



SWAT Weekly

Welcome Back!

Welcome back teachers, advisors, and students! We hope that you had an enjoyable summer filled with much fun and relaxation! We have been hard at work this summer brainstorming about how we can make this year the most successful SWAT year yet. We have added several new chapters, and the new participants are eager to jump in with both feet.

In an attempt to stay better connected with all of you, we have decided to send out a weekly SWAT newsletter! Some weeks will have more information than others, but

the newsletter will contain information about our community partnership, our policy work, and any other interesting tobacco prevention information that we feel might interest you. Feel free to let us know if there is any information that you would like us to include as well. We have quite a mixture of experience levels working with us, so it is our hope that our "veterans" will encourage and help our "newcomers" with how to be a successful SWAT group.

Remember, your SWAT chapter will be as good as the participants make it! We

have many exciting opportunities coming up in the coming months, and we are eager to get the ball rolling.

Again, welcome back. Working together, we can make Osceola County SWAT

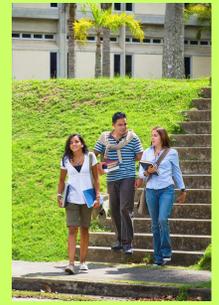


STUDENTS WORKING AGAINST TOBACCO



Special points of interest:

- Welcome Back!
- Partnership Info
- Smoking in movies



Kick-off Partnership Meeting

Just a reminder that our first Meeting of the Osceola County Tobacco Prevention Partnership will be held on Wednesday, August 25th at 4:00pm in the Auditorium at the Health Department. You should have received a flyer and agenda that includes the

details of the meeting. If you have not received them, let us know, and we will email them to you.

We will be discussing which policies we will be focusing on for this fiscal year as well as introduce you to our new

community partners. We have a new Partnership Chair and Co-Chair and several other new additions to our partnership. Feel free to invite others to attend the first meeting of our new year! The more the merrier!

Osceola County Tobacco Prevention Partnership

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► **Get involved and make a difference!**

SWAT on the web!
www.swatfl.com

SWAT
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Tobacco Use in Movies

Year after year, the US Centers for Disease Control and Prevention (CDC) warns that tobacco use in movies represents a major factor in the initiation of teen smoking. Numerous types of studies have all concluded that youth report greater susceptibility and intentions to smoke and are more likely to try smoking after being exposed to it in the movies. Greater exposure to smoking in the movies is associated with a greater chance of smoking.

The good news is that the increased risk for smoking initiation can be reduced by including antismoking advertisements before the movies and through parental restriction of which movies their children watch.

- Smoking in movies is the most powerful pro-tobacco influence on kids today, accounting for 52% of adolescents who start smoking.
- Nonsmoking teens whose favorite stars frequently smoke on screen are sixteen times more likely to have positive attitudes about smoking in the future.

As SWAT students, teachers, and advisors, it is our job to help spread the word about the dangers of this! During this new year, we will be discussing what we can do to put a stop to this.. Don't forget, by joining forces, we CAN make a difference!

(www.smokefreemovies.ucsf.edu)

Why be in SWAT???

SWAT is all about promoting smoke-free lifestyles in the Sunshine State. Being in SWAT gives you the opportunity to make a difference in your community while also being a part of a statewide movement. Being in SWAT enables youth to work towards a smoke-free Florida through activism.

The coolest part about being in SWAT is that it gives you real-world experience including community service hours, college application building opportunities, and hands on leadership opportunities.

Social change can be fun AND cool!



Together, we can put a stop to the placement of tobacco in movies that kids watch!

