

FLORIDA DEPARTMENT OF EDUCATION PROJECT APPLICATION

TAPS Number

Please return to: Florida Department of Education Office of Grants Management Room Turlington Building 325 West Gaines Street Tallahassee, Florida 32399-0400 Telephone: (850) Suncom:	A) Program Name: Tobacco Prevention and Intervention Teacher Training Project	DOE USE ONLY Date Received
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B) Name and Address of Eligible Applicant: Prevention Center School District of Palm Beach County 3330 Forest Hill Blvd. West Palm Beach, FL 33406	Project Number (DOE Assigned)
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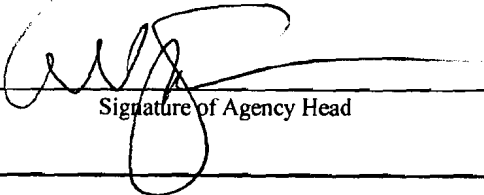
C) Total Funds Requested: \$ 60,000 <hr style="width: 80%; margin: 10px auto;"/> <p style="text-align: center;">DOE USE ONLY</p> Total Approved Project: \$	D) Applicant Contact Information						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> Contact Name: Kim Williams </td> <td style="width: 50%; padding: 5px;"> Mailing Address: Prevention Center School District of Palm Beach County 3330 Forest Hill Blvd. West Palm Beach, FL 33406 </td> </tr> <tr> <td style="padding: 5px;"> Telephone Number: (561) 494-1540 </td> <td style="padding: 5px;"> SunCom Number: </td> </tr> <tr> <td style="padding: 5px;"> Fax Number: (561) 494-1557 </td> <td style="padding: 5px;"> E-mail Address: williamsk@palmbeach.k12.fl.us </td> </tr> </table>	Contact Name: Kim Williams	Mailing Address: Prevention Center School District of Palm Beach County 3330 Forest Hill Blvd. West Palm Beach, FL 33406	Telephone Number: (561) 494-1540	SunCom Number:	Fax Number: (561) 494-1557	E-mail Address: williamsk@palmbeach.k12.fl.us
Contact Name: Kim Williams	Mailing Address: Prevention Center School District of Palm Beach County 3330 Forest Hill Blvd. West Palm Beach, FL 33406						
Telephone Number: (561) 494-1540	SunCom Number:						
Fax Number: (561) 494-1557	E-mail Address: williamsk@palmbeach.k12.fl.us						

CERTIFICATION

I, Arthur C. Johnson, Ph.D., (Please Type Name) do hereby certify that all facts, figures, and representations made in this application are true, correct, and consistent with the statement of general assurances and specific programmatic assurances for this project. Furthermore, all applicable statutes, regulations, and procedures; administrative and programmatic requirements; and procedures for fiscal control and maintenance of records will be implemented to ensure proper accountability for the expenditure of funds on this project. All records necessary to substantiate these requirements will be available for review by appropriate state and federal staff. I further certify that all expenditures will be obligated on or after the effective date and prior to the termination date of the project. Disbursements will be reported only as appropriate to this project, and will not be used for matching funds on this or any special project, where prohibited.

Further, I understand that it is the responsibility of the agency head to obtain from its governing body the authorization for the submission of this application.

E)



 Signature of Agency Head



NARRATIVE

1. Project Abstract or Summary

Over 10% of Palm Beach County students use tobacco which interferes with academic achievement and is associated with many self-defeating behaviors. The project has two goals focused on teacher training and reduction in tobacco use: *Goal 1: A cadre of skilled tobacco prevention educators will be trained to use Channing Bete and CDC's Scene Smoking lessons with accompanying guides and student workbooks to teach tobacco prevention to their students. Goal 2: To reduce the incidence of use of tobacco by students in the participating schools.* The proposed Project will offer Prevention Education training to teachers through on-line courses. The program proposed will provide two Blackboard on-line courses, one each for elementary and secondary teachers. The classes for elementary teachers will use Channing Bete's Tobacco Prevention materials. The course for secondary teachers will use Channing Bete materials as well as the Scene Smoking course from the CDC for high school teachers. Teachers will be given the consumable workbooks and teacher guides to deliver the program to their students. The targeted teachers are: 60 Elementary 4th and 5th grade teachers, as well as PE, SAI (Supplemental Academic Instruction) and other interested teachers or guidance counselors; 7 Middle School Health Teachers and 11 PE teachers; 12 Family Consumer Science Teachers and 10 PE teachers. The project will be evaluated by a professional, highly experienced evaluator, Candace Lacey, Ph.D.

2. Project Need 20 points

Describe the need for the project and provide supporting data as evidence.

