

CATCH MY BREATH YOUTH E-CIGARETTE PREVENTION PROGRAM

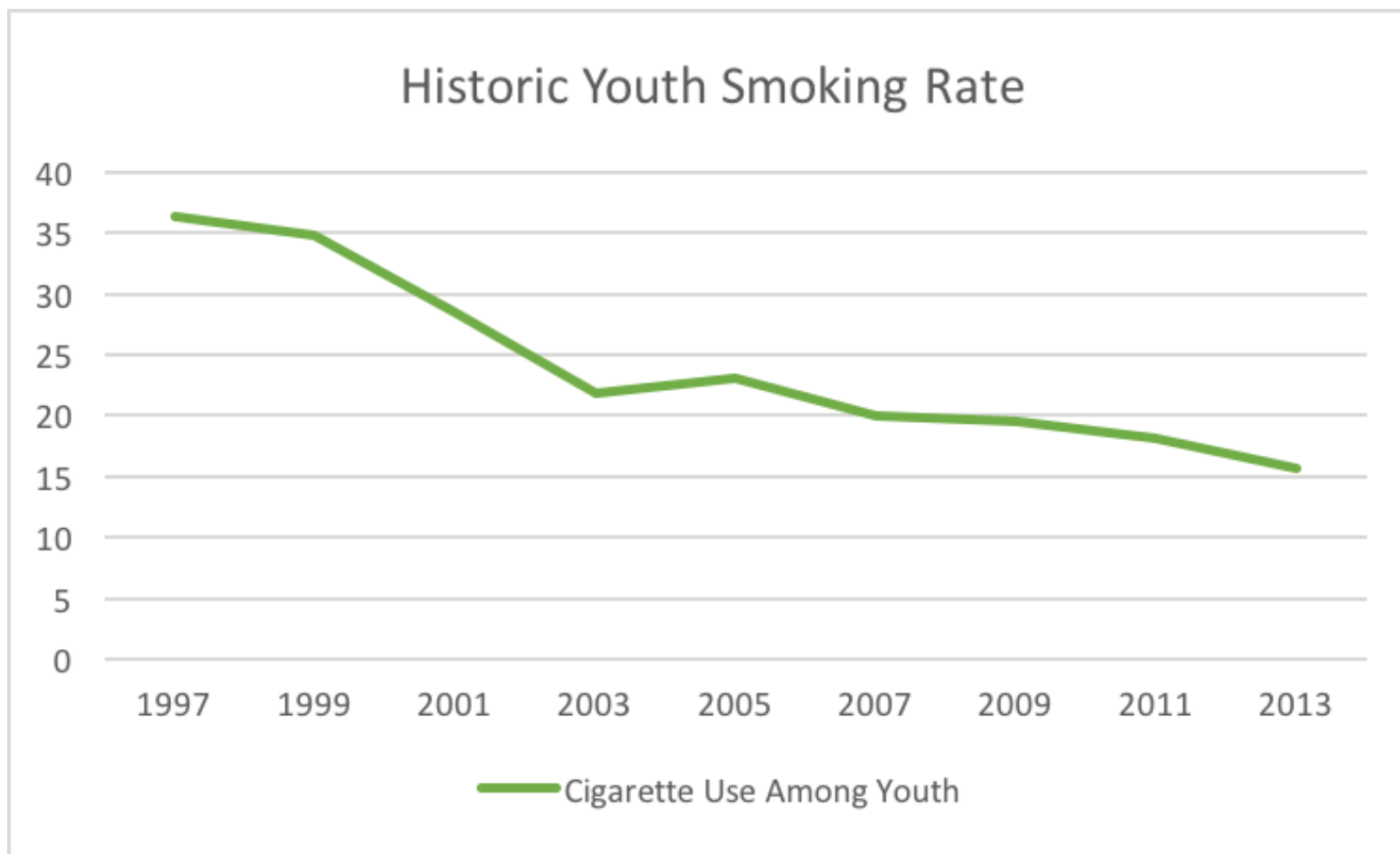
PRESENTED BY

