

2012/13 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 | Yes |
| Keepin' It Real | No |
| Minnesota Smoking Prevention Program | No |
| Project Alert | No |
| Project Northland | No |
| Project SUCCESS | No |
| Project TND (Towards No Drug Abuse) | No |
| 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)

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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 | 7,457 | 5,972 |
| Grade 7 | 777 | 7,099 |
| Grade 8 | 7,548 | 6,505 |
| Grade 9 | 9,232 | 8,295 |
| Grade 10 | 8,378 | 7,482 |
| Grade 11 | 7,737 | 6,898 |
| Grade 12 | 6,415 | 6,446 |
| Non Traditional | 833 | 789 |
| Grade Total | 48,377 | 49,486 |

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 | 33 |
| 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.

none

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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 | 54,814 | 6,446 |
| Red Ribbon Week (Tobacco focus) | 113,776 | 110,205 |
| Teens Kick Butts / Ash | 54,814 | 45 |
| Schoolwide contests | 0 | 0 |
| Tobacco & Hollywood Campaign | 0 | 0 |
| Mission Possible | 0 | 0 |
| Youth Quest | 0 | 0 |
| Assembly Speaker | 23,076 | 8,121 |

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.

none

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

none

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

Thirty-eight (38) Mad Science assemblies were conducted at K8 and middle schools for students in grades 6-8, with 7,804 students participating. Three hundred seventeen (317) high school students at Alba, Garfield, Twain, Hoover, Lincoln, University City, and the students from Madison's DHH program received tobacco prevention instruction from Playwrights Project staff members.

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 | 54,814 | 15 |
| Tobacco use prevention Peer Educator | 54,814 | 45 |
| 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.

none

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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 | 0 | 0 | 0 | 0 |
| Asian | 0 | 0 | 0 | 3 | 8 | 0 |
| Pacific Islander | 0 | 0 | 0 | 1 | 0 | 0 |
| Hispanic/Latino | 0 | 0 | 0 | 8 | 8 | 0 |
| African American | 0 | 0 | 0 | 2 | 3 | 0 |
| Lesbian, Gay, Bisexual, Transgendered, & Questioning | 0 | 0 | 0 | 0 | 0 | 0 |
| Low Socio Economic Status | 0 | 0 | 0 | 12 | 11 | 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) | 351 | 266 |
| Project Life | 7737 | 6898 |
| Smokeless Schooldays: Smokeless Saturday School | 0 | 0 |
| Tobacco-Free Generations | 27 | 27 |

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.

none

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 | 0 | 0 | 21 | 0 | 0 |
| Asian | 0 | 20 | 1356 | 0 | 0 |
| Pacific Islander | 0 | 2 | 51 | 0 | 0 |
| Hispanic/ Latino | 0 | 165 | 2850 | 0 | 23 |
| African American | 0 | 30 | 708 | 0 | 2 |
| Lesbian, Gay, Bisexual, Transgendered, & Questioning | 0 | 0 | 0 | 0 | 0 |
| Low Socio Economic Status | 0 | 211 | 4267 | 0 | 27 |

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) | 351 | 0 |
| California Smoker's Helpline | 351 | 266 |
| 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)*

none

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 | 20 | 0 | 0 |
| Pacific Islander | 0 | 0 | 0 | 2 | 0 | 0 |
| Hispanic/ Latino | 0 | 0 | 0 | 165 | 0 | 0 |
| African American | 0 | 0 | 0 | 30 | 0 | 0 |
| Lesbian, Gay, Bisexual, Transgendered, & Questioning | 0 | 0 | 0 | 0 | 0 | 0 |
| Low Socio Economic Status | 0 | 0 | 0 | 211 | 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 | 27 |
| Number of parenting and/or pregnant minors served | 27 |
| Number of parenting and/or pregnant minors in school based programs | 27 |
| 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 | 63 |
| Trained to deliver youth development strategies | 0 | 50 |
| Trained to deliver intervention strategies | 0 | 11 |
| Trained to deliver cessation strategies | 0 | 11 |
| General TUPE information | 0 | 63 |

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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.

none

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?

| |
|---------|
| 113,776 |
|---------|

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.

Forty-seven (47) parents participated in the Guiding Good Choices Parenting Workshop.

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

none

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

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Comments regarding question 2:

none

Comments regarding question 4:

The Tobacco Use Prevention Booster Lessons were taught to students in grades 10 and 11; and Tobacco Facts Sheets which emphasize tobacco cessation, as well as the harmful effects of tobacco use, were distributed to all students in grades 9-12 during Tobacco Booster and LEA Lesson Presentations.

