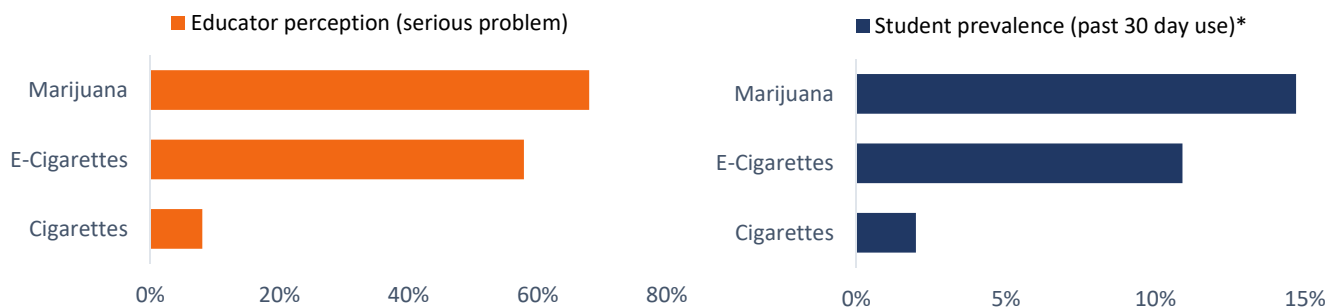# California Educator Tobacco Survey
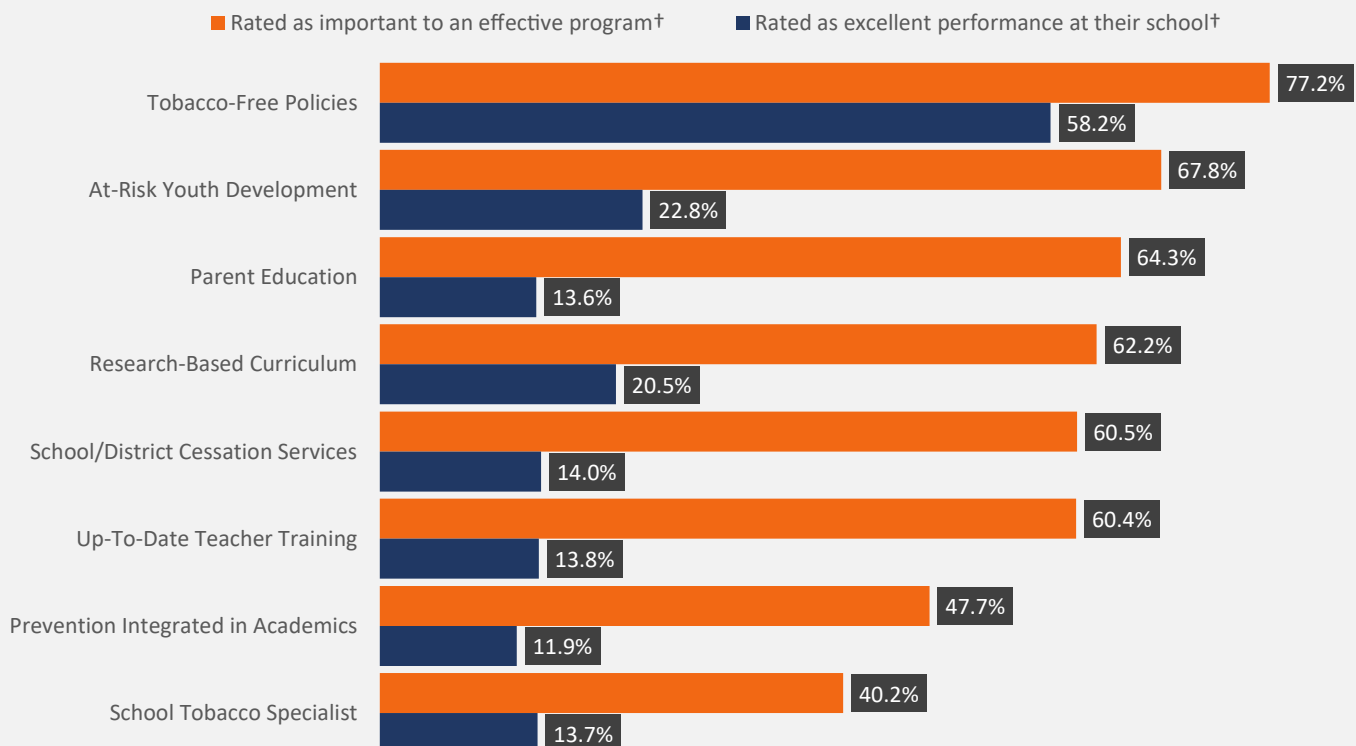
2018-2019 Statewide Results