Dr. Steven Kelder, PhD MPH – UTHealth

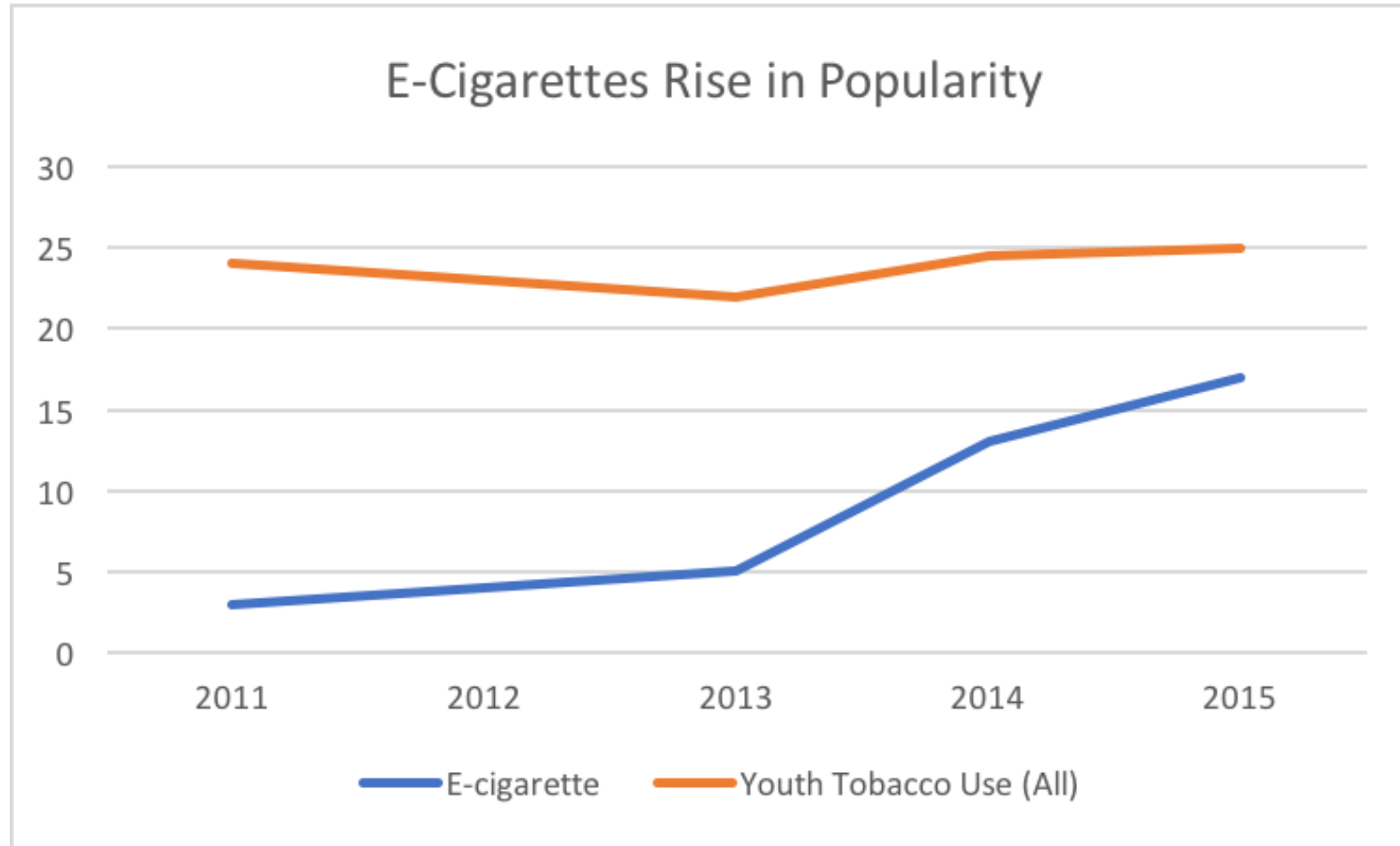
Duncan Van Dusen, MPH – CATCH Global Foundation



