

# 2013/14 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	No
Keepin' It Real	No
Minnesota Smoking Prevention Program	Yes
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	0	0
Grade 7	2,800	578
Grade 8	2,800	291
Grade 9	3,000	153
Grade 10	2,900	70
Grade 11	2,800	0
Grade 12	1,600	0
Non Traditional	0	0
Grade Total	15,900	1,092

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	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.
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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	0	0
Red Ribbon Week (Tobacco focus)	20,000	19,011
Teens Kick Butts / Ash	600	400
School-Wide contest	4,000	100
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	200	234
Assembly Speaker	4,000	2,877

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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REACH One Alliance with Kevin Bracy was piloted at Encina High School and projected to reach 827 students. A school-wide assembly was held reaching over 800 students followed by a 2-Day workshop facilitated by Kevin Bracy with 157 students 2 certificated staff and 1 classified staff participating. Weekly REACH One Alliance huddles were facilitated by the REACH One Alliance Teacher/Advisor reaching 30-40 students each week. The focus of the weekly huddle was youth advocacy. Each student was responsible for reaching out to at least one student each day with the

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

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We selected Don't Buy the Lie with Dr. DeNoble.

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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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Kevin Bracy of REACH One Alliance was selected to provide tobacco use prevention education at two Family Night Out events reaching 302 students and parents. Mr. Bracy also provided a school-wide assembly at Encina high school, and facilitated a 2-Day workshop at Encina High School for 9-12 grade students. Dr. Victor DeNoble was selected to present tobacco use prevention education during the Don't Buy The Lie contest held in March 2014. Dr. DeNoble was the keynote speaker for the March 2014 Family Night Out reaching 66 students and parents.

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	150	0
Other law enforcement sting operations to monitor tobacco sales to minors	0	0
Youth Involvement in Anti-tobacco Advocacy	250	273
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	250	115
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.

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REACH One Alliance piloted at Encina High School is a Youth Development strategy focused on creating the next generation of tobacco-free students. The weekly huddles tasked students with reaching one student each day to promote a healthy tobacco free life style. The daily themes are: Make a Difference Monday, Text2Empower Tuesdays, Win the Day Wednesdays, Live the Change Thursday and Healthy and Happy Friday. Over 800 attended the school-wide assembly, 157 students participated in the 2-Day workshop and 30-40 attended weekly huddles.

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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	2	0	0	0
Asian	0	0	0	0	0	0
Pacific Islander	0	0	0	0	0	0
Hispanic/Latino	0	0	32	0	0	0
African American	0	0	27	0	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	1	0	0	0
Low Socio Economic Status	0	0	157	0	0	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)	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.

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Teen Intervene is the intervention program offered at each of the high schools within the district. In the 2013-2014 school year, 201 students participated in Teen Intervene. A total of 624 sessions were held with 107 students completing the program.

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	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)



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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)	201	107
Enough Snuff: A Guide for Quitting 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	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)*

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	4	0	0	0	0	0
Asian	2	0	0	0	0	0
Pacific Islander	0	0	0	0	0	0
Hispanic/ Latino	18	0	0	0	0	0
African American	12	0	0	0	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	2	0	0	0	0	0
Low Socio Economic Status	65	0	0	0	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	12
Number of parenting and/or pregnant minors served	5
Number of parenting and/or pregnant minors in school based programs	5
Number of parenting and/or pregnant minors referred to community programs	12

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	11
Trained to deliver youth development strategies	5	9
Trained to deliver intervention strategies	15	4
Trained to deliver cessation strategies	15	0
General TUPE information	315	2,836

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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.
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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?

3,791
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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.

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Minnesota Smoking Prevention Program (MSPP) training was provided to the district's 22 Parent Liaisons, 36 Parent Teacher Association members and 24 parents at the Community Family Fair. Over 100 parents received general TUPE information at quarterly Coordinated School Health Advisory meetings, Citrus Heights Collaborative meetings, Prevention Coordinator Council meetings and the Tobacco Control Coalition meetings. Additionally, general TIIPF information

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

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.

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TUPE program staff collaborated with Local Public Health Agencies, Local Government Agencies and Local non-Governmental Agencies at San Juan Unified's Family Fair, Partners Against Chronic Truancy and Encina High School's Health Fair.

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

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Comments regarding question 2:

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Minnesota Smoking Prevention Program (MSPP) was available to all middle, K-8 and high school students. Sessions were administered in the classroom by the teacher. Additionally, Prevention Specialist presented MSPP sessions at two of the district's high schools. MSPP for parents was offered and facilitated by the TUPE Program Coordinator at three school sites reaching 38 parents and 22 of the district's Parent Liaisons.

Comments regarding question 4:

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Teachers reported that the focus on Common Core, preparing for Smarter Balance testing and other teaching and learning requirements made it challenging to fit in MSPP sessions particularly at the high school level.

Comments regarding question 6:

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Comments regarding question 9:

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Red Ribbon Week continues to be broadly implemented throughout the district reaching 19,011 students, 601 staff, 356 parents and 139 community members.

Comments regarding question 14:

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Comments regarding question 17:

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The REACH One Alliance youth advocacy program was implemented at Encina High School which is a Title I school.

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Comments regarding question 19:

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Comments regarding question 22:

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Comments regarding question 24:

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We have not received the 2013-2014 data from the California Smoker's Helpline.



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Comments regarding question 27:

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Comments regarding question 29:

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Comments regarding question 31:

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Comments regarding question 34:

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During the 2013-2014 three Family Night Out events were held reaching 368 parents. Tobacco use prevention education was the focus of each of the Family Night Out events. General TUPE information was shared, as well as specific data from California Healthy Kids Survey (CHKS) regarding student tobacco use rates within the district.

Comments regarding question 37:

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