

# CATCH My Breath Vaping Prevention Program



Introduction to E-cigarettes, Why are They a Concern, and an Evidence-based Curriculum

October 20, 2021

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## PART 1

Who is CATCH?

## PART 2

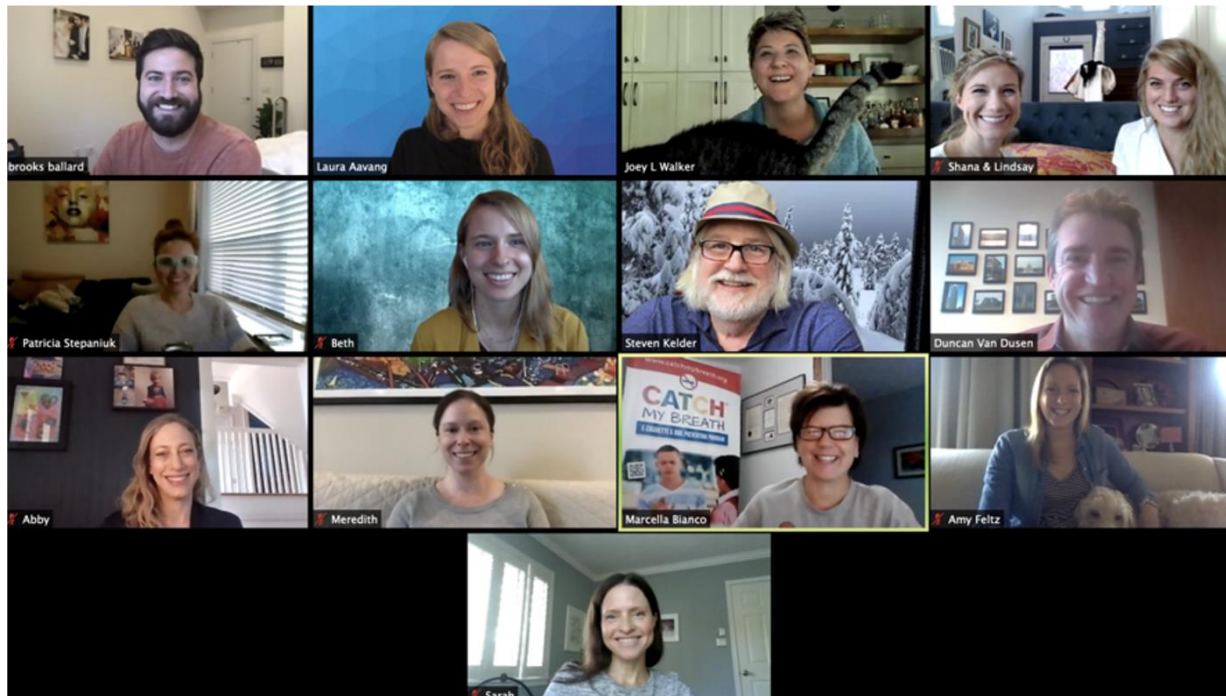
CATCH My Breath Overview

## PART 3

Supplemental Lessons & Other Support Materials

# Who are we?

CATCH Global Foundation launches kids toward healthier lifestyles by linking underserved schools and all communities to the resources needed to create and sustain healthy change for future generations.



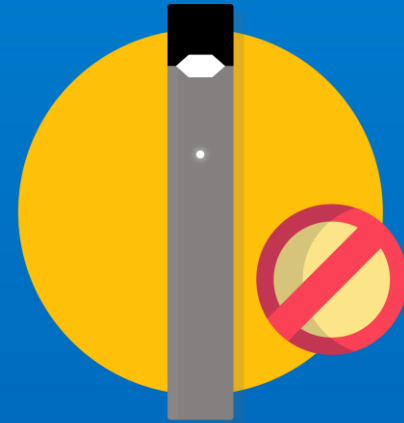
# What is CATCH?

**CATCH** stands for a Coordinated Approach To Child Health. Created in the 1980s, the evidence-based CATCH Health programs address **Whole Child Wellness**.



