

# 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	Yes
Keepin' It Real	
Minnesota Smoking Prevention Program	
Project Alert	Yes
Project Northland	
Project SUCCESS	Yes
Project TND (Towards No Drug Abuse)	Yes
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)

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4. How many  
2011/12 students

identified in question 2 during the

		Number of Participating Students
Grade 6	0	0
Grade 7	4,818	4,600
Grade 8	4,827	4,650
Grade 9	0	0
Grade 10	0	0
Grade 11	0	0
Grade 12	0	0
Non Traditional	700	752
Grade Total	10,345	10,002

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 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	2,207

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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Link Crew 9th-12th grades - 710 student participated as Link members

Free to Learn Character Education Program 6th grade - 2442 students participated

Club Live and Friday Night Live 7th-12th grades -153 regular student members

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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 during the 2011/12 school year?

Program/Strategy Name	Number of Projected Students	Number of Participating Students
Great American Smoke Out	0	881
Red Ribbon Week (Tobacco focus)	0	7,670
Teens Kick Butts / Ash	0	1,084
Schoolwide contests	0	0
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	0	0
Assembly Speaker	0	1,380

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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Kaiser Permanente's Don't Buy the Lie Tobacco Prevention Campaign - This is a county-wide campaign that any 7th-12th grade student can enter. Each school has a runner-up selected and one county-wide winner is selected at middle and at high school. The winning art work is displayed on billboards throughout Sacramento county for one month. 528 EGUSD students submitted artwork for this campaign.

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

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Not applicable

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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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Dr. Victor DeNoble-Inside the Darkside;

Phillip Benadum with American Cancer Society;

Phillip Barna, independent contractor who speaks on tobacco and substance abuse prevention

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	0
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	780	2,207
Tobacco use prevention Peer Educator	450	710
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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"Take a Stand" Middle School Leadership Conference: 477 middle school students attended with 143 high school leaders participating as workshop leaders

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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 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	18	6	0
Asian	0	0	492	158	0
Pacific Islander	0	0	44	14	0
Hispanic/ Latino	0	0	569	183	0
African American	0	0	393	126	0
White (non Hispanic)	0	0	552	177	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	0	0	0
Low Socio Economic Status	0	0	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 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.

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EGUSD utilized individual interventions with a focus on motivational interviewing. 40 students were referred for intervention. 28 students were seen for an individual intervention. Students that were referred but not seen typically had excessive absences and/or other discipline issues that made them unreachable. In 2012/2013 the EGUSD TUPE program staff will be using "Teen Intervene" to implement individual interventions.

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

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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)	0	0
California Smoker's Helpline	40	3
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.

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Panacea Counseling Services Inc. utilizes the Barbara Armstrong Substance Misuse program (Sacramento County Probation Required) and Project Toward No Drug Abuse. Panacea provided services on 9 secondary campuses. 182 students were referred for services. Panacea staff completed 152 individual assessments, 636 individual counseling sessions, and 386 group counseling sessions.

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



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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	103
Number of parenting and/or pregnant minors served	103
Number of parenting and/or pregnant minors in school based programs	103
Number of parenting and/or pregnant minors referred to community programs	45

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	1	66
Trained to deliver youth development strategies	6	33
Trained to deliver intervention strategies	2	0
Trained to deliver cessation strategies	0	0
General TUPE information	6	91

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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.

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Not applicable

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?

200
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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.

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Other training was not provided.

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

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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	No	No	Yes
Youth Development activities	Yes	No	No	Yes
Cessation activities	Yes	No	No	Yes
Intervention activities	Yes	No	No	Yes
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.

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Not applicable

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

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Comments regarding question 2:

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Botvin's LifeSkills Training was implemented with 7/8th grade students during a summer camp program. Project ALERT is implemented with all 7/8th grade students. Project SUCCESS is used with continuation high school students at the three alternative education schools.

Project TND is used by Panacea Counseling Inc. in the intervention/cessation support provided at 9 secondary schools. 386 counseling support groups were completed, but not all are TND specific.

Comments regarding question 4:

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TND groups were facilitated at 9 secondary schools (7th-12th grades). Data is not available to determine specific grade level for individual students in these groups.

Comments regarding question 6:

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Programs such as Link Crew, Club Live and Triple T impact far more students than indicated. These programs utilize peer outreach, advocacy and education and can, with certain activities, impact an entire campus. The numbers listed above reflect the regular membership of these programs, not the additional students who may be exposed and impacted by the activities.

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Comments regarding question 9:

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8 secondary schools participated in RRW, 2 schools indicated participating in Kick Butts Day and one school participated in the Great American Smokeout. We do not track participation at the student level. The numbers indicated above are reflective of the student enrollment for participating schools.

Comments regarding question 14:

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None

Comments regarding question 17:

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We were not aware in advance that this information was required for reporting. We do not track the ethnicity of our student participants. Similarly we are prohibited from asking students to identify their sexual preference. The data provided above is based on overall district demographics calculated against our participant numbers.

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Comments regarding question 19:

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The EGUSD has attempted for the past three years to implement Intervention with Teen Tobacco Users (TEG). This program has not met with success despite efforts from TUPE staff to promote and offer incentives for student participation. Students were provided bus passes, snacks and other incentives for participation. The program was also used in lieu of suspension. Despite this it was extremely difficult to maintain more than 2-3 participants at a time. EGUSD will be switching to "Teen Intervene".

Comments regarding question 22:

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The number of students served for California Smoker's Helpine is reflective of a county-wide report provided by CSH tracking phone calls by zip code. Online usage of CSH is not tracked.

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Comments regarding question 25:

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None

Comments regarding question 27:

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None

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Comments regarding question 30 and 31:

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All secondary advisors (9 middle and 9 high schools and 4 alternative schools) are required to conduct at least two TUPE parent outreach activities during the year. All schools accomplished this goal and typically used web based communication tools. We do not have the means to track the number of parents that took the time to read the information and materials, but TUPE outreach efforts were made to the parents of over 30,000 students.

Comments regarding question 33:

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None