

## 2009 / 10 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant 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 federal Principles of Effectiveness, 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 41 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  
 (Question 1A.)

Number that selected each program	Approved Program List
0	All Stars
9	Botvin's Life Skills Training
1	Keepin' It Real
1	Minnesota Smoking Prevention Program
1	Personal/Social Skills Lessons: The Missing Link
0	Positive Action
24	Project ALERT
1	Project Northland
2	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)
19	Project TND (Towards No Drug Abuse)
5	Project TNT (Towards No Tobacco Use)
10	Too Good for Drugs
1	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)  
 (Question 1B.)

Grade	Number of <b>projected</b> students	Number of <b>actual</b> students
6	28,272	14,533
7	46,838	24,163
8	37,691	19,506
9	40,041	27,840
10	8,209	6,649
11	6,673	5,208
12	7,003	5,155
NT	3,243	2,436
<b>Total:</b>	<b>177,970</b>	<b>105,490</b>

Table 3  
 Ethnicity Breakdown of Students Participating in Programs from the  
 Approved Program List  
 (Question 1C.)

Ethnicity	Number of students	Percentage of students
African American	4,586	5%
American Indian or Alaska Native	544	1%
Asian	11,873	13%
Filipino	2,137	2%
Hispanic/Latino	33,984	37%
Pacific Islander	597	1%
White (not Hispanic)	37,003	40%
Multiple/No Response	1,221	1%
<b>Total:</b>	<b>91,945</b>	<b>100%</b>

Table 4  
 Number of Projected Students and Number of Students Actually Participating in  
 Non-Research Validated Programs, Activities or Strategies  
 (Question 2A.)

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	1	4,331	2,300
Decisions for Health Series	0	0	0
Guiding Good Choices – Families That Care	1	97	60
Hands Off Tobacco! Series	0	0	0
Health and Wellness Series	0	0	0
The Missing Link in Prevention in High School	1	0	0
Project ABCD (Analyze, Beware, Create, Disseminate)	1	160	100
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	2	2,408	2,352
Too Good for Drugs and Violence	6	13,969	13,645
<i>Other programs or strategies reported:</i>			
Lions Quest for Adolescence	1	837	837
Social Norms	1	40	37
<b>Total:</b>		21,842	19,331

Table 5  
 Number of Projected Students and Number of Students Actually  
 Participating in Non-Curricula Activities or Strategies  
 (Question 2B.)

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	7	8,159	12,881
Great American Smoke Out	10	43,141	40,203
Red Ribbon Week (Tobacco focus)	22	208,878	214,760
School Wide Contests	10	60,626	82,976
Teens Kick Butts/ Ash	10	29,364	19,938
<i>Other programs or strategies reported:</i>			
Kick Butts Day	1	6,000	6,000
Media Contest	1	42	42
Middle School Leadership Conference	1	400	550
Police Activity League Program	1	2,880	2,880
Tobacco Awareness & Creativity Project	1	1,000	200
Ventura County Public Health Tobacco Bus of Horror	1	1,434	1,509
Total:		361,924	381,939

Table 6  
 Number of Projected Students and Number of Students Actually  
 Participating in TUPE Specific Youth Development Activities  
 (Question 2C.)

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
Peer Educator	10	24,944	30,344
STAKE Act “stings”	1	20	17
Tobacco control ordinance development/enforcement	3	166	86
<i>Other programs or strategies reported:</i>			
Cross Age Educators	1	6	10
Daily TUPE Announcements	1	2,880	2,880
Friday Night Live, Club Live, Mentoring	1	930	715
Phoenix Media	1	100	90
Protecting Healthy and Slamming Tobacco (PHAST) Friday	1	0	150
Relay for Life	1	300	275
Stanislaus County Office of Education Fitness Challenge	1	0	300
Teen Summit	1	18	8
Tobacco Prevention Public Service Announcement	1	100	30
Youth Development Conference	1	450	450
Youth Quest	1	54	42
Total:		29,968	35,397

## Intervention & Cessation Programs

Table 7  
 Number of Identified and Served Tobacco-Using Students Who  
 Participated in Intervention Programs or Strategies  
 (Question 3A.)