# What are E-Cigarettes and Why Are They a Concern?

An introduction to electronic  
nicotine delivery systems or ENDS

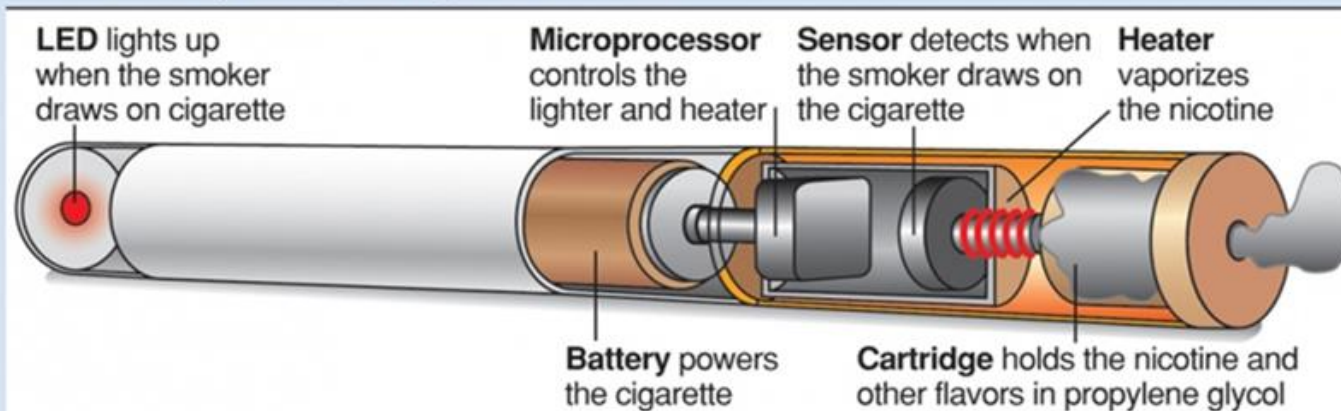


# Components Of E-cigarettes

- Battery
- Heater/Atomizer
- Cartridge/Tank
- Microprocessor

## 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

# The Evolution of E-cigarettes



Gen. 1



Gen. 2



Gen. 3



Gen. 4



Gen. 5

# E-juice: Sweet Flavors Abound

- 81% of kids who ever used tobacco products started with a flavored product.



E-liquid



Food product



E-liquid



Food product



E-liquid



Food product



E-liquid



Food product

- 99% of E-Cigarettes sold in 2015 contained nicotine.



# Limited Flavor Ban



Suorin U2



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# Latest “Innovation”: Full Circle



