



CONTRA COSTA COUNTY OFFICE OF EDUCATION

Tobacco-Use Prevention Education (TUPE)

The purpose of the TUPE program

is to reduce youth tobacco use by helping students in grades 6-12 make healthful decisions through tobacco-specific educational instruction and activities that develop the next generation of tobacco-free advocates.

The Contra Costa County Office of Education provides technical assistance to school districts to develop and implement effective, comprehensive tobacco prevention programs. Training and technical assistance provided includes:

- Tobacco-free schools certification
- Annual countywide trainings including: TUPE Site Coordinators, California Healthy Kids Survey (CHKS) administration, and substance abuse prevention programs
- Grant writing support
- Quarterly district and community partner networking meetings
- Ongoing updates on adolescent substance use, as well as effective prevention and intervention strategies

Outcomes:

According to the California Healthy Kids Survey, cigarette-use rates have dropped by over 50% among students in our consortium districts.



TUPE program strategies:

Classroom-Based Substance Abuse Prevention Programs

Middle School – Project ALERT:

- Consequences of drug use
- Benefits of not using
- Identifying internal/external pressures
- Resistance skills practice

High School – Project Towards No Drug Abuse:

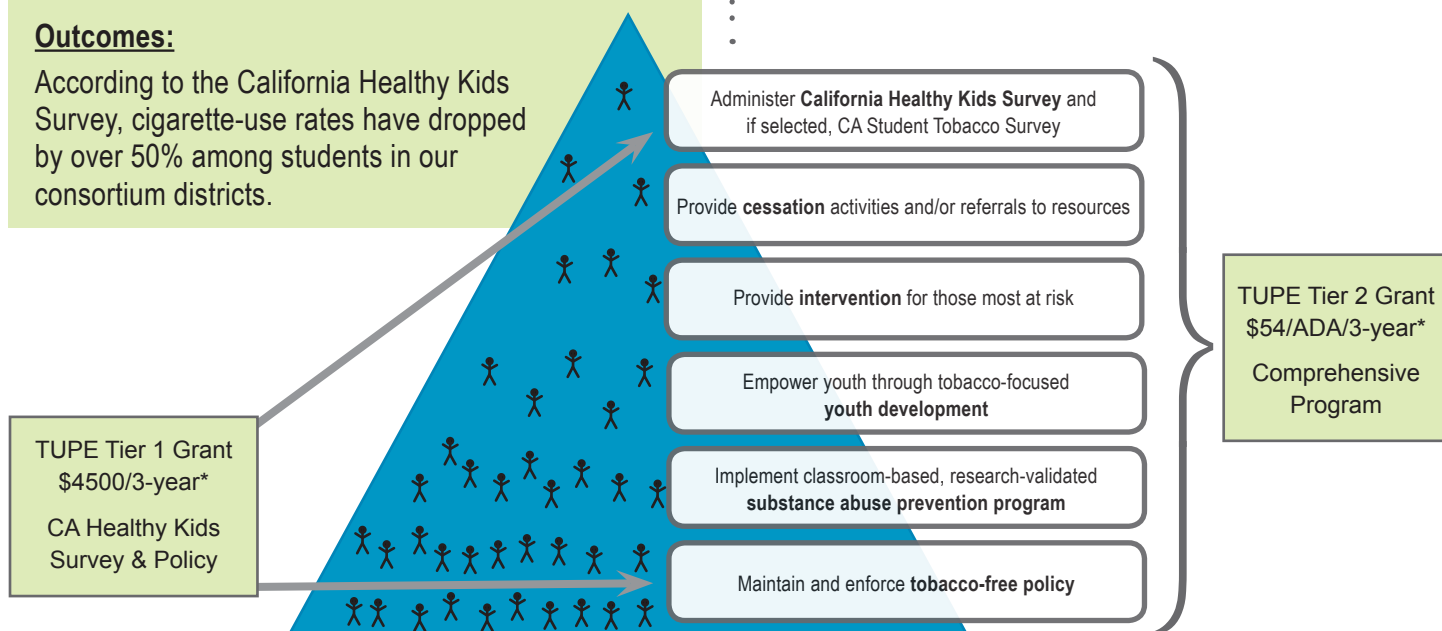
- Active listening
- Drug use prevalence information
- Chemical dependency
- Stress management
- Self control
- Decision making

"TUPE programs are well used and are very successful."

