



Harriette Sullivan M.Ed  
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Global Foundation



Mon- Deep breathing  
Tues- Muscle relaxation  
Wed- Kindness  
Thurs- Exercise  
Fri- Meditation

History & H. News  
Mon- World adventure  
Tues- Written warm up  
Wed- Current events  
Th- Written warm up  
Fri- Meditation

D.I.N



# Vaping Prevention and School Based Responses

## CATCH MY BREATH YOUTH E-CIGARETTE AND JUUL PREVENTION PROGRAM



PRESENTED BY

**Harriette Sullivan**

# CATCH<sup>®</sup>

GLOBAL FOUNDATION

## Founding

THE UNIVERSITY OF TEXAS  
**MD Anderson**  
~~Cancer Center~~  
Making Cancer History<sup>®</sup>

 **UTHealth**<sup>™</sup>  
The University of Texas  
Health Science Center at Houston

 RGK FOUNDATION

 *Michael & Susan Dell*  
FOUNDATION

## Board of Directors

Peter Cribb (CGF, Program Director)  
Dr. Ernest Hawk (MD Anderson)  
Dr. Steven H. Kelder (UTHealth)  
Duncan Van Dusen (CGF, Executive Director)

## Emeritus

Susan Combs (Former Texas Comptroller)  
Dr. Eduardo Sanchez (American

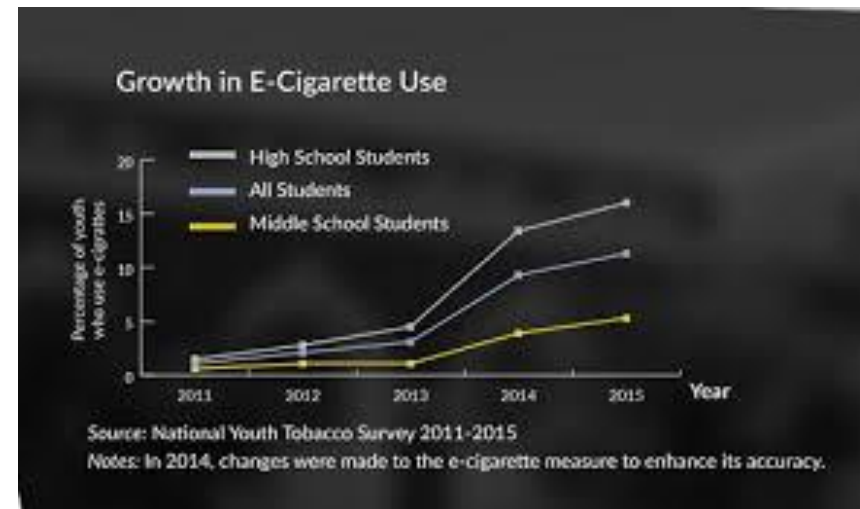
Our mission is to improve children's health worldwide by developing, disseminating and sustaining the CATCH platform in collaboration with researchers at UTHealth and MD Anderson Cancer Center.

The Foundation links underserved schools and communities to the resources necessary to create and sustain healthy change for future generations.

A 501(c)3 public charity founded April 10, 2014.

# CATCH MY BREATH SUMMARY

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



# PARTNERSHIP WITH CVS HEALTH



- \$500,000 grant from CVS Health
- Program free to schools nationwide.
- Part of *Be The First* initiative from CVS Health.
- Goal -reach 200,000 + kids annually