# Nicotine Pouches



# Recent Laws

YOU MUST BE  
**21**  
OR  
**OLDER**  
TO PURCHASE  
TOBACCO  
PRODUCTS

**THIS IS  
OUR  
WATCH**  
FOR ALL TOBACCO PURCHASES





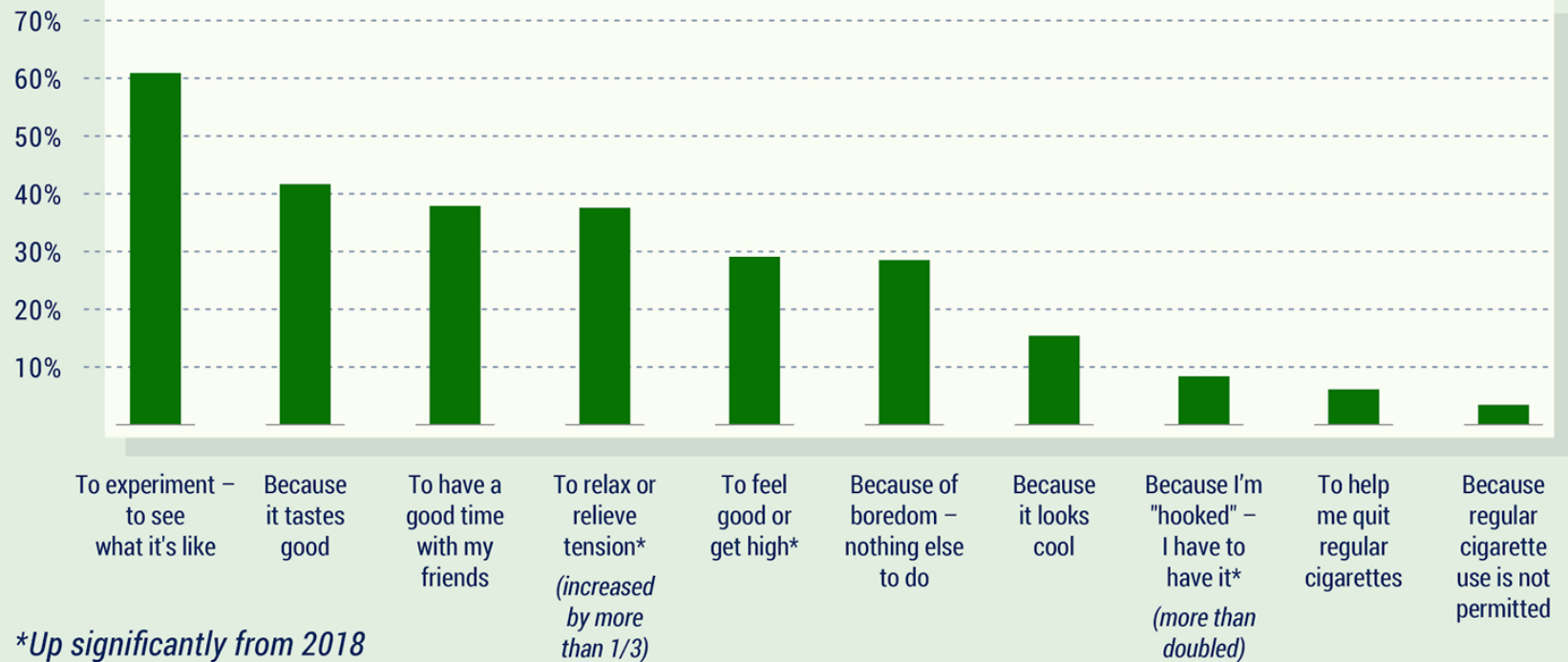
**RETURN TO SENDER**

# An Unhealthy Habit

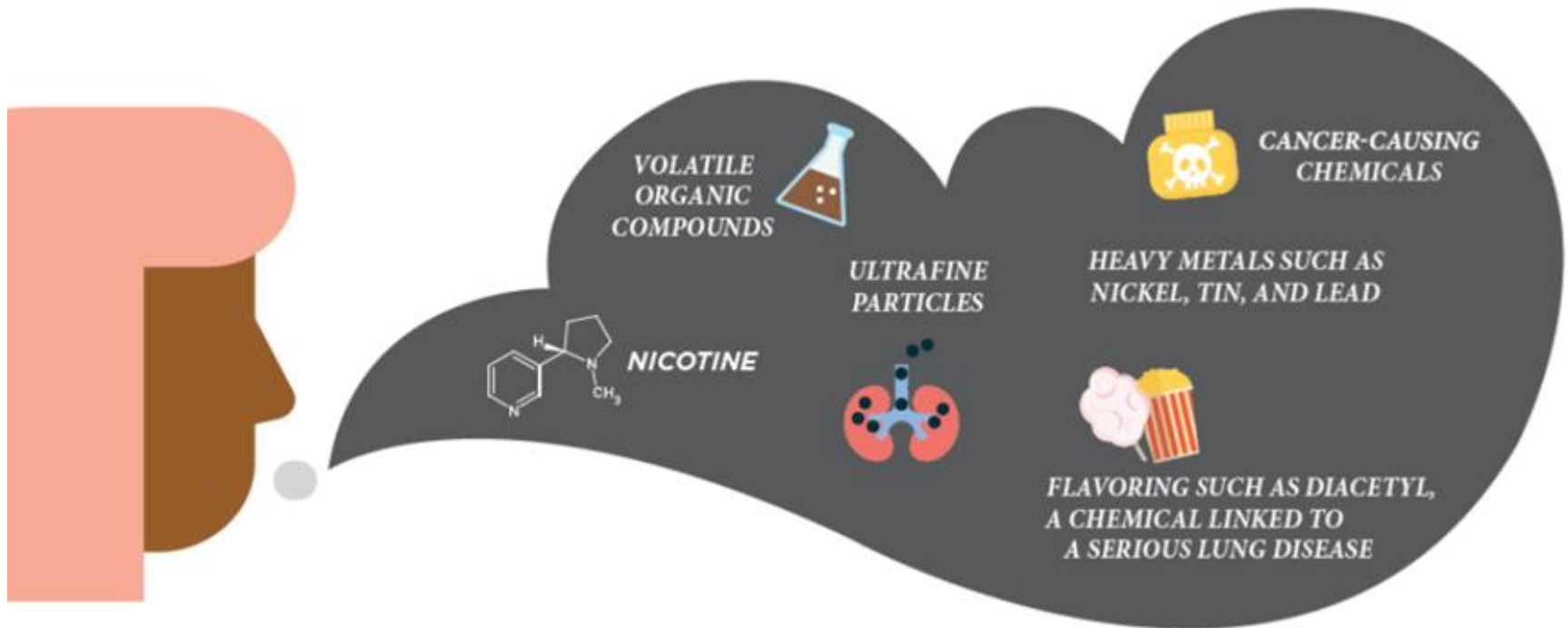
Most e-cigarettes contain *nicotine*, which is highly addictive and can *harm brain development*, which continues until about *age 25*.