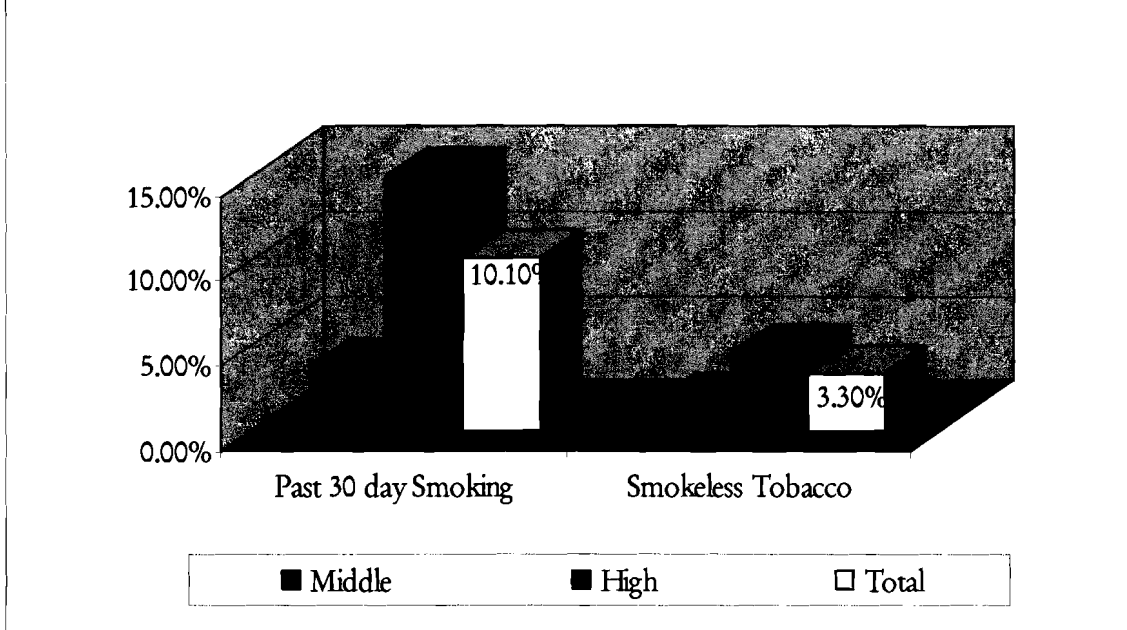
Tobacco use by Palm Beach County students interferes with their academic achievement.

“Smoking is statistically associated with depression, anxiety, attention deficit hyperactivity disorder, and other psychiatric disorders...Smoking is often associated with poor school performance, low aspirations, alcohol and other drug use, school absences, and anticipated dropping out. Nicotine is frequently the first substance of abuse used by children and youth. Those who use it are 15 times more likely to progress to other drug use than those who have never smoked...Personal characteristics correlated with child and teen cigarette smoking include low self-esteem, poor self-image, low perceived self-efficacy, susceptibility to peer pressure, novelty seeking and rebelliousness, ignorance of smoking-related adverse effects, depression, and anxiety (p.794-796).” (Committee on Substance Abuse, “Tobacco’s Toll: Implications for the Pediatrician.” Pediatrics, 107.4 (2001), pp. 794-798).

Over 10% of Palm Beach County students use tobacco according to the Florida Youth Substance Abuse Survey 2006 Palm Beach County Report (FYSAS): 3.7% of middle school students and 14.9% of high school students in Palm Beach County reported using tobacco within the past 30 days (*Florida Youth Substance Abuse Survey-FYSAS- 2006 Palm Beach County Report*).

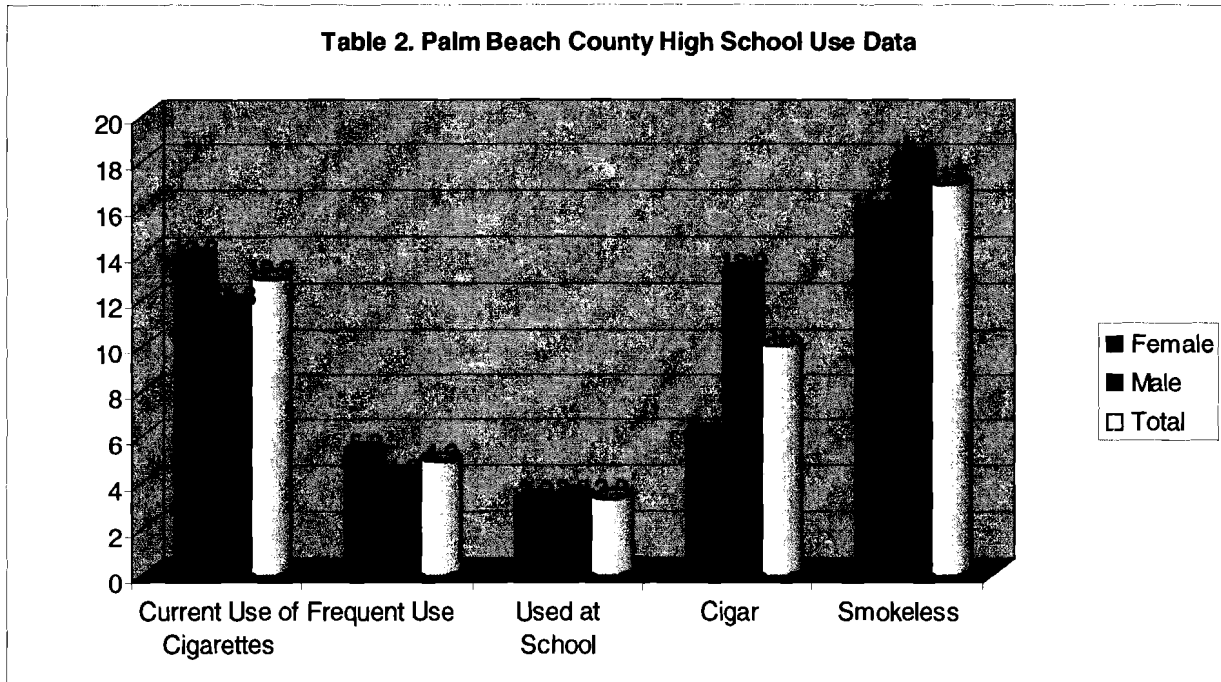
According to the *2005 Youth Risk Behavior Surveillance (YRBS)* Palm Beach County data, almost 13% of high schools students smoke. Information about current usage of tobacco and use at schools, which demonstrate a compelling need for increase tobacco prevention education, is outlined in the tables below.

