

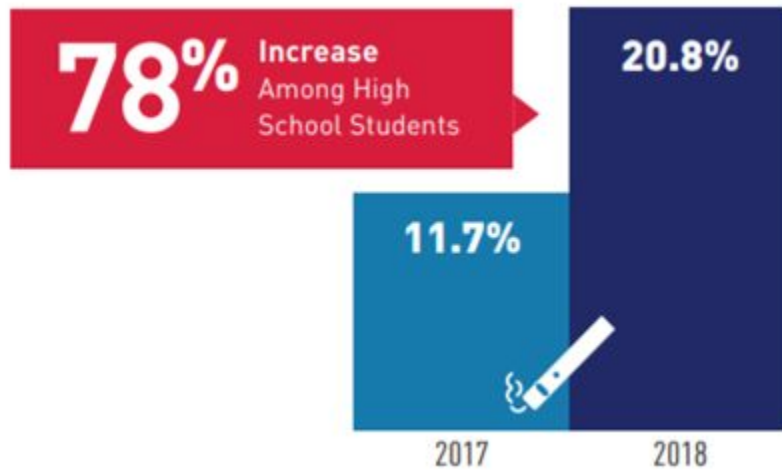
YOUTH E-CIGARETTE AND JUUL PREVENTION PROGRAM



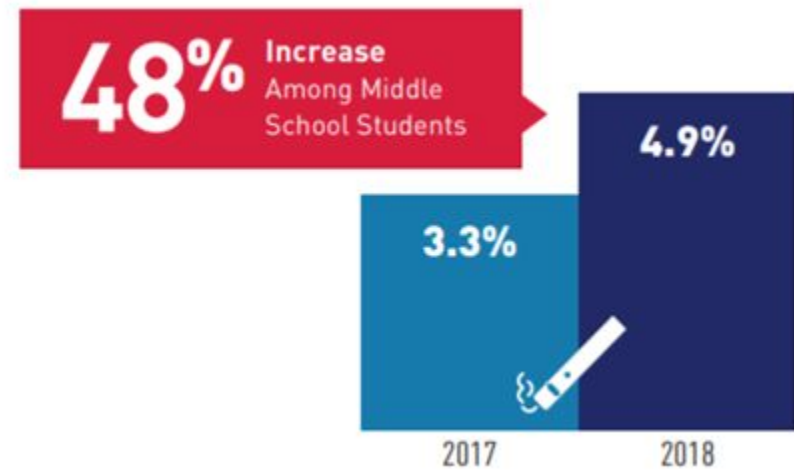
PRESENTED BY

Devin Mathias

THE YOUTH VAPING EPIDEMIC



High School



Middle School

<https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm625917.htm>

AN UNHEALTHY HABIT

Most e-cigarettes contain *nicotine*, which is highly addictive and can *harm brain development*, which continues until about *age 25*.

