



CALIFORNIA
DEPARTMENT OF
EDUCATION

TOM TORLAKSON
STATE SUPERINTENDENT OF PUBLIC INSTRUCTION

California Department of Education

Coordinated School Health and Safety Office

Report to the Tobacco Education and Research Oversight Committee

December 18, 2014

Tom Herman, Administrator
Coordinated School Health and Safety Office
916-319-0914
THerman@cde.ca.gov
California Department of Education

**California Department of Education
Coordinated School Health and Safety Office
Activities Report to the Tobacco Education and Research Oversight Committee**

December 18, 2014

For the period of September 2014 through December 18, 2014, the California Department of Education (CDE), Coordinated School Health and Safety Office (CSHSO) engaged in the activities described in this report.

Should you have any questions regarding the activities described below or other aspects of the CDE's Tobacco-Use Prevention Education (TUPE) Program, please contact Tom Herman, Administrator by telephone at 916-319-0725 or by e-mail at: therman@cde.ca.gov.

Objective 2: Strengthen the Tobacco Control Infrastructure

Strengthening the statewide tobacco control infrastructure is essential to sustain and extend the health and economic benefits already achieved and to address new challenges effectively. Critical strategies include increasing communication, collaboration, and resource leveraging among traditional and new tobacco control partners; building the capacity of state and local agencies and health systems to contribute to tobacco control efforts; and adequately funding California's three tobacco control agencies to ensure stability, continuity, and momentum.

- The CSHSO will convene an Advisory Work Group on March 10, 2015 in Sacramento. The purpose of the work group is to seek input regarding the CSHSO's Tobacco-Use Prevention Education program. Topics will include, but will not be limited to, discussions on the background of the TUPE Program including Fiscal History, Current Program Alignment, Health and Safety Code provisions, and the TEROC Master Plan. The CSHSO will elicit recommendations regarding possible changes to the current competitive grant structure that will address rural and small school populations, disparities among priority populations, and other priority topics for consideration by the CSHSO to reduce tobacco prevalence among school-age youth. The work group is composed of county offices of education encompassing small, medium, large populations, and representatives from public health TEROC, evaluation, research, and youth advocacy agencies.
- Staff from the CSHSO participated in the CTCP "Tobacco and its Impact on my Community" photo contest. Notifications regarding the contest were sent multiple times to county TUPE coordinators for distribution to school districts and schools. Staff also participated in the selection process for determining the winners.

- The CDE has been meeting regularly with CTCP and TRDRP to plan the 2015 Joint Conference. The MOU has been signed by the CDE. The venue is secured at the Sheraton in Sacramento. Our group is working on relevant and interesting titles for the conference. 2015 marks the 25th year of Prop 99 tobacco control funded programs so we are considering how to incorporate that into the conference.
- Sarah Planche, School Health Education Consultant for the CSHSO, has joined the TRDRP Scientific Advisory Committee and subcommittee.
- Sarah Planche has also agreed to be a member of the CDPH Comprehensive Cancer tobacco prevention subcommittee. One of cancer control's objectives is to decrease youth tobacco use.

Objective 3: Achieve Equity in all Aspects of Tobacco Control among California's Diverse Populations.

- In response to the letter received by the CDE from 21 county offices of education expressing a concern over perceived funding parity issues to small rural populations, the CSHSO made adjustments to the Cohort K Tier 2 Request for Applications. Adjustments were also made to incentivize local educational agencies to apply for funds to address tobacco use among low socio-economic status populations. Details regarding both of these changes will be provided under Objective 5.
- Staff from the CDE's American Indian Education Center (AIEC) Program will present at the January meeting. This presentation will provide information regarding the grants provided to the AIECs for the purpose of reducing tobacco use among the youth in this population.
- CSHSO provided some funding and attended the Northern California Safe and Healthy Schools conference in Berkeley on Nov 6-7, 2014. Topics included school climate, collaboration, peer engagement, and vulnerability for addiction in the adolescent brain.