The California Educator Tobacco Survey (CETS) is an online, anonymous survey conducted by the University of California, San Diego on behalf of the California Department of Education. The survey is designed to measure educator perceptions regarding student use of tobacco, including e-cigarettes (vapes), as well as marijuana. This profile presents results from over 6,000 educators from 251 schools statewide who took the survey between May 2018 and March 2019.

EDUCATOR PERCEPTION OF SUBSTANCES AS A SERIOUS PROBLEM AT THEIR SCHOOL

Educators were asked to rate how much of a problem each substance was for students at their school.† Marijuana and e-cigarettes (vapes) were consistently rated as serious problems, a pattern which aligns with student use prevalence.
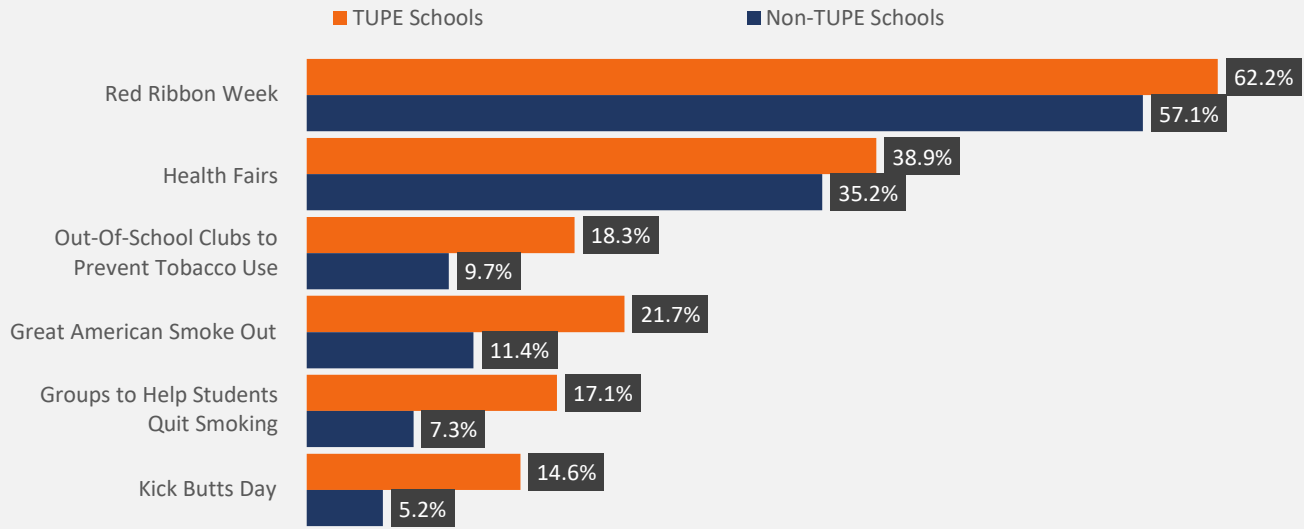

PERCEPTION OF TOBACCO PREVENTION COMPONENTS

Legend: ■ Rated as important to an effective program† ■ Rated as excellent performance at their school†