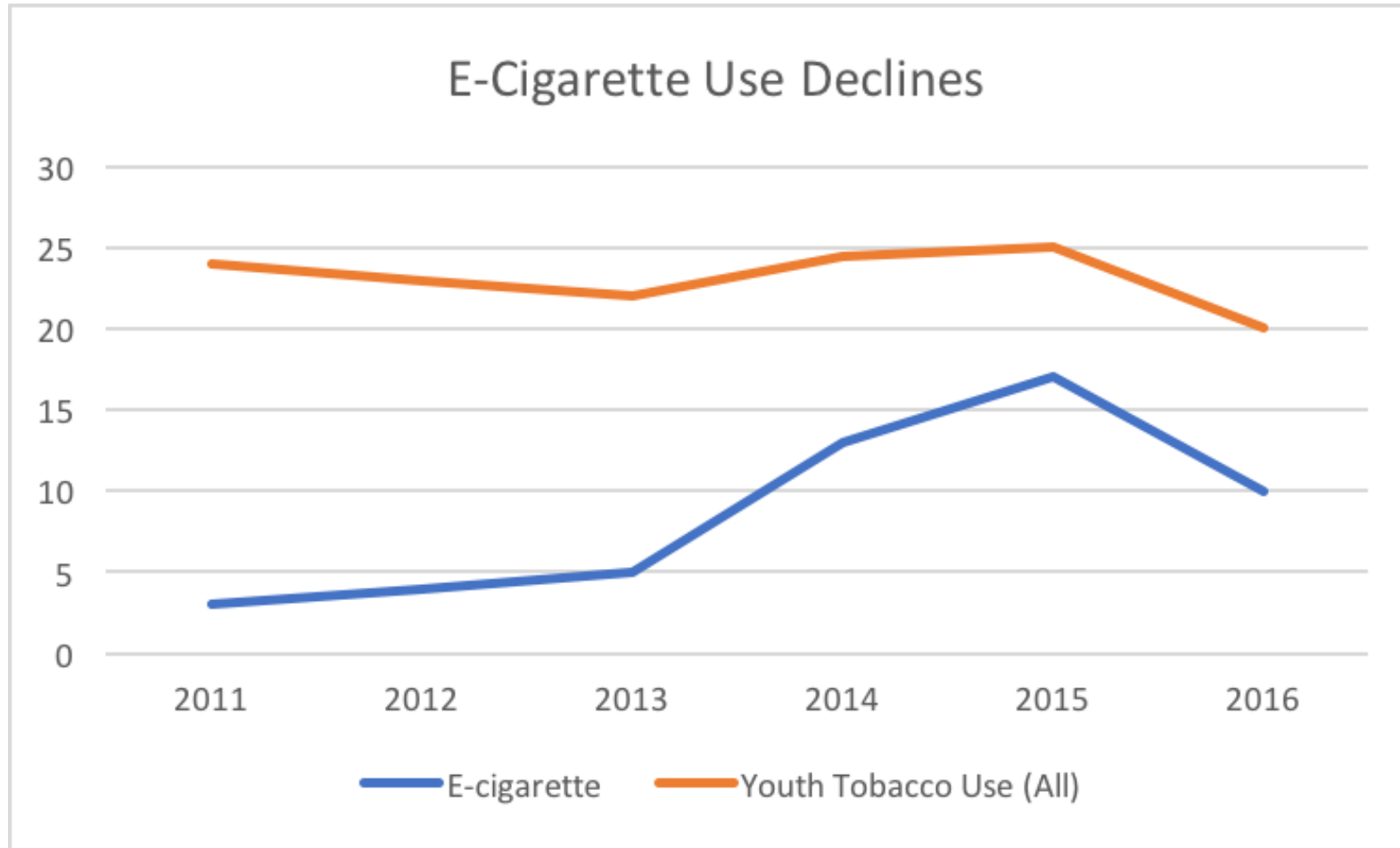
WE WERE WINNING THE BATTLE...



