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PINELLAS COUNTY HEALTH DEPARTMENT

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FOR IMMEDIATE RELEASE

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SWAT Holds "Casting Call" Orientation

(PINELLAS COUNTY) - Students Working Against Tobacco (SWAT) will hold its annual SWAT Orientation on Saturday, September 10 at the Sirata Beach Resort & Conference Center, 5300 Gulf Blvd., St. Pete Beach, from 9:30 a.m. to 3:00 p.m.

SWAT is the youth-led organization that teaches other youth about the manipulation and marketing efforts of the tobacco industry. Developers of the original **truth** marketing campaign, the group has a proven track record of reducing youth smoking. **According to the 2004 Florida Youth Tobacco Survey, middle school smoking rates have declined 57% and high school rates have declined 37% since 1998.**

Students attending the orientation will learn about the history of SWAT and **truth**, how to start SWAT chapters at their schools and participate in a street marketing activity. After lunch, the students will brainstorm ideas for the next Pinellas County SWAT commercial, and everyone in attendance will be eligible to be in the commercial. There will also be lots of free SWAT gear, including t-shirts, hats, messenger bags, arm bands and notebooks.

Space is limited. Advanced registration and adult permission is required. The event is free to youth in middle school and high school, and is co-sponsored by the Juvenile Welfare Board and Steps to a HealthierFlorida-Pinellas County. For registration forms and more information, call 727-824-6947.

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The mission of the Pinellas County Health Department is to promote, protect and improve the health and safety of residents and visitors through public and private community efforts.
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