

## 2010/11 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Cohort F Grant Online Annual Report

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Tobacco-Use Prevention Education (TUPE) funds support health education efforts aimed at the prevention and reduction of tobacco use. The TUPE program provides funding for programs in grades six through twelve through a competitive application process. Funds are awarded to local educational agencies that propose to replicate evidence-based, effective programs. TUPE grantees must implement instructional, youth development, intervention and cessation activities for students. Grantees may also implement supplemental activities and special events that reinforce the required program.

All local education agencies certified as having a fully implemented tobacco-free school district board policy are eligible to apply for funding. Programs are locally developed, but are expected to align with the Master Plan of the Tobacco Education and Research Oversight Committee, the Centers for Disease Control and Prevention's (CDC's) Guidelines for School Health Programs to Prevent Tobacco Use and Addiction, and the recommended California guidelines for tobacco prevention in Getting Results.<sup>^</sup>

The purpose of the TUPE program is to reduce youth tobacco use by helping young people make healthful tobacco-related decisions. Students receive research-validated tobacco use prevention instruction and activities that build knowledge as well as social skills. Students take part in youth development strategies that involve youth in advocating for a tobacco-free California and becoming tobacco prevention leaders. Collaboration with community-based tobacco control programs is an integral part of program planning. The school, parents, and the larger community must be involved in the program so that students will be aware of a cohesive effort and concern for their health and, consequently, their ability to succeed in school.

Cohort F Competitive TUPE Grantees, funded from 2010-13, are required to complete an annual online survey, in addition to other reporting requirements. Via the online survey grantees provided information about delivering instruction to the general population, youth development, intervention activities, cessation programs, services to targeted populations, staff development, parent training, and community involvement. The aggregated result from all 38 funded programs is displayed in the tables that follow.

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<sup>^</sup>Learn more about Getting Results at [www.gettingresults.org](http://www.gettingresults.org)

## General Population Instruction

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Table 1  
Number of Grantees Implementing Programs  
from the Approved Program List

Number that selected each program	Approved Program List
1	All Stars
10	Botvin's Life Skills Training
0	Keepin' It Real
2	Minnesota Smoking Prevention Program
6	Positive Action
3	Project ALERT
20	Project Northland
1	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)
24	Project TND (Towards No Drug Abuse)
5	Project TNT (Towards No Tobacco Use)
6	Too Good for Drugs
6	Triple T (Teens Tackle Tobacco) Project

*Please see Appendix A for a list of grantees that selected the above listed programs*

Table 2  
 Number of Projected Students and Number of Students Actually  
 Participating in Programs from the Approved Program List (by grade)

Grade	Number of <b>projected</b> students	Number of <b>actual</b> students
6	28,218	16,596
7	54,777	32,402
8	29,252	24,091
9	40,676	23,458
10	29,316	8,322
11	11,818	1,380
12	10,540	2,076
NT	2,064	1,690
<b>Total:</b>	<b>206,661</b>	<b>111,015</b>

Table 3  
 Ethnicity Breakdown of Students Participating in Programs from the  
 Approved Program List

Ethnicity	Number of students	Percentage of students
African American	7,323	7%
American Indian or Alaska Native	2,104	2%
Asian	13,169	12%
Filipino	3,141	3%
Hispanic/Latino	55,259	51%
Pacific Islander	1,111	1%
White (not Hispanic)	22,468	21%
Multiple/No Response	3,634	3%
<b>Total:</b>	<b>108,209</b>	<b>100%</b>

Table 4  
 Number of Projected Students and Number of Students Actually Participating in  
 Non-Research Validated Programs, Activities or Strategies

Non-Research-Validated curriculum based programs (e.g., local educational agency-adopted health curricula, lessons addressing specific populations, etc.)			
Program/Strategy Name	Number of grantees selecting each program or strategy	Number of students <b>projected</b> to participate in the program/activity	<b>Actual</b> number of students participating
Across Ages	0	0	0
Caring School Communities	1	3,986	3,686
Decisions for Health Series	0	0	0
Guiding Good Choices – Families That Care	0	0	0
Hands Off Tobacco! Series	0	0	0
Health and Wellness Series	1	360	180
The Missing Link in Prevention in High School	0	0	0
Project ABCD (Analyze, Beware, Create, Disseminate)	0	0	0
Project ALIVE! (Arts Leading Into Vital Education)	0	0	0
Project SCAT (Schools and Communities Against Tobacco)	0	0	0
State-Wide Indian Drug Prevention Program	0	0	0
Stay On Track Series	0	0	0
Teen Health Course Series	1	300	109
Too Good for Drugs and Violence	1	1,260	1,071
<b>Total:</b>		5,906	5,046

