



## 2017/18 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Annual Report for 23 Cohort M Grants

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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 and the California Public School Programs Guidance and Requirements for TUPE.

The purpose of the TUPE program is to reduce youth tobacco use by helping young people make healthful tobacco-related decisions. Students receive evidence-based 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 M Competitive TUPE Grantees, funded from 2017/18, are required to complete an annual online survey, in addition to other reporting requirements. Via the online survey, all 23 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 the 23 funded grantees are displayed in the tables that follow. The list of the participating grantees is located in Appendix A.

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## 2017-18 Executive Summary for Cohort M

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### Listed below are highlights of the Annual Report information submitted by the 23 TUPE Grantees:

- The most used research-validated/evidence based prevention programs are Project ALERT (12), and *Botvin's Life Skills and Project TND* (11). Seven of the eleven programs on the approved list were utilized by at least one grantee. (See Table 1)
- Two grantees implemented 4 research validated/evidence based programs, five grantees implemented 3, ten grantees implemented 2, and six grantees implemented one. (See Appendix B)
- The non-validated prevention program employed to the largest number of students was Teen Health Course Series (47% of students).
- The most popular non-curricula activities or strategies offered were Youth Involvement Anti-tobacco Advocacy (i.e., Red Ribbon Week, Great American Smoke Out, World No Tobacco Day, Teens Kick Butts/Ash, Youth Quest, Tobacco & Hollywood Campaign, School-Wide Contest, Mission Possible) 74% of all Cohort J students participated. (See Table 3)
- Of the 3,472 students who were involved in intervention programs; 84 percent were involved in *Brief Intervention*. (See Table 4)
- Of the approximately 4,900 students that were involved in cessation programs, most utilized the *California Smokers' Helpline* (90%). (See Table 5)
- Program distributions by grade level are shown in Table 6. Program choices and mix vary widely by grade level.
- Parenting or pregnant minors were identified (1,930) and 99 percent were served. Both a school-based program and a community program served students at sixteen grantee programs. While one provided only school-based services and one provided only community-based services. (See Table 8)
- Overall, 11,323 staff members received some type of TUPE training, 10,349 received general TUPE education, 234 were trained to deliver cessation programs, 577 to deliver intervention strategies, 901 to lead youth development approaches, and 724 to deliver prevention programs. (See Table 9)
- Over 256,000 parents received general TUPE information. (See Table 10)
- Grantees primarily collaborated with local public health agencies (83%) on local tobacco control coalition planning. They also worked with with local non-governmental agencies (87%) and Local Educational Agencies (83%) on youth development activities. (See Table 11)

## General Population Instruction

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

Number of Grantees that selected each program	Programs	Number of participants for each program
11	Botvin's Life Skills Training	26,511
-	Keepin' It Real	-
2	Minnesota Smoking Prevention Program	3,151
12	Project ALERT	50,773
-	Project Northland	-
2	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)	950
11	Project TND (Towards No Drug Abuse)	19,807
2	Project TNT (Towards No Tobacco Use)	7,041
-	SPORTS	-
9	Stanford Tobacco Prevention Program	21,681
-	State-Wide Indian Drug Prevention Program	-

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

*Note: Reference question 2 of the Annual Report*

## General Population Instruction

Table 2  
Number of Students Participating in  
Non-Research Validated Prevention Programs, Activities or Strategies

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
Teen Health Course Series	2	6,960
Classroom Animation Studio Kit	-	-
Teens Tackle Tobacco	3	2,034
Effective Youth and Adult Partnerships	-	-
Anti-Tobacco Media Blitz	2	3,330
Project ABCD (Analyze, Beware, Create, Disseminate)	-	-
Enough Snuff	-	-
Blowing Away Big Tobacco's Big Lies	1	1,696
Decisions for Health Series	-	-
Guiding Good Choices – Families that Care	-	-
Hands Off Tobacco! Series	1	701
Health and Wellness Series	-	-
Personal/Social Lessons: The Missing Link	-	-
Project ALIVE! (Arts Leading Into Vital Education)	-	-
Project SCAT (Schools and Communities Against Tobacco)	-	-
Something Stinks in Hollywood	-	-
Stay On Track Series	-	-
<b>Total:</b>		<b>14,721</b>

Note: Reference question 4 of the Annual Report

## General Population Instruction

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Table 3  
 Number of Students Actually Participating  
 in TUPE Specific Youth Development Activities

