



2013/14 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Cohort G Grant Online Annual Report

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 G 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 21 of the 21 funded programs are displayed in the tables that follow. The list of the participating grantees is located in Appendix A.

^Learn more about Getting Results at www.gettingresults.org

Executive Summary

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 Towards No Drug Abuse (11)*, *Project ALERT* and *Botvin's Life Skills Training (8)*. All grantees indicated they implemented one research-validated/evidence based programs, ten 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 9th grade. (See Table 2)
- The most common non-research based validated programs employed by grantees were *Anti-Tobacco Media Blitz (58%* of students) followed by *Teen Health Course Series (40%)*. (See Table 3)
- The most popular non-curricula activities or strategies offered were *Red Ribbon Week (38%* of students), followed by *The Great American Smoke Out 28* percent of the students. (See Table 4)
- Most popular youth development activities were *Media Literacy and Youth Media Production (77%)* followed by *Youth Involvement Anti-tobacco Advocacy (11%* of students) (See Table 5)
- Of the 2,265 students who were involved in intervention programs; 60 percent were involved in *Smokeless Schooldays* and 30 percent were involved in *Teen Tobacco Users (TEG)* (See Table 7)
- Of the approximately 34,437 students that were involved in cessation programs, most utilized the *California Smokers' Helpline (98%)*. (See Table 9)
- Parenting or pregnant minors were identified (672) and 98 percent were served. Thirteen grantees identified and served pregnant or parenting students. Eight grantees offered both school and community-based services. Three offered community services exclusively, two strictly offered school-based services. (See Table 11)
- Sixty-nine percent of classified staff and 53 percent of certificated staff were trained in general TUPE information. (See Table 12)
- Just over 94,000 parents received general TUPE information. (See Table 13)
- Grantees mostly collaborated with local educational agencies on curriculum implementation (52%), youth development activities (67%), cessation activities (62%), intervention activities (67%) and participating in local tobacco control coalition planning meetings (52%). 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

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

| Number that selected each program | Research-Validated/Evidence Based Programs |
|-----------------------------------|--|
| 8 | Botvin's Life Skills Training |
| 1 | Keepin' It Real |
| 1 | Minnesota Smoking Prevention Program |
| 8 | Project ALERT |
| 0 | Project Northland |
| 1 | Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students) |
| 11 | Project TND (Towards No Drug Abuse) |
| 2 | Project TNT (Towards No Tobacco Use) |
| 1 | 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 projected students | Number of actual students |
|-----------------|--|-------------------------------------|
| 6 | 4,004 | 3,658 |
| 7 | 24,163 | 23,289 |
| 8 | 13,685 | 14,393 |
| 9 | 20,097 | 16,118 |
| 10 | 10,697 | 8,812 |
| 11 | 2,601 | 2,274 |
| 12 | 2,513 | 1,668 |
| Non-Traditional | 5,469 | 3,667 |
| Total: | 83,229 | 73,879 |

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 | 2 | 16,960 |
| Teen Health Course Series | 2 | 11,510 |
| Classroom Animation Studio Kit | 1 | 300 |
| Teens Tackle Tobacco | 3 | 251 |
| Enough Snuff | 1 | 50 |
| Blowing Away Big Tobacco's Big Lies | 0 | 0 |
| Effective Youth and Adult Partnerships | 0 | 0 |
| Decisions for Health Series | 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 |
| | | 29,071 |

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 projected to participate in the program/activity | Actual number of students participating |
| Red Ribbon Week (Tobacco focus) | 14 | 168,544 | 129,266 |
| Great American Smoke Out | 10 | 128,199 | 94,169 |
| Teens Kick Butts/ Ash | 8 | 70,612 | 59,743 |
| Assembly Speaker | 8 | 17,345 | 24,750 |
| School-Wide Contest | 12 | 35,656 | 24,617 |
| Tobacco & Hollywood Campaign | 2 | 4,573 | 4,659 |
| Youth Quest | 2 | 49 | 17 |
| Mission Possible | 0 | 0 | 0 |
| <i>Total:</i> | | 424,978 | 337,221 |
| 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 | 2 | | 43,656 |
| Peer Advocates/Educators | 2 | | 2,218 |
| Lose the Chew Day | 1 | | 1,200 |
| Real Cost Campaign | 1 | | 687 |
| Teen Files Flipped (video) | 1 | | 95 |
| <i>Total:</i> | | | 47,856 |

