



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
