

# FIGHTING BACK

*Fighting for our future, one kid at a time.*

SANTA MARIA VALLEY



# History of Tobacco Prevention in California

The Tobacco Education and Research Oversight Committee (TEROC) is a legislatively mandated advisory committee charged with overseeing the use of Proposition 99 and Proposition 56 tobacco tax.

TEROC oversees the Tobacco-Use Prevention Education (TUPE) funds allocated to the California Department of Education (CDE) for school-based tobacco-use prevention education programs, the California *Health and Safety Code* Section 104430 requires at least two-thirds of the local assistance funds be allocated to local educational agencies (LEAs) for tobacco-use prevention, intervention, and cessation programs in schools as competitive grants.

# Tobacco Use Prevention Education Program

## TUPE Tier 2 Services

### Applications Must Include

- Prevention Through Education
- Youth Development
- Alternatives to Suspension
- Cessation
- Outside Evaluation

### Participating Districts Must Be Certified Tobacco Free

- No Smoking on all Property
- Non Smoking Policies in Employee and Student Handbooks
- Does not receive industry funding
- Signage
- California Healthy Kids Survey (CHKS) every two years

# Participating School Districts

## 2020-2023 School Years\*

Santa Barbara County Office of Education  
Buellton Union Elementary  
College Elementary  
Guadalupe Union Elementary  
Hope Elementary  
Lompoc Unified  
Los Olivos  
Orcutt Union  
Santa Maria Joint High  
Santa Ynez Valley Union High  
Santa Barbara Unified

\*Started in  
COVID!

**32,072 Students in the  
Service Area**

**Programs are for 6th-12  
grade students only**

**\$577,292 per year for 3 years**

**Or**

**\$1,731,873  
All from tobacco tax  
no match required**

# TUPE TIER 2

FBSMV has 4 Prevention Specialist serving the Santa Barbara County, assignments are by region:

- 1 FTE at South County (Goleta, Santa Barbara \*includes Los Prietos Boys Camp)
- 1 FTE at Mid County (Santa Ynez, Buellton, Los Olivos, Lompoc)
- 2 FTE at North County (Orcutt, Guadalupe, Santa Maria \*includes SM Juvenile Hall & Fitzgerald community school)

All prevention specialists work directly with school administration to provide services.

# The Programs

- **Prevention Through Education**
- **Youth Development**
- **Alternatives to Suspension**
- **Cessation**
- **Family and Community Engagement**
- **The Stanford Tool Kit**
- **Fresh Air Club Tobacco Free (F.A.C.T)**
- **INDEPTH**
- **Not On Tobacco (NOT)**
- **Prevention Summit**

# Stanford Tobacco Toolkit

The Tobacco Prevention Toolkit is a theory-based and evidence-informed educational resource created by educators and researchers aimed at preventing middle and high school students' use of tobacco and nicotine products.

- **50 minute** presentations (in person/Virtually)
- Includes post surveys to measure perceived harm
- Interactive Kahoot Game
- Total students served: **12,491**
- Total parents served: **839**
- Total school admin served: **149**





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Live •



FRESH AIR CLUB  
TOBACCO-FREE

# FACT CLUB

We want your talent!

Join F.A.C.T.  
Fresh Air Club Tobacco free  
LEARN LEADERSHIP AND PUBLIC SPEAKING SKILLS  
Learn about the harmful effects of Tobacco/ Nicotine  
MEETINGS ONCE A WEEK



FACT Club



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Play (k)

Click link to view video clip: <https://youtube.com/clip/UgkxCjpk4Rw6imHSs4u7iVfDWW3Ok9FJR-m0>



Pioneer Valley High School and Dos Pueblos High School FACT members attended The Youth Quest Advocacy Teen Conference in Sacramento. During the conference students prepared to meet with legislators to advocate for the Tobacco Endgame as well as shared how tobacco, vaping, and vaping cannabis is impacting their schools and peers.



FACT members meeting with CA D21 Legislative Director Caitlin Voorhees to discuss supporting tobacco/vaping prevention to keep schools and youth safe.



With fruity flavors like mango, watermelons, and pink lemonade, the tobacco industry is using flavored tobacco to target kids. That's why **80%** of kids who have used tobacco started with **flavored products.**



THE TOBACCO INDUSTRY HAS A KIDS MENU.