Objective 4: Minimize the Impact of Tobacco Use on People and of Tobacco Waste on the Environment.

Based on its 2006 finding that secondhand smoke is a toxic air contaminant, the California Air Resources Board should act to eliminate all smoking in public places and to declare tobacco smoke a public nuisance. Exemptions and loopholes in California's smoke-free workplace laws must be removed to protect workers, reduce disparities, and earn California recognition as a

smoke-free state. Additional tobacco-free laws and policies should be adopted and enforced to minimize secondhand smoke exposure. Research should address emerging health, social, and economic concerns about new tobacco products, third-hand smoke, and the effects of tobacco waste on the environment.

- For 2014-15, the CSHSO reports that 849 of 1,790 local educational agencies (LEAs) in California are certified as meeting the Tobacco-Free requirements under Health and Safety Code (47 percent). The number of direct-funded charter schools certified as tobacco-free is fairly unchanged from the previous year showing an increase of one additional school certified (5 percent). On a positive note, the number of school districts that have tobacco-free policies increased by 56 districts (79 percent total).
- Many school districts and county offices of education have revised tobacco-free policies in the past year to include a prohibition on electronic nicotine delivery devices and other aerosol emitting devices. As of October 30, 2014, the CSHSO has documented 124 agencies that have made these revisions. A list of these agencies is provided with this report. County offices of Education TUPE Coordinators report that many other LEAs are considering similar changes. As many agencies are renewing their tobacco-free certification status next year, the number of LEAs that do not allow the use of e-cigarettes are anticipated to increase greatly.
- The CSHSO instituted a change to the California Healthy Kids Survey in 2013 inserting questions asking students about their use of e-cigarettes and other aerosol emitting devices. The questions asked the following:
 - During your life, how many times have you used electronic cigarettes, e-cigarettes or other vaping device such as e-hookah, hookah pens or vape pens? (0 times, 1 time, 2 times, 3 times, 4-6 times, 7 or more times)
 - During the past 30 days, on how many days did you use electronic cigarettes, e-cigarettes or other vaping device such as e-hookah, hookah pens or vape pens? (0 days, 1 day, 2 days, 3-9 days, 10-19 days, 20-30 days)

The data from these questions will serve as the CDE's baseline for monitoring the use of e-cigarettes among school age youth.

On the following pages are the preliminary data collected from over 450,000 middle and high school students.

