



To: Contra Costa County Board of Supervisors

From: Ori Tzvieli, MD,
Director of Public Health

Suzanne Tavano, PhD,
Director of Behavioral Health

Re: Staff Report on youth cannabis prevention education recommendations related to Family and Human Services Report February 28, 2023

Date: June 27, 2023

I. Background

On July 18, 2017, the Board of Supervisors received a report on local policy and regulatory considerations in the wake of voter approved Proposition 64 (Prop 64), which legalized adult recreational use of marijuana.

On April 24th, 2018, the Board of Supervisors accepted the staff report from the Department of Conservation and Development and approved the final draft of a framework for regulating cannabis in the unincorporated areas of the County. Staff was directed to prepare a land use ordinance based on the framework and subsequent discussion. Additionally, the Board directed Contra Costa Health to provide a report at the May 8th, 2018 Board meeting, to consider the drafting of a cannabis Health Ordinance for the purpose of further regulating the commercial cannabis industry in the unincorporated areas of the County.

On May 8, 2018, the Board of Supervisors accepted the Contra Costa Health staff report with recommendations for a health ordinance to regulate commercial activity associated with recreational adult use cannabis. It was proposed that the ordinance prohibit the sale of flavored leaf, bud, e-juices or any other product that is designed for smoking or use with electronic smoking devices. This was one of several recommendations made to protect youth from exposure to and use of an emerging line of products, electronic smoking devices (vapes) as well as the flavored tobacco products associated with the use of these devices. There had been a dramatic increase in the use of vaping products by youth attracted to flavored tobacco products, as addressed in Ordinance No. 2017-01, referenced above. The Board directed staff to prepare a cannabis health ordinance for the Board's consideration that among other health protections would include a prohibition on the sale or delivery of flavored cannabis products for which the primary use is to be smoked or used in electronic smoking devices.

On May 24, 2018, Ordinance No. 2018-23 was introduced to require a county health permit for commercial cannabis activities, waived reading, and fixed on August 7, 2018 for adoption. Consistent with the County's tobacco control ordinance, the Commercial Cannabis Health Permit Ordinance prohibits the sale or delivery of flavored cannabis products for which the primary use is to be smoked or used in electronic smoking devices. Adopting this local health ordinance additionally authorized county staff to inspect, regulate and enforce appropriate state and local laws pertaining to the cannabis industry.

Health Ordinance 2018-24 Summary

The Commercial Cannabis Health Permit Ordinance required all persons engaged in commercial cannabis activities in the unincorporated county to obtain a county health permit in addition to all other licenses and permits required by the County and the State.

The ordinance establishes general health standards that apply to all commercial cannabis activities including standards that specifically pertain to manufacturing (e.g., the use of volatile solvents is prohibited), retail sale (e.g., transaction limits on edible cannabis products, requirements for consumer warnings), and retail delivery (e.g., delivery employees are required to examine government-issued identification cards upon delivery). As mentioned, consistent with the County's tobacco control ordinance, the ordinance would also prohibit the sale or delivery of flavored cannabis products for which the primary use is to be smoked or used in electronic smoking devices.

On June 26, 2018, the Board of Supervisors adopted cannabis land use Ordinance Nos. 2018-18 and 2018-19 to regulate commercial cannabis activities and personal cannabis cultivation in the unincorporated county, including requiring land use permits to engage in commercial cannabis activities. In unincorporated Contra Costa County, the number of retail storefronts was limited to four (4) permits and cultivation sites to ten (10) permits. An application and vetting process was set up with a Cannabis Review Panel comprised of staff from Environmental Health, Public Health, Department of Conservation and Development, Department of Agriculture, Contra Costa Consolidated Fire District, County Administrator's Office, and the Department of Conservation and Development. The panel reviewed the applicants' proposals and conducted interviews of the applicants. Recommendations were made to the Board and those selected were then authorized to proceed with a submission of an application to DCD for a land use permit.

The ordinance did not limit cannabis delivery operations, and as of April 2021, four (4) companies have obtained health permits from Environmental Health to operate cannabis delivery services.