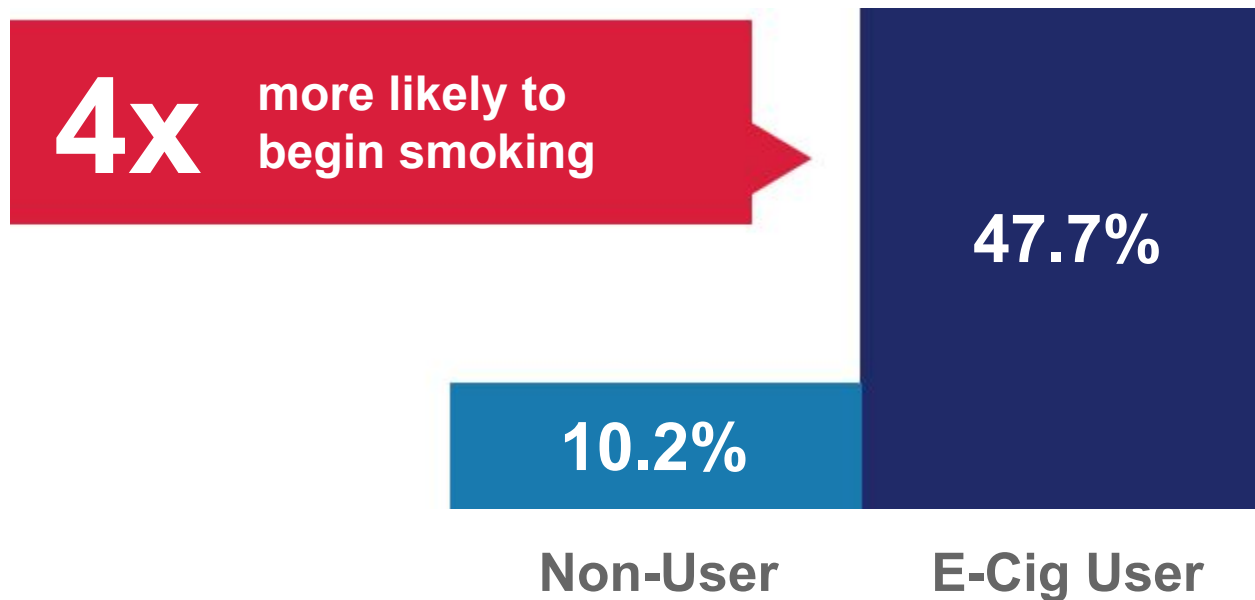


YOUNG PEOPLE WHO USE E-CIGARETTES MAY BE MORE LIKELY TO GO ON TO USE REGULAR CIGARETTES.



VAPING: ON-RAMP TO SMOKING?

Start smoking within 18 months of beginning e-cigarette use

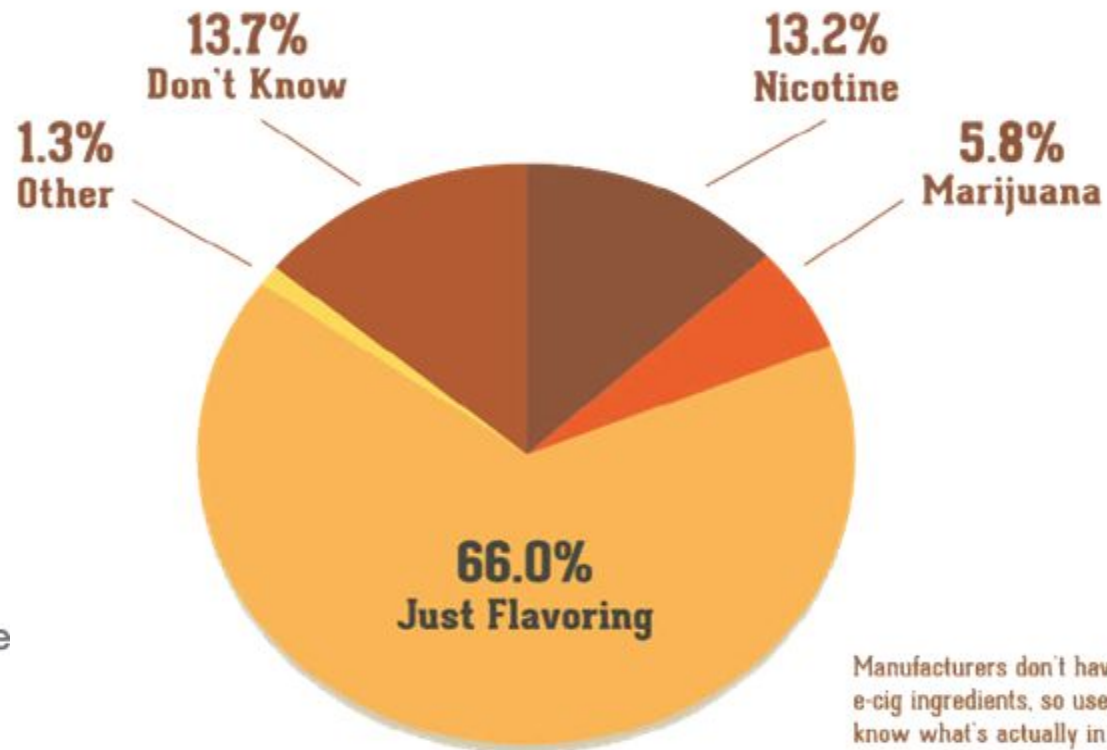


University of Pittsburgh Schools of the Health Sciences. "E-cig use increases risk of beginning tobacco cigarette use in young adults." ScienceDaily. ScienceDaily, 11 December 2017.

WHY THE INCREASE? *Knowledge*

Limited knowledge leads to low perceived risk

WHAT DO TEENS SAY IS IN THEIR E-CIG?³



National Institute
on Drug Abuse

Manufacturers don't have to report e-cig ingredients, so users don't know what's actually in them.

