



2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

1. Contact Information

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Cohort: H Year: 2014/15

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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	No
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)	Yes
SPORT	No
State-Wide Indian Drug Prevention Program	No

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

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	497
Grade 8	500	531
Grade 9	2,000	2,449
Grade 10	1,750	2,132
Grade 11	1,500	1,844
Grade 12	1,500	1,838
Non Traditional	0	0
Grade Total	7,750	9,291

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

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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.

The only non research validated curriculum based used was through Project U, targeting LCBT student community. There were 485 hits from Cohort I school on the website which provides access to social services and advice, as well as pushing messages out to subscribers.

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	2,500	3,700
Red Ribbon Week (Tobacco focus)	5,000	5,715
Teens Kick Butts / Ash	20,000	26,710
School-Wide contest	2,000	3,780
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	0	0
Assembly Speaker	400	250
World No Tobacco Day	0	0

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.

Middle School Mural Project 100/102
 Essay Contest 150/780
 Tobacco Facts Game 200/420
 Anti-smoking pledge drive 500/750

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

Five schools created guessing games, like Jeopardy. Most titles were Truth about Tobacco or Tobacco Facts. Six schools had essay contests about tobacco, and deaths students knew from tobacco.

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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

Four students spoke to health classes at their schools.

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	300
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	100	387
Tobacco use prevention Peer Educator	20	27
Tobacco use prevention focused Service-Learning Projects	750	820

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.

LIFESAVER anti-addiction training 10 students
 LIFESAVER video program 23 students
 Project U Student Summit 200/273
 Health Surveys 200/456

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	4	7	0	7
Asian	0	0	13	16	2	41
Pacific Islander	0	0	5	6	1	18
Hispanic/Latino	0	0	225	291	20	617
African American	0	0	27	35	3	74

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

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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
Brief Intervention	0	0
Craving Identification and Management (CIM)	0	0
Intervention with Teen Tobacco Users (TEG)	350	380
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)

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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

	Brief Intervention	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	5	0	0	0	0
Asian	0	17	0	0	0	0
Pacific Islander	0	6	0	0	0	0
Hispanic/Latino	0	285	0	0	0	0
African American	0	34	0	0	0	0

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

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	389
California Smoker's Helpline	500	800
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)

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	508
Grade 8	500	530
Grade 9	2,000	2,123
Grade 10	1,750	1,766
Grade 11	1,500	1,589
Grade 12	1,500	1,445
Non Traditional	0	0
Grade Total	7,750	7,961

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

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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.

Middle School Mural Project 150 participated
 UCLA LGBT Summit: 284 student leaders educated
 Project U Online app for LGBT students 378 hits

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	3,000	3,000
Red Ribbon Week (Tobacco focus)	750	1,250
Teens Kick Butts / Ash	25,000	37,588
School-Wide contest	1,000	2,500
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	0	0
Assembly Speaker	1,000	1,000
World No Tobacco Day	0	0

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.

Save a Sweetheart: Valentine's Day outreach/education 3000/4830
 Health Survey Volunteers 100/231
 Student Service Day 100/160

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

Anti-tobacco essay contest, tobacco facts jeopardy, Student Anti-tobacco Arts Campaign, Student Video Club Anti-tobacco videos

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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

Phillip Reynolds
LA City Attorney's Office - Nora Manzanilla

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	170	294
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	170	375
Tobacco use prevention Peer Educator	170	227
Tobacco use prevention focused Service-Learning Projects	1,000	955

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.

Student health surveys 100/235
Student Health Fairs 170/510
City Attorney Office Helpers 170/210
Anti-tobacco Pledge Drive 500/700

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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	3	6	4	12
Asian	0	0	12	15	10	38
Pacific Islander	0	0	4	5	3	15
Hispanic/Latino	0	0	221	281	170	716
African American	0	0	26	34	21	86

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

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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
Brief Intervention	12	12
Craving Identification and Management (CIM)	0	0
Intervention with Teen Tobacco Users (TEG)	250	265
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.

Health Fair Intervention Program 510/17

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

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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

	Brief Intervention	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	0	4	0	0	0
Asian		0	11	0	0	0
Pacific Islander	0	0	4	0	0	0
Hispanic/Latino	0	0	199	0	0	0
African American	0	0	24	0	0	0

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

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

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)	250	254
California Smoker's Helpline	170	376
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)

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 2:

Comments regarding question 4:

Comments regarding questions 6 -7:

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding questions 9-12:

Comments regarding questions 14-15:

Comments regarding question 17:

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding questions 19-20:

Comments regarding question 22:

Comments regarding questions 24-25:

Maintaining the cessation program has been our greatest operational challenge. Students are reluctant to participate, but focus group studies and the high (80%) retention rate show that students are very satisfied by the program. Our challenge is to bridge the gap between low student expectations for the program and the high student satisfaction received as a result of the program.

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding question 27:

Comments regarding question 29:

Comments regarding questions 31-32:

Our training numbers have increased as we have dedicated more funding (through an approved grant revision) to staff training. This has been measured a success as completion rates and recruitment for the programs match or exceed past levels. Cessation class results and focus groups continue to show trong participation satisfaction with cessation program.

2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

Comments regarding questions 34-35:

Comments regarding questions 37-38:

Our major partners in the program have been the agencies, EduCare Foundation, LACER, as well as support from the City Attorney's Office, the County Department of Parks and Recreation, LA County Department of Health, Dispatch and the LA Trust. These agency contacts have been critical in adding to our curriculum and activities, bringing in parents, and spreading the outreach activities to the community.

List of Districts in consortia