

# SWAT

**"Today's teenager is tomorrow's potential regular [tobacco] customer." -Philip Morris, Internal Memo**

## Overview Packet

**Help Make SWAT a reality at your school!**

**"Realistically, if our company is to survive the long term, we must get our share of the youth market."  
-RJ Reynolds Tobacco Company**

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### **SWAT Advisor Responsibilities:**

**Hold a monthly meeting at school  
Disseminate information from the County SWAT Office to students  
Maintain an active membership roster**

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# SWAT

for your information. . .

SWAT is NOT  
about health. . .

**SWAT is about  
Big Tobacco's  
deceitful marketing  
practices to youth.**

Students develop this program  
and attract other students to join  
in the fight against the enemy:  
**Big Tobacco**

**TRUTH  
is KNOWLEDGE  
is POWER**

WWW.WHOLETRUTH.COM

*We're not trying to tell you how to live your life,  
you have enough people telling you how to do that already.  
What we do have is a lot of inside information about how  
the tobacco industry works, and just how far they'll go to  
get your money in their pockets.*

Tobacco information on the Web:

<http://www.ftcc.fsu.edu/>  
- Florida Tobacco Control Clearinghouse  
<http://ash.org/>  
- Action on Smoking & Health – oldest antismoking  
organization  
<http://www.adbusters.org/uncommercials/>  
- spoofs of ads, guerilla marketing  
<http://www.cdc.gov/tobacco/>  
-Centers for Disease Control, surgeon general  
reports  
<http://www.badvertising.org/>  
- more ad parodies  
<http://www.ssrc.msstate.edu/tobacco/>  
- Mississippi Resource  
<http://tobaccofreekids.org/>  
-The Campaign for Tobacco-Free Kids  
<http://www.scienceu.fsu.edu/>  
-Science, Tobacco, & You, science education  
<http://www.stat.org/>  
-Stop Teenage Addiction to Tobacco  
<http://www.americanlegacy.org/>  
-National tobacco lawsuit  
<http://www.gate.net/~jcannon/tobacco.html>  
-Lawsuit info  
<http://www.state.fl.us/tobacco/>  
-Florida Tobacco Pilot Program  
<http://www.wholetruth.com/>  
-The Truth Campaign in Florida  
<http://www.quitnet.org/>  
-A Smoking Cessation Resource  
<http://www.quitsmokingsupport.com/>  
-Smoking Cessation  
<http://www.cancer.org/tobacco/index.html>  
-American Cancer Society tobacco info  
<http://cs-lewis.acld.lib.fl.us/>  
-Search the Alachua County Library catalog  
<http://www.chickenhead.com/truth/index.html>  
-A fun look at past advertising

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# Quotes from the Internal Memos of Various Tobacco Companies and their Employees

"It's important to know as much about teenage smoking patterns and attitudes. Today's teenager is tomorrow's potential regular customer."

Phillip Morris, Inc.  
Makers of Marlboro Cigarettes  
Internal Memo

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"The success of Newport has been fantastic during the last few years. . . the base of our business is the high school student."

Lorillard, Inc.  
Makers of Newport Cigarettes  
Internal Memo

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"Realistically, if our company is to survive and prosper over the long term, we must get our share of the youth market. In my opinion, this will require new brands tailored to the youth market."

Claude Teague  
RJ Reynolds Tobacco  
Makers of Camel

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"Smoking is the habit of addiction."

Sir Charles Ellis, Chief Scientist  
British American Tobacco, 1962

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"[Brown & Williamson] will not support a youth smoking program which discourages young people from smoking."

Tobacco Institute Memo 1983

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". . . nicotine is addictive. We are, then, in the business of selling nicotine, an addictive drug."

Lawyers for Brown and Williamson 1963

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"Of course it's addictive. That's why you smoke the stuff."

Ross Johnson  
RJ Reynolds Tobacco 1994

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"The adolescent seeks to display his new urge for independence with a symbol, and cigarettes are such a symbol since they are associated with adulthood and at the same time adults seek to deny them to the young."

Marketing Research Report  
October 18, 1977

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For more quotes, visit [www.tobaccofreekids.org](http://www.tobaccofreekids.org) or [www.gen-swat.com](http://www.gen-swat.com)

# What is **SWAT**?

SWAT is an organization that students between the ages of 12-18 can join to participate in activities and events that support the Florida TRUTH Campaign. SWAT is Florida's Tobacco Control program. It is funded by the State of Florida through the tobacco settlement of 1997. SWAT hopes to establish a SWAT Team in all middle and high schools in the county. SWAT members from all 67 counties in Florida create ongoing SWAT programming and facilitate youth leadership. SWAT not only promotes leadership, but also helps develop speaking skills and creates opportunities for youth to grow as community advocates. On a local level, SWAT Students participate in leadership workshops, lock-ins, local parades, commercial contests, art contests, writing contests, and various other anti-tobacco programming.

Teens are in control of SWAT:

- Generates and reviews marketing strategies
- Local events including: Relay for Life, Walk for Wellness, parades, leadership retreats, youth rallies, lock-ins, & peer education
- SWAT gets the word out about the tobacco industry and does not preach to smokers about health affects or about quitting
- Lead events that deliver the TRUTH message to other teens
- Serve as campaign spokespeople and reporters

SWAT delivers a message of TRUTH to teens. The TRUTH about tobacco industry marketing practices is the focus. SWAT encourages teens to take control of their lives and reject the influence of tobacco marketing. TRUTH provides facts and honest information about tobacco and the tobacco industry and gives teens tools that empower youth to take control in the fight against big tobacco.

The TRUTH campaign's approach has been proven to work in reducing youth tobacco use. The Florida TRUTH campaign has resulted in a decrease in tobacco use by 57% among Florida middle school students and a 37% decrease among Florida high school students.

**TRUTH  
IS KNOWLEDGE  
IS POWER!**

*Defending a Generation*

# SWAT

## Key Concepts

SWAT's message is not about health.

SWAT's message is about Big Tobacco marketing practices and exposing the manipulation of the tobacco industry.

SWAT does not tell anyone how to live their lives – you have enough people doing that already. The message is not about telling youth - "don't smoke". Instead, SWAT works to generate awareness about what Big Tobacco does to get a share of the youth market..

There is one enemy, Big Tobacco.

SWAT does not talk down to or "preach" to anyone, including smokers.

Smokers are allowed to join SWAT because they are victims of the tobacco industry's manipulative advertising.

We are a generation UNITED against Big Tobacco.

TRUTH is the message and SWAT is the messenger.

SWAT is the organization that complements the TRUTH Campaign (the commercials on television with which many people are familiar). Students between the ages of 12 and 18 can SWAT join to support the TRUTH Campaign.

SWAT is a youth advocacy group that promotes leadership and community involvement. SWAT uses these avenues among teens to create awareness about tobacco.

### Key Messages:

Their brand is lies. Our brand is TRUTH.

Exposing the lies and manipulation of Big Tobacco.

TRUTH is KNOWLEDGE is POWER.