

March 15, 2019

Kick Butts Day to be recognized on March 20

MOBILE, Alabama — In recognition of national Kick Butts Day, the Mobile County Health Department’s S.W.A.T. (Students Working Against Tobacco) teams from Murphy, Bryant, Vigor and Mary G. Montgomery high schools will host the fifth annual Kick Butts Day observance March 20.

Kick Butts Day is 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. The local Tobacco Awareness Fair event will take place that Wednesday in Cathedral Square (300 Conti Street in Downtown Mobile) from 10 a.m. until noon. A Health Risk of Tobacco presentation will follow from 12:30 to 1 p.m. at Cathedral Place Apartments.

S.W.A.T. members will begin the day by having a sidewalk stroll to local businesses to present “This Is A Smoke-Free Facility” stickers. Informational material on the health risk of tobacco products and smoking cessation will also be given out to those attending the event.

The Tobacco Awareness Fair is a free event, and the public is invited to come out Wednesday, enjoy their lunch in the park and receive valuable health information on why and how to kick the tobacco habit.

Also planned for the week is the Kick Butts Challenge, which will take place Friday, March 22, at Mattie T. Blount High School (5450 Lott Road in Prichard). Local high school Junior ROTC programs will serve as participants in the fourth annual event. This fitness challenge has traditionally been sponsored by the U.S. Marine Corps, and this year will be joined by the National Guard. The event is designed to make youth think about the benefits of a smoke-free/vape-free environment when trying to be physically fit. The goal is to bring awareness to the dangers of smoking, vaping and second-hand smoke.

The Kick Butts Challenge will begin at 9 a.m. with a quick PowerPoint presentation in the auditorium. The participants will then move outside for the fitness challenge, followed by recognition of winners and participants.

For more information about the tobacco program or to setup a presentation, contact MCHD’s Tobacco Program Coordinator Harold 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.