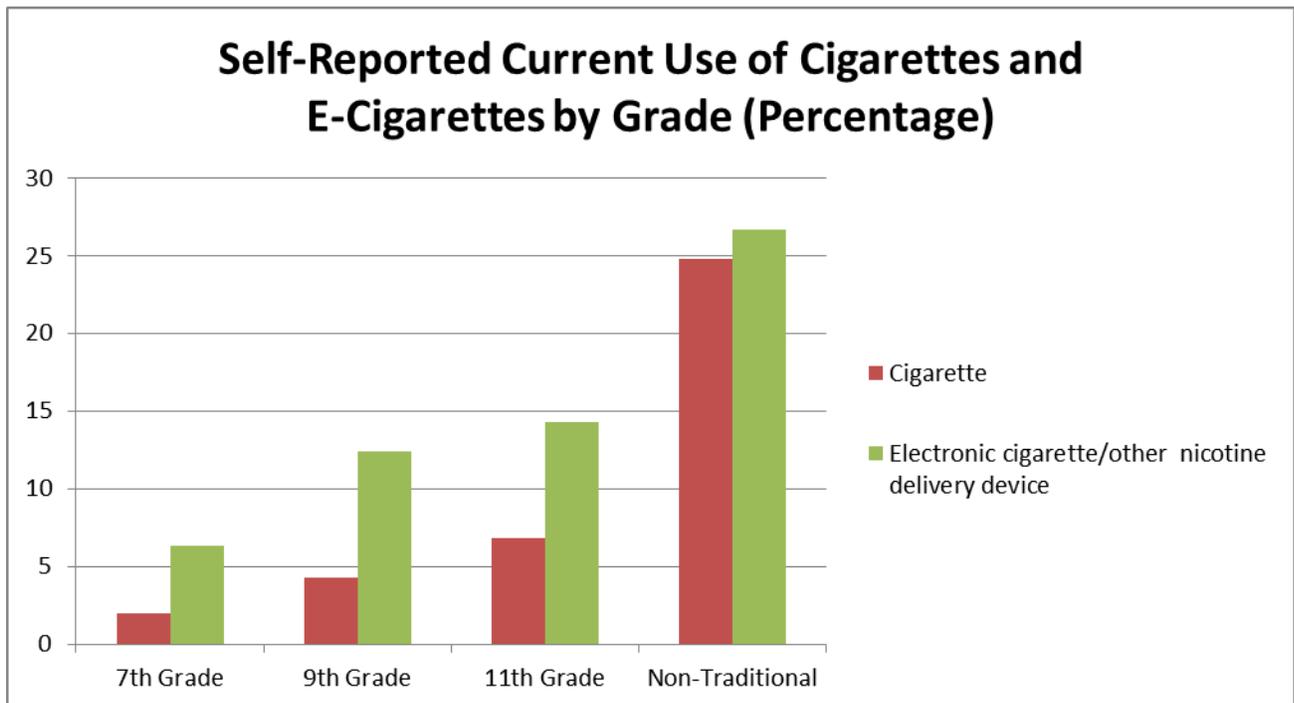
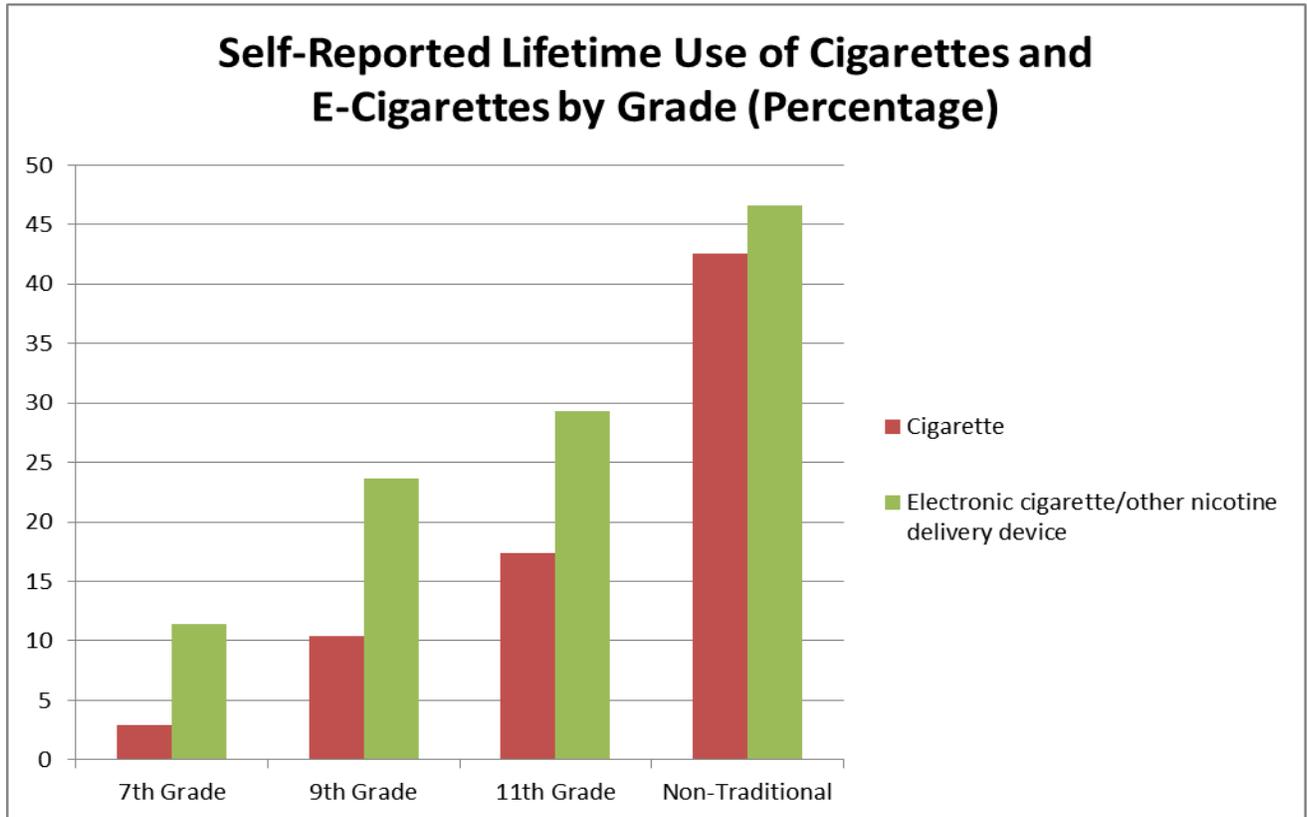