Table 5  
 Number of Projected Students and Number of Students Actually  
 Participating in Non-Curricula Activities or Strategies

Non-Curricula Activities			
Program/Strategy Name	Number of grantees selecting each program or strategy	Number of students <b>projected</b> to participate in the program/ activity	<b>Actual</b> number of students participating
Assembly Speaker	17	38,421	47,363
Great American Smoke Out	25	153,826	122,945
Red Ribbon Week (Tobacco focus)	27	251,803	241,182
School Wide Contests	17	56,039	23,853
Teens Kick Butts/ Ash	10	63,371	48,093
<i>Other programs or strategies reported:</i>			
Students in Prevention	1	20	20
Peer Education	3	6,405	3,925
World No Tobacco Day	1	200	380
Earth day with Tobacco focus	1	2,000	2,279
Friday Nigh Live	1	50	55
Having a Voice (HAV)	1	200	241
Body Aloud	1	30	45
Save A Sweetheart Day	1	258	700
Don't Buy the Lie	1	500	100
Asset/ Youth Development	1	79	53
REACH	1	31	47
Teens Tackle Tobacco	1	31	33
Total:		573,264	491,314

Table 6  
 Number of Projected Students and Number of Students Actually  
 Participating in TUPE Specific Youth Development Activities

TUPE Specific Youth Development Activities (e.g., STAKE Act “stings”, local community tobacco control ordinance development/enforcement, media literacy, media production to counter tobacco industry influence.)			
Program/Strategy Name	Number of grantees selecting each program or strategy	Number of students <b>projected</b> to participate in the program/ activity	<b>Actual</b> number of students participating
Stop Tobacco Access to Kids Enforcement (STAKE)	8	289	93
Anti-tobacco Advocacy	16	11,814	5,859
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	19	5,365	4,179
Peer Educator	17	9,108	2,411
Tobacco use prevention focused Service-Learning Projects	6	781	1,413
<i>Other programs or strategies reported:</i>			
P.A.U.S.E. (media literacy campaign)	1	100	450
Developmental Assets Training	1	150	300
Friday Night Live/Club Live	1	500	2,190
Community of Caring and Creative Expression in Arts Media	1	8,078	5,548
<b>Total:</b>		36,185	22,443

## Intervention & Cessation Programs

Table 7  
Number of Identified and Served Tobacco-Using Students Who  
Participated in Intervention Programs or Strategies

Program/Strategy Name	Number of grantees selecting each program or strategy	Number of tobacco-using students identified:	Number of tobacco-using students served:
Project Life	0	0	0
Smokeless Schooldays: Smokeless Saturday School	10	10,465	7,850
Intervening with Teen Tobacco Users (TEG)	21	26,734	9,229
Residential Student Assistance Program	0	0	0
Tobacco-Free Generations	5	10,095	68
<i>Other programs or strategies reported:</i>			
Tobacco Intervention Program (TIP)	1	50	42
Recovery Education Alcohol Drug Instructions	1	150	243
Community Service Learning Projects	1	40	60
Brief Intervention/Motivational Interviewing	1	350	8
Project Northlands	1	769	324
Total:		48,653	17,824

Table 8  
 Number of Identified and Served Tobacco-Using Students Who  
 Participated in Cessation Programs or Strategies

Program/Strategy Name	Number of grantees selecting each program or strategy	Number of tobacco-using students <b>identified</b> :	Number of tobacco-using students <b>served</b> :
Adolescent Smoking Cessation — Escaping Nicotine and tobacco (ASCENT)	3	215	176
California Smokers' Helpline	13	8,168	17,507
Enough Snuff: A Guide for Quitting Smokeless Tobacco	1	10	0
Helping Teens Stop Using Tobacco	18	11,302	866
I Decide: Teen Tobacco Cessation	4	202	58
I QUIT	0	0	0
Project EX: Teen Tobacco Use Cessation Program	3	12,415	4,508
Total:		32,312	23,115



## Services to Targeted Populations

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### *Pregnant Minor/Minor Parent Services*

Table 9  
Number of Parenting and/or Pregnant Minors Identified and Served

Category	Number of students
Number of parenting and/or pregnant minors identified	886
Number of parenting and/or pregnant minors served:	699
Number of parenting and/or pregnant minors served in school based programs:	646
Number of parenting and/or pregnant minors referred to community programs:	540

### *Local Education Agency Identified Targeted Populations*

Table 10  
Number of Students Participating in Culturally Appropriate Curriculum or Supplemental Activities (by subgroup)