Program/Strategy Name	Number of grantees selecting each program or strategy	Actual number of students participating
Assembly Presentation	17	57,475
Law enforcement sting operations to monitor tobacco sales to minors (i.e., Stop Tobacco Access to Kids Enforcement (STAKE) Act or others)	8	58
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	18	21,201
Tobacco Use Prevention Peer Educator	17	14,933
Tobacco Use Prevention focused Service-Learning Projects	12	14,014
Youth Involvement Anti-tobacco Advocacy	23	311,792
<b>Total:</b>		<b>419,473</b>

*Note: Reference question 7 of the Annual Report*

## Intervention & Cessation Programs

Table 4  
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
Brief Intervention	14	1,145	2,906
Tobacco-Free Generations	1	32	32
Smokeless Schooldays: Smokeless Saturday School	1	396	390
Intervention with Teen Tobacco Users (TEG)	5	109	98
Craving Identification and Management (CIM)	2	52	46
Project Life	-	-	-
<b>Total:</b>		<b>1,734</b>	<b>3,472</b>

Note: Reference question 11 of the Annual Report

## Intervention & Cessation Programs

Table 5  
 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 identified	Number of tobacco-using students served
California Smokers' Helpline	15	6,922	4,897
Helping Teens Stop Using Tobacco (TAP)	4	56	31
Project EX: Teen Tobacco Use Cessation Program	1	503	503
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	1	45	-
Enough Snuff: A Guide for Quitting Smokeless Tobacco	2	21	1
Project N-O-T (Not on Tobacco)	-	-	-
<b>Total:</b>		7,547	5,432

Note: Reference question 14 of the Annual Report

## Intervention & Cessation Programs

Table 6  
Number of Grantees Participating  
in Various Program Types  
by Grade Level

Grade Level	Research-Validated or evidence-based curricula-based programs	Other Curricula-based programs	Non-curricula activities	Intervention programs	Cessation programs
6 <sup>th</sup> Grade	11	7	17	11	6
7 <sup>th</sup> Grade	19	8	19	15	8
8 <sup>th</sup> Grade	17	8	19	15	9
9 <sup>th</sup> Grade	17	10	19	19	18
10 <sup>th</sup> Grade	9	9	19	19	17
11 <sup>th</sup> Grade	9	9	19	18	18
12 <sup>th</sup> Grade	9	8	19	19	18
Non Traditional	15	6	17	17	16

*Note: Reference question 17 of the Annual Report*



## Services to Targeted Populations

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Table 7  
 Number of Grantees Providing Programs  
 Specifically Targeted to Priority Populations

Priority Populations Targeted	Research-Validated or evidence-based curricula-based programs	Other Curricula-based programs	Non-curricula activities	Intervention programs	Cessation programs
African American	12	8	13	12	10
American Indian or Alaska Native	7	2	7	5	5
Asian	9	3	8	7	6
Pacific Islander	8	4	7	5	5
Hispanic/Latino	14	9	15	12	10

*Note: Reference question 19 of the Annual Report*

*\*three grantees unable to provide data*

## Pregnant Minor/Minor Parent Services

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Table 8  
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:	1,930
Number of parenting and/or pregnant minors served:	1,906
Number of parenting and/or pregnant minors served in school based programs:	1,642
Number of parenting and/or pregnant minors referred to community programs:	842

*Note: Reference question 21 of the Annual Report*

## Staff Development or Tobacco-use Prevention Training

Table 9  
Number of Classified and Certificated Staff  
Receiving Training by Type of Training

Training Type	Number of staff		
	Classified	Certificated	Total
<b>Total Persons receiving any kind of TUPE training*</b>	3,380	7,943	11,323
Trained to deliver program curriculum	185	539	724
Trained to deliver youth development strategies	342	559	901
Trained to deliver intervention strategies	219	358	577
Trained to deliver cessation strategies	111	123	234
General TUPE information	3,233	7,116	10,349

*Note: Reference question 23 of the Annual Report.*

*\* These totals are larger than the sum of rows below because the same individual could have received several of the listed training types and/or other types not listed.*

Table 10  
Number of Parents Receiving General TUPE Information

Information Type	Number of parents receiving information
General TUPE information	256,858

*Note: Reference questions 26 of the Annual Report*

*\* one grantee unable to provide number*

## Community Involvement

Table 11  
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	18	78%	7	30%	5	22%	8	35%
Youth Development activities	19	83%	15	65%	13	57%	20	87%
Cessation activities	16	70%	15	65%	6	26%	15	65%
Intervention activities	15	65%	13	57%	7	30%	16	70%
Local tobacco control coalition planning meetings	14	61%	19	83%	15	65%	18	78%

