

2012/13 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)	No
Project TNT (Towards No Tobacco Use)	No
SPORT	No
State-Wide Indian Drug Prevention Program	No

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

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	213	282
Grade 7	2,197	2,197
Grade 8	2,282	2,282
Grade 9	0	0
Grade 10	0	0
Grade 11	0	0
Grade 12	0	0
Non Traditional	0	0
Grade Total	4,692	4,761

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

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	0
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.

We held animation workshops using animators from Royer Studios at 6 schools (two alternative high schools and four middle schools). Students created 30 second animated public service announcements (PSA's) about tobacco use's dangers.

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	16,241	16,241
Red Ribbon Week (Tobacco focus)	29,159	29,159
Teens Kick Butts / Ash	0	0
Schoolwide contests	16,241	16,241
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	9	7
Assembly Speaker	4,986	3,947

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.

World No Tobacco Day for entire district: 29,159 students

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

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- 1) Anti-tobacco video contest for all DSUSD high school students.
 - 2) The Carol Addis Poster Contest is throughout Riverside County. This years theme was "The Best Me is Drug Free". (and specifically includes tobacco as a drug). A DSUSD middle school student won 2nd place in the county wide contest.

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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

Bud Barnes presented at Summit and Amistad (alternative high schools) and to the entire student body at these middle schools: Desert Ridge, LaQuinta, Jefferson, John Glenn and at the Rainbow Youth Summit, where he was a featured speaker.

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	10	0
Other law enforcement sting operations to monitor tobacco sales to minors	0	0
Youth Involvement in Anti-tobacco Advocacy	16	16
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	150	150
Tobacco use prevention Peer Educator	2	2
Tobacco use prevention focused Service-Learning Projects	10	10

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.

none

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	0	1	0	0
Asian	0	0	0	4	0	0
Pacific Islander	0	0	0	1	0	0
Hispanic/Latino	0	0	14	112	2	14
African American	0	0	0	3	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	1	15	0	1
Low Socio Economic Status	0	0	0	121	0	0

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

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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)	90 said they	35
Project Life	0	0
Smokeless Schooldays: Smokeless Saturday School	0	0
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.

12 90-minute tobacco family conferences were held.
445 sets of educational materials were given to students and their families in these and other family conferences.

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

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	1	2	3	4	5
Asian	6	7	8	9	10
Pacific Islander	11	12	13	14	15
Hispanic/ Latino	16	17	18	19	20
African American	21	22	23	24	25
Lesbian, Gay, Bisexual, Transgendered, & Questioning	26	27	28	29	30
Low Socio Economic Status	31	32	33	34	35

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

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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)	3	3
California Smoker's Helpline	16,241	17,466
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)*

none

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

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	1	2	3	4	5	6
Asian	7	8	9	10	11	12
Pacific Islander	13	14	15	16	17	18
Hispanic/Latino	19	20	21	22	23	24
African American	23	26	27	28	29	30
Lesbian, Gay, Bisexual, Transgendered, & Questioning	31	32	33	34	35	36
Low Socio Economic Status	37	38		40	41	42

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

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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

Category	Number of students
Number of parenting and/or pregnant minors identified	21
Number of parenting and/or pregnant minors served	21
Number of parenting and/or pregnant minors in school based programs	21
Number of parenting and/or pregnant minors referred to community programs	21

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	22
Trained to deliver youth development strategies	0	1
Trained to deliver intervention strategies	0	0
Trained to deliver cessation strategies	0	0
General TUPE information	10	80

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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.

none

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?

182,316,241

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.

none

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

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	Yes	Yes	Yes
Youth Development activities	Yes	Yes	Yes	Yes
Cessation activities	Yes	Yes	No	No
Intervention activities	Yes	Yes	Yes	Yes
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.

none

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

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 2:

We implemented Project Alert in all 7 district middle schools in grades 7 & 8. One middle school also had all students in grade 6 go through the program, by the principal's choice (LaQuinta Middle School)

Comments regarding question 4:

none

Comments regarding question 6:

We are in the process of distributing the PSA's to city councils, principals, and news media. Obtaining a list of news media has taken time, as has the process of duplicating the DVD's.

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 9:

Col. Mitchell Paige Middle School canceled the assembly with Bud Barnes at the last minute. We estimate that Mr. Barnes spoke to 3,947 students.

Comments regarding question 14:

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- 1) This is the second year that STAKE activities have not occurred because no one from the state even responded, even after students paid for their identification cards and filled out applications. We are removing them from our activities resources.
 - 2) La Quinta Middle students collected cigarette butts at the local park and presented the results. (4 bags of butts collected in 45 minutes) to the City Council members at a meeting. The City Attorney is now working on a Clean Air law that will expand the clean air mandate from buildings to public spaces like parks, as well.

Comments regarding question 17:

These numbers include 10 students who presented to the La Quinta City Council and 6 high school students who presented to the Indio City Council.

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 19:

none

Comments regarding question 22:

We base our estimates of the priority populations on the percentages of the alternative high school's figures (Amistad High School) because most TEG interventions were held there.

Comments regarding question 24:

225 Summit High, plus every middle and high school passes out Helpline info during Red Ribbon Week, No Butts Day, and World No Tobacco Day. Additionally, students had a table at the Date Festival (held for 10 days) where 282,000 people attended. We estimate that another 1,000 people took Helpline cards and info there, where DSUSD students had a plethora of anti-tobacco materials available for any age people.

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 27:

Although we distributed Helpline info to over 17,000 people (in district brochure called Quick List and with Helpline cards) we have no methods to determine how many people actually called to use the services. That kind of data collection is beyond the scope and capacity of our program. We do distribute info at assemblies, at Back-to-School Night, family conferences (and every family conference checks where counselors refer smoker). Nonetheless our numbers do not indicate who uses the services.

Comments regarding question 29:

The TUPE Coordinator made an effort this year to conduct outreach to students who are pregnant or parenting. She met with 16 young women and 5 young men.

Comments regarding question 31:

We distributed LGBTQ Youth; An Educators Guide (6 page laminated document) to all middle and high school counselors, clerical staff and administrators.

2012/13 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 34:

1,823 in family conferences

Comments regarding question 37:

TUPE materials at Youth Zone at Palm Springs Pride Festival, LaQuinta City Council, Indio City Council, Rainbow Youth Summit, The Date Festival, Friday Night Live events, and the Center for Excellence in School Counseling and Leadership conference. Every district site has TUPE info posted and distributed as well. Finally, the TUPE Coordinator makes monthly presentations at the Betty Ford Center, where the Student Assistance Program Advisory Board meets. This collaborative advisory council has representatives from a wide variety of helping professions and organizations in Coachella Valley, thereby giving TUPE activities a broad-based audience for feedback and outreach.