Table 1. Self-Reported Lifetime and Current Use of Cigarettes and Electronic Cigarettes by Grade

| | 7 th Grade | 9 th Grade | 11 th Grade | Non-Traditional ^A |
|---|-----------------------|-----------------------|------------------------|------------------------------|
| Lifetime Use (% Responding 1 or More Times) | | | | |
| Cigarette | 2.9 | 10.4 | 17.4 | 42.6 |
| Electronic cigarette/other nicotine delivery device | 11.4 | 23.6 | 29.3 | 46.6 |
| Current Use (% Responding 1 or More Days) | | | | |
| Cigarette | 2.0 | 4.3 | 6.8 | 24.8 |
| Electronic cigarette/other nicotine delivery device | 6.3 | 12.4 | 14.3 | 26.7 |
| Number of Observations | | | | |
| Student | 144,368 | 155,355 | 132,340 | 20,173 |
| School | 846 | 546 | 536 | 279 |
| School district | 334 | 232 | 233 | 168 |

Notes: Results were based on CHKS data collected among 452,236 students attending 1,624 public schools in 409 school districts during the 2013-14 school year.

^ANon-Traditional includes continuation, community day, and other alternative school types.

Objective 5: Prevent Initiation of Tobacco Use.

Coordination and resource leveraging should be enhanced among California's tobacco control agencies and between community tobacco control programs, schools, and youth organizations throughout the state to accelerate the decline in youth tobacco use prevalence. Critical strategies include developing collaborative community-school tobacco prevention programs, increasing the number of tobacco-free schools, providing training and technical assistance to increase the capacity and competency of schools and community organizations in tobacco use prevention. The priority should be on limiting tobacco industry activities targeted towards youth and young adults, and conducting research and evaluation to strengthen these preventive efforts.

- The CSHSO conducted a readers' conference on December 8-10, 2014 to review and score the applications submitted in response to the Cohort K Tier 1 Request for Applications. A total of 13 applications were received with 12 of the applications advancing to the readers' conference. The sole applicant not read or scored was determined to meet the criteria to have the previous grant provided under Cohort H funding cycle renewed for an additional three years. All 12 reviewed applications achieved the minimum score of 70 points to be awarded a grant. The Cohort K grants will begin July 1, 2015 and end June 30, 2018. Further information regarding the grant award amounts and the identity of the

grantees will be provided at a future meeting following the approval of the intent to award by the Director of the Student Support and Special Services Branch.

- In response to the letter from 21 County Office of Education Superintendents provided to TEROC at the September meeting, the CSHSO instituted changes to Cohort K Tier 2 RFA. These changes are as follows:
 - Applicant agencies will not be allowed to participate in the reading and scoring process in any manner for this Cohort.
 - For the Cohort K Application, approximately 10 percent of the available funds will be awarded to rural districts whose applications meet the minimum scoring criteria identified in the competitive process. The rural classification is based on the National Center for Education Statistics Locale Codes 41, 42, and 43.
 - To be eligible for the funding for rural school districts, the applicant must be on the Cohort K Rural Schools List posted on the Web site with the RFA. For consortium applications, all districts contained within the consortium must be on this list.
 - Grant awards for rural school districts will be subject to the same rules and requirements of the other school districts, as set forth in the application. Regardless of their school classification, each application will be reviewed and scored against a common standard comprised of the scoring rubric and the RFA.

