

CATCH My Breath Youth Vaping Prevention

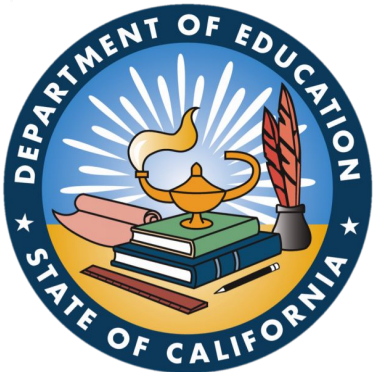


CALIFORNIA
SCHOOL-BASED
HEALTH ALLIANCE

Putting Health Care Where Kids Are

CDE TUPE

We gratefully acknowledge the support of the California Department of Education Tobacco Use Prevention Education program for this project. The contents do not necessarily reflect the position or policy of the CDE.

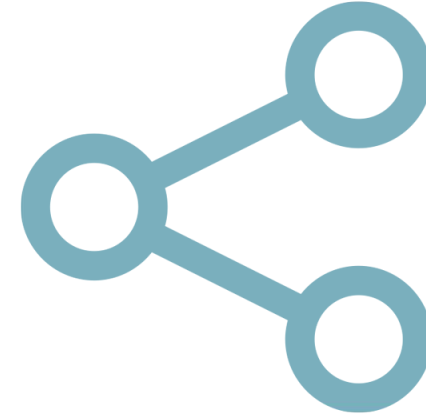




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link**



**The webinar is
being recorded**



**Supporting
materials will be
shared**

Putting Health Care in Schools

The California School-Based Health Alliance is the statewide non-profit organization dedicated to **improving the health & academic success** of children & youth by **advancing health services in schools.**

Learn more:

schoolhealthcenters.org



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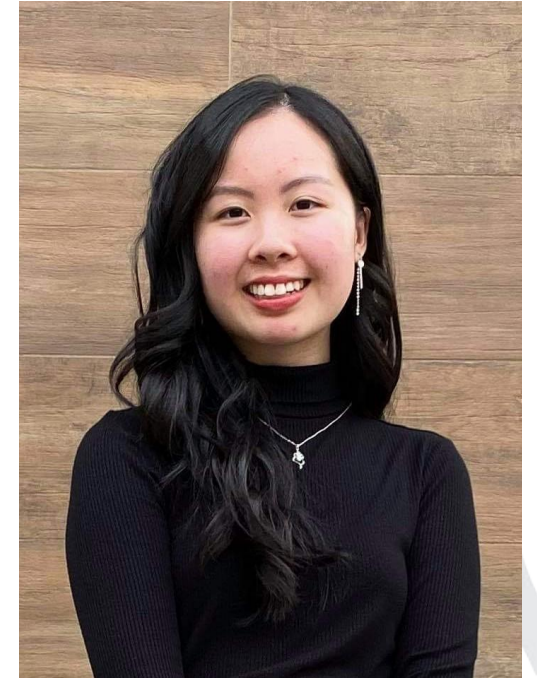
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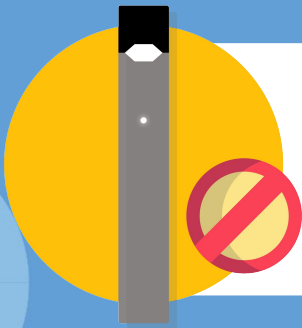
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Tracy Nguyen

Training Manager, California
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CATCH[®] MY BREATH



VAPING PREVENTION PROGRAM

*State of the union of the youth vaping epidemic and
introduction to an evidence-based prevention program*

LEADING EXPERT IN **Whole Child Wellness**

- Comprehensive Health
- Physical Education (PE)
- Nutrition
- Social-Emotional Learning (SEL)
- Substance Misuse
- Oral Health
- Sun Safety
- Family & Community



