

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 | No |
| Project Northland | No |
| Project SUCCESS | No |
| 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 | 0 | 0 |
| Grade 8 | 0 | 0 |
| Grade 9 | 2,550 | 1,975 |
| Grade 10 | 0 | 5 |
| Grade 11 | 0 | 3 |
| Grade 12 | 0 | 2 |
| Non Traditional | 0 | 53 |
| Grade Total | 2,550 | 2,038 |

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 | 269 |

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.

Lessons addressing second hand smoke, health effects of tobacco, environmental effects of tobacco as well as decision making and communication skills developed locally and were also presented in alternative education schools/ juvenile hall.

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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 | 7,600 |
| Red Ribbon Week (Tobacco focus) | 0 | 7,500 |
| Teens Kick Butts / Ash | 0 | 3,411 |
| Schoolwide contests | 0 | 1,489 |
| Tobacco & Hollywood Campaign | 0 | 0 |
| Mission Possible | 0 | 0 |
| Youth Quest | 0 | 0 |
| Assembly Speaker | 1,100 | 1,100 |

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.

Earth Day-- 7,200+ Tabling, posters, & school-wide announcements Valentine's Day Smoking hazards awareness campaign---500 + Tabling, posters, & school-wide announcements, etc.

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

Poster & Media Awareness Competition

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

Terri Tate Officer Plescia Nick Allen Judith Derenzo

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 | | |
| Other law enforcement sting operations to monitor tobacco sales to minors | | |
| Youth Involvement in Anti-tobacco Advocacy | 0 | 500 |
| Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry | 2,645 | 2,011 |
| Tobacco use prevention Peer Educator | 2,800 | 1,867 |
| 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.

none

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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 | 15 | 0 | 0 |
| Asian | 0 | 0 | 0 | 90 | 11 | 0 |
| Pacific Islander | 0 | 0 | 0 | 75 | 0 | 0 |
| Hispanic/Latino | 0 | 0 | 0 | 300 | 22 | 0 |
| African American | 0 | 0 | 0 | 75 | 13 | 0 |
| Lesbian, Gay, Bisexual, Transgendered, & Questioning | 0 | 0 | 0 | 0 | 0 | 0 |
| Low Socio Economic Status | 0 | 0 | 0 | 450 | 18 | 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 | 12 | 11 |

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.

The video "Poisoning Our Children" was used with Pregnant and Parenting Teens (11). Approximately 192 students receiving Brief Intervention/Motivational Interviewing sessions.

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 | 7 |
| African American | 0 | 0 | 0 | 0 | 1 |
| Lesbian, Gay, Bisexual, Transgendered, & Questioning | 0 | 0 | 0 | 0 | 0 |
| Low Socio Economic Status | 0 | 0 | 0 | 0 | 10 |

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 | 8200 | 8200 |
| 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)*

Brief Intervention Counseling/Motivational Interviewing was implemented with approximately 192 students during this period.

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 | 12 |
| Number of parenting and/or pregnant minors served | 11 |
| Number of parenting and/or pregnant minors in school based programs | 0 |
| Number of parenting and/or pregnant minors referred to community programs | 12 |

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 | 6 |
| Trained to deliver youth development strategies | 4 | 3 |
| Trained to deliver intervention strategies | 4 | 6 |
| Trained to deliver cessation strategies | 4 | 6 |
| General TUPE information | 4 | 6 |

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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?

| |
|--------|
| 15,000 |
|--------|

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.

Tobacco was covered in several programs sponsored or co-sponsored by the Marin County Office of Education throughout the year reaching approximately 1600 parents.

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 | Yes | Yes | Yes |
| Youth Development activities | Yes | Yes | Yes | Yes |
| Cessation activities | Yes | No | No | Yes |
| Intervention activities | Yes | No | No | Yes |
| Local tobacco control coalition planning meetings | Yes | Yes | No | 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)

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Comments regarding question 2:

none

Comments regarding question 4:

Acutual number of 9th grade students this year was approximately 1975.

Comments regarding question 6:

none

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Comments regarding question 9:

Terri Tate, RN, oral cancer survivor and motivational speaker was scheduled to speak at all sites during the week of the Great American SmokeOut and cancelled on very short notice due to health issues.

Comments regarding question 14:

Marin County was not targeted by STAKE this year. District coalition prevention efforts in Marin County have been heavily focused on tobacco/ alcohol awareness. Several teens have participated with "sting" efforts with local law enforcement agencies.

Comments regarding question 17:

Figures listed are estimates based on district data and program coverage.

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Comments regarding question 19:

none

Comments regarding question 22:

none

Comments regarding question 24:

All students, parents and staff were provided information regarding the California Smokers' Helpline through announcements, newsletters and bulletins. Most students received multiple sessions of Brief Intervention/Motivational Interviewing.

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Comments regarding question 27:

While information on the California Smokers' Helpline was provided to all students, it is unknown how many or which of the identified priority populations utilized this cessation service.

Comments regarding question 29:

Pregnant and parenting teen programs in Marin County are run by community based organizations. The program serving San Rafael High school is run by Head Start and includes a day care facility on site.

Comments regarding question 31:

none

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Comments regarding question 34:

Information about the TUPE program was sent out to all parents through school newsletters and communication with school district administrators and site personnel.

Comments regarding question 37:

The Marin County Office of Education works closely with local parent groups and is an active participant in the Marin Smoke Free Coalition and the School/Law Enforcement Partnership. Several community-based agencies, juvenile probation, and local chapters of the American Cancer Society and American Lung Association collaborate on various programs throughout the year.