- In addition, the CDE made changes that will take into consideration low social economic status. This will be accomplished through the awarding of additional points above the score assigned by the reviewers to applicants meeting the minimum scoring requirement as follows:
 - The CDE may award an additional five points for agencies for which, in the majority of school sites identified in the application, the percentage of students who are eligible to participate in the Free or Reduced Price Meals (FRPM) Program is greater than 50 percent of the total student population as documented on data reports in Data Quest.
 - The CDE may award an additional 10 points for agencies for which, in the majority of school sites identified in the application, the percentage of students who are eligible to participate in the FRPM Program is greater than 75 percent of the total student population as documented on data reports in Data Quest*.

- The current timelines for both the Tier 1 and Tier 2 grants are shown in the table below.

2015-18 Cohort K RFA Timelines

| Activity | Tier 1 | Tier 2 |
|-------------------------|--------------------|-----------------|
| RFA Released and Posted | September 15, 2014 | January 7, 2015 |

| Activity | Tier 1 | Tier 2 |
|----------------------------------|---------------------|-----------------------|
| Webinar for Potential Applicants | October 16, 2014 | January 14, 2015 |
| Optional Intent to Apply Due | Not Applicable | January 21, 2015 |
| Application Due | October 29, 2014 | February 25, 2015 |
| Reader Training Webinar | Not Applicable | March 12, 2015 |
| Application Review and Scoring | December 8-10, 2014 | March 16-19, 2015 |
| Notice of Intent to Award Posted | February 2, 2015 | April 27, 2015 |
| Appeal Period | February 2-9, 2015 | April 27- May 1, 2015 |
| Grant Period Begins | July 1, 2015 | July 1, 2015 |
| Grant Period Ends | June 30, 2018 | June 30, 2018 |

Objective 7: Minimize Tobacco Industry Influence and Activities

To save lives and save money, Californians must work together to achieve strong regulation of the tobacco industry at every level of its operation. Closely monitoring and exposing tobacco industry spending and activities through rapid-response surveillance systems, the use of social media, and other methods of communication is critical to inform specific actions. Laws that regulate the sale, distribution, and marketing of tobacco products should continue to be adopted and enforced at state and local levels. Statewide legislation that preempts stronger local ordinances should be opposed. Californians should support additional regulation of tobacco by the United States Food and Drug Administration and work within the state to increase refusals of tobacco industry funding, sponsorships, and partnerships.

- John Lagomarsino, School Health Education Consultant in the CSHSO and Kim Homer-Vagadori, Project Director for the California Youth Advocacy Network, presented at the California School Boards Association's Annual Education Conference and Trade Show on Tuesday, December 16, 2014. Their presentation, *E-Cigarettes and Policies: From Beginnings to ENDS*, provided attendees with information on e-cigarettes and other aerosol producing products and an overview of local, state and national policy activities addressing these products.

Other Items of Interest to the Committee

- Tom Herman attended the Governor's Prevention Advisory Council meeting on October 23, 2014 In Sacramento, CA.
- In early October, R. J. Reynolds announced its partnership with the National School Boards Association (NSBA) to promote RJR's new "Right Decisions Right Now" youth smoking prevention program. RJR's press release proudly announces that its curriculum is "aligned with the Common Core Standards." CSHSO contacted the California School Board Association to inform them that

this curriculum is funded by the tobacco industry. Within days of this announcement, the NSBA terminated their partnership with RJR. We thank all of our partners who brought this to our attention and called and wrote letters of protest. Additionally, national and voluntary agencies have contacted the Boys Scouts of America urging them to terminate their relationship with RJR.