VAPING ACCESSORIES





REAL LIFE EXAMPLES



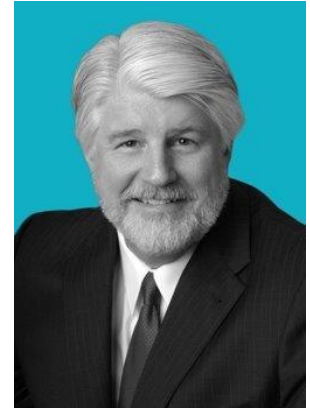
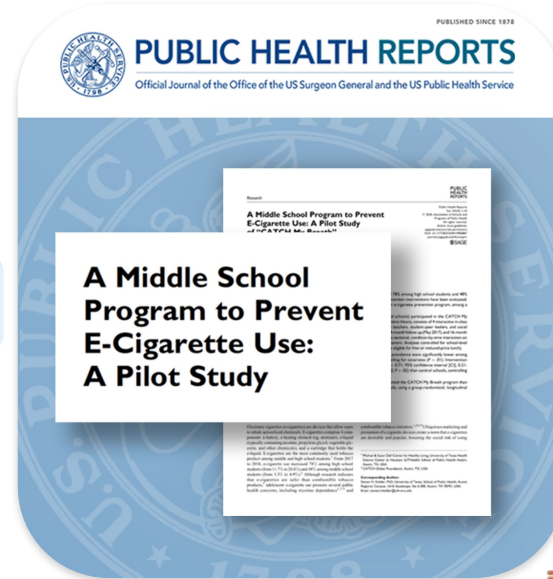
CATCH MY BREATH PROGRAM OVERVIEW

The first evidence-based youth vaping prevention program



FIRST EVIDENCED-BASED PROGRAM

- *January 2020* peer-reviewed study demonstrated **program effectiveness.**
- *Published in* **Public Health Reports,** official journal of the U.S. Surgeon General.

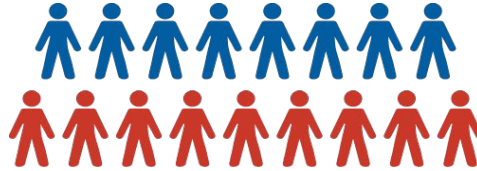


**IMPACT ON AN
AVERAGE
MIDDLE SCHOOL'S
7TH GRADE CLASS
(192 STUDENTS):**



17

will try e-cigarettes
if we do nothing



8

would be **prevented**
with **CATCH My Breath**



153,600

fewer students would try
e-cigarettes this year if implemented
in all public schools

SAMHSA

SCHOOL LEVEL INTERVENTIONS

Outcomes associated with CATCH My Breath research shows that the curriculum resulted in:

- Reductions in nicotine vaping use (both lifetime and within the past 30 days)
- Increases in nicotine vaping knowledge
- Increases in positive perceptions of a vape-free lifestyle
- Reductions in overall tobacco use

EVIDENCE-BASED RESOURCE GUIDE SERIES

Reducing Vaping Among Youth and Young Adults



CATCH My Breath Goal/Outcome(s)

CATCH My Breath, developed by the University of Texas School of Public Health in partnership with the Michael E. DeBakei Center for Healthy Living, is a school-based program developed to prevent nicotine vaping and tobacco use among students in 9th through 12th grade. The program includes classroom lessons, physical education strategies, and parent education.

The classroom lessons are based on cooperative learning, group discussions, goal setting, classroom and adult interviews, and activities such as studying tobacco and nicotine vaping advertising and developing counter-advertising messages. Program content is made available via a digital portal where schools receive a range of materials to support implementation of the program, including:

- Grade-level teachers' guides
- Assisted teacher presentations
- Peer-facilitated group work and discussion
- Posters to appeal to each age group

The program is available for free through support from CVC's Health. The goals of CATCH My Breath are to:

1. Reinforce a tobacco-free lifestyle
2. Prevent experimentation and regular use of nicotine vaping products
3. Increase knowledge of the physical, social, and legal consequences associated with nicotine vaping
4. Expose tobacco/vaping industry marketing strategies designed to attract youth and young adults to vaping, and develop counter-advertising messages
5. Demonstrate nicotine vaping refusal skills

Outcomes Associated with CATCH My Breath

Research shows that the CATCH My Breath curriculum resulted in:

- Reductions in nicotine vaping use (both lifetime and within the past 30 days)
- Increases in nicotine vaping knowledge
- Increases in positive perceptions of a vape-free lifestyle
- Reductions in overall tobacco use

All outcomes were measured by self-report. The time between intervention completion and follow-up varied from immediately post-intervention to 16 months after.