# Reasons Why Teens Vape



# Not Safe For Young People



# The Guinea Pig Generation



## EVALI

- Nearly 3,000 cases reported across the nation and two territories
- 68 deaths across 29 states & D.C.

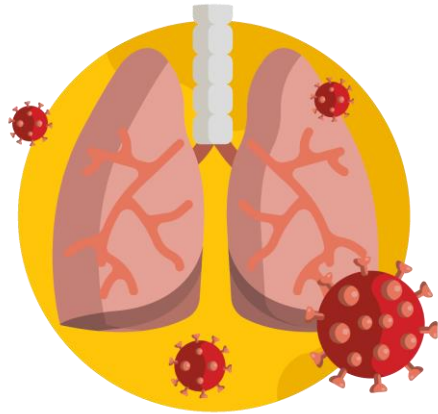
## CDC Statement

*E-cigarettes or vaping products should never be used by **youth, young adults ...***

*There is **no safe tobacco product.** All tobacco products, including e-cigarettes, carry a risk.*



# Vaping, Lung Health, & Infectious Diseases



**Chest symptoms appear to occur over several days to several weeks:**

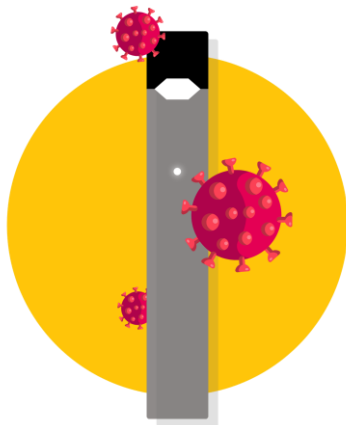
- Cough
- Chest pain
- Shortness of breath

**Abdominal symptoms preceding chest symptoms:**

- Nausea
- Vomiting
- Diarrhea

**Other symptoms:**

- Increased heart rate (tachycardia)
- Fever and/or chills
- Fatigue



# Signs A Teen May Be Vaping

- Behavioral changes
  - irritability, anxiety, prone to mood change, lack of impulse control
- Difficulty concentrating
  - Cognitive and performance impairment leading to poor grades
- Change in eating patterns
  - Leads to weight fluctuation
- Mouth sores
- Dry mouth
- Unexplained nosebleeds
- Sudden interest in burning scented candles or incense
- Sudden use of perfume/cologne

# How To Talk To Your Kids

- Before the talk
- Start the conversation
- Ask for Support
- Answer their questions
- Keep the conversation going
- Resources to help quit:
  - FDA-approved cessation products (1-800-QUIT NOW), a text-based program (text QUIT to 47848).
  - CDC, Youth Tobacco Prevention.  
[www.cdc.gov/tobacco/youth/index.htm](http://www.cdc.gov/tobacco/youth/index.htm).
  - Truth Initiative - <https://www.thetruth.com/articles/hot-topic/quit-vaping>



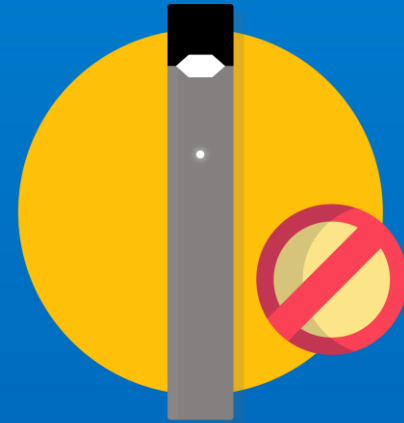
*Nature's finest gift to life...Breathe...Just Breathe*



