



2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

1. Contact Information

Name: Nancy Maxson

LEA Name: Ventura Unified School District

Cohort: I Year: 2014/15

County: Ventura Phone: 805-641-5000

Email: nancy.maxson@venturausd.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	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)

2014/15 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	1,342	1,208
Grade 7	1,251	1,125
Grade 8	1,354	677
Grade 9	1,482	1,037
Grade 10	0	0
Grade 11	0	0
Grade 12	0	0
Non Traditional	145	29
Grade Total	5,574	4,076

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

2014/15 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	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.
-

2014/15 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	9,400	4,210
Red Ribbon Week (Tobacco focus)	9,512	8,500
Teens Kick Butts / Ash	5,199	2,603
School-Wide contest	0	0
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	0	0
Assembly Speaker	765	740
World No Tobacco Day	9512	5707

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.

1. 17th annual Teens Kick Ash Youth Conference at VCOE - 48 MS & HS students attended 2. Friday Night Live Youth Conference - 64 MS & HS students attended 3. Chalk Art Festival at Ventura High School and Foothill Technology High School - 21 students participated to create anti- tobacco related art.

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

2014/15 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:

Ventura County Public Health Tobacco Education Program

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	9,512	2,145
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	0	0
Tobacco use prevention Peer Educator	792	713
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.

The Ventura County Youth Tobacco Advisory group was created in 2014 and youth involved with this group were instrumental in helping the Smoke Free Ventura coalition bring an outdoor smoking ordinance to the city of Ventura. We projected that we would have about 15 students participate and 6 students actually did assist with this effort.

2014/15 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	11	0	3	0
Asian	0	0	69	0	23	0
Pacific Islander	0	0	4	0	1	0
Hispanic/Latino	0	0	1072	0	357	0
African American	0	0	29	0	8	0

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

2014/15 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
Brief Intervention	52	15
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	25	20

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.

Basic Skills Intervention Training - 5 A's 52/23
Ask, Advice, Assess, Assist, Arrange

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

2014/15 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?

	Brief Intervention	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	0
Asian	2	0	0	0	0	1
Pacific Islander	0	0	0	0	0	0
Hispanic/Latino	12	0	0	0	0	10
African American	1	0	0	0	0	1

23. Comments pertaining to question 22 are located in the appendix. (Optional)

2014/15 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	65	48
Project EX: Teen Tobacco Use Cessation Program	0	0
Project N-O-T (Not on Tobacco)	11	3

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)

2014/15 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	2	0	0
Pacific Islander	0	0	0	0	0	0
Hispanic/Latino	0	0	0	24	0	2
African American	0	0	0	1	0	0

28. Comments pertaining to question 27 are located in the appendix. (Optional)

2014/15 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	25
Number of parenting and/or pregnant minors served	25
Number of parenting and/or pregnant minors in school based programs	25
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	7
Trained to deliver youth development strategies	1	2
Trained to deliver intervention strategies	0	13
Trained to deliver cessation strategies	0	0
General TUPE information	0	52

2014/15 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?

11

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)

2014/15 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	Yes
Cessation activities	No	Yes	No	No
Intervention activities	Yes	Yes	No	Yes
Local tobacco control coalition planning meetings	Yes	Yes	No	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.

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

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 2:

Comments regarding question 4:

1. We have had some resistance from 8th grade teachers to follow through with the PA lessons 2. Students taking Health in summer school or through other methods do not receive TND 3. Most students at our continuation school previously took a health class at their high school so would not need it at the continuation school.

Comments regarding questions 6 -7:

it is hard enough getting teachers to teach the adopted tobacco curriculum so asking them to take on additional curricula has not been successful.

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding questions 9-12:

The project coordinator works with site TUPE liaisons to provide resources, contact information and incentives at schools to participate in school- wide and small groups anti-tobacco activities around the three themes of Great American Smoke Out, Kick Butts Day and World No Tobacco Day. Red Ribbon Week focuses on anti-drug and anti-tobacco activities.

Comments regarding questions 14-15:

Our two contractors, Straight Up VC and the Ventura County Friday Night Live Mentor programs both worked with students in our district. Straight Up focuses on Anti-tobacco advocacy projects and worked with 10 of 12 schools to conduct school-wide or small group projects. Friday Night Live Mentor Project works with 2 high schools and 2 middle schools to provide peer based tobacco education. The high school students mentor and train the middle school students to teach Project Alert lessons to younger students in grade 7 at their respective middle schools.

Comments regarding question 17:

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding questions 19-20:

School nurses at the middle and high schools have been trained in the Basic Skills Intervention Training - 5 A's, along with one counselor. Our goal is to expand the opportunity for other counselors to participate in this training in year 3.

Comments regarding question 22:

We intend to expand the Brief Intervention training to include all middle and high school counselors in year 3 to be more intentional about intervening with current users.

Comments regarding questions 24-25:

After our first successful Project N.O.T. group in year 1, we had difficulty in replicating this success due to difficulty with the provider. We are investigating the possibility of granting academic credits at the alternative school in health education elective for those students who participate in year 3 to boost involvement and encourage current users to quit.

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 27:

Comments regarding question 29:

the number of identified pregnant and parenting teens has declined over the past several years.

Comments regarding questions 31-32:

The Brief Intervention training was provided to 13 middle and high school counselors. Our intention is to expand this training for all counselors.

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding questions 34-35:

It is our intention to increase parent education opportunities in year 3.

Comments regarding questions 37-38:

Ventura USD TUPE staff actively participate in the Ventura County Tobacco Coalition.

List of Districts in consortia