

# 2013/14 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

## 1. Contact Information

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Cohort: I                      Year: 2013/14

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## 2. Which of the research-validated or evidence-based programs listed below were implemented?

Botvin's Life Skills Training	No
Keepin' It Real	Yes
Minnesota Smoking Prevention Program	No
Project Alert	Yes
Project Northland	No
Project SUCCESS	No
Project TND (Towards No Drug Abuse)	Yes
Project TNT (Towards No Tobacco Use)	No
SPORT	No
State-Wide Indian Drug Prevention Program	No

## 3. Comments pertaining to question 2 are located in the appendix. (Optional)

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4. How many students per grade participated in the program/s identified in question 2?

Grade	Number of Projected Students	Number of Participating Students
Grade 6	0	0
Grade 7	500	495
Grade 8	500	519
Grade 9	2,000	2,432
Grade 10	1,750	2,155
Grade 11	1,500	1,842
Grade 12	1,500	1,865
Non Traditional		
Grade Total	7,750	9,308

5. Comments pertaining to question 4 are located in the appendix. (Optional)

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6. Which of the non-research-validated curriculum-based programs (e.g., LEA adopted health curricula, lessons addressing specific populations, etc.) listed below were offered to students in the general population?

Program/Strategy Name	Number of Participating Students
Anti-Tobacco Media Blitz	0
Blowing Away Big Tobacco's Big Lies	0
Classroom Animation Studio Kit	0
Decisions for Health Series	0
Effective Youth and Adult Partnerships	0
Enough Snuff	0
Guiding Good Choices – Families That Care	0
Hands Off Tobacco! Series	0
Health and Wellness Series	0
Personal/Social Lessons: The Missing Link	0
Project ABCD (Analyze, Beware, Create, Disseminate)	0
Project ALIVE! (Arts Leading Into Vital Education)	0
Project SCAT (Schools and Communities Against Tobacco)	0
Something Stinks in Hollywood	0
Stay On Track Series	0
Teen Health Course Series	0
Teens Tackle Tobacco	0

7. If a non researched-validated curriculum-based program not listed in the table above was offered, please specify the name of the program/strategy along with the number of projected and participating students in the boxes below.

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The only non research validated curriculum used was through Project U, targeting the LGBTQ community. There were 367 identified LAUSD hits on the website which provides access to social services and advice as well as pushing messages out to the subscribers.

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8. Comments pertaining to question 6 are located in the appendix. (Optional)

9. Which of the non-curricula activities (e.g., Teens Kick Butts, Teens Kick Ash, poster contests etc.) listed below were offered to students in the general population?

Program/Strategy Name	Number of Projected Students	Number of Participating Students
Great American Smoke Out	0	0
Red Ribbon Week (Tobacco focus)	5,000	10,165
Teens Kick Butts / Ash	20,000	20,050
School-Wide contest	0	0
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	0	0
Assembly Speaker	400	500

10. If a non-curricula activity not listed in the table above was offered, please specify the name of the activity along with the number of projected and participating students.

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Middle school mural project 100/100  
 Essay contest 150/150  
 Tobacco Facts 200/350

11. If you selected *School-wide contest* as a non-curricular activity, indicate the name of the contest:

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5 Schools conducted outreach sessions and created guessing games about tobacco facts and challenged their knowledge.  
 5 schools conducted essay contests about the issues arising from tobacco use and the damage it causes, winners were rewarded with hoodies for the LIFESAVER campaign.

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12. If you selected *Assembly Speaker* as a non-curricula activity, indicate the name of the speaker:

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Five youth speakers spoke to groups of 100 students each.

13. Comments pertaining to question 9 are located in the appendix. (Optional)

14. Which 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) were offered to students in the general population?

Program/Strategy Name	Number of Projected Students	Number of Actual Students
Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	0	0
Other law enforcement sting operations to monitor tobacco sales to minors	0	0
Youth Involvement in Anti-tobacco Advocacy	100	187
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	100	168
Tobacco use prevention Peer Educator	0	0
Tobacco use prevention focused Service-Learning Projects	750	776

15. If a TUPE Specific Youth Development activity not listed in the table above was offered, please specify the name of the activity along with the number of projected and participating students.

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Project U Health related Leadership summit 250/280  
 TUPE Campaign staff met with LGBTQ student leaders at their annual UCLA Summit and recruited students to read in the anti tobacco campaign. Project U s a web site that services LGBTQ youth.

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16. Comments pertaining to question 14 are located in the appendix. (Optional)

17. How many students from the following priority populations participated in one or more of the youth development strategies listed below during?

	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 and 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	0	0	1	1	0	3
Asian	0	0	8	7	0	32
Pacific Islander	0	0	1	1	0	3
Hispanic/Latino	0	0	139	125	0	577
African American	0	0	17	16	0	72
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	19	17	0	78
Low Socio Economic Status	0	0	131	118	0	543

18. Comments pertaining to question 17 are located in the appendix. (Optional)

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19. Which of the intervention programs listed below were offered? For each program offered provide the number of students, identified and served, under this grant.

Intervention Programs	Number of students identified	Number of students served
Craving Identification and Management (CIM)	0	0
Intervention with Teen Tobacco Users (TEG)	350	309
Project Life	0	0
Smokeless Schooldays: Smokeless Saturday School	0	0
Tobacco-Free Generations	0	0

20. If an intervention program not listed in the table above was offered, please specify the name of the program and the number of project and participating students.

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21. Comments pertaining to question 19 are located in the appendix. (Optional)

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22. How many students from the following priority populations participated in one or more of the intervention programs listed below?