Population	Culturally appropriate curriculum	Culturally appropriate supplemental activities
African American	7,929	7,526
Asian-Pacific American	13,260	14,450
Hispanic/Latino	51,952	46,185
Native American	794	538
Non-Traditional Students	1,969	2,276
Total:	75,904	70,975

## Staff Development or Tobacco-use Prevention Training

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Table 11  
Number of Classified and Certificated Staff  
Receiving Training by Type of Training

Training Type	Number of staff	
	Classified	Certificated
General TUPE information	6,485	2,710
Trained to deliver program activities	167	1,000
<i>Other trainings reported:</i>		
Toward No Drugs	0	9
Friday Night Live/Club Live	0	10
Cultural Proficiency	7	5
Project TND	0	11
Total:	6,659	3,745

## Parent Training

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Table 12  
Number of Parents Receiving Training by Type of Training

Training Type	Number of parents receiving each type of training
General TUPE information	97,987
<i>Other trainings reported:</i>	
Tobacco Use Effects (Brain Chemistry)	195
Emotional Intelligence	150
Second Step Parent Education Trainings	314
Parent Education (bullying active parenting, resilience, school safety)	321
Sign of ATOD Use	200
Community meetings (drug use in the community)	225
Total:	99,392

## Community Involvement

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Table 13  
Number and Types of Activities Offered by Grantees in Collaboration  
with Local Educational Agencies, Community Agencies, and Other Agencies

Activity Type	Services provided by		
	Local Educational Agency	Community Agency	Other
Community Health Fairs	24	27	16
Lesson Implementation	30	15	7
Supplemental activities	33	30	17
Local coalition planning meetings	31	32	18
<i>Other activities reported:</i>			
Health Activities	1	0	0
Referrals	1	3	0
Tobacco Education	2	3	0
Total:	122	110	58

Table A Appendix  
List of Grantees Using Approved Programs

<b>All Starts</b>	<b>Project Northland</b> <i>(continued)</i>
Butte County Office of Education	Sacramento City Unified
<b>Botvin's Life Skills Training</b>	Santee School District
Bellflower Unified School District	Siskiyou County Office of Education
Folsom Cordova Unified School District	Stockton Unified School District
Garden Grove Unified School District	Trinity County Office of Education
Kings County Office of Education	Yuba County Office of Education
Monrovia Unified School District	<b>Project SUCCESS</b>
Napa County Office of Education	Chico Unified School District
Rowland Unified School District	<b>Project TND (Towards No Drug Abuse)</b>
Stanislaus County Office of Education	Alameda County Office of Education
Trinity County Office of Education	Baldwin Park Unified School District
Twin Rivers Unified School District	Chino Valley Unified School District
<b>Minnesota Smoking Prevention Program</b>	Folsom Cordova Unified School District
Monrovia Unified School District	Garden Grove Unified School District
San Juan Unified	Grossmont Union High School District
<b>Positive Action</b>	Hayward Unified School District
Butte County Office of Education	Irvine Unified School District
Chico Unified School District	Jefferson Union High School District
Chino Valley Unified School District	Liberty Union High School District
Coachella Valley Unified School District	Manteca Unified School District
Poway Unified School District	Marin County Office of Education
Siskiyou County Office of Education	Monrovia Unified School District
<b>Project Alert</b>	Norwalk-La Mirada Unified School District
Orange County Department of Education	Oakland Unified School District
Stanislaus County Office of Education	Orange County Department Of Education
Yuba County Office of Education	Pittsburg Unified School District
<b>Project Northland</b>	Redondo Beach Unified School District
Alameda County Office of Education	Sacramento City Unified School District
Baldwin Park Unified School District	Siskiyou County Office of Education
Butte County Office of Education	Stanislaus County Office of Education
Chino Valley Unified School District	Stockton Unified School District
Coachella Valley Unified School District	Yreka Union High School District
Hayward Unified School District	Yuba County Office of Education
Irvine Unified School	<b>Project TNT (Towards No Tobacco Use)</b>
Kings County Office of Education	Baldwin Park Unified School District
Manteca Unified School District	Chino Unified School District
Monrovia Unified School District	Norwalk-La Mirada Unified School District
Oakland Unified School District	Rowland Unified School District
Pittsburg Unified School District	Stanislaus County Office of Education
Redondo Beach Unified School District	
Rowland Unified School District	

<b>Too Good for Drugs</b>
Baldwin Park Unified School District
Manteca Unified School District
Oakland Unified School District
Rowland Unified School District
Santee School District
Stockton Unified School District
<b>Triple T (Teens Tackle Tobacco) Project</b>
Butte County Office of Education
Chico Unified School District
Hayward Unified School District
Marin County Office of Education
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