

# MY VOICE SAVES LIVES: ENGAGING YOUNG PEOPLE AS TUPE PEER EDUCATORS



**CALIFORNIA**  
**SCHOOL-BASED  
HEALTH ALLIANCE**

Putting Health Care Where Kids Are

# CDE TUPE

We gratefully acknowledge the support of the California Department of Education Tobacco Use Prevention Education program for this project. The contents do not necessarily reflect the position or policy of the CDE.

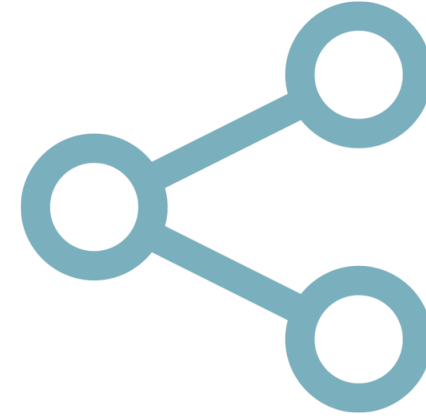




**For higher quality audio, dial the number from your webinar invitation link**



**The webinar is being recorded**



**Supporting materials will be shared**

# Putting Health Care in Schools

The California School-Based Health Alliance is the statewide non-profit organization dedicated to **improving the health & academic success** of children & youth by **advancing health services in schools.**

Learn more:

[schoolhealthcenters.org](http://schoolhealthcenters.org)



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## THE POWER OF PARTNERSHIPS



CALIFORNIA  
SCHOOL-BASED  
HEALTH ALLIANCE

Putting Health Care Where Kids Are

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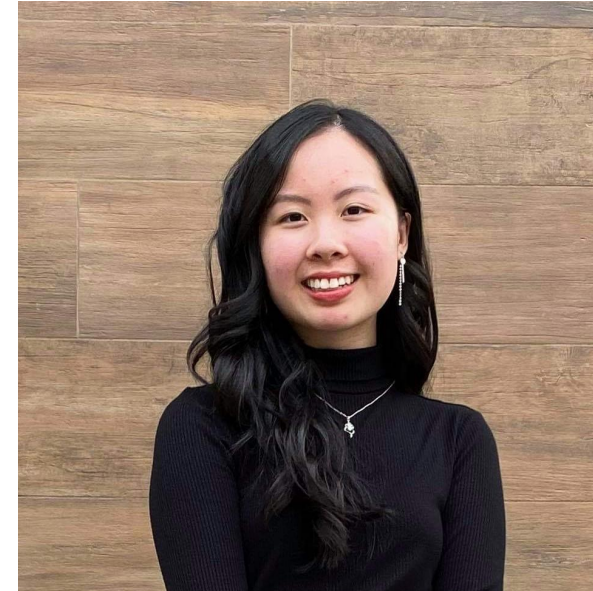
Sign up today:  
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# My Voice Saves Lives: Engaging Young People as TUPE Peer Educators

Contra Costa County  
October 9, 2024



CONTRA COSTA COUNTY  
Office of Education

learn • lead • achieve

Lynn Mackey, Superintendent of Schools



Sheel



**Derrick Kirk**

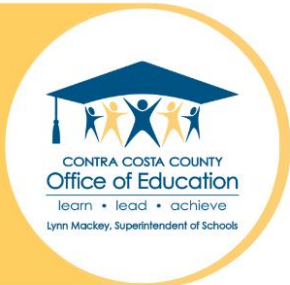
Youth Development Specialist  
Contra Costa County Office of Education

# What We'll Cover

- The power of youth when empowered by adults
- Role and expectation of adult allies
- Role of young people in youth adult partnerships
- Role of young people as peer educators



# Tobacco-Use Prevention Education (TUPE)







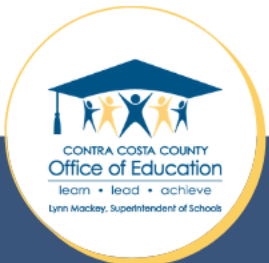
The goal of tobacco use prevention education (TUPE) is to...

...prevent or reduce student tobacco use and nicotine addiction through tobacco-specific, evidence-informed educational instruction and activities that build knowledge, social skills, and youth development assets.



This goal is accomplished through the following strategies...

- Classroom-based prevention programs
- Youth Development – Peer Education
- Intervention & Cessation
- Staff Professional Development
- Family & Community Engagement

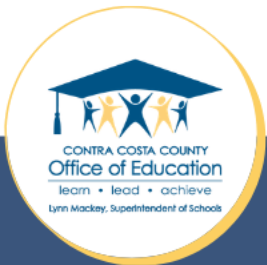


# Peer Educators



TUPE peer educators are young people who are trained 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.







# QUESTION:

**Why did you choose to be a TUPE peer educator?**

**Tell us a bit about what youth/adult partnerships look like in your schools' program?**



# Our Youth Development Approach

- Young people are part of the solution, not the problem.
- We work in partnership with young people.





4

Assigned  
Tasks



5

Consulted  
& Informed



6

Joint  
Decisions



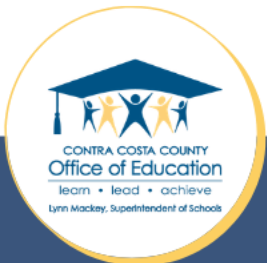
7

Initiative &  
Leadership



8

Initiative &  
Partnership



# Role of Adult Allies & Students

**Adult Allies guide and support** students to conduct effective in-person or virtual classroom presentations, on the health risks associated with the usage of tobacco/nicotine, and cannabis products, with a focus on healthy alternatives.

**Student Peer Educators/Advocates** deliver anti-tobacco messages at their school, primarily through classroom presentations and school-wide events, teach new information about tobacco, encourage non-tobacco users to stay tobacco free and encourage current tobacco users to cut back or quit, and have fun.

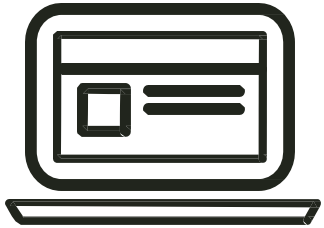


# QUESTION:

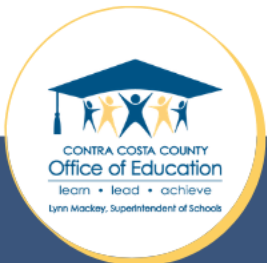
**What has the impact  
been on yourself, your  
program/project,  
and/or your intended  
audience?**



# TIPS FOR ADULTS



- ❖ Be authentic, they can sense fakeness.
- ❖ Partner with young people – they are the solution, not the problem.
- ❖ Engage young people, be patient and open to listen.
- ❖ Look for who young people are listening to – some of your best young leaders may not be in a leadership class.
- ❖ Find out what impact they want to make.
- ❖ Keep the conversation going.
- ❖ Set a positive example.
- ❖ Provide incentives, aka "benefits of belonging"
- ❖ Have FUN!



# Recruitment & Selection



Self-selected through classroom presentations, lunchtime tabling, school-wide announcements, or posters/flyers



Teacher and other school staff recommendations



Peer recommendations



Existing group or subgroup



# Peer Educator Trainings



The goals of the training are to:

- Equip students with information about tobacco, including e-cigarettes.
- Demonstrate activities that can be used and adapted to educate their peers.
- Model that learning about tobacco can be fun.



Training Activities

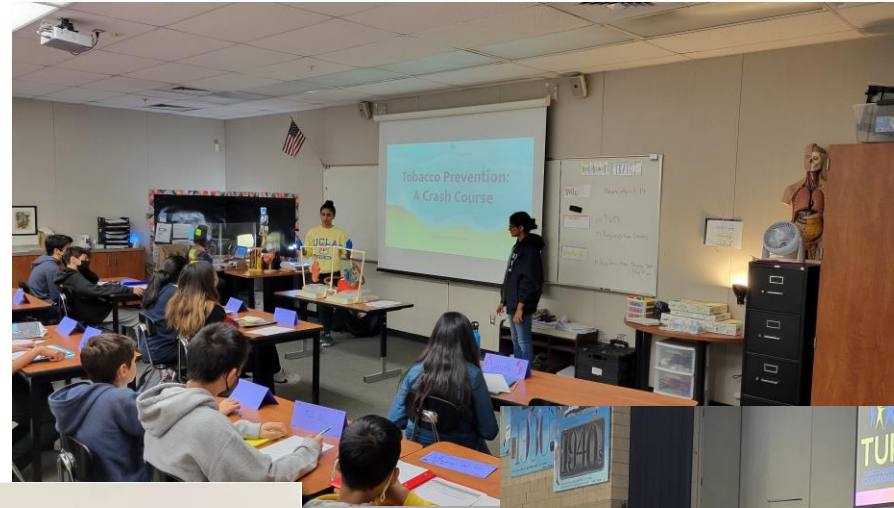
- Updated facts/information
- Team building activities
- Facilitation skills
- Planning time





# Peer Educators

Dougherty Valley High, San Ramon  
(classroom presentation)



El Cerrito High, West Contra Costa  
(school-wide tabling)



Vicente High, Martinez  
(pod cast)

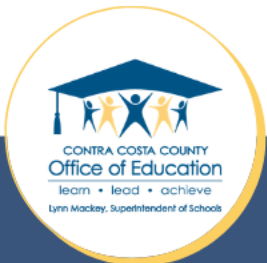


Freedom High, Liberty Union  
(staff presentation)



# Retention

- Respect their efforts and their time.
- Meet consistently.
- Listen to their ideas and allow them to make decisions.
- Transfer leadership.
- INCENTIVES INCENTIVES INCENTIVES!
- Share Peer Educators' names with teachers and other adults on campus and encourage adults to acknowledge them for their work.
- Provide adequate training and ongoing support.
- If possible, off-campus opportunities – major hit!
- Celebrate accomplishments.



# QUESTION:

**What advice do you have for adults who want to partner with young people?**



# Q&A



# Contact Us

Tobacco Use Prevention  
Education

Contra Costa County Office  
of Education

<http://cocoschools.org/TUPE>

[dkirk@cccocoe.k12.ca.us](mailto:dkirk@cccocoe.k12.ca.us)



# TUPE GRANT OPPORTUNITY

- CSHA is seeking to partner with **5 school sites** that have a SBHC or WC and a youth advisory board to participate in a peer-to-peer tobacco and vaping prevention initiative
- Partners will receive training for adult allies, who will then train their youth on prevention education
- Youth leaders will deliver tobacco and vaping prevention education to their peers through outreach events and/or campaigns at their schools
- **\$4,000 grant** is available for the 24/25 school year

If you are interested, please submit form using [this link](#) or this QR code



# UPCOMING CSHA WEBINARS

## The Triangulum of Cannabis, Tobacco, and E-cigarette Use: Its Effects on Physical Health, Addiction, and Mental Health, and How You Can Best Help

- Wednesday, November 6th 2024, 10:00 - 11:00AM Pacific
- [Registration Link](#)

## CATCH My Breath Youth Vaping Prevention

- Tuesday, December 3rd 2024, 10:00 - 11:00AM Pacific
- [Registration Link](#)



# STAY CONNECTED



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Gracias

謝謝

Thank you

Cảm ơn

Salamat

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