

TUPE

Peer Advocate

Packet

2023-2024

A guide on student engagement activities to implement at your school site.



Santa Clara County  Office of Education

Welcome

Dear Peer Advocate,

We are excited to have you on board as a TUPE Peer Advocate! This packet is designed to support you on your journey and provide tips and fun activities to do throughout the school year.

The Tobacco Use Prevention Education (TUPE) Site Coordinators and the TUPE Team are available to support you during any trials or obstacles with the program during school hours.

We hope that this program will inspire you to feel more connected, advocate for the issues you believe in, and define your purpose on campus.

Sincerely,
The TUPE Team



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Peer Advocate Goals

Peer Advocates are 6th-12th grade leaders who are trained to offer peer-to-peer support to spread the tobacco/vape 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 2023-24 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 2023-24 school year.

Community Agreements



CONFIDENTIALITY.

What is said in the group, stays in the group. What is learned can be shared outside the group.



I-STATEMENTS.

Speak your truth. Own your intention and impact. Find ways to challenge others and be open to challenging your own views.



PUT UPS, NOT PUT DOWNS.

Always look to empower one another!



BE OPEN TO AN OUTCOME.

If things do not go well, it's okay!



RIGHT TO PASS.

No need to justify yourself. It's okay to stay silent in your thoughts.



ONE VOICE, ONE MIC.

Listen with respect to the person who is speaking.



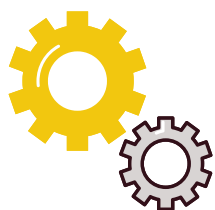
PERSONAL ACCOUNTABILITY.

Be someone who is reliable where others can count on you. Keep each other accountable to the agreements.



FEELINGS HAPPEN.

Acknowledge that people may experience different feelings. The Peer Advocate Program allows for a safe space to express feelings.



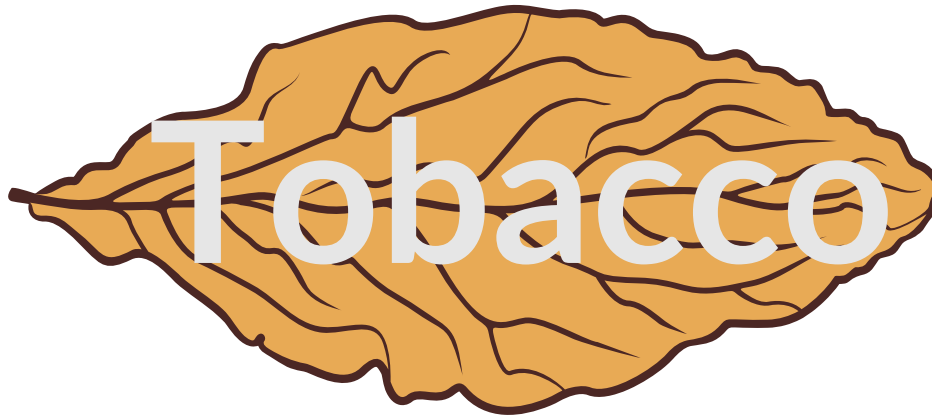
WORK TO RECOGNIZE OUR PRIVILEGE.

The process of becoming comfortable and open to acknowledging, critiquing, and accepting our own privilege.



TAKE RISKS!

Participate and try new experiences and activities.



PRODUCTION

- Traditionally grown and traded in the Americas.
- Mass production of tobacco started in the 19th century.
- Modern tobacco products contain harmful additives, including cancer causing chemicals.

NEGATIVE HEALTH EFFECTS

- Tobacco naturally produces the highly addictive chemical: Nicotine.
- Nicotine mimics the feelings of pleasure, but over time users will begin to rely on it - this is an addiction.
- Inhaling tobacco in all its forms has been linked to increases of heart, lung disease, and other cancers.



ENVIRONMENTAL IMPACT

- Cigarette butts are the most littered item in the world.
- Secondhand smoke is the inhalation of cigarette smoke from someone smoking near you.
- Thirdhand smoke is when the chemicals from the smoke attach to objects like couches, rugs, and car seats.
- All the harmful chemicals are released into the environment through second and thirdhand smoke.



