



2018/19 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Annual Report for 18 Cohort K Grants

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 K Competitive TUPE Grantees, funded from 2018/19 are required to complete an annual online survey, in addition to other reporting requirements. Via the online survey, all 18 grantees provided information about delivering instruction to the general population, youth development, intervention activities, cessation programs, services to targeted populations, staff development, parent training, community involvement, and California Healthy Kids Survey participation. The aggregated results of the 18 funded grantees are displayed in the tables that follow. The list of the participating grantees is located in Appendix A and the list of Grantees participating in specific programs is located in Appendix B.

2018-19 Executive Summary for Cohort K

Listed below are highlights of the Annual Report information submitted by the 18 TUPE Grantees:

- The most used research-validated/evidence-based prevention program was Stanford Tobacco Prevention Program, selected by 10 Grantees. Botvin's Life Skills Training & Project TND were selected by 8 Grantees. Eight of the eleven programs on the approved list were utilized by at least one grantee. (See Table 3)
- One grantee implemented five research validated/evidence-based programs, one grantee implemented four, two grantees implemented three, nine grantees implemented two, and four grantees implemented one. (See Appendix B)
- Grantees provided effectiveness ratings for TUPE curricula. The highest rated curricula were Stanford Tobacco Prevention Program, Project TNT and Project Alert. (See Table 4)
- The most common non-validated prevention program employed by four grantees was *Teens Tackle Tobacco*, by three grantees. (See Table 5)
- The most common 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) 89% of all Cohort K students participated. (See Table 6)
- Of the 4,241 students who were referred to intervention programs, 87 percent received services and 79 percent of those receiving service were enrolled in the Brief Intervention Program. (See Table 7)
- For the 4,917 students referred to cessation programs, *California Smokers' Helpline* was most commonly used (13 Grantees). (See Table 8)
- Program distributions by grade level, race and priority population are shown in Table 9-11. Program choices varied.
- Grantees identified 347 parenting or pregnant minors and 95 percent were served. Both a school-based program and a community program served students at five grantee programs while four provided only school-based services and zero provided only community-based services. Six grantees did not identify or serve pregnant or parenting students. (See Table 12)
- Overall, 4,018 staff members received general tobacco use prevention and TUPE training. Of these, 1,038 were TUPE staff. There were 284 TUPE staff trained to deliver cessation programs, 328 to deliver intervention strategies, 1,048 to lead youth development strategies and 525 trained to deliver program curriculum. (See Table 13)
- Nearly 127,000 parents received information on the school tobacco prohibition policy, over 70,000 received information on the danger of youth tobacco and marijuana use, and 87,074 received information on nicotine damage to brain development. (See Table 14)
- Ninety eight percent of Cohort K schools (423 of 430) participated in the California Healthy Kids Survey as part of their TUPE Grant requirements. (See Table 16)

General Population Instruction

Table 1
Number of Students Enrolled and Participating in TUPE [General Population](#)
Program and Services
by Grade Level

Grade Level	Number of Students Enrolled in the TUPE Program Participating Schools	Number of Students Receiving Only One TUPE Service	Number of Students Receiving Multiple TUPE Services	Total Number of Students Receiving TUPE Services
6 th Grade	31,952	8,551	10,953	19,504
7 th Grade	37,688	6,443	19,051	25,494
8 th Grade	36,214	7,802	16,110	23,912
9 th Grade	40,470	8,409	17,988	26,397
10 th Grade	39,037	10,914	9,610	20,524
11 th Grade	37,231	10,406	7,942	18,348
12 th Grade	36,843	6,358	12,233	18,591
Non Traditional	3,688	1,586	522	2,108

This table addresses question #2, "Indicate the number of students enrolled in the TUPE program participating schools and those receiving one and multiples TUPE services."

Table 2
Number of K-5 General Population Students Receiving TUPE Services
By Grade

Grade Level	Number of Grantees	Number of Students
5 th	3	983
4 th	3	580
3 rd	2	99
2 nd	2	102
1 st	2	42
K	2	48

This table addresses question #3, "Has the grantee provided any TUPE services to K-5th grade students?"

General Population Instruction

Table 3
 Research-Validated/Evidence Based Prevention Programs [for General Population Students](#)
 from the Approved Program List

Number of Grantees That Selected Each Program	Programs	Number of Participants For Each Program
8	Botvin's Life Skills Training	7,716
-	Keepin' It Real	-
3	Minnesota Smoking Prevention Program	7,823
7	Project ALERT	33,427
-	Project Northland	-
2	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)	433
8	Project TND (Towards No Drug Abuse)	17,260
1	Project TNT (Towards No Tobacco Use)	638
1	<u>SPORT</u>	495
-	State-Wide Indian Drug Prevention Program	-
10	Stanford Tobacco Prevention Program	11,970

This table addresses question #4, "Indicate which of the research-validated or evidence-based programs were implemented under this grant during the school year by entering the numbers of students that received instruction for each program."

General Population Instruction

Table 4
Grantee [Curricula Ratings based on](#)
[Local Experience](#)

Number of Grantees That Rated Each Curricula	Curricula	Insufficient					Outstanding	
		1	2	3	4	5		
8	Botvin's Life Skills Training	-	-	38%	38%	25%		
-	Keepin' It Real	-	-	-	-	-		
3	Minnesota Smoking Prevention Program	-	-	67%	33%	-		
7	Project Alert	-	-	14%	71%	14%		
-	Project Northland	-	-	-	-	-		
2	Project SUCCESS	-	-	-	100%	-		
7	Project TND (Toward No Drug Abuse)	-	-	29%	57%	14%		
2	Project TNT (Toward No Tobacco Use)	-	-	-	50%	50%		
2	SPORT	50%	50%	-	-	-		
11	Stanford Tobacco Prevention Program	-	-	-	64%	36%		
2	State-Wide Indian Drug Prevention Program	-	-	-	-	-		

This table addresses question #5, "Please provide an effectiveness rating for each one of the curricula that you have adopted, 5 being outstanding and 1 being insufficient."

General Population Instruction

Table 5
 Number of General Population 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
Teens Tackle Tobacco	3	201
Effective Youth and Adult Partnerships	2	125
Guiding Good Choices – Families that Care	1	36
Total:		362

This table addresses question #6, “Which other curriculum-based programs were offered to students in the general population during the school year?”

Note: Out of 17 possible programs/strategies, only those adopted by grantees in Cohort K are listed.

General Population Instruction

Table 6
Number of General Population Students Participating in TUPE-Specific [Non-Curricula](#) Activities

Program/Strategy Name	Number of Grantees Selecting Each Program or Strategy	Number of Students Participating
Assembly Presentation	11	55,240
Law enforcement sting operations to monitor tobacco sales to minors (i.e., Stop Tobacco Access to Kids Enforcement (STAKE) Act or others)	2	15
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	12	4,487
Tobacco Use Prevention Peer Educator	14	6,843
Tobacco Use Prevention Focused Service-Learning Projects	12	5,321
Youth Involvement Anti-Tobacco Advocacy	16	205,164
Total:		277,070

This table addresses question #7, "Which non-curricula activities were offered to students in the general student population during the school year?"

Intervention & Cessation Programs

Table 7

Number of [Students at Risk of Tobacco Use Referred to or Participating](#) in Intervention Programs

Intervention Programs (Programs not intended for the general student population but focused on youth most-at-risk)	Number of Grantees Selecting Each Program	Number of Students Referred for Service	Number of Students That Received Service	Number of Students That Completed Service
Brief Intervention	14	3,444	2,920	2,394
Tobacco-Free Generations	3	144	160	160
Smokeless Schooldays: Smokeless Saturday School	2	200	200	166
Intervention with Teen Tobacco Users (TEG)	3	352	327	302
Craving Identification and Management (CIM)	1	101	80	80
Project Life	-	-	-	-
Total:		4,241	3,687	3,102

This table addresses question #8, "Which intervention programs were offered during the school year?"

Intervention & Cessation Programs

Table 8

Number of Tobacco-Using Students [Referred to or Participating](#) in Cessation Programs or Strategies

Cessation Service (Services that provide current tobacco users with cessation programs)	Number of Grantees Selecting Each Service	Number of Students Referred for Service	Number of Students That Received Service	Number of Students That Completed Service
California Smokers' Helpline	13	33,445	1,117	1,059
Helping Teens Stop Using Tobacco (TAP)	2	326	301	276
Project EX: Teen Tobacco Use Cessation Program	2	379	332	264
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	-	-	-	-
Enough Snuff: A Guide for Quitting Smokeless Tobacco	1	50	-	-
Project N-O-T (Not on Tobacco)	2	194	192	192
Total:		34,394	1,942	1,791

This table addresses question #9, "Which cessation services listed were offered during the school year?"

Table 9
[Summary:](#)
 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 th Grade	13	6	12	11	8
7 th Grade	14	6	14	12	10
8 th Grade	14	6	14	13	10
9 th Grade	11	6	16	15	13
10 th Grade	8	7	16	14	13
11 th Grade	8	7	16	15	13
12 th Grade	8	7	16	14	13
Non Traditional	8	6	9	10	9
No Selection*	0	7	1	0	4

* Number of Grantees not reporting participation in programs by grade.
 This table addresses question #11, "Indicate which programs were provided to students in grades listed."

