



## 2013/14 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. ^

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 2013-14, 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 results of 8 of the 9 funded programs are displayed in the tables that follow. The list of the nine participating grantees is located in Appendix A.

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^Learn more about Getting Results at [www.gettingresults.org](http://www.gettingresults.org)

## Executive Summary

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

- The most often used research-validated / evidence based programs are *Project ALERT* (6), *Project Towards No Drug Abuse* and *Botvin's Life Skills Training* (4). All of the grantees indicated they implemented at least one research-validated / evidence based programs, six grantees implemented two or more programs listed on the Annual Report approved program list. (See Table 1)
- The majority of students (60%) that received a research-validated / evidence based program were in the 7, 8 or 9<sup>th</sup> grade. (See Table 2)
- The most common non-research based validated programs employed by grantees was *Teen Health Course Series* (78% of students). (See Table 3)
- The most popular non-curricula activities or strategies offered were *Red Ribbon Week* (67% of students), followed by *Great American Smoke Out* (19%). (See Table 4)
- Most popular youth development activities were *Tobacco Use Prevention Peer Educator* (48%) followed by *Media Literacy and Youth Media Production* (28% of students) (See Table 5)
- Of the 6,851 students who were involved in intervention programs; 90 percent were involved in *Project Life* and 4 percent were involved in *Intervention with Teen Tobacco Users (TEG)*. (See Table 7)
- Of the approximately 3,623 students that were involved in cessation programs, most utilized the *California Smokers' Helpline* (99%). (See Table 9)
- Parenting or pregnant minors were identified (354) and 100 percent were served. Three programs offered school based services exclusively, two offered school and community based programs, and one offered strictly community-based services.
- Ninety-four percent of classified staff and 68 percent of certificated staff were trained in general TUPE information. (See Table 12)
- Almost 177,000 parents received general TUPE information. (See Table 13)
- Grantees mostly collaborated with local educational agencies on curriculum implementation (50%), youth development activities (87%), cessation activities (62%), intervention activities (50%) and participating in local tobacco control coalition planning meetings (100%). Grantees also worked, to varying degrees, on these activities with their local public health agency, local governmental agencies, and local non-governmental agencies. (See Table 14)

## General Population Instruction

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Table 1  
 Research-Validated/Evidence Based Programs  
 from the Approved Program List

Number that selected each program	Research-Validated/Evidence Based Programs
4	Botvin's Life Skills Training
0	Keepin' It Real
1	Minnesota Smoking Prevention Program
6	Project ALERT
0	Project Northland
1	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)
4	Project TND (Towards No Drug Abuse)
2	Project TNT (Towards No Tobacco Use)
0	SPORTS
0	State-Wide Indian Drug Prevention Program
0	No Program Selected

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


*Note: Reference question 2 of the Annual Report*

Table 2  
 Number of Projected Students and Number of Students Actually  
 Participating in Research-Validated/ Evidenced Based Programs (by grade)

Grade	Number of <b>projected</b> students	Number of <b>actual</b> students
6	11,797	11,796
7	20,279	19,011
8	17,678	16,658
9	17,836	15,906
10	9,833	8,184
11	6,674	6,148
12	6,342	5,769
Non-Traditional	2,203	2,297
<b>Total:</b>	<b>72,642</b>	<b>85,769</b>

*Note: Reference question 4 of the Annual Report*

Table 3  
 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 Participating Students
Teen Health Course Series	2	4,791
Classroom Animation Studio Kit	1	960
Teens Tackle Tobacco	1	346
Personal/Social Lessons: The Missing Link	1	56
Enough Snuff	1	12
Anti-Tobacco Media Blitz	0	0
Blowing Away Big Tobacco's Big Lies	0	0
Decisions for Health Series	0	0
Effective Youth and Adult Partnerships	0	0
Guiding Good Choices – Families that Care	0	0
Hands Off Tobacco! Series	0	0
Health and Wellness Series	0	0
Project ABCD (Analyze, Beware, Create, Disseminate)	0	0
Project ALIVE! (Arts Leading Into Vital Education)	0	0
Project SCAT (Schools and Communities Against Tobacco)	0	0
Something Stinks in Hollywood	0	0
Stay On Track Series	0	0
		6,165