FLAVORS

- Vape companies use flavors to mask the harmful chemicals and to attract youth
- There are over 15,000 flavors and counting

WHAT'S IN A VAPE POD

- A vape pod can have as many as 56 different toxic chemicals in each pod or product
- Many of these chemicals have been found to increase heart and lung disease

NICOTINE IN VAPES

- Vape products have as much nicotine as 5 boxes of cigarettes in one cartridge

COVID-19

- Youth who have ever vaped are 5X more likely to get COVID-19
- Youth who have ever vaped and used cigarettes are 7X more likely to get COVID-19

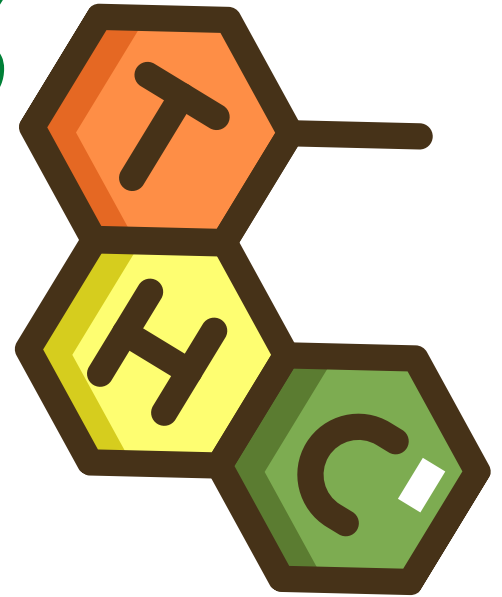
Vapes



"Marijuana" Cannabis

CHEMICALS

- THC (tetrahydrocannabinol) is the psychoactive chemicals that gives you a "high"
- CBD (cannabidiol) is non-psychoactive and must be taken under the supervision of a medical professional



VAPING CANNABIS

- Using a vape or wax pen heats cannabis concentrates (oil/wax) and is turned into an aerosol
- It takes about 5-10 seconds for the THC to reach the brain
- Vaping is NOT harmless



SMOKING CANNABIS

EDIBLES

- An edible is cannabis infused food or drinks
- Edibles take 1-2 hours to take into effect and the high can last for hours
- Has been found to produce hallucinogenic effects and nausea



- A joint is cannabis wrapped in rolling papers
- A blunt is cannabis wrapped in a wrapper made from tobacco leaves
- A spliff is cannabis and tobacco wrapped in rolling papers



DO YOU HAVE A FRIEND OR KNOW SOMEONE STRUGGLING WITH VAPING?

Check out these resources to help

KICK-IT CA / HELPLINE FOR VAPING

- Call 1-800-300-8086 English
- Call 1-800-600-8191 Spanish/Espanol
- Text "Quit Vaping" or "No Vapear" to 66819

TRUTH INITIATIVE TEXT-TO-QUIT

Text "DITCHVAPE" to 887-09

CANNABIS, ALCOHOL, OR OTHER SUBSTANCES

Call 1 (408) 272-6518

SEE MORE
ON PAGE
37!

School Wide Activities

Complete two fun and creative activities for your peers to enjoy throughout the 2023-24 school year.

Feeling up to the challenge? You are welcome to complete more than 2 activities!

Preparing for a School Wide Activity

1. Prepare

- Choose the activity you will do as a group.
- Decide where and when you will do the activity.
- Gather the materials you will need.
- Assign roles for each part of the activity.
- Familiarize yourself with the information you will be showcasing.
- Schedule a run through, if needed.

2. Implement

- Set up tables, displays, and presentation materials.
- Have fun!



Red Ribbon Week is the nation's
largest and longest-running
drug-use prevention campaign!

Red Ribbon Week

October 23-31st

Here is an example of what
your Red Ribbon week
could look like!

Monday

Ready for **Red**
wear red clothes

Tuesday

"Lei" off drugs!
wear leis or flowers

Wednesday

Better Together!
wear sports gear

Thursday

Too bright for vaping!
*wear bright colors /
sunglasses*

Friday

Drugs are scary!
wear a costume



Take Down Tobacco Day

April 1st

Take Down Tobacco is a national day of action that empowers people to stand up and speak out against the tobacco industry. Every spring, hundreds of communities hold events and rally together to Take Down Tobacco.

ACTIVITY IDEAS

- Tabling
- TUPE Presentations
- School Assembly
- Lunch-time Rallies
- White out tobacco
 - Everyone on campus wears white to raise awareness

TUPE CALENDAR OF EVENTS

SEPTEMBER 2023

Hispanic Heritage Month

OCTOBER 2023

Red Ribbon Week
October 23 - 31, 2023



Dia de los Muertos
October 31-November 2, 2023



NOVEMBER 2023

Lung Cancer Awareness
Month

Great American Smokeout
November 16, 2023

DECEMBER 2023

International Day of
Persons with Disabilities

FEBRUARY 2024

African American History Month



MARCH 2024

International Women's Month

APRIL 2024

National Take Down Tobacco Day
April 1, 2024

Earth Day
April 22, 2024



MAY 2024

Foster Youth Awareness Month

Mental Health Awareness Month

Asian American Pacific Islander
(AAPI) Month

World No Tobacco Day
May 31, 2024



JUNE 2024

PRIDE Month



ADVERTISE!

Who are the Peer Advocates?