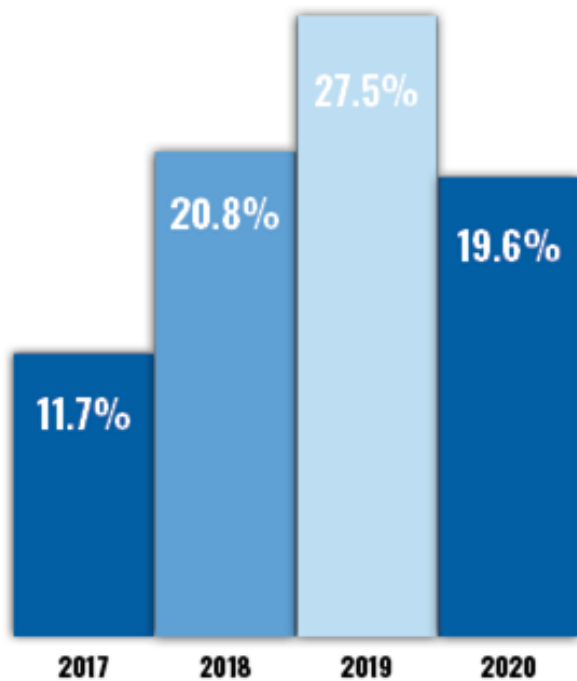
**CATCH**<sup>®</sup>  
MY BREATH

# How did the problem get out of control so quickly?

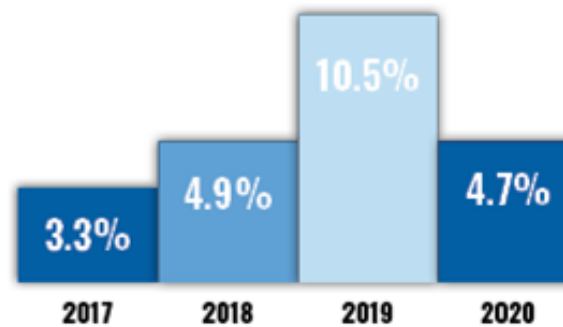
A continuous rise in youth ENDS use and its relation to knowledge and marketing



