



2015/16 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Annual Report for 17 Cohort I Grants

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 I Competitive TUPE Grantees, funded from 2015-16, are required to complete an annual online survey, in addition to other reporting requirements. Via the online survey, all 17 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.

^Learn more about Getting Results at www.gettingresults.org

2015-16 Executive Summary for Cohort I

Listed below are highlights of the Annual Report information submitted by the 17 TUPE Grantees:

- The most used research-validated/evidence based prevention programs are Project TND (16), *Project ALERT* (15), and Botvin's Life Skills Training (4). Seven of the ten programs on the approved list were utilized by at least one grantee. (See Table 1)
- Eleven grantees implemented 3 research validated/evidence based programs, five grantees implemented 2, and one grantee implemented 1. (See Appendix B)
- The most common non-validated prevention program--employed, by four grantees--was *Teens Tackle Tobacco* (78% of students).
- The most popular non-curricula activities or strategies offered were Youth Involvement Anti-tobacco Advocacy (i.e., Red Ribbon Week, Great American Smoke Out, World No Tobacco Day, Teens Kick Butts/Ash, Youth Quest, Tobacco & Hollywood Campaign, School-Wide Contest, Mission Possible) 71% of all Cohort I students participated. (See Table 3)
- Of the 3,838 students who were involved in intervention programs; 68 percent were involved in *Brief Intervention or TEG (Intervention with Teen Tobacco Users)* (See Table 4)
- Of the approximately 15,710 students that were involved in cessation programs, most utilized the *California Smokers' Helpline* (93%). (See Table 5)
- Program distributions by grade level are shown in Table 6. Program choices and mix vary widely by grade level, with most cessation programs occurring at the high school level.
- Parenting or pregnant minors were identified (1,652) and 99 percent were served. Both a school-based program and a community program served students at five grantee programs. While six provided only school-based services and one provided only community-based services. Four grantees did not identify or serve pregnant or parenting students. (See Table 8)
- Overall, 2,625 staff members received general TUPE education, 93 were trained to deliver cessation programs, 202 to deliver intervention strategies, 501 to lead youth development approaches, and 440 to deliver prevention programs. (See Table 9)
- Nearly 66,000 parents received general TUPE information. (See Table 10)
- Grantees primarily collaborated with local public health agencies (94%) and local non-government agencies (88%) on local tobacco control coalition planning. They also worked with with local educational agencies (76%), local non-governmental organizations local public health agencies (76%) and local non-governmental organizations (82%) on youth development activities. (See Table 11)

General Population Instruction

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

Number of Grantees that selected each program	Programs	Number of participants for each program
3	Botvin's Life Skills Training	6,305
1	Keepin' It Real	1,201
4	Minnesota Smoking Prevention Program	4,732
15	Project ALERT	41,408
1	Project Northland	124
-	Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students)	-
16	Project TND (Towards No Drug Abuse)	26,630
3	Project TNT (Towards No Tobacco Use)	14,514
-	SPORTS	-
-	State-Wide Indian Drug Prevention Program	-
-	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

General Population Instruction

Table 2
Number of Students Participating in
Non-Research Validated Prevention Programs, Activities or Strategies

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
Teen Health Course Series	-	-
Classroom Animation Studio Kit	-	-
Teens Tackle Tobacco	4	2,275
Effective Youth and Adult Partnerships	-	-
Anti-Tobacco Media Blitz	1	471
Project ABCD (Analyze, Beware, Create, Disseminate)	1	180
Enough Snuff	1	4
Blowing Away Big Tobacco's Big Lies	-	-
Decisions for Health Series	-	-
Guiding Good Choices – Families that Care	-	-
Hands Off Tobacco! Series	-	-
Health and Wellness Series	-	-
Personal/Social Lessons: The Missing Link	-	-
Project ALIVE! (Arts Leading Into Vital Education)	-	-
Project SCAT (Schools and Communities Against Tobacco)	-	-
Something Stinks in Hollywood	-	-
Stay On Track Series	-	-
Total:		2,930

Note: Reference question 4 of the Annual Report

General Population Instruction

Table 3
 Number of Students Actually Participating
 in TUPE Specific Youth Development Activities

Program/Strategy Name	Number of grantees selecting each program or strategy	Actual number of students participating
Assembly Presentation	12	47,144
Law enforcement sting operations to monitor tobacco sales to minors (i.e., Stop Tobacco Access to Kids Enforcement (STAKE) Act or others)	4	253
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	11	9,707
Tobacco Use Prevention Peer Educator	14	32,609
Tobacco Use Prevention focused Service-Learning Projects	7	5,817
Youth Involvement Anti-tobacco Advocacy	15	231,848
Total:		327,378

