



2018/19 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Annual Report for 24 Cohort L 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 L 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 24 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 24 funded grantees are displayed in the tables that follow. The list of the participating grantees is located in Appendix A.

2018-19 Executive Summary for Cohort L

Listed below are highlights of the Annual Report information submitted by the 24 TUPE Grantees:

- The most used research-validated/evidence-based prevention program was Project ALERT, selected by 20 Grantees. Project TND was selected by 17 Grantees and Stanford Tobacco Prevention Program was selected by 14 Grantees. Ten of the 11 programs on the approved list were utilized by at least one grantee. (See Table 3)
- Four grantees implemented four research validated/evidence-based programs, ten grantees implemented three, seven grantees implemented two, and two grantees implemented one. (See Appendix B)
- Grantees provided effectiveness ratings for TUPE curricula. The highest rated curricula were Stanford Tobacco Prevention Program, Project ALERT, and Minnesota Smoking Prevention Program. (See Table 4)
- The most common non-validated prevention program employed was *Teens Tackle Tobacco*, by two 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) 92% of all Cohort L students participated. (See Table 6)
- Of the 3,207 students who were referred to intervention programs, 97 percent received services and 73 percent of those receiving service were involved in the Brief Intervention Program or Smokeless Schooldays. (See Table 7)
- For the 1,844 students referred to cessation programs, California Smokers' Helpline was the most commonly used (11 Grantees). (See Table 8)
- Program distributions by grade level, race and priority population are shown in Table 9-11. Program choices varied.
- Grantees identified 303 parenting or pregnant minors and 76 percent were served. Both a school-based program and a community program served students at ten grantee programs while five provided only school-based services and three provided only community-based services. Five grantees did not identify or serve pregnant or parenting students. (See Table 12)
- Overall, 6,256 staff members received general tobacco use prevention and TUPE training. Of these, 2,426 of those are TUPE staff. There were 91 TUPE staff trained to deliver cessation programs, 242 to deliver intervention strategies, 302 to lead youth development strategies and 390 trained to deliver program curriculum. (See Table 13)
- Over 210,120 parents received information on the school tobacco prohibition policy, 57,380 received information on the danger of youth tobacco and marijuana use, and 60,112 received information on nicotine damage to brain development. (See Table 14)
- As part of TUPE Grantees grant requirements, 96 percent of Cohort L schools (497 of 529) participated in the California Healthy Kids Survey. (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	39,366	11,205	11,413	22,618
7 th Grade	37,161	11,262	15,903	27,165
8 th Grade	37,158	11,161	15,522	26,683
9 th Grade	46,842	17,379	18,034	35,413
10 th Grade	45,701	6,077	11,053	17,130
11 th Grade	43,761	7,561	7,507	15,068
12 th Grade	42,717	7,011	7,250	14,261
Non Traditional	5,708	2,707	960	3,667

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 Program Students Receiving TUPE Services
By Grade

Grade Level	Number of Grantees	Number of Students
5 th	8	5,468
4 th	8	4,491
3 rd	6	5,031
2 nd	5	4,767
1 st	5	4,732
K	5	5,289

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
4	Botvin's Life Skills Training	11,046
1	Keepin' It Real	34
5	Minnesota Smoking Prevention Program	6,114
20	Project ALERT	34,941
1	Project Northland	2,233
1	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)	83
17	Project TND (Towards No Drug Abuse)	25,281
4	Project TNT (Towards No Tobacco Use)	6,121
1	<u>SPORT</u>	941
-	State-Wide Indian Drug Prevention Program	-
14	Stanford Tobacco Prevention Program	18,848

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	4	5
4	Botvin's Life Skills Training	-	25%	25%	25%	25%	25%	25%
1	Keepin' It Real	-	-	100%	-	-	-	-
5	Minnesota Smoking Prevention Program	-	20%	20%	40%	20%	20%	20%
21	Project Alert	-	5%	33%	43%	19%	19%	19%
1	Project Northland	-	-	100%	-	-	-	-
-	Project SUCCESS	-	-	-	-	-	-	-
17	Project TND (Toward No Drug Abuse)	6%	24%	18%	41%	12%	12%	12%
4	Project TNT (Toward No Tobacco Use)	-	25%	25%	25%	25%	25%	25%
2	SPORT	-	-	50%	-	50%	-	50%
14	Stanford Tobacco Prevention Program	-	-	14%	50%	36%	36%	36%
-	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 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	2	146
Project ABCD (Analyze, Beware, Create, Disseminate)	1	208
Guiding Good Choices – Families that Care	1	66
Total:		420