# The Youth Vaping Epidemic

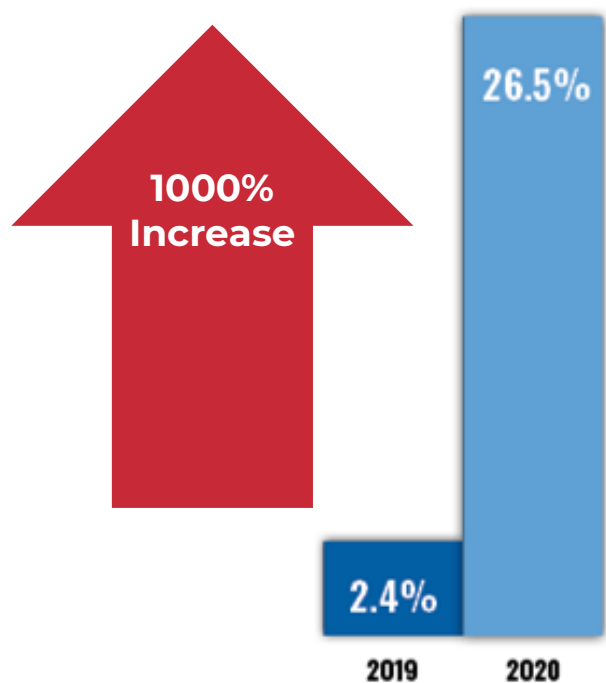


High School

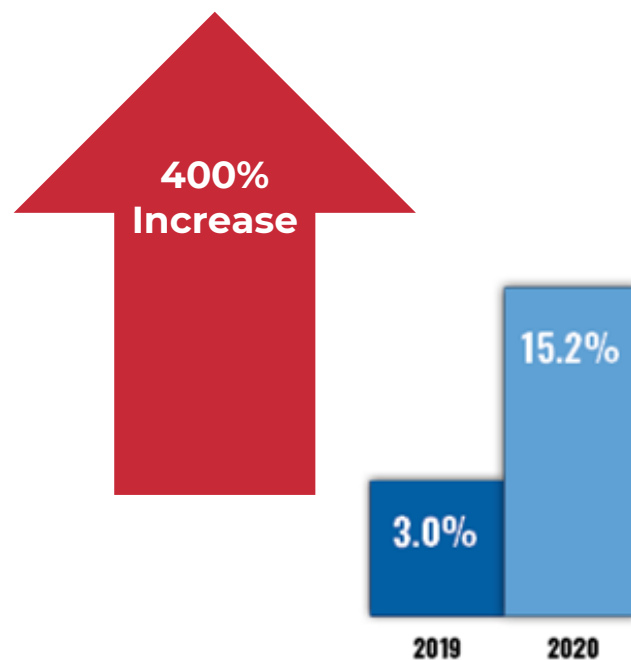


Middle School

# The Disposable Epidemic



High School



Middle School

# NYTS 2021

**NYTS  
2021**

More than **2 million** U.S. youth currently use **e-cigarettes**

Among youth current e-cigarette users,

Nearly **85%** use  
**flavored e-cigs**



**Disposables**  
are the most commonly used  
e-cigarette device type



disposables  
**53.7%**

About **1 in 4**  
use  
**e-cigs daily**





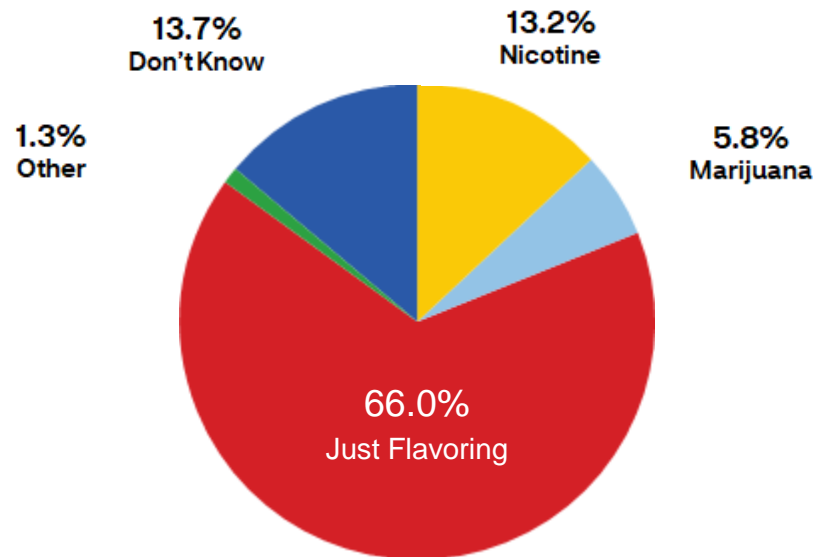
# Vaping: On-ramp To Smoking?

