

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

1. Contact Information

Name: Carol Coyne

LEA Name: Corona-Norco Unified

Cohort: I Year: 2013/14

County: Riverside Phone: 951-736-5106

Email: ccoyne@cnusd.k12.ca.us

2. Which of the research-validated or evidence-based programs listed below were implemented?

Botvin's Life Skills Training	No
Keepin' It Real	No
Minnesota Smoking Prevention Program	No
Project Alert	Yes
Project Northland	No
Project SUCCESS	No
Project TND (Towards No Drug Abuse)	Yes
Project TNT (Towards No Tobacco Use)	Yes
SPORT	No
State-Wide Indian Drug Prevention Program	No

3. Comments pertaining to question 2 are located in the appendix. (Optional)

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4. How many students per grade participated in the program/s identified in question 2?

Grade	Number of Projected Students	Number of Participating Students
Grade 6	3,845	3,845
Grade 7	4,091	4,091
Grade 8	4,021	4,021
Grade 9	4,234	2,675
Grade 10	0	238
Grade 11	0	509
Grade 12	0	475
Non Traditional	0	245
Grade Total	16,191	16,099

5. Comments pertaining to question 4 are located in the appendix. (Optional)

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6. Which of the non-research-validated curriculum-based programs (e.g., LEA adopted health curricula, lessons addressing specific populations, etc.) listed below were offered to students in the general population?

Program/Strategy Name	Number of Participating Students
Anti-Tobacco Media Blitz	0
Blowing Away Big Tobacco's Big Lies	3
Classroom Animation Studio Kit	0
Decisions for Health Series	0
Effective Youth and Adult Partnerships	0
Enough Snuff	16
Guiding Good Choices – Families That Care	14
Hands Off Tobacco! Series	0
Health and Wellness Series	0
Personal/Social Lessons: The Missing Link	0
Project ABCD (Analyze, Beware, Create, Disseminate)	0
Project ALIVE! (Arts Leading Into Vital Education)	0
Project SCAT (Schools and Communities Against Tobacco)	0
Something Stinks in Hollywood	0
Stay On Track Series	0
Teen Health Course Series	0
Teens Tackle Tobacco	0

7. If a non researched-validated curriculum-based program not listed in the table above was offered, please specify the name of the program/strategy along with the number of projected and participating students in the boxes below.

Tough Enough to Quit curriculum was used for TAP groups at Norco High School

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8. Comments pertaining to question 6 are located in the appendix. (Optional)

9. Which of the non-curricula activities (e.g., Teens Kick Butts, Teens Kick Ash, poster contests etc.) listed below were offered to students in the general population?

Program/Strategy Name	Number of Projected Students	Number of Participating Students
Great American Smoke Out	7,000	7,033
Red Ribbon Week (Tobacco focus)	53,000	53,926
Teens Kick Butts / Ash	7,000	6,915
School-Wide contest	53,000	1,200
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	6	6
Assembly Speaker	360	360

10. If a non-curricula activity not listed in the table above was offered, please specify the name of the activity along with the number of projected and participating students.

221 students participated in the Annual Coastal Clean Up by picking up trash and cleaning up state beaches and other water ways to reduce the effects of tobacco on the environment.

11. If you selected *School-wide contest* as a non-curricular activity, indicate the name of the contest:

Students participated in the Red Ribbon Poster, Creative Writing and Media contest using the theme "A Healthy Me is Drug Free." Teachers promoting the contest were encouraged to emphasize nicotine as an unhealthy drug in their Red Ribbon discussions.

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12. If you selected *Assembly Speaker* as a non-curricula activity, indicate the name of the speaker:

Rachel Martin and Michelle Rodriguez-Sauceda, Health Education Consultants for the grant, gave a "Tobacco is a Bully" presentation using the FDA created Real Cost Campaign commercial at the Middle School World Kindness Anti-Bullying Conference at Norco Intermediate School.

13. Comments pertaining to question 9 are located in the appendix. (Optional)

14. Which TUPE Specific Youth Development Activities (e.g., STAKE Act “stings”, local community tobacco control ordinance development/enforcement, media literacy, media production to counter tobacco industry influence) were offered to students in the general population?

