



2013/14 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Cohort I 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 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 of 16 of the 17 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* (13), *Project ALERT* and *Project Toward No Tobacco Use* (12). Three grantees indicated they implemented one research-validated/evidence based programs, 13 grantees implemented two or more programs listed on the Annual Report approved program list. (See Table 1)
- The majority of students (71%) 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 was *Anti-Tobacco Media Blitz* (79% of students). (See Table 3)
- The most popular non-curricula activities or strategies offered were *Red Ribbon Week* (62% of students), followed by *Teens Kick Butts/Ash* (19%). (See Table 4)
- Most popular youth development activities were *Youth Involvement Anti-Tobacco Advocacy* (56%) followed by *Media Literacy and Youth Media Production* (32% of students) (See Table 5)
- Of the 2,458 students who were involved in intervention programs; 51 percent were involved in *Smokeless Schooldays* and 45 percent were involved in *Intervention with Teen Tobacco Users (TEG)*. (See Table 7)
- Of the approximately 2,709 students that were involved in cessation programs, most utilized the *California Smokers' Helpline* (56%). (See Table 9)
- Parenting or pregnant minors were identified (2,361) and 35 percent were served. Both a school-based program and a community program served students at five grantee programs. While three provided only school-based services and two provided only community-based services. Six grantees did not identify or serve pregnant or parenting students. (See Table 11)
- Sixty percent of classified staff and 49 percent of certificated staff were trained in general TUPE information. (See Table 12)
- Almost 50,000 parents received general TUPE information. (See Table 13)
- Grantees mostly collaborated with local educational agencies on curriculum implementation (62%), youth development activities (81%), cessation activities (56%), intervention activities (62%) and participating in local tobacco control coalition planning meetings (69%). 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
3	Botvin's Life Skills Training
2	Keepin' It Real
4	Minnesota Smoking Prevention Program
12	Project ALERT
2	Project Northland
0	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)
13	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 projected students	Number of actual students
6	14,913	12,252
7	22,993	18,512
8	19,512	14,630
9	26,076	20,997
10	7,037	3,924
11	4,527	2,403
12	4,784	2,484
Non- Traditional	1,636	1,165
Total:	101,478	76,367

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	3	2,142
Teens Tackle Tobacco	2	355
Project ABCD (Analyze, Beware, Create, Disseminate)	1	190
Enough Snuff	2	20
Blowing Away Big Tobacco's Big Lies	1	3
Classroom Animation Studio Kit	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
Personal/Social Lessons: The Missing Link	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
		2,710

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)	12	143,861	147,587
Teens Kick Butts/ Ash	11	47,701	44,806
Great American Smoke Out	9	52,177	26,596
Assembly Speaker	8	16,676	16,971
School-Wide Contest	5	55,643	2,954
Tobacco & Hollywood Campaign	1	300	87
Youth Quest	2	21	15
Mission Possible	0	0	0
<i>Total:</i>		316,379	239,016
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	10,098	9,000
Health Fairs	1	3,246	3,084
Lunchtime Activities	1	1,200	1,104
Save a Sweetheart Day	1	400	375
Tobacco Facts	1	200	350
Service Projects	1	~	221
Presentations	1	205	205
Essay Contest	1	150	150
Mural	1	100	100
Friday Night Live/ Club Live	1	60	95
Teens Kick Ash Youth Press Conference	1	60	25
<i>Total:</i>		15,719	14,709

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 projected to participate in the program/activity	Actual number of students participating
Youth Involvement Anti-tobacco Advocacy	13	15,309	15,091
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	13	4,573	8,596
Tobacco use prevention Peer Educator	11	2,066	1,720
Tobacco use prevention focused Service-Learning Projects	7	1,222	1,114
Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	3	207	209
Other law enforcement sting operations to monitor tobacco sales to minors	1	5	2
<i>Total:</i>		23,382	26,732
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.			
Tobacco Game show	1	2,966	2,669
Social Improv Theater	1	2,966	2,669
Youth Conference (She’s All That)	1	700	896
Project U (LGBT)	1	250	280
Educated Adolescent Leaders	1	80	82
Relay for Life	1	50	74
Tobacco Initiative	1	100	57
Youth Development Meetings	1	75	56
Something Odd Campaign	1	30	12
<i>Total:</i>		7,217	6,795

