



2014/15 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Cohort J 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 J 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 14 funded grantees 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 ALERT* (8), *Project Toward No Tobacco Use* (7), and *Botvin's Life Skills Training* (6). Three grantees indicated they implemented one research-validated/evidence based programs, nine grantees implemented two or more programs listed on the Annual Report approved program list. (See Table 1) The majority of students (86%) 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 *Teen Health Course Series* (90% of students). (See Table 3)
- The most popular non-curricula activities or strategies offered were *Red Ribbon Week* (52% of students). (See Table 4)
- Most popular youth development activities were *Tobacco use prevention Peer Educator* (57%). (See Table 5)
- Of the 1,828 students who were involved in intervention programs; 86 percent were involved in *Brief Intervention* (See Table 7)
- Of the approximately 2,015 students that were involved in cessation programs, most utilized the *California Smokers' Helpline* (93%). (See Table 9)
- Parenting or pregnant minors were identified (477) and 97 percent were served. Both a school-based program and a community program served students at eight grantee programs. While five provided only school-based services and two provided only community-based services. Two grantees did not identify or serve pregnant or parenting students. (See Table 11)
- Sixty-seven percent of classified staff and 76 percent of certificated staff were trained in general TUPE information. (See Table 12)
- Just over 85,000 parents received general TUPE information. (See Table 13)
- Grantees mostly collaborated with local educational agencies and local non-governmental organizations on youth development activities (85%). They also worked with local public health agencies and local government agencies on local tobacco control coalition planning. (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

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

| Number that selected each program | Research-Validated/Evidence Based Programs |
|-----------------------------------|--------------------------------------------------------------------------------------|
| 6 | Botvin's Life Skills Training |
| 0 | Keepin' It Real |
| 3 | Minnesota Smoking Prevention Program |
| 8 | Project ALERT |
| 0 | Project Northland |
| 1 | Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students) |
| 7 | 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 projected students | Number of actual students |
|---------------------|----------------------------------------|-------------------------------------|
| 6 | 7,418 | 5,618 |
| 7 | 33,360 | 25,880 |
| 8 | 33,692 | 22,019 |
| 9 | 19,313 | 13,301 |
| 10 | 3,049 | 2,833 |
| 11 | 0 | 0 |
| 12 | 0 | 0 |
| Non- Traditional | 1,620 | 1,222 |
| Total: | 98,452 | 70,873 |

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 | 2 | 196 |
| Teen Health Course Series | 1 | 4,904 |
| Effective Youth and Adult Partnerships | 1 | 330 |
| Anti-Tobacco Media Blitz | 0 | 0 |
| Project ABCD (Analyze, Beware, Create, Disseminate) | 0 | 0 |
| Enough Snuff | 0 | 0 |
| Blowing Away Big Tobacco's Big Lies | 0 | 0 |
| Classroom Animation Studio Kit | 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 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 |
| |  | 5,430 |

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) | 11 | 118,121 | 160,902 |
| Assembly Speaker | 10 | 14,544 | 41,275 |
| Teens Kick Butts/ Ash | 10 | 6,100 | 19,910 |
| Great American Smoke Out | 9 | 29,512 | 44,840 |
| School-Wide Contest | 9 | 14,850 | 19,551 |
| Tobacco & Hollywood Campaign | 5 | 110 | 12,898 |
| World No Tobacco Day | 3 | 500 | 10,701 |
| Youth Quest | 2 | 400 | 400 |
| Mission Possible | 0 | 0 | 0 |
| <i>Total:</i> | | 184,137 | 310,477 |
| 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. | | | |
| Club Live and Friday Night Live Club | 1 | - | 2,604 |
| Men's Leadership Academy and Black Students Union, Grades Up Campaign | 1 | - | 2,000 |
| Summer of Service – Go B'Nanas Health and Wellness Mobile Camp | 1 | - | 1,500 |
| DUI/Distracted Driving Awareness | 1 | - | 370 |
| Teen Dating Violence Events | 1 | - | 300 |
| Earth Day Activities | 1 | - | 90 |
| Camp LEAD Youth Development Camp | 1 | - | 80 |
| Recovery Fair | 1 | - | 15 |
| <i>Total:</i> | | | 6,959 |

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 |
| Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry | 11 | 1,257 | 3,201 |
| Tobacco Use Prevention Peer Educator | 11 | 7,680 | 16,368 |
| Youth Involvement Anti-tobacco Advocacy | 9 | 1,830 | 2,698 |
| Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act | 6 | 286 | 72 |
| Tobacco Use Prevention focused Service-Learning Projects | 5 | 5,115 | 6,303 |
| Other law enforcement sting operations to monitor tobacco sales to minors | 2 | 31 | 11 |
| <i>Total:</i> | | 16,199 | 28,653 |
| 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. | | | |
| Service Learning Projects related to alcohol, tobacco, drug use and violence | 1 | 5,000 | 5,000 |
| Quit Groups led by nurse partners | 1 | 75 | 61 |
| Quit Kits, Quit App, Quit Text Line | 1 | 725 | 367 |
| Unity Days | 1 | - | 4,000 |
| Public Service Announcements | 1 | - | 1,646 |
| Friday Night Live Youth Development Clubs | 1 | - | 180 |
| Camp LEAD | 1 | - | 80 |
| Student Focus Groups – tobacco related questions | 1 | - | 45 |
| <i>Total:</i> | | 5,800 | 11,379 |

