

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

1. Contact Information

Name: David Green

LEA Name: Placentia Yorba Linda Unified

Cohort: G Year: 2013/14

County: Orange Phone: 714-985-8658

Email: dgreen@pylusd.org

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	Yes
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)

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	735	735
Grade 7	1,876	1,876
Grade 8	1,962	1,962
Grade 9	2,043	1,306
Grade 10	0	0
Grade 11	0	0
Grade 12	0	0
Non Traditional	0	0
Grade Total	6,616	5,879

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

2013/14 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?

Program/Strategy Name	Number of Participating Students
Anti-Tobacco Media Blitz	0
Blowing Away Big Tobacco's Big Lies	0
Classroom Animation Studio Kit	300
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.
-

2013/14 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?

Program/Strategy Name	Number of Projected Students	Number of Participating Students
Great American Smoke Out	12,615	12,615
Red Ribbon Week (Tobacco focus)	25,573	25,573
Teens Kick Butts / Ash	0	0
School-Wide contest	0	0
Tobacco & Hollywood Campaign	4,573	4573
Mission Possible	0	0
Youth Quest	5	0
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.

Two of our high schools that have a "SERVE" program, which is an "At-Risk" class were visited by Anaheim Medical / Tobacco Use Prevention Program. Tobacco Use Prevention Program coordinators did a presentation on the ill-effects of tobacco use and the further effects of 2nd and 3rd hand smoke. Furthermore, because of the increased popularity of "nicotine delivery devices" with teens, Tobacco Use Prevention Program coordinators also addressed the dangers of these devices. 200 "At-Risk" students ranging from 9th to 12th grade were present for this intervention / education.

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

2013/14 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:

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	0	0
Other law enforcement sting operations to monitor tobacco sales to minors	0	0
Youth Involvement in Anti-tobacco Advocacy	0	0
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	4,573	4,673
Tobacco use prevention Peer Educator	0	0
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.

2013/14 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?

	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	5	0	0
Asian	0	0	0	69	0	0
Pacific Islander	0	0	0	11	0	0
Hispanic/Latino	0	0	0	1857	0	0
African American	0	0	0	79	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0		0	0
Low Socio Economic Status	0	0	0	2872	0	0

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

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	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.

55 of PYLUSD's "at risk" students from middle and high school were recommended by a "crisis team" to attend an intervention through California Youth Services. This is a two-night education / intervention activity, where parents must attend with their child. The presentation by California Youth Services includes tobacco cessation and tobacco education for our most at risk population. 20 students completed the two-night presentation / program successfully. Tobacco Use Prevention Program offered tobacco cessation classes for all students that were caught with tobacco products on campus. 76 students participated in the cessation classes rather than choose to be suspended. This is an increase from only 10 students the previous year.

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

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	0
African American	0	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)

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	12,916	12,916
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)*

Of our "highest at risk" population, 11 students completed a cessation class with California Youth Services. 76 Students completed a cessation class with Tobacco Use Prevention Program. And another 200 students from our "SERVE" at risk class had Tobacco Use Prevention Program in class for a cessation program. That's a total number of 287 students served.

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

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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)

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

29. How many parenting and/or pregnant minors were identified and served?

Category	Number of students
Number of parenting and/or pregnant minors identified	0
Number of parenting and/or pregnant minors served	0
Number of parenting and/or pregnant minors in school based programs	0
Number of parenting and/or pregnant minors referred to community programs	0

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	13
Trained to deliver youth development strategies	0	0
Trained to deliver intervention strategies	0	13
Trained to deliver cessation strategies	0	0
General TUPE information	50	13

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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.
-

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?

12,916

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.
-

36. Comments pertaining to questions 34 are located in the appendix. (Optional)

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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

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.

39. Comments pertaining to question 37 are located in the appendix. (Optional)

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 2:

This is the 2nd full school year that Project TND and Project Alert has been implemented. All 6 of our middle schools participated as well as three of our comprehensive high schools. Department Heads of the health and PE classes helped spearhead the implementation of the curriculum at the school sites.

Comments regarding question 4:

The 2013-2014 school year is the 2nd complete school year where the 6 middle schools and 4 comprehensive high schools had an opportunity to address the material with students.

Comments regarding question 6:

The 2013-2014 school year, PYLUSD contracted with Royer Studios. Royer Studios came to our continuation high school and a middle school. While with the high school students, Royer's staff worked with students on a Public Service Announcement via animation about the ills of tobacco. This was a five day project for five periods. With the middle school students, Royer came out and facilitated a DVD presentation to create an animation Public Service Announcement in a class period.

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 9:

In addition to Red Ribbon Week and the Great American Smokeout, The TUPP coordinators have become more involved with our school sites in regards to an alternative to suspension for tobacco use or tobacco products. During the 2013-2014 school year, three schools used TUPP's services to come to the school and present to these students their Cessation Session. The administration of the school sites found this to be valuable and will continue the practice of inviting TUPP in lieu of suspension for their tobacco offenders on campus. 53 students were served with this type of "intervention" during the 2013-2014 school year. The plan is to continue to encourage the schools to use this service and have the other non-participating schools get involved.

Comments regarding question 14:

Last year our schools had presenters come out from Tobacco & Hollywood to do presentations on the project for Tobacco & Hollywood. Since we are utilizing the same staff as last year, soliciting Tobacco & Hollywood was not necessary to accomplish the lessons. All 6 of PYLUSD's middle schools had instruction on the Tobacco & Hollywood agenda and created posters for their classes about the ills of tobacco use. The instructors of the classes decided on which poster created during class time captured the spirit of the anti-tobacco campaign the best as well as used this as a graded assignment in class.

Comments regarding question 17:

PYLUSD does not keep records of sexual identity.

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 19:

Comments regarding question 22:

PYLUSD did not have plans to participate in any of the above programs.

Comments regarding question 24:

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 27:

PYLUSD does not keep ethnicity nor sexual inclination records of students attending cessation classes nor of the students participating in any of our anti-tobacco programs. However, PYLUSD did have posted signage advertising California's Smoker's Helpline. The signage is posted in the health clerk's office as well as in the health office and PE locker rooms of the school(s).

Comments regarding question 29:

Due to state budget cuts prior to the 2012-2013 school year, PYLUSD had to discontinue the Teen Parenting Program. Students that attended the program were easily identified and served. However, all of our students regardless of their status as being pregnant or not attend "regular" day classes at our comprehensive school sites or the alternative school site. Students are provided intervention services regardless of their current state, pregnant or not.

Comments regarding question 31:

50 coaches were provided an in-service covering tobacco products and the latest e-ciggette and nicotine delivery devices. The in service is done by Anaheim Medical through Tobacco Use Prevention Program. PYLUSD has demonstrated a dedication to educate their coaching staff. Nearly 100 coaches have been through the training. The goal is to provide a coach from every sport and every level the information. 13 department heads of the PE and Health classes were given instruction on presenting Project TND and Project Alert. The 13 department heads in turn would share the information with their department teachers.

2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 34:

During Red Ribbon Week, all the schools participating have signage and information on school calendars, websites and marquees about the event. Including the dates of the Red Ribbon Week's events and activities. Last year, 2012-2013 was the first year in a long time that PYLUSD schools participated in the Great American Smoke Out. 2013-2014 was the 2nd year that all the middle and high schools recognized this date. These activities are calendared for parents.

Comments regarding question 37:

PYLUSD actively participates with our local health agency. Anaheim Medical provides a cessation class for our district once a month and provides education for our coaches three times a year.