



Executive committee:

Chairperson,
Barry Hummel, M.D.

Vice Chairperson,
Andrew Cuddihy, MPH

Secretary,
Don Torok, Ph. D

Mission:

The mission of the Tobacco Free Partnership of Broward County (TFP) is to prevent or reduce the health risks associated with tobacco use through community education.

NEWS ALERT

April 9, 2019

Contact: Barry Hummel MD, 954-495-6541

Florida Students Working Against Tobacco Youth Advisory Board is Nominated for a World Health Organization World No Tobacco Day Award.

The Tobacco Free Partnership of Broward County recently partnered with the Tobacco-Free Workgroup of Miami-Dade to nominate the youth leadership of Florida's Students Working Against Tobacco Program for an international World Health Organization Award.

Each year on May 31st, the World Health Organization (WHO) celebrates World No Tobacco Day, an annual campaign to raise awareness on the harmful and deadly effects of tobacco use and second-hand smoke exposure. As part of the campaign, WHO recognizes individuals and groups that have made an outstanding contribution to the advancement of the policies and measures contained in the WHO Framework Convention on Tobacco Control.

In Florida, the Students Working Against Tobacco (SWAT) program has been working for two decades to mobilize, educate, and equip Florida youth to revolt against and de-glamorize the tobacco industry. SWAT coordinates its efforts through a Youth Advocacy Board. This 12-member board consists of SWAT members elected by their peers. This Board then develops statewide programs that support prevention efforts and provides web-based and face to face training to their peers to support advocacy work at local and state level.

In 2018, the Youth Advisory Board developed their latest campaign, *Not a Lab Rat*, in response to the dramatic rise in youth e-cigarette use, making the case that the vaping industry should not use teenagers as unwitting test subjects on the long-term health consequences related to use of these devices.

In addition, SWAT Youth throughout Florida fought back against a proposed amendment to the Florida Constitution that would have reduced funding for the state's tobacco prevention program. "Not only did these youth successfully develop talking points and messaging to clearly convey their message, but they also rallied support through social media, collaboration with like-minded organizations, one-on-one meetings with decision makers, and powerful speeches at town hall meetings throughout the state," said Barry Hummel, MD, the current Chair of the Tobacco Free Partnership of Broward County. "Their efforts helped preserve the use of funds from the 1997 settlement with the tobacco industry for Florida's successful tobacco cessation and prevention efforts, which have led to markedly reduced rates of tobacco use among adults and youth in the state."

"We feel strongly that SWAT is an excellent choice for this award because of SWAT's unique position as one of our nation's first youth-lead tobacco prevention organizations, long history of evidence-based, youth tobacco prevention and awareness projects and track record of contributing to the decline of tobacco-use among youth in Florida," added Richard J. Thurer, MD, the current Chair of the Tobacco-Free Workgroup of Miami-Dade.

For more information on Florida's Students Working Against Tobacco program, visit www.swatflorida.com.