

2010/11 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

1. Contact Information

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Cohort: F

Year: 2010/11

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2. Which of the programs listed below were implemented under this grant during the 2010/11 year?

All Stars

Botvin's Life Skills Training

Keepin' It Real

Minnesota Smoking Prevention Program

Positive Action

Project Alert

Project Northland

Project SUCCESS

Project TND (Towards No Drug Abuse)

Project TNT (Towards No Tobacco Use)

Too Good for Drugs

Triple T (Teens Tackle Tobacco) Project

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3. How many students per grade participated in the program/s identified in question 2 during the 2010/11 school year under this grant?

Grade	Number of Projected Students	Number of Participating Students
Grade 6	0	0
Grade 7	0	0
Grade 8	0	0
Grade 9	0	0
Grade 10	0	0
Grade 11	0	0
Grade 12	0	0
Non Traditional	0	0
Grade Total	0	0

4. Please indicate below the number of students who participated in the program/s identified above.

Ethnicity	Number of Students
American Indian or Alaskan Native	0
Asian	0
Pacific Islander	0
Filipino	0
Hispanic/Latino	0
African American	0
White (not Hispanic)	0
Multipe or no Response	0
Total	0

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5A. 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 2010/11 school year?

Program/Strategy Name	Number of Projected Students	Number of Participating Students
Across Ages	0	0
Caring School Communities	0	0
Decisions for Health Series	0	0
Guiding Good Choices – Families That Care	0	0
Hands Off Tobacco! Series	0	0
Health and Wellness Series	0	0
The Missing Link in Prevention in High School	0	0
Project ABCD (Analyze, Beware, Create, Disseminate)	0	0
Project ALIVE! (Arts Leading Into Vital Education)	0	0
Project SCAT (Schools and Communities Against Tobacco)	0	0
State-Wide Indian Drug Prevention Program	0	0
Stay On Track Series	0	0
Teen Health Course Series	0	0
Too Good for Drugs and Violence	0	0

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.

In addition to the 201 16-hour academic course students, an additional 42 roll-over students from last school year received weekly counseling support through READI (243 total). This program has proven to be highly successful in offering intervention support to students and families and as an alternative to suspension.

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- 6A. 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 2010/11 school year?

Program/Strategy Name	Number of Projected Students	Number of Participating Students
Great American Smoke Out	30	35
Red Ribbon Week (Tobacco focus)	12,000	12,375
Teens Kick Butts / Ash	0	0
Schoolwide contests	5,000	10,222
Assembly Speaker	5,000	12,311

- 6B. 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.

Earth day with tobacco/pollution focus - 2,000/2,279

Friday Night Live - 50/55

Peer Mentoring - 300/445

Having A Voice (HAV) anti tobacco leadership for Hispanic males and females - 200/241

Body Aloud, for students who smoke to stay thin - 30/45

- 6C. If you selected *School-wide contest* as a non-curricular activity, indicate the name of the contest:

TUPE door decorating contests, poetry contest, anti-tobacco pledge chains, scavenger hunts, Library "know the facts" contests, EARTH Day poster contest

- 6D. If you selected *Assembly Speaker* as a non-curricula activity, indicate the name of the speaker:

Special Agent Rocky Herron, DEA; Dr. Eric Waldrip, physician; Phil Hubbs, Dir., Proactive Network Against Sub. Abuse; Dr. Andrew Accadi, ER physician; Joe Olesky and Tiffany Findell, READI program; SD Police Officers Belz and Wells; Clarita Toms May, family therapist; John Breeding, Rady Children's Hospital; Marjorie Delgadillo, MADD Rep., Teresa Zaludek, parent; Jenn Riggs, nurse; Chelsea Hill, paralysis victim, Sherrie & Arron Rubin; Jason Barber, "itsnoaccident.com"; Shawn Tenney, Palomar College ATOD prog.

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- 7A. 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 2010/11 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	30	95
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	30	35
Tobacco use prevention Peer Educator	300	451
Tobacco use prevention focused Service-Learning Projects	18	18

- 7B. 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.

Challenge Day, a proven, national program designed to teach at-risk youth resistance, decision making, and other life skills in order to make healthy choices was held at 2 schools, impacting 200 students. Staff and students are highly positive about the impact of this program on healthy lifestyle decisions. All schools offered student support groups as a tobacco intervention. At Sunset, where nearly 100% have a lifetime experience with tobacco, almost all students participate in a support group.

