



## 2013/14 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Cohort H 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 H 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 from all ten funded programs are displayed in the tables that follow. The list of the ten 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) and *Project Towards No Tobacco Use* (5). Six grantees indicated they implemented one research-validated/evidence based programs, 3 grantees implemented two or more programs listed on the Annual Report approved program list. (See Table 1)
- The majority of students (65%) 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 *Effective Youth and Adult Partnerships* (86% of students). (See Table 3)
- The most popular non-curricula activities or strategies offered were *Red Ribbon Week* (45% of students), followed by *Teens Kick Butt/Ash* (36%). (See Table 4)
- Most popular youth development activities were *Media Literacy and Youth Media Production* (38%) followed by *Youth Involvement Anti-Tobacco Advocacy* (37% of students) (See Table 5)
- Of the 440 students who were involved in intervention programs; 73 percent were involved in *Teen Tobacco Users (TEG)* and 27 percent were involved in *Smokeless Schooldays*. (See Table 7)
- Of the approximately 3,152 students that were involved in cessation programs, most utilized the *California Smokers' Helpline* (86%). (See Table 9)
- Parenting or pregnant minors were identified (2,014) and 38 percent were served. Both a school-based program and a community program served students at four grantee programs. Two grantees offered exclusively school based programs and one grantee's students were served by community services. Three grantees did not identify any parenting and/or pregnant minors that needed services. (See Table 11)
- Fifty-nine percent of classified staff and 40 percent of certificated staff were trained in general TUPE information. (See Table 12)
- Almost 25,000 parents received general TUPE information. (See Table 13)
- Grantees mostly collaborated with local educational agencies on curriculum implementation (80%), youth development activities (80%), cessation activities (50%), intervention activities (50%) and participating in local tobacco control coalition planning meetings (60%). 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
3	Botvin's Life Skills Training
1	Keepin' It Real
2	Minnesota Smoking Prevention Program
6	Project ALERT
0	Project Northland
0	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)
5	Project TND (Towards No Drug Abuse)
0	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	9,165	6,683
7	10,120	7,631
8	9,490	7,442
9	7,602	6,867
10	1,752	1,727
11	1,537	1,763
12	1,552	1,502
Non-Traditional	727	235
<b>Total:</b>	<b>41,945</b>	<b>33,850</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
Effective Youth and Adult Partnerships	1	200
Classroom Animation Studio Kit	1	32
Anti-Tobacco Media Blitz	0	0
Blowing Away Big Tobacco's Big Lies	0	0
Decisions for Health Series	0	0
Enough Snuff	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
Teen Health Course Series	0	0
Teens Tackle Tobacco	0	0
		232

*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	65,675	44,113
Teens Kick Butts/ Ash	4	28,600	35,798
School-Wide Contest	7	6,150	8,955
Assembly Speaker	4	6,560	8,220
Great American Smoke Out	3	1,800	631
Tobacco & Hollywood Campaign	2	160	510
Mission Possible	1	200	275
Youth Quest	2	110	27
<i>Total:</i>		109,255	98,529
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.			
Media Messages	1	~	4,133
Bus of Tobacco Horrors	1	~	3,919
Peer Mentors	1	~	1,179
Tobacco Fact Games	1	200	350
Essay Contests	1	150	250
Mural	1	100	100
Compliance Checks	1	8	12
<i>Total:</i>		458	9,943

*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
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	8	3,120	3,749
Youth Involvement Anti-tobacco Advocacy	5	960	3,701
Tobacco use prevention Peer Educator	7	2,652	1,233
Tobacco use prevention focused Service-Learning Projects	2	1,000	1,185
Other law enforcement sting operations to monitor tobacco sales to minors	2	35	8
Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	3	95	2
<i>Total:</i>		7,862	9,878
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.			
Student Support Program	1	470	465
Project U (LGBT)	1	250	280
Teen Summit	1	~	95
Wellness Center	1	100	70
Youth Advisory Board	1	30	22
<i>Total:</i>		850	932

*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	59	2	1	3
Asian	0	0	64	43	8	50
Pacific Islander	0	0	18	110	2	8
Hispanic/Latino	2	0	2,455	2,406	435	878
African American	0	0	115	172	34	106
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	0	28	113	3	367
Low Socio Economic Status	2	0	2,204	2,482	398	844

*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>
Intervention with Teen Tobacco Users (TEG)	5	499	321
Smokeless Schooldays: Smokeless Saturday School	2	125	119
Tobacco-Free Generations	1	500	0
Craving Identification and Management (CM)	0	0	0
Project Life	0	0	0
<b>Total:</b>		1,124	440

*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	0	2	0
Asian	0	11	0	4	0
Pacific Islander	0	3	0	15	0
Hispanic/Latino	0	252	0	64	0
African American	0	22	0	25	0
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	24	0	10	0
Low Socio Economic Status	0	252	0	101	0

*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	5	1,273	2,718
Helping Teens Stop Using Tobacco (TAP)	3	396	239
Project N-O-T (Not on Tobacco)	3	177	177
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	0	0	0
Enough Snuff: A Guide for Quitting Smokeless Tobacco	0	0	0
Project EX: Teen Tobacco Use Cessation Program	1	18	18
<b>Total:</b>		1,864	3,152

*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	1	4	0	0
Asian	0	0	10	38	0	0
Pacific Islander	0	0	2	3	0	0
Hispanic/Latino	0	0	178	697	6	8
African American	0	0	22	88	0	0
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	0	24	73	0	0
Low Socio Economic Status	0	0	171	625	10	8

*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:	2,014
Number of parenting and/or pregnant minors served:	761
Number of parenting and/or pregnant minors served in school based programs:	763
Number of parenting and/or pregnant minors referred to community programs:	111

*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	23	218
Trained to deliver youth development strategies	90	128
Trained to deliver intervention strategies	60	46
Trained to deliver cessation strategies	46	30
General TUPE information	315	280
<b>Total:</b>	<b>534</b>	<b>702</b>

*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	24,447
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.	
Parent Education and Awareness	120
Project ALERT Parent Module	88
Total:	24,655

*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	8	80%	2	20%	1	10%	3	30%
Youth Development activities	8	80%	6	60%	4	40%	5	50%
Cessation activities	5	50%	7	70%	0	0%	4	40%
Intervention activities	5	50%	6	60%	0	0%	3	30%
Local tobacco control coalition planning meetings	6	60%	8	80%	4	40%	6	60%

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 10 grantees



Table A Appendix  
List of Grantees By County

Glenn County Office of Education
Kern County Superintendent of Schools
Lawndale Elementary
Lennox School District
Los Angeles County Office of Education
Los Angeles Unified School District
Pleasant Valley School District
Sequoia Union High School District
Solano County Office of Education
Ventura County Office of Education

Table B Appendix  
List of Grantees Using Approved Programs

**Botvin's Life Skills Training**

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Lawndale Elementary School District  
Los Angeles County Office of Education  
Solano County Office of Education

**Keepin' It Real**

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Los Angeles Unified School District

**Minnesota Smoking Prevention Program**

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Pleasant Valley School District  
Ventura County Office of Education

**Project Alert**

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Glenn County Office of Education  
Kern County Superintendent of Schools  
Lennox School District  
Los Angeles Unified School District  
Pleasant Valley School District  
Ventura County Office of Education

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

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Kern County Superintendent of Schools  
Los Angeles County Office of Education  
Los Angeles Unified School District  
Sequoia Union High School District  
Ventura County Office of Education

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