

## 2011/12 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Cohort G 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 G 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 of 21 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  
 Research-Validated/ Evidence Based Programs  
 from the Approved Program List

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

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	4,804	3,238
7	16,747	9,741
8	13,303	8,752
9	31,419	20,371
10	13,316	9,884
11	12,441	9,589
12	12,288	9,510
NT	11,275	7,505
<b>Total:</b>	<b>115,593</b>	<b>78,590</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
Anti-Tobacco Media Blitz	1	350
Blowing Away Big Tobacco's Big Lies	0	0
Classroom Animation Studio Kit	0	0
Decisions for Health Series	0	0
Effective Youth and Adult Partnerships	1	3,735
Enough Snuff	1	25
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	1	3,000
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	1	5,238
Teens Tackle Tobacco	1	100

*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
Great American Smoke Out	7	65,853	33,978
Red Ribbon Week (Tobacco focus)	15	93,826	97,229
Teens Kick Butts/ Ash	9	80,352	58,472
School-Wide Contest	8	33,233	15,041
Tobacco & Hollywood Campaign	3	4,934	4,642
Mission Possible	0	0	0
Youth Quest	2	23	19
Assembly Speaker	6	12,985	16,075
<i>Other programs or strategies reported:</i>			
Lose the Chew	1	300	300
Anti-Tobacco Awareness 5k	1	50	13
Youth Summit	1	0	200
Save a Sweetheart	1	40,000	35,000
Health Fair	1	6,000	5,000
District PSA contest	1	48	67
Creek to Bay Clean-up	1	100	90
Earth Day Youth Advocacy	1	60	47
Peer Educator Prevention Presentations	1	0	5,775
<b>Total:</b>		337,764	271,948

*Note: Reference question 9 of the Annual Report*

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 in Stop Tobacco Access to Kids Enforcement (STAKE) Act	3	70	25
Youth Involvement Anti-tobacco Advocacy	11	10,720	8,782
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	13	28,078	19,929
Tobacco use prevention Peer Educator	9	2,155	4,378
Tobacco use prevention focused Service-Learning Projects	4	799	999
<i>Other programs or strategies reported:</i>			
Friday Night Live Mentoring	1	60	44
Youth Development Tobacco Free Youth Advocacy	1	838	522
Natural High	1	24	1
<b>Total:</b>		42,744	34,680

Note: Reference question 14 of the Annual Report

Table 6  
 Priority Population of Students  
 Participating in Youth Development Strategies

Priority Populations	Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	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	1	1	38	24	0
Asian	1	42	2,203	59	64
Pacific Islander	0	0	45	6	0
Hispanic/Latino	2	2,506	2,702	826	542
African American	0	149	363	106	34
White (non Hispanic)	3	330	4,305	969	83
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	8	9	35	10
Low Socio Economic Status	5	2,400	2,220	1,158	580
Total:	12	5,436	11,885	3,183	1,313

*Note: Reference question 17 of the Annual Report*

## 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	5	333	183
Intervening with Teen Tobacco Users (TEG)	8	554	373
Residential Student Assistance Program	0	0	0
Spit Tobacco Intervention	2	5	10
Tobacco-Free Generations	3	263	263
Total:		1,155	829

Note: Reference question 19 of the Annual Report



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)	2	55	51
Enough Snuff: A Guide for Quitting Smokeless Tobacco	1	25	25
Helping Teens Stop Using Tobacco (TAP)	5	417	295
California Smokers' Helpline	7	19,931	13,564
Project EX: Teen Tobacco Use Cessation Program	3	67	44
Project N-O-T (Not on Tobacco)	0	0	0
<b>Total:</b>		20,495	13,979

*Note: Reference question 22 of the Annual Report*

## 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

Parenting and/or Pregnant Minors	Number of students
Number of parenting and/or pregnant minors identified:	776
Number of parenting and/or pregnant minors served:	755
Number of parenting and/or pregnant minors served in school based programs:	700
Number of parenting and/or pregnant minors referred to community programs:	295

*Note: Reference question 25 of the Annual Report*

## Staff Development or Tobacco-use Prevention Training

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Table 10  
 Number of Classified and Certificated Staff  
 Receiving Training by Type of Training

Training Type	Number of staff	
	Classified	Certificated
Trained to deliver program curriculum	35	27
Trained to deliver youth development strategies	7	7
Trained to deliver intervention strategies	133	418
Trained to deliver cessation strategies	221	107
General TUPE information	72	581
Total:	468	1,140

*Note: Reference question 27 of the Annual Report*

## Parent Training

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Table 11  
Number of Parents Receiving Training by Type of Training

Training Type	Number of parents receiving each type of training
General TUPE information	91,955
<i>Other trainings reported:</i>	
Service Learning Presentation	21
Saturday School with Parent Component	44
Drug Free Divide Coalition	300
Cessation Classes	5
Information meetings	50
Tobacco use and cessation counseling	295
Total:	92,670

*Note: Reference questions 30 and 31 of the Annual Report*

## Community Involvement

Table 12  
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	20	7	2	3
Youth Development activities	20	12	8	10
Cessation activities	18	14	2	8
Intervention activities	20	13	6	9
Local tobacco control coalition planning meetings	16	14	11	13
Total:	94	60	29	43

*Note: Reference question 33 of the Annual Report*

Table A Appendix  
List of Grantees Using Approved Programs

**Botvin's Life Skills Training**

ABC Unified  
Black Oak Mine Unified  
Chico Unified  
Palo Verde Unified  
Palos Verdes Unified  
Pomona Unified  
Westminster School District

**Keepin' It Real**

San Mateo-Foster City School District

**Minnesota Smoking Prevention Program**

Chico Unified

**Project Alert**

Alameda County Office of Education  
Cajon Valley Union School District  
Calaveras County Office of Education  
Contra Costa County Office of Education  
Desert Sands Unified  
Placentia Yorba Linda Unified

**Project SUCCESS**

Chico Unified

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

Alameda County Office of Education  
Black Oak Mine Unified  
Calaveras County Office of Education  
Contra Costa County Office of Education  
Fullerton Joint Union High School District  
Merced Union High School District  
Oxnard Union High School District  
Placentia Yorba Linda Unified  
Sweetwater Union High School District  
Yuba County Office of Education

**SPORTS**

Napa County Office of Education