



2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

1. Contact Information

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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 | 4,000 | 3,740 |
| Grade 7 | 4,000 | 4,062 |
| Grade 8 | 4,000 | 4,119 |
| Grade 9 | 4,000 | 2,435 |
| Grade 10 | 0 | 243 |
| Grade 11 | 0 | 248 |
| Grade 12 | 0 | 422 |
| Non Traditional | 0 | 142 |
| Grade Total | 16,000 | 15,411 |

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 | 0 |
| Classroom Animation Studio Kit | 0 |
| Decisions for Health Series | 0 |
| Effective Youth and Adult Partnerships | 0 |
| Enough Snuff | 0 |
| Guiding Good Choices – Families That Care | 62 |
| 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.

Two 45 minute Parenting for Smoking Prevention presentations were given this year at the Corona Norco Unified way office and Santiago High School for a total of 26 parents and 8 students which affected 33 students.

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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 | 497 | 5,944 |
| Red Ribbon Week (Tobacco focus) | 27,000 | 27,000 |
| Teens Kick Butts / Ash | 497 | 4,668 |
| School-Wide contest | 27,000 | 27,000 |
| Tobacco & Hollywood Campaign | 0 | 0 |
| Mission Possible | 0 | 0 |
| Youth Quest | 50 | 161 |
| Assembly Speaker | 0 | 21 |
| World No Tobacco Day | 0 | 200 |

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.

A 2015 Town Hall event: S.O.S. Students Offering Solutions All About Vapes was projected to include 50 students and included 61 total participating students.

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

A total of 27,000 students participated in Red Ribbon Poster, Creative Writing and Media Contest in October to celebrate living a tobacco and drug- free life. All district students created posters, videos or written compositions or participated in discussions regarding the Red Ribbon Contest Theme.

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

21 students participated in a leadership and peer educator presentation by Johnnie Williams from Friday Night Live and a tobacco merchant survey training and Tobacco 101 presentation by Christopher Latham of the Tobacco Decoy Program.

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 | 0 | 1 |
| Other law enforcement sting operations to monitor tobacco sales to minors | 20 | 41 |
| Youth Involvement in Anti-tobacco Advocacy | 10,000 | 14,709 |
| Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry | 400 | 4,452 |
| Tobacco use prevention Peer Educator | 5,000 | 13,826 |
| Tobacco use prevention focused Service-Learning Projects | 10,000 | 13,838 |

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.

20 students from middle and high schools participated in the United Neighbors Involving Today’s Youth: Youth Advisory Council. 3 students participated in a cigarette butt clean up of 9 Corona parks.

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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 | 79 | 7 | 7 | 7 |
| Asian | 0 | 0 | 1243 | 109 | 116 | 116 |
| Pacific Islander | 0 | 0 | 629 | 47 | 47 | 47 |
| Hispanic/Latino | 0 | 0 | 6167 | 420 | 430 | 436 |
| African American | 0 | 0 | 841 | 81 | 85 | 85 |

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 |
|---|-------------------------------|---------------------------|
| Brief Intervention | 0 | 0 |
| Craving Identification and Management (CIM) | 0 | 0 |
| Intervention with Teen Tobacco Users (TEG) | 14 | 13 |
| Project Life | 0 | 0 |
| Smokeless Schooldays: Smokeless Saturday School | 42 | 42 |
| 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.

There were numerous reports of students using vapes on campus. In order to provide intervention, we conducted 7 information sessions based on Intervention with Teen Tobacco Users program strategies. A total of 11 students from Citrus Hills and Corona Fundamental Intermediate School participated.

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?

| | Brief Intervention | 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 | 0 |
| Asian | 0 | 0 | 2 | 0 | 2 | 0 |
| Pacific Islander | 0 | 0 | 1 | 0 | 0 | 0 |
| Hispanic/Latino | 0 | 0 | 3 | 0 | 23 | 0 |
| African American | 0 | 0 | 1 | 0 | 2 | 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 | 0 | 0 |
| Helping Teens Stop Using Tobacco (TAP) | 27 | 27 |
| 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)*

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 | 4 | 4 | 0 | 0 |
| Pacific Islander | 0 | 0 | 0 | 0 | 0 | 0 |
| Hispanic/Latino | 0 | 0 | 10 | 10 | 0 | 0 |
| African American | 0 | 0 | 1 | 1 | 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 | 40 |
| Number of parenting and/or pregnant minors served | 40 |
| Number of parenting and/or pregnant minors in school based programs | 40 |
| Number of parenting and/or pregnant minors referred to community programs | 5 |

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 | 8 | 14 |
| Trained to deliver youth development strategies | 14 | 18 |
| Trained to deliver intervention strategies | 0 | 0 |
| Trained to deliver cessation strategies | 0 | 0 |
| General TUPE information | 10 | 42 |

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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.

1 certified and 2 classified staff were trained in the “Heart of Coaching”

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?

| |
|-------|
| 1,257 |
|-------|

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.

31 parents participated in Guiding Good Choices workshop, 26 parents participated in Parenting for Smoking Prevention Presentations.