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SANTA BARBARA  
County Education Office  
Susan C. Salcido, Superintendent

Follow FACT  
Club at  
 **erhsfactclub**

## Righetti club raises awareness of health risks associated with smoking

Santa Maria Times Staff Report Dec 8, 2022

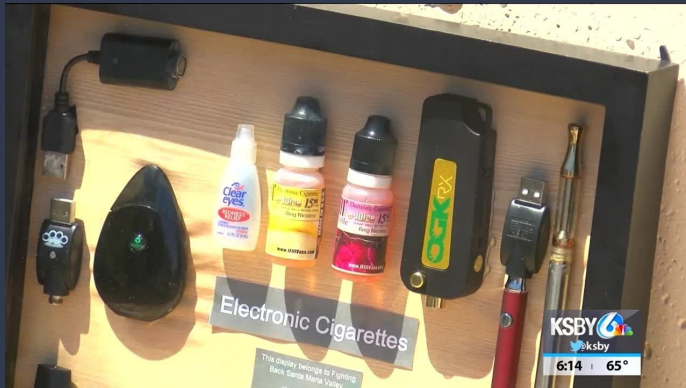


Righetti High School Fresh Air Club Tobacco-Free Club members give a presentation in a health class about the dangers of e-cigarettes, vapes, marijuana and fentanyl.

Contributed

# INDEPTH

- Program is an alternative to suspension or citation program that is offered as an option to students who face suspension for violation of school tobacco or e-cigarette use policies.



## How it works

- ❖ For High School Students grades 9-12
- ❖ (4)- 40 Minute Sessions
- ❖ Small Group Setting (6-10) or 1 on 1
- ❖ Referral Based
- ❖ Students will receive certificate upon completion
- ❖ **355 Students Served**

# Not on Tobacco (NOT)

- Is an evidence-based program with an impressive success rate, with approximately **90%** of teens who participate in the program cutting back or quitting tobacco all together.

## How it works

- ❖ **For High School Students grades 9-12**
- ❖ **(10)- 40 Minute Sessions**
- ❖ **Small Group Setting (6-10) or 1 on 1**
- ❖ **Voluntary Program**
- ❖ **8 Students Served**

# Family Engagement



- Partner with schools local organizations to host fun and healthy events
- Virtual 5K Run Events
- Color Run Activities

Total Served: **293**







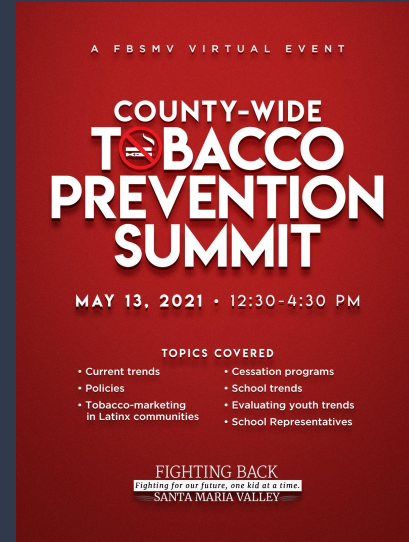
Family Engagement 5k Color Run at Jim May Park



# Tobacco Summit

- Host 3 County Wide Summits
- The summit provided health teachers, law enforcement, parents, college students and any interested teachers/administrators the best and most current tools for educating
- Annual training on the Stanford Tobacco Prevention Toolkit hosted in Santa Barbara County for all science and health educators in the county

**Total Served: 158**



A FBSMV VIRTUAL EVENT

COUNTY-WIDE  
**T**BACCO  
PREVENTION  
SUMMIT

MAY 13, 2021 • 12:30 - 4:30 PM

TOPICS COVERED

- Current trends
- Policies
- Tobacco-marketing in Latinx communities
- Cessation programs
- School trends
- Evaluating youth trends
- School Representatives

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# Cannabis Prevention Education

- Research based program for youths ages 12-17 in Santa Barbara County
- Curriculum used: Project TND (Towards No Drug)

## How it works

- ❖ We help the youth fulfill requirements for the Health & Safety Code Section 11357
- ❖ Youth must be in possession of cannabis in order to be **referred** to the program by law enforcement, resource officers or school administrators
- ❖ Youth has to complete a drug education class(es) and community service hours
- ❖ Youth receive a certificate of completion
- ❖ Total served students: **305** (2020 - current)

# ON CAMPUS POSSESSION



# Looking Forward

TUPE TIER 2  
FY 2023 – 2026

## Anticipated Changes

### Student Services:

Stanford Tobacco Toolkits: You and Me, Together Vape-free will be provided to all 6th grade students in the consortium (6 sessions)

Fresh Air Clubs Tobacco-free (FACT) will be established at 13 junior high schools. FACT members will provide peer education to 7th & 8th grades.

Intervention: Indepth (in lieu of suspension) will be available to all junior high and high schools

Cessation: (voluntary) will be available to to all junior high and high schools N.O.T.

# Contact Information

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