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 L 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	17	65,327
Law enforcement sting operations to monitor tobacco sales to minors (i.e., Stop Tobacco Access to Kids Enforcement (STAKE) Act or others)	2	249
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	15	14,979
Tobacco Use Prevention Peer Educator	16	1,595
Tobacco Use Prevention Focused Service-Learning Projects	7	2,244
Youth Involvement Anti-Tobacco Advocacy	22	174,029
Total:		258,423

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	18	1,273	1,246	1,102
Tobacco-Free Generations	2	126	96	96
Smokeless Schooldays: Smokeless Saturday School	2	1,078	1,048	1,048
Intervention with Teen Tobacco Users (TEG)	5	630	627	554
Craving Identification and Management (CIM)	1	100	100	100
Project Life	-	-	-	-
Total:		3,207	3,117	2,900

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

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	11	897	181	115
Helping Teens Stop Using Tobacco (TAP)	9	307	289	225
Project EX: Teen Tobacco Use Cessation Program	2	420	420	264
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	2	58	58	6
Enough Snuff: A Guide for Quitting Smokeless Tobacco	3	162	12	12
Project N-O-T (Not on Tobacco)	-	-	-	-
Total:		1,844	960	622

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	14	7	17	17	8
7 th Grade	21	6	21	21	8
8 th Grade	20	7	21	21	8
9 th Grade	17	5	22	23	16
10 th Grade	6	1	22	23	16
11 th Grade	4	1	22	23	16
12 th Grade	6	1	21	22	16
Non Traditional	11	3	14	16	13
No Selection*	0	16	2	0	6

* 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	8	3	11	9	6
American Indian or Alaska Native	6	2	5	5	4
Asian	8	3	8	6	5
Pacific Islander	6	3	5	5	4
Hispanic/Latino	14	5	15	14	11
No Selection*	9	19	7	10	13

* 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	12	4	13	13	9
Rural Area School Students	6	4	5	6	4
LGBTQ	8	1	13	10	8
Non-Traditional Schools	13	4	14	13	9
Foster Youth	6	1	6	6	5
Homeless	6	1	6	7	5
No Selection*	8	19	6	8	12

* 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:	303
Number of parenting and/or pregnant minors served:	229
Number of parenting and/or pregnant minors served in school based programs:	122
Number of parenting and/or pregnant minors referred to community programs:	154

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	9,551	15,939	25,490
Number of staff receiving general tobacco use prevention training and TUPE program training	1,298	4,958	6,256
Number of TUPE staff at participating schools	663	1,813	2,476
Number of TUPE staff trained to deliver program curriculum	68	322	390
Number of TUPE staff trained to deliver youth development strategies	60	242	302
Number of TUPE staff trained to deliver intervention strategies	79	163	242
Number of TUPE staff trained to deliver cessation strategies	50	41	91

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	60,122
Nicotine damage to youth brain development	57,380
Tobacco prohibition policy on school properties	210,120

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	14	58%	4	17%	6	25%	6	25%
Youth Development activities	17	71%	14	58%	15	63%	18	75%
Cessation activities	11	46%	7	29%	4	17%	6	25%
Intervention activities	16	67%	12	50%	8	33%	14	58%
Local tobacco control coalition planning meetings	16	67%	19	79%	14	58%	16	67%
CA Friday Night Live Clubs	16	67%	10	42%	6	25%	4	17%

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 24 grantees

California Healthy Kids Survey Participation

Table 16
TUPE Grantee CHKS Participation for Grant Duration

CHKS Participation	Number of Schools
Number of schools participating in this TUPE grant	529
Number of schools participat <u>ing</u> in the CHKS for the duration of the grant	497
<u>Number of</u> schools <u>not</u> participat <u>ing</u> in CHKS <u>for</u> the duration of the grant	32

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	325
2016-17	288
2017-18	325
2018-19	296

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

Table A Appendix
Grantee Lead & Participating LEA's

Alameda County Office of Education

Alameda County Office of Education
Alameda Unified
Berkeley Unified
Castro Valley Unified
Livermore Valley Unified
Newark Unified

Oakland Unified School District

Oakland Unified

Calaveras County Office of Education

Bret Harte Union High
Calaveras Unified
Mark Twain Union Elementary
Pittsburg Unified

Contra Costa County Office of Education

Brentwood High
Liberty Union High

San Ramon Valley Unified School District

San Ramon Valley Unified

Glenn County Office of Education

Glenn County Office of Education
Lake Elementary
Capay Joint Union
Hamilton Unified
Orland Unified
PLaza Elementary
Willows Unified
Princeton Joint Union
Stony Creek Joint Unified

Glendale Unified School District

Glendale Unified

Los Angeles Unified School District

Los Angeles Unified

Norwalk-La Mirada Unified School District

Norwalk-La Mirada Unified

Marin County Office of Education School District

Marin County Office of Education
Novato Unified
Ross Valley Elementary
San Rafael City Elementary
San Rafael City High
Shoreline Unified
Tamalpais High

Corona Norco Unified School District

Corona Norco Unified

Chino Valley Unified School District

Chino Valley Unified

San Dieguito Union High School District

San Dieguito Union High

Stockton Unified School District

Stockton Unified

Siskiyou County Office of Education

Siskiyou County Office of Education

Big Springs Union Elementary

Butte Valley Unified

Butteville Union Elementary

Dunsmuir Elementary

Dunsmuir Joint Union High

Grenada Elementary

Happy Camp Union Elementary

Hornbrook Elementary

McCloud Union Elementary

Montague Elementary

Mt. Shasta Union Elementary

Scott Valley Unified

Siskiyou Union High

Weed Elementary

Willow Creek Elementary

Yreka Union Elementary

Stanislaus County Office of Education

Ceres Unified

Empire Union Elementary

Hart Ransom Union Elementary

Keyes Union

Patterson Joint Unified

Stanislaus Union Elementary

Sylvan Union Elementary

Newman Crows Landing Unified

Riverbank Unified

Sutter County Superintendent of Schools

Sutter County Superintendent of Schools

Live Oak Unified

Sutter Union High

Yuba City Unified

Tehama County Department of Education

Tehama County Department of Education

Corning Union Elementary

Corning Union High

Elkins Elementary

Evergreen Union

Flournoy Union Elementary

Gerber Union Elementary

Kirkwood Elementary

Lassen View Union Elementary

Los Molinos Unified
Red Bluff Union Elementary
Red Bluff Joint Union High
Reeds Creek Elementary
Richfield Elementary

Tulare County Office of Education

Tulare County Office of Education
Burton Elementary
Tulare Joint Union High
Exeter Unified

Simi Valley Unified School District

Simi Valley Unified

Conejo Valley Unified School District

Conejo Valley Unified

Yolo County Office of Education

Yolo County Office of Education
Washington Unified
Winters Joint Unified
Woodland Joint Unified

Yuba County Office of Education

Marysville Joint Unified
Plumas Lake Elementary
Wheatland
Wheatland Union High

Table B Appendix
List of Grantees Using Approved Programs

Botvin’s Life Skills Training
Marin County Office of Education
San Ramon Unified
Tehama County Department of Education

Keepin’ It Real
Siskiyou County Office of Education

Minnesota Smoking Prevention Program
Chino Valley Unified
Conejo Valley Unified
Simi Valley Unified
Siskiyou County Office of Education
Ventura Unified

Project Alert
Alameda County Office of Education
Calaveras County Office of Education
Chino Valley Unified
Contra Costa County Office of Education
Conejo Valley Unified
Corona Norco Unified
Glendale Unified
Glenn County Office of Education
Marin County Office of Education
Norwalk-La Mirada Unified
Oakland Unified
San Dieguito Union High
Simi Valley Unified
Siskiyou County Office of Education
Stanislaus County Office of Education
Stockton Unified
Sutter County Superintendent of Schools
Ventura Unified
Tehama County Department of Education
Yuba County Office of Education

Project TND
Alameda County Office of Education
Calaveras County Office of Education
Chino Valley Unified
Contra Costa County Office of Education
Conejo Valley Unified
Corona Norco Unified
Glendale Unified
Los Angeles Unified
Marin County Office of Education
Norwalk-La Mirada Unified
San Dieguito Union High

Simi Valley Unified
Siskiyou County Office of Education
Tulare County Office of Education
Ventura Unified
Yuba County Office of Education
Yolo County Office of Education

Project TNT

Corona Norco Unified
Norwalk-La Mirada Unified
Stanislaus County Office of Education
Yolo County Office of Education

SPORT

Sutter County Superintendent of Schools

Stanford Tobacco Prevention

Alameda County Office of Education
Calaveras County Office of Education
Corona Norco Unified
Conejo Valley Unified
Glenn County Office of Education
Oakland Unified
San Ramon Valley Unified
Siskiyou County Office of Education
Sutter County Superintendent of Schools
Tehama County Department of Education
Tulare County Office of Education
Ventura Unified
Yuba County Office of Education
Yolo County Office of Education

Project Success

Sutter County Superintendent of Schools

Project Northland

Chino Valley Unified