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 | No |
| 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 TNT is taught to all district 6th grade students Project ALERT is taught to all district 7th and 8th grade students Project TND is taught in mandated high school health classes, typically taken in 9th grade.

Comments regarding question 4:

Project TND is taught in mandated high school health classes. This class is typically taken at 9th grade but may be taken at other grade levels if necessary.

Comments regarding questions 6 -7:

Guiding Good Choices workshop was conducted twice this year at Parkridge Elementary in Spanish and English in which 31 parents participated.

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Comments regarding questions 9-12:

The Great American Smoke Out was implemented by 3,867 students from Corona Fundamental Intermediate School, Citrus Hills, Norco High and River Heights Club Live and Santiago High School American Cancer Society (ACS). Students participated in anti-tobacco activities at their school sites, such as Stomp Tobacco Out using balloons, peer education and anti-tobacco messages. The Red Ribbon Week Celebration was implemented district-wide with 54,000 students participating in activities at individual school sites such as tobacco and drug-free pledges, anti-tobacco and drug grams and messages, Public Service Announcements and school and classroom decorating contests. Students participated in the district-wide Poster, Creative Writing and Media Contest and attended the Red Ribbon Family Fun Festival. Kick Butts Day was celebrated by 4,674 students from Adams Elementary, Citrus Hills Intermediate and Santiago High School American Cancer Society in activities such as pledges and peer education. The 15th Annual Youth Quest was implemented at Citrus Hills Intermediate, Corona Fundamental Intermediate School and River Heights Intermediate School. Approximately 153 students participated in tobacco education and prevention activities such as peer education, team building and leadership development. Johnnie Williams of Riverside County Friday Night Live attended River Heights Intermediate Club Live as an assembly speaker on the topic “What It Means to Stay Above the Influence” of tobacco, alcohol and drugs. She also conducted skill building activities for leadership and public speaking. Christopher Latham of the Boys and Girls Club of Fresno County Tobacco Decoy Program spoke to students at Corona High Friday Night Live about tobacco education and prevention and how the decoy program works.

Comments regarding questions 14-15:

Youth involvement in the STAKE Act includes one student from Corona who volunteered to work with the decoy program. A total of 41 other law enforcement decoy sting operations involved local students and took place in Corona and Norco. Youth involved in anti-tobacco advocacy projects include students from six Club Live and American Cancer Society clubs and the United Neighbors Involving Today's Youth: Youth Advisory Council. Projects include the Great American Smoke Out, Kick Butt's Day, Youth Quest, cigarette butt clean ups at local parks in Corona, Norco, Eastvale and surrounding neighborhoods. Students also made anti-tobacco pledges, sold anti-tobacco and tobacco education grams to other students, researched and shared tobacco education videos regarding cigarettes, vapes and chewing tobacco and made rap songs with anti-tobacco messages. Youth were involved in a variety of Media Literacy and Youth Media Production to county the influence of the tobacco industry including Public Service Announcements featured school wide at Ramirez Intermediate School and Citrus Hills Intermediate School. Students from John F. Kennedy (JFK) Middle College volunteered to participate in a cross-age tobacco peer education program to elementary school students. Students participated in a two-day training and created their presentations to include information regarding tobacco products, harms and consequences of use. A total of 2 Tobacco Decoy

Comments regarding question 17:

Although students participated as youth tobacco decoys in the STAKE program and other sting operations, we do not have access to the students' ethnicity or demographic information due to confidentiality. Students from Norco High School, a priority population for U CAN STOP, also participated in multiple youth development activities throughout the year.

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Comments regarding questions 19-20:

Norco High School students which we have designated in our grant as "most at risk" were among those who participated in the Intervention with Teen Tobacco Users Program.

Comments regarding question 22:

1 Caucasian student from TEG, 2 Hispanic and 11 Caucasian students from Saturday School are from Norco High School, a U CAN STOP "most at risk" population.

Comments regarding questions 24-25:

Lee Pollard, Santiago, Centennial, Norco, and Roosevelt High school participated in the Helping Teens Stop Using Tobacco program. A total of 5 High Schools.

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Comments regarding question 27:

2 Caucasian students from Norco High (a U CAN STOP most at risk population) participated in TAP for smokeless tobacco cessation.

Comments regarding question 29:

A total of 40 students were identified as pregnant minors or parenting minors and participated in the Pregnant and Parenting Teens programs at Centennial Vista and Corona Vista programs onsite at Centennial High School and Corona High School. Students attend regular classes on campus and parenting classes at the Vista classrooms concurrently. A total of 5 students were referred to county programs for additional services.

Comments regarding questions 31-32:

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Comments regarding questions 34-35:

District English Learners Advisory Committee and parent workshops 2014-2015 Corona Public Safety Day October 4th, 2015 Family Fun Festival October 26th, 2014 Kids N' Cops December 13th, 2014 Dental Camp- January 31st, 2015 Health Screening March 14th, 2015 Day of the Child April 18th, 2015

Comments regarding questions 37-38:

List of Districts in consortia