Program/Strategy Name	Number of grantees selecting each program or strategy	Number of tobacco-using students identified:	Number of tobacco-using students served:
Intervening with Teen Tobacco Users	10	628	340
Project Life	0	0	0
Residential Student Assistance Program	0	0	0
Smokeless Schooldays: Smokeless Saturday School	6	343	965
Tobacco-Free Generations	3	215	48
<i>Other programs or strategies reported:</i>			
Brief Intervention Sessions (BIS)	1	490	448
Counseling	1	8	8
First Offenders / Tobacco Division Class	1	8	8
Saturday School Tobacco 101	1	100	110
Total:		1,792	1,927

Table 8  
 Number of Identified and Served Tobacco-Using Students Who  
 Participated in Cessation Programs or Strategies  
 (Question 3B.)

Program/Strategy Name	Number of grantees selecting each program or strategy	Number of tobacco-using students identified:	Number of tobacco-using students served:
Adolescent Smoking Cessation — Escaping Nicotine and tobacco (ASCENT)	0	0	0
California Smokers' Helpline	9	550	528
Enough Snuff: A Guide for Quitting Smokeless Tobacco	0	0	0
Helping Teens Stop Using Tobacco	16	1,088	730
I Decide: Teen Tobacco Cessation	1	10	10
I QUIT	0	0	0
Project EX: Teen Tobacco Use Cessation Program	0	0	0
<i>Other programs or strategies reported:</i>			
Call It Quits	1	2	2
Individual Counseling	1	126	34
Panacea Counseling	1	279	279
TAP QUIT	1	30	45
Total:		2,085	1,628



## 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  
(Question 4A.)

Category	Number of students
Number of parenting and/or pregnant minors identified	1,103
Number of parenting and/or pregnant minors served:	952
Number of parenting and/or pregnant minors served in school based programs:	895
Number of parenting and/or pregnant minors referred to community programs:	355

### *Local Education Agency Identified Targeted Populations*

Table 10  
Number of Students Participating in Culturally Appropriate Curriculum or Supplemental Activities (by subgroup)  
(Question 4B.)

Population	Culturally appropriate curriculum	Culturally appropriate supplemental activities
African American	1,432	2,487
Asian-Pacific American	1,732	2,895
Hispanic/Latino	23,340	30,345
Native American	208	244
Non-Traditional Students	1,786	3,294
<i>Other targeted populations reported:</i>		
Armenian	0	20
English Learners	2	2
Filipino	14	14
Lesbian, Gay, Bisexual, and Transgender	25	25
Multiracial	5	0
Students with Disabilities	2	2
White	148	148
<b>Total:</b>	<b>28,694</b>	<b>39,476</b>

## 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  
 (Question 5A.)

Training Type	Number of staff	
	Classified	Certificated
General TUPE information	318	1415
Trained to deliver program activities	59	771
<i>Other trainings reported:</i>		
40 Developmental Assets	2	120
Asset Building	0	29
California Healthy Kids Survey Results	400	600
Culture of Poverty	0	100
Tobacco Education Group / Tobacco Awareness Program	0	2
Youth Development	6	53
Total:	785	3,090

## Parent Training

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Table 12  
Number of Parents Receiving Training by Type of Training  
(Question 5B.)

Training Type	Number of parents receiving each type of training
General TUPE information	8,498
<i>Other trainings reported:</i>	
40 Developmental Assets	100
Additional Information	110
California Healthy Kids Data	75
Electronic Media	14
Flyers	2,000
General Drug Information	110
Media Literacy	17
Newspaper Information (1 of 4 issues)	4,000
Nurturing Parents	250
Parents You Matter	5
Smokeless Saturday	9
Tobacco & Drug Information	300
Youth Development	5
Total:	15,493

## 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  
 (Question 5C.)

Activity Type	Services provided by		
	Local Educational Agency	Community Agency	Other
Community Health Fairs	14	22	10
Lesson Implementation	25	18	7
Supplemental activities	23	26	10
<i>Other activities reported:</i>			
Cessation	0	2	0
Health Activities	1	3	0
Local Hospital	1	1	1
Referrals	1	0	0
Tobacco Education	0	1	0
Tobacco Prevention Awareness	0	1	0
Total:	65	74	28

Table A Appendix  
List of Grantees Using Approved Programs

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