

March 13, 2020

Kick Butts Day to be recognized on March 18

MOBILE, Alabama — Kick Butts Day, a national day of activism that empowers youth to speak up and act against tobacco use at more than 1,000 events from coast to coast, is set for next week. On March 18, the Mobile County Health Department's S.W.A.T. (Students Working Against Tobacco) teams from Murphy, Bryant and Mary G. Montgomery (MGM) high schools will host their annual Kick Butts Day observance.

S.W.A.T. members will begin the day by bringing awareness to parents at Booth Elementary School in Irvington. S.W.A.T. students want to remind parents of the smoke-free policy of the Mobile County Public Schools System, which includes car line drop-off/pickup zones. S.W.A.T. will greet the parents in the car line, to encourage respect of the school policy that is designed to help their youth breath Smoke-Free.

MCHD Youth Tobacco Coordinator Harold Jones and Southwestern District Tobacco Control Coordinator Lynn Harrell will be on the campus of MGM in Semmes to speak with ninth grade students. Informational material designed by MGM's S.W.A.T. members -- on the health risk of tobacco products and smoking cessation -- will be given out. The Red Ribbon Winner from Wilmer's Turner Elementary will be on the campus of MGM to do a special presentation for the S.W.A.T. team.

On the agenda once again is the Kick Butts Challenge, which will take place Wednesday, March 25, at Blount High School in Prichard. Local high school Junior Reserve Officer Training Corps (JROTC) programs will bring their school pride as the participants in the fifth annual Kick Butts Challenge. This fitness challenge, sponsored by the U.S. Marine Corps and by the Army National Guard, is designed to make youth think about the benefits of a smoke-free/vape-free environment when trying to be physically fit. The purpose is to bring awareness to the dangers of smoking, vaping and second-hand smoke. "Not smoking today, can put our youth in greater physical shape for the challenges of tomorrow," Jones said. The Kick Butts Challenge will begin at 9 a.m. with a presentation in the school's auditorium. The action then moves outside for the fitness challenge, followed by recognition of winners and participants.

For more information about how to kick the tobacco habit or to set up a presentation, contact Jones at 251-544-2064 or at hjones@mchd.org. To learn about the nation-wide campaign, visit www.KickButtsDay.org or www.TobaccoFreeKids.org.