

SWAT Advisor Training

Tentative Agenda

SWAT History and Key Messages

- –Settlement
- –Lawton Chiles
- –Teen Summit
- –Truth – relationship to SWAT

SWAT Structure / Relationships

- State, County, School / Community Team
- Relationship to Partnership
- Relationship to truth campaign

SWAT Purpose

- Empower Students to Reject Big Tobacco
- Recruit Students to Fight Big Tobacco Through SWAT

SWAT Key Messages / On Message Topics

- Identifying key messages
- Health vs. Industry Manipulation
- SWAT Specifics - philosophy
- SWAT Key Messages
- “On Message” Topics

Advising Skills

- Advising defined
- Strategic planning
- Building organizational capacity

Advising and Youth Empowerment

- Facilitating discussion
- Group dynamics

Student Recruitment and Retention

- Recruitment strategies
- Identifying membership “gaps”
- Targeted recruitment

Maintaining County & School Based Teams

- Communication
- Youth motivation

Student Training Resources

- How to run a meeting
- Program planning
- Leadership development
- Public Speaking
- Media Training
- Additional Resources

Discussion / Feedback

- Opportunity to discuss covered topics in greater depth, share experiences, discuss issues / topics not presented and gather feedback from advisors on desired resources

Video, handouts and other materials are incorporated in these presentations