Get the word out about who you all are at your school! Spreading the word is a great way to let your peers know of the goals and activities you all will be completing as Peer Advocates. Feel free to include meeting days, times, and room number to invite potential peer advocates at your school!



Here are ways to spread the word at your school:

1. Take a group photo!
2. Create a Peer Advocate Instagram for your school!
3. Post the group photo on Social Media, School Newsletter, School Website, School Loop, etc.
4. Send the group photo to the TUPE team and we can post on our Social Media.
5. Create flyers via Canva, Google Docs, Microsoft Word, etc. to advertise Peer Advocate events, goals, objectives, and meeting information.
6. Create a script for morning announcements to advertise all things Peer Advocates!

Bingo

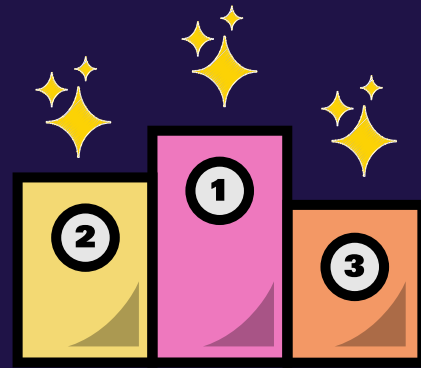
TUPE Edition

- Create your own bingo card!
- You can create your own bingo card template or opt to use the standard card
- Can be used as an opportunity to quiz on key terms such as:
 - Nicotine, Tar, THC, CBD, Flavors, Menthol, Addiction, 25, Dopamine, EVALI, etc



Competition Games

How much do you know about the harms of vaping?

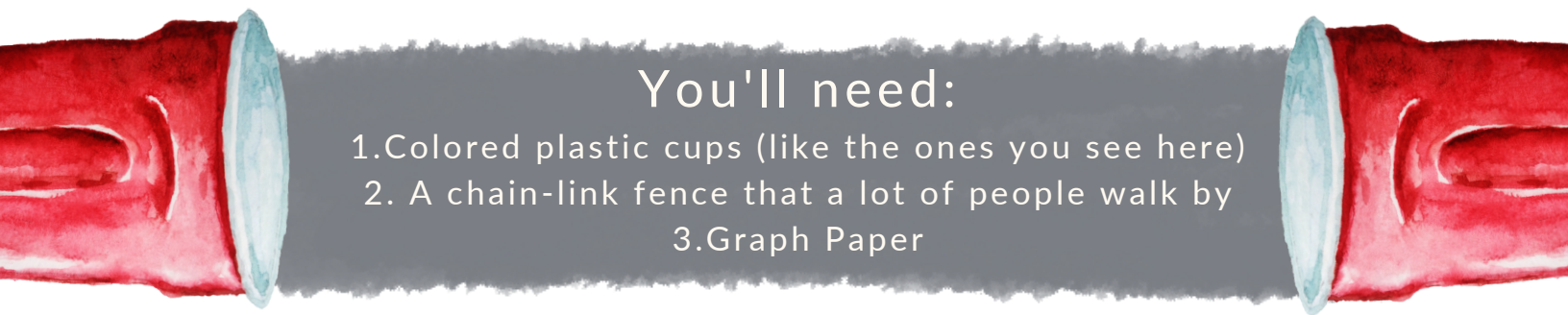


Test the knowledge of your peers by hosting a friendly competition game using Kahoot!, Family Feud, or Jeopardy. Ask the TUPE Team for templates or create your own! Include educational information about tobacco and vaping.



PLAY

Cups in a Fence



You'll need:

1. Colored plastic cups (like the ones you see here)
2. A chain-link fence that a lot of people walk by
3. Graph Paper

Instructions:

1. Find a chain-link fence that a lot of people walk by
2. Decide what message you want on the fence. This could be a few words or even a simple graphic
3. Use the graph paper to map out your message.
Each box = one cup
4. Gather the number of cups you need
5. Use the graphing paper to guide you on where to put the cups on the fence
6. Take a picture and share!



Dia de los Muertos



October 31 - November 2

About

Dia de los Muertos (Day of the Dead) is a holiday that reunites the living and dead. Typically during this holiday, families create ofrendas (offerings or a collection of objects placed on display) to honor their departed family members that have passed. The altars are decorated with bright yellow marigold flowers, photos of the departed, and their favorite foods.



Activity

Tie in Red Ribbon Week with Dia de los Muertos! Set up and decorate the ofrenda to display during lunch.

Encourage students to bring or post on social media a photo, poem, or something that symbolizes the person they lost due to alcohol, tobacco, or other drugs. Use the hashtags #DiaDeLosMuertos and #RedRibbonWeek.





