



2013/14 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Cohort G Grant Online Annual Report

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 G 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 21 of the 21 funded programs are displayed in the tables that follow. The list of the participating grantees is located in Appendix A.

^Learn more about Getting Results at www.gettingresults.org

Executive Summary

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 Towards No Drug Abuse (11)*, *Project ALERT* and *Botvin's Life Skills Training (8)*. All grantees indicated they implemented one research-validated/evidence based programs, ten grantees implemented two or more programs listed on the Annual Report approved program list. (See Table 1)
- The majority of students (74%) that received a research-validated/evidence based program were in the 7, 8 or 9th grade. (See Table 2)
- The most common non-research based validated programs employed by grantees were *Anti-Tobacco Media Blitz (58%* of students) followed by *Teen Health Course Series (40%)*. (See Table 3)
- The most popular non-curricula activities or strategies offered were *Red Ribbon Week (38%* of students), followed by *The Great American Smoke Out 28* percent of the students. (See Table 4)
- Most popular youth development activities were *Media Literacy and Youth Media Production (77%)* followed by *Youth Involvement Anti-tobacco Advocacy (11%* of students) (See Table 5)
- Of the 2,265 students who were involved in intervention programs; 60 percent were involved in *Smokeless Schooldays* and 30 percent were involved in *Teen Tobacco Users (TEG)* (See Table 7)
- Of the approximately 34,437 students that were involved in cessation programs, most utilized the *California Smokers' Helpline (98%)*. (See Table 9)
- Parenting or pregnant minors were identified (672) and 98 percent were served. Thirteen grantees identified and served pregnant or parenting students. Eight grantees offered both school and community-based services. Three offered community services exclusively, two strictly offered school-based services. (See Table 11)
- Sixty-nine percent of classified staff and 53 percent of certificated staff were trained in general TUPE information. (See Table 12)
- Just over 94,000 parents received general TUPE information. (See Table 13)
- Grantees mostly collaborated with local educational agencies on curriculum implementation (52%), youth development activities (67%), cessation activities (62%), intervention activities (67%) and participating in local tobacco control coalition planning meetings (52%). 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

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

Number that selected each program	Research-Validated/Evidence Based Programs
8	Botvin's Life Skills Training
1	Keepin' It Real
1	Minnesota Smoking Prevention Program
8	Project ALERT
0	Project Northland
1	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)
11	Project TND (Towards No Drug Abuse)
2	Project TNT (Towards No Tobacco Use)
1	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 projected students	Number of actual students
6	4,004	3,658
7	24,163	23,289
8	13,685	14,393
9	20,097	16,118
10	10,697	8,812
11	2,601	2,274
12	2,513	1,668
Non-Traditional	5,469	3,667
Total:	83,229	73,879

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
Anti-Tobacco Media Blitz	2	16,960
Teen Health Course Series	2	11,510
Classroom Animation Studio Kit	1	300
Teens Tackle Tobacco	3	251
Enough Snuff	1	50
Blowing Away Big Tobacco's Big Lies	0	0
Effective Youth and Adult Partnerships	0	0
Decisions for Health Series	0	0
Guiding Good Choices – Families that Care	0	0
Hands Off Tobacco! Series	0	0
Health and Wellness Series	0	0
Personal/Social Lessons: The Missing Link	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
		29,071

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 projected to participate in the program/activity	Actual number of students participating
Red Ribbon Week (Tobacco focus)	14	168,544	129,266
Great American Smoke Out	10	128,199	94,169
Teens Kick Butts/ Ash	8	70,612	59,743
Assembly Speaker	8	17,345	24,750
School-Wide Contest	12	35,656	24,617
Tobacco & Hollywood Campaign	2	4,573	4,659
Youth Quest	2	49	17
Mission Possible	0	0	0
<i>Total:</i>		424,978	337,221
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.			
World No Tobacco Day	2		43,656
Peer Advocates/Educators	2		2,218
Lose the Chew Day	1		1,200
Real Cost Campaign	1		687
Teen Files Flipped (video)	1		95
<i>Total:</i>			47,856

Note: Reference question 9 of the Annual Report

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 projected to participate in the program/activity	Actual number of students participating
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	11	12,800	12,381
Youth Involvement Anti-tobacco Advocacy	14	271	1,757
Tobacco use prevention Peer Educator	14	1,269	1,592
Tobacco use prevention focused Service-Learning Projects	5	328	326
Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	2	63	18
Other law enforcement sting operations to monitor tobacco sales to minors	1	31	6
<i>Total</i>		14,762	16,080
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.			
Friday Night Live Mentoring Project	1	60	63
World Café	1	75	30
Total:		135	93

Note: Reference question 14 of the Annual Report

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	12	51	2	4
Asian	0	0	786	808	66	80
Pacific Islander	0	0	19	84	8	7
Hispanic/Latino	0	2	1,475	14,975	553	293
African American	2	1	125	480	49	41
Lesbian, Gay, Bisexual, Transgender, & Questioning	1	1	25	362	26	26
Low Socio Economic Status	2	0	1,489	14,814	567	372

