

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	Yes
Project TND (Towards No Drug Abuse)	Yes
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)

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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	0	0
Grade 7	4,756	4,091
Grade 8	4,754	3,994
Grade 9		16
Grade 10		26
Grade 11		42
Grade 12		37
Non Traditional	685	744
Grade Total	10,195	8,950

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	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	1,005

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.

Link Crew 9th - 12th grades - 700 students participated as Link Crew members which influenced all incoming 9th graders at 9 large high schools to be tobacco free. Free to Learn Character Education Program - 2644 6th grade students participated Club Live and Friday Night Live 7th - 12th grades - 199 student members influencing their entire campuses to be tobacco free.

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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	0	881
Red Ribbon Week (Tobacco focus)	0	7,670
Teens Kick Butts / Ash	0	1,084
Schoolwide contests	0	0
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	18	26
Assembly Speaker	0	1,380

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.

Kaiser Permanente's Don't Buy the Lie Tobacco Prevention Campaign - This county-wide campaign is open to all 7th - 12th grade students in the EGUSD. There is a county-wide winner for both middle and high school. The winning artwork is displayed on billboards throughout Sacramento County. 654 EGUSD students submitted artwork for the campaign in 2012-13.

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

none

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

Dr. Victor DeNoble - Inside the Darkside about tobacco for Don't Buy the Lie kick-off at schools Phillip Benadum from the American Cancer Society Phillip Barna - independent contractor whose topic is tobacco and other drug prevention Alex Tyannikov from Sacramento County Tobacco Control Coalition spoke on tobacco advertising for Club Live Mad Science spoke about poisons in tobacco for 6th graders Inequin Eabela - independent contractor whose topic is tobacco and other drug prevention

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	0
Other law enforcement sting operations to monitor tobacco sales to minors	0	0
Youth Involvement in Anti-tobacco Advocacy	0	0
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	780	2,207
Tobacco use prevention Peer Educator	450	3,848
Tobacco use prevention focused Service-Learning Projects	0	0

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.

"Take a Stand" Middle School Leadership Conference: 502 middle school students attended with 88 high school leaders participating as workshop leaders. Subjects were youth development and ATOD prevention.

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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	0	18	31	0
Asian	0	0	2	503	877	0
Pacific Islander	0	0	0	44	77	0
Hispanic/Latino	0	0	6	572	997	0
African American	0	0	17	388	677	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0	0	0	0
Low Socio Economic Status	0	0	21	1172	2043	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)	0	0
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.

EGUSD used Teen Intervene (TI) as our tobacco intervention. Targetting high risk youths at comprehensive middle and high schools who have been caught with alcohol, tobacco or drugs on campus, TI integrates stages of change theory, motivational enhancement, and cognitive-behavioral therapy. TI has very strong NREPP ratings. TUPE met with 205 students at comprehensive secondary schools and found that 72% were using tobacco. We went back to a sample of those students at the end of the year and asked if this intervention helped them increase the number of tobacco quit attempts or helped them quit entirely. Of 24 students questioned, 7 reported more quit attempts, 3 said they cut back and 14 (58%) quit tobacco entirely after a TI intervention. TI targets EGUSD's most at risk. 79%

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	0	0	0	0
Pacific Islander	0	0	0	0	0
Hispanic/ Latino	0	0	0	0	0
African American	0	0	0	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0	0	0
Low Socio Economic Status	0	0	0	0	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)	0	0
California Smoker's Helpline	0	3
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)*

The self-reported tobacco quit rate for the 205 students who received the Teen Intervene intervention was 58% according to a sample of students who were interviewed 2 months after the intervention. Panacea Counseling Services provided ATOD cessation at 2 middle, 4 high and 2 continuation schools. 173 students were referred to Panacea; 141 Individual Assessments were completed; 378 Individ. Counseling Sessions were completed; 179 Group Sessions were completed.

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	0	0	0	0
Pacific Islander	0	0	0	0	0	0
Hispanic/Latino	0	0	0	0	0	0
African American	0	0	0	0	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0	0	0	0
Low Socio Economic Status	0	0	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	120
Number of parenting and/or pregnant minors served	120
Number of parenting and/or pregnant minors in school based programs	120
Number of parenting and/or pregnant minors referred to community programs	97

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	62
Trained to deliver youth development strategies	4	37
Trained to deliver intervention strategies	5	6
Trained to deliver cessation strategies	0	0
General TUPE information	4	37

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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.