Earth Day

April 22nd



Litter Pick Up



Organize a cigarette butt / vape waste litter pick up at your school, local park, trail, or beach. Or participate in the Pacific Beach Coalition's Butt Blitz Program. Stay safe by wearing gloves, storing the waste in a plastic bag, and disposing the litter properly.



Recycling Drive



Organize a recycling drive at your school or community and donate the items to an organization of your choice!

Did you know e-cigarette waste is potentially a more serious environmental threat than cigarette butts since e-cigarettes introduce plastic, nicotine salts, heavy metals, lead, mercury, and flammable lithium-ion batteries into waterways, soil, and to wildlife? - (Truth Initiative)





Capture the attention of your school by creating a fun 2-minute video to kick off Red Ribbon Week or Take Down Tobacco Day!

Don't forget to include:

- Blurb about the event
- A fun fact
- Info on upcoming activities



Use humor!

Double check audio, pay attention to any wind or other outside noises

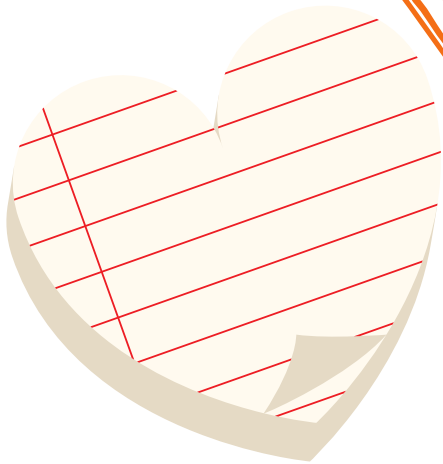
Be Creative!

Keep it short! 1 to 2 minute videos allow you to get straight to the point

Don't forget to rehearse!

LETTER WRITING

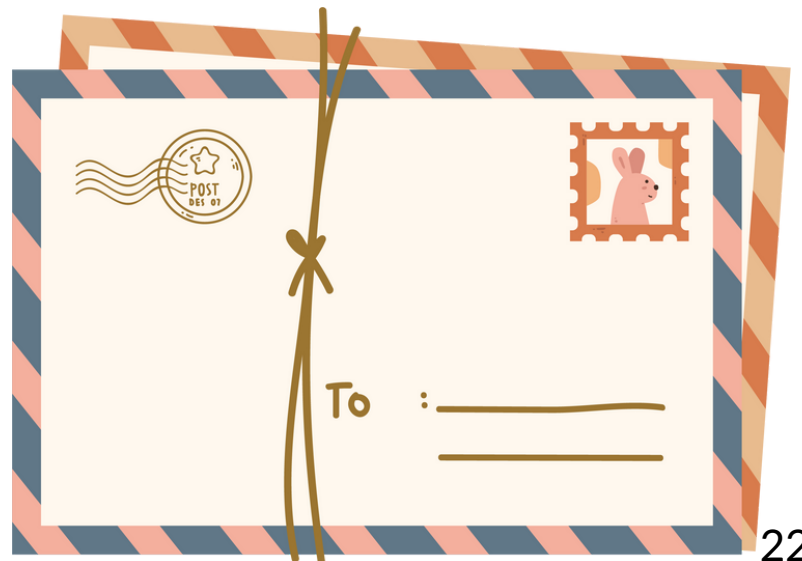
Letter Writing



This is a great way for you to practice your letter writing skills! Use letter writing to display your youth voice and explain the harms of using e-cigarettes and cannabis, mental health, or any tobacco/cannabis related topic.

Plan a showcase where you and your fellow Peer Advocates can read your letters to an audience!

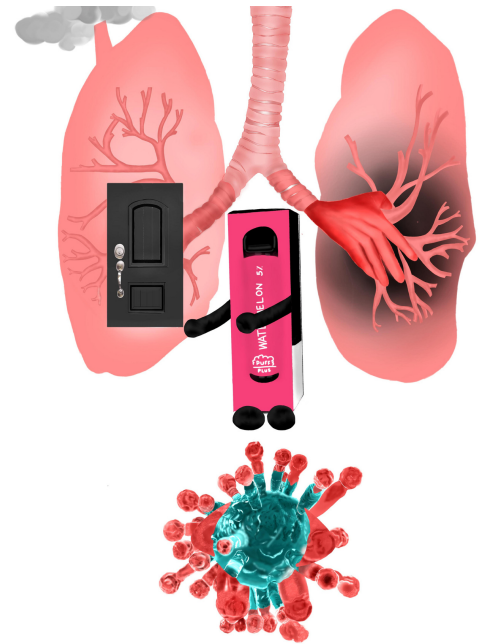
Showcases also can be done virtually or you can also pre-record a video of you reading the letter to be shown to your school.