Program/Strategy Name	Number of Projected Students	Number of Actual Students
Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	2	2
Other law enforcement sting operations to monitor tobacco sales to minors	0	0
Youth Involvement in Anti-tobacco Advocacy	1,000	3,386
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	1,000	5,685
Tobacco use prevention Peer Educator	100	211
Tobacco use prevention focused Service-Learning Projects	200	233

15. If a TUPE Specific Youth Development activity not listed in the table above was offered, please specify the name of the activity along with the number of projected and participating students.
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16. Comments pertaining to question 14 are located in the appendix. (Optional)

17. How many students from the following priority populations participated in one or more of the youth development strategies listed below during?

	Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	Other law enforcement sting operations to monitor tobacco sales to minors	Youth Involvement in Anti- Tobacco Advocacy	Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	Tobacco use prevention Peer Educator	Tobacco use prevention focused Service-Learning Projects
American Indian or Alaska Native	0	0	75	10	0	0
Asian	0	0	2396	625	0	0
Pacific Islander	0	0	73	35	0	0
Hispanic/Latino	0	0	9294	2245	0	0
African American	1	0	1680	295	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0	0	0	0
Low Socio Economic Status	0	0	7743	1820	0	0

18. Comments pertaining to question 17 are located in the appendix. (Optional)

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19. Which of the intervention programs listed below were offered? For each program offered provide the number of students, identified and served, under this grant.

Intervention Programs	Number of students identified	Number of students served
Craving Identification and Management (CIM)	0	0
Intervention with Teen Tobacco Users (TEG)	19	19
Project Life	0	0
Smokeless Schooldays: Smokeless Saturday School	125	125
Tobacco-Free Generations	0	0

20. If an intervention program not listed in the table above was offered, please specify the name of the program and the number of project and participating students.

21. Comments pertaining to question 19 are located in the appendix. (Optional)

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22. How many students from the following priority populations participated in one or more of the intervention programs listed below?

	Craving Identification and Management (CIM)	Intervention with Teen Tobacco Users (TEG)	Project Life	Smokeless Schooldays Smokeless Saturday School	Tobacco- Free Generations
American Indian or Alaska Native	0	0	0	0	0
Asian	0	1	0	2	0
Pacific Islander	0	0	0	0	0
Hispanic/ Latino	0	14	0	52	0
African American	0	2	0	5	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0	0	0
Low Socio Economic Status	0	9	0	9	0

23. Comments pertaining to question 22 are located in the appendix. (Optional)

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24. Which of the cessation services listed below were offered during the 2012/13 school year? For each program offered provide the number of students identified and served

Cessation Programs	Number of students identified	Number of students served
Adolescent Smoking Cessation-Escaping Nicotine and Tobacco (ASCENT)	0	0
Enough Snuff: A Guide for Quitting Smokeless Tobacco	16	16
Helping Teens Stop Using Tobacco (TAP)	54	54
California Smoker's Helpline	0	0
Project EX: Teen Tobacco Use Cessation Program	0	0
Project N-O-T (Not on Tobacco)	0	0

25. If a cessation program not listed in the table above was offered, please specify the name of the program along with the number of students identified to be served and the number of students served in the space below. *(Please do not use acronyms)*

Enough Stuff was used as a supplemental resource for Norco High School Helping Teens Stop Using Tobacco program students.

26. Comments pertaining to question 24 are located in the appendix. (Optional)

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27. How many students from the following priority populations participated in one or more of the cessation services listed below?

	Adolescent Smoking Cessation- Escaping Nicotine and Tobacco (ASCENT)	Enough Snuff: A Guide for Quitting Smokeless Tobacco	Helping Teens Stop Using Tobacco (TAP)	California Smoker's Helpline	Project EX: Teen Tobacco Use Cessation Program	Project N-O-T (Not on Tobacco)
American Indian or Alaska Native	0	0	0	0	0	0
Asian	0	0	3	0	0	0
Pacific Islander	0	0	0	0	0	0
Hispanic/ Latino	0	3	18	0	0	0
African American	0	0	1	0	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0	0	0	0
Low Socio Economic Status	0	3	0	0	0	0

28. Comments pertaining to question 27 are located in the appendix. (Optional)

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29. How many parenting and/or pregnant minors were identified and served?