Note: Reference question 17 of the Annual Report

Intervention & Cessation Programs

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:
Smokeless Schooldays: Smokeless Saturday School	3	1,044	1,350
Intervention with Teen Tobacco Users (TEG)	8	896	683
Tobacco-Free Generations	3	238	207
Craving Identification and Management (CM)	2	25	25
Project Life	0	0	0
Total:		2,203	2,265

Note: Reference question 19 of the Annual Report

Table 8
 Number of Identified and Served Tobacco-Using Students Who
 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 Generation
American Indian or Alaska Native	0	2	0	7	3
Asian	0	24	1	10	4
Pacific Islander	0	17	0	20	0
Hispanic/Latino	0	52	35	1,000	188
African American	7	50	2	51	7
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	0	4	65	0
Low Socio Economic Status	10	106	27	923	197

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 identified :	Number of tobacco-using students served :
California Smokers' Helpline	10	33,829	33,765
Helping Teens Stop Using Tobacco (TAP)	9	499	548
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	3	43	68
Enough Snuff: A Guide for Quitting Smokeless Tobacco	2	30	30
Project EX: Teen Tobacco Use Cessation Program	1	24	24
Project N-O-T (Not on Tobacco)	1	2	2
Total:		34,427	34,437

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	2	102	0	0
Asian	2	0	13	606	0	0
Pacific Islander	0	0	10	22	0	0
Hispanic/Latino	24	4	304	14,971	24	0
African American	3	0	26	562	0	0
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	0	12	1,404	0	0
Low Socio Economic Status	17	6	261	10,313	0	0

Note: Reference question 27 of the Annual Report

Services to Targeted Populations

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:	672
Number of parenting and/or pregnant minors served:	659
Number of parenting and/or pregnant minors served in school based programs:	626
Number of parenting and/or pregnant minors referred to community program	360

Note: Reference question 28 of the Annual Report

Staff Development or Tobacco-use Prevention Training

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	34	394
Trained to deliver youth development strategies	24	164
Trained to deliver intervention strategies	16	143
Trained to deliver cessation strategies	8	64
General TUPE information	181	855
Total:	263	1,620

Note: Reference question 31 of the Annual Report

Parent Training

Table 13
Number of Parents Receiving Training by Type of Training

Training Type	Number of parents receiving each type of training
General TUPE information	94,177
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.	
Service Learning Project – Parent Presentation	33
Total:	94,210

Note: Reference questions 34 and 35 of the Annual Report

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	11	52%	7	33%	2	10%	7	33%
Youth Development activities	14	67%	13	62%	6	29%	11	52%
Cessation activities	13	62%	12	57%	4	19%	7	33%
Intervention activities	14	67%	12	57%	7	33%	6	29%
Local tobacco control coalition planning meetings	11	52%	14	67%	10	48%	14	67%

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 21 grantees

Table A Appendix
List of Grantees By County

Alameda County

Alameda County Office of Education

Butte County

Chico Unified School District

Calaveras County

Calaveras County Office of Education

Contra Costa County

Contra Costa County Office of Education

El Dorado County

Black Oak Mine Unified School District

Los Angeles County

ABC Unified School District
Palos Verdes Peninsula Unified
Pomona Unified School District

Merced County

Merced Union High School District

Napa County

Napa County Office of Education

Orange County

Fullerton Joint Union High School District
Placentia-Yorba Linda Unified School District
Westminster School District

Riverside County

Desert Sands Unified School District
Palo Verde Unified School District

San Diego County

Cajon Valley Union School District
Sweetwater Union High School District

San Mateo County

San Mateo-Foster City School District

Tehama County

Red Bluff Joint Union High School District

Ventura County

Oxnard Union High School District

Yuba County

Yuba County Office of Education

Table B Appendix
List of Grantees Using Approved Programs

Botvin's Life Skills Training

ABC Unified School District
Black Oak Mine Unified School District
Napa County Office of Education
Pale Verde Unified School District
Palos Verdes Peninsula Unified School District
Pomona Unified School District
Red Bluff Union High School District
Westminster School District

Minnesota Smoking Prevention Program

Chico Unified School District

Keepin It Real

Calaveras County Office of Education

Project Alert

ABC Unified School District
Alameda County Office of Education
Cajon Valley Union School District
Calaveras County Office of Education
Contra Costa County Office of Education
Desert Sands Unified School District
Placentia Yorba Linda Unified School District
San Mateo Foster City School District

Project SUCCESS

Chico Unified School District

Table B Appendix *(continued)*
List of Grantees Using Approved Programs

Project TND (Towards No Drug Abuse)

Alameda County Office of Education
Black Oak Mine Unified School District
Calaveras County Office of Education
Contra Costa County Office of Education
Fullerton Joint Unified School District
Merced Union High School District
Oxnard Union High School District
Placentia Yorba Linda Unified School District
Red Bluff Union High School District
Sweetwater Union High School District
Yuba County Office of Education

Project TNT

Red Bluff Union High School District
Sweetwater Union High School District

SPORTS

Napa County Office of Education