

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	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)

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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	4,726	3,642
Grade 7	4,340	3,311
Grade 8	4,000	3,221
Grade 9	1,300	957
Grade 10	0	0
Grade 11	0	0
Grade 12	0	0
Non Traditional	600	74
Grade Total	14,966	11,205

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.

Glencoe Health and Biology curricula and other teacher selected or created materials and lessons on tobacco and health decisions were utilized at Santa Paula high schools.

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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	1,000	0
Red Ribbon Week (Tobacco focus)	46,075	22,927
Teens Kick Butts / Ash	200	62
School-Wide contest	1,000	2,013
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	80	0
Assembly Speaker	0	2,750

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.

The Ventura County Public Health Bus of Tobacco Horrors served 3,919 students in grades 6-8 in VCOE TUPE Consortium district schools. Oak Park utilized student Peer Counselors to provide presentations in classrooms relative to tobacco, ENDS, other drugs and bullying.

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

Oxnard School District School-Wide Contests included: -Red Ribbon Door Decorating Contest -I Can Jump Away From Tobacco -Hoop Away from Tobacco & Drugs -Just Dance Away from Tobacco & Drugs Santa Paula School District School-Wide Contest was a door decorating contest during Red Ribbon Week.

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

Oxnard Elementary District: Palmer Drug Abuse Prevention Program provided staff to speak at a school-wide assembly. Oak Park School District: Rock and Roll Foundation Co-Founders: Chelsie Hill and Jon Hill (Chelsea's father).

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	60	0
Other law enforcement sting operations to monitor tobacco sales to minors	20	0
Youth Involvement in Anti-tobacco Advocacy	80	2,261
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	60	86
Tobacco use prevention Peer Educator	50	423
Tobacco use prevention focused Service-Learning Projects	0	57

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.

Teens Kick Ash Youth Tobacco-Free Advocacy Conference was held February 25, 2014. Two hundred fifty youth groups and advisors were invited. A total of approximately 200 students and advisors attended the event. Friday Night Live and Club Live students participated in many of the activities listed above and included tobacco projects as their focus for the clubs' outcome objectives.

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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	58	1	0	0
Asian	0	0	56	3	0	1
Pacific Islander	0	0	17	1	0	3
Hispanic/Latino	0	0	1837	59	357	42
African American	0	0	75	2	16	1
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	13	1	0	1
Low Socio Economic Status	0	0	1154	50	289	49

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)	143	0
Project Life	0	0
Smokeless Schooldays: Smokeless Saturday School	0	0
Tobacco-Free Generations	500	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.

Rio School District: Palmer Drug Abuse Program served 22 students.

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)	0	0
Enough Snuff: A Guide for Quitting Smokeless Tobacco	0	0
Helping Teens Stop Using Tobacco (TAP)	143	0
California Smoker's Helpline	286	1506
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)*

Moorpark School District: flyers for the California Smokers' Helpline with information on how to quit and brochures will be given to all students suspended for smoking, possession of paraphernalia, or identified as tobacco or vape users. VCOE TUPE Consortium staff developed and published a pamphlet of tobacco cessation and information resources that was distributed to each Consortium district. California Smokers' Helpline materials and resources were distributed widely among Ventura County school districts. Ventura County Public Health "Call It Quits" class offering schedules, in English and Spanish, were distributed to all Ventura County school districts as they became available.

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	0	0	0
Pacific Islander	0	0	0	0	0	0
Hispanic/Latino	0	0	0	2	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	1	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	43
Number of parenting and/or pregnant minors served	43
Number of parenting and/or pregnant minors in school based programs	43
Number of parenting and/or pregnant minors referred to community programs	43

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	1	59
Trained to deliver youth development strategies	18	21
Trained to deliver intervention strategies	1	9
Trained to deliver cessation strategies	2	19
General TUPE information	2	35

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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.

Ventura County Public Health Tobacco Program staff provided training to district administrators, staff and students regarding ENDS.

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?

3,950

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.

School districts provide families with a Parent Handbook that includes tobacco information and consequences for use on campus and during school activities. Districts require parents to sign off on receipt of the handbook and information. Moorpark: parents receive the handbook in hard copy or sign off that they will access the document electronically.

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	Yes	Yes	No
Cessation activities	No	Yes	No	No
Intervention activities	No	Yes	No	Yes
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.

Ventura County Public Tobacco Education staff provided school district administrators, teaching and counseling staff, classified staff and select students with information regarding ENDS.

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

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Comments regarding question 2:

The Ventura County Office of Education court school, Providence, implemented Project TND for the first time in school year 2013-14. The group tried to be consistent with meeting once per week. Each week the group varied in size due to daily enrollments and releases. The group consisted of 35 girls, ages 13-18 years. The girls looked forward to the group each week and put forth 100% participation. The group intends to meet twice per week during the 2014-15 school year.

Comments regarding question 4:

Santa Paula School District is planning and coordinating efforts to deliver the evidence-based curriculum to students at the high schools next school year.