CATCH MY BREATH SUMMARY

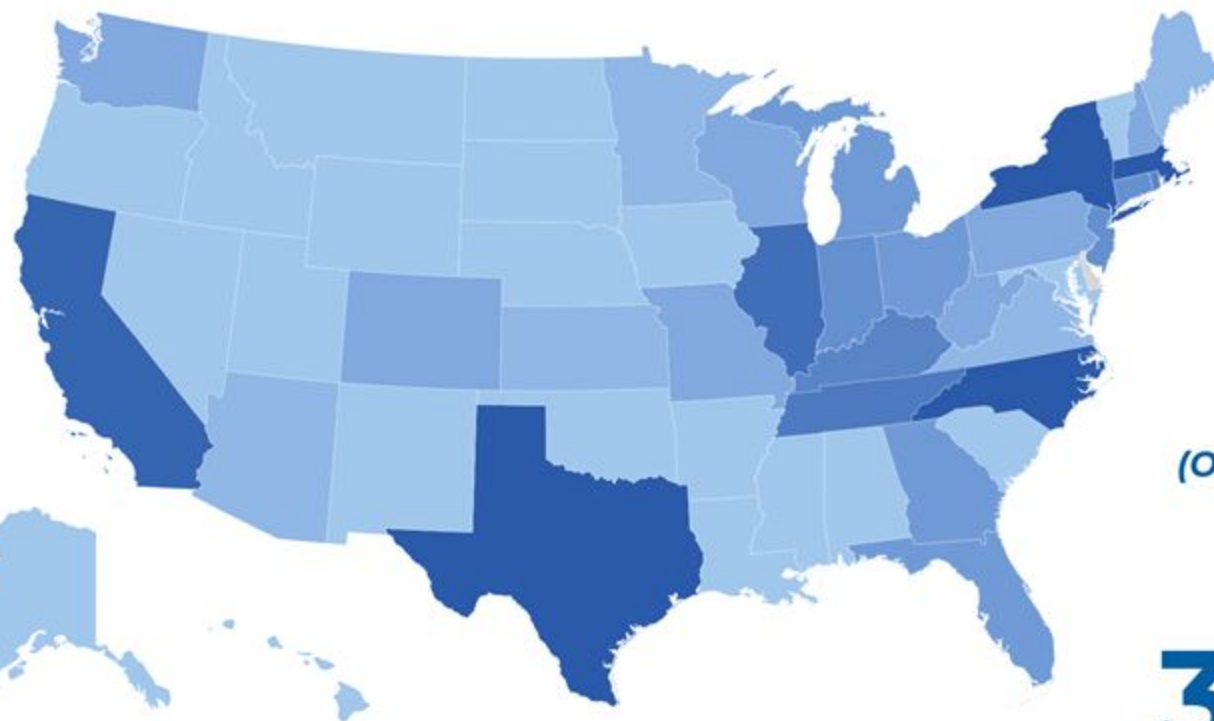


- Best-practice-based youth E-cigarette prevention program targeting ages 11-18
- Developed with support from CVS Health
- Authored in 2015-16 by Dr. Steven Kelder, UTHealth faculty member who was a Senior Scientific Editor of the Surgeon General's Report on youth E-Cigarette use



CATCH®
MY BREATH
E-CIGARETTE & JUUL PREVENTION PROGRAM

2018-2019 Program Reach



49

(+24 from '17-18)

STATES

1,100+

(Over 550% increase from '17-18)

MIDDLE & HIGH SCHOOLS

326,000+

(Over 570% increase from '17-18)

KIDS

Now Available for **FREE** for all Elementary, Middle & High Schools



- ▶ Meets Nat'l Academic and Common Core Standards
- ▶ Meets SHAPE Health Education Standards

CATCH[®] MY BREATH program impact



192
Students
in avg. 7th grade



17
Will try e-cigarettes
if we do nothing



8
Would be prevented
with CATCH My Breath



153,600
Fewer 7th graders would try
e-cigarettes this year if implemented
in every public school

SERVICE LEARNING PROJECTS



[My Dashboard](#)

[About CATCH](#)

[Pricing](#)

[FAQ](#)

[Devin M](#)



CATCH My Breath Service Learning Projects

Choose from a selection of projects designed to help students make a meaningful impact in their community by preventing youth vaping.

catchmybreath.org/service



[CATCHmybreath.org](https://catchmybreath.org)



[CATCHhealth](#)

SERVICE LEARNING PROJECTS

- **Opportunity to gain credit for service hours while fighting the e-cigarette epidemic**
- **Hours vary depending on project**
- **Guidance, materials, and support provided**

