

# 2013/14 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	

## 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	2,645	1,996
Grade 10	0	10
Grade 11	0	5
Grade 12	0	5
Non Traditional	0	180
Grade Total	2,645	2,196

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	180

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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While no non-research validated curriculums were implemented, several lessons that have been developed over the past few years on tobacco related environmental issues, second-hand smoke, alternative tobacco products, media literacy, and electronic cigarettes. Lessons around the following videos were also utilized: Smoking-Truth or Dare; The Tobacco Horror Picture Show; Making a Killing, The Bob Leslie Story; and Poisoning Our Children.

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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	2,645	2,400
Red Ribbon Week (Tobacco focus)	2,645	2,400
Teens Kick Butts / Ash	2,645	2,400
School-Wide contest	0	0
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	0	16
Assembly Speaker	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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12. If you selected *Assembly Speaker* as a non-curricula activity, indicate the name of the speaker:

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Judith Derenzo - Marin County Tobacco Disease Prevention Program

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	4	0
Other law enforcement sting operations to monitor tobacco sales to minors	0	6
Youth Involvement in Anti-tobacco Advocacy	0	35
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	2,645	2,300
Tobacco use prevention Peer Educator	2,800	2,700
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.

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At least 78 additional peer educators were trained this year. Schools in the Tamalpais District also actively participated in Friday Night Live activities and promoted tobacco free life-styles.

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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	20	0	0	0
Asian	0	0	120	0	0	0
Pacific Islander	0	0	100	0	0	0
Hispanic/Latino	0	0	500	0	0	0
African American	0	0	200	0	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	50	0	0	0
Low Socio Economic Status	0	0	1100	0	0	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	6	4

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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Brief Intervention was offered to all students identified as tobacco users. Approximately 150 students were served this year.

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	20	0	0	0	0
Asian	120	0	0	0	0
Pacific Islander	100	0	0	0	0
Hispanic/ Latino	400	0	0	0	0
African American	100	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	140	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)*

Brief Intervention was also used as a cessation strategy as groups have only occasionally been possible. 240 students were served by this method.

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	16
Number of parenting and/or pregnant minors served	16
Number of parenting and/or pregnant minors in school based programs	16
Number of parenting and/or pregnant minors referred to community programs	16

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	7
Trained to deliver youth development strategies	0	7
Trained to deliver intervention strategies	0	7
Trained to deliver cessation strategies	0	7
General TUPE information	0	7

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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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Brief Intervention Technique training presentation and staff attended an introductory presentation on Craving Identification Management (CIM) presented by Dr. Alex Stalcup.

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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It is estimated that 10, 000 parents received TUPE information this past school year. Alcohol and prescription drug abuse are currently major concerns in our county. Several programs have been offered addressing these issues and we have TUPE presentations and cessation materials available at these events. Also, since the use of electronic cigarettes (hookah pens/vaping pens) is becoming more popular, we are training schools about

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

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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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Comments regarding question 4:

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Our goal was to offer this at least once each year in each of the alternative education programs covered under this grant.

Comments regarding question 6:

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Comments regarding question 9:

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Various activities and programs were offered at all of our Marin County schools for Red Ribbon Week, the Great American Smoke Out, Kick Butts Day and Earth Day. Activities included tabling, school-wide TUPE announcements, developing student TUPE posters, guest speakers, and lunchtime TUPE games. Figures represent a rough estimate of average daily attendance.

Comments regarding question 14:

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Peer Educators, Social Issues classes and Health Education classes were informed about the STAKE program. Some Marin County students did participate in local 'sting operations'. The Marin Smoke Free Coalition is also working with Marin County Drug and Alcohol programs to collaborate on joint tobacco and alcohol stings.

Comments regarding question 17:

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These figures are estimates based on district data and program coverage.

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Comments regarding question 19:

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We facilitated a very well attended and evaluated TUPE training on CIM with Dr. Alex Stalcup on December 2, 2013. We plan to conduct a more extensive training and include this intervention program in the near future.

Comments regarding question 22:

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These numbers are based on demographic participant estimates.

Comments regarding question 24:

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Information on the California Smoker's Helpline (posters and gold cards) is available at all sites. Announcements are also made periodically, included in guest speaker and peer educator and included in student, parent and staff bulletins. Although information is given to all students participating in cessation intervention data obtained from the California Smoker's Helpline listed no one under the age of 18 utilizing this service last year



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Comments regarding question 27:

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Demographic information was not tracked consistently for these activities. This reporting issue will be corrected in future reports.

Comments regarding question 29:

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One of our local school districts, the Novato Unified School District discontinued their parenting teens program due to very low numbers this year. Three parenting students were identified this Spring and received information in small group presentations. Another of our local districts started a teen parenting program located in the San Rafael High School Head Start program.

Three presentations stressing the harmful effects of second and third hand smoke (and the potentially harmful effects of exposure to vapor) were given to the students in another of our local school programs- Loma Alta.

Comments regarding question 31:

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This was the fourth year extension of the TUPE grant and all of our staff and teachers delivering TND were previously trained.

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Comments regarding question 34:

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All parents were made aware of tobacco free policies and TUPE programs annually through bulletins, newsletters, and parent meetings.

Comments regarding question 37:

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