*Note: Reference question 6 of the Annual Report*

Table 4  
 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
Red Ribbon Week (Tobacco focus)	7	181,140	206,273
Great American Smoke Out	5	96,814	58,677
Teens Kick Butts/ Ash	3	68,319	15,625
Assembly Speaker	6	32,591	14,508
Tobacco & Hollywood Campaign	1	0	8,847
School-Wide Contest	3	5,800	5,185
Youth Quest	2	20	160
Mission Possible	0	0	0
<i>Total:</i>		384,684	309,275
If a non-curricula activity not listed in the list above was offered, grantees specify the name of the activity along with the number of projected and participating students.			
Peer Education Presentations	1	4,000	4,294
Peer Education Training	1	90	58
<i>Total:</i>		4,090	4,352

*Note: Reference question 9 of the Annual Report  
 ~ Grantee unable to provide number*

Table 5  
 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
Tobacco use prevention Peer Educator	6	53,451	5,449
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	4	53,810	3,196
Youth Involvement Anti-tobacco Advocacy	5	1,318	2,801
Tobacco use prevention focused Service-Learning Projects	2	3	2
Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	3	33	0
Other law enforcement sting operations to monitor tobacco sales to minors	0	0	0
<i>Total:</i>		108,615	11,448
If a TUPE Specific Youth Development activity not listed in the table above was offered, the grantee provided the name of the activity along with the number of projected and participating students.			
Peer Education Training	1	0	130
<i>Total:</i>		0	130

*Note: Reference question 14 of the Annual Report  
 — Grantee unable to provide number*

Table 6  
Priority Population of Students  
Participating in Youth Development Strategies

Priority Populations	Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	Other Law Enforcement Sting Operations to Monitor Tobacco Sales to Minors	Youth Involvement in Anti-Tobacco Advocacy	Media Literacy & Youth Media Production to Counter the Influence of the Tobacco Industry	Tobacco use prevention Peer Educator	Tobacco use prevention focused Service-Learning Projects
American Indian or Alaska Native	0	0	179	177	47	0
Asian	0	0	528	477	218	1
Pacific Islander	0	0	48	50	17	0
Hispanic/Latino	0	0	685	1,111	324	10
African American	0	0	137	442	140	2
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	0	2	48	17	0
Low Socio Economic Status	0	0	1,334	1,853	581	6

*Note: Reference question 17 of the Annual Report*



## 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 <b>identified:</b>	Number of tobacco-using students <b>served:</b>
Project Life	1	6,674	6,148
Intervention with Teen Tobacco Users (TEG)	3	436	346
Smokeless Schooldays: Smokeless Saturday School	2	250	270
Tobacco-Free Generations	2	77	87
Craving Identification and Management (CM)	0	0	0
<b>Total:</b>		<b>7,437</b>	<b>6,851</b>

*Note: Reference question 19 of the Annual Report*

Table 8  
Priority Population of Students  
Participated in Intervention Programs or Strategies

Priority Populations	Craving Identification and Management (CM)	Intervention with Teen Tobacco Users (TEG)	Project Life	Smokeless Schooldays: Smokeless Saturday School	Tobacco-Free Generations
American Indian or Alaska Native	0	3	20	1	2
Asian	0	19	1,138	36	0
Pacific Islander	0	3	35	3	1
Hispanic/Latino	0	164	2,626	11	55
African American	0	40	624	8	6
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	0	0	3	0
Low Socio Economic Status	0	222	3,795	40	73

*Note: Reference question 22 of the Annual Report*

Table 9  
 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>
California Smokers' Helpline	4	3,667	3,585
Project EX: Teen Tobacco Use Cessation Program	1	35	36
Helping Teens Stop Using Tobacco (TAP)	3	382	2
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	0	0	0
Enough Snuff: A Guide for Quitting Smokeless Tobacco	0	0	0
Project N-O-T (Not on Tobacco)	0	0	0
<b>Total:</b>		4,084	3,623