On November 12th, 2019, Ordinance No. 2019-34 was introduced and subsequently adopted amending three sections of County code to bring alignment between County Tobacco Control Policy and Cannabis regulation to prohibit as follows:

(g) The sale of any flavored cannabis product for which the primary use is human inhalation of the gases, particles, vapors, or byproducts released as a result of combustion, electrical ignition, or vaporization of the flavored cannabis product, is prohibited.

(h) A permittee shall not sell, permit to be sold, offer for sale, or display for sale any cannabis or cannabis product by means of self-service display, vending machine, rack, counter-top, or shelf that allows self-service sales for any cannabis or cannabis product. All cannabis and cannabis products must be offered for sale only by means of permittee or employee Assistance.

(i) The sale of any electronic smoking device that contains tetrahydrocannabinol or any other cannabinoid or can be used to deliver tetrahydrocannabinol or any other cannabinoid in aerosolized or vaporized form, is prohibited. For purposes of this subsection, “electronic smoking device” has the meaning set forth in Section 445-2.006. This subsection does not apply to any device regulated by the federal Family Smoking Prevention and Tobacco Control Act.

(j) The sale of any e-liquid that contains tetrahydrocannabinol or any other cannabinoid is prohibited. For purposes of this subsection, “e-liquid” has the meaning set forth in Section 445-2.006. This subsection does not apply to any substance regulated by the federal Family Smoking Prevention and Tobacco Control Act. (Ords. 2019-34 § 4, 2018- 23 § 2.)

On January 10, 2023, Ordinance No. 2023-03 was adopted allowing the sale and delivery of non-flavored cannabis vaping products. Contra Costa Health staff were directed to consult with stakeholders to develop a proposed program designed to raise awareness about the dangers of youth cannabis vaping and curtail the illegal market and return to the Board of Supervisors with a recommended program (continued from December 13, 2022).

On February 23, 2023, the Family and Human Services (FHS) Committee accepted the annual reports on the Policy Options for Protecting Youth from Tobacco Influences in the Retail Environment and the Secondhand Smoke Protections ordinances, including program and funding recommendations for cannabis education; and directing staff to forward the reports to the Board of Supervisors for their information as recommended by the Health Department and Public Health Officer. See FHS TRL Report attachment.

Since the February 23, 2023, presentation to the Family and Human Services Committee, County Health Staff have determined that one (1) of the four (4) recommendations is currently feasible. The other three (3) recommendations would require an extensive recruitment process, would have less reach, or would not be as sustainable over the long term. Therefore, Public Health staff determined consideration for funding existing school-based intervention efforts would be the best approach for long-term sustainable impact. Additionally, Contra Costa Health applied to Prop 64 grant funding in the interim, which it was awarded, to support youth cannabis prevention work.

II. Update on Cannabis Retail Land Use Permits

Four land use permits were issued to retail cannabis in 2021. As of June 2, 2023, of the four businesses, one (1) retail storefront at 5753 Pacheco Blvd., Pacheco (Authentic 925, now STIIZY) is in operation. One (1) retail storefront has been approved at 4100 San Pablo Dam Rd. (The Artist

Tree) but is currently not operating. The applicant satisfied the conditions of approval and was issued a permit for building improvement last year. The other two approved land use sites at 3503 Pacheco Blvd., Martinez (Embarc Contra Costa), and 3515 Willow Pass Road, Bay Point (Element 7-Bay Point) are not in operation though Embarc's land use permit is in process. Note: There is also One Plant Medical dispensary located in El Sobrante and thus a total of two (2) of five (5) fixed cannabis retailers are operating in unincorporated County. Please see County map of cannabis retailers attached (cultivation businesses not included on map).

A. Current County Cannabis Tax Revenue FY 2022-2023

According to the Tax Collector's Office report, these are the cannabis businesses with County licenses, 703 Chelsey LLC (cultivation), One Plant (medical/recreational retailer), Shoot the Moon (delivery only), STIIZY Pacheco (recreational retailer). The total cannabis revenue since cannabis business licenses have been in place is approximately \$191,821.18 for fiscal year 2022-2023. An additional funding source could also be through the Community Benefit Agreement.