	Craving Identification and Management (CIM)	Intervention with Teen Tobacco Users (TEG)	Project Life	Smokeless Schooldays Smokeless Saturday School	Tobacco- Free Generations
American Indian or Alaska Native	0	2	0	0	0
Asian	0	12	0	0	0
Pacific Islander	0	1	0	0	0
Hispanic/ Latino	0	235	0	0	0
African American	0	28	0	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	31	0	0	0
Low Socio Economic Status	0	216	0	0	0

23. Comments pertaining to question 22 are located in the appendix. (Optional)



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24. Which of the cessation services listed below were offered during the 2012/13 school year? For each program offered provide the number of students identified and served

Cessation Programs	Number of students identified	Number of students served
Adolescent Smoking Cessation-Escaping Nicotine and Tobacco (ASCENT)	0	0
Enough Snuff: A Guide for Quitting Smokeless Tobacco	0	0
Helping Teens Stop Using Tobacco (TAP)	350	309
California Smoker's Helpline	500	725
Project EX: Teen Tobacco Use Cessation Program	0	0
Project N-O-T (Not on Tobacco)	0	0

25. If a cessation program not listed in the table above was offered, please specify the name of the program along with the number of students identified to be served and the number of students served in the space below. *(Please do not use acronyms)*

26. Comments pertaining to question 24 are located in the appendix. (Optional)

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27. How many students from the following priority populations participated in one or more of the cessation services listed below?

	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	2	3	0	0
Asian	0	0	12	29	0	0
Pacific Islander	0	0	1	3	0	0
Hispanic/Latino	0	0	235	537	0	0
African American	0	0	28	65	0	0
Lesbian, Gay, Bisexual, Transgendered, & Questioning	0	0	31	73	0	0
Low Socio Economic Status	0	0	216	508	0	0

28. Comments pertaining to question 27 are located in the appendix. (Optional)

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29. How many parenting and/or pregnant minors were identified and served?

Category	Number of students
Number of parenting and/or pregnant minors identified	2262
Number of parenting and/or pregnant minors served	754
Number of parenting and/or pregnant minors in school based programs	754
Number of parenting and/or pregnant minors referred to community programs	0

30. Comments pertaining to question 29 are located in the appendix. (Optional)

31. How many classified and/or certificated staff were trained in the areas listed below?

Training Type	Classified	Certificated
Trained to deliver program curriculum	0	19
Trained to deliver youth development strategies	38	0
Trained to deliver intervention strategies	38	0
Trained to deliver cessation strategies	38	0
General TUPE information	38	19

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32. If staff were trained in areas not listed in the table above please specify the type of training and how many classified and/or certificated staff were trained in the box below.
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33. Comments pertaining to question 31 are located in the appendix. (Optional)

34. How many parents received general TUPE information during the 2012/13 school year under this grant?

1,900
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35. If parents received training other than general TUPE information, please specify in the space below the type of trainings or information they received and the number of parents participating in each activity.
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36. Comments pertaining to questions 34 are located in the appendix. (Optional)

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37. Were the activities listed in the table below offered in collaboration or coordination with LEAs, community agencies or other organizations?

Activity Type	Local Education Agency	Local public health agency	Local governmental agency	Local non-governmental organization
Curriculum Implementation	No	No	Yes	Yes
Youth Development activities	No	Yes	No	Yes
Cessation activities	No	Yes	No	Yes
Intervention activities	No	Yes	Yes	Yes
Local tobacco control coalition planning meetings	No	Yes	Yes	Yes

38. If an activity other than those listed in the table above was offered, please specify the type of activity and if the activity was in collaboration with an LEA, community agency, local coalitions, or another agency.

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39. Comments pertaining to question 37 are located in the appendix. (Optional)

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Comments regarding question 2:

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Project TND was used with the general student population, Keepin It Real and Project alert were used with the LGBT population.

Comments regarding question 4:

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Comments regarding question 6:

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Comments regarding question 9:

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Comments regarding question 14:

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As part of the Take-Action Leadership Campaign, 187 student leaders were trained as anti-tobacco advocates, 168 as individual spokespersons, and 776 were actively involved in executing service-learning projects.

Comments regarding question 17:

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Comments regarding question 19:

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Comments regarding question 22:

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Comments regarding question 24:

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Every school site student leadership group ordered anti tobacco materials from CA Smokers Helpline and then distributed them to the parent center, the wellenss center on campus, as well as using them at outreach events like Kick Butts Day. This was a new emphasis on year two of the campaign.



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Comments regarding question 27:

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The anti tobacco campaign has used CA Smokers helpline et ever grant school The cessation 800 line has also been widely publicized, and cards passed out to students with the number have been very popular. This was new emphasis of the campaign.

Comments regarding question 29:

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Students at schools with wellness centers additionally used those facilities and outreach programs to reach pregnant teens

Comments regarding question 31:

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The grant modifications approved for Cohort H grant allowed additional funding to be dedicated to training and program oversight. This training was used especially for the cessation groups and the increased attendance and effect of the cessation groups and outreach activities can be partly attributed to this shift from administration to direct program services.

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Comments regarding question 34:

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The Office of the City Attorney conducted ten outreach events at grant school to provide training to student leaders, and to parents about the dangers of tobacco use and media manipulation which favors the tobacco industry. Parents were given lectured about how to get their teens to stop smoking.

Comments regarding question 37:

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Three youth development agencies implemented youth development, intervention, and cessation activities.

Students joined community health fairs sponsored by the County Department of Public Health and the LA City Department of Parks and Recreation. Students also worked with the LA City Attorneys office on parent education, and learned about the anti illegal sale campaign. Finally students worked on the advisory board of the LA Trust, which through the Wellness Center on some campuses provides free health care to students and their parents. These actions greatly accelerated outreach to the broader school community.