E-CIGARETTES RE-SOCIALIZED TOBACCO USE



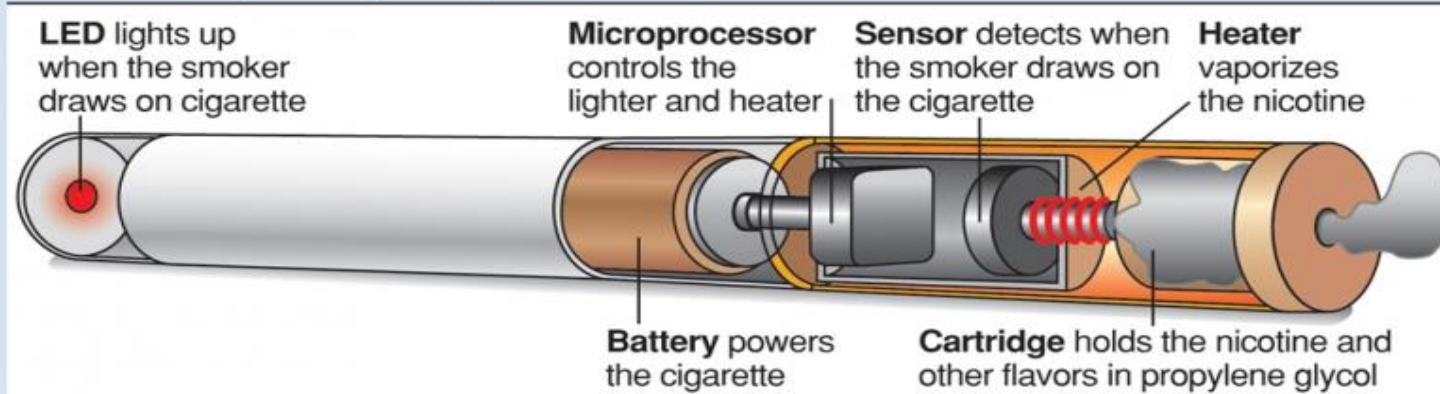
BUT THERE'S HOPE!



COMPONENTS OF E-CIGARETTES

How an electronic cigarette works

Smokeless cigarettes, or electronic cigarettes, do not burn tobacco directly. They deliver nicotine into an atomizing chamber, where it is heated and turned into a vapor. The vapor is drawn into the body in the same way as a regular cigarette is smoked:



Source: Various

Standard-Examiner

- Parts in a basic E-Cigarette
 - Battery
 - Heater/Atomizer
 - Cartridge

TYPES OF E-CIGARETTES



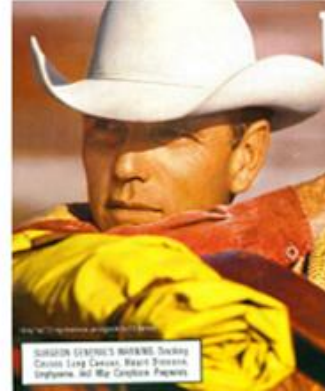


OVER 8,000 E-CIG FLAVORS

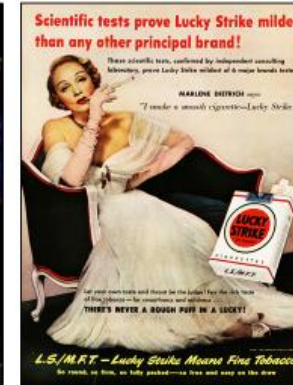
Fun Delicious Flavors



E-CIG COMPANIES ARE COPYING BIG TOBACCO'S PLAYBOOK



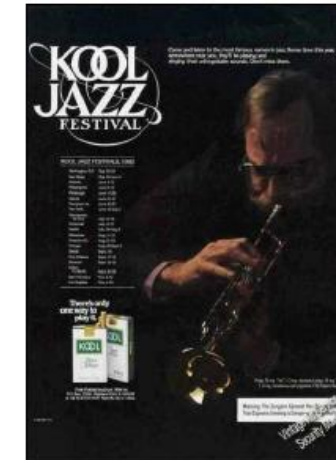
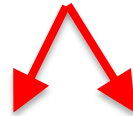
← Ads featuring rugged men & glamorous women



