

#BetterTogether #AdvocacyMatters

TUPE

Site Coordinator

Guidebook

2021 - 2022



Santa Clara County  Office of Education

What is TUPE?

- Tobacco Use Prevention Education (TUPE) is a comprehensive evidence-based program for students in grades 6th through 12th.
- The purpose is to reduce youth tobacco-use through classroom-based curriculum, youth engagement activities, one-on-one intervention support, and cessation support through referrals and quit groups.
- TUPE is endorsed by the California Department of Education and the California Department of Public Health Tobacco Control Branch.
- Funding originates from tobacco tax revenue; CA Prop 99 & 56.

TUPE Services

**Tobacco-Free
Policy & Signs**

**Latest
Youth Data**

**Alternatives to
Suspension**

**Intervention
Support**

**5 Session
Curriculum
Support**

**Youth
Engagement**

**Parent
Engagement**

**Partnership
Services**



TUPE Site Coordinator Role & Expectations



1. Youth Engagement

- Recruit and retain at least 5 TUPE Peer Advocates to attend the annual Peer Advocate Training.
- Coordinate a minimum of 2 school-wide tobacco awareness activities with Peer Advocates.
- Advertise TUPE Peer Advocate events, cessation information, or other youth-related events via social media, school website, and on-campus.
- Work with TUPE Team for support and technical assistance, as needed. Communicate regularly.

2. Classroom-Based TUPE Curriculum

- If designated teacher, attend TUPE curriculum trainings (Stanford Tobacco Prevention Toolkit).
- Support designated teacher(s) to deliver the curriculum to students and administer evaluation.

3. Intervention & Cessation Support

- If a school counselor, attend Brief Intervention training.
- Inform and support trained staff to implement Brief Intervention.
- Share tobacco/vape cessation resources to students and school staff.
- Coordinate alternative to suspension classes or vape cessation (quit) groups, if needed.

4. Professional Development & Administrative

- Attend TUPE meetings, conferences, and trainings.
- Educate and inform school staff of the TUPE Program, services, trainings, and resources.
- Record all TUPE activities in the [Activity Log](#).
- Check out the [TUPE Ideas for Spending](#) document for incentive ideas!

TUPE SUPPORT

Thank you for participating in the Peer Advocate Program! The impact of COVID-19 has increased social isolation and stress, which leads to a high risk of mental health challenges and substance misuse among youth. The TUPE Team is here to support you.

We hope that this program will inspire youth to feel more connected, advocate for issues they believe in, and define their purpose on campus.



The TUPE Team will assist you in the following areas:

- 1:1 meetings for ongoing support.
- Peer Advocate meeting support.
- Ongoing communication via email and phone.
- Assist and support all the Peer Advocate activities.
- Notify you of upcoming TUPE professional development webinars and trainings.
- Provide useful and relevant resources.

Peer Advocate Training

October 6, 2021

3:30 to 5:30 p.m.

WHAT IS A PEER ADVOCATE?



Peer Advocates are trained 6th to 12th grade leaders offering peer to peer support to spread the tobacco and drug free message on campus.

Sign up at:



<https://bit.ly/3kvPcL3>

PARTICIPANTS GET:



- Letters of Recommendation
- Community Service Hours
- Experience for College Apps!
- Internship Opportunities
- Giveaways!

PARTICIPATE IN:



- Presentations
- Campus Awareness Activities
- Team Building & More!

Bring Your Friends!

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Peer Advocate Training Agenda 2021-22

**3:30pm Welcome + House Keeping + Ice
Breaker (10min)**

3:40pm Kahoot/Education 101 (30 min)

4:10pm PAAC Panel (30 min)

4:40pm Break (5 min)

4:45pm Team Building (15 min)

5pm-5:30pm Virtual Packet (30 min)

PEER ADVOCATE PROGRAM
DESCRIPTION & GOALS

Goals

Peer Advocates are 6th-12th grade leaders who are trained to offer peer-to-peer support to spread the tobacco and drug-free message on campus.

1

Be **informed** with a goal to **educate your peers** about the harms of vaping, tobacco, and cannabis use during the 2021-22 school year.

2

Develop skills in **advocacy, public speaking, facilitation, and problem solving.**

3

Lead your school campus to improve the **health and well-being** of your peers by participating in 2 school wide tobacco awareness activities by the end of the 2021-22 school year.

Training Logistics:

The virtual training will take place via zoom. If students are distance learning, please ensure that students are prepared and ready to participate online. If on campus, please have students in one classroom ready to go. The TUPE Team will email the zoom link and additional information before the training.

Preparation:

As site coordinators, please watch the TUPE Talk webinar before attending the virtual training. Site Coordinators must supervise their youth at all times via zoom or in the classroom to ensure a successful and smooth training.