Multimedia Contest



Start a Multimedia Contest at your school. Students can enter artwork, a video, song, or a writing piece. Establish the rules, choose a theme, create a flyer, judge the entries, and announce the winners!

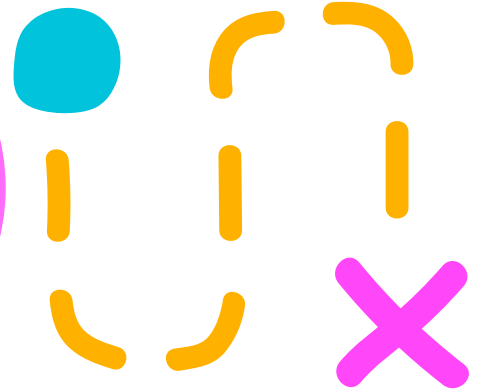


Theme Ideas

- Impacts on Health
- Marketing to Youth
- Dangers of Use
- Mental Wellness
- Coping Skills

Myth Busters Scavenger Hunt

Post each of the Myths & Realities posters around easy to see place at your school. Students will "hunt" for the posters around campus to find the answers to the questions.



Myths & Realities Posters to Use

- Vaping
- Pens
- Blunts
- Hookah
- Cigarillos
- Smokeless

Myths & Realities Scavenger Hunt Questions:

1. ___ is a poison and a highly addictive drug.
2. Youth who vape are ___ more likely to start smoking cigarettes than teens that don't vape.
3. ___ of young people who start using marijuana become addicted.
4. A 20-80 minute hookah session is the same as smoking ___ or more cigarettes.
5. Marijuana smoked in a cigar wrapper puts off a combination of ___ found in both marijuana and tobacco.
6. The amount of nicotine absorbed in one 30-minute "dip" equals the amount of nicotine in ___ cigarettes.

Natural High

About

Natural High engages influencers, educators, and peer groups to help young people discover those core activities in their lives that **uplift, inspire,** and **motivate** them to find their 'Natural High' rather than use alcohol or drugs.



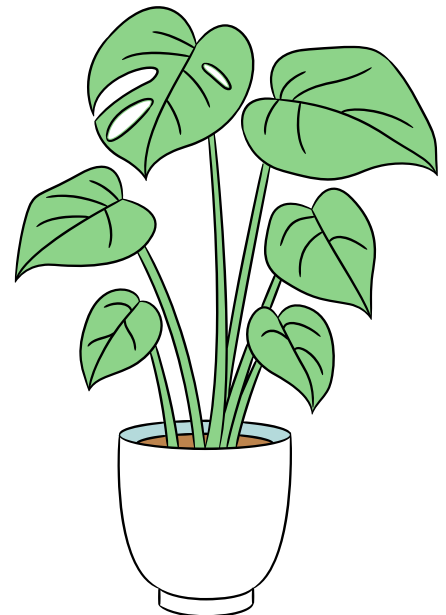
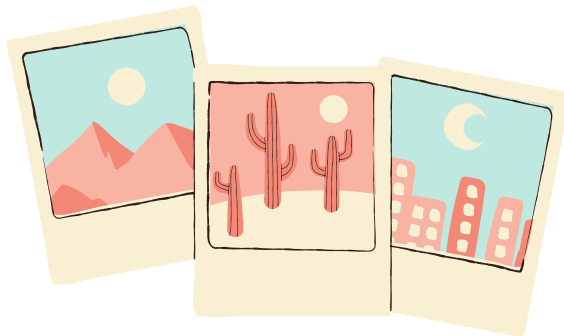
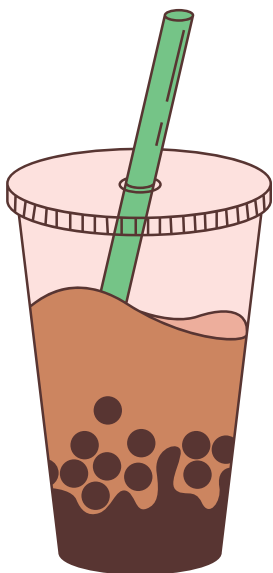
Activity Ideas



Screen Natural High videos in class or during an assembly. Create a discussion afterwards around what their natural high is.



