



## 2014/15 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Cohort I 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.<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 I Competitive TUPE Grantees, funded from 2014-15, 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 the 17 funded grantees are displayed in the tables that follow. The list of the participating grantees is located in Appendix A.

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<sup>^</sup>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 Towards No Drug Abuse* (16), and *Project ALERT* (15). One grantee indicated they implemented one research-validated/evidence based programs, 16 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 9<sup>th</sup> grade. (See Table 2) The most common non-research based validated programs employed by grantees was *Teens Tackle Tobacco* (74% of students). (See Table 3)
- The most popular non-curricula activities or strategies offered were *Red Ribbon Week* (43% of students), followed by *Teens Kick Butts/Ash* (16%). (See Table 4)
- Most popular youth development activities were *Youth Involvement Anti-Tobacco Advocacy* (35%) followed by *Tobacco Use Prevention Peer Educator* (27% of students) (See Table 5)
- Of the 3,772 students who were involved in intervention programs; 33 percent were involved in *Smokeless Schooldays: Smokeless Saturday School* and 34 percent were involved in *Intervention with Teen Tobacco Users (TEG)*. (See Table 7)
- Of the approximately 3,115 students that were involved in cessation programs, most utilized the *California Smokers' Helpline* (53%). (See Table 9)
- Parenting or pregnant minors were identified (2,374) and 36 percent were served. Five grantees offered both school-based and community programs. One grantee provided only a community program and six grantees offered neither a school nor community based program. (See Table 11)
- Sixty percent of classified staff and 75 percent of certificated staff were trained in general TUPE information. (See Table 12)
- Almost 88,000 parents received general TUPE information. (See Table 13)
- Grantees mostly collaborated with local educational agencies and Public Health Departments on youth development activities. Other grantees worked with local government and non-governmental agencies on tobacco control planning issues. (See Table 14)
- Table 15 lists each type of program (researched validated, non-research validated, non-curricula activities, etc.) and the number of participating students.

## 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
4	Minnesota Smoking Prevention Program
15	Project ALERT
1	Project Northland
0	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)
16	Project TND (Towards No Drug Abuse)
3	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	15,721	14,534
7	26,376	24,760
8	20,711	18,136
9	26,371	21,547
10	3,891	2,761
11	3,317	2,152
12	3,273	2,318
Non-Traditional	1,704	1,164
<b>Total:</b>	<b>101,364</b>	<b>87,372</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
Teens Tackle Tobacco	4	3,250
Anti-Tobacco Media Blitz	2	905
Enough Snuff	2	13
Project ABCD (Analyze, Beware, Create, Disseminate)	1	162
Guiding Good Choices – Families that Care	1	62
Blowing Away Big Tobacco’s Big Lies	0	0
Classroom Animation Studio Kit	0	0
Decisions for Health Series	0	0
Effective Youth and Adult Partnerships	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
		4,392

*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
Tobacco & Hollywood Campaign	1	300	0
Mission Possible	0	0	0
Youth Quest	2	56	175
World No Tobacco Day	6	29,034	18,193
School-Wide Contest	11	72,947	36,116
Assembly Speaker	11	48,292	38,887
Great American Smoke Out	11	50,677	44,858
Teens Kick Butts/ Ash	8	55,888	52,629
Red Ribbon Week (Tobacco focus)	15	141,903	145,126
<i>Total:</i>		399,097	335,984
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.			
Mural – Middle School Mural Project	2	100	123
Kick Butts Day Activities	1	6,731	6,731
Town hall events: S.O.S Students Offering Solutions, All about Vapes	1	50	61
Anti Tobacco Pledge – Anti smoking pledge drive	1	500	750
Save a Sweet Heart	1	400	645
Tobacco Facts Game	1	200	420
Breakthrough Program (Student Assistant Program) for Pregnant Minor Parenting Program	1	256	256
Essay Contest	1	150	780
Lunchtime Activities: Tobacco education activities sponsored by Dispatch Magazine	1	-	1636
Friday Night Live/ Club Live/ Friday Night Live Youth Conference	1	-	64
Teens Kick Ash Youth Conference	1	-	48
Chalk Art Festival – Anti-Tobacco related art	1	-	21
<i>Total:</i>		8,387	11,535

*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
Youth Involvement Anti-tobacco Advocacy	13	27,1373	22,318
Tobacco Use Prevention Peer Educator	12	8,289	17,203
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	11	4,807	8,611
Tobacco use prevention focused Service-Learning Projects	6	10,954	14,761
Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	5	315	224
Other law enforcement sting operations to monitor tobacco sales to minors	2	29	44
<i>Total:</i>		51,567	63,161
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.			
Youth Conference (She’s All That)	1	700	940
Project U (LGBT) Student Summit	1	200	273
Health Surveys	1	200	456
Youth Advisory Group: Unified Neighbors Involving Today’s Youth	2	15	36
Relay for Life	1	50	25
Tobacco Advocacy Initiative	1	100	148
Responsibility Educated Adolescent Leaders	1	80	72
Youth Development Meetings	1	75	45
Something Odd Campaign	1	30	10
Friday Night Life	1	-	1,196
PLUS Leadership	1	-	1,000
Leadership Conferences: Truth About Tobacco, Friend to Friend Conference, California Activities Directors Association Student Leadership Conference	1	-	1,150
Lifesaver	1	-	33
<i>Total:</i>		1,450	5,384