Note: Reference question 7 of the Annual Report

Intervention & Cessation Programs

Table 4
 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	8	1,351	1,312
Tobacco-Free Generations	5	79	62
Smokeless Schooldays: Smokeless Saturday School	4	1,190	1,069
Intervention with Teen Tobacco Users (TEG)	10	1,258	1,296
Craving Identification and Management (CIM)	2	102	99
Project Life	-	-	-
Total:		3,980	3,838

Note: Reference question 11 of the Annual Report

*two grantees unable to provide number

Intervention & Cessation Programs

Table 5
 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	13,923	14,588
Helping Teens Stop Using Tobacco (TAP)	8	710	811
Project EX: Teen Tobacco Use Cessation Program	1	422	278
Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT)	1	18	18
Enough Snuff: A Guide for Quitting Smokeless Tobacco	1	5	3
Project N-O-T (Not on Tobacco)	2	16	12
Total:		15,094	15,710

Note: Reference question 14 of the Annual Report

**four grantees unable to provide number*

Intervention & Cessation Programs

Table 6
 Number of Grantees Participating
 in Various Program Types
 by Grade Level

Grade Level	Research-Validated or evidence-based curricula-based programs	Other Curricula-based programs	Non-curricula activities	Intervention programs	Cessation programs
6 th Grade	13	5	12	6	5
7 th Grade	17	4	14	10	5
8 th Grade	13	5	15	13	6
9 th Grade	14	4	14	12	11
10 th Grade	4	6	13	13	12
11 th Grade	4	5	13	12	11
12 th Grade	2	6	13	12	12
Non Traditional	9	5	10	13	11

Note: Reference question 17 of the Annual Report

Services to Targeted Populations

Table 7
 Number of Grantees Providing Programs
 Specifically Targeted to Priority Populations

Priority Populations Targeted	Research-Validated or evidence-based curricula-based programs	Other Curricula-based programs	Non-curricula activities	Intervention programs	Cessation programs
African American	11	4	9	10	8
American Indian or Alaska Native	10	3	8	7	7
Asian	10	4	8	9	7
Pacific Islander	8	3	6	7	6
Hispanic/Latino	13	4	10	11	10

Note: Reference question 19 of the Annual Report

**four grantees unable to provide data*

Pregnant Minor/Minor Parent Services

Table 8
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:	1,652
Number of parenting and/or pregnant minors served:	1,647
Number of parenting and/or pregnant minors served in school based programs:	1,632
Number of parenting and/or pregnant minors referred to county programs:	74

Note: Reference question 21 of the Annual Report

**four grantees unable to provide number*

Staff Development or Tobacco-use Prevention Training

Table 9
 Number of Classified and Certificated Staff
 Receiving Training by Type of Training

Training Type	Number of staff		
	Classified	Certificated	Total
Trained to deliver program curriculum	84	356	440
Trained to deliver youth development strategies	160	341	501
Trained to deliver intervention strategies	93	109	202
Trained to deliver cessation strategies	66	27	93
General TUPE information	732	1,893	2,625

Note: Reference question 23 of the Annual Report

**one grantee unable to provide number*

Parent Training

Table 10
Number of Parents Receiving General TUPE Information

Information Type	Number of parents receiving information
General TUPE information	65,910

Note: Reference questions 26 of the Annual Report

**two grantees unable to provide number*

Community Involvement

Table 11
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%	5	29%	6	35%	8	47%
Youth Development activities	13	76%	13	76%	10	59%	14	82%
Cessation activities	8	47%	7	41%	2	12%	8	47%
Intervention activities	10	59%	10	59%	3	18%	10	59%
Local tobacco control coalition planning meetings	12	71%	16	94%	13	76%	15	88%

Note 1: Reference question 29 of the Annual Report

Note 2: Grantees could select several options; percent columns will not add up to 100%

Note 3: Percentage based on 17 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
Norwalk-La Mirada Unified School District
Los Angeles Unified School District

Riverside County

Corona Norco 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 Department 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 Unified School District
Tehama County Department of Education
Tulare County Office of Education

Keepin' It Real

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
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
Ventura Unified School District
Yuba County Office of Education

Project Northland

Yuba County Office of Education

Project TND (Toward 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
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

Project TNT (Toward No Tobacco Abuse)

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