SERVICE LEARNING PROJECTS

- **Great resume-builder and college application enhancer!**
- **Develop and fine-tune presentation, organizational, and persuasive skills**
- **Participation can earn school credit (where possible), rewards, and state & national recognition**

SERVICE LEARNING PROJECTS

College Scholarships

Three project participants will be selected nationally each year to receive scholarships. For details on selection criteria, email Devin Mathias at devin@catch.org

GOLD Scholarship - \$2,500

SILVER Scholarship - \$1,500

BRONZE Scholarship - \$1,000

PHASE I PROJECTS



Community Presentation

Present information about youth vaping to a school board, group of parents, school staff, or local community group



Bring CATCH My Breath to a Campus

Work to bring CATCH My Breath to your school or club



Fundraise for Vaping Prevention

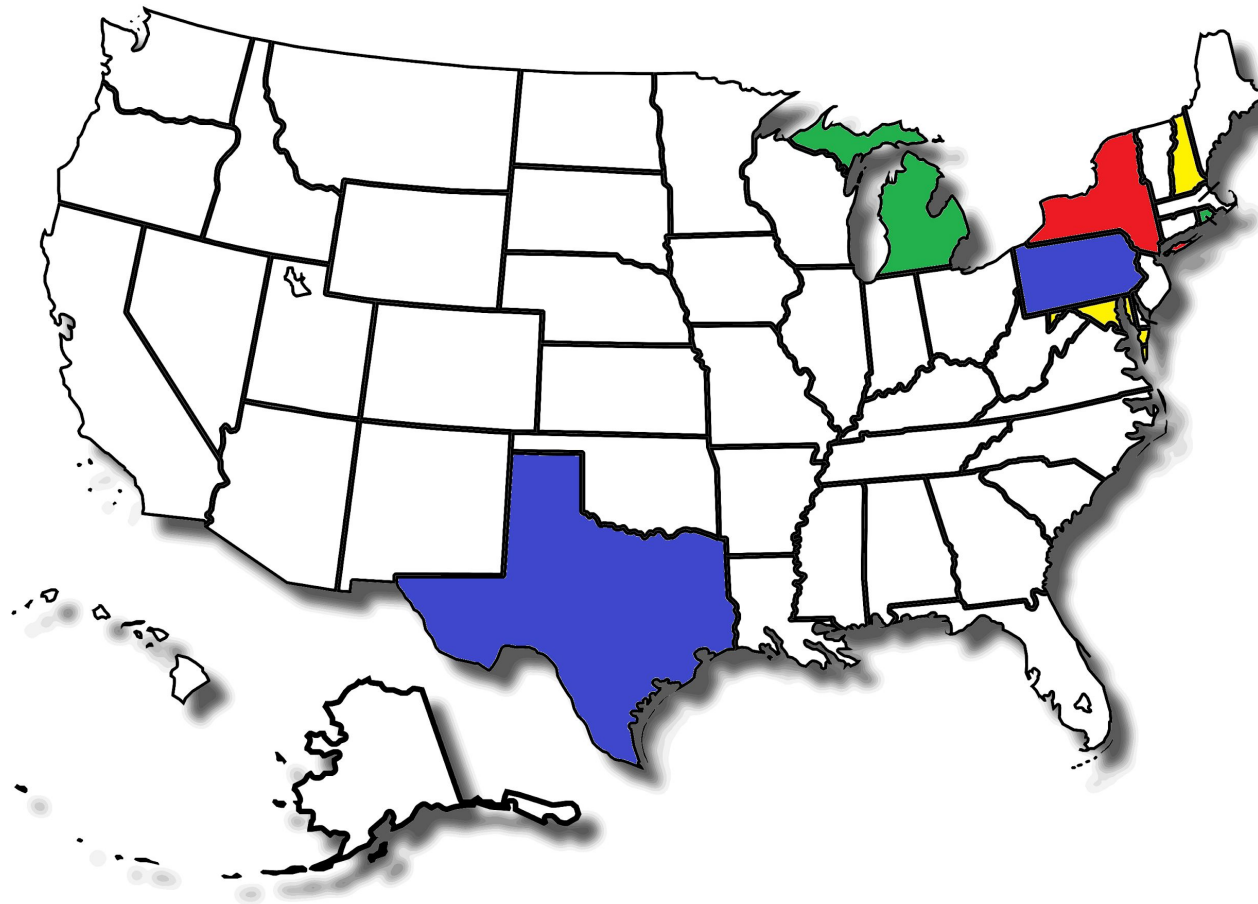
Start and promote a fundraiser for the CATCH My Breath program