Category	Number of students
Number of parenting and/or pregnant minors identified	16
Number of parenting and/or pregnant minors served	16
Number of parenting and/or pregnant minors in school based programs	16
Number of parenting and/or pregnant minors referred to community programs	1

30. Comments pertaining to question 29 are located in the appendix. (Optional)

31. How many classified and/or certificated staff were trained in the areas listed below?

Training Type	Classified	Certificated
Trained to deliver program curriculum	0	6
Trained to deliver youth development strategies	6	54
Trained to deliver intervention strategies	4	23
Trained to deliver cessation strategies	2	22
General TUPE information	3	54

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32. If staff were trained in areas not listed in the table above please specify the type of training and how many classified and/or certificated staff were trained in the box below.
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33. Comments pertaining to question 31 are located in the appendix. (Optional)

34. How many parents received general TUPE information during the 2012/13 school year under this grant?

64

35. If parents received training other than general TUPE information, please specify in the space below the type of trainings or information they received and the number of parents participating in each activity.

10 parents received education from Guiding Good Choices curriculum and 54 parents participated in Parenting for Smoking Prevention classes.

36. Comments pertaining to questions 34 are located in the appendix. (Optional)

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37. Were the activities listed in the table below offered in collaboration or coordination with LEAs, community agencies or other organizations?

Activity Type	Local Education Agency	Local public health agency	Local governmental agency	Local non-governmental organization
Curriculum Implementation	Yes	No	No	No
Youth Development activities	Yes	Yes	Yes	Yes
Cessation activities	Yes	No	No	Yes
Intervention activities	Yes	No	No	No
Local tobacco control coalition planning meetings	Yes	Yes	Yes	Yes

38. If an activity other than those listed in the table above was offered, please specify the type of activity and if the activity was in collaboration with an LEA, community agency, local coalitions, or another agency.

39. Comments pertaining to question 37 are located in the appendix. (Optional)

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Comments regarding question 2:

Project Alert is implemented for 7th and 8th grade students; Project TNT is implemented for all 6th grade students; Project TND is implemented for all High School students in their required health class typically taken in 9th grade.

Comments regarding question 4:

The number of projected students is greater than participating students in grade 9 because some students opted to take the mandatory health class in which TND is taught at a different grade level. This also explains why the number of projected students is less than the number of participating students at grade 10, 11, 12 and non-traditional.

Comments regarding question 6:

Enough Snuff was used as a supplemental resource for Norco High School TAP groups. Blowing Away Tobacco's Big Lies was used to create a Public Service Announcement for students.

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Comments regarding question 9:

Students participated in the Great American Smokeout and Teens Kick Butts/Ash on their individual campuses with tobacco education activities, specially created posters and student-led pledges to be tobacco-free. 6 students participated in the 15th Annual Youth Quest in Sacramento, including a rally around the capitol and tobacco prevention education and advocacy.

Comments regarding question 14:

Youth involved in the STAKE Act worked with the Boys and Girls Club of Fresno. Youth participated in anti-tobacco advocacy projects for Youth Quest, anti-vape presentations, Public Service Announcements for tobacco education and tobacco advertising, anti-tobacco activities such as tobacco-free days and student pledges on individual campuses. Youth performed clean-ups of parks and public water ways to collect cigarette butts and learn about the effects of tobacco on the environment. For Media Literacy, youth participated in presentations about Electronic Nicotine Delivery Systems (ENDS), tobacco advertising related to youth and how it affects youth in response to an increase of use on campuses.

Comments regarding question 17:

Demographic information was difficult to obtain due to the large scale of some activities. Measures are in place to keep track of demographic data for the following year.

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Comments regarding question 19:

Students serving in Saturday School participated in tobacco education and prevention for tobacco-related offenses and for non-tobacco related offenses.

Comments regarding question 22:

An additional 30 students participated in TEG and Saturday School who were from Norco High, one of our priority populations. Demographic information for LGBT and SES status was difficult to obtain.

Comments regarding question 24:

Students who participated in the TAP program were from 5 high school campuses within the district.

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Comments regarding question 27:

12 of the 54 students who participated in the TAP program and Enough Stff were from Norco High School, one of the priority populations for our district.

Comments regarding question 29:

Students served in the Parenting and/or Pregnant minors programs at Corona Vista, Centennial Vista and Lee Pollard High schools. One student was referred for Riverside County services.

Comments regarding question 31:

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Comments regarding question 34:

Comments regarding question 37:
