

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

## 1. Contact Information

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Cohort: H      Year: 2012/13

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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)

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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	60
Grade 7	1,887	1,371
Grade 8	2,047	1,431
Grade 9	1,200	0
Grade 10	0	0
Grade 11	0	0
Grade 12	0	0
Non Traditional	0	0
Grade Total	5,134	2,862

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	125
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.

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The California Friday Night Live Partnership, an organization dedicated to promoting healthy youth development and engaging youth in alcohol, tobacco, and other drug prevention advocacy, developed a curriculum in partnership with the Youth Leadership Institute to teach students and adult allies how to successfully implement environmental prevention projects/strategies. The curriculum is entitled Roadmap, and was utilized to train youth groups and advisors how to turn tobacco prevention

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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	100	96
Red Ribbon Week (Tobacco focus)	100	125
Teens Kick Butts / Ash	100	434
Schoolwide contests	150	256
Tobacco & Hollywood Campaign	0	125
Mission Possible	0	125
Youth Quest	10	6
Assembly Speaker	0	156

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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The Tobacco Free Coalition of Kern County in partnership with Kern County Public Health and Tobacco Use Prevention Education program hosted the screening of Addiction Incorporated. Nearly 500 people from Shafter, Arvin and Bakersfield viewed the true story of the tobacco companies deliberately deceitful commitment to addict customers, and how nicotine effects the human brain. At the end of the screening participants were asked to fill out a survey and evaluation about their

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

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Spotlight On Teen Advocacy and Public Service Announcement Premiere 2013. The students generated Public Service Announcement (PSA's) allowing them to learn about target audiences. They became more aware of their own reactions to educational messages and the impact these messages can have to spread awareness of specific dangers about the tobacco industry and how they are being

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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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Dr. Colin Ross MD, PhD, MPH, MA Pacific Health Education Center Keynote Speaker at this years Kern County Great American Smokeout. More than 90 students from area high schools attended the 15th annual event that allowed students to become journalists and health advocates for the day. They heard stories from a panel of speakers who have been impacted by the use of tobacco products. Dr. Ross has an impressive bio and kept students engaged 100 %. His area(s) of Specialty: Disease 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	10	15
Youth Involvement in Anti-tobacco Advocacy	10	6
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	100	96
Tobacco use prevention Peer Educator	25	60
Tobacco use prevention focused Service-Learning Projects	100	434

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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The 2013 Leaders in Life Youth Conference was held on Thursday, March 21, 2013 at the Rabobank Arena/Marriott Convention Center. It was the 14th Annual event for students from throughout Kern County and is open to students in the Central Valley and Southern California Coastal region in High Schools, Junior High Schools, Middle Schools and to 7th and 8th graders in K-8 schools. The vision of this conference is to bring together young people from various races, economic backgrounds, and

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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	1	1	1	1	1
Asian	0	2	6	5	2	6
Pacific Islander	0	0	0	0	0	0
Hispanic/Latino	0	12	2	125	24	190
African American	0	5	27	12	12	63
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0	0	0	0
Low Socio Economic Status	0	12	19	97	22	185

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.

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No intervention programs were offered.

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	3	
Project EX: Teen Tobacco Use Cessation Program	0	0
Project N-O-T (Not on Tobacco)	5	5

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)

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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	1
Asian	0	0	0	0	0	0
Pacific Islander	0	0	0	0	0	0
Hispanic/Latino	0	0	0	0	0	3
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	4

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	12
Number of parenting and/or pregnant minors served	5
Number of parenting and/or pregnant minors in school based programs	5
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	4	45
Trained to deliver youth development strategies	45	159
Trained to deliver intervention strategies	2	0
Trained to deliver cessation strategies	2	6
General TUPE information	45	75

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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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Parent Project Facilitators were trained on Tobacco Use Prevention Education program. Information was provided on cessation and intervention strategies and upcoming staff trainings for 2013-14 school year. We provided training to the facilitators because of the specific demographic we would reach, with the intention of educating and supporting cessation efforts of the identified pregnant/parent participants in the program. Provided below is an overview of the Parent Project Program: What is it? •A 10 to 16-week parent training program designed specifically for parents of strong-willed or out-of-control adolescent children. •The curriculum teaches concrete identification, prevention, and intervention strategies for the most destructive of adolescent behaviors (poor school attendance and performance)

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
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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 gained information at Building Healthy Communities meeting in Lamont Ca and Sierra Vista Elementary school in Arvin at Migrant Parent information meetings (translation into Spanish was provided). Some of those parents participated in the No Butts Left Behind cigarette butts clean up at DiGorgio Park. Building Healthy Communities is a ten-year, comprehensive community initiative that

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

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World No Tobacco Day Press Conference & No Butts Left Behind Project Findings Presentation with collaborative partner American Lung, American Cancer, Public Health and Bakersfield City Parks. Attached is an agenda from the event: News Conference 2013 WORLD NO TOBACCO DAY 2013 NO BUTTS LEFT BEHIND PROJECT FINDINGS Friday, May 31, 2013 Kern County Public Health Services Department 1800 Mt. Vernon, 1st Floor Conference, San Joaquin Room Bakersfield, CA 93306 AGENDA 9:30- 10:00 a.m. Media Registration 10:00- 10:10 a.m. Welcome & Introduction World No Tobacco Day & No Butts Left Behind Project Findings Presentation Matt Constantine Director-Kern County Public Health Services Department 10:10- 10:15 a.m. Kern County

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

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Comments regarding question 2:

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Twelve (12) middle school districts sent middle school staff to the Project Alert training on October 16, 2012 and one district had staff trained in the Project Alert Online course. Of those 13 districts trained-eight (8) districts fully implemented delivered Project Alert in in year one of the grant. Five (5) school districts with high schools attended Project Towards No Drug Abuse training on November 9, 2012 of the five districts trained we were unable to collect data from any of the sites.

Comments regarding question 4:

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Training for Project Towards No Drug Abuse was not able to be scheduled until late in the first semester (November). The feedback we received from all districts was that they would not be able to deliver curriculum until year two. We will conduct a refresher training for those school sites and insure support for them to deliver during 1st and 2nd semester in 2013 -14.

Question number 4 we were not expecting any of our 6 th grade classes to deliver Project Alert but because the 8th grade class would be graduating they wanted to track the 6 th graders.

Comments regarding question 6:

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Classroom Tobacco Awareness Animation implemented a five lesson curriculum directly at Richland Jr. High, After School Programs at Haven Drive and Delano Union School District Middle Schools. Students at Freedom Middle School volunteered to come to school early during 0 period to participate in the program. Students gained knowledge on second hand smoke, environmental waste and illegal sales to minors while creating Public Service Announcements showcased at Maya Cinema Spotlight event.

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Comments regarding question 9:

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Drug Free Youth Summit was attended by 125 students on September 25, 2012. Teams of teachers/advisors and students in grades 6-12 took part in this substance abuse prevention youth leadership conference sponsored by the Kern County Superintendent of Schools and Kern County Mental Health Friday Night Live Partnership Office from 8:30 a.m.-2:30 p.m. Teams of five, including one staff member and up to four students, were taught ways to get peers on their campuses (general population) involved in planning meaningful and creative activities during Red Ribbon Week. The long range goal is to encourage involvement in year-round prevention related groups, such as Friday Night Live/Club Live/Friday Night Live Kids, Students Working Against Tobacco (SWAT), Safe School Ambassadors, Building Healthy Communities and Peer Helping groups. Discussions included prevention strategies to help schools address trends in drug, alcohol and tobacco use. Demonstrations included creative and fun strategies that encourage students to make a difference on their campuses. It

Comments regarding question 14:

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No Butts Left Behind March 20, 2013 by romeszaros Students from Rosedale Union School District pose for a group photo after they removed nearly 1,800 cigarette butts from Polo Community Park recently. Smoking is prohibited in all of Bakersfield's North of the River parks. Signs are posted clearly stating this. They are obviously ignored. On a recent morning at Almondale Park in the northwest, nearly 70 students from the Rosedale Union School District donned their protective gear — surgical masks and gloves — and removed 673 cigarette butts from the park. "You can look at the count today as a good thing. It was the fewest out of the three parks we have cleaned," said Chuck Monaco Principal of Freedom Middle School. "Maybe raising community awareness works." 1,796 butts were collected at Polo Community park, and another 1,225 were removed from North Rosedale Park in recent weeks. The cleanups were a part of the No Butts Left Behind (NBLB) program, which is designed to raise community awareness about cigarette butts littering and its impact in the environment

Comments regarding question 17:

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We did not ask for for sexual orientation on any of these sign in sheets. Kern County does not participate in Stake Act but does a Kern County Youth Tobacco Purchase Survey. The following article was posted in local newspaper: Survey: Fewer tobacco products sold to minors in Kern County A new report out Thursday shows fewer local store clerks sold tobacco products to minors in 2012 compared to last year. Those results are from the Kern County Environmental Health Department's "Kern County Youth Tobacco Purchase Survey." The group said 11.4 percent of the stores they surveyed sold tobacco to decoy minors without checking identification. That's higher than the state average of about nine-percent, but it's steadily decreasing here. However, it's down about two-percent from last year and down significantly from 34 percent in 2005. Volunteer high school students ages 14 to 17, visited a little fewer than 500 tobacco retail stores to see if clerks would sell them tobacco products. "What we're trying to do is work to restrict that tobacco access and first of all, and provide education to the

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Comments regarding question 19:

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The only training for the intervention program (TEG) occurred in Ventura and many districts were unable to attend this training out of county. Due to scheduling conflicts we were unable to host a TEG training in the second semester 2013.

Comments regarding question 22:

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none

Comments regarding question 24:

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The NOT program facilitator was unable to get program implemented at more than one school site. There was a training provided in late Fall of 2012 which did not provide adequate time for districts to implement program. However, positive feedback was received from the school site that was able to implement N-O-T and other school district coordinators plan on providing the service in year 2 of grant. A scheduled training of NOT and NOT Alternative to Suspension will take place in the beginning of Fall 2013 to allow districts to implement program in the first and second semesters. The addition of Not On Tobacco Alternative to Suspension will replace the TEG as an intervention program and the local partnership with American Lung Association of California will allow for more trainings (locally) and delivery of services to more school districts.



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Comments regarding question 27:

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The smokers hotline demographic data was not collected.

Comments regarding question 29:

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In order to provide Teen mothers with an opportunity to learn advocacy skills and expand knowledge about issues they face, five teen moms participated in the Spotlight on Teen Advocacy PSA contest and presented their film to over 300 members of the audience. Childcare was provided during the evening at the Maya Cinema and the students and teachers were proud to participate and look forward to doing so again next year. Tobacco Use Prevention Education program collaborates with a program offered through the Kern County Superintendent of Schools which helps teen parents stay in school while ensuring their children receive quality care. The program is California School Age Family Education or Cal-SAFE. It's the only program in Kern County that serves teen parents. The six-member Cal-SAFE staff works to bridge these gaps. Cal-SAFE is open to students enrolled at the Kelly F. Blanton Student Education Center. Staff work with student-parents and provide services that extend beyond the classroom. These services include: - A fully-staffed child care center to care for children while parents

Comments regarding question 31:

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none

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Comments regarding question 34:

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Digital advertisement was purchased to be aired onscreen 2x before every movie at the Maya Cinema. Four PSA's will be aired on 16 screens, each playing 5 movies per day for a total of 80 movies per day. The PSA's will be shown on-screen 2x before each, for a total of 160 views per day (4,200 views per month). The winning youth PSA's will be aired at the Maya Cinema throughout the summer. The PSA's are also being viewed on Kern Educational Television Network throughout Kern and on KCSOS website.

Comments regarding question 37:

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The Tobacco Free Coalition of Kern County and its partners hosted a screening of "Addiction Incorporated." This documentary was a New York Times Film Critic pick, and was directed by Charles Evans, Jr., this film took 15 years to complete. This film is part of the tobacco education campaign that is a program of the Adrienne Jules Foundation, whose mission is to eliminate health disparities through public education. Addiction Incorporated is a riveting story about how the tobacco companies tried to deceive the American public and how they almost got away with it. This story tells how a tobacco company sought to make a safer cigarette to decrease the danger of heart failure. Instead the scientists found indisputable proof that nicotine was highly addictive. What happened next is the subject of this film. This documentary was shown several times including The Maya Cinema, Arvin, Shafter and East Bakersfield High Schools. We had students and staff volunteer to introduce the film at various sites. The founder of Addrienne Jule Foundation was in attendance at the Shafter event and there was