

Project Abstract – **Sudent Anti-Tobacco Advocacy and Media Awareness Program  
(**STAMP Out Tobacco**)**

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Ventura Unified School District's Student Anti-Tobacco Advocacy and Media Awareness Program (STAMP Out Tobacco) is an exciting and energizing project that will capitalize on existing initiatives in our school district and county and build upon them to deliver a variety of programs, curricula and collaborative partnerships to reduce the incidence of tobacco use in our schools and community while building the next generation of anti-tobacco advocates. The benefits to our students and community will be invaluable.

In addition to research-validated prevention curricula including the Minnesota Stop Smoking Project, Project Alert and Toward No Drug Abuse, a wide variety of youth development activities including anti-tobacco advocacy events, media literacy and awareness projects, a peer mentoring program and service-learning projects will address the unmet needs and focus on priority populations. The proposed tobacco-free policy project will also bring together school district and city leaders in a consistent message of tobacco policy awareness and enforcement. Tobacco intervention, a strong focus on "quit attempts" and cessation programs will round out the services provided by this grant.

Our partners in this endeavor include the Ventura County Public Health Tobacco Education Program, the Ventura County Office of Education (including technical assistance and support, CalSAFE, Friday Night Live Mentoring, and Research and Evaluation), the American Lung Association, The American Cancer Society and Straight Up, Ventura County. We have had many years of collaborative efforts with each of these partners and this project will enhance and support our efforts in creating a tobacco-free Ventura County.

The purpose of the proposed programs is to address the unmet needs in Ventura Unified School District as defined by our student, parent and other adult focus groups: 1) Clear and consistent tobacco-use policy and enforcement, 2) Publicize and increase access to available targeted services and resources to at-risk student populations, 3) Consistency of anti-tobacco messages, especially for older students, 4) Positive youth development and engagement activities to encourage and empower youth to make healthier decisions, and 5) Universal and grade level appropriate prevention curriculum for all students. Our identified priority populations include Hispanic and African American youth in grades 6 – 12, pregnant and parenting minors, Lesbian, Gay, Bisexual, Transgender and Questioning youth, and our continuation (alternative education) youth in grades 7 – 12.

We are excited about the partnerships and possibilities of the STAMP Out Tobacco project in Ventura Unified School District.