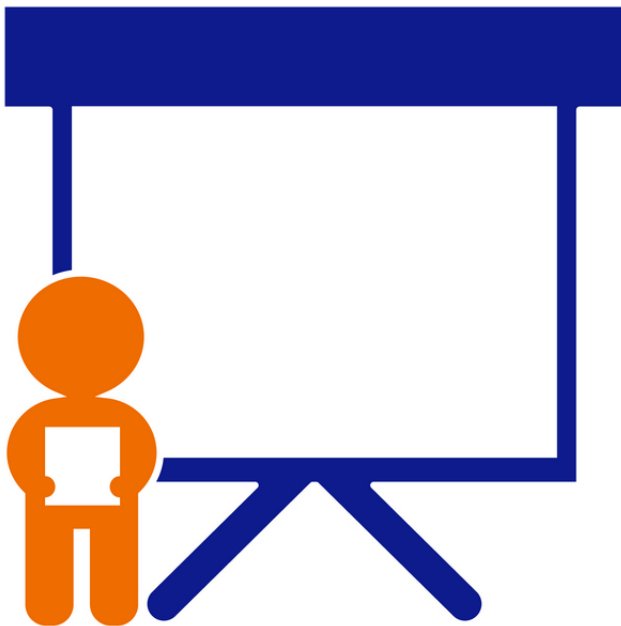
Follow up with a multi-media contest! Encourage students to participate in the contest by submitting a photo, drawing, video or song about their Natural High and post it on TUPE's Instagram, on their social media, or your school's website! Use the hashtag #NaturalHigh.



Peer-to-Peer Presentations

Take your public speaking and leadership skills to the next level!

Provide an educational peer-to-peer presentation on the harms of tobacco, vaping, and cannabis use. Peer Advocates can present to classes at their school or at their former elementary or middle school.



Tips for presenting:

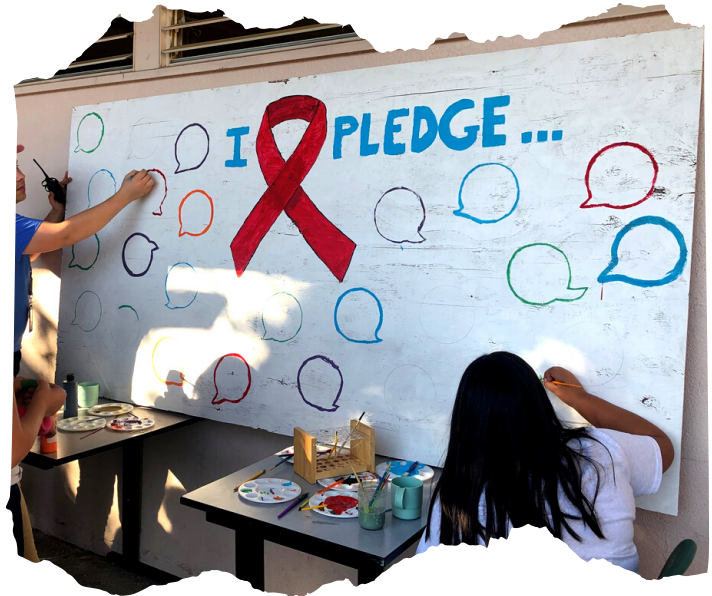
- Know your audience
- Be interactive!
Include activities
- Dress appropriately
- Remember to practice!



Ask the TUPE team for the presentation template & post-survey!

Pledge Wall

Display a Pledge Wall or Banner for Red Ribbon Week or Take Down Tobacco Day. Ask your peers to write their pledges. Get creative and create a shape out of the pledges! TUPE schools have done a Red Ribbon, Tree, and No Smoking Sign!



Other pledge wall themes:
What are some healthy coping mechanisms?
Why is vaping bad for your health?
How will you take down tobacco?



POWER Wall



For Take Down Tobacco Day



To the Tobacco Industry, a "power wall" is a large display of tobacco products meant to entice potential buyers.



With our Take Down Tobacco Power Wall, we are taking the power back by sharing our personal reasons to take down tobacco.



I take down
tobacco because...

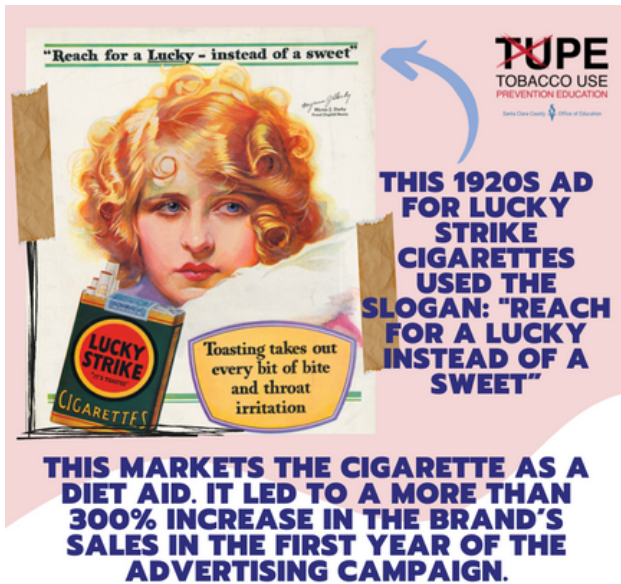


Own your
POWER

Social Media Campaign



Create a social media campaign to counteract Vape Companies' targeted advertising. Brainstorm a topic and start the campaign on your own social media account or on the TUPE (@SCCOE_TUPE) Instagram Page.



source: <https://stopswithme.com/big-tobaccos-target-women/>

Some example topics include:

- Flavors
- Tobacco stores close to schools
- Smoke Free Multi-Unit Housing
- Quitting tips
- Marketing to youth
- Youth Usage in Santa Clara County
- Photovoice

Get inspired by these Instagram accounts!