Comments regarding question 6:

The Guiding Good Choices Parenting Workshop was conducted at Kimbrough Elementary School, Lewis Middle School, Standley Middle School, and Logan K8 School. Forty-seven parents participated in the workshops, along with 33 students.

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Comments regarding question 9:

The Great American Smokeout activity was offered to 54,079 students in grades 6-12 during the 2011-12 school year, instead of 31,435 students as was stated in the 2012 Annual Report. The 54,814 projected students for 2012-13 noted above includes all students in grades 6-12 who were invited to participate in the 2012-13 Great American Smokeout activities, as identified in the grant. Age and developmentally-appropriate information and activities were placed on the Counseling and Guidance website for students during Red Ribbon Week. The information posted was largely focused on tobacco use prevention and cessation for students, as well as for staff members and parents. All material continues to be posted as sources of reference.

Comments regarding question 14:

The Prevention is Cool Anti-Tobacco Journalism Event was held on 3/8/13, with 15 students and 14 staff members in attendance. The information from the event was shared with 5,636 students at represented school sites. The Teens Kick Ash Planning Workshop was held on 11/1/12, with 45 students and 17 adults in attendance. Six thousand five hundred fifty-six (6,556) students received the information from student leaders at represented school sites during the Great American Smokeout activities.

Comments regarding question 17:

Due to privacy/confidentiality issues, data from the LGBTQ population could not be obtained. The 2012 Annual Report requested data about White (non Hispanic) students. Information about this population was not requested in the 2013 Annual Report; however, our reported numbers for this sub-group are as follows: One (1) White (non Hispanic) student participated in the Prevention is Cool Anti-Tobacco Journalism Event (Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry); and 26 White (non Hispanic) students participated in the Teens Kick Ash Planning Workshop (Tobacco use prevention Peer Educator).

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Comments regarding question 19:

Students who did not complete TEG dis-enrolled from the district, sought assistance for tobacco use cessation outside of the district; were experiencing difficulty with school attendance; or were identified very late in the school year. Students in the last two categories will be assigned to TEG at the beginning of the 2013-14 academic year. Pamphlets and brochures from the California Smoker's Helpline, and Tobacco Facts Sheets emphasizing tobacco cessation, were distributed to students during TEG meetings.

Comments regarding question 22:

Due to privacy/confidentiality issues, data from the LGBTQ population could not be obtained. The 2012 Annual Report requested data about White (non Hispanic) students. Information about this population was not requested in the 2013 Annual Report; however, our reported numbers for this sub-group are as follows: Forty-nine (49) White (non Hispanic) students participated in TEG and one thousand six hundred fifty-eight (1,658) students participated in Project Life; of the total 6,898 students who participated in Project Life, 254 were identified as Multi-racial. Two (2) White (non Hispanic) students participated in Tobacco-Free Generations.

Comments regarding question 24:

Three hundred fifty-one (351) students were identified/referred to TAP via TEG (Tobacco Education Group), which is facilitated prior to TAP being offered. Of the 351 students who were identified, 266 students participated in TEG and were given the opportunity to continue with TAP immediately after TEG had ended, and again at the six-week follow-up meetings. All declined to participate. Information about the California Smoker's Helpline was provided to students during TEG and again at the six-week follow-up meetings.

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Comments regarding question 27:

The 2012 Annual Report requested data about White (non Hispanic) students. Information about this population was not requested in the 2013 Annual Report; however, our reported number for this sub-group is 49 students.

Comments regarding question 29:

none

Comments regarding question 31:

Certificated staff members were trained to deliver the following curricula: Botvin LifeSkills, Project Life, and the Tobacco Use Prevention Booster Lesson to students; and Guiding Good Choices to parents. In previous years, substantial efforts were made to train staff to capacity. As of the 2012-13 school year, we have a solid foundation of staff members who have been trained to teach the curricula as identified in the grant.

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Comments regarding question 34:

General TUPE information was provided to one household for every child (113,776) via information posted on the district's website, along with information in the "Facts for Parents" pamphlet that was mailed to the home of every child at the beginning of the 2012-13 school year. In addition, a smartphone app that supports smokers in their effort to quit tobacco use is posted on the Counseling and Guidance website.

Comments regarding question 37:

The Teens Kick Ash Planning Workshop was done in collaboration with the San Diego County Office of Education and the Prevention is Cool Anti- Tobacco Journalism Event was done in collaboration with local agencies/organizations that support tobacco prevention and cessation. Both Youth Development activities were carried out in support of the LEA Plan.