↑ Using celebrity spokespeople

E-CIG COMPANIES ARE COPYING BIG TOBACCO'S PLAYBOOK

- Use sexuality in ads



Sponsor music festivals and sports events

HEALTH EFFECTS OF E-CIGARETTES

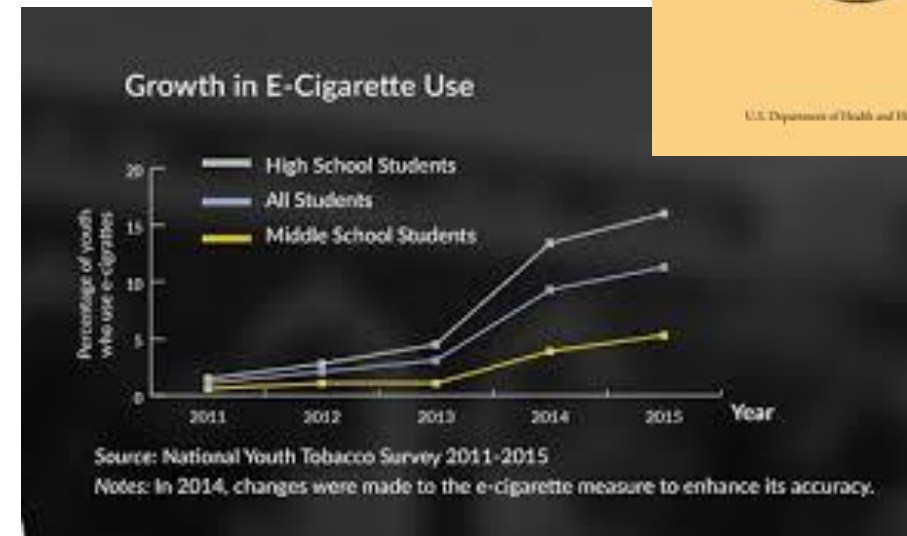
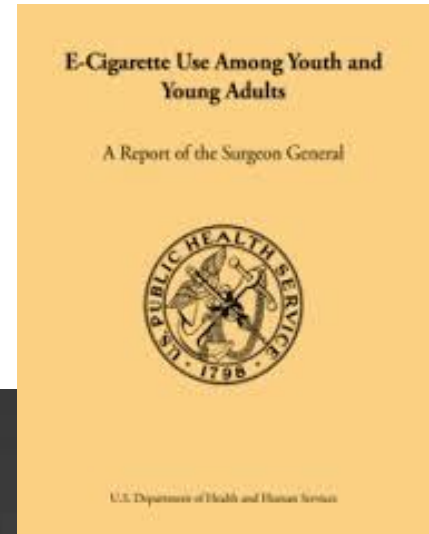
- Harmful effects of nicotine, especially to youth
- Unknown effects of other chemicals
- Danger of re-socialization of youth tobacco use
- Oh, and they sometimes explode

