to serve on the negotiating team.

This landmark agreement ended a four-year legal battle between the states and industry that began in 1994, when Mississippi became the first to file suit against Big Tobacco, followed by Florida, Minnesota, and Texas, who all settled prior to the larger multi-state agreement.

As a result of the MSA, the tobacco industry is projected to pay Oklahoma \$2 billion over the first 25 years of the settlement. Thanks to a vote of the people in 2000, an endowment trust fund was established along with two oversight boards to direct the earnings from the trust to fund public health programs geared to serve Oklahoma citizens.

### Industry Restrictions at-a-glance:

- Limits the distribution of free samples and the exchange of gifts for the purchase of tobacco products.
- Prohibits brand name sponsorship of events with youth audiences such as concerts and team sports.
- Bans distribution and sale of non-tobacco merchandise with tobacco brand name logos.
- Bans the use of tobacco brand names for stadiums and arenas and brand name sponsorship of events.
- Bans use of cartoon characters in advertising, promotion, packaging, or labeling.
- Bans payments to promote tobacco products in entertainment programs.
- Bans transit and outdoor advertising, including billboards.

### Additional Provisions:

- Industry commitment to reducing youth access and consumption as part of its overall corporate culture.
- Industry's trade associations disbanded and restrictions on industry lobbying enacted.
- Industry records and research open to the public.
- Enforcement and establishment of an enforcement fund.

# Smokeless Tobacco Master Settlement Agreement (STMSA)

## An Overview

In 1998, at the same time of the execution of the Master Settlement Agreement, the Settling States, including Oklahoma, entered into the Smokeless Tobacco Master Settlement Agreement (STMSA). The STMSA obligates the Participating Manufacturers to pay their respective share of \$400,000,000 to a National Public Education Fund (Fund). The Fund is used to educate and advertise regarding the addictiveness, health effects, and social costs related to the use of tobacco products. In addition to the monetary payment to the Fund, the Participating Manufacturers agreed to abide by the following public health related advertising and marketing restrictions:

- A ban on the use of cartoons in advertising, promotion or labeling of tobacco products.
- The creation of a nationwide foundation for anti-tobacco advertising and research.
- A ban on any targeting of youth advertising, promotion or marketing of tobacco.
- A ban on most outdoor advertising, including brand name advertising at rodeo events.
- A ban on the distribution or sale of apparel with brand-name logos
- A guarantee of access to tobacco company documents.
- Limitations on the placement of other advertisements and sponsorships.
- An agreement to create a corporate culture to reduce youth access and consumption.
- Limitations on the distribution of free product samples.
- Limit tobacco manufacturer lobby efforts.

## Suggested Links

State	Organization Name	Contact
California	Buck Tobacco	<a href="http://www.bucktobacco.org">www.bucktobacco.org</a>
Colorado	Get R!EAL (Resist Expose Advertising Lies)	<a href="http://www.getrealcolorado.com">www.getrealcolorado.com</a>
Hawaii	REAL	<a href="http://www.therealmessgae.net">www.therealmessgae.net</a>
Indiana	VOICE	<a href="http://www.voice.tv">www.voice.tv</a>
Iowa	JEL	<a href="http://www.jeliowa.org">www.jeliowa.org</a>
Kansas	TASK	<a href="http://www.ktask.org">www.ktask.org</a>
Massachusetts	Get Outraged	<a href="http://www.getoutraged.com">www.getoutraged.com</a>
Mississippi	Frontline	<a href="http://www.generationfree.com">www.generationfree.com</a>
Nebraska	No Limits	<a href="http://www.nolimitsnebraska.com">www.nolimitsnebraska.com</a>
Nevada	XPOZ Coalition	<a href="http://www.xpozcoalition.org">www.xpozcoalition.org</a>
New Jersey	Rebel	<a href="http://www.njrebel.com">www.njrebel.com</a>
New York	Reality Check	<a href="http://www.realitycheckny.org">www.realitycheckny.org</a>
North Carolina	Step Up North Carolina	<a href="http://www.stepupnc.com">www.stepupnc.com</a>
Ohio	Stand	<a href="http://www.standonline.org">www.standonline.org</a>
Oklahoma	SWAT	<a href="http://www.OKSWAT.com">www.OKSWAT.com</a>
Pennsylvania	BUSTED!	<a href="http://www.pabusted.com">www.pabusted.com</a>
South Carolina	Rage Against the Haze	<a href="http://www.rageagainstthehaze.com">www.rageagainstthehaze.com</a>
Texas	Worth It?	<a href="http://www.worthit.org">www.worthit.org</a>
Utah	Cowboy's Against Tobacco	<a href="http://www.cowboyted.com">www.cowboyted.com</a>
Vermont	Our VOICES xposed	<a href="http://www.ovx.org">www.ovx.org</a>
Washington	Outrage Avenue	<a href="http://www.outrageavenue.com">www.outrageavenue.com</a>
Wisconsin	FACT	<a href="http://www.fightwithfact.com">www.fightwithfact.com</a>
Wyoming	Through With Chew	<a href="http://www.throughwithchew.com">www.throughwithchew.com</a>

## Acknowledgements

SWAT would like to acknowledge the following people and organizations whose resources we utilized in the production of this manual: Wendy Lesko, Wyoming Attorney General Patrick Crank, the American Legacy Foundation

Other resources utilized are the Oklahoma Tobacco Control Program Guidelines Manual and the Oklahoma State Plan on Tobacco Use Prevention and Cessation.

