



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

### 1. Contact Information

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LEA Name: Elk Grove Unified

Cohort: J                      Year: 2014/15

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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)	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)

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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	4,000	4,700
Grade 8	4,000	4,776
Grade 9	0	0
Grade 10	0	0
Grade 11	0	0
Grade 12	0	0
Non Traditional	450	420
Grade Total	8,450	9,896

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	330
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	4,904
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.
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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	0
Red Ribbon Week (Tobacco focus)	33,268	29,547
Teens Kick Butts / Ash	0	0
School-Wide contest	1,000	842
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	0	0
Assembly Speaker	400	1,771
World No Tobacco Day	0	0

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.

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

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Kaiser Permanente's "Dont Buy the Lie" campaign in 7th -12th grades

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

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Jill Esplin, Dr DeNoble, Jeff Wynn

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	412	622
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	152	330
Tobacco use prevention Peer Educator	250	293
Tobacco use prevention focused Service-Learning Projects	20	26

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	5	3	4	1
Asian	0	0	162	75	49	5
Pacific Islander	0	0	23	7	6	0
Hispanic/Latino	0	0	154	85	90	3
African American	0	0	0	58	52	5

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	293	293
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.
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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	2	0	0	0	0	0
Asian	66	0	0	0	0	0
Pacific Islander	6	0	0	0	0	0
Hispanic/Latino	76	0	0	0	0	0
African American	52	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	550	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	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

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	110
Number of parenting and/or pregnant minors served	110
Number of parenting and/or pregnant minors in school based programs	110
Number of parenting and/or pregnant minors referred to community programs	110

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	9
Trained to deliver youth development strategies	10	15
Trained to deliver intervention strategies	3	0
Trained to deliver cessation strategies	0	0
General TUPE information	30	410

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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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Classified and Certificated staff were trained by TUPE staff on the dangers of electronic cigarettes by request from administrators, teachers and school counselors

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?

10,000
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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.

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Parents were trained by TUPE staff on the dangers of electronic cigarettes by request from administrators, teachers and school counselors

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

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

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Comments regarding question 2:

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Project Alert is implemented in the 7th and 8th grades. Project SUCCESS is implemented with students at each of the three alternative high schools.

Comments regarding question 4:

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Comments regarding questions 6 -7:

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The "Effective Youth Adult Partnerships" reflects a new series of youth-media development projects that our district is coordinating. Eight 6th grade media teachers, 4 middle school teachers and a high school teacher worked with TUPE staff and two community partners, Uptown Studios and People Reaching Out, to train and support the students in the development of their tobacco prevention media. Media included posters, billboards, web-design, social media, video PSA's and yearbook advertisements

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Comments regarding questions 9-12:

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The TUPE Coordinator found out in January that CYAN will no longer offer Youth Quest as it had in past years with a state-wide event and trip to the Capitol. They have moved their focus to providing technical assistance to local efforts. After speaking with a number of advisors it was determined we would not participate in the new format for Youth Quest because many schools had already conducted a number of local efforts and the new format held less appeal to students.

Comments regarding questions 14-15:

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Comments regarding question 17:

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The data above reflect participation totals compared to overall district demographics on ethnicity.

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Comments regarding questions 19-20:

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Comments regarding question 22:

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The data above reflect participation totals compared to overall district demographics on ethnicity.

Comments regarding questions 24-25:

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California Smoker's Helpline information was given to students, parents and school staff through TUPE programs, but no students called into the helpline.



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Comments regarding question 27:

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Comments regarding question 29:

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Comments regarding questions 31-32:

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Comments regarding questions 34-35:

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It is difficult to estimate how many parents are exposed to general TUPE information. All secondary schools sent home bulletins this year about electronic cigarettes, hookah pens and vape pens and the change in the district's Board Policy. Information about TUPE is included in student and parent handbooks, orientation packets and is also posted on school websites. In addition, many of our campuses send home alerts about TUPE programs and services.

Comments regarding questions 37-38:

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List of Districts in consortia