Start smoking within 18 months of beginning e-cigarette use



# Why The Increase? *Knowledge*

Limited knowledge leads to low perceived risk



***What do teens think is in their e-cigs?***

# Why The Increase? *Marketing*



**7 in 10**  
exposed to ads



58.4%



44.6%



26.2%

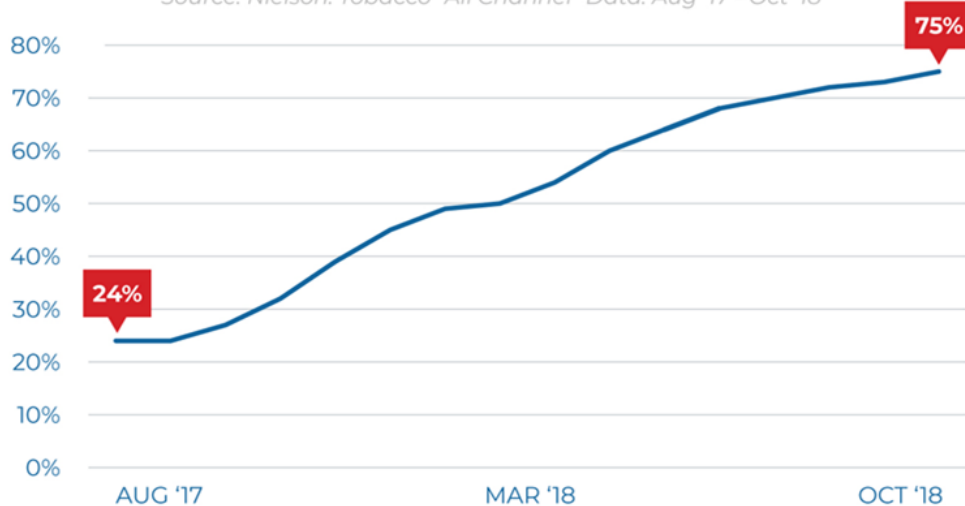


34.8%

# JUUL's Advertising Strategy: Appeal To Youth

## JUUL SALES AS A PERCENTAGE OF ALL E-CIG SALES

Source: Nielson: Tobacco "All Channel" Data. Aug '17 - Oct '18



# The Same Playbook



# Retail Advertising



# Social Media Advertising

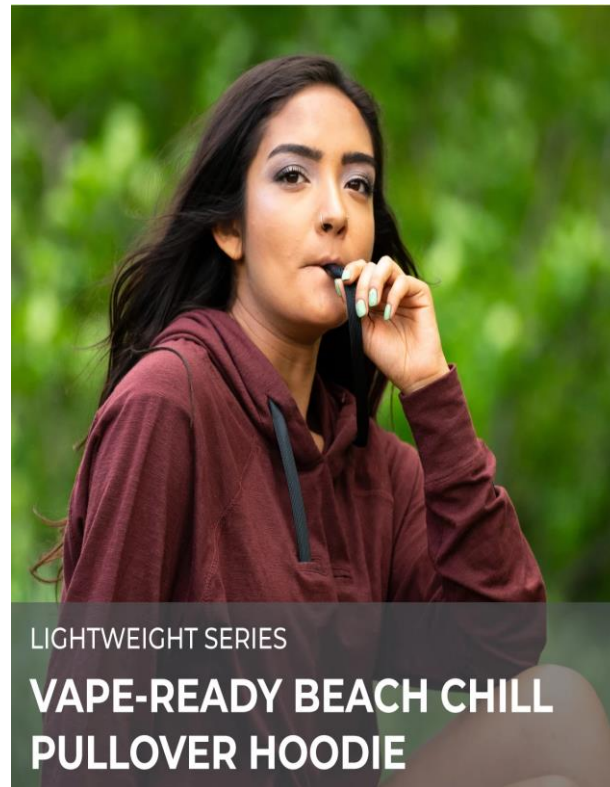


**“Spot the Vape”  
Advertising**



**Marketing exploiting the  
COVID-19 pandemic**

# Vaping Accessories



LIGHTWEIGHT SERIES

**VAPE-READY BEACH CHILL  
PULLOVER HOODIE**



# Vaping Accessories



# Is That A Sharpie?

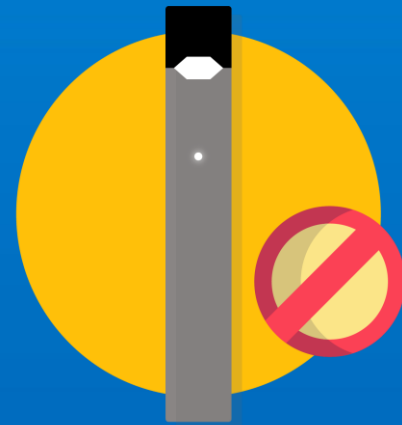


# Share what you know...



# CATCH My Breath Program Overview

The first evidence-based youth  
vaping prevention program



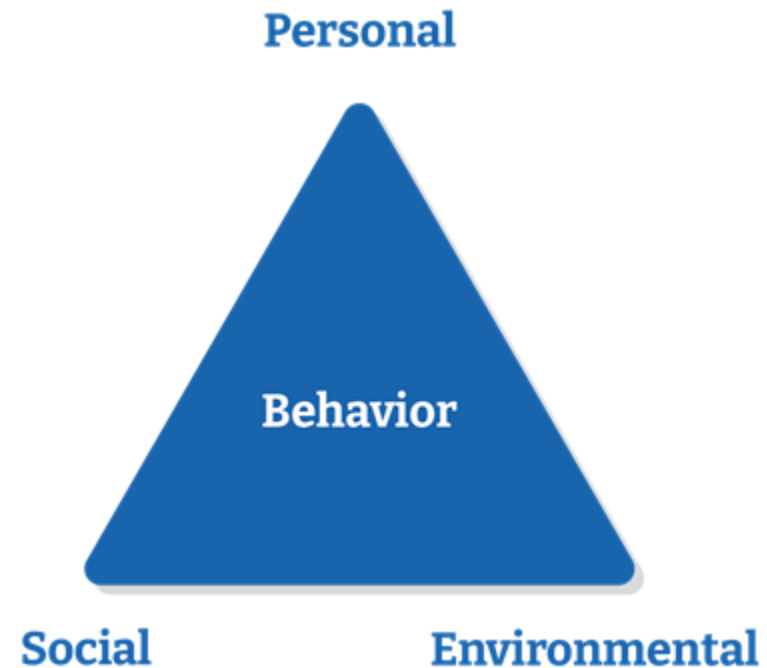
# Social Cognitive Theory

Behavior is the result of three factors:

1. **Personal** (What do I know? What can I do? What are my attitudes and beliefs?)