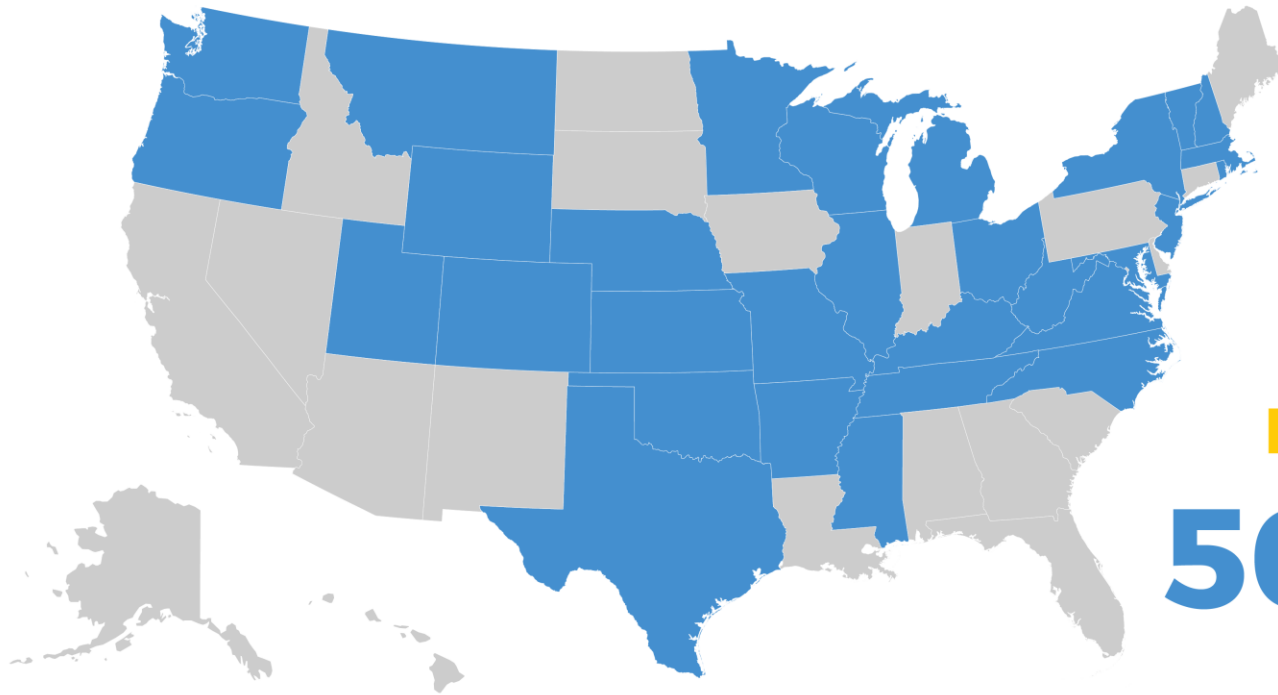




CATCH MY BREATH SUMMARY

- ▶ Best-practice-based youth E-cigarette prevention program targeting ages 11-18
- ▶ Created in response to a 900% spike in youth E-cigarette use between 2011-15, which made E-cigarettes the most-frequently used tobacco product among youth
- ▶ Authored in 2015-16 by Dr. Steven Kelder, UTHealth faculty member who was a Senior Scientific Editor of the Surgeon General's Report on youth E-Cigarette use





50,000+
KIDS



- Private Foundations
- State Education Agencies
- Local Departments of Health
- School Districts

Updated January 2018

CATCH GLOBAL FOUNDATION AND CVS HEALTH PARTNERSHIP



- ▶ \$500,000 grant from CVS Health makes program free to middle schools and high schools nationwide.
- ▶ Part of *Be The First* initiative from CVS Health.
- ▶ Aim of reaching more than 200,000 kids annually, by 2020.



SIGN UP AT: [CATCHMYBREATH.ORG/ENROLL](https://catchmybreath.org/enroll)

THEORETICAL BACKGROUND

- ▶ Based on Social Cognitive Theory
- ▶ Program focuses on:
 - ▶ Disrupting the **norm** held by youth that everybody (or many people) smoke E-Cigarettes
 - ▶ Developing **skills** to resist peer pressure to use E-Cigarettes
 - ▶ Understanding how advertising is designed to undermine credible health information
 - ▶ Creating favorable **attitudes** and **beliefs** about E-Cigarettes

National Academic Standards

- Health Education Standards (6th-8th grade)
- English/Language Arts Standards (6th-8th grade)

Common Core Standards

- Speaking and Listening: Comprehension and Collaboration (6th-8th grade)
- Speaking and Listening: Presentation of Knowledge and Ideas (6th-8th grade)

PROGRAM ORGANIZATION

- ▶ Divided into 4 sessions lasting 35-40 minutes each
- ▶ Recommend teaching 1 lesson / week for 4 weeks
- ▶ Variety of educational strategies used, including: cooperative learning groups, group discussions, goal setting, interviews, and analyzing mass media
- ▶ Designed to be taught by middle and high school teachers, PE teachers, tobacco educators, counselors or nurses
 - ▶ Includes active student-centered learning led by Peer Group Facilitators
 - ▶ The curriculum can be taught in various subjects including: science, health, physical education and advisory/homeroom

POSTERS AND SIGNAGE

HOW WILL I...

Make the soccer team...

Get a date for the weekend...

AND

Adopt a baby otter??

NOT with these things...

Would you drink sewage if it was flavored like cherries?
Didn't think so. #fruityformaldehyde

CATCH
MY BREATH
YOUTH E-CIGARETTE PREVENTION PROGRAM

IN PARTNERSHIP WITH **CVSHealth**

HOW WILL I...