Important: All students will receive their Peer Advocate Virtual Packet before the training session. All students are responsible for registering before the training.



PEER ADVOCATE TRAINING RECRUITMENT



We encourage you to recruit a minimum of **5** students to attend the virtual training. The Peer Advocate Program is open to all 6th -12th grade students in Santa Clara County including youth with non-traditional leadership skills and youth with lived experience.

Recommendations for Recruiting Students:

- Does your school have school loop or a social media account/website?
- Reach out to your TUPE District Lead or School's Parent Liaison for outreach support.
- Share the flyer via email to teachers and school staff.
- Encourage students to join with a friend.
- Invite past Peer Advocates to join again (ask TUPE Team for more information).
- Encourage recruited students to share the flyer on their social media accounts.
- On campus? Post the flyer around campus or in the school office. Consider making a morning announcement or post in your school's newsletter.

CALENDAR OF EVENTS

Below are a list of events you can hold for your school-wide activities during the school year. Choose your top 2 events for completing an activity. Feeling up to the challenge - you are welcome to complete more!

SEPTEMBER 2021

Self-Improvement Month



Hispanic Heritage Month - starts on Sept. 15th

OCTOBER 2021

October 23 - 31, 2021

Red Ribbon Week -

A nationwide campaign to raise awareness on alcohol, drug, and tobacco-free lifestyles.



October 31-November 2

Dia de los Muertos



NOVEMBER 2021

Lung Cancer Awareness Month

November 18, 2021

Great American Smokeout

FEBRUARY 2022

African American History Month



APRIL 2022

April 1, 2022

National Take Down Tobacco Day - A day of action on raising awareness on tobacco use in your community, encouraging youth to stay tobacco-free, and to reach elected officials on implementing policies on tobacco control.

April 22, 2022 Earth Day



MAY 2022

Foster Youth Awareness Month

Mental Health Awareness Month

May 31, 2022

World No Tobacco Day



JUNE 2022

PRIDE Month



SAVE THE DATE!

Here are a list of events to look forward to during the year.
Don't forget to mark them on your calender!!

2021

Peer Advocate Training (10/06)

This is the day we will go over everything and anything that has to do with being a Peer Advocate. Bring a friend!

PSA Contest

Get creative and submit an art piece, video, or a poem about this years theme: "The Impact of Tobacco/Vape in a Post-COVID World"



2022

Peer Advocate Series (02/10 & 02/17)

Here is your chance to be a better Peer Advocate by going on a deeper dive on topics we discuss in meetings as well as sharpening some skills along the way!

Teens Tackle Tobacco Conference (TBA)

A youth-centered conference that provides incredible educational opportunities around prevention, awareness, advocacy, cessation, wellness and positive youth development.

Youth Quest (03/14)

Youth Quest provides an opportunity for youth advocates to demonstrate their commitment to a tobacco-free California, learn about current tobacco control efforts, and build their advocacy skills by sharing their local work with legislators.



End of the Year Celebration (05/04)

Join us in all the fun as we celebrate all the wonderful work you've done throughout the year!



QUIT TOBACCO/VAPE RESOURCES



KICK IT CA - HELPLINE FOR VAPING
CALL 1-800-300-8086 ENGLISH
CALL 1-800-600-8191 SPANISH
TEXT "QUIT VAPING" OR "QUIT SMOKING" TO 66819

TRUTH INITIATIVE TEXT-TO-QUIT
TEXT "DITCHJUUL" TO 887-09

SMOKE-FREE TEEN NATIONAL HOTLINE
CALL (1-800-784-8669)
TEXT "QUIT" TO 47848

SAMHSA NATIONAL HELPLINE
CALL 1-800-662-4357

TREATMENT LOCATOR
FINDTREATMENT.SAMHSA.GOV

**SPEAK TO COUNSELOR, ADULT, OR
MEDICAL PROVIDER**

FOR PARENTS:
TEXT "QUIT" TO 202-899-7550

CRISIS SUPPORT:
TEXT RENEW TO 741741

Contact Us!

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- Evergreen Elementary
- Franklin-McKinley Elementary
- Milpitas Unified
- Morgan Hill Unified
- Sunnyvale Elementary
- Eastside Union High



Visit us at tupe.sccoe.org!



Follow Us @[SCCOE TUPE](https://www.instagram.com/SCCOE_TUPE)

Contact Us!

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- Cupertino Union
- Palo Alto Unified
- ACE Esperanza
- Luther Burbank
- Eastside Union High
- Milpitas Unified

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- Moreland
- Campbell Union Elementary
- Campbell Union High

Visit us at tupe.sccoe.org!



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