

# 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

## 1. Contact Information

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LEA Name: Mount Diablo Unified School District

Cohort: E      Year: 2011/12

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## 2. Which of the programs listed below were implemented under this grant during the 2011/12 year?

Botvin's Life Skills Training	Yes
Keepin' It Real	
Minnesota Smoking Prevention Program	
Project Alert	
Project Northland	
Project SUCCESS	
Project TND (Towards No Drug Abuse)	Yes
Project TNT (Towards No Tobacco Use)	Yes
SPORT	
State-Wide Indian Drug Prevention Program	

## 3. Comments pertaining to question 2 are located in the appendix. (Optional)

# 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

4. How many students  
2011/12

identified in question 2 during the

		Number of Participating Students
Grade 6	0	0
Grade 7	2,584	2,486
Grade 8	0	0
Grade 9	2,588	2,469
Grade 10	0	0
Grade 11	0	0
Grade 12	0	0
Non Traditional	390	392
Grade Total	5,562	5,347

5. Comments pertaining to question 4 are located in the appendix. (Optional)

## 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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 during the 2011/12 school year?

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	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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Not applicable

## 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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 during the 2011/12 school year?

Program/Strategy Name	Number of Projected Students	Number of Participating Students
Assembly Speaker	3,210	3,210
Great American Smoke Out	16,714	2,673
Mission Possible	0	0
Red Ribbon Week (Tobacco focus)	16,714	5,067
Schoolwide contests	0	0
Teens Kick Butts / Ash	16,714	4,363
Tobacco & Hollywood Campaign	0	0
Youth Quest	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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Not applicable

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

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Not applicable

## 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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

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Dr. Victor DeNoble presented at 3 high schools, 5 middle schools and 7 alternative sites.

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 during the 2011/12 school year?

Program/Strategy Name	Number of Projected Students	Number of Actual Students
Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	0	0
Youth Involvement in Anti-tobacco Advocacy	0	0
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	2,518	2,518
Tobacco use prevention Peer Educator	36	29
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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Not applicable

## 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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 the 2011/12 school year under this grant?

	Stop Tobacco Access to Kids Enforcement (STAKE) Act	Anti- Tobacco Advocacy	Counter the Influence of the Tobacco Industry	Peer Educator	Service- Learning Projects
American Indian or Alaska Native	0	0	0	0	0
Asian	0	0	0	2	0
Pacific Islander	0	0	0	1	0
Hispanic/ Latino	0	0	0	7	0
African American	0	0	0	2	0
White (non Hispanic)	0	0	0	17	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0	?	0
Low Socio Economic Status	0	0	0	?	0

18. Comments pertaining to question 17 are located in the appendix. (Optional)

## 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

19. Which of the intervention programs listed below were offered during the 2011/12 school year? 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
Project Life	0	0
Smokeless Schooldays: Smokeless Saturday School	0	0
Intervention with Teen Tobacco Users (TEG)	87	269
Residential Student Assistance Program	0	0
Spit Tobacco Intervention	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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Not applicable

21. Comments pertaining to question 19 are located in the appendix. (Optional)

## 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

22. Please indicate which Cessation Services were implemented. For each program offered provide the number of identified and served tobacco-using students.

Program/Strategy Name	Number of students identified	Number of students served
Adolescent Smoking Cessation - Escaping Nicotine and Tobacco (ASCENT)	0	0
Enough Stuff: A Guide to Quitting for Smokeless Tobacco	0	0
Helping Teens Stop Using Tobacco (TAP)	0	0
California Smoker's Helpline	0	0
Project EX: Teen Tobacco Use Cessation Program	0	0
Project N-O-T (Not on Tobacco)	0	0

23. If a cessation program not listed in the table above was offered, specify the name of the program along with the number of students identified and the number of students served.

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Not applicable

24. Comments pertaining to question 22 are located in the appendix. (Optional)



## 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

25. How many parenting and/or pregnant minors were identified and served during the 2011/12 school year under this grant?

Category	Number of students
Number of parenting and/or pregnant minors identified	50
Number of parenting and/or pregnant minors served	50
Number of parenting and/or pregnant minors in school based programs	50
Number of parenting and/or pregnant minors referred to community programs	50

26. Comments pertaining to question 25 are located in the appendix. (Optional)

27. How many classified and/or certificated staff were trained in the areas listed in the table below?

Training Type	Classified	Certificated
Trained to deliver program curriculum	0	43
Trained to deliver youth development strategies	0	8
Trained to deliver intervention strategies	0	0
Trained to deliver cessation strategies	0	0
General TUPE information	63	60

## 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

28. 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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Not applicable

29. Comments pertaining to question 27 are located in the appendix. (Optional)

30. How many parents received general TUPE information during the 2011/12 school year under this grant?

33,977
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31. 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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Dr. DeNoble gave a parent information presentation that was attended by approximately 50 parents.

32. Comments pertaining to questions 30 and 31 are located in the appendix. (Optional)

## 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

33. 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	No	No	Yes
Youth Development activities	Yes	No	No	Yes
Cessation activities	Yes	No	Yes	Yes
Intervention activities	Yes	No	Yes	Yes
Local tobacco control coalition planning meetings	Yes	Yes	Yes	Yes

34. 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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Not applicable

35. Comments pertaining to question 33 are located in the appendix. (Optional)

# 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 2:

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None

Comments regarding question 4:

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None

Comments regarding question 6:

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None

# 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 9:

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For the first three activities listed in question number 9, we included all students grades 6-12 enrolled in our schools as the number of projected students.

Comments regarding question 14:

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A media literacy lesson focussed on tobacco and alcohol advertising was presented to all of the 9th graders at 4 high schools serving approximately 1736 students and was also presented to 7th graders in 3 middle schools serving approximately 782 students. In addition 29 peer educators from 5 of the 6 high schools participated in a two day training session on how to present tobacco lessons to 9th and 10th grade peers in their schools

Comments regarding question 17:

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None

# 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 19:

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The students who were referred to the TEG program were referred to attend the program through Saturday School. Other students attended the Saturday School program who were not referred specifically through TEG.

Comments regarding question 22:

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None

# 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 25:

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The Mount Diablo Unified school district has a program for parenting and pregnant minors called Crossroads as part of our Alternative Education Program who received the Botvin's Skills for Living Program.

Comments regarding question 27:

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The school district has contracted with The Center for Human Development, a non profit agency to provide intervention and cessation programs to all high schools and alternative education programs.

# 2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 30 and 31:

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Information regarding the TUPE program was included in the Parent Information Packet.

Comments regarding question 33:

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The Mount Diablo Unified School District partners with the Center for Human Development (NGO) for TEG, TAP and Peer Educators trainings and programs. MDUSD partners with The American Cancer Society, The Public Health Department and the Contra Costa County Tobacco Coalition.