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 projected to participate in the program/activity | Actual number of students participating |
| Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry | 11 | 12,800 | 12,381 |
| Youth Involvement Anti-tobacco Advocacy | 14 | 271 | 1,757 |
| Tobacco use prevention Peer Educator | 14 | 1,269 | 1,592 |
| Tobacco use prevention focused Service-Learning Projects | 5 | 328 | 326 |
| Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act | 2 | 63 | 18 |
| Other law enforcement sting operations to monitor tobacco sales to minors | 1 | 31 | 6 |
| <i>Total</i> | | 14,762 | 16,080 |
| 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. | | | |
| Friday Night Live Mentoring Project | 1 | 60 | 63 |
| World Café | 1 | 75 | 30 |
| Total: | | 135 | 93 |

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 | 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 | 0 | 0 | 12 | 51 | 2 | 4 |
| Asian | 0 | 0 | 786 | 808 | 66 | 80 |
| Pacific Islander | 0 | 0 | 19 | 84 | 8 | 7 |
| Hispanic/Latino | 0 | 2 | 1,475 | 14,975 | 553 | 293 |
| African American | 2 | 1 | 125 | 480 | 49 | 41 |
| Lesbian, Gay, Bisexual, Transgender, & Questioning | 1 | 1 | 25 | 362 | 26 | 26 |
| Low Socio Economic Status | 2 | 0 | 1,489 | 14,814 | 567 | 372 |
| | | | | | | |

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: |
|---|---|---|---|
| Smokeless Schooldays: Smokeless Saturday School | 3 | 1,044 | 1,350 |
| Intervention with Teen Tobacco Users (TEG) | 8 | 896 | 683 |
| Tobacco-Free Generations | 3 | 238 | 207 |
| Craving Identification and Management (CM) | 2 | 25 | 25 |
| Project Life | 0 | 0 | 0 |
| Total: | | 2,203 | 2,265 |

Note: Reference question 19 of the Annual Report

Table 8
 Number of Identified and Served Tobacco-Using Students Who
 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 Generation |
|--|--|--|--------------|---|-------------------------|
| American Indian or Alaska Native | 0 | 2 | 0 | 7 | 3 |
| Asian | 0 | 24 | 1 | 10 | 4 |
| Pacific Islander | 0 | 17 | 0 | 20 | 0 |
| Hispanic/Latino | 0 | 52 | 35 | 1,000 | 188 |
| African American | 7 | 50 | 2 | 51 | 7 |
| Lesbian, Gay, Bisexual, Transgender, & Questioning | 0 | 0 | 4 | 65 | 0 |
| Low Socio Economic Status | 10 | 106 | 27 | 923 | 197 |
| | | | | | |

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 identified: | Number of tobacco-using students served: |
|---|---|---|---|
| California Smokers' Helpline | 10 | 33,829 | 33,765 |
| Helping Teens Stop Using Tobacco (TAP) | 9 | 499 | 548 |
| Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT) | 3 | 43 | 68 |
| Enough Snuff: A Guide for Quitting Smokeless Tobacco | 2 | 30 | 30 |
| Project EX: Teen Tobacco Use Cessation Program | 1 | 24 | 24 |
| Project N-O-T (Not on Tobacco) | 1 | 2 | 2 |
| Total: | | 34,427 | 34,437 |