Comments regarding question 6:

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Comments regarding question 9:

Rio School District: was provided 12 student spots at the VCOE Teens Kick Ash Annual Youth Tobacco-Free Advocacy Conference and all students attended. Red Ribbon Week was held in late October and included a tobacco-free component for all students in grades 6-8. Pleasant Valley School District Red Ribbon Week emphasized healthy choices including anti-tobacco messaging. Oxnard School District: The activities listed above were school-wide and included all students in grades K-8. Oak Park: Club Live was initiated at the middle school. Club members participated in the Super Saturday activity on 2/1/14 by providing a youth booth that focused on the environmental pollution and the impact of tobacco. World No Tobacco Day was celebrated at Oak Park High School and reached 1,500 students through morning announcements and posters. Oak Park High School invited the founders of the "Rock and Roll Foundation" to speak during Empathy Week regarding safe and healthy choices based co-founder Chelsie Hill's accident as the result of riding with a driver who was under the influence of alcohol and the result - Chelsie lost the use of

Comments regarding question 14:

Moorpark Unified School District: focus for last year of the VCOE TUPE Consortium grant will be to partner with a student group on each campus serving grades 6-12 to ensure more youth development activities take place. Student participation in Teens Kick Ash will also be increased to improve the dedicated time and quality of class outcome projects. Providence students who made their level and are considered "commitment" are given the opportunity to participate in the radio station program. During year one of the grant, Juvenile Hall radio station 107.9 implemented a segment designated to discussing tobacco use, "Quitting 101". The segment received positive feedback from staff and students, so was continued for the current grant year. During the tobacco segments, students are in charge of providing the listeners with tobacco information, such as facts, statistics and related stories. The students record once per week and are responsible for their own recordings, which range from 30-60 seconds. An average of 3-5 students are designated to each week to speak on a tobacco related topic. The recording is then replayed throughout the facility for the entire week. The program has been a great way to get accurate tobacco information out to the students. Students that want to receive more information on tobacco are instructed to contact the site TUPE Coordinator for resources. Santa Paula School District's Friday Night Live Club completed a year long project

Comments regarding question 17:

LGBTQ students are not specifically identified so cannot be accurately measured for reporting purposes. Not all districts are able to access demographics for youth development activities. Oak Park: The total student population includes Asian, African American, LGBT, and Low Socio Economic Status students. Therefore, these priority populations were captured in the presentations and activities at the high school level.

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Comments regarding question 19:

VCOE TUPE Consortium districts did not experience citations, suspensions or specific referrals for smoking during the 2013-2014 school year. The curriculum and intervention/cessation programs will be reevaluated and reviewed for appropriateness and accessibility for the last year of the grant term. Oak Park District Nurse was trained to deliver the TEG and TAP programs; however, no students in the district were referred to the nurse for services. NIDA pamphlets and California Smokers' Helpline information/pamphlets were distributed at the high schools, as well as provided to administration, counselors, and health technicians district-wide.

Comments regarding question 22:

Rio School District: While no students participated in the above programs, 22 students were served by Palmer Drug Abuse Program and were identified as Hispanic/Latino and Low Socio Economic Status. LGBTQ students are not specifically identified so cannot be accurately measured for reporting purposes.

Comments regarding question 24:

Pleasant Valley School District has not identified any tobacco users in the K-8 population served by the district. Students at the middle schools were given access to a VCOE TUPE Consortium developed cessation brochure that lists available programs. Many students took the brochure to give to family and friends outside of school. VCOE - Providence: California Smokers' Helpline cards were distributed to all students. However, staff is not able to verify how many students accessed resources upon release. The Oak Park District Nurse was trained to deliver the TEG/TAP curriculum programs; however, no students in the district were referred to the district nurse for services. NIDA pamphlets and California Smokers' Helpline information/pamphlets were distributed to all high schools, as well as to administration, counselors, and health technicians. In Santa Paula, the TAP program was available, but no students were referred for tobacco use cessation services.

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Comments regarding question 27:

Demographics for students that participated in the California Smokers' Helpline as a cessation program is not tracked. While schools regularly distribute the materials, there is currently no tracking of those who actually utilize the resource for cessation. In addition, the materials are generally available and accessed by students and staff, which also is not tracked. LGBTQ students are not specifically identified so cannot be accurately measured for reporting purposes.

Comments regarding question 29:

All identified pregnant minors and minor parents in consortium districts are served by the Ventura County Office of Education Cal-SAFE program. The program serves both female and male students throughout Ventura County and began in August 2013 to serve students at Juvenile Hall. No students within the parenting and pregnant minors population were identified as tobacco users during this reporting period. Providence: Beginning April 2014, Cal-SAFE staff began leading a weekly group for the girls' unit at which pregnancy, careers, education and other relevant topics were discussed. The group is open to anyone who would like to participate. Students need not be pregnant or parenting to attend. Providence is also providing elective credit in child development and parenting to students.

Comments regarding question 31:

Majority of teacher training occurred during the first year (2012-2013) of the VCOE TUPE Consortium grant. Providence: the TUPE Site Coordinator was trained to deliver the Project TND curriculum to students. Providence also trained staff from Cal-SAFE to facilitate a weekly pregnant and parenting group and on protocol on meeting with pregnant minor and minor parent students upon request.

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Comments regarding question 34:

Providence: Parents are able to receive TUPE information by participating in weekly parent visits. Each week designated days and times for parent visits to the facility. During these times, site coordinators are available in the lobby of the facility to answer questions, address concerns, and provide resources. Brochures and flyers, including tobacco-specific materials, are available for parents to access.

Comments regarding question 37:
