

## 2010/11 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Cohort E 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 E Competitive TUPE Grantees, funded from 2009-13, 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 40 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  
Number of Grantees Implementing Programs  
from the Approved Program List

Number that selected each program	Approved Program List
0	All Stars
11	Botvin's Life Skills Training
1	Keepin' It Real
0	Minnesota Smoking Prevention Program
1	Positive Action
5	Project ALERT
19	Project Northland
4	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)
18	Project TND (Towards No Drug Abuse)
5	Project TNT (Towards No Tobacco Use)
10	Too Good for Drugs
0	Triple T (Teens Tackle Tobacco) Project

*Please see Appendix A for a list of grantees that selected the above listed programs*

Table 2  
 Number of Projected Students and Number of Students Actually  
 Participating in Programs from the Approved Program List (by grade)

Grade	Number of <b>projected</b> students	Number of <b>actual</b> students
6	22,852	22,445
7	34,275	37,530
8	26,346	26,881
9	29,933	35,905
10	11,207	11,462
11	7,187	7,597
12	6,940	7,258
NT	2,453	2,734
<b>Total:</b>	<b>141,193</b>	<b>151,812</b>

Table 3  
 Ethnicity Breakdown of Students Participating in Programs from the  
 Approved Program List

Ethnicity	Number of students	Percentage of students
African American	9,411	6%
American Indian or Alaska Native	1,530	1%
Asian	29,794	19%
Filipino	6,298	4%
Hispanic/Latino	60,162	37%
Pacific Islander	2,208	1%
White (not Hispanic)	47,375	29%
Multiple/No Response	3,993	2%
<b>Total:</b>	<b>160,771</b>	<b>100%</b>

Table 4  
 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 students <b>projected</b> to participate in the program/activity	<b>Actual</b> number of students participating
Across Ages	0	0	0
Caring School Communities	2	9,186	9,986
Decisions for Health Series	0	0	0
Guiding Good Choices – Families That Care	1	300	8
Hands Off Tobacco! Series	0	0	0
Health and Wellness Series	0	0	0
The Missing Link in Prevention in High School	1	1,712	1,700
Project ABCD (Analyze, Beware, Create, Disseminate)	1	150	128
Project ALIVE! (Arts Leading Into Vital Education)	0	0	0
Project SCAT (Schools and Communities Against Tobacco)	0	0	0
State-Wide Indian Drug Prevention Program	0	0	0
Stay On Track Series	0	0	0
Teen Health Course Series	1	1,002	952
Too Good for Drugs and Violence	5	11,037	10,702
Total:		23,387	23,476

Table 5  
 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
Assembly Speaker	13	16,130	26,277
Great American Smoke Out	10	111,342	74,393
Red Ribbon Week (Tobacco focus)	30	240,028	279,617
School Wide Contests	15	22,367	58,086
Teens Kick Butts/ Ash	9	66,845	7,314
<i>Other programs or strategies reported:</i>			
Challenge Day	1	158	156
Youth Tobacco Educator	1	1,200	2,000
Words Heard Against Tobacco (WHAT)	1	30	30
Spokes Against Smokes	1	30	8
Total:		458,130	447,881

Table 6  
 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
Stop Tobacco Access to Kids Enforcement (STAKE)	3	35	17
Anti-tobacco Advocacy	8	999	2,722
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	14	5,200	10,965
Peer Educator	14	2,872	4,242
Tobacco use prevention focused Service-Learning Projects	6	8,736	10,652
<i>Other programs or strategies reported:</i>			
Retreats	1	300	334
Second Step Middle School	1	120	45
Friday Night Mentorship Program	1	300	185
Total:		18,562	29,162

## Intervention & Cessation Programs

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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	1	7,497	7,081
Smokeless Schooldays: Smokeless Saturday School	5	691	737
Intervening with Teen Tobacco Users(TEG)	16	1,055	816
Residential Student Assistance Program	0	0	0
Tobacco-Free Generations	3	64	78
<i>Other programs or strategies reported:</i>			
Tobacco 101	1	5,005	140
Total:		14,312	8,852

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)	0	0	0
Enough Snuff: A Guide for Quitting Smokeless Tobacco	0	0	0
Helping Teens Stop Using Tobacco (TAP)	12	880	480
I QUIT	1	150	9
I Decide: Teen Tobacco Cessation	2	67	59
California Smokers' Helpline	9	3,739	3,697
Project EX: Teen Tobacco Use Cessation Program	1	545	545
Total:		5,381	4,790



## 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

Category	Number of students
Number of parenting and/or pregnant minors identified	1,002
Number of parenting and/or pregnant minors served:	965
Number of parenting and/or pregnant minors served in school based programs:	916
Number of parenting and/or pregnant minors referred to community programs:	588

### *Local Education Agency Identified Targeted Populations*

Table 10  
Number of Students Participating in Culturally Appropriate Curriculum or Supplemental Activities (by subgroup)

Population	Culturally appropriate curriculum	Culturally appropriate supplemental activities
African American	9,946	8,230
Hispanic/Latino	57,038	42,939
Native American	751	435
Asian-Pacific American	14,101	12,605
Non-Traditional Students	5,443	4,309
<i>Other targeted populations reported:</i>		
EL Students	2	2
Students with Disabilities	2	2
Total:	87,283	68,522

## Staff Development or Tobacco-use Prevention Training

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Table 11  
 Number of Classified and Certificated Staff  
 Receiving Training by Type of Training

Training Type	Number of staff	
	Classified	Certificated
General TUPE information	619	5,618
Trained to deliver program activities	94	1,029
<i>Other trainings reported:</i>		
Resiliency Training Program	1	0
Safety Coalition Training	1	0
Legal and Ethical Issue Training	1	0
Tobacco Education Group/Tobacco Awareness Program	1	0
Youth Development	1	8
Total:	718	6,655

## Parent Training

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Table 12  
Number of Parents Receiving Training by Type of Training

Training Type	Number of parents receiving each type of training
General TUPE information	164,140
<i>Other trainings reported:</i>	
Parent Awareness	360
Project Alert	4
Alcohol & Substance Prevention Activities	101
Developmental Assets Trainings	225
Dangers of Alcohol and Energy Drinks	17
Healthy Snacks and Beverages	21
Parents: The Anti-Drug Training	50
Bullying and Cyber-bullying Training	40
Tobacco & Drug Information	7
Youth Development	22
Total:	164,987

## Community Involvement

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Table 13  
 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	Community Agency	Other
Lesson Implementation	28	19	3
Supplemental activities	27	23	6
Community Health Fairs	10	16	7
Local coalition planning meetings	26	29	9
<i>Other activities reported:</i>			
Cessation	0	1	0
Health Activities	0	2	0
Referrals	1	1	0
Tobacco Education	2	1	1
Total:	94	92	26

Table A Appendix  
List of Grantees Using Approved Programs

<b>Botvin's Life Skills Training</b>	<b>Project SUCCESS</b>
Center Joint Unified	Brentwood Union School District
Elk Grove Unified	Corona-Norco Unified
Gonzales Unified	Elk Grove Unified
Hemet Unified	Lamont School District
Lake County Office of Education	<b>Project TND (Towards No Drug Abuse)</b>
Mono County Office of Education	Alameda City Unified
Mt. Diablo Unified	Anderson Valley Unified
San Diego Unified	Conejo Valley Unified
Stanislaus County Office of Education	Corona-Norco Unified
Sutter County Office of Education	Fremont Unified
Tulare County Office of Education	Lake County Office of Education
<b>Keepin' It Real</b>	Mt. Diablo Unified
Simi Valley Unified	San Francisco Unified
<b>Positive Action</b>	Simi Valley Unified
Hemet Unified	Stanislaus County Office of Education
<b>Project Alert</b>	Stanislaus County Office of Education
Elk Grove Unified	Sutter County Superintendent of Schools
Fremont Unified	Tehama County Dept of Education
Stanislaus County Office of Education (Tier 1)	Tulare County Office of Education
Stanislaus County Office of Education (Tier 2)	Tuolumne Co. Superintendent of Schools
Ventura County Office of Education	Ventura County Office of Education
<b>Project Northland</b>	Ventura County Office of Education - SE
Alameda Unified	<b>Project TNT (Towards No Tobacco Use)</b>
Anderson Valley Unified School District	Brentwood Union Elementary
Brentwood Union School District	Corona-Norco Unified
Conejo Valley Unified School District	Hacienda La Puente Unified
Corona-Norco Unified	Health Sciences High
East Whittier City Unified	Mt. Diablo Unified
El Dorado County	<b>Too Good for Drugs</b>
Escondido Union School District	Conejo Valley Unified
Glendale Unified School District	Fremont Unified
Golden Valley Unified	Glendale Unified
Lake County Office of Education	Glendora Unified
Lamont School District	Hacienda La Puente Unified
San Francisco Unified School District	Lamont Elementary
Simi Valley Unified School District	Millbrae Elementary
Sutter County Office of Education	San Ramon Valley Unified
Tehama County Office of Education	Ventura Unified
Tuolumne County Superintendent of Schools	<b>Triple T (Teens Tackle Tobacco) Project</b>
Ventura Unified School District	Elk Grove Unified
Waugh School District	