*Note: Reference question 24 of the Annual Report*

Table 10  
Priority Population of Students  
Participating in Cessation Strategies

Priority Populations	Adolescent Smoking Cessation Escaping Nicotine and Tobacco (ASCENT)	Enough Snuff: A Guide for Quitting Smokeless Tobacco	Helping Teens Stop Using Tobacco (TAP)	California Smoker's Helpline	Project EX: Teen Tobacco Use Cessation Program	Project N-O-T (Not On Tobacco)
American Indian or Alaska Native	0	0	0	16	1	0
Asian	0	0	0	141	1	0
Pacific Islander	0	0	0	10	1	0
Hispanic/Latino	0	0	1	2,728	12	0
African American	0	0	1	91	6	0
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	0	0	13	5	0
Low Socio Economic Status	0	0	2	2,041	26	0

*Note: Reference question 27 of the Annual Report*

## Services to Targeted Populations

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### *Pregnant Minor/Minor Parent Services*

Table 11  
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:	354
Number of parenting and/or pregnant minors served:	354
Number of parenting and/or pregnant minors served in school based programs:	214
Number of parenting and/or pregnant minors referred to community programs:	244

*Note: Reference question 28 of the Annual Report*

## Staff Development or Tobacco-use Prevention Training

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Table 12  
 Number of Classified and Certificated Staff  
 Receiving Training by Type of Training

Training Type	Number of staff	
	Classified	Certificated
Trained to deliver program curriculum	26	353
Trained to deliver youth development strategies	38	290
Trained to deliver intervention strategies	42	187
Trained to deliver cessation strategies	17	44
General TUPE information	1,800	1,887
Total:	1,923	2,761

*Note: Reference question 29 of the Annual Report*

## Parent Training

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Table 13  
Number of Parents Receiving Training by Type of Training

Training Type	Number of parents receiving each type of training
General TUPE information	176,121
If parents received training other than general TUPE information, the grantee provided the type of trainings or information provided and the number of parents participating in each activity.	
Dr. DeNoble (speaker)	548
Parent Information	50
Total:	176,719

*Note: Reference questions 34 and 35 of the Annual Report  
~ Grantee unable to provide number*

## Community Involvement

Table 14  
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	4	50%	2	25%	2	25%	3	38%
Youth Development activities	7	88%	4	50%	3	38%	7	88%
Cessation activities	5	63%	4	50%	2	25%	5	62%
Intervention activities	4	50%	3	38%	2	25%	6	75%
Local tobacco control coalition planning meetings	8	100%	6	75%	6	75%	8	100%

Note 1: Reference question 31 of the Annual Report

Note 2: Grantees could select several options; percent columns will not add up to 100%

Note 3: Percentage based on eight grantees



Table A Appendix  
List of Grantees Included in this Report

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Alameda City Unified School District
Brentwood Union Elementary School District
East Whittier City Elementary School District
Elk Grove Unified School District
Hemet Unified School District
Mt. Diablo Unified School District
San Diego Unified School District
San Francisco Unified School District
Stanislaus County Office of Education

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Table B Appendix  
List of Grantees Using Approved Programs

**Botvin's Life Skills Training**

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Hemet Unified School District  
Mt. Diablo Unified School District  
San Diego Unified School District  
Stanislaus County Office of Education

**Minnesota Smoking Prevention Program**

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Hemet Unified

**Project Alert**

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Brentwood Union School District  
East Whittier City School District  
Elk Grove Unified School District  
Mt. Diablo Unified School District  
San Francisco Unified School District  
Stanislaus County Office of Education

**Project Success**

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Elk Grove Unified School District

**Project TND (Towards No Drug Abuse)**

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Hemet Unified School District  
Mt. Diablo Unified School District  
San Francisco Unified School District  
Stanislaus County Office of Education

**Project TNT (Towards No Tobacco Use)**

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Brentwood Union School District  
Mt. Diablo Unified School District