



2018/19 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Annual Report for 23 Cohort M 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 M 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 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.

2018-19 Executive Summary for Cohort M

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

- The most used research-validated/evidence-based prevention program was the Stanford Tobacco Prevention Program, selected by 15 Grantees. Project ALERT & Project TND were selected by 12 Grantees, while Botvin's Life Skills Training was implemented by 10 Grantees. Seven of the eleven programs on the approved list were utilized by at least one grantee. (See Table 3)
- Two grantees implemented five research validated/evidence-based programs, one grantee implemented four, five grantees implemented three, eleven grantees implemented two, and three grantees implemented one. (See Appendix B)
- Grantees provided effectiveness ratings for TUPE curricula. The highest rated curricula were Stanford Tobacco Prevention Program, Botvin's Life Skills Training and State-Wide Indian Drug Prevention Program. (See Table 4)
- The most common non-validated prevention program employed was *Teens Tackle Tobacco*, by four 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). 100% of all Cohort M students participated. (See Table 6)
- Of the 4,213 students who were referred to intervention programs, 72 percent received services, and 92 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 (12 Grantees). (See Table 8)
- Program distributions by grade level, race and priority population are shown in Table 9-11. Program choices varied.
- Grantees identified 913 parenting or pregnant minors and 94 percent were served. Both a school-based program and a community program served students at twelve grantee programs, while one grantee provided only school-based services and one provided only community-based services. Eight grantees did not identify or serve pregnant or parenting students. (See Table 12)
- Overall, 9,337 staff members received general tobacco use prevention and TUPE training. Of these, 1,073 were TUPE staff. There were 247 TUPE staff trained to deliver cessation programs, 717 to deliver intervention strategies, 1,253 to lead youth development strategies and 787 trained to deliver program curriculum. (See Table 13)
- Nearly 280,000 parents received information on the school tobacco prohibition policy, over 133,000 received information on the danger of youth tobacco and marijuana use, and almost 88,000 received information on nicotine damage to brain development. (See Table 14)
- Nearly 90 percent of Cohort M schools (602 of 669) 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	45,326	19,535	10,123	29,658
7 th Grade	62,846	23,607	22,842	46,449
8 th Grade	60,803	19,798	19,253	39,051
9 th Grade	74,816	22,147	29,016	51,163
10 th Grade	76,746	16,066	13,774	29,840
11 th Grade	68,424	14,582	12,658	27,240
12 th Grade	68,682	13,986	12,643	26,629
Non Traditional	12,401	2,632	2,050	4,682

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	6,920
4 th	7	6,032
3 rd	3	5,660
2 nd	3	5,706
1 st	2	5,363
K	2	5,280

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
10	Botvin's Life Skills Training	26,490
2	Keepin' It Real	5,339
2	Minnesota Smoking Prevention Program	3,728
12	Project ALERT	49,052
-	Project Northland	-
2	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)	763
12	Project TND (Towards No Drug Abuse)	16,580
-	Project TNT (Towards No Tobacco Use)	-
-	<u>SPORT</u>	-
-	State-Wide Indian Drug Prevention Program	-
15	Stanford Tobacco Prevention Program	41,005

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		
12	Botvin's Life Skills Training	-	8%	25%	25%	42%		
2	Keepin' It Real	-	-	50%	50%	-		
2	Minnesota Smoking Prevention Program	-	-	50%	50%	-		
13	Project Alert	8%	-	38%	38%	15%		
-	Project Northland	-	-	-	-	-		
2	Project SUCCESS	-	-	50%	50%	-		
11	Project TND (Toward No Drug Abuse)	-	18%	27%	15%	18%		
-	Project TNT (Toward No Tobacco Use)	-	-	-	-	-		
-	SPORT	-	-	-	-	-		
15	Stanford Tobacco Prevention Program	-	-	-	40	60%		
1	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
Teen Health Course Series	2	7,463
Teens Tackle Tobacco	4	311
Effective Youth and Adult Partnerships	1	80
Anti-Tobacco Media Blitz	1	2,226
Personal/Social Lessons: The Missing Link	1	9,500
Total:		19,580

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 M 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	18	80,966
Law enforcement sting operations to monitor tobacco sales to minors (i.e., Stop Tobacco Access to Kids Enforcement (STAKE) Act or others)	5	155
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	22	23,325
Tobacco Use Prevention Peer Educator	16	9,699
Tobacco Use Prevention Focused Service-Learning Projects	11	4,207
Youth Involvement Anti-Tobacco Advocacy	23	260,779
Total:		379,131

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	15	3,953	2,803	2,083
Tobacco-Free Generations	1	35	35	32
Smokeless Schooldays: Smokeless Saturday School	2	111	111	106
Intervention with Teen Tobacco Users (TEG)	1	5	5	5
Craving Identification and Management (CIM)	1	109	89	62
Project Life	-	-	-	-
Total:		4,213	3,043	2,288

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	12	4,481	116	116
Helping Teens Stop Using Tobacco (TAP)	4	41	35	17
Project EX: Teen Tobacco Use Cessation Program	1	353	353	278
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	2	37	14	10
Enough Snuff: A Guide for Quitting Smokeless Tobacco	2	5	5	5
Project N-O-T (Not on Tobacco)	-	-	-	-
Total:		4,917	523	426

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	9	17	12	6
7 th Grade	20	9	19	15	8
8 th Grade	19	9	19	15	8
9 th Grade	17	12	20	19	17
10 th Grade	8	11	20	19	18
11 th Grade	9	11	20	19	18
12 th Grade	8	11	20	19	18
Non Traditional	13	11	16	18	17
No Selection*	0	7	0	3	3

* 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 by 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	5	11	12	8
American Indian or Alaska Native	7	3	5	6	3
Asian	8	3	9	7	6
Pacific Islander	7	2	5	5	3
Hispanic/Latino	14	9	15	14	11
No Selection*	7	13	7	8	12

* 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	14	9	17	14	10
Rural Area School Students	4	0	4	3	2
LGBTQ	10	5	15	9	9
Non-Traditional Schools	13	8	13	14	12
Foster Youth	8	5	12	9	6
Homeless	9	5	12	8	6
No Selection*	4	11	4	5	8

* 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:	913
Number of parenting and/or pregnant minors served:	859
Number of parenting and/or pregnant minors served in school based programs:	793
Number of parenting and/or pregnant minors referred to community programs:	610

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	14,690	19,240	33,930
Number of staff receiving general tobacco use prevention training and TUPE program training	3,070	6,267	9,337
Number of TUPE staff at participating schools	335	738	1,073
Number of TUPE staff trained to deliver program curriculum	272	515	787
Number of TUPE staff trained to deliver youth development strategies	499	754	1,253
Number of TUPE staff trained to deliver intervention strategies	248	469	717
Number of TUPE staff trained to deliver cessation strategies	66	181	247

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	133,920
Nicotine damage to youth brain development	87,913
Tobacco prohibition policy on school properties	279,309

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	57%	5	22%	3	13%	8	35%
Youth Development activities	14	61%	17	74%	14	61%	18	78%
Cessation activities	12	52%	11	49%	2	9%	13	57%
Intervention activities	13	57%	9	39%	4	17%	13	57%
Local tobacco control coalition planning meetings	14	61%	19	83%	13	57%	14	61%
CA Friday Night Live Clubs	9	39%	6	26%	7	30%	6	26%

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 23 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	669
Number of schools participating in the CHKS for the duration of the grant	602
<u>Number of</u> schools <u>not</u> participating in CHKS <u>for</u> the duration of the grant	67

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	432
2016-17	270
2017-18	408
2018-19	294

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

Albany City Unified
Dublin Unified
Fremont Unified
San Leandro Unified
San Lorenzo Unified

Contra Costa County Office of Education

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

Los Angeles County Office of Education

Alhambra Unified
Beverly Hills Unified
Claremont Unified
Palos Verdes Peninsula Unified
Pomona Unified
Redondo Beach Union
Sulphur Springs Union

Lawndale Elementary School District

Lawndale Elementary

Lennox School District

Lennox

Los Angeles Unified School District

Los Angeles Unified

Napa County Office of Education

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

Orange County Department of Education

Fountain Valley
Huntington Beach City
Laguna Beach Unified
Ocean View
Orange County Department of Education
Santa Ana Unified
Westminister
Saddleback Valley

Anaheim Union High School District

Anaheim Elementary
Anaheim Union High

Hemet Unified School District

Hemet Unified
Elk Grove Unified School District
Elk Grove Unified
Folsom Cordova Unified School District
Folsom Cordova Unified
Sacramento City Unified School District
Sacramento City Unified
San Juan Unified School District
San Juan Unified
San Diego County Office of Education
Cajon Valley Union
Grossmont Union High
Lemon Grove
Santee
San Francisco Unified School District
San Francisco Unified
San Matio Union High School District
San Mateo Union High
Santa Clara County Office of Education
Campbell Union
East Side Union High
Evergreen Elementary
Milpitas Unified
Santa Clara COE Alternative Education
Sunnyvale Elementary
Yreka Union High School District
Yreka Union High
Solano County Office of Education
Dixon Unified
Fairfield-Suisun Unified
Stanislaus County Office of Education
Ceres Unified
Denair Unified
Hughson Unified
Modesto City Elementary
Modesto City High
Newman-Crows Landing
Patterson Joint Unified
Riverbank Unified
Salida Union Elementary
Stanislaus County Office of Education
Stanislaus Union Elementary
Turlock Unified
Waterford Unified
Tulare County Department of Education
Visalia Unified

Tuolumne County Superintendent of Schools
Bellevue

Big Oak Flat Groveland
Columbia Union
Curtis Creek Elementary
Jamestown Elementary
Sonora Elementary
Sonora Union High
Soulsbyville Elementary
Summerville Elementary
Summerville Union High
Tuolumne County Superintendent of Schools
Twain Harte Elementary

Table B Appendix

List of Grantees Using Approved Programs

Botvin’s Life Skills Training

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

Keepin’ It Real

Los Angeles County Office of Education
San Diego Office of Education

Minnesota Smoking Prevention Program

Sacramento City Unified
San Juan Unified

Project Alert

Alameda County Office of Education
Anaheim Union High School District
Contra Costa County Office of Education
Elk Grove Unified
Folsom Cordova Unified
Hemet Unified
Lennox School District
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

Alameda County Office of Education
Contra Costa County Office of Education
Los Angeles County Office of Education
Los Angeles Unified
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

State-Wide Indian Drug Prevention Program

Orange County Department of Education

Project TNT

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

Stanford Tobacco Prevention

Anaheim Union High School District
Alameda County Office of Education
Folsom Cordova Unified School District
Hemet Unified School District
Lawndale Elementary School District
Los Angeles County Office of Education
Napa County Office of Education
Orange County Office of Education
Santa Clara County Office of Education
San Francisco Unified School District
San Mateo Union High School District
Solano County Office of Education
Stanislaus County Office of Education
Tulare County Office of Education
Tuolumne County Superintendent of Schools

Project Success

Elk Grove Unified School District
Hemet Unified School District