

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

1. Contact Information

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2. Which of the programs listed below were implemented under this grant during the 2011/12 year?

Botvin's Life Skills Training

Keepin' It Real

Minnesota Smoking Prevention Program Yes

Project Alert Yes

Project Northland

Project SUCCESS

Project TND (Towards No Drug Abuse)

Project TNT (Towards No Tobacco Use)

SPORT

State-Wide Indian Drug Prevention Program

3. Comments pertaining to question 2 are located in the appendix. (Optional)

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

4. How many students
2011/12

identified in question 2 during the

		Number of Participating Students
Grade 6	655	753
Grade 7	1,776	681
Grade 8	1,184	569
Grade 9	20	87
Grade 10	20	54
Grade 11	30	31
Grade 12	30	26
Non Traditional	0	2,031
Grade Total	3,715	4,232

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

2011/12 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 during the 2011/12 school year?

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	205

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.

A formerly approved program, All-Stars was used in one of the participating middle schools with 90 7th grade students.

2011/12 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 during the 2011/12 school year?

Program/Strategy Name	Number of Projected Students	Number of Participating Students
Great American Smoke Out	0	0
Red Ribbon Week (Tobacco focus)	0	1,200
Teens Kick Butts / Ash	0	0
Schoolwide contests	100	3,910
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	0	0
Assembly Speaker	0	420

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.

Paradise HS offered a RRW assembly using a panel of former addicts who talked about withdrawal from drugs, alcohol and tobacco as well as consequences they had suffered.

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

One of the grant objectives is to offer peer to peer anti- tobacco media campaigns. this year those campaigns all took the form of poster contests at the schools that participated, except for Oroville High where a contest was held to create a permanent mural that will be painted in the quad. The number of participating students was listed under the TTT curriculum in a previous question. The number given

2011/12 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:

Nelson Ave. Middle School held assemblies for for all 6th, 7th and 8th graders featuring Mr. Stephen Arrington, a former POW, Navy SEAL, and head diver for Jacques Cousteau. He discussed the dangers of smoking and especially the effects of tobacco use on physical performance during his presentation.

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 during the 2011/12 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	0	4
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	100	205
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.

Students from Oroville worked with the Butte County Dept. of Public Health to get a smoke-free parks ordinance passed, the City Council adopted a formal resolution regarding smoke-free parks and tobacco litter in April.

2011/12 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 the 2011/12 school year under this grant?

	Stop Tobacco Access to Kids Enforcement (STAKE) Act	Anti- Tobacco Advocacy	Counter the Influence of the Tobacco Industry	Peer Educator	Service- Learning Projects
American Indian or Alaska Native	0	0	1	0	0
Asian	0	0	32	0	0
Pacific Islander	0	0	0	0	0
Hispanic/ Latino	0	0	42	0	0
African American	0	0	6	0	0
White (non Hispanic)	0	0	130	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0	0	0
Low Socio Economic Status	0	0	120	0	0

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

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

19. Which of the intervention programs listed below were offered during the 2011/12 school year? 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
Project Life	0	0
Smokeless Schooldays: Smokeless Saturday School	0	0
Intervention with Teen Tobacco Users (TEG)	0	0
Residential Student Assistance Program	0	0
Spit Tobacco Intervention	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.

This proposal called for 2 methods of intervention, Dr. Stalcup's Craving Identification Management model (CIM) and Behavioral Interviewing (BI)/Motivational Interviewing (BI) delivered by by project staff.

CIM employs presentations regarding tobacco addiction to 9th grade students. 850 students recieved the presentations, spread across all participating high schools.

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

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

22. 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)	91	7
California Smoker's Helpline	76	1
Project EX: Teen Tobacco Use Cessation Program	0	0
Project N-O-T (Not on Tobacco)	0	0

23. 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.

Through the intervention process 76 current tobacco users were identified, another 15 students were identified through suspensions for tobacco use. ALL of these students were offered cessation services and at least 1 session of BMI/CIM counseling. One TAP group was formed, all other students who wished to quit were provided individual services through the Helpline and BMI/CIM counseling sessions offered by project staff.

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

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

25. How many parenting and/or pregnant minors were identified and served during the 2011/12 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	0

26. Comments pertaining to question 25 are located in the appendix. (Optional)

27. How many classified and/or certificated staff were trained in the areas listed in the table below?

Training Type	Classified	Certificated
Trained to deliver program curriculum	3	25
Trained to deliver youth development strategies	0	0
Trained to deliver intervention strategies	3	0
Trained to deliver cessation strategies	1	1
General TUPE information	3	26

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

28. 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.

When BCOE staff delivers TUPE, Project Alert or Minnesota Smoking Prevention Program (MSPP) lessons in classrooms teachers are asked to participate and it is made clear that when the grant ends it will be their role to deliver the lessons. The presentations are not only designed to inform students, but to serve as modeling and training for staff.

This SY 21 6th grade teachers and 2 classified staff were trained in MSPP through this method.

29. Comments pertaining to question 27 are located in the appendix. (Optional)
30. How many parents received general TUPE information during the 2011/12 school year under this grant?

750

31. 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.

Other training was not provided.

32. Comments pertaining to questions 30 and 31 are located in the appendix. (Optional)

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

33. 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	Yes	Yes
Cessation activities	Yes	Yes	No	No
Intervention activities	Yes	No	No	No
Local tobacco control coalition planning meetings	Yes	Yes	Yes	Yes

34. 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.

Grant staff serve on the Butte County Tobacco Prevention Coalition and on the Butte Youth Now Coalition. The level of strength and collaboration within the county for tobacco prevention and education is very strong.

35. Comments pertaining to question 33 are located in the appendix. (Optional)

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 2:

We used Minnesota Smoking Prevention Program with all 6th graders in the consortium, with booster lessons spread between 7th and 8th grade students. Project Alert was also delivered to either 7th or 8th grade students in most consortium districts

Comments regarding question 4:

A new Project Manager was hired this year to complete project objectives, improved results were realized even though he didn't start until Dec. However, some discrepancies were discovered in previous numbers. For example, the projections above for 7th and 8th grade are not possible as there were only 1,096 total 7th graders enrolled in SY 11/12 and 1,043 8th graders, according to Ed-Data.

Comments regarding question 6:

9th grade students in the 3 participating districts also receive tobacco prevention education, including refusal skills, in Health classes.

Approximately 1,000 9th grade students receive an average of three tobacco prevention lessons each in Health.

Approximately 850 9th grade students received separate generalized instruction on tobacco and the

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 9:

None

Comments regarding question 14:

The 205 students listed above are the same ones listed under the Triple T curriculum in question 6, as their activity fits in both places.

Comments regarding question 17:

Staff did not track media contest participants by ethnicity. The numbers above are an approximate average based on the percentage of students within each category in Butte County, based on Ed- Data statistics.

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 19:

None

Comments regarding question 22:

Besides offering targeted cessation to identified tobacco users TAP groups were offered and marketed at each of the high schools involved in the grant, no students enrolled through this process.

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 25:

Most of the schools served by the grant are small rural sites and as a result very few pregnant or parenting minors are served. None of the pregnant or parenting minors identified in Oroville and Paradise this SY were tobacco users, all were give instruction on the hamrful effects of tobacco use during pregnancy.

Comments regarding question 27:

None

2011/12 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 30 and 31:

All students participating in Minnesota Smoking Prevention Program are given general TUPE information to take home and share with a parent or parents as part of a homework assignment, 753 students participated in MSPP this SY, the number above is an estimation of how many parents were actually reached through the assignment.

Comments regarding question 33:

None