EARN GRADES *good enough* TO GET INTO **WIZARDRY SCHOOL** AND MASTER MY *flying* SKILLS?

NOT with these things...

Think E-cigs are water vapor?
Don't fall for the hocus pocus.

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IN PARTNERSHIP WITH **CVSHealth**

HOW WILL I...

- ☐ Get the new iPhone
- ☐ Avoid summer school
- ☐ Get Selena Gomez to follow me on Instagram

NOT with these things...

The industry wants you to think that vaping is cool.
Don't believe the hype. #betterthingstodo

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E-CIGS HAVE NICOTINE AND CHEMICALS?

SAY WHAAAAA?

Remember E-cigarettes add tasty flavoring to mask something gross.

E-cigs contain harmful chemicals as well as nicotine to get you hooked.

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IN PARTNERSHIP WITH **CVSHealth**

E-CIGS UNDER AGE?

NO WAY DOG...

What is fun? Hanging out with your friends.
What is not fun? Paying fines.
Start like traditional cigarettes. Buying E-cigs under age is illegal.
Use your money for fun, not fines.

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IN PARTNERSHIP WITH **CVSHealth**

MY FACE WHEN I LEARN

E-CIG COMPANIES ARE TARGETING ME

The tobacco business is just that - business.
The more you know the better off you'll be. Making E-cigs look cool is the best way for a tobacco CEO to keep a new breed while you risk your body and health.

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IN PARTNERSHIP WITH **CVSHealth**

CATCH MY BREATH ON CATCH.ORG



9-12

Program Overview

Information about classroom sessions, curriculum goals and rationale, scope & sequence, standards, and acknowledgements.

PAID



9-12

Training

A 55-minute training webinar with coordinating slides for educators implementing CATCH My Breath.

PAID



9-12

Session 0: Getting Ready to Start the Program

Selecting and training Peer Group Facilitators.

PAID



9-12

Session 1: Consequences of E-cigarette Use

Students will describe the health hazards and negative consequences associated with E-cigarette use.

PAID



9-12

Session 2: Making Our Own Choices

Students will discover that nonsmokers are the majority, analyze advertising methods, identify reasons teens may use E-cigarettes, and identify positive alternatives to using E-cigarettes.

PREVIEW



9-12

Session 3: Don't Let Them Lie and Win

Students will analyze how nicotine addiction would affect their personal identity/goals and develop a social media project that addresses misconceptions and promotes the benefits of being E-cigarette-free.

PAID



9-12

Session 4: Your Life. Your Choice.

Students will recognize high-risk situations and places, demonstrate refusal skills, present their social media project, and make a personal goal regarding E-cigarette use.

PAID



9-12

Parent Resources

Resources for parents, including a parent handout, letter (to be sent home at the beginning of the program), videos, fact sheets, and more.

PREVIEW



9-12

Teacher 411: Educator Resources

Background information on E-cigarettes with resources for teachers / tobacco educators who will be implementing CATCH My Breath. Includes policy templates, infographics, social media, and toolkits.

PAID



9-12

Evaluation Tools

Sample student pre-and post-survey, as well as a teacher feedback survey.

PAID



9-12

Intercom Announcements

Announcements to be used during Red Ribbon Week or other tobacco awareness events.

PAID



9-12

ASPIRE

For further tobacco prevention: ASPIRE is an evidence-based, youth-oriented tobacco prevention curriculum developed by researchers at The University of Texas MD Anderson Cancer Center.

FREE



9-12

PE Supplement

A Physical Education Supplement for CATCH My Breath that is designed to be taught in the gym.

PAID



9-12

Signage

A series of three posters to be used to reinforce messaging.

PAID

“Paid” content unlocks* when schools enroll

*Free to schools thanks to CVS Health and St. David's Foundation

SESSION 2: MAKING OUR OWN CHOICES

[← Previous Lesson](#)

[Next Lesson →](#)

Session 2: Making Our Own Choices



[Print Lesson](#)

[0 Comments](#)

Teacher Preparation

1. Prepare enough blank index cards for each student to receive one card. If you do not have index cards, you can cut a blank sheet of paper into four squares to make cards.
2. Print out enough copies of [Handout 2: Adult Interview](#) for each student to receive one copy.
3. Review example ads in PowerPoint. If you do not have PowerPoint capabilities, print the [example ads](#).