*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	3	0	191	57	15	4
Asian	9	0	2,857	853	95	35
Pacific Islander	4	0	192	147	34	4
Hispanic/Latino	135	0	13,890	3,692	559	600
African American	10	0	2,062	469	98	76
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	0	442	126	39	84
Low Socio Economic Status	127	0	12,357	3,246	785	589

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	4	1,615	1,255
Intervention with Teen Tobacco Users (TEG)	10	1,405	1,111
Craving Identification and Management (CM)	3	90	72
Tobacco-Free Generations	3	40	20
Project Life	0	0	0
Total:		3,150	2,458

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	2	7	0	24	0
Asian	0	87	0	53	2
Pacific Islander	0	23	0	8	1
Hispanic/Latino	11	487	0	447	8
African American	29	154	0	469	1
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	44	0	13	2
Low Socio Economic Status	22	484	0	702	9

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	9	1,290	1,510
Helping Teens Stop Using Tobacco (TAP)	10	803	678
Project EX: Teen Tobacco Use Cessation Program	1	592	441
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	1	40	40
Enough Snuff: A Guide for Quitting Smokeless Tobacco	3	35	31
Project N-O-T (Not on Tobacco)	1	15	9
Total:		2,775	2,709

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	3	0	4	9	2	0
Asian	1	0	28	72	13	0
Pacific Islander	1	0	19	12	18	0
Hispanic/Latino	9	4	379	706	141	4
African American	0	0	65	76	314	0
Lesbian, Gay, Bisexual, Transgender, & Questioning	0	0	41	92	2	1
Low Socio Economic Status	0	15	340	679	362	4

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:	2,361
Number of parenting and/or pregnant minors served:	818
Number of parenting and/or pregnant minors served in school based programs:	811
Number of parenting and/or pregnant minors referred to community programs:	40

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	24	202
Trained to deliver youth development strategies	76	168
Trained to deliver intervention strategies	97	111
Trained to deliver cessation strategies	53	48
General TUPE information	368	514
Total:	618	1,043

Note: Reference question 29 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	49,967
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.	
Parenting for Smoking Prevention	54
Parent Education and Awareness	25
Total:	50,046

*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	10	62%	5	31%	13	81%	9	56%
Youth Development activities	13	81%	13	81%	8	50%	13	81%
Cessation activities	9	56%	10	62%	4	25%	10	62%
Intervention activities	10	62%	9	56%	5	31%	8	50%
Local tobacco control coalition planning meetings	11	69%	15	94%	5	31%	15	94%

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 16 grantees

Table A Appendix
List of Grantees By County

Alameda County

Alameda County Office of Education
Oakland Unified School District

Contra Costa County

San Ramon Valley Unified School District

Lake County

Konocti Unified School District

Los Angeles County

Glendale Unified School District
Los Angeles Unified School District
Norwalk-La Mirada Unified School District

San Bernardino County

Chino Valley Unified School District

San Joaquin County

Stockton Unified School District

Siskiyou County

Siskiyou County Office of Education

Tehama County

Tehama County Department of Education

Tulare County

Tulare County Office of Education

Ventura County

Conejo Valley Unified School District
Simi Valley Unified School District
Ventura Unified School District

Yuba County

Yuba County Office of Education

Table B Appendix
List of Grantees Using Approved Programs

Botvin's Life Skills Training

San Ramon Valley School District
Tehama County Department of Education
Tulare County Office of Education

Keepin' It Real

Los Angeles Unified School District
Simi Valley Unified School District

Minnesota Smoking Prevention Program

Chino Valley Unified School District
Conejo Valley Unified School District
Siskiyou County Office of Education
Ventura Unified School District

Project Alert

Alameda County Office of Education
Chino Valley Unified School District
Conejo Valley Unified School District
Corona-Norco Unified School District
Glendale Unified School District
Konocti Unified School District
Los Angeles Unified School District
Oakland Unified School District
Simi Valley Unified School District
Siskiyou County Office of Education
Tehama County Office of Education
Ventura Unified School District
Yuba County Office of Education

Project Northland

Ventura Unified School District
Yuba County Office of Education

Project TND (Towards No Drug Abuse)

Alameda County Office of Education
Chino Valley Unified School District
Conejo Valley Unified School District
Corona Norco Unified School District
Glendale Unified School District
Los Angeles Unified School District
Norwalk-La Mirada Unified School District
Oakland Unified School District
Simi Valley Unified School District
Siskiyou County Office of Education
Tulare County Office of Education
Ventura Unified School District
Yuba County Office of Education