Note 1: Reference question 29 of the Annual Report

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

Note 3: Percentage based on 23 grantees

Table A Appendix  
List of Grantees By County

**Alameda County**

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Alameda County Office of Education  
Albany City Unified  
Fremont Unified  
San Leandro Unified  
San Lorenzo Unified  
Dublin Unified

**Contra Costa County**

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Contra Costa County Office of Education  
Antioch Unified  
Byron Union  
West Contra Costa Unified

**Los Angeles County**

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Los Angeles County Office of Education  
Beverly Hills Unified  
Claremont Unified  
Lennox School District  
Lawndale Elementary  
Los Angeles Unified  
Palos Verdes Peninsula Unified  
Pomona Unified  
Sulphur Springs Union  
Redondo Beach Unified  
Alhambra Unified

**Napa County**

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Napa County Department of Education  
Calistoga Joint Unified  
Howell Mountain Elementary  
Napa Valley Unified  
Pope Valley Union  
Saint Helena Unified

**Orange County**

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Orange County Department of Education

Anaheim Elementary

Anaheim Union High

Fountain Valley Elementary

Huntington Beach City Elementary

Laguna Beach Unified

Ocean View Elementary

Saddleback Valley Unified

Santa Ana Unified

Westminster Elementary

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**Riverside County**

Hemet Unified School District

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**Sacramento County**

Elk Grove Unified

Folsom-Cordova Unified

Sacramento City Unified

San Juan Unified

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**San Diego County**

Cajon Valley Union

Grossmont Union High

Lemon Grove

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**San Francisco County**

San Francisco Unified School District

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**San Mateo County**

San Mateo Union High School District

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**Santa Clara County**

Santa Clara County Office of Education

Campbell Union

Evergreen Elementary

Sunnyvale Elementary

East Side Union High

Milpitas Unified

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**Siskiyou County**

Yreka Union High School District

**Solano County**

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Dixon Unified

Fairfield-Suisun Unified

**Stanislaus County**

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Ceres Unified

Denair Unified

Hughson Unified

Modesto City Elementary

Modesto City High

Newman-Crows Landing

Patterson Joint Unified

Riverbank Unified

Salida Union Elementary

Riverbank Unified

Stanislaus County Office of Education

Turlock Unified

Waterford Unified

**Tulare County**

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Visalia Unified

**Tuolumne County**

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Tuolumne County Superintendent of Schools

Belleview Elementary

Big Oak Flat Groveland Unified

Columbia Union

Curtis Creek Elementary

Jamestown Elementary

Sonora Elementary

Sonora Union High

Soulsbyville Elementary

Summerville Elementary

Summerville Union High

Twain Harte

Waterford Unified



Table B Appendix  
List of Grantees Using Approved Programs

**Botvin's Life Skills Training**

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Anaheim Union High School District  
Alameda County Office of Education  
Folsom Cordova Unified School District  
Hemet Unified School District  
Los Angeles County Department of Education  
Lennox School District  
Napa County Department of Education  
Orange County Department of Education  
San Juan Unified School District  
Solano County Office of Education  
Tulare County Office of Education

**Minnesota Smoking Prevention Program**

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Sacramento City Unified School District  
San Juan Unified School District

**Project Alert**

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Alameda County Office of Education  
Anaheim Union High School District  
Contra Costa County Office of Education  
Elk Grove Unified School District  
Folsom Cordova Unified School District  
Hemet Unified School District  
Los Angeles County Office of Education  
Orange County Office of Education  
San Diego County Office of Education  
San Francisco Unified School District  
Stanislaus County Office of Education  
Tuolumne County Superintendent of Schools

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

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Alameda County Office of Education  
Contra Costa County Office of Education  
Los Angeles County Office of Education  
Los Angeles Unified School District  
Orange County Office of Education  
San Diego County Office of Education  
San Francisco Unified School District  
Santa Clara County Office of Education  
San Mateo Union High School District  
Tulare County Office of Education  
Tuolumne County Superintendent of Schools

**Project SUCCESS**

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Elk Grove Unified School District  
Hemet Unified School District

**Project TNT**

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Los Angeles Unified School District  
Yreka Union High

**Stanford Tobacco Prevention**

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Anaheim Union High School District  
Folsom Cordova Unified School District  
Hemet Unified School District  
Lawndale Elementary School District  
Orange County Department of Education  
Santa Clara County Office of Education  
San Francisco Unified School District  
San Mateo Union High School District  
Stanislaus County Office of Education