



## 2013/14 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. ^

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 2013-14, 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 results of 16 of the 17 funded programs are displayed in the tables that follow. The list of the participating grantees is located in Appendix A.

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

## Executive Summary

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Listed below are highlights of the Annual Report information submitted by the TUPE Grantees:

- The most often used research-validated/evidence based programs are *Project ALERT* (6), *Minnesota Smoking Prevention Program* (5) and *Botvin's Life Skills Training* (4). Nine grantees indicated they implemented one research-validated/evidence based programs, seven grantees implemented two or more programs listed on the Annual Report approved program list. (See Table 1)
- The majority of students (74%) that received a research-validated/evidence based program were in the 7, 8 or 9<sup>th</sup> grade. (See Table 2)
- The most common non-research based validated programs employed by grantees was *Teens Tackle Tobacco* (74% of students). (See Table 3)
- The most popular non-curricula activities or strategies offered were *Red Ribbon Week* (41% of students), followed by *Great American Smoke Out* (18%). (See Table 4)
- Most popular youth development activities were *Youth Involvement Anti-Tobacco Advocacy* (36%) followed by *Media Literacy* (32% of students) (See Table 5)
- Of the 905 students who were involved in intervention programs; 77 percent were involved in *Teen Tobacco Users (TEG)* and 17 percent were involved in *Craving Identification and Management (CM)*. (See Table 7)
- Of the approximately 9,500 students that were involved in cessation programs, most utilized the *California Smokers' Helpline* (95%). (See Table 9)
- Parenting or pregnant minors were identified (657) and 65 percent were served. Eleven grantees had both a school-based program and a community program, while two programs offered school based programs only. Three grantees did not identify any parenting and/or pregnant minors that needed services. (See Table 11)
- Eighty-seven percent of classified staff and 93 percent of certificated staff were trained in general TUPE information. (See Table 12)
- Almost 99,000 parents received general TUPE information. (See Table 13)
- Grantees mostly collaborated with local educational agencies on youth development 87%, local tobacco control coalition planning meetings (81%), curriculum implementation, cessation activities, and intervention activities (75%). Grantees also worked, to varying degrees, on these activities with their local public health agency, local governmental agencies, and local non-governmental agencies. (See Table 14)

## General Population Instruction

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Table 1  
 Research-Validated/Evidence Based Programs  
 from the Approved Program List

Number that selected each program	Research-Validated/Evidence Based Programs
4	Botvin's Life Skills Training
1	Keepin' It Real
5	Minnesota Smoking Prevention Program
6	Project ALERT
0	Project Northland
0	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)
9	Project TND (Towards No Drug Abuse)
0	Project TNT (Towards No Tobacco Use)
0	SPORTS
0	State-Wide Indian Drug Prevention Program
0	No Program Selected

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

*Note: Reference question 2 of the Annual Report*

Table 2  
 Number of Projected Students and Number of Students Actually  
 Participating in Research-Validated/Evidenced Based Programs (by grade)

Grade	Number of <b>projected</b> students	Number of <b>actual</b> students
6	8,145	7,990
7	23,235	19,241
8	19,775	15,295
9	20,050	16,193
10	6,935	3,183
11	4,198	3,082
12	2,916	2,999
Non-Traditional	220	405
<b>Total:</b>	<b>85,474</b>	<b>68,388</b>

*Note: Reference question 4 of the Annual Report*

Table 3  
 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 Participating Students
Teens Tackle Tobacco	4	1,216
Enough Snuff	2	427
Classroom Animation Studio Kit	0	0
Anti-Tobacco Media Blitz	0	0
Blowing Away Big Tobacco's Big Lies	0	0
Decisions for Health Series	0	0
Effective Youth and Adult Partnerships	0	0
Guiding Good Choices – Families that Care	0	0
Hands Off Tobacco! Series	0	0
Health and Wellness Series	0	0
Personal/Social Lessons: The Missing Link	0	0
Project ABCD (Analyze, Beware, Create, Disseminate)	0	0
Project ALIVE! (Arts Leading Into Vital Education)	0	0
Project SCAT (Schools and Communities Against Tobacco)	0	0
Something Stinks in Hollywood	0	0
Stay On Track Series	0	0
Teen Health Course Series	0	0
		1,643

