



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

1. Contact Information

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Cohort: I 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)

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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	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)

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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.

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.

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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	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.

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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

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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	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)

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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
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)

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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)

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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	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)

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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	4	10	0	0
Asian	0	0	12	32	0	0
Pacific Islander	0	0	4	14	0	0
Hispanic/Latino	0	0	292	608	0	0
African American	0	0	35	72	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	2218
Number of parenting and/or pregnant minors served	732
Number of parenting and/or pregnant minors in school based programs	732
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	20
Trained to deliver youth development strategies	40	0
Trained to deliver intervention strategies	40	0
Trained to deliver cessation strategies	12	0
General TUPE information	40	20

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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.

Site staff and a select group (those trained to deliver cessation programs) were given additional training on recruiting students to the program and referring students, as well as in facilitation. All staff was trained by Student health Services regarding mandated reporting for student abuse, and handling students suffering from abuse. The cessation groups have revealed many students with emotional/physical issues and staff will be trained annually on handling these cases, and on their responsibility as mandated reporters in handling student abuse.

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?

749

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.

197 of the parents attended special anti-tobacco training from the office of the Los Angeles City Attorney. This was an hour long presentation about smoking and the effects of second hand smoke. The sessions included tips on how to get teens to stop smoking.

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	No	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.

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

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Comments regarding question 2:

Comments regarding question 4:

Comments regarding questions 6 -7:

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Comments regarding questions 9-12:

Comments regarding questions 14-15:

Student advocates were developed through our Ambassador program. The LA office of the City Attorney ran the anti-tobacco in media campaign. The Peer Educator was a new program to have students speak to parents and health classes. The service learning projects were with LA County Parents and Recreation, and with the LA Trust and the Wellness Centers.

BTB was been seeking additional activities to convert passive student participation (such as listening to a lecture or attending a rally) into active participation. This has developed into health surveys, pledge drives, games, and other activities to get students to “stand up and be counted”. The pledge drives have gained over a thousand signatures, and over a thousand health surveys have been passed out, completed and tabulated. BTB intends to develop these methods further in the years ahead.

Comments regarding question 17:

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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.

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Comments regarding question 27:

Comments regarding question 29:

We are developing a program to coordinate with the school nurses to increase outreach to pregnant teens.

Comments regarding questions 31-32:

BTB increased staff training as a result of an approved grant budget revision. The additional funding was used to train site staff about reporting requirements, handling special student cases, and group facilitation.

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Comments regarding questions 34-35:

Comments regarding questions 37-38:

Our network of agencies includes our lead youth agency partners, EduCare Foundation, and arc Support with community outreach, cessation activities and special outreach (Parent LGBT community, communities in general) is supported by the LA Trust, the LA City Attorney's Office, Courageous Hearts Youth Foundation, LA County Public Health, the LA County Department of Parks and Recreation, the UCLA Gay Student Alliance, and Sentient.

List of Districts in consortia