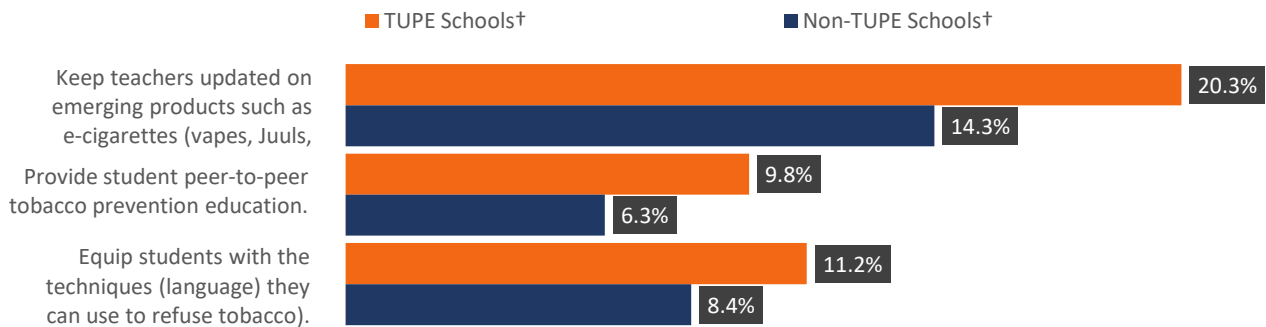| Component	Rated as important to an effective program†	Rated as excellent performance at their school†
Tobacco-Free Policies	77.2%	58.2%
At-Risk Youth Development	67.8%	22.8%
Parent Education	64.3%	13.6%
Research-Based Curriculum	62.2%	20.5%
School/District Cessation Services	60.5%	14.0%
Up-To-Date Teacher Training	60.4%	13.8%
Prevention Integrated in Academics	47.7%	11.9%
School Tobacco Specialist	40.2%	13.7%

†Percentages are based on the proportion who rated a 4 or 5 on a 5-point Likert scale
*Student data: Percentages of past 30 day use. Grades 10 and 12 data, 2017-18 California Student Tobacco Survey.

REPORTED SCHOOL PARTICIPATION IN TOBACCO PREVENTION PROGRAMS

■ TUPE Schools   ■ Non-TUPE Schools

Program	TUPE Schools	Non-TUPE Schools
Red Ribbon Week	62.2%	57.1%
Health Fairs	38.9%	35.2%
Out-Of-School Clubs to Prevent Tobacco Use	18.3%	9.7%
Great American Smoke Out	21.7%	11.4%
Groups to Help Students Quit Smoking	17.1%	7.3%
Kick Butts Day	14.6%	5.2%

REPORTED SCHOOL EXCELLENCE ON ELEMENTS OF TOBACCO PREVENTION

■ TUPE Schools†   ■ Non-TUPE Schools†

Element	TUPE Schools†	Non-TUPE Schools†
Keep teachers updated on emerging products such as e-cigarettes (vapes, Juuls,	20.3%	14.3%
Provide student peer-to-peer tobacco prevention education.	9.8%	6.3%
Equip students with the techniques (language) they can use to refuse tobacco).	11.2%	8.4%

ADDITIONAL RESOURCES

✔ Explore the California Department of Education's *Comprehensive Tobacco-Free School Policy Toolkit* at https://www.cde.ca.gov/ls/he/at/tobfreepolicyregs.asp

✔ Refer students who vape to the California Smokers' Helpline (1-800-NO-BUTTS) for free, evidence-based telephone counseling. An e-cigarette specific quit protocol is available. Visit www.nobutts.org for more information.

✔ Download free, print-ready tobacco education materials through the Tobacco Education Clearinghouse of California at: www.tecc.org.

✔ Reach out to your county's Tobacco Use Prevention Education (TUPE) Coordinator for local resources: www.cde.ca.gov/ls/he/at/countycoordinators.asp.

✔ For more information on the TUPE Evaluation project, visit: https://www.tupe-eval.org/