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8A. Please indicate which Intervention Programs were implemented. For each program offered provide the number of identified and served tobacco-using students.

Program/Strategy Name	Number of students <i>identified</i>	Number of students <i>served</i>
Project Life	0	0
Smokeless Schooldays: Smokeless Saturday School	0	0
Intervention with Teen Tobacco Users (TEG)	367	450
Residential Student Assistance Program	0	0
Tobacco-Free Generations	0	0

8B. 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.

READI (Recovery Education Alcohol Drug Instruction) Program, our suspension alternative program for use or possession of tobacco and AODs, serves as an intervention program and uses TEG curricula as do some student support groups. Projected - 150 and participated 243.

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9A. 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)	300	367
I QUIT	0	0
I Decide: Teen Tobacco Cessation	0	0
California Smoker's Helpline	20	15
Project EX: Teen Tobacco Use Cessation Program	0	0

9B. 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.

TAP curricula is used in combination with the curricula of the READI (Recovery Education Alcohol Drug Instruction) Program, our suspension alternative for students found in violation of district policy on tobacco use and possession.

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10. How many parenting and/or pregnant minors were identified and served during the 2010/11 school year under this grant?

Category	Number of students
Number of parenting and/or pregnant minors identified	9
Number of parenting and/or pregnant minors served	9
Number of parenting and/or pregnant minors in school based programs	9
Number of parenting and/or pregnant minors referred to community programs	9

- 11B. How many students in the targeted population received culturally appropriate curriculum and/or culturally appropriate supplemental activities during the 2010/11 school year under this grant?

Population	Number of students receiving culturally appropriate curriculum	Number of students participating in culturally appropriate supplemental activities
African American	0	132
Hispanic/Latino	0	1553
Native American	0	32
Asian-Pacific American	0	1927
Non Traditional Students	0	61

- 11B. If culturally appropriate activities were offered to groups not listed in the table above please specify the group in box below and the number of students involved in curriculum and/or supplemental activities.

Students who smoke to stay thin. Approximately 30 students, most in the performing arts program at Canyon Crest Academy, were served through a "Body Alive" program designed for those who need an alternative to tobacco/smoking to stay thin. Challenge Day addressed 200 at risk students and provided resistance and decision making skills to make healthy lifestyle choices and avoid ATODs.

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12A. How many classified and/or certified staff were trained in the areas listed in the table below?

Training Type	Classified	Certificated
Trained to deliver program activities	3	24
General TUPE information	9	44

12B. If staff were trained in areas not listed in the table above please specify the type of training and how many classified and/or certified staff were trained in the box below.

Not applicable

13A. How many parents received general TUPE information during teh 2010/11 school year under this grant?

3,124

13B. Were parents offered trainings other than general TUPE information trainings?

Yes

13C. If yes, please describe the training offered to parents below:

Parents (translation provided to non-English speaking parents) of READY students, our suspension alternative program for students found in possession of or using tobacco on campus, were trained in what to look for in students using tobacco/AODs and the READY program. Many were trained in Red Ribbon Week activities.

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14A. Were the activities listed in the table below offered in collaboration or coordination with LEAs, community agencies or other organizations?

Activity Type	LEA	Community Agency	Other
Lesson Implementation	Yes	No	No
Supplemental Activities	Yes	Yes	Yes
Community Health Fairs	No	No	No
Local coalition planning meetings	Yes	Yes	Yes

14B. 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.

An Earth Day (fair) at La Costa Canyon HS (focused on tobacco pollution at beaches and public places) was held in collaboration with the District, City of Carlsbad, and a local community agency San Dieguito Alliance for Drug Free Youth, among other partners. A Teen Driver Fair focused on driving distractions, e.g. tobacco, was held in partnership with the Trauma Research & Education Foundation, UCSD, Scripps and Sharp Hospitals, MADD, the CHP, SD Police and SD County Sherriff's Departments.

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Comments regarding question 2:

Proj. Alert & TND are the two TUPE approved programs designated under our grant application. Because funding was not received until late in the 2nd semester, however, there was not time for training or purchase of materials. Teachers had to plan ahead and already had 2nd semester curricula set. Therefore training will take place this summer (Aug. 2011) and curricula will be implemented in September and institutionalized thereafter in 9th grade PE/Health and 7th & 8th grade science classes.