Typical Setting(s) / Demographic Groups for Implementation

CATCH My Breath is a school-based intervention for students aged 10 to 18, with course options for 9th through 12th grade. CATCH My Breath is implemented in classrooms or in youth-based organizations and is free to schools that complete the enrollment information.

Stakeholder Type



Reducing Vaping Among Youth and Young Adults
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All outcomes were measured by self-report. The time between intervention completion and follow up varied from immediately post-intervention to 16 months after.

BEHAVIOR IS THE RESULT OF THREE FACTORS:

PERSONAL

What do I know? What can I do?
What are my attitudes

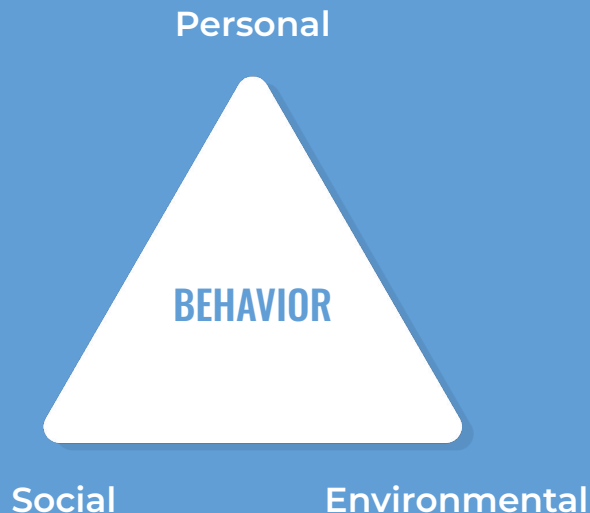
SOCIAL

What is the social response to
performing the behavior?

ENVIRONMENTAL

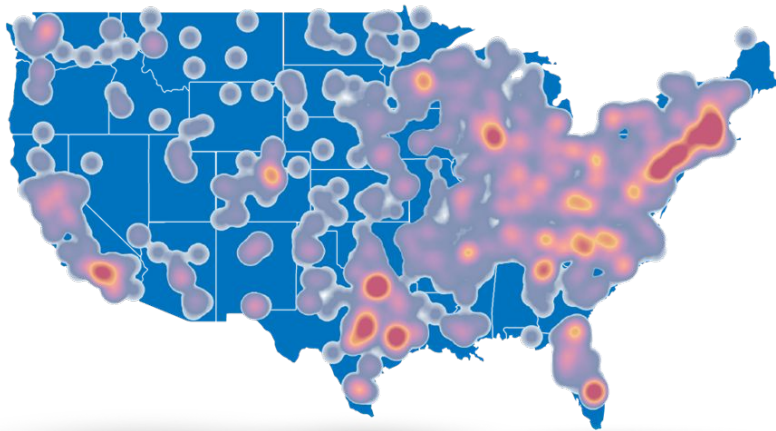
How does my environment support and
reward, or discourage and punish
the behavior?

SOCIAL COGNITIVE THEORY



PROGRAM REACH

2,000,000+
STUDENTS REACHED PER YEAR



50

STATES

(+15 countries outside the US)