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 | 0 | 0 | 2 | 102 | 0 | 0 |
| Asian | 2 | 0 | 13 | 606 | 0 | 0 |
| Pacific Islander | 0 | 0 | 10 | 22 | 0 | 0 |
| Hispanic/Latino | 24 | 4 | 304 | 14,971 | 24 | 0 |
| African American | 3 | 0 | 26 | 562 | 0 | 0 |
| Lesbian, Gay, Bisexual, Transgender, & Questioning | 0 | 0 | 12 | 1,404 | 0 | 0 |
| Low Socio Economic Status | 17 | 6 | 261 | 10,313 | 0 | 0 |
| | | | | | | |

Note: Reference question 27 of the Annual Report

Services to Targeted Populations

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: | 672 |
| Number of parenting and/or pregnant minors served: | 659 |
| Number of parenting and/or pregnant minors served in school based programs: | 626 |
| Number of parenting and/or pregnant minors referred to community program | 360 |
| | |

Note: Reference question 28 of the Annual Report

Staff Development or Tobacco-use Prevention Training

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 | 34 | 394 |
| Trained to deliver youth development strategies | 24 | 164 |
| Trained to deliver intervention strategies | 16 | 143 |
| Trained to deliver cessation strategies | 8 | 64 |
| General TUPE information | 181 | 855 |
| Total: | 263 | 1,620 |

Note: Reference question 31 of the Annual Report

Parent Training

Table 13
Number of Parents Receiving Training by Type of Training

| Training Type | Number of parents receiving each type of training |
|--|---|
| General TUPE information | 94,177 |
| 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. | |
| Service Learning Project – Parent Presentation | 33 |
| Total: | 94,210 |

Note: Reference questions 34 and 35 of the Annual Report

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 | 11 | 52% | 7 | 33% | 2 | 10% | 7 | 33% |
| Youth Development activities | 14 | 67% | 13 | 62% | 6 | 29% | 11 | 52% |
| Cessation activities | 13 | 62% | 12 | 57% | 4 | 19% | 7 | 33% |
| Intervention activities | 14 | 67% | 12 | 57% | 7 | 33% | 6 | 29% |
| Local tobacco control coalition planning meetings | 11 | 52% | 14 | 67% | 10 | 48% | 14 | 67% |

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 21 grantees

Table A Appendix
List of Grantees By County

Alameda County

Alameda County Office of Education

Butte County

Chico Unified School District

Calaveras County

Calaveras County Office of Education

Contra Costa County

Contra Costa County Office of Education

El Dorado County

Black Oak Mine Unified School District

Los Angeles County

ABC Unified School District

Palos Verdes Peninsula Unified

Pomona Unified School District

Merced County

Merced Union High School District

Napa County

Napa County Office of Education

Orange County

Fullerton Joint Union High School District

Placentia-Yorba Linda Unified School District

Westminster School District

Riverside County

Desert Sands Unified School District

Palo Verde Unified School District

San Diego County

Cajon Valley Union School District

Sweetwater Union High School District

San Mateo County

San Mateo-Foster City School District

Tehama County

Red Bluff Joint Union High School District

Ventura County

Oxnard Union High School District

Yuba County

Yuba County Office of Education

Table B Appendix
List of Grantees Using Approved Programs

Botvin's Life Skills Training

ABC Unified School District
Black Oak Mine Unified School District
Napa County Office of Education
Pale Verde Unified School District
Palos Verdes Peninsula Unified School District
Pomona Unified School District
Red Bluff Union High School District
Westminster School District

Minnesota Smoking Prevention Program

Chico Unified School District

Keepin It Real

Calaveras County Office of Education

Project Alert

ABC Unified School District
Alameda County Office of Education
Cajon Valley Union School District
Calaveras County Office of Education
Contra Costa County Office of Education
Desert Sands Unified School District
Placentia Yorba Linda Unified School District
San Mateo Foster City School District

Project SUCCESS

Chico Unified School District

Table B Appendix *(continued)*
List of Grantees Using Approved Programs

Project TND (Towards No Drug Abuse)

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

Project TNT

Red Bluff Union High School District
Sweetwater Union High School District

SPORTS

Napa County Office of Education