PHASE II PROJECTS

- **Advocate for your school to implement one or more tobacco-free campus best practices**
- **Create a PSA about the risks and realities of vaping and promote on social media**
- **Co-lead one or more CATCH My Breath lessons to peers or younger students**

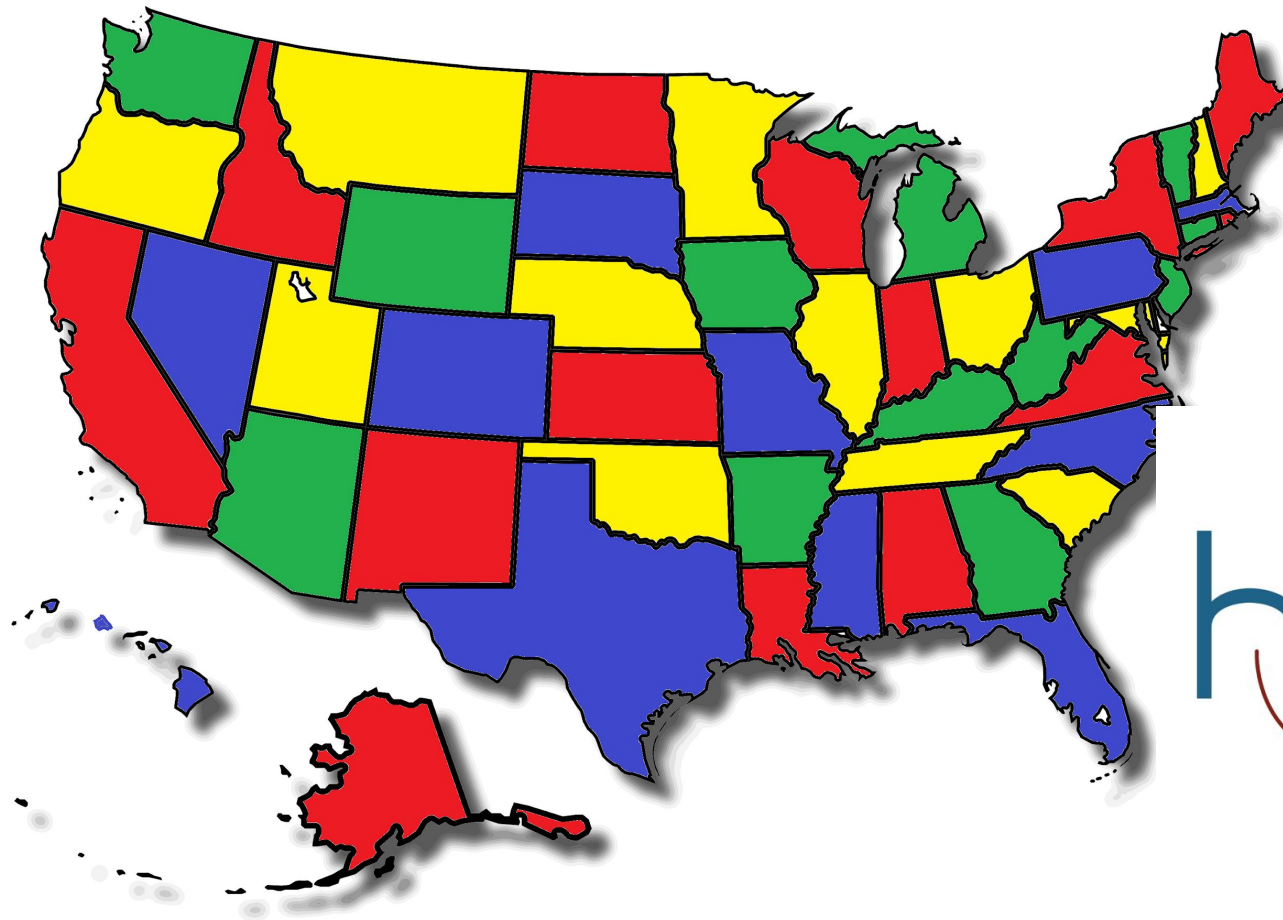
SERVICE LEARNING PROJECTS

Rolling out the project this week with preliminary partners in 7 states and Quebec.



SERVICE LEARNING PROJECTS

With the help of HOSA!



Thank You!



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Chief Development Officer

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