Outline

Activities	Materials and Teacher 411 Resources
1. Introduction ⌚ 5 minutes	Teacher Materials: <ul style="list-style-type: none">• Session 2: Making Our Own Choices Powerpoint Presentation Teacher 411 Resources: <ul style="list-style-type: none">• CDC's "E-cigarette Ads and Youth"

2. Direct Instruction ⌚ 5–10 minutes	Teacher Materials: <ul style="list-style-type: none">• Session 2: Making Our Own Choices Powerpoint Presentation
3. Work Time ⌚ 20–25 minutes	Teacher Materials: <ul style="list-style-type: none">• Session 2: Making Our Own Choices Powerpoint Presentation• Peer Group Facilitator Sheet 2: Advertising Appeals• Example Ads (if you do not have PowerPoint capabilities)• Index cards or squares of paper• White board and dry erase markers Teacher 411 Resources: <ul style="list-style-type: none">• HHS Nicotine Addiction• Stanford School of Medicine: Tobacco Advertising
4. Closing ⌚ 2–5 minutes	Teacher Materials: <ul style="list-style-type: none">• Session 2: Making Our Own Choices Powerpoint Presentation• Handout 2: Adult Interview
Total Time: approx. ⌚ 40 minutes	

TEACHER FEEDBACK

- ▶ 91% agreed that the lessons are culturally appropriate.
- ▶ 91% felt confident in their ability to teach the CMB lessons.
- ▶ 86% agreed that the additional teacher resources provided sufficient background information to teach the lessons.
- ▶ 73% agreed that the peer group facilitation component of the curriculum was successful.
- ▶ 68% agreed that their students liked the lessons.

STUDENT FEEDBACK

- ▶ 86% agreed (59% strongly) that they are less likely to use e-cigarettes as a result of participating in the CMB curriculum.
- ▶ 82% agreed (50% strongly) that they will look at e-cigarette advertising differently from now on.
- ▶ 86% agreed (54% strongly) that CMB increased what they know about e-cigarette use.
- ▶ 70% agreed (37% strongly) that they discussed what they learned from CMB with friends or family.

INCREASING ADOPTION WITH COMMUNITY SUPPORT

- ▶ **Awareness** – Ensure schools know about program and importance of e-cigarette prevention
- ▶ **Recruiting** – Help interested teachers navigate internal approvals and consensus building
- ▶ **Training** – Provide webinar program training
- ▶ **Implementation** – Provide program materials, extension activities, and implementation guidelines on the CATCH.org on-line portal
- ▶ **Monitoring** – Observe program in action to ensure fidelity
- ▶ **Communication** – Share student work and testimonials on social media with #CATCHMyBreath
- ▶ **Support** – Answer or refer implementation questions to catchmybreath@catch.org

STEPS TO START PROGRAM

- ▶ More information: www.catchmybreath.org
- ▶ Sign up: www.catchmybreath.org/enroll

CATCH MY BREATH ENROLLMENT FORM



THERE ARE 3 SIMPLE STEPS TO GET A CAMPUS STARTED:

1. Fill out the form below.

Let us know where and when the program will be taught.

2. Principal email acknowledgement.

We ask for the campus principal's email address in the form below in order to confirm their approval to bring CATCH My Breath to their campus.

3. Get the CATCH My Breath program materials. Once approved, you will receive:

- CATCH.org Access Code for curriculum, teacher resources, and evaluation tools.
- Printed CATCH My Breath posters (we will contact you for shipping address).
- Implementation support from the CATCH team.

For more information about the CATCH My Breath program, [click here](#).

Apply here to bring CATCH My Breath to a campus:

CATCH MY BREATH SIGN UP FORM



Contact Us:
catchmybreath@catch.org

Thank You!



**CONNECT
WITH US**

Phone: (855) 500-0050

General inquiries: info@catchinfo.org

Technical support: support@catch.org

 twitter.com/CATCHhealth

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