E-CIGARETTE PREVENTION PROGRAM  
**NOW AVAILABLE FREE**  
FOR U.S. MIDDLE & HIGH SCHOOLS

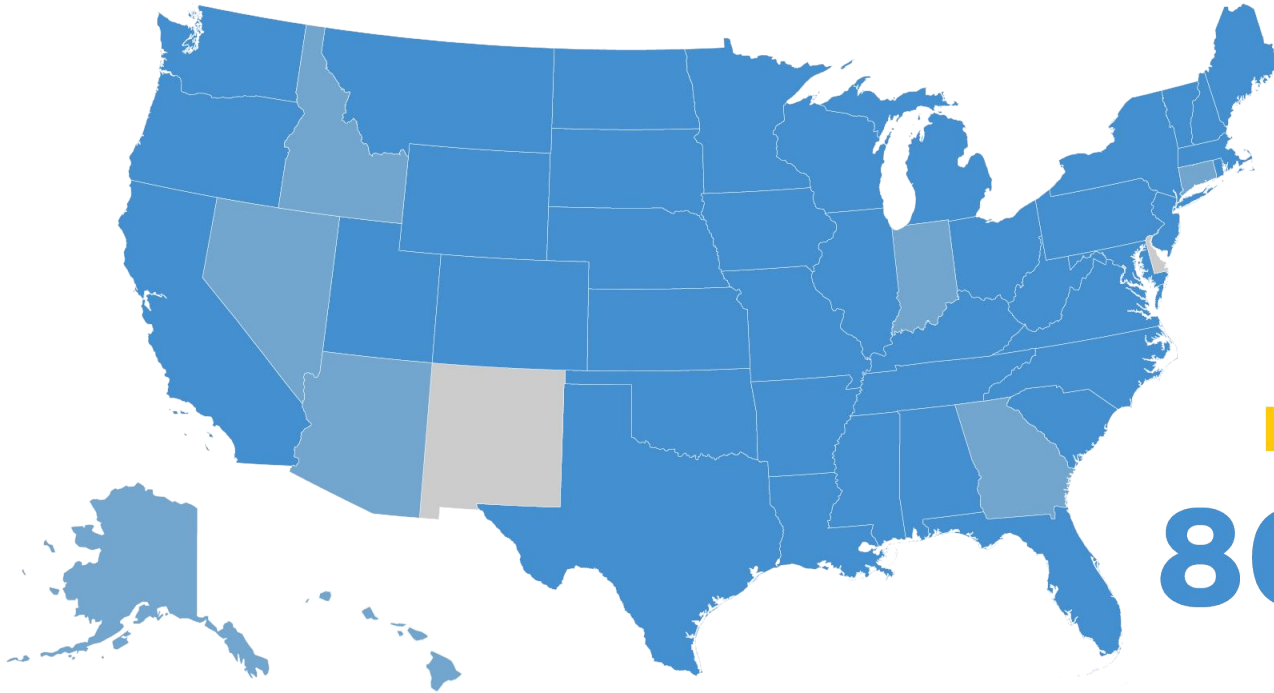


SIGN UP AT: [CATCHMYBREATH.ORG/ENROLL](https://CATCHMYBREATH.ORG/ENROLL)



# CATCH My Breath Program Reach

To begin 2018-2019



**42**  
STATES

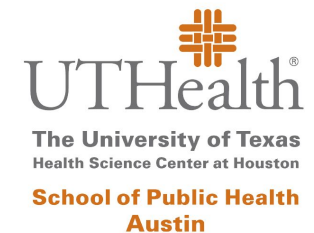
**225+**  
MIDDLE & HIGH SCHOOLS

**80,000+**  
KIDS



## A diverse community of support:

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



# MASSACHUSETTS COMPREHENSIVE HEALTH CURRICULUM FRAMEWORK



**Safety and Prevention Strand**-Examine how to make decisions and weigh consequences of your actions

- **Standard:** PreK–12 Standard 10 **TOBACCO, ALCOHOL & OTHER SUBSTANCE USE/ABUSE PREVENTION**
- *Students will acquire the knowledge and skills to be competent in making health-enhancing decisions regarding the use of medications and avoidance of substances, and in communicating about substance use/abuse prevention for healthier homes, schools, and communities*



# THEORETICAL BACKGROUND

- **Based on Social Cognitive Theory**
- **Program focuses on:**
  - Disrupting the **norm** held by youth that 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

# PROGRAM ORGANIZATION

- **Designed to be taught by middle and high school teachers, PE teachers, tobacco educators, counselors, or nurses.**
  - The curriculum can be taught in various subjects including: science, health, and physical education.

Health- the most  
important class

Physical

Emotional

Social

Mental



# Vaping Lesson Overview



Four lessons

About 1 hour each

Direct instruction  
(PowerPoint)

Group work

Presentations (ELA  
standards)

Aligned with common  
core and national  
standards

# Best Practices

Team leader-teaching  
all students and class  
management

Student voice

Family and community  
engagement

Self directed learning



# Lesson 1 Ingredients

WE BELIEVE...  
WE BELIEVE mistakes are valuable  
WE BELIEVE mathematics is important  
WE BELIEVE we are all great mathematicians  
WE BELIEVE in learning by doing.