*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 | 1 | 1 | 17 | 23 | 23 | 63 |
| Asian | 7 | 0 | 290 | 143 | 307 | 311 |
| Pacific Islander | 3 | 0 | 36 | 18 | 69 | 62 |
| Hispanic/Latino | 15 | 5 | 458 | 258 | 1,143 | 1,283 |
| African American | 9 | 2 | 78 | 128 | 244 | 499 |
| | | | | | | |

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: |
|-------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------|
| Brief Intervention | 9 | 1,467 | 1,580 |
| Smokeless Schooldays: Smokeless Saturday School | 3 | 200 | 98 |
| Intervention with Teen Tobacco Users (TEG) | 1 | 115 | 115 |
| Tobacco-Free Generations | 1 | 35 | 35 |
| Craving Identification and Management (CIM) | 0 | 0 | 0 |
| Project Life | 0 | 0 | 0 |
| Total: | | 1,817 | 1,828 |

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 | 1 | 0 | 0 | 0 | 2 | 617 |
| Asian | 0 | 0 | 0 | 20 | 0 | 5 |
| Pacific Islander | 0 | 0 | 0 | 0 | 0 | 464 |
| Hispanic/Latino | 14 | 0 | 0 | 56 | 27 | 24 |
| African American | 4 | 0 | 0 | 9 | 4 | 142 |
| | | | | | | |

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 | 8 | 1,008 | 1,884 |
| Helping Teens Stop Using Tobacco (TAP) | 2 | 98 | 98 |
| Project EX: Teen Tobacco Use Cessation Program | 1 | 20 | 10 |
| Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT) | 1 | 230 | 0 |
| Enough Snuff: A Guide for Quitting Smokeless Tobacco | 1 | 20 | 8 |
| Project N-O-T (Not on Tobacco) | 1 | 50 | 15 |
| Total: | | 1,426 | 2,015 |

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 | 7 | 1 | 1 |
| Asian | 0 | 0 | 0 | 39 | 1 | 0 |
| Pacific Islander | 0 | 0 | 0 | 6 | 0 | 0 |
| Hispanic/Latino | 0 | 0 | 0 | 846 | 8 | 29 |
| African American | 0 | 0 | 0 | 48 | 2 | 10 |
| | | | | | | |

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: | 477 |
| Number of parenting and/or pregnant minors served: | 463 |
| Number of parenting and/or pregnant minors served in school based programs: | 343 |
| Number of parenting and/or pregnant minors referred to community programs: | 254 |
| | |

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 | 52 | 351 |
| Trained to deliver youth development strategies | 97 | 336 |
| Trained to deliver intervention strategies | 126 | 63 |
| Trained to deliver cessation strategies | 27 | 43 |
| General TUPE information | 603 | 2,473 |
| Total: | 905 | 3,266 |

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 | 81,298 |
| 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 | 3,753 |
| Total: | 85,051 |

*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 | 9 | 69% | 4 | 31% | 0 | 0% | 2 | 15% |
| Youth Development activities | 11 | 85% | 9 | 69% | 4 | 31% | 12 | 92% |
| Cessation activities | 8 | 61% | 5 | 38% | 2 | 15% | 5 | 38% |
| Intervention activities | 9 | 69% | 5 | 38% | 1 | 1% | 4 | 31% |
| Local tobacco control coalition planning meetings | 10 | 77% | 13 | 100% | 7 | 54% | 10 | 77% |

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 | 70,873 |
| Non-Research-Validated Curriculum Based Programs | 5,430 |
| Non-Curricula Activities or Strategies | 310,477 |
| TUPE Specific Youth Development Activities | 28,653 |
| Intervention Programs or Strategies | 1,828 |
| Cessation Programs or Strategies | 2,015 |
| Number of parenting and /or pregnant minors served | 463 |
| Duplicated number of participating students:* | 419,739 |

*Students can participate in more than one program type.

Table A Appendix
List of Grantees By County

Contra Costa County

Contra Costa Unified School District

Los Angeles County

Los Angeles Unified School District

Napa County

Napa County Office of Education

Orange County

Anaheim Union High

Orange County Department of Education

Riverside County

Hemet Unified School District

Sacramento County

Elk Grove Unified

Folsom Cordova Unified

Sacramento City Unified

San Juan Unified

San Diego County

Cajon Valley Union

San Francisco County

San Francisco Unified

Solano County

Solano County Office of Education

Stanislaus County

Stanislaus County Office of Education

Table B Appendix
List of Grantees Using Approved Programs

Botvin's Life Skills Training

Anaheim Union High School District
Folsom Cordova Unified School District
Hemet Unified School District
Napa County Office of Education
Orange County Department of Education
Solano County Office of Education

Minnesota Smoking Prevention Program

Hemet Unified School District
Sacramento City Unified School District
San Juan Unified School District

Project Alert

Anaheim Union High School District
Contra Costa County Office of Education
Elk Grove Unified School District
Folsom Cordova Unified School District
Orange County Department of Education
San Diego County Office of Education
San Francisco Unified School District
Stanislaus County Office of Education

Project SUCCESS

Elk Grove Unified School District

Project TND (Toward No Drug Abuse)

Anaheim Union High School District
Contra Costa County Office of Education
Hemet Unified School District
Orange County Department of Education
San Diego County Office of Education
San Francisco Unified
Stanislaus County Office of Education