5,500+

SCHOOLS

PROGRAM ORGANIZATION

CATCH[®]
MY BREATH

5th

CATCH[®]
MY BREATH

6th

CATCH[®]
MY BREATH

7th-8th

CATCH[®]
MY BREATH

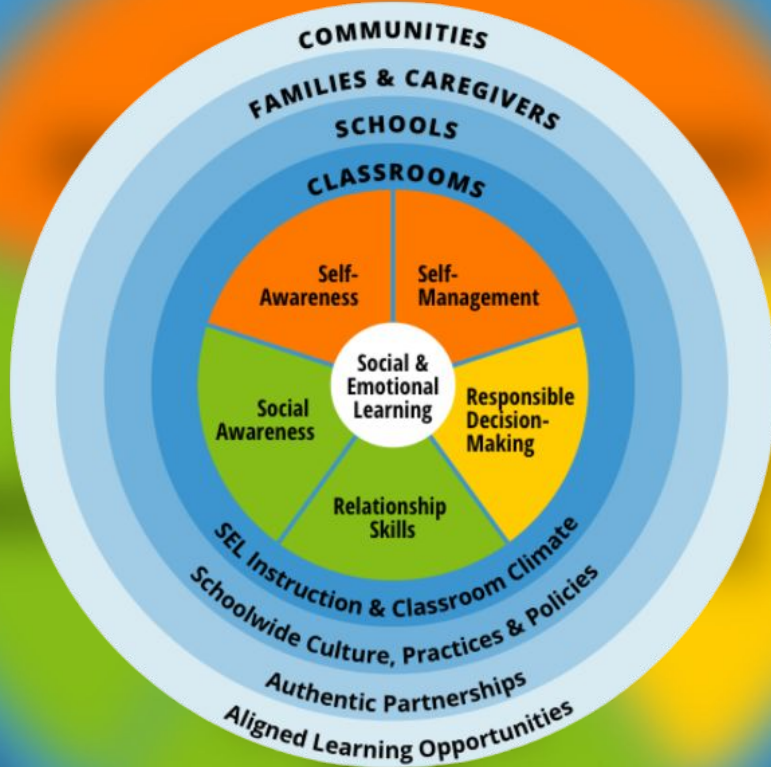
9th-12th

PROGRAM LENGTH

- ★ 4 Sessions X 35-40 minutes each
- ★ 1 Session / week (recommended)

TEACHER MATERIALS INCLUDE:

- ★ Educator guides with detailed lesson plans
- ★ Presentation slides with scripts