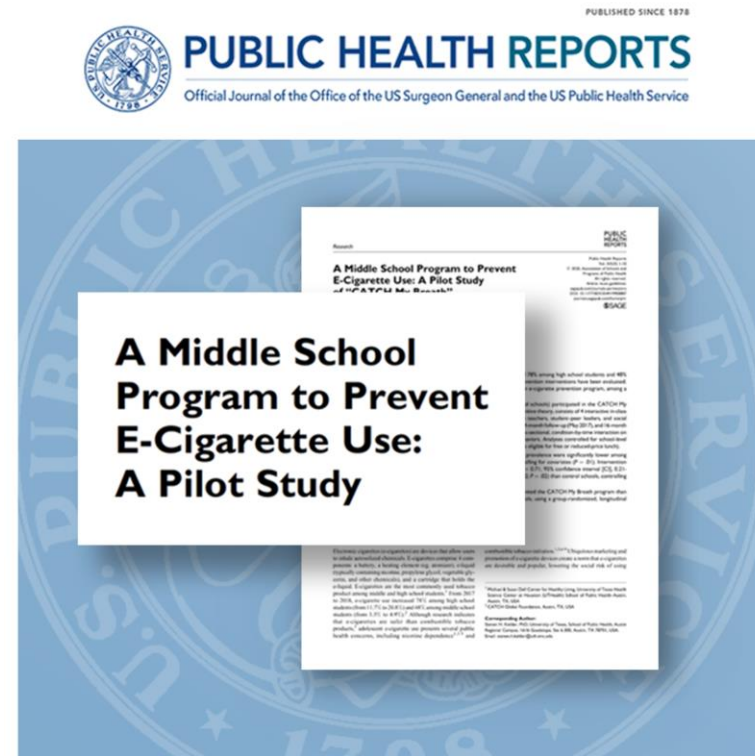
2. **Social** (What is the social response to performing the behavior?)

3. **Environmental** (How does my environment support and reward, or discourage and punish, the behavior?)



# First Evidence-Based Program

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



# Program Impact / Outcomes

EVIDENCE-BASED RESOURCE GUIDE SERIES

## Reducing Vaping Among Youth and Young Adults



## School Level Interventions

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.





# Program Organization



## Program Length

- 4 Lessons X 35-40 minutes each
- 1 Lesson / week (recommended)

## Teacher Materials Include:

- Detailed teaching instructions
- Scripts
- PowerPoint Slides

# Where Can I Teach It?



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# Nationwide Reports of Youth Vaping

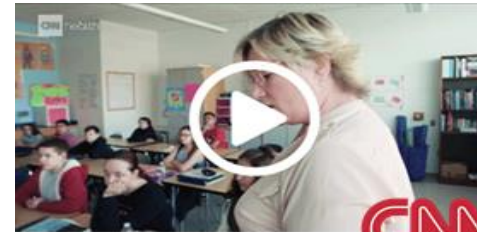


*Edutopia*

Schools Respond to the Rise of Student Vaping

*CNN*

JUUL and the vape debate: Choosing between smokers and teens



**CNN**



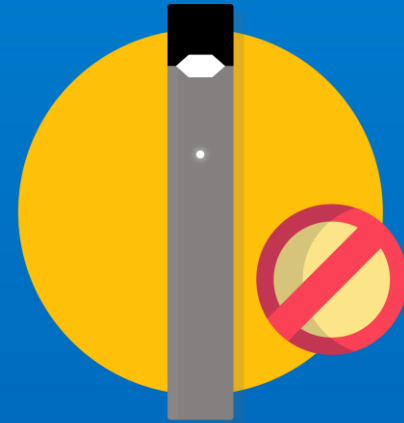
*CNBC*

JUUL built an e-cigarette empire. Its popularity with teens threatens its future

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# Program Components & Logistics

How is the program organized and what does that look like for educators?



# Standards Alignment

- National Health Education Standards
- Common Core Standards
- CASEL core competencies for social emotional learning



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# Healthy and Balanced Living Curriculum Framework

Core Concepts PK-12

Alcohol, Nicotine and Other Drugs (ANOD)

Standard 1 - Students will comprehend concepts related to health promotion and disease prevention to enhance health

Reference: Page 12 of 108 Connecticut State Department of Education 2021 Healthy and Balanced Living Curriculum Framework

# 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