Services to Targeted Populations

Table 10
Number of Grantees Providing Programs
Specifically Targeted to Priority Populations (Race)

Priority Populations Targeted	Research-Validated or Evidence-Based Curricula-Based Programs	Other Curricula-Based Programs	Non-Curricula Activities	Intervention Programs	Cessation Programs
African American	11	9	12	11	10
American Indian or Alaska Native	7	6	7	7	7
Asian	7	6	8	8	7
Pacific Islander	8	7	7	6	6
Hispanic/Latino	12	10	13	12	11
No Selection*	6	7	5	6	7

* Number of Grantees not reporting specifically targeting priority populations by race.
This table addresses question #12, "Indicate which programs were specifically targeted to students in the listed priority populations."

Table 11
Number of Grantees Providing Programs
Specifically Targeted to Other Priority Populations

Priority Populations Targeted	Research-Validated or Evidence-Based Curricula-Based Programs	Other Curricula-Based Programs	Non-Curricula Activities	Intervention Programs	Cessation Programs
Low Socioeconomic Status	13	9	13	12	10
Rural Area School Students	9	6	7	9	6
LGBTQ	11	7	10	10	9
Non-Traditional Schools	9	7	11	11	10
Foster Youth	10	6	9	10	8
Homeless	10	7	10	10	8
No Selection*	1	6	3	2	5

* Number of Grantees not reporting specifically targeting other priority populations.
This table addresses question #13, "Indicate which programs were specifically targeted to students in the listed priority populations."

Pregnant Minor/Minor Parent Services

Table 12
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:	347
Number of parenting and/or pregnant minors served:	331
Number of parenting and/or pregnant minors served in school based programs:	302
Number of parenting and/or pregnant minors referred to community programs:	184

This table addresses question #10, "How many parenting and/or pregnant minors were identified and served during the school year under this grant?"

Staff Development or Tobacco-use Prevention Training

Table 13
Number of Classified and Certificated Staff
Receiving Training by Type of Training

Training Type	Number of Staff		
	Classified	Certificated	Total
Number of all staff in participating schools	7,112	11,842	18,954
Number of staff receiving general tobacco use prevention training and TUPE program training	961	3,057	4,018
Number of TUPE staff at participating schools	495	543	1,038
Number of TUPE staff trained to deliver program curriculum	91	434	525
Number of TUPE staff trained to deliver youth development strategies	418	630	1,048
Number of TUPE staff trained to deliver intervention strategies	108	220	328
Number of TUPE staff trained to deliver cessation strategies	89	195	284

This table addresses question #14, "Report the total number of classified and/or certificated staff trained in one or more of the listed areas then identify the number of individuals receiving each type of training."

Parent Training

Table 14
Number of Parents Receiving [General](#) TUPE Information
[by Information Content](#)

Information Type	Number of Parents Receiving Information
Dangers of youth tobacco (including e-cigarettes and vaping) and marijuana use	87,074
Nicotine damage to youth brain development	70,322
Tobacco prohibition policy on school properties	126,701

This table addresses question #15, "How many parents received general TUPE information during the school year under this grant, in terms of the listed subcategories?"

Community Involvement

Table 15
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	13	72%	5	28%	5	28%	7	39%
Youth Development activities	12	67%	12	67%	10	56%	11	61%
Cessation activities	9	50%	8	44%	1	1%	5	28%
Intervention activities	12	67%	7	39%	4	22%	7	39%
Local tobacco control coalition planning meetings	14	78%	18	100%	15	83%	15	83%
CA Friday Night Live Clubs	10	56%	5	28%	5	28%	4	22%

This table addresses question #16, "Were the activities listed in the table offered in collaboration or coordination with the four organization types shown?"

Note: Grantees could select more than one option; percent columns will not add up to 100%. Percentage based on 18 grantees

California Healthy Kids Survey Participation

Table 16
TUPE Grantee CHKS Participation

CHKS Participation	Number of Schools
Number of schools participating in this TUPE grant	430
Number of schools participat <u>ing</u> in the CHKS for the duration of the grant	423
<u>Number of</u> schools <u>not</u> participat <u>ing</u> in CHKS <u>for</u> the duration of the grant	7

This table addresses question #18, "How many schools participate in this grant?" and "How many did not participate in the CHKS for the duration of the grant?"

Table 17
TUPE Grantee CHKS Participation by Year

Year	Number of Schools
2015-16	287
2016-17	150
2017-18	315
2018-19	205

This table addresses question #18, "How many schools participated in the CHKS in the academic year?"