- @truthinitiative
- @cannabis_decoded
- @teensvaping
- @cyanonline
- @StanfordREACHYAB

Don't forget to include quit resources!

An infographic titled "Quit tobacco resources!" with a phone icon. It lists several resources: "TRUTH INITIATIVE TEXT-TO-QUIT TEXT 'DITCHVAPE' TO 887-09", "FOR CANNABIS, ALCOHOL, OR OTHER SUBSTANCES: CALL 1 (408) 272-6518", "MENTAL HEALTH CRISIS SUPPORT: TEXT RENEW TO 741741", and "TO LEARN MORE ABOUT TUPE: VISIT TUPE.SCCOE.ORG". It also includes the TUPE logo and the text "@SCCOE_TUPE ON INSTAGRAM".

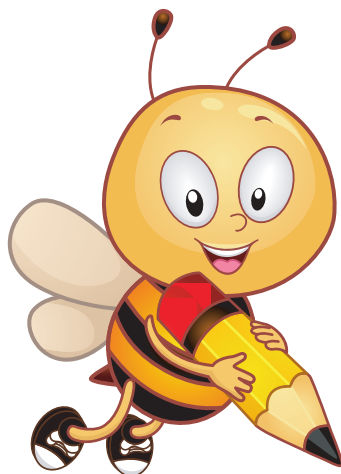
Spelling Bee



Have your school participate in a Spelling Bee where the words given are related to tobacco, vapes, or cannabis. A schoolwide Spelling Bee will bring awareness to your peers in a fun and educational way! Prizes can be given to the winners!

Words to consider:

- Nicotine
- Tobacco
- Cannabis
- Tetrahydrocannabinol
- Cannabidiol
- Addiction
- Coping
- Mechanism
- Bronchitis
- Brain
- Lungs



Up for a challenge?

Have each participant give the definition to each word in addition to spelling the word!

Tabling Events

Tabling On-Campus

Set up a table on-campus during lunch with materials to help spread awareness about the harms associated with vaping and cannabis. Get creative! Provide students with prizes for participating!



Resource Fair

Host a tabling fair on your school campus with different community resources.



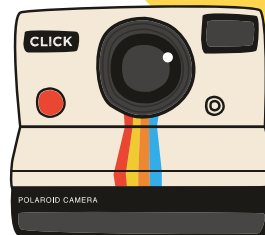
Wellness Week

Tie in Mental health awareness week and healthy coping alternatives from tobacco usage; Your event can be focused around mindfulness meditation, expressive arts, and tactile tangibles (stress balls) and much more!!


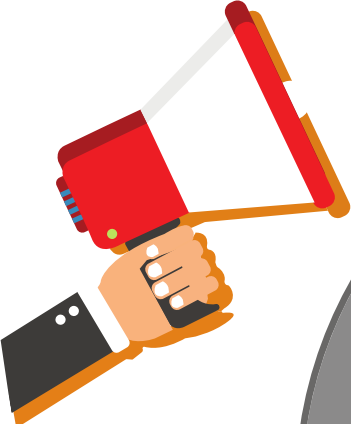


Photobooth

Create a photo booth during lunch to promote a drug free lifestyle! You will need a camera, a backdrop, and photo props!



Trivia/School Announcements



Host a fun school-wide trivia challenge during morning announcements for Red Ribbon Week or Take Down Tobacco Day! Incorporating trivia during the morning school announcements or school newsletter makes it fun and interactive!

Make the trivia question themes into a wheel! Participants spin the wheel, get asked a question based on the theme, and win a prize if they get it right!

Using Trivia as a way to win a prize makes it competitive and fun. Do this during a tabling event and give out fun prizes to your fellow peers!