III. Current Contra Costa Health Efforts

Contra Costa Health's AODS program provides an array of services for youth and adults in the County. These services include screenings, brief interventions, outpatient, intensive outpatient, individual and group counseling, patient education and case management. Prevention education services are directed to affect critical life and social skills, improve decision making and refusal skills, enhance adolescents' resilience, increase knowledge about alcohol and other drugs, decrease adolescent's use of alcohol and other drugs, delay onset use of alcohol and other drugs, increase knowledge about environmental factors that increase awareness of alcohol outlet density, alcohol marketing, irresponsible sales of alcohol, sale of paraphernalia etc. Most of the educational programs are based on Middle Schools, for example Project Success, Creating Lasting Family Connections, Towards No Drug and Alcohol Abuse, and the Parent Project.

By utilizing a public health approach and collaborating with community partners and other programs like the Tobacco Prevention Program at Contra Costa Health, AODS incorporates an environmental prevention strategy to reach its objectives. This strategy aims to establish or change community standards to influence the incidence and prevalence of drug use among Contra Costa youth. Through providing technical assistance, trainings, coordination, and resources, AODS tracks substance use indicators in Contra Costa County and supports community residents with evidence-based practices and partnerships to disseminate health education during the development of policies aimed at reducing alcohol and drug use in Contra Costa.

In 2018, AODS developed a five-year plan that included an overarching goal to decrease youth cannabis use by 3% by June 30, 2023. To address the second most widely used substance among youth, cannabis, three (3) intervention objectives were developed to support reaching this goal.

1. Reduce youth access to cannabis as measured by the California Healthy Kids Survey (CHKS) data.
2. Increase youth perception of the harms of cannabis as measured by CHKS.
3. Increase the prevention system workforce capacity to implement ten (10) new tools or trainings focused on cannabis.



One of the ways that AODS is working toward their overall goal is through implementation of Cannabis Decoded. This is a youth marijuana education media initiative from the County of San Mateo that aims to provide reliable, information so that young people have the tools they need to make informed decisions that impact their health and futures. *Cannabis Decoded* utilizes platforms like Instagram and TikTok to share information with youth. One component of the program is an all-county youth council that has youth participants from bay area counties that are participating in the program. This youth council reviews campaign materials, provides insights and ideas, supports social media direction and content and provides feedback on created materials. This subcontract with *Cannabis Decoded* is through September 2023. In addition, AODS was recently awarded grant funding from Prop 64 to provide technical assistance on cannabis education to community stakeholders and policymakers.

IV. Recommendation

The Contra Costa County Office of Education TUPE staff have made a concerted effort to build an increasingly well-coordinated countywide program that has received statewide recognition. TUPE established the comprehensive program consortium in 2011 and it has grown from covering 17% of districts and reaching 5,775 students in 2011, to covering 61% of districts and serving an anticipated 51% of these youth, or 43,794 students today. The projected reach for the next grant cycle (July 1, 2023-June 30, 2026) is expected to be 100% of all Contra Costa districts, reaching about 68,697 or 80% of all students in grades 6-12 through TUPE’s comprehensive program consortium. The resources to provide these programs are secured through successful CCCOE TUPE grant applications submitted to the California Department of Education (CDE) on behalf of member districts.

A. What would TUPE do at School Sites with Additional Funding?

TUPE has the capacity, bandwidth, and internal structure in place to expand their youth cannabis reach more widely to support students. Utilizing a host of youth-based approaches and following the tobacco prevention education model, TUPE has the potential to reach 10,000 students through comprehensive cannabis prevention services at various school sites throughout the County.

Currently, due to funding restrictions, TUPE’s ability to support cannabis youth users is limited to the intersection between cannabis and tobacco related vape use. As vaping is only one method of cannabis consumption, a full course of cannabis youth and prevention education through the TUPE is not supported given the current funding restrictions of Prop 99 and Prop 56.

For example, school-wide events and activities reach the most students, particularly when implemented in partnership with young people. The implementation of Stanford’s Smart Talk: Cannabis Prevention & Awareness Curriculum can be a way to reach all students within identified grade levels. Alternatives-to-suspension programs are focused on fewer students, those most in need of support to address current use, so even though imperative and effective, these programs resource intensive.

To maximize additional funding, a comprehensive approach would be conducted that incorporates different strategies and identifies the school sites with highest need for the cannabis youth education programming through an equitable process to ensure the youth with the greatest need for support services and resources are prioritized first.

Health Staff and Office of Education Staff developed specific criteria to determine how the cannabis tax revenue could be allocated equitably. The criteria include:

1. California Healthy Kids Survey data
2. Comparison of State, county, and school district level data
3. Percentage of populations disproportionately affected by “war on drugs”.
4. Level of School Readiness
5. Density of Cannabis Businesses and Cannabis Marketing

Contra Costa Health and Office of Education Staff acknowledge that needs will vary community by community, therefore services though standardized throughout the County will need to be tailored to fit the diversity of our youth.

B. Why Fund Existing School-based Intervention (TUPE) for Cannabis Prevention Services?

According to California Student Tobacco Survey (CSTS) 2019-2020 data, one-third (33.1%) of high school students in Contra Costa County reported having tried marijuana and 18.4% reported using it in the last 30 days. More than half of current marijuana users (55.4%) co-used marijuana with at least one tobacco product. Co-use refers to used cannabis/marijuana and at least one tobacco product within the last 30 days, although is not limited to the simultaneous use of products, such as blunts.

Additional funding aimed at cannabis prevention education would allow TUPE to build upon their success with youth tobacco education and expand prevention efforts to prevent and delay cannabis use among Contra Costa youth. Specifically, these programs would include the following:

a. Stanford’s Smart Talk: Cannabis Prevention & Awareness Curriculum

TUPE currently implements Stanford’s *You and Me, Together Vape-Free* tobacco prevention curriculum and, with cannabis prevention funding, would expand to incorporate Stanford’s Smart Talk: Cannabis Prevention & Awareness Curriculum. Smart Talk is a 5-lesson theory-based and evidence-informed curriculum created by the Stanford REACH Lab, under the direction of Dr. Bonnie Halpern-Felsher. The goals of the *Smart Talk* curriculum are:

1. Increase student’s knowledge about cannabis and the harms it can cause.
2. Gain awareness of strategies manufacturers and sellers of cannabis products employ.
3. Introduce harm reduction and refusal skills among a spectrum of cannabis users, from those who do not use to those who use often.
4. Ultimately, prevent and reduce cannabis use among young people.

Smart Talk includes both middle school and high school programs. Based on current program implementation, including the comprehensive Project ALERT substance use prevention program implemented at many middle schools, as well as cannabis use prevalence data, implementation of Smart Talk may be most appropriate in grades 9 and/or 10, as well as in non-traditional schools to expand on the *You & Me, Together Vape-Free* program.

b. Cannabis-Specific Alternatives-to-Suspension

A cannabis-specific alternatives-to-suspension model would include both referral to a statewide intervention program, YVAPE, as well as one-on-one Brief Intervention, provided by school staff. YVAPE, staffed by trained coaches through UC San Diego's *Kick It California*, is a phone and online program for students ages 12 and up who are caught with tobacco or cannabis products. It is a no-cost service and TUPE is working with district administrators to pre-register all sites serving eligible students so they can refer students as an alternative-to-suspension. Brief Intervention (BI) is a short-term, one-on-one, intervention program that consists of two to four sessions aimed at adolescents who use any substance. The approach uses motivational interviewing, cognitive behavior therapy, and the stages of change model to meet the needs of adolescents. TUPE provides annual training and ongoing support for BI providers.

c. Youth Development

Youth development programs as a core component of comprehensive cannabis prevention services that are most strongly linked to the essential factors-school connectedness and Hart's Ladder. TUPE staff are committed to working in partnership with young people on effective prevention efforts. Youth development includes the inclusion of a cannabis-specific work group in our countywide *CourAGE* Youth Health Coalition, as well as trained peer educators at participating school sites. Additional resources would allow adult allies to provide support for the cannabis prevention workgroup to expand their work to address cannabis use in their communities. Supported by TUPE site coordinators, teams of students are trained to deliver tobacco prevention messages at their schools through school-wide events and classroom presentations. Currently, the primary role of peer educators is to provide tobacco-prevention information, resources, and support to their peers. Like TUPE staff, student leaders have increasingly seen the need to address cannabis prevention, in addition to tobacco prevention, and these young people are poised to support more expansive substance use prevention efforts. While all school-based prevention strategies can have a positive impact on school connectedness, it is strongest when including positive youth development approaches.

d. Engage Families and other Stakeholders

Meaningful youth engagement is vital in creating safe, supportive, and healthy school environments that lead to better peer to peer connections, student to adult relationships, and overall school connectedness. Rounding out comprehensive programs are professional development for TUPE and non-TUPE staff, including the latest on vaping and teens, as well as trainings on specific program strategies, including curriculum, intervention programs, and youth development/engagement. Family and community engagement is done at the county, district, and site-level. TUPE holds an annual countywide webinar on the latest on vaping and teens and tips for parents and other caring adults. District- and site-level family engagement includes newsletters, tabling at events, and presentations.



V. Additional Considerations

1. Consider value of alignment between proven tobacco control policies to cannabis regulations to protect the health of youth.
2. Note that DCC has yet to develop a product-by-product approval system for cannabis, like the FDA premarket tobacco application review process.
3. Youth cannabis use is influenced by normalization, reduced perceptions of harm, and has significant negative health impacts barriers to learning and early onset psychosis.

VI. Recommendations

- ACCEPT the annual reports from Contra Costa Health's Public Health Division with updates on the implementation of the Tobacco Retail Licensing and Secondhand Smoke Protections ordinances; and
- CONSIDER directing Fiscal Year 23/24 local cannabis tax revenue to the Contra Costa Health's Behavioral Health Division– Alcohol and Other Drugs Program for use to expand youth cannabis education and prevention services throughout County schools; and
- CONSIDER directing the Family & Human Services committee to receive updates on youth cannabis education and prevention activities from Contra Costa Health

Attachments:

TRL FHS Report
TUPE School Site Location Map
Cannabis Retail Storefront Map
Community Benefit Agreement
Cannabis Tax Revenue Report
Contra Costa County Office of Education Superintendent Letter of Support



Appendix A:

Tobacco Use Education Prevention (TUPE) Programming Framework

The Contra Costa Office of Education’s Tobacco Use Prevention Education (TUPE) program is committed to promoting tobacco-free lifestyles among youth and providing resources to prevent and reduce tobacco use. Through a comprehensive approach, the TUPE program offers various services and initiatives aimed at empowering students, educators, and communities to make informed choices regarding tobacco use. Below is an overview of the frameworks used by the program:

1. The Social-Ecological Model

TUPE, just as Contra Costa Health uses a five-level social-ecological model to assess how environmental and interpersonal factors can encourage or deter tobacco use and vaping among youth. Each level of the model described below identifies a point of influence and a potential opportunity for intervention.

1. The “**Individual**” level examines the influence of factors such as attitudes and knowledge.
 2. The “**Interpersonal**” level examines the role of peers, family, partners, and mentors.
 3. The “**School**” and “**Community**” levels explore how behavior is impacted by teachers and the social and physical characteristics of institutions, environmental settings, media, and advertising.
 4. The “**Policy**” level looks at the broader implications of laws, rules, and enforcement measures.
- The model provides a useful framework to assist TUPE programs and community partners in determining how to focus strategies and resources.

2. Strategic Prevention Framework (SPF)

- TUPE uses the Strategic Prevention Framework (SPF) to provide a comprehensive approach to guide TUPE prevention programs using a five-step model for continuous improvement and effective programming. Core components include the following:
 1. **Assessment:** Identify local prevention needs based on data
 2. **Capacity:** Build local resources and readiness to address prevention needs
 3. **Planning:** Find out what works to address prevention needs and how to implement strategies effectively, then create a plan of action
 4. **Implementation:** Deliver evidence-based programs and practices as intended
 5. **Evaluation:** Examine the process and outcomes of programs and practices

3. Connectedness and Hart’s Ladder of Youth Participation



- Prevention programs are successful when students feel connected to their school and prevention programs can also directly support young people's

feeling of connectedness, particularly through intentional and positive youth development program strategies. Students who feel connected to school are more likely to have positive health and academic outcomes. Crucial to that connection is the development of trusting and meaningful relationships on campus. Four essential factors crucial to strengthening school connectedness for students include:

1. Adult support
 2. Belonging to a positive peer group
 3. Commitment to education
 4. A positive school environment
- Hart's Ladder is a visual illustration of the importance and value of youth participation in prevention programs. The highest rung on the ladder involves youth-initiated projects where youth and adult allies share equal levels of decision making. This ladder challenges educators to move away from the lower rungs of non-participation (youth as decoration, tokenizing youth, or assigning/informing youth) to the higher rungs in which young people are genuinely engaged as partners.
 - Meaningful youth engagement is vital in creating safe, supportive, and healthy school environments that lead to better peer to peer connections, student to adult relationships, and overall school connectedness.



Appendix B

Tobacco Use Education Prevention (TUPE) Services Provided

The Contra Costa Office of Education's Tobacco Use Prevention Education (TUPE) program is committed to promoting tobacco-free lifestyles among youth and providing resources to prevent and reduce tobacco use. Through a comprehensive approach, the TUPE program offers various services and initiatives aimed at empowering students, educators, and communities to make informed choices regarding tobacco use. Below is an overview of the services provided by the program:

4. Project ALERT

Prevention programs include Project ALERT, a research-validated classroom-based substance use prevention program implemented in middle schools, and Stanford's You & Me, Together Vape-Free program, which TUPE implements with non-traditional schools. Non-traditional schools include continuation schools, alternative schools, independent study, etc.

Project ALERT motivates students against drug use, cultivates new non-use attitudes and beliefs, and equips teens with the skills and strategies they will use to resist drugs. The content and instructional strategies are grounded in research on effective health education. 11-lesson curriculum (grade 7) & 3 booster lessons (grade 8).

The Project ALERT Core Curriculum is organized into four parts. The lessons build on each other and are taught in consecutive order.

The concepts stressed in each lesson are:

- Motivating nonuse.
- Identifying pressures to use drugs, learning to resist those pressures, and practicing resistance skills.
- Review of key concepts and resistance skills practice.
- Newest content: Prescription Opioids and Heroin (Lesson 8); Smoking and Vaping Cessation.

5. You & Me, Together Vape-Free Stanford Tobacco Prevention Toolkit:

You & Me, Together Vape-Free addresses key factors associated with youth e-cigarette use, including changing adolescents' attitudes towards and misperceptions about e-cigarettes; increasing refusal skills, marketing, and social media; reducing stress and depression; improving coping; and decreasing intentions and actual use of all e-cigarette products.



The You and Me, Together Vape-Free curriculum includes 6 lessons that address key factors associated with youth e-cigarette use, including changing adolescents' attitudes towards and misperceptions about e-cigarettes; increasing their refusal skills to pulls of

flavors, marketing, and social media; reducing stress and depression which have been linked to e-cigarette initiation and use; improving coping; and decreasing intentions and actual use of all e-cigarette products. Lesson 6 addresses the intersections of tobacco and cannabis use.

Goals:

1. Increase their knowledge about e-cigarettes and the harms they can cause.
2. Gain awareness of strategies manufacturers and sellers of e-cigarettes employ to increase use among adolescents, such as deceptive and creative marketing strategies.
3. Gain skills to refuse experimentation and use of e-cigarettes.
4. Ultimately, to reduce and prevent e-cigarette use of any type, including nicotine, cannabis/THC, and/or non-nicotine products.

All TUPE schools implement school-wide activities or events. Activities, ideally led or co-led by trained student peer educators, includes school-wide audio and video announcements, lunchtime tabling, and pledge campaigns. COE TUPE staff encourage schools to leverage existing, nationally recognized events, such as Great American Smokeout and Take Down Tobacco to plan and implement activities with the goal of raising awareness of the dangers of tobacco use among students and staff. Many schools also incorporate TUPE messaging and activities into existing events that already engage much of their school community, such as Open House, music or theater performances, athletic games, etc. to reach a broader audience. COE TUPE provides sites with the necessary information, resources, and materials to implement these activities.

One of the strongest components of local TUPE programs are TUPE peer educators. The primary role of our Peer Educators is to provide tobacco-prevention information, resources, and support to their peers, as well as inspire all members of the school community by modeling healthy choices and leadership.

COE TUPE trains hundreds of students from middle schools, high schools, and non-traditional (continuation) schools as TUPE Peer Educators each year. Peer Educators then go on deliver anti-tobacco messages at their school, primarily through classroom presentations and school-wide events.

The goals of all Peer Educators are to:

- Teach new information about tobacco/e-cigarettes.
- Encourage non-tobacco users to stay tobacco free.
- Encourage current tobacco users to cut back or quit by sharing resources.
- Have fun!



In addition to TUPE peer educators, COE TUPE staff co-coordinate the Contra Costa CourAGE Youth Health Coalition. Established in 2013, CourAGE is a youth-directed group that plays a leadership role in addressing health-related issues. Members develop

skills that empower them to create healthy environments through awareness and advocacy projects. The 35 members are in grades 8-12 and represent communities across our county.

Past and current CourAGE projects include:

- Countywide tobacco prevention video PSA Contest & Film Festival
- Student-led Youth Symposium
- Teens Tackle Tobacco conference workshops
- Supporting community-based events
- Presenting to local decision-makers
- Speaking at countywide Family & Community Engagement webinars

6. Alternative to Suspensions and Support for Youth with Nicotine Addiction:

To support students struggling with tobacco use, TUPE programs include an alternative-to-suspension model with multi-tiered approaches the intervention. These approaches include referral, small group, and one-on-one support, as well as referrals to voluntary quit/cessation support through Contra Costa 211 and Kick It California.

7. YVAPE

YVAPE, run by UC San Diego (Kick It California) is the referral option and is a free educational program with phone coaching support for students who have been caught with tobacco or cannabis at school. YVAPE is available to California public middle and high schools who will enroll students instead of alternative disciplinary action for vaping. YVAPE is designed to provide a positive experience for the student and help them think through their vaping behavior. The program is now available for students aged 12 and up. Referred students receive an initial call from a trained YVAPE coach and talk with them for 15-20 minutes and set up a time for a follow-up call. Between the initial and follow-up call, students watch the YVAPE videos. They are encouraged to watch the videos with their parent/guardian and discuss the questions with them. Video topics include vaping industry marketing manipulation, vaping health effects, vaping marijuana, understanding motivation, and personal responsibility. During the 10–15-minute follow-up call, the student talks with the YVAPE coach about the videos and can ask questions. Lastly, students complete a short online follow-up survey and then receive a certificate of completion.

8. Our Healthy Futures Program Stanford Tobacco Prevention Toolkit:

Stanford Tobacco Prevention Toolkit's Our Healthy Futures program is geared for students who have been caught using e-cigarettes and/or for any students who are interested in trying to quit. Our Healthy Futures is to be taught by an educator, counselor, advisor, or another adult in a small group setting. The program can be implemented in one 2-hour



session, or over multiple sessions. The program allows for warm-up questions interspersed between slides that allow students to share what they know about each topic.

The learning objectives for the 2-hour curriculum are:

- Describe the health problems associated with e-cigarettes/vape pens.
- Develop and individualized plan for setting goals related to their e-cigarette/vape pen use.
- Access resources to quit e-cigarettes/vape pens.

Brief 1-1 Interventions:

Brief Intervention is the one-on-one program option. For the purposes of TUPE, the program is utilizing to address tobacco use, however, the program is appropriate to address any substance use. Brief Intervention for Substance Using Adolescents (BI) is a short-term, one-on-one intervention that consists of two to four (2-4) 45–60-minute sessions aimed at adolescents who use tobacco or those most at risk for tobacco use. BI uses motivational interviewing, cognitive behavior therapy, and the stages of change model to meet the needs of adolescents. BI is also available for students to self-refer. Whenever possible, BI providers implement the optional parent/guardian session.

Brief Intervention provides young people with:

- A forum to talk about their tobacco use,
- Accurate information about tobacco, including e-cigarettes/vape pens,
- Support in identifying tobacco use related issues that impact them,
- Goal setting support, and
- Assistance in accessing other services, if needed.

Rounding out comprehensive programs are professional development for TUPE and non-TUPE staff, including the latest on vaping and teens, as well as trainings on specific program strategies, including curriculum, intervention programs, and youth development/engagement. Family and community engagement is done at the county, district, and site-level. COE TUPE holds an annual countywide webinar on the latest on vaping and teens and tips for parents and other caring adults. District- and site-level family engagement includes newsletters, tabling at events, and presentations.

For students who want to cut back or quit, TUPE would continue to refer young people to Contra Costa Health's Behavioral Health Division, Alcohol & Other Drug Services (AODS) program, so that they can be connected to appropriate treatment services.