Comments regarding question 3:

As noted earlier, we were unable to purchase the curricula, train teachers and implement this year due to the late receipt (far into 2nd semester) of funding for these purposes. Beginning next fall, we anticipate approximately the same number of students will participate in the two curricular programs through 7th and 8th grade science and 9th grade PE/Health classes. This will include approximately 1873 7th graders, 2006 8th graders and 2146 9th graders. These numbers may be slightly higher.

Comments regarding question 4:

As noted earlier, we were unable to purchase the curricula, train teachers and implement it this year due to the late receipt (far into 2nd semester) of funding for these purposes. Asians are our highest nonwhite ethnic population group at 12.7% and our second highest is Hispanic at 12.1%. We anticipate about 1,584 Asians and 1,511 Hispanics students will participate in Year 2. About 8,794 White students (70%) will participate. Other ethnic groups combined represent about 345 students.

Comments regarding question 5:

In addition to the 201 16-hour academic course students, an additional 42 roll-over students from last school year received weekly counseling support through READI (243 total). This program has proven to be highly successful in offering intervention support to students and families and as an alternative to suspension.

Comments regarding question 6:

Because we couldn't implement curriculum this year, school sites accelerated the development of non-curricular activities in order to support the district wide focus on the Anti-tobacco message. RR Week events were augmented and special activities such as Earth Day, focused on tobacco pollution and drove this message home. Some events focused on driving distractions such as smoking. FNL students attended a Great American Smoke out conference and brought information back to district sites.

Comments regarding question 7:

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Students in the FNL "Club Live", PALs (Peer Listeners), ASB groups, and peer educator groups received training in youth involvement in advocacy related to anti tobacco legislation for local beaches, parks, restaurants and other public places, and in media literacy. FNL students conducted surveys of tobacco focused clothing in local malls as a service learning project. Peer educator training included PALS, HAV, Teen Presenters and Study Buddy programs.

Comments regarding question 8:

TEG curricula is used in student support groups at school sites and in the READI (Recovery Education Alcohol Drug Instruction) Program, our suspension alternative for students found in violation of district policy on tobacco use and possession.

Comments regarding question 9:

TAP curricula is used in our continuation high school (Sunset) student support groups and in the READY (Recovery Education Alcohol Drug Instruction) Program, our suspension alternative for students found in violation of district policy on tobacco use and possession.

Comments regarding question 10:

The issue of teen pregnancy does not generally represent a large portion of our population.

Comments regarding question 11:

The figures in column 2 represent the number of students in our ethnic population groups district wide (after Whites). These students and their parents received some TUPE materials in Spanish, Chinese and Korean or participated in their native language. Some parent events were presented in or were translated into Spanish, Chinese and Korean. 243 students participated in "Having A Voice," a leadership program for Latino males and females that has an anti tobacco/AOD focus.

Comments regarding question 12:

7 counselors were trained to deliver TEG & TAP curriculum. 44 assistant principals and 9 support staff were trained in the READY program, and cessation program referral process. 17 asst. principals and 3 campus supervisors were trained by the SD County Sheriff's Dept. in tobacco/ATOD trends, tobacco use behaviors, legal consequences, etc. 7th & 8th grade science teachers and 9th grade PE/Health teachers will be trained in August in Project Alert & Toward No Drug Abuse.

Comments regarding question 13:

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Approximately 2,878 parents attending ATOD parent night seminars (based on sign in sheets and estimated attendance) received TUPE information. Parents of the 243 students participating in READI and many more parents received TUPE information by attending or participating in: RR Week and other TUPE events at school sites, through school to parent communications, information regarding peer mentor programs, results of the CHKS annual survey, in community newsletters and newspapers articles.

Comments regarding question 14:

The District provided training/materials for site lesson implementation. Community partners: Scripps & Sharp Hospitals, SD Alliance, Smoker's Helpline, UCSD, Project Options, MADD, SD Police and Sheriff's Depts., Proactive Network Against Sub. Abuse, Friday Night Live, the San Diego Co. Office of Ed., and "itsnoaccident.com", among others, participated in supplemental activities. SD Alliance, school staff and SD Coalition Against Substance Abuse assisted in local coalition planning meetings.