*Note: Reference question 6 of the Annual Report*

Table 4  
 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
Red Ribbon Week (Tobacco focus)	16	207,860	214,572
Great American Smoke Out	11	119,015	94,532
School-Wide Contest	9	113,004	85,142
Assembly Speaker	9	51,809	69,547
Teens Kick Butts/ Ash	7	23,728	45,073
Tobacco & Hollywood Campaign	2	75	8,257
Youth Quest	5	438	455
Mission Possible	0	0	0
<i>Total:</i>		515,929	517,578
If a non-curricula activity not listed in the list above was offered, grantees specify the name of the activity along with the number of projected and participating students.			
World No Tobacco Day	1	0	19,630
Student/Parent Forums	1	2,000	2,500
REACH One Alliance	1	827	800
Friday Night Live	1	0	50
Anti-tobacco Leadership Series	1	0	16
Peer Educators	1	0	15
<i>Total:</i>		2,827	23,011

*Note: Reference question 9 of the Annual Report*

*~ Grantee unable to provide number*

Table 5  
 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
Youth Involvement Anti-tobacco Advocacy	13	11,306	10,524
Tobacco use prevention focused Service-Learning Projects	3	500	2,001
Tobacco use prevention Peer Educator	12	6,881	7,032
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	11	7,330	9,281
Other law enforcement sting operations to monitor tobacco sales to minors	1	0	6
Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	4	305	88
<i>Total:</i>		26,322	28,932
If a TUPE Specific Youth Development activity not listed in the table above was offered, the grantee provided the name of the activity along with the number of projected and participating students.			
Get School’ed	1	9,856	9,856
B’Nanas Wild and Wellness Summer Camp	1	1,500	2,000
Rachel’s Challenge	1	1,000	1,571
Challenge Day	1	1,000	1,100
Character Counts	1	900	927
REACH One Alliance	1	0	800
Youth Development Conference	1	600	300
PSA Development program	1	100	140
Peer Educator Training (Friday Night Live)	1	0	78
Girl Empowerment Program	1	60	40
<i>Total:</i>		15,016	16,812

*Note: Reference question 14 of the Annual Report  
 – Grantee unable to provide number*

Table 6  
Priority Population of Students  
Participating in Youth Development Strategies

Priority Populations	Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	Other Law Enforcement Sting Operations to Monitor Tobacco Sales to Minors	Youth Involvement in Anti-Tobacco Advocacy	Media Literacy & Youth Media Production to Counter the Influence of the Tobacco Industry	Tobacco use prevention Peer Educator	Tobacco use prevention focused Service-Learning Projects
American Indian or Alaska Native	4	0	57	47	29	0
Asian	3	0	506	717	438	124
Pacific Islander	2	0	147	27	33	5
Hispanic/Latino	37	0	3,047	667	990	93
African American	4	0	412	88	168	1
Lesbian, Gay, Bisexual, Transgender, & Questioning	4	0	102	0	12	0
Low Socio Economic Status	26	0	3,577	1,003	835	62

*Note: Reference question 17 of the Annual Report*



## Intervention & Cessation Programs

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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 <b>identified:</b>	Number of tobacco-using students <b>served:</b>
Intervention with Teen Tobacco Users (TEG)	7	702	697
Craving Identification and Management (CM)	1	151	151
Smokeless Schooldays: Smokeless Saturday School	2	55	53
Tobacco-Free Generations	1	6	4
Project Life	0	0	0
<b>Total:</b>		914	905

*Note: Reference question 19 of the Annual Report*

Table 8  
 Priority Population of Students  
 Participated in Intervention Programs or Strategies

Priority Populations	Craving Identification and Management (CM)	Intervention with Teen Tobacco Users (TEG)	Project Life	Smokeless Schooldays: Smokeless Saturday School	Tobacco-Free Generations
American Indian or Alaska Native	25	11	0	8	0
Asian	129	38	0	3	0
Pacific Islander	100	2	0	0	0
Hispanic/Latino	438	233	0	39	0
African American	106	3	0	0	0
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	2	0	2	0
Low Socio Economic Status	0	232	0	53	0

*Note: Reference question 22 of the Annual Report*

Table 9  
 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>
California Smokers' Helpline	10	37,265	9,023
Helping Teens Stop Using Tobacco (TAP)	6	309	301
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	2	238	144
Project N-O-T (Not on Tobacco)	1	50	27
Enough Snuff: A Guide for Quitting Smokeless Tobacco	1	20	20
Project EX: Teen Tobacco Use Cessation Program	0	0	0
<b>Total:</b>		<b>37,882</b>	<b>9,515</b>

*Note: Reference question 24 of the Annual Report*

Table 10  
Priority Population of Students  
Participating in Cessation Strategies