Table A Appendix
Grantee Lead & Participating LEA's

Butte County Office of Education

- Butte County Office of Education
- Biggs Unified
- Durham Unified
- Golden Feather Unified
- Manzanita Elementary
- Oroville City Elementary
- Oroville Union High
- Paradise Unified
- Thermalito Union

Chico Unified

- Chico Unified

Contra Costa County Office of Education

- Mt. Diablo Unified
- Pittsburg Unified

Black Oak Mine Unified

- Black Oak Mine Unified

Desert Sands Unified

- Desert Sands Unified

Kern County Superintendent of Schools

- Arvin Union
- Beardsley Elementary
- Buttonwillow Union Elementary
- Delano Union Elementary
- Delano Joint Union High
- Edison Elementary
- El Tejon Unified
- Fairfax Elementary
- Fruitvale Elementary
- Greenfield Union
- Kern COE
- Kernville Union Elementary
- Lakeside Union
- Lamont Elementary
- McFarland Unified
- Mojave Unified
- Muroc Joint Unified
- Norris Elementary
- Rio Bravo-Greeley Union Elementary
- Rosedale Union Elementary
- Sierra Sands Unified
- Southern Kern Unified
- South Fork Union Elementary
- Standard Elementary
- Taft City

Tehachapi Unified
Vineland Elementary
Wasco Union Elementary
Wasco Union High

Los Angeles County Office of Education

ABC Unified
Glendora Unified
Hacienda La Puente Unified
Lancaster Elementary
Pasadena Unified
Wilsona Elementary

Los Angeles Unified

Los Angeles Unified

Nevada County Superintendent of Schools

Chicago Park Elementary
Clear Creek Elementary
Grass Valley Elementary
Nevada County Superintendent of Schools
Nevada City Elementary
Nevada Joint Union High
Penn Valley Union Elementary
Pleasant Ridge Union Elementary
Twin Ridges Elementary
Union Hill Elementary

Placer County Office of Education

Placer County Office of Education
Ackerman Charter District
Auburn Union Elementary
Dry Creek Joint Elementary
Loomis Union Elementary
Newcastle Elementary
Roseville City Elementary
Tahoe-Truckee Unified
Western Placer Unified

River Delta Joint Unified School District

River Delta Joint Unified

Twin Rivers Unified

Twin Rivers Unified

Poway Unified

Poway Unified

San Mateo-Foster City Elementary School District

San Mateo-Foster City Elementary

Santa Clara County Office of Education

Orchard
Lakeside Joint

Pajaro Valley Unified

Pajaro Valley Unified

Solano County Office of Education

Solano COE

Benicia Unified
Vallejo City Unified
Vacaville Unified
Vallejo City Unified
Travis Unified

Tulare County Office of Education

Alta Vista Elementary
Cutler-Orosi Joint Unified
Earlimart Elementary
Kings River Union Elementary
Oak Valley Union Elementary
Palo Verde Union Elementary
Pleasant View Elementary
Richgrove Elementary
Sundale Union Elementary
Sunnyside Union Elementary
Tulare City

Tuolumne County Superintendent of Schools

Tuolumne CSS
Bellevue Elementary
Columbia Union Elementary
Curtis Creek Elementary
Jamestown Elementary
Sonora Elementary
Sonora Union High
Soulsbyville Elementary
Summerville Elementary
Twain Harte-Long Barn Union Elementary
Big Oak Flat-Groveland Unified

Ventura County Office of Education

Moorpark Unified
Oak Park Unified
Oxnard
Oxnard Union High
Pleasant Valley
Rio Elementary
Santa Paula Unified
Ventura COE

Yuba County Office of Education

Marysville Joint Unified

Table B Appendix
List of Grantees Using Approved Programs

Botvin’s Life Skills Training

- Butte County Office of Education
- Black Oak Mine Unified
- Los Angeles County Office of Education
- Pajaro Valley Unified
- River Delta Joint Unified
- Solano County Office of Education
- Tulare County Office of Education
- Twin Rivers Unified

Minnesota Smoking Prevention Program

- Nevada County Superintendent of Schools
- Poway Unified
- Ventura County Office of Education

Project Alert

- Contra Costa County Office of Education
- Desert Sands Unified
- Kern County Office of Education
- Los Angeles County Office of Education
- San Mateo-Foster City
- Twin Rivers Unified
- Ventura County Office of Education

Project SUCCESS

- Nevada County Superintendent of Schools
- Pajaro Valley Unified

Project TND

- Black Oak Mine Unified
- Contra Costa County Office of Education
- Kern County Office of Education
- Los Angeles County Office of Education
- Los Angeles Unified
- Tulare County Office of Education
- Ventura County Office of Education

Project TNT

- Los Angeles County Office of Education

SPORT

- Nevada County Superintendent of Schools

Stanford Tobacco Prevention

- Butte County Office of Education
- Chico Unified
- Kern County Office of Education
- Los Angeles County Office of Education
- Nevada County Superintendent of Schools
- River Delta Unified
- San Mateo-Foster City
- Solano County Office of Education

Tulare County Office of Education
Yuba County Office of Education