## Appendix A: Sample Media Alert

**SWAT HEADQUARTERS**

1000 NE Tenth St.  
Oklahoma City, OK  
73117-1299

okswat.com

866-40KSWAT  
(866-465-7928)  
Fax 405-271-9053

**MISSION**  
Empower and unite youth to resist and expose Big Tobacco's lies while changing current attitudes about tobacco.



### MEDIA ALERT

**For Release:** July 21, 2005

**Contact:** Charlet Ringwald, SWAT Youth Leader (580) 234-1046  
Jennifer Wilson, State SWAT Coordinator (405) 271-3619

**RE:** Students Working Against Tobacco (SWAT)

**SPIT OUT BIG TOBACCO Protest Demonstration**

**Date/Time:** Saturday, August 6, 2005 7:00pm-8:00pm

**Location:** Ford Center in Downtown Oklahoma City

**Objective:** SWAT asks that the Pro Rodeo Cowboy Association (PRCA) cease their partnership with United States Smokeless Tobacco Co. (USST). Rodeos are a healthy, fun-filled family event that should not be aligned with a company that markets deadly and addictive products to youth. SWAT will be leading a mobile demonstration around the Ford Center and Cox Convention Center complex.

**Photo Opportunities:**

- Demonstration led by a hearse and tailed by the SWAT van.
- Cars with anti-tobacco messaging.
- Youth advocates from across Oklahoma with picket signs and special SWAT t-shirts.
- Interviews with SWAT leaders are available anytime during the event. Spokespersons will be located on the NW corner of Reno and Robinson.

**Background:** SWAT is a youth-led, youth-driven movement whose mission is to empower and unite youth to resist and expose Big Tobacco's lies while changing current attitudes about tobacco. SWAT aims to create a pro-health tobacco-free generation.

## Appendix B: Sample Press Release

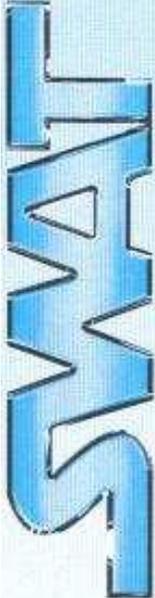
**SWAT HEADQUARTERS**

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### SPIT OUT BIG TOBACCO!

**For Immediate Release: August 6, 2005**

Contacts: Charlet Ringwald, SWAT Youth Leader (580) 234-1046  
Jennifer Wilson, Statewide SWAT Coordinator (405) 271-3619

**[Oklahoma City]** – SWAT (Students Working Against Tobacco), the statewide youth-led movement whose mission is to expose Big Tobacco's lies, called today for the Pro Rodeo Cowboy Association (PRCA) to cease partnership with United States Smokeless Tobacco Company (USSTC).

The PRCA plays host to major rodeo events such as Bullnanza and the Wrangler ProRodeo Tour. They also promote USSTC, maker of Skoal and Copenhagen, as the exclusive official smokeless tobacco sponsor of the PRCA. Many of the riders are from Oklahoma.

During SWAT's mobile demonstration today, teens came together from across the state to plead for the PRCA and Bullnanza to "Spit Out Big Tobacco!" "We want the PRCA to realize that rodeos are for families, not addictive and deadly tobacco products," said member Charlet Ringwald.

The protest was led by a hearse and followed by cars full of SWAT leaders. For one hour, the procession circled the Ford Center and Cox Convention Center complex. SWAT street teams distributed information about the effects of spit tobacco use and the industry's marketing tactics. "USSTC's latest marketing ploy is to promote spit tobacco as a safe alternative to smoking but we know that's a lie. All they care about is hooking kids for profits, especially those who are our age and younger," says Jessica Foster of Lawton's SWAT team.

Bullnanza attendees heard SWAT's message that USSTC is merely using PRCA's wholesome image to appear to be a "good corporate citizen." "US Smokeless Tobacco Company's opportunistic approach to market their deadly products at family events is simply unacceptable," said Jennifer Wilson, SWAT Program Coordinator. "The Spit Out Big Tobacco protest was conducted in remembrance of Oklahoman Sean Marsee who died a tragic and painful death at the young age of 19 after becoming hooked on spit tobacco at 12 years old."

For more information about the SWAT movement, please contact Jennifer Wilson, Statewide SWAT Coordinator (405) 271-3619.

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