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?

400

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)

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

EGUSD's TUPE leadership staff are active members of the Sacramento County Tobacco Control Coalition and the Sacramento County Office of Education's Prevention Coordinator's Council. EGUSD led a county-wide training day with trainers from the California Youth Advocacy Network about using social media to prevent tobacco. We also hosted the county-wide training in the tobacco intervention strategy Teen Intervene through a collaboration with both of these coalitions.

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

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Comments regarding question 2:

Project Alert is taught at 100% of EGUSD's 9 middle schools. Project SUCCESS is implemented at each of EGUSD's 3 continuation high schools. Project TND is used by community ATOD counseling partner Panacea at 2 middle, 4 high and 2 alternative education schools.

Comments regarding question 4:

100% of EGUSD's middle schools implemented Project Alert. At two schools less than 100% of the students received the instruction. It can be assumed that due to the natural flow in and out of a middle school approximately 30 students at each school did not receive these lessons. All students at continuation high schools receive instruction through Project SUCCESS. Project TND was used for the limited number of students seen by Panacea Counseling Services which provided services at 8 schools.

Comments regarding question 6:

none

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Comments regarding question 9:

We hoped that 6 students from each of the three continuation high schools implementing Project SUCCESS (18 total) would attend Youth Quest. 26 actually came with 5 adults.

Comments regarding question 14:

The opportunity to participate in STAKE Act this year was planned at a time when our students could not realistically participate and the project would have involved only a few students. Media Literacy was accomplished through Teens Tackle Tobacco. All of our Link Crew high schools did an anti-tobacco lesson for their freshmen in 2012-13. We reported that under Tobacco Use Prevention Peer Educator.

Comments regarding question 17:

We do not gather data on LGBTQ status.

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Comments regarding question 19:

We tried to implement TEG for many years without any success.

Comments regarding question 22:

We did not use any of these intervention programs. However, The number of students who attend comprehensive secondary schools from priority populations out of the 205 that participated in Teen Intervene are: American Indian 1%, Asian 6%, Pacific Islander 2%, Hispanic 28%, African American 37% and Multiple Races 8%. We do not ask students if they are LGBTQ. All of the 205 students were from the priority population of users of alcohol, tobacco or other drugs. 79% are economically disadvantaged.

Comments regarding question 24:

none

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Comments regarding question 27:

The number of students served for the California Smoker's Helpline is reflective of a county-wide report provided by CSH tracking phone calls by zip code. This report does not specify the ethnicity of the callers. Online usage of CSH which would likely be more popular than phone use for students is not tracked. Panacea Counseling Services students served: 16 Asian; 60 African Amer.; 47 Hispanic; 105 Male; 36 Female. LGBTQ status not monitored.

Comments regarding question 29:

Project SUCCESS project implementors met with each of the pregnant and parenting teens to assess their needs related to tobacco use prevention and cessation. Through a grant from Kaiser, EGUSD formed a Teen Parent Collaborative - a coalition of nonprofit and governmental agencies who serve this population within the EGUSD to create a more comprehensive and efficient support system for these student

Comments regarding question 31:

none

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Comments regarding question 34:

TUPE staff provides anti-tobacco literature and cessation brochures to the parent educators at the secondary schools that have them. They provide classes for parents in a variety of academic and youth development subjects. The number in answer to question 34 is the number of parents receiving this literature. Additionally, all 22 secondary level TUPE advisors are required to conduct at least two parent outreach activities each year. These TUPE efforts were directed to over 30,000 parents.

Comments regarding question 37:

EGUSD's TUPE leadership staff are active members of the Sacramento County Tobacco Control Coalition and the Sacramento County Office of Education's Prevention Coordinator's Council. EGUSD led a county-wide training day with trainers from the California Youth Advocacy Network about using social media to prevent tobacco. We also hosted the county-wide training in the tobacco intervention strategy Teen Intervene through a collaboration with both of these coalitions.