

# 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)

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

4. How many  
2011/12 students

identified in question 2 during the

		Number of Participating 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)

## 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	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

# 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	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

## 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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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 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	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

## 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	75	20	5
Pacific Islander	0	0	25	10	2
Hispanic/ Latino	0	0	200	50	10
African American	0	0	600	85	20
White (non Hispanic)	0	0	2	1	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	1	20	3
Low Socio Economic Status	0	0	600	125	35

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	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)

## 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	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)



## 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	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

## 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?

27,000
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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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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)

## 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	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)

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

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

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

Comments regarding question 9:

None

Comments regarding question 14:

None

Comments regarding question 17:

None

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

Comments regarding question 19:

None

Comments regarding question 22:

None

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

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

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

Comments regarding question 30 and 31:

None

Comments regarding question 33:

None