Table 1 Palm Beach County Current Tobacco Use



FYSAS 2006

Table 2. Palm Beach County High School Use Data



YRBS 2005

According to the YRBS, 53% of these students tried to quit using tobacco. The School Environment Safety Incident Report (SESIR) indicates that there has been an increase in tobacco incidents at school from 1.99 per 1000 in 2004-2005 to 2.05 incidents per 1000 in 2005-2006. Continued increase over five years could result in up to 5.05 incidents per 1000.

Suspension data shown in Table 3 indicates how many middle and high schools students were suspended.

Table 3. Tobacco Infractions	SY04	SY 06	SY 07 through 2/12/07
Middle	362	64	34
High	124	373	174

ATS FACE IT Data Reports

The proposed Tobacco *Prevention and Intervention Teacher Training Project* will offer Prevention Education training to teachers through on-line courses. The program proposed will provide two Blackboard on-line courses, one each for elementary and secondary teachers. The classes for elementary teachers will use Channing Bete’s Tobacco Prevention materials. The course for secondary teachers will use Channing Bete materials as well as the Scene Smoking course from the CDC for high school teachers. A total of 100 teachers will be trained in the two courses. The targeted teachers are:

- 60 Elementary 4th and 5th grade teachers, as well as PE, SAI and other interested teachers or guidance counselors (who teach 4th and 5th graders)
- 7 Middle School Health Teachers and 11 PE middle school teachers
- 12 Family Consumer Science Teachers and 10 PE high school teachers

The teachers were selected based on knowledge of requests for training, and discussion with teachers and the district staff overseeing the identified subject areas.

The project helps the District meet the Sunshine State Health Education Standards and Benchmarks, identified below and the seven recommendations from the Centers for Disease Control and Prevention (CDC) for effective school-based strategies to prevent youth tobacco use (*Morbidity and Mortality Weekly Report*, February 25, 1994 (2/25/94; 43[RR-2]; 1-18).

CHANNING BETE:

WHO KNEW? THE SMOKE-FREE ISSUE for ages 9-11, which will be geared to 4th and 5th graders. It meets the following standards and benchmarks.

Health Literacy: Standard 1 The student comprehends concepts related to health promotion and disease prevention. (HE.A.1.2) Benchmarks 2, 3, 4, 5, 9

Standard 2: The student knows how to access valid health information and health-promoting products and services. (HE.A.2.2) Benchmarks: 2, 3, 4

Responsible Health Behavior Standard 1: The student knows health-enhancing behaviors and how to reduce health risks. (HE.B.1.2) Benchmarks: 1,2,4,5

Standard 2: The student analyzes the influence of culture, media, technology, and other factors on health. (HE.B.2.2) Benchmarks: 1, 2, 4

Standard 3: The student knows how to use effective interpersonal communication skills that enhance health. (HE.B.3.2) Benchmarks: 2, 4, 6

Advocate and Promote Healthy Living Standard 1:The student knows how to use goal-setting and decision-making skills which enhance health. (HE.C.1.2) Benchmarks: 1,2,3,4

Standard 2: The student knows how to advocate for personal, family, and community health. (HE.C.2.2) Benchmarks 1, 2, 3,4,5,6

ON BLOWING OFF SMOKE for ages 15-17 will be presented to the high school teachers. The course meets the following standards and benchmarks:

Health Literacy Standard 1 ((HE.A.1.4): Benchmarks 1-8; **Standard 2** (HE.A.2.4): Benchmarks 1-6; **Responsible Health Behavior Standard 1** (HE.B.2.4) Benchmarks 1, 2, 4; **Standard 2** (HE.B.2.4): Benchmarks: 1-4; **Standard 3** (HE.B.3.4) : Benchmarks: 1,2,3,4,5,7; **Advocate and Promote Healthy Living Standard 1** (HE.C.1.4): Benchmarks: 1-6; **Standard 2** (HE.C.2.4): Benchmarks: 1-6.

