

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

## 1. Contact Information

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LEA Name: Oakland Unified School District

Cohort: F 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

Keepin' It Real

Minnesota Smoking Prevention Program

Project Alert Yes

Project Northland

Project SUCCESS

Project TND (Towards No Drug Abuse) Yes

Project TNT (Towards No Tobacco Use)

SPORT

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  
2011/12

identified in question 2 during the

|                 |       | Number of<br>Participating<br>Students |
|-----------------|-------|----------------------------------------|
| Grade 6         | 0     | 256                                    |
| Grade 7         | 1,750 | 1,134                                  |
| Grade 8         | 0     | 125                                    |
| Grade 9         | 1,688 | 978                                    |
| Grade 10        | 0     | 212                                    |
| Grade 11        | 0     | 0                                      |
| Grade 12        | 0     | 0                                      |
| Non Traditional | 0     | 138                                    |
| Grade Total     | 3,438 | 2,843                                  |

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 during the 2011/12 school year?

| Program/Strategy Name                                  | Number of Participating Students |
|--------------------------------------------------------|----------------------------------|
| Anti-Tobacco Media Blitz                               | 837                              |
| 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                                   | 3,596                            |

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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Peer Ed Lead Campaign for Tobacco free kids Kick Butts Day Activity Guide

Participating students: 11,324 @ 17 schools

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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 during the 2011/12 school year?

| Program/Strategy Name           | Number of Projected Students | Number of Participating Students |
|---------------------------------|------------------------------|----------------------------------|
| Assembly Speaker                | 800                          | 650                              |
| Great American Smoke Out        | 2,200                        | 1,875                            |
| Mission Possible                | 0                            | 0                                |
| Red Ribbon Week (Tobacco focus) | 0                            | 0                                |
| Schoolwide contests             | 15,000                       | 800                              |
| Teens Kick Butts / Ash          | 10,000                       | 11,000                           |
| 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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County-wide Tobacco Prevention Video PSA contes

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

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Poster Contests at all schools

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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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Sam Williams of the Oakland Raiders

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<br>Projected<br>Students | Number of<br>Actual<br>Students |
|--------------------------------------------------------------------------------------------|------------------------------------|---------------------------------|
| Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act                   | 0                                  | 0                               |
| Youth Involvement in Anti-tobacco Advocacy                                                 | 33                                 | 33                              |
| Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry | 1,000                              | 837                             |
| Tobacco use prevention Peer Educator                                                       | 200                                | 168                             |
| Tobacco use prevention focused Service-Learning Projects                                   | 0                                  | 15                              |

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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Students caught using tobacco at school were given tobacco research assignments to complete and provided academic credit for doing so

50 projected, 35 participated

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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 the 2011/12 school year under this grant?

|                                                               | Stop Tobacco<br>Access to<br>Kids<br>Enforcement<br>(STAKE) Act | Anti-<br>Tobacco<br>Advocacy | Counter the<br>Influence of<br>the Tobacco<br>Industry | Peer<br>Educator | Service-<br>Learning<br>Projects |
|---------------------------------------------------------------|-----------------------------------------------------------------|------------------------------|--------------------------------------------------------|------------------|----------------------------------|
| American Indian<br>or Alaska Native                           | 0                                                               | 0                            | 0                                                      | 0                | 0                                |
| Asian                                                         | 0                                                               | 0                            | 75                                                     | 20               | 5                                |
| Pacific<br>Islander                                           | 0                                                               | 0                            | 25                                                     | 10               | 2                                |
| Hispanic/<br>Latino                                           | 0                                                               | 0                            | 200                                                    | 50               | 10                               |
| African<br>American                                           | 0                                                               | 0                            | 600                                                    | 85               | 20                               |
| White<br>(non Hispanic)                                       | 0                                                               | 0                            | 2                                                      | 1                | 0                                |
| Lesbian, Gay,<br>Bisexual,<br>Transgendered, &<br>Questioning | 0                                                               | 0                            | 1                                                      | 20               | 3                                |
| Low Socio<br>Economic<br>Status                               | 0                                                               | 0                            | 600                                                    | 125              | 35                               |

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 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 | 406                           | 378                       |
| Intervention with Teen Tobacco Users (TEG)      | 0                             | 0                         |
| Residential Student Assistance Program          | 0                             | 0                         |
| Spit Tobacco Intervention                       | 0                             | 0                         |
| Tobacco-Free Generations                        | 2                             | 2                         |

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. 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                        | 415                           | 415                       |
| 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)



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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                     | 2                  |
| Number of parenting and/or pregnant minors served                         | 2                  |
| Number of parenting and/or pregnant minors in school based programs       | 2                  |
| Number of parenting and/or pregnant minors referred to community programs | 15                 |

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           | 3          | 27           |
| Trained to deliver youth development strategies | 20         | 35           |
| Trained to deliver intervention strategies      | 8          | 4            |
| Trained to deliver cessation strategies         | 3          | 0            |
| General TUPE information                        | 125        | 300          |

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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?

|        |
|--------|
| 27,000 |
|--------|

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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workshops on identifying substance use and relating to their teen

75 parents

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

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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                    | Yes                        | No                        | No                                  |
| Youth Development activities                      | Yes                    | Yes                        | No                        | No                                  |
| Cessation activities                              | Yes                    | Yes                        | No                        | Yes                                 |
| Intervention activities                           | Yes                    | Yes                        | No                        | 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)

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Comments regarding question 2:

Our 3 cessation counselors also provide tobacco prevention lessons in classrooms

Comments regarding question 4:

We attempted to blend intervention approaches into the non-traditional classes that participated in the curriculum

Comments regarding question 6:

None

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Comments regarding question 9:

None

Comments regarding question 14:

None

Comments regarding question 17:

None

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Comments regarding question 19:

None

Comments regarding question 22:

None

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Comments regarding question 25:

None

Comments regarding question 27:

Several teachers had been trained in curriculum in previous year(s) and did not need training this year

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Comments regarding question 30 and 31:

None

Comments regarding question 33:

None