Believe

THERE WILL BE A \$500 Charge for Whining

SHARE  
I love you  
Do Your Best  
Hug On

Reserve  
Work





Example Ad 2

THE BETTER SMOKING CHOICE

NO SMOKE PLEASE

CATCH

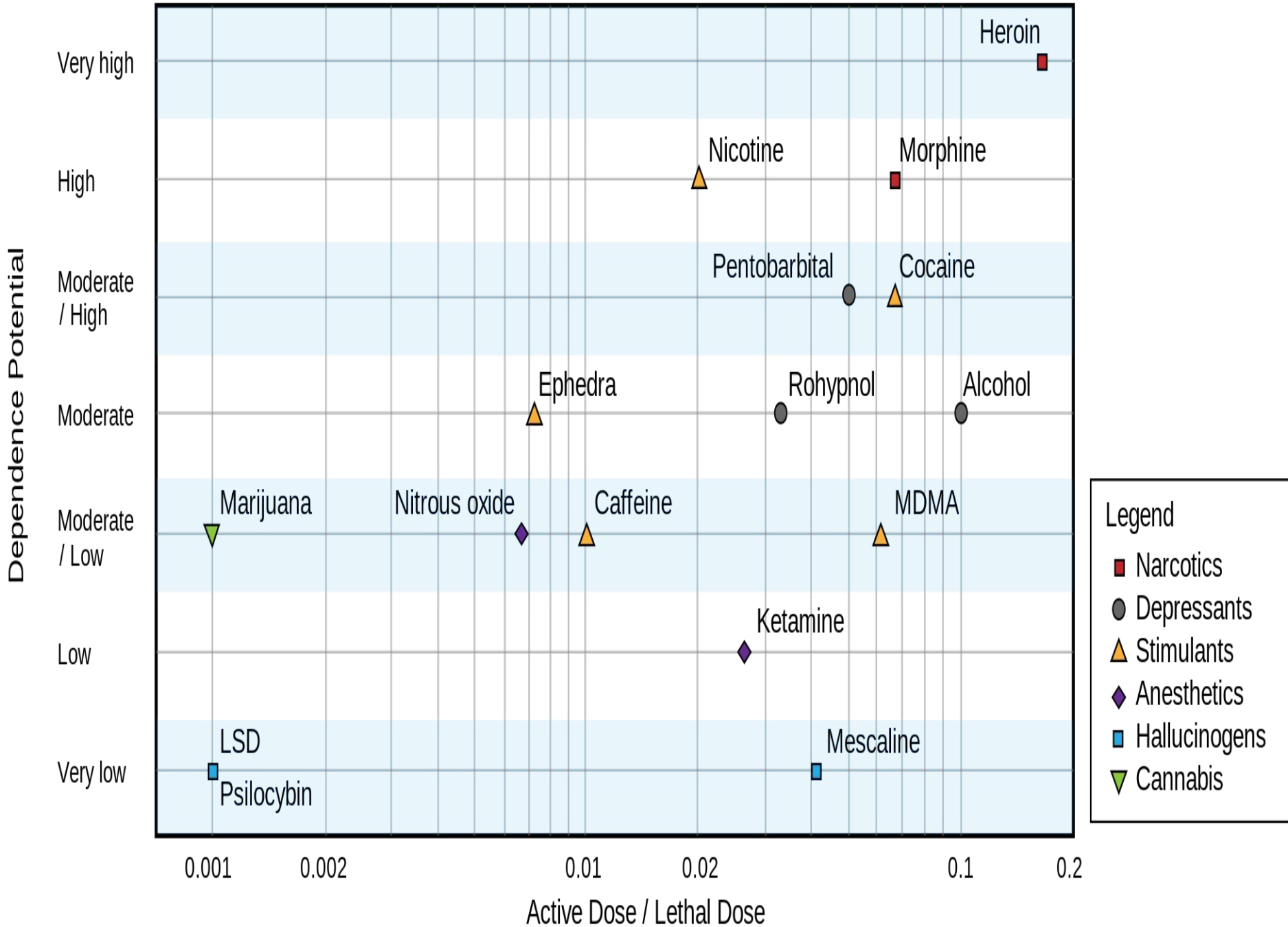
I LOVE MY FAN'S

Journal  
Predict what  
will happen  
in Chapter 2  
Agenda  
Orders  
Read Ch. 2

Handwritten notes on a flipchart.







## Lesson 3 Advertising

Over 9 billion  
spent yearly

Direct and  
indirect ads

Analyze ads

Create a real  
ad/poster





## Lesson 2

## Perceptions and Addiction

Addiction statistics

Cost of addiction \$

Consequences

Adult interview-family engagement





## Lesson 4

Flavors

Accidental ingestion

Role model

Refusal skills \* website

Create a slogan/ad

-or more



# VAPING!

Get Blown Away With these "Facts"

**Diapers and Ingredients**  
These are many dangerous symptoms of  
and 100 deaths, asthma, vomiting

Most High Quality Vaping  
from \$10-805 per bottle of E-Juice  
to \$15 per pack of cigarettes  
thousand and

Starter kits range  
E-Juice can cost up  
people that  
up to 1 billion  
spend  
each year!