SCENE SMOKING from the CDC:

The Scene Smoking course from the CDC is geared towards high school and college students. The lessons for high school students will be taught to the teachers. **SCENE SMOKING** meets the SSS for Health Education: **Health Literacy 9-12 Standard 1** (HE.A.1.4) : Benchmarks 1-8; **Standard 2** (HE.A.2.4): Benchmarks 1,2,3,4,6; **Responsible Health Behavior Standard 1** (HE.B.2.4) Benchmarks 1-3; **Standard 2** (HE.B.2.4): Benchmarks: 2-4; **Standard 3** (HE.B.3.4) : Benchmarks: 1,2,3,4,7; **Advocate and Promote Healthy Living Standard 1** (HE.C.1.4) Benchmarks: 1,3,4,5; **Standard 2** (HE.C.2.4): Benchmarks: 1-5.

The lessons can be used in Health, Life Management, Social Studies, Media, Ethics/Government and/or Physical Education and meets standards in each of these academic areas, as outlined in the guides.

3. Project Design and Implementation 20 points

Describe the measurable objectives, activities, and timeline for the project.

The project has two goals focused on teacher training and reduction in tobacco use.

Goal 1: A cadre of skilled tobacco prevention educators will be trained to use Channing Bete and CDC's Scene Smoking lessons to teach tobacco prevention to their students.

Program Objective: 1.1 By Oct. 1, 2007, an on-line course for elementary teachers, using the Channing Bete grades 4-5 materials, will be developed.

Activities: 1.1.1 The Consultant in the Prevention Center, with the assistance of contracted experts in prevention and social marketing, experienced prevention staff in the Prevention Center, The Education Network (TEN) and the Department of Educational Technology will create the course that teachers can take for 30 component points that can be used for teacher recertification upon completion and follow up. The course will include: video presentations, demonstration of lessons, PowerPoint, Pre-Post questionnaires, quizzes, and evaluations.

Program Objective: 1.2 By November 1, 2007, an on-line course for secondary teachers, using the using the Channing Bete materials for grades 6-8 and the Channing Bete and CDC Scene Smoking for grades 9-12, will be developed.

Activities: 1.2.1 The Consultant in the Prevention Center, with the assistance of contracted experts in prevention and social marketing, other experienced prevention staff in the Prevention Center, TEN and the Department of Educational Technology will develop the course that teachers can take for 30 component points that can be used for teacher recertification upon completion and follow up. The course will include: video presentations, demonstration of lessons, PowerPoint, Pre-Post questionnaires, quizzes, and evaluations.

Program Objective 1.3 By Oct. 1, 2007 The evaluator will create required survey and evaluation implementation strategies.

Activities 1.3.1 Survey and evaluation strategies will be created.

Program Objective 1.4 By May 1, 2008, a total of 100 Elementary, Middle School and High School Teachers will have completed an on-line Blackboard course on Teaching Tobacco Prevention lessons.

Activities: 1.4.1 The courses will be advertised and marketed to teachers through email, announcements, School District website notices, District "Focus" on-line newsletter, school newsletters, posters, School

Tobacco Prevention and Intervention Teacher Training Project Palm Beach County

Health Advisory Committee (SHAC), Safe and Drug-Free Schools Advisory Council, and Character Education Committee.

1.4.2 On-line enrollment will be developed to include all needed information: personal contact information, grade taught, numbers of students, etc.

1.4.3 A sample of curriculum materials will be sent to the enrolled teachers.

1.4.4 The courses will “go live” and be offered through March, in time for Brown Ribbon Month, the anti-tobacco campaign in Palm Beach County, which is in April.

1.4.5 Once the teacher has completed introductory sessions of the on-line training, the consumable materials will be sent to him or her to use to teach his students. Use of the materials in the classroom is required for receipt of the 30 staff development points.

1.4.6 Teachers will be given assignments, quizzes, and evaluations. Their participation will be monitored by the consultant through on-line course software and verbal, email and on-site assistance.

Goal 2: *To reduce the incidence of use of tobacco by students in the participating schools.*

Program Objective 2.1: By June 1, 2008, up to 10,890 students of the trained teachers will receive grade level appropriate tobacco prevention lessons, thereby increasing their knowledge about the effects of tobacco, improving their media literacy, and use of effective refusal skills.

Activities: 2.1.1. The trained teachers will teach the tobacco prevention programming to their students using the identified curriculum materials (Channing Bete for grades 4-5 and 6-8), Channing Bete and CDC for grades 9-12.

2.2.2 Students’ increased knowledge about the effects of tobacco, improved media literacy, and use of effective refusal skills will be documented through survey completion.

Timeline	2007						2008						
	Jul	A	S	O	N	D	J	F	M	A	M	J	Jul
Component created through Staff Development	x												
On-line course for 4-5th grade teachers developed, created with registration	x	x	x										
On-line course for secondary teachers developed, created	x	x	x	x									
Program marketing materials developed	x	x											
Program marketed		x	x	x	x	x							
Materials for teachers ordered			x										
Courses will be available on-line					x	x	x	x	x				
Required reports will be completed							x						x
Consumable materials for the students will be ordered and distributed						x	x	x	x	x			
Trained teachers will teach their students the curricula with the related consumables							x	x	x	x	x		
Random visits to school-site for implementation							x	x	x	x	x	x	
Evaluation data compiled, report written												x	

4. Evaluation 20 points

Describe the instruments and method(s) for evaluating the project.