*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	2	0	114	31	28	18
Asian	10	0	1,617	352	320	180
Pacific Islander	4	0	378	94	80	71
Hispanic/Latino	162	3	10,195	3,378	2,129	1,102
African American	9	1	1,086	255	258	181

*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:
Intervention with Teen Tobacco Users (TEG)	8	194	1,228
Brief Intervention	5	1,242	1,102
Smokeless Schooldays: Smokeless Saturday School	3	1,536	1,303
Tobacco-Free Generations	3	60	36
Craving Identification and Management (CIM)	2	113	103
Project Life	0	0	0
Total:		3,145	3,772
If an intervention program not listed in the list above was offered, grantees specify the name of the activity along with the number of projected and participating students.			
Breakthrough Program (Student Assistance Program) for tobacco related issues	1	-	256
Information Sessions on Intervention with Teen Tobacco Users program	1	-	11
Basic Skills Intervention Training – 5 A’s	1	52	23
Total:		52	290

Note: Reference question 19 of the Annual Report

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

Priority Populations	Brief Intervention	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	7	3	0	13	0	127
Asian	17	68	0	113	1	7
Pacific Islander	6	31	0	41	0	221
Hispanic/Latino	289	182	0	517	22	44
African American	37	125	0	400	1	474

*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	9	1,512	1,659
Helping Teens Stop Using Tobacco (TAP)	7	769	769
Project EX: Teen Tobacco Use Cessation Program	1	572	572
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	1	40	31
Enough Snuff: A Guide for Quitting Smokeless Tobacco	2	13	11
Project N-O-T (Not on Tobacco)	2	81	73
Total:		2,987	3,115
If a cessation program not listed in the list above was offered, grantees specify the name of the activity along with the number of projected and participating students.			
No grantees indicated additional cessation programs			
Total:			

*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	10	16	6	0
Asian	1	0	30	143	84	2
Pacific Islander	0	0	8	16	32	0
Hispanic/Latino	19	1	443	894	108	2
African American	1	0	84	171	342	2

*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:	2,374
Number of parenting and/or pregnant minors served:	863
Number of parenting and/or pregnant minors served in school based programs:	841
Number of parenting and/or pregnant minors referred to community programs:	68

*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	39	205
Trained to deliver youth development strategies	97	302
Trained to deliver intervention strategies	61	56
Trained to deliver cessation strategies	29	20
General TUPE information	345	1,705
Total:	571	2,288

*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	84,587
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	397
Parent Education and Awareness	2,743
Total:	87,727

*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	59%	6	35%	8	47%	7	41%
Youth Development activities	14	82%	14	82%	12	70%	14	82%
Cessation activities	8	47%	8	47%	3	18%	8	47%
Intervention activities	9	53%	10	59%	5	29%	11	65%
Local tobacco control coalition planning meetings	11	65%	17	100%	14	82%	15	88%

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 15  
Number of Students Participating in Each Type of Program

Program Type	Number of participating Students
Research-Validated / Evidenced Based Programs	87,372
Non-Research-Validated Curriculum Based Programs	4,392
Non-Curricula Activities or Strategies	335,984
TUPE Specific Youth Development Activities	63,161
Intervention Programs or Strategies	3,772
Cessation Programs or Strategies	3,115
Number of parenting and /or pregnant minors served	863
Duplicated number of participating students:*	498,659

\*Students can participate in more than one program type.

Table A Appendix  
List of Grantees By County

**Alameda County**

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Alameda County Office of Education  
Oakland Unified School District

**Contra Costa County**

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San Ramon Valley Unified School District

**Lake County**

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Konocti Unified School District

**Los Angeles County**

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

**Riverside**

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Corona Norco Unified School District

**San Bernardino County**

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Chino Valley Unified School District

**San Joaquin County**

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Stockton Unified School District

**Siskiyou County**

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Siskiyou County Office of Education

**Tehama County**

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Tehama County Department of Education

**Tulare County**

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Tulare County Office of Education

**Ventura County**

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

**Yuba County**

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

**Keepin' It Real**

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Simi Valley Unified School District

**Minnesota Smoking Prevention Program**

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

**Project Alert**

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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  
Norwalk-La Mirada Unified School District  
Oakland Unified School District  
Simi Valley Unified School District  
Siskiyou County Office of Education  
Stockton Unified School District  
Tehama County Office of Education  
Ventura Unified School District  
Yuba County Office of Education

**Project Northland**

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Yuba County Office of Education

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

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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  
Norwalk-La Mirada Unified School District  
Oakland Unified School District  
Simi Valley Unified School District  
Siskiyou County Office of Education  
Stockton Unified School District  
Tehama County Department of Education  
Tulare County Office of Education  
Ventura Unified School District  
Yuba County Office of Education

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

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Corona-Norco Unified School District  
Los Angeles Unified School District  
Norwalk-La Mirada Unified School District