**Average Costs**  
\$



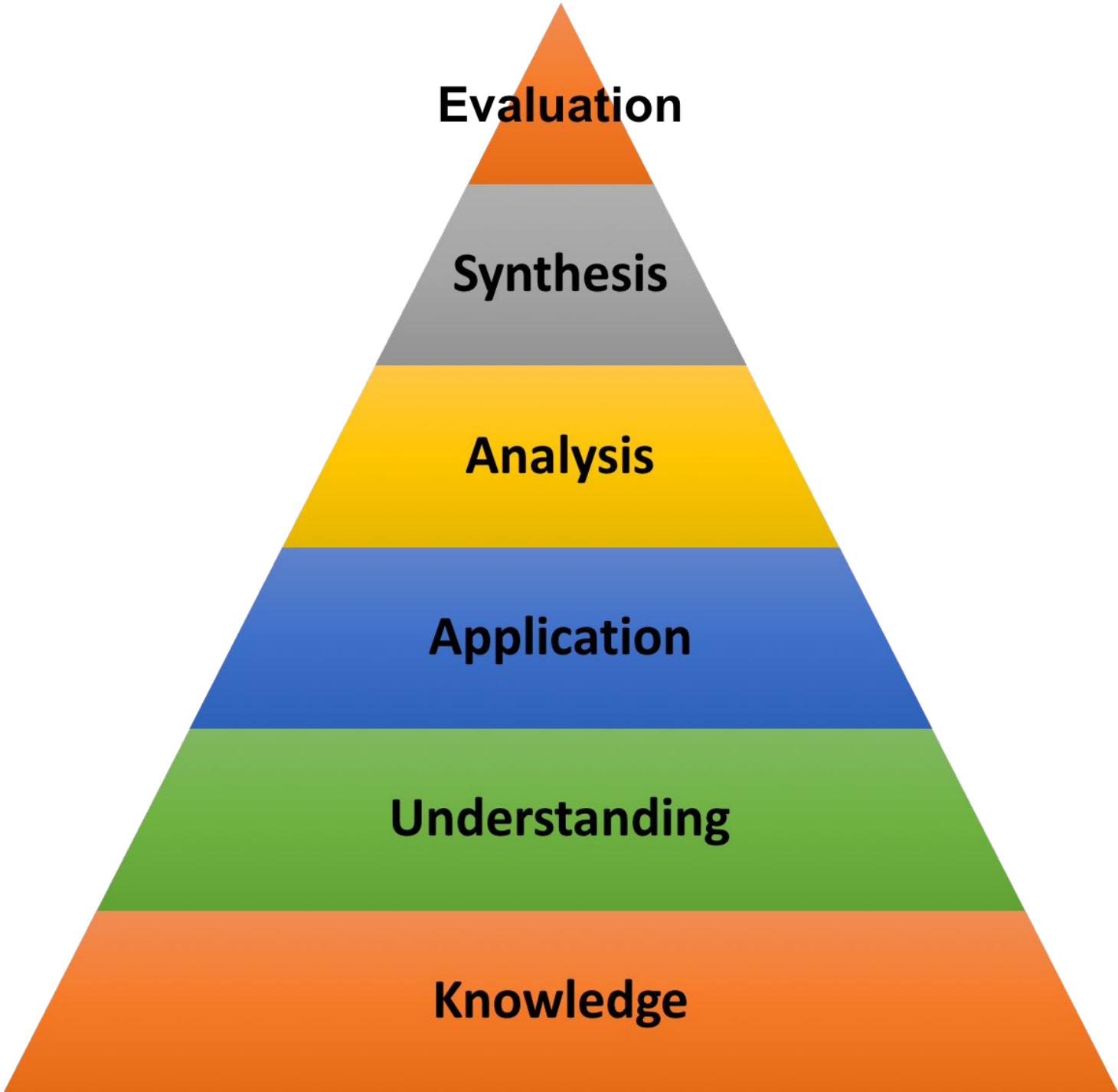






Proof  
It  
Works

Kaylee



**Evaluation**


**Synthesis**

**Analysis**

**Application**

**Understanding**

**Knowledge**



# CATCH covers 4 types of health

Physical- hazardous chemicals

Social- relationships

Mental- addiction

Emotional- peer pressure

# CATCH<sup>®</sup> MY BREATH program impact

# STEPS TO START PROGRAM

- More information: [www.catchmybreath.org](http://www.catchmybreath.org)
- Sign up: [www.catchmybreath.org/enroll](http://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**



<https://wmshealth.weebly.com/>

Access code:  
RKYEVI

[https://catch.org/users/sign\\_up](https://catch.org/users/sign_up)