STANDARDS ALIGNMENT



National Health Education Standards



Common Core Standards

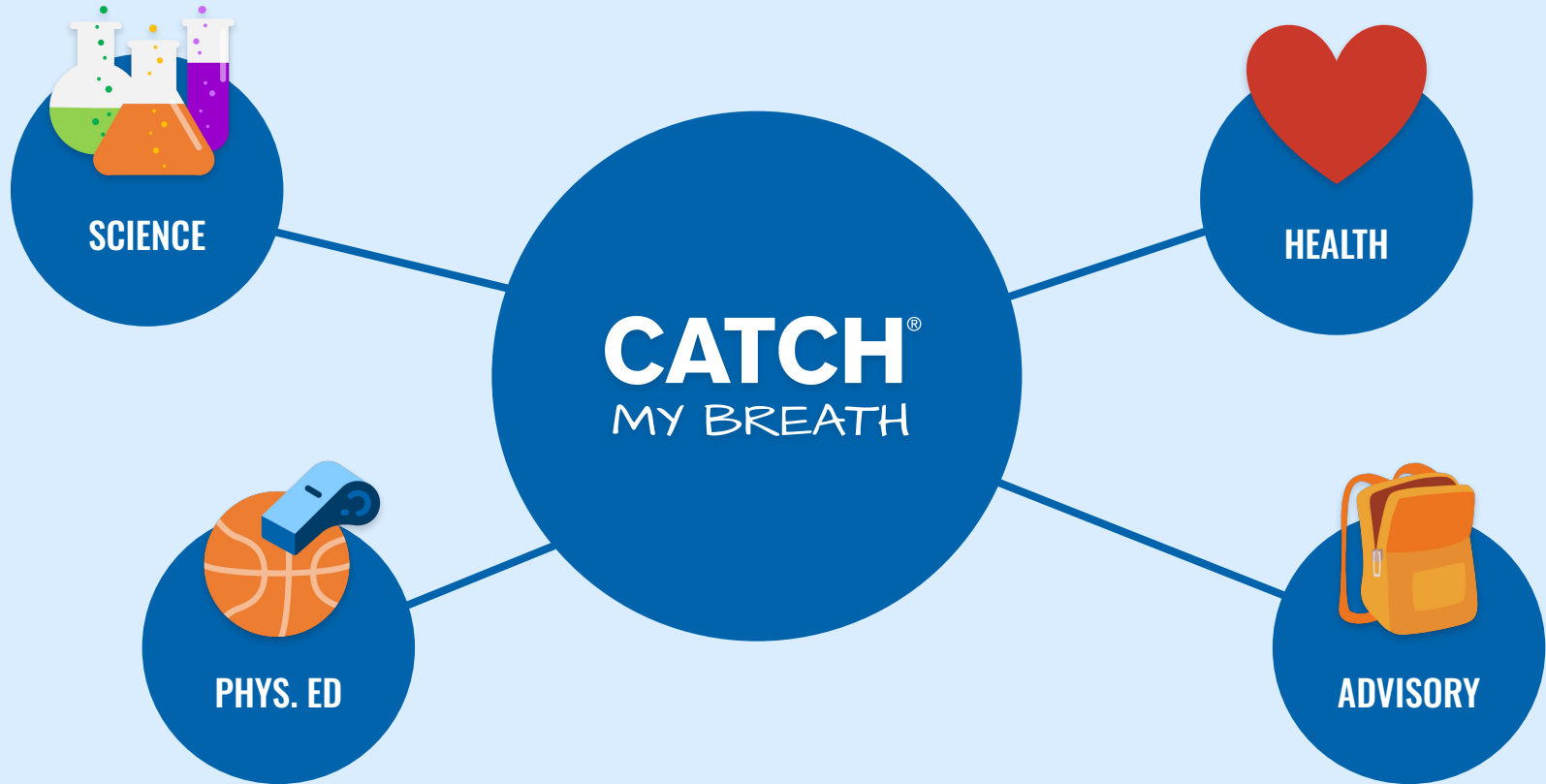


CASEL core competencies for social emotional learning



Maine Learning Results: Health Education and Physical Education Standards

WHERE CAN I TEACH IT?



PEER-LED DISCUSSION GROUPS

Central Pillar of CATCH My Breath

- Students elect peers to lead small groups through lessons
- Allows students address social pressures in their own voice
- Fosters discussion in their own voice in a safe environment
- Builds empathy for and awareness of others



EDUCATIONAL STRATEGIES

Other Strategies include:

- Rigor / Bloom's Taxonomy
- Guided notes
- Check for understanding (CFU)
- Criteria for success (CFS)
- Scaffolding



PARENT COMMUNICATION & RESOURCES



catch.org/program/vaping-prevention/#parents



Parents & Community

Program Information for Parents



Parent Toolkit 



Parent / Community Presentations



E-Cigarette Background Information



PSA Videos



Additional Resources



ENROLLING IN CATCH MY BREATH



1. Visit www.catchmybreath.org (or scan QR code)
2. Click **“GET THE PROGRAM”**

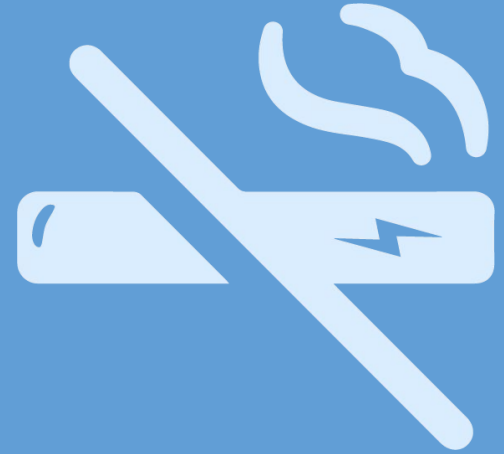
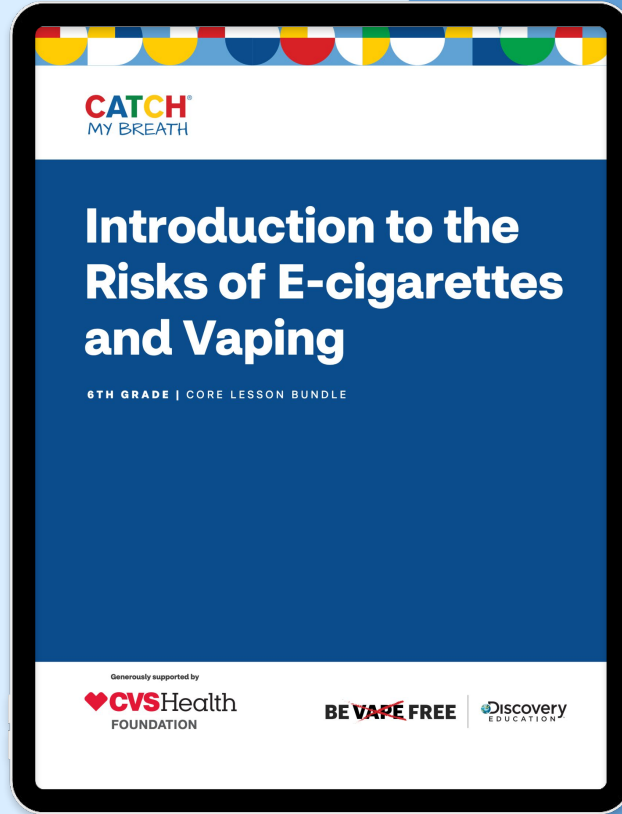


LET'S TAKE A TOUR!