Trivia Questions Examples:

1. Until what age does the brain fully develop? **25**
2. What age do you have to be to legally purchase and use vape products / tobacco / or marijuana? **21**
3. How many packs of cigarettes is a puff bar equivalent to?
2.5 packs
4. What is the addictive chemical in vape products? **Nicotine**
5. What is the chemical in marijuana that gets people high?
CBD or THC? **THC**
6. What is secondhand smoke/aerosol?
It is inhaling the smoke or aerosol from someone who “breathed out” after using the product
7. What is thirdhand smoke/ aerosol? **It is the residual smoke or aerosol attached to surfaces or clothes**
8. Does secondhand smoke apply to vaping?
Yes, being exposed to marijuana smoke or aerosol from wax pens puts others at risk of the same harm as the one smoking or vaping
9. Is there secondhand smoke from marijuana/cannabis? **Yes, smoke is smoke!**
10. How do tobacco / vape companies target youth? **Flavored products, social media marketing, TV, movies, music.**

Trivia Questions Examples:

11. T/F Is marijuana addictive?

True; unlike nicotine vapes which gives chemical addiction, chronic use of marijuana can produce a behavioral addiction

12. What are some negative health effects of consuming vaping products? Cancer - lungs, mouth, throat, heart disease, acid reflux, dry skin, rashes, headaches, difficulty sleeping

13. What are some reasons youth start vaping? Stress, Peer Pressure, Curiosity, lack of awareness

14. Who should someone go to if they want to quit using vape / cannabis products at school? Counselor, Wellness specialist

15. T/F Vaping is a safe alternative to cigarettes?

False, people who use vapes are exposed to more nicotine, which is the chemical responsible for addiction

16. Name 2 groups of people the tobacco/vaping companies target their marketing to? Youth, LGBTQ+, Racial/Ethnic communities, Women, African Americans

17. T/F Can you overdose on marijuana? True, overdose on marijuana may include: confusion, paranoia, hallucinations, nausea, increase heart rate, headache

18. T/F Exercising, painting, dancing, and listening to music are all healthy coping strategies. True

19. Do vape pens including wax pens produce a harmless water vapor or an aerosol? Aerosol - Over 700 harmful chemicals

20. Name a healthy coping strategy when feeling stressed or anxious instead of vaping or using marijuana? Refer to number 18

Wellness / Quit Kits

Wellness Kits



Create wellness kits for your peers and community filled with information about the harms of vaping, quit resources, mental health and wellness supports, hygiene products such as hand sanitizer, stickers, pop-its or fidgets, coloring pages, meditation exercises, poems, and face masks.

Create quit kits for your peers who may be struggling with tobacco, vape, or marijuana addiction to take control over their withdrawals. Kits can include quit resources (such as stickers and pamphlets), gum, mints, chapstick, hand warmers, pop its, fidgets, and encouraging messages.

Quit Kits



Bonus: work with your Wellness Center in putting together kits and making them available for your peers at the center!

What's in a Vape Cloud?

Highlight the youth vaping epidemic with a unique and eye-catching display. This activity is a great way to share recent facts with your peers and community.

What you will need:

1. At least 10 white beach balls or balloons in varying sizes
2. Fishing line
3. Paper clips or tape
4. Index cards
5. Markers/pens

Instructions:

1. Write facts about vaping on index cards
2. Blow up the beach balls or balloons.
3. Hang the index cards from some of the balls/balloons with fishing line (hang them around eye level)
4. Use fishing line and paper clips or hang the balls/balloons from the ceiling or use tape to secure them to a wall in a cloud formation.



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 NO
VAPEAR TO 66819**

TRUTH INITIATIVE TEXT-TO-QUIT

**TEXT "DITCHVAPE" TO
887-09**

SAMHSA'S NATIONAL HELPLINE

**CALL 1-800-662-HELP
(4357)**

SANTA CLARA COUNTY BEHAVIORAL HEALTH SERVICES

**CALL 1-800-662-HELP (4357)
CALL CENTER 1-800-704-0900**

MENTAL HEALTH CRISIS SUPPORT

**CALL 988
TEXT RENEW TO 741741**

ASK FOR HELP!

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

Contact Us!

Natalie Andrade



School Climate
Senior Specialist
NAndrade@sccoe.org

District Support:

- Campbell Union High
- Mountain View Los Altos High
- Palo Alto Unified
- SCCOE Alt. Ed.
- Sunrise Middle School

Lindsey White



School Climate Specialist
LiWhite@sccoe.org

District Support

- Alum Rock Unified
- Campbell Elementary
- Loma Prieta Joint Union
- Orchard Elementary
- Moreland
- Union Elementary

AJ De Guzman



School Climate Specialist
AJDeguzman@sccoe.org

District Support:

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

Juan Ednalino IV



School Climate Specialist
JEdnalino@sccoe.org

District Support:

- Cupertino Union
- Eastside Union High
- Fremont Union High
- Los Gatos Saratoga High
- Luther Burbank
- Milpitas Unified

Visit us at sccoe.to/tupe!



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

~~TUPE~~

TOBACCO USE
PREVENTION EDUCATION

Santa Clara County  Office of Education

This packet was created by the Santa Clara County Office of Education in Collaboration with Contra Costa County Office of Education. The SCCOE TUPE Team would like to give a special thank you to each person who worked so hard to make this packet possible.

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