Priority Populations	Adolescent Smoking Cessation Escaping Nicotine and Tobacco (ASCENT)	Enough Snuff: A Guide for Quitting Smokeless Tobacco	Helping Teens Stop Using Tobacco (TAP)	California Smoker's Helpline	Project EX: Teen Tobacco Use Cessation Program	Project N-O-T (Not On Tobacco)
American Indian or Alaska Native	11	0	3	452	0	2
Asian	2	0	14	52	0	4
Pacific Islander	0	0	3	0	0	9
Hispanic/Latino	18	0	55	7,769	0	13
African American	12	0	4	282	0	8
Lesbian, Gay, Bisexual, Transgender, & Questioning	2	0	0	3	0	3
Low Socio Economic Status	93	0	50	8,530	0	4

*Note: Reference question 27 of the Annual Report*

## Services to Targeted Populations

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### *Pregnant Minor/Minor Parent Services*

Table 11  
Number of Parenting and/or Pregnant Minors Identified and Served

Parenting and/or Pregnant Minors	Number of students
Number of parenting and/or pregnant minors identified:	657
Number of parenting and/or pregnant minors served:	424
Number of parenting and/or pregnant minors served in school based programs:	424
Number of parenting and/or pregnant minors referred to community programs:	490

*Note: Reference question 28 of the Annual Report*

## Staff Development or Tobacco-use Prevention Training

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Table 12  
 Number of Classified and Certificated Staff  
 Receiving Training by Type of Training

Training Type	Number of staff	
	Classified	Certificated
Trained to deliver program curriculum	23	103
Trained to deliver youth development strategies	26	120
Trained to deliver intervention strategies	36	54
Trained to deliver cessation strategies	28	39
General TUPE information	744	4,472
Total:	857	4,788

*Note: Reference question 29 of the Annual Report*

## Parent Training

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Table 13  
Number of Parents Receiving Training by Type of Training

Training Type	Number of parents receiving each type of training
General TUPE information	98,780
If parents received training other than general TUPE information, the grantee provided the type of trainings or information provided and the number of parents participating in each activity.	
Parent Education and Awareness	284
Total:	99,064

*Note: Reference questions 34 and 35 of the Annual Report  
~ Grantee unable to provide number*

## Community Involvement

Table 14  
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		Local public health agency		Local governmental agency		Local non-governmental organization (NGO)	
Curriculum implementation	12	75%	7	44%	3	19%	7	44%
Youth Development activities	14	88%	15	94%	6	38%	14	88%
Cessation activities	12	75%	7	44%	2	13%	7	44%
Intervention activities	12	75%	10	63%	6	38%	8	50%
Local tobacco control coalition planning meetings	13	81%	14	88%	10	63%	14	88%

Note 1: Reference question 31 of the Annual Report

Note 2: Grantees could select several options; percent columns will not add up to 100%

Note 3: Percentage based on 16 grantees



Table A Appendix  
List of Grantees By County

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**Butte County**

Butte County Office of Education  
Chico Unified School District

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**Contra Costa County**

Liberty Union High School District

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**Kings County**

Kings County Office of Education

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**Marin County**

Marin County Office of Education

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**Napa County**

Napa County Office of Education

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**Orange County**

Garden Grove Unified School District  
Orange County Department of Education

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**Riverside County**

Coachella Valley Unified School District

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**Sacramento County**

Sacramento City Unified School District  
San Juan Unified School District

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**San Diego County**

Poway Unified School District  
San Dieguito Union High School District

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**San Mateo County**

Jefferson Union High School District

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**Siskiyou County**

Yreka Union High School District

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**Stanislaus County**

Stanislaus County Office of Education

Table B Appendix  
List of Grantees Using Approved Programs

**Botvin's Life Skills Training**

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Coachella Valley Unified School District  
Garden Grove Unified School District  
Kings County Office of Education  
Napa County Office of Education

**Keepin' It Real**

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Napa County Office of Education

**Minnesota Smoking Prevention Program**

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Butte County Office of Education  
Chico Unified School District  
Coachella Valley Unified School District  
Poway Unified School District  
San Juan Unified School District

**Project Alert**

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Butte County Office of Education  
Coachella Valley Unified School District  
Liberty Union High School District  
Orange County Office of Education  
Sacramento City Unified School District  
San Dieguito Union High School District

**Project TND (Towards No Drug Abuse)**

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Butte County Office of Education  
Garden Grove Unified School District  
Jefferson Union High School District  
Liberty Union High School District  
Marin County Office of Education  
Orange County Office of Education  
San Dieguito Union High School District  
Stanislaus County Office of Education  
Yreka Union High School District