You can follow along if you have access to the
CATCH My Breath Program on [CATCH.org](https://catch.org)



EDUCATOR GUIDE





STUDENT WORKSHEETS

Session 1 Review

STUDENT HANDOUT

A few friends haven't taken this class and don't know much about e-cigarettes. When you're chatting at lunch, you hear them say the following false statements. Write a complete sentence to explain why each one is wrong.

1. Most e-cigarettes are just flavored water.
2. As long as an e-cigarette doesn't have nicotine, it's safe.
3. It's okay to use e-cigarettes because they are safer than regular cigarettes.
4. It takes a long time to become addicted.

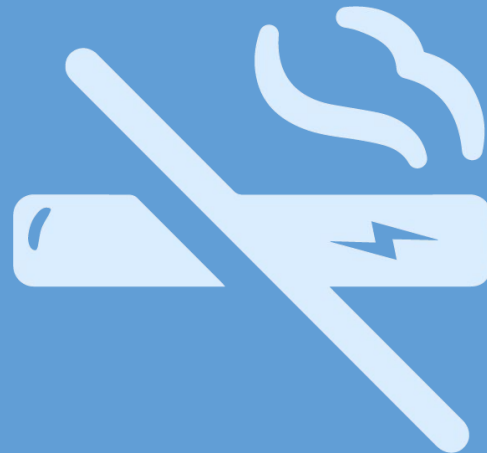
If you personally started using e-cigarettes, how might your life be different? List some consequences of e-cigarette use—and even addiction—as they relate to the list below. Be sure to use the first person (I/me/my).

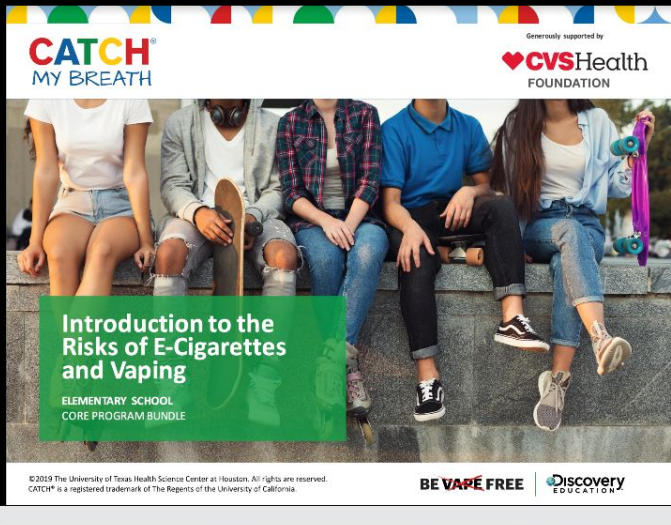
1. Your Social Life
2. Your Body
3. Your Goals
4. Your Family

CATCH
MY BREATH

BE VAPE FREE

BeVapeFree.org 45





PRESENTATION SLIDES

To expand to full-screen and open speaker notes/scripts,
open the options menu (3 vertical dots).

You can also download for offline use, or print this
presentation, by clicking one of the buttons below:

OPEN IN GOOGLE SLIDES

DOWNLOAD AS POWERPOINT FILE



Supplemental Lessons

- Physical Education
 - STEM
- Humanities
- Oral Health
- Virtual Field Trips
- Self-paced Modules



CATCH® MY BREATH

THANK YOU!

Questions? Contact Us!

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@CATCHhealth



STAY CONNECTED



schoolhealthcenters.org



info@schoolhealthcenters.org



[sbh4ca](https://twitter.com/sbh4ca)



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Gracias

謝謝

Thank you

Cảm ơn

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