– District Administrator, 2015

Support for Current Users

- Brief intervention (BI) for substance-using adolescents
- Cessation/Quit groups and referrals to cessation resources



*TUPE programs are funded by the California Department of Education through a competitive application process.

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Adolescent E-Cigarettes Use

E-cigarette/vape pen use among middle and high school students tripled from 2013 to 2014.

PROBLEM:

E-CIGARETTES AND HOOKAHs ARE GAINING POPULARITY AMONG STUDENTS.



The primary concerns regarding adolescent use are:

- Most contain nicotine and nicotine is highly addictive.
- Use mimics and normalizes the action of smoking, whether or not it contains nicotine.
- With flavors such as cotton candy and chocolate, these products target youth.

Many school districts have already revised their tobacco-free schools policies to explicitly prohibit the use of e-cigarettes, vape pens, and other products that mimic use. E-cigarette/vape pen information is integrated throughout TUPE program strategies.

"There has been a significant increase in e-cigarette use amongst students. Unfortunately, they are easy to hide and easily disguisable. Education is critical to prevent increased usage of e-cigs."

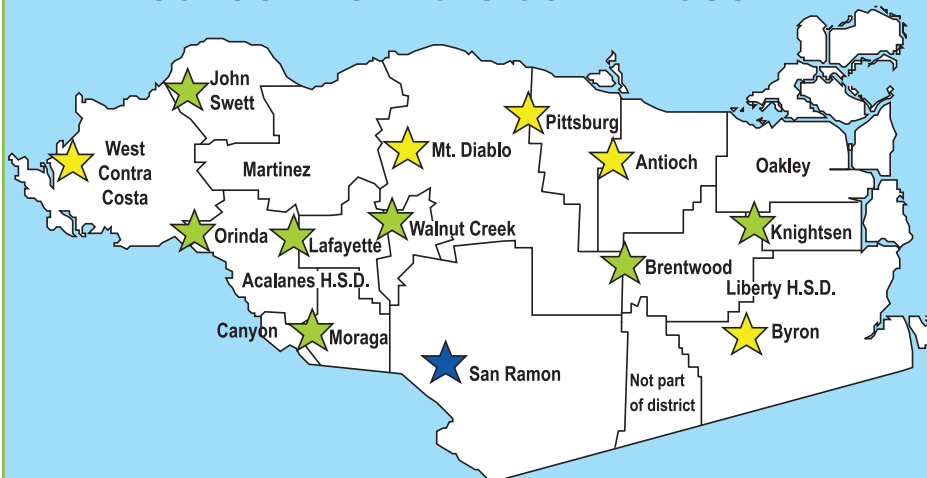
— High School Teacher, 2015

Engaging Youth as Leaders

- **TUPE Peer Educators** – teams of middle and high school students who plan and implement classroom presentations and school-wide events
- **CourAGE** – Contra Costa Youth Health Coalition CourAGE (See Our Advocacy, Generation, and Education) plays a leadership role in addressing health-related issues. Members are in grades 8-12 and represent multiple Contra Costa schools from throughout the county. Members develop skills that empower them to create healthy school and community environments through awareness and advocacy projects.

TUPE funded districts:

SCHOOL DISTRICTS-CONTRA COSTA



- ★ TUPE Tier 2 Consortium Districts – Comprehensive Program: *Antioch, Byron, CCCOE Court & Community Schools, Mt. Diablo, Pittsburg, and West Contra Costa.*
- ★ TUPE Tier 2 Districts (Individual) – Comprehensive Program: *San Ramon*
- ★ TUPE Tier 1 Consortium Districts – CA Healthy Kids Survey & Policy: *Brentwood, John Swett, Knightsen, Lafayette, Moraga, Orinda, and Walnut Creek.*



For more information about TUPE in Contra Costa County:
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