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FLORIDA YOUTH CHOSEN AS THE CAMPAIGN FOR TOBACCO-FREE KIDS YOUTH ADVOCATE OF THE YEAR



Contact:

Communications Office

media@tobaccofreeflorida.com

850-245-4111

TALLAHASSEE, Fla. – Allyssa Williams, Osceola county high school graduate and a former member of Students Working Against Tobacco (SWAT) has been awarded as the 2020 Barrie Fiske National Youth Advocate of the Year. SWAT is Florida’s youth-led statewide organization to fight back against the tobacco industry. Each year [Campaign for Tobacco-Free Kids](#) awards this honor to the overall top-scoring senior applicant who has demonstrated a significant commitment to tobacco prevention in their state and community. As the leading advocacy organization, Campaign for Tobacco-Free Kids works to reduce tobacco use and its deadly consequences in the United States and around the world.

Allyssa served as vice president of Florida’s SWAT leadership team. She played a leading role in creating and launching SWAT’s Not a Lab Rat Campaign to combat misinformation about the youth electronic cigarette epidemic, which was awarded the 2019 World No Tobacco Day award from the World Health Organization. She was also featured in a national public service announcement for Campaign for Tobacco-Free Kids highlighting the critical need to address menthol tobacco.

“We are so proud of Allyssa, who was one of our top leaders of Florida’s SWAT movement,” said Tobacco Free Florida Bureau Chief Laura Corbin. “Every SWAT member has been touched by her leadership, encouraging younger members to find their voice. Allyssa’s vision and creativity has inspired SWAT initiatives like *Not A Lab Rat*. She has been instrumental in building training and resources to equip SWAT members in tobacco control.”

Campaign for Tobacco-Free Kids ambassadors are on the front lines elevating the youth voice in local, state, and national efforts to pass policies protecting kids from tobacco and e-cigarettes. Ambassadors are trained in the core components of advocacy and build their capacity for effective leadership, including public speaking, media engagement and influencing decision makers.

To learn more about Students Working Against Tobacco, visit swatflorida.com.

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About Tobacco Free Florida

The Florida Department of Health's Tobacco Free Florida campaign is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. Since the program began in 2007, more than 234,000 Floridians have successfully quit using one of Tobacco Free Florida's free tools and services. There are now approximately 451,000 fewer adult smokers in Florida than there was 10 years ago, and the state has saved \$17.7 billion in health care costs. To learn more about Tobacco Free Florida's Quit Your Way services, visit www.tobaccofreeflorida.com or follow the campaign on Facebook at www.facebook.com/TobaccoFreeFlorida or on Twitter at www.twitter.com/tobaccofreefla.