Goal 1: A cadre of skilled tobacco prevention educators will be trained to use Channing Bete materials and CDC's Scene Smoking lessons to teach tobacco prevention to their students.

Impact/Outcome: Ninety percent of trained teachers will demonstrate increased knowledge of how to use Channing Bete materials and CDC's Scene Smoking lessons to teach tobacco prevention.

Evaluation Instruments and Methods

Prior to the beginning of the course, at the end of each lesson and at the end of the on-line course, teachers will complete a series of instruments. A pre-post knowledge assessment will be implemented to determine skill attainment. In addition, the post assessment will include questions regarding satisfaction, and recommendations for future training. A series of content-based quizzes will be required. To ensure that content knowledge has effectively been delivered, teachers will be unable to proceed from lesson to lesson until the correct answers have been provided. The number of teachers who begin and successfully complete the on-line course will be reported. A random sample of teachers who do not complete the course will be contacted to determine why they withdrew from the program.

Goal 2: To reduce the incidence of use of tobacco by students in the participating schools.

Impact/Outcome:

Ninety percent of trained teachers will utilize Channing Bete and CDC materials to teach tobacco prevention lessons.

There will be a statistically significant decrease in the number of students reporting their tobacco use prior to the program and at program completion.

After participating in the program, students will increase their knowledge of the harmful effects of tobacco use and effective refusal strategies.

Evaluation Instruments and Methods

Tobacco Prevention Lesson Usage Forms will be kept by participating teachers. This Form will document lesson delivery and number of students impacted by the lessons. In addition, a random sample of participating classrooms will be observed to assess lesson delivery and fidelity of implementation.

incidents will be measured by the Student Information Series Incident Detail (SISID) and SESIR).

A random sample of students at participating schools will complete a pre and post survey measuring knowledge of the harmful effects of tobacco use and effective refusal strategies. The survey will be administered using Response Card RF. (This technology also helps with Social Norming because students see other students' anonymous responses). Data will be analyzed using independent sample t-tests.

As part of the curriculum, students will complete an anonymous survey asking them to report their tobacco use 30 days prior to the program implementation. At the end of the program, the same survey will be completed by the students reporting their tobacco in the past 30 days. Using power analysis, a random sample of surveys will be selected for analysis from participating schools. Scores will be compared pre and post with statistical significance and effect size reported.

5. Support for Strategic Imperatives 10 points

Describe how the proposed project will address the reading initiative. Incorporate one or more of the Florida State Board of Education (SBE) Strategic Imperatives.

The project supports *Just Read! Florida* and the on-line course will include web links and additional reading suggestions. The District places great importance on emphasizing reading in all content areas and

staff development activities must be aligned to student achievement. Increased literacy is the School District's number one goal. The on-line course will teach teachers to use the curricula for their students. In addition to being aligned with Sunshine State Standards, each lesson can be integrated into other courses with the standards described as follows.

Scene Smoking: *Writing* – Use general writing skills and strategies, stylistic and rhetorical aspects of writing, grammatical and mechanical conventions, and information for Research purposes; *Listening and Speaking* – Use listening and speaking strategies for different purposes; *Technology Communications Tools* – Use a variety of media and formats to communicate information and ideas effectively to multiple audiences.

Channing Bete: Materials for students are individual magazines of up to 25 pages each, which include: writing assignments, word plays, research activities, interviews, math problems, creating ads, etc.

The Prevention Center created the most successful on-line Blackboard course in the District to date on Character Education, with three times as many registrants as all previous courses. The lessons learned from this success are incorporated into the plan described here.

1. Web-based Marketing: The program will be advertised on the Department of Safe Schools' Prevention Center website and on the District's home page if possible. Registration for the program will be on-line. Links from Staff Development, Educational Technology and TEN will be requested.
2. Announcements: A flyer will be created and disseminated to school personnel throughout the District to advertise the program. Posters will be made and distributed to each school. Notices will be placed in school newsletters and the District on-line newsletter, *Focus*.

The program will be announced at the quarterly SDFS Advisory Council and monthly Character Education Committee and School Health Advisory Committee meetings.

In October, the flyer will be placed in the Red Ribbon Week, the national anti-drug use campaign, packets that go to all the schools with instructions for distribution.

Emails announcing the on-line course will be sent to all Health teachers, 4th and 5th grade teachers, Family Consumer Science Teachers, PE teachers, guidance counselors, and the district supervisors related to these curriculum areas. Related School District departments may be asked to create links: TEN and Staff Development.

- 3) Word of Mouth: The Consultant will actively review course participation and provide assistance and monitoring to teachers when they implement the program into the classrooms. The quality of the course, the quality of the materials and the support will lead to participants sharing with other teachers about the course.

7. Budget (DOE 101 Form attached)

BUDGET NARRATIVE

Supplies: Curricula for Students for the teachers who take the course to give to their students: \$13,247.00: Channing Bete Tobacco Prevention Educational Materials: Elementary (WHO KNEW? THE SMOKE-FREE ISSUE) 4600 booklets for students with teacher training guide x \$1.02= \$4692; Middle (WHAT'S UP WITH SMOKING?) 3450 booklets for students with teacher training guide x \$1.36= \$5019 and High School (ON BLOWING OFF SMOKE) 2600 booklets for students with teacher training guide x \$1.36= \$3536.

Supplies: \$2,000.00 in , Ink and Paper to print flyers and posters and CDC Scene Screeners lessons to market and provide materials for the program and create DVDs to copy and sustain the course for 200 @ \$5.00 each.

Tobacco Prevention and Intervention Teacher Training Project Palm Beach County

Mileage; In-county: \$970 Mileage; In-county for travel between office and TEN and schools to monitor implementation and provide technical assistance 2000 x \$0.485.

Other Purchased Services: \$7,000 for TV production services from The Education Network (TEN) for two Tobacco Prevention On-line Blackboard Staff Development courses to be also placed on DVD. Costs include filming experts, consultation re format, scriptwriting, directing, editing, producing and copying.

Consultant: \$6,000 1 Ph.D. Evaluator will guide evaluation of program impact on students and teachers, create and provide pre-post surveys, conduct random site visits .

Consultant: \$19,493 to create 2 Blackboard courses to create 2 on-line training courses; coordinate on line registration; create flyers; monitor program implementation on site at schools; and monitor and record usage, enrollment, program completion at \$26/hour.

Consultants: \$5,783 experts to be interviewed on tape regarding tobacco prevention and social marketing, and to provide consultation regarding staff development marketing and best practices, etc. Computer Hardware Capitalized: Dell Laptop Latitude D620 to run Response Card RF to obtain anonymous survey data for evaluation @ \$1299 and Dell 3400MP Projector @ \$1149 that is required with the system. Response CardRF system integrates into Microsoft® PowerPoint® and allows audiences and students to participate in presentations or lectures by submitting responses to interactive questions using a ResponseCard® keypad. The presentations become powerful data collection and assessment tools that collect real-time audience responses @ \$2999 plus \$60 Shipping for 62 RF Response Cards, 1 Receiver, Carry Case, Software Disc, 1 year support & maintenance. Total: \$5507
Total: \$60,000.00

8. Community Collaboration and Partnerships 10 points

Existing community expertise and resources will be used to help create the course. Their input will be obtained through existing relationships and participation in the SDFS Advisory Council, SHAC, and Character Education Committees. TEN will help create the courses by taping interviews and presentations about tobacco prevention. Educational Technology assists with the online course development. Other district departments will be informed through the monthly Multidepartmental Meetings.

Local community and other experts will be asked to be filmed for parts of the training. The Prevention Center collaborates with the Palm Beach County Substance Abuse Coalition on many activities to promote drug-free living, awareness about drug use including alcohol and tobacco, and educational forums. The Coalition will support implementation of the proposed project by: a) helping to provide educational materials; b) making Peer Educators available to help teachers teach the lessons; c) providing student materials for Brown Ribbon Month, which supports the training that teachers receive. This effort will help meet both project goals. The materials can assist teachers to learn about tobacco prevention. The Peer Educators can help students increase their knowledge and refusal skills. Jennifer Harris, Regional Tobacco Prevention Coordinator with the Florida Department of Health, will provide materials to help provide additional information to teachers about tobacco use. She will be interviewed as part of the course, focusing on media literacy and social marketing. Increased media literacy is one of the objectives of the second goal of the grant, to reduce tobacco use by students. She will also provide information about Students Working against Tobacco (SWAT) so that teachers will encourage their students to participate at the secondary level. The Tobacco Specialist in the Department of Health will assist with the objectives to create the course and help teachers implement the program by providing materials and promotional items and helping by having a representative expert videotaped for the course. Letters of support are attached.

The Assistant Director in the Prevention Center sits on the monthly School Health Advisory Committee. She will present the proposal at the next meeting and she will demonstrate the finished product. This project meets SHAC's goal for healthier youth. She will also present the project and provide flyers at the Presentation to Health Teachers at 2008 School Year Opening Meeting. She will update the group when the course goes on line. The Consultant will send announcement emails to each health teacher.



Ms. Kim C. Williams
Assistant Director
Prevention Center in the Department of Safe School
3330 Forest Hill Blvd.
West Palm Beach, Fl 33406

Dear Kim,

The Palm Beach County Substance Abuse Coalition (PBCSAC) is writing in support of the Prevention Center's application to the Florida Department of Education for the Tobacco Prevention and Intervention Teacher Training Project. I understand the proposal will create an online course for elementary and secondary school teachers to learn about teaching tobacco prevention. This is based on Tobacco Prevention materials, aligned to Sunshine State standards and Center for Disease Control (CDC) recommendations for school based tobacco prevention.

The mission of the PBCSAC is to strengthen children, youth, and families in their resolve to live in a drug-free community. As part of these efforts, we spend a considerable amount of our efforts teaching youth to become Peer Educators against tobacco, alcohol, marijuana, and inhalants. Collaborating with the Prevention Center and teachers will strengthen school and community bonds.

The Coalition will support implementation of the proposed project by: a) helping to provide educational materials; b) making Peer Educators available to help teachers teach the lessons; c) providing student materials for Brown Ribbon Month, which supports the training that teachers receive; and d) counting the number of students educated in partnership with teachers.

We are looking forward to working with the Prevention Center on the Tobacco Prevention and Intervention Teacher Training Project.

Sincerely,

Doris Carroll, Community Coordinator
Palm Beach County Substance Abuse Coalition



Charlie Crist
Governor

Ana M. Viamonte Ros, M.D., M.P.H.
Secretary of Health

May 14, 2007

Kim Williams, Assistant Director
Prevention Center in the Department of Safe School
3330 Forest Hill Blvd.
West Palm Beach, Fl 33406

Dear Ms. Williams:

I am writing in regards to my support of the Prevention Center's application to the Florida Department of Education for the Tobacco Prevention and Intervention Teacher Training Project. As a Regional Tobacco Prevention Coordinator with the Florida Department of Health, I have worked collaboratively with you on numerous tobacco prevention/control projects over the past four years. I have been impressed with the commitment and passion the Prevention Center has demonstrated for eliminating tobacco use and feel that your organizational capacity will compliment this project and greatly impact smoking rates in Palm Beach County.

I have worked in the tobacco prevention and control field for 7 years now and support the curriculum you have selected for this project. Preventing nicotine addiction is a crucial step in decreasing tobacco consumption and media literacy is a vital tool for youth to begin to understand the manipulative tactics of the tobacco industry. Additionally, Intervening with a smoker before a smoking pattern has been established is crucial. I applaud your efforts to offer cessation awareness and services to local Palm Beach County youths.

I think these projects will enhance the local youth empowerment program, Students Working Against Tobacco (SWAT), which I oversee. This grant program will give Palm Beach County students a great background on the tobacco issue and would be a very beneficial recruiting tool for SWAT, where they can take the next step and become an advocate for the issue.

I am very excited about this project and would like to offer my support and assistance to compliment your projects; training and educating your teachers, making presentations for your students, being taped doing presentations, design workshops for local youth leadership conferences, and provide possible educational brochures and materials to support your efforts. Please feel free to contact me with any questions. I look forward to working with you and the Prevention Center on this project.

Sincerely,



Jennifer J. Harris
Regional Tobacco Prevention Coordinator
Florida Department of Health
(772) 871-7258

ST. LUCIE COUNTY HEALTH DEPARTMENT

Fort Pierce Site
714 Avenue "C"
FAX: (772) 462-3824
SunCom 259-3824

5150 NW Milner Drive
Port St. Lucie, FL 34983
(772) 462-3800 SC 259-3800
Website: www.stluciecountyhealth.com

Port St. Lucie Site
5150 NW Milner Dr
FAX: (772) 873-4941
SunCom 245-4941



Charlie Crist
Governor

Dr. Ana M. Viamonte Ros, M.D., MPH
Secretary

Janiece Davis, MPH
Tobacco Prevention Specialist
Palm Beach County Health Department
1665 Palm Beach Lakes Blvd, Ste. B900
West Palm Beach, FL 33401

May 10, 2007

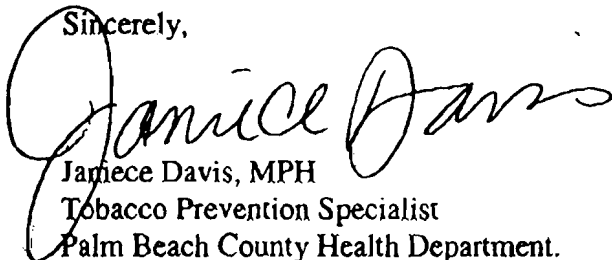
Kim Williams
Assistant Director
Prevention Center in the Department of Safe School
3330 Forest Hill Blvd.
West Palm Beach, FL 33406

Dear Ms. Williams:

The Palm Beach County Health Department (PBCHD) supports the Prevention Center's application to the Florida Department of Education for the Tobacco Prevention and Intervention Teacher Training Project. Tobacco use is responsible for over 400,000 deaths annually in the United States, and each day over 3,000 persons under the age of 18 begin smoking. The Palm Beach County Health Department aims to reduce the impact of tobacco-related illnesses by preventing youth initiation, increasing cessation services and programs, and reducing secondhand smoke exposure.

A key component of PBCHD's tobacco prevention and control efforts involves partnering with community organizations and agencies. In order to assist the Prevention Center in their efforts to educate teachers on tobacco prevention, PBCHD will be willing to provide educational and promotional items and videotape a lesson regarding tobacco prevention and cessation issues and services. Janiece Davis, the Tobacco Prevention Specialist for Palm Beach County, will also assist with the Youth Leadership Summit.

Sincerely,


Janiece Davis, MPH
Tobacco Prevention Specialist
Palm Beach County Health Department.



Palm Beach County Health Department, Community Health Division
Health Promotion and Education Program
1665 Palm Beach Lakes Boulevard, Suite B-900
West Palm Beach, FL 33401

DELIVERABLES FORM

Deliverables: Manuals, reports, videos, CD ROMs, training materials, brochures, and any other tangible product to be developed by the project

(1) Name of Deliverable and Brief Description	(2) Standard(s) for Acceptance	(3) Due Date(s)
Training Modules - Online	1, 2 and 3:	1. October 1, 2007
1. An On-line course for elementary teachers, using the Channing Bete grade 4-5 materials, will be developed by the Prevention Center with the assistance of The Education Network and the Department of Educational Technology. The course will include: video presentations, demonstration of lessons, PowerPoint, Pre-Post questionnaires, quizzes and evaluations.	Appropriately Organized Attractive Content Accurate- Use SSS aligned materials published by reputable sources (Channing Bete and Center for Disease Control) Design and Content Appropriate to Intended Audience-separate courses for elementary and secondary Meets technical specifications as provided by Dept. of Educational Technology	
2. An On-line course for secondary teachers, using the Channing Bete grade 6-8 and 9-12 materials, and the CDC's Scene Screeners materials will be developed by the Prevention Center with the assistance of The Education Network and the Department of Educational Technology. The course will include: video presentations, demonstration of lessons, PowerPoint, Pre-Post questionnaires, quizzes and evaluations.	User-Friendly	2. November 1, 2007
3. DVDs of both courses		3. Nov. 1, 2007
4. Evaluation Instrument to assess teachers' evaluation of program and students' increase in knowledge, refusal skills, medial literacy	4: Grammatically Correct User-Friendly	4. Nov. 1, 2007
5. Announcement of Training with directions for on-line enrollment	5. Appropriately Organized Attractive Content Accurate Design and Content Appropriate to Intended Audience of teachers	5. Sep. 1, 2007

TRAINING, TECHNICAL ASSISTANCE, AND DISSEMINATION FORM

Training, Technical Assistance, and Dissemination: All training and technical assistance (TA) activities whether provided onsite, through distance learning media, conferences, workshops, or other delivery strategies

(1) Name of Activity and Brief Description	(2) Quantity and Quality Standards for Acceptance	(3) Method of Documentation	(4) Critical Timelines
<p>Distance Learning/ In-service Training</p> <p>1. An On-line course for elementary teachers, using the Channing Bete grade 4-5 materials, will be developed by the Prevention Center with the assistance of The Education Network and the Department of Educational Technology. The course will include: video presentations, demonstration of lessons, PowerPoint, Pre-Post questionnaires, quizzes and evaluations.</p> <p>2. An On-line course for secondary teachers, using the Channing Bete grade 6-8 and 9-12 materials, and the CDC's Scene Screeners materials will be developed by the Prevention Center with the assistance of The Education Network and the Department of Educational Technology. The course will include: video presentations, demonstration of lessons, PowerPoint, Pre-Post questionnaires, quizzes and evaluations.</p> <p>3. Distribution of Printed Material- curricula samples and Teacher Guides will be given to teachers. Consumables will be provided for them to give their students</p>	<p>1 and 2: Appropriately Organized Content Accurate Content Complete Delivery Appropriate to Content and Audience</p> <p>3. Design and Content Appropriate to Intended Audience; materials form Channing Bete and CDC meet SSS standards for different grade levels. These materials are the foundation for the courses</p>	<p>1 and 2: Evaluation Summaries List of Participants Participant Feedback Summaries Peer Review</p> <p>3. Purchase Orders of curricula</p>	<p>1. October 1, 2007</p> <p>2. November 1, 2007</p> <p>3. Oct. 1 and Nov. 1, 2007 for teacher materials Dec. 2007 though April 2008 for student consumables (after teachers complete course)</p>

TRAINING, TECHNICAL ASSISTANCE, AND DISSEMINATION FORM

Student Performance: Any measure that is specific to student performance; e.g., test scores, attendance, behavior, award of diplomas, certificates, etc. Students may include pre-k, K-12, and adult learners

(1) Name of Performance and Brief Description	(2) Method of Evaluating Performance	(3) Method of DOE Verification	(4) Timelines for Data Collection
Other: Improvement in past 30 day use	Other: Anonymous pre and post surveys using Response CardRF system	Self-reporting	January and May 2008.
Other: increasing media/ consumer making good choices re literacy	Other: Anonymous pre and post surveys using Response CardRF system	Self-reporting	January and May 2008.

Student Performance: Any measure that is specific to student performance; e.g., test scores, attendance, behavior, award of diplomas, certificates, etc. Students may include pre-k, K-12, and adult learners

FORMAL THIRD PARTY EVALUATION FORM

Formal Third-Party Evaluation: A formal evaluation conducted by a party not employed by the fiscal agent either under contract with the project recipient or under the auspices of the FDOE

(1) Scope of Evaluation and Brief Description	(2) Type of Entity Conducting Evaluation	(3) Date(s) Evaluation to Be Conducted
Summative Evaluation including all aspects of the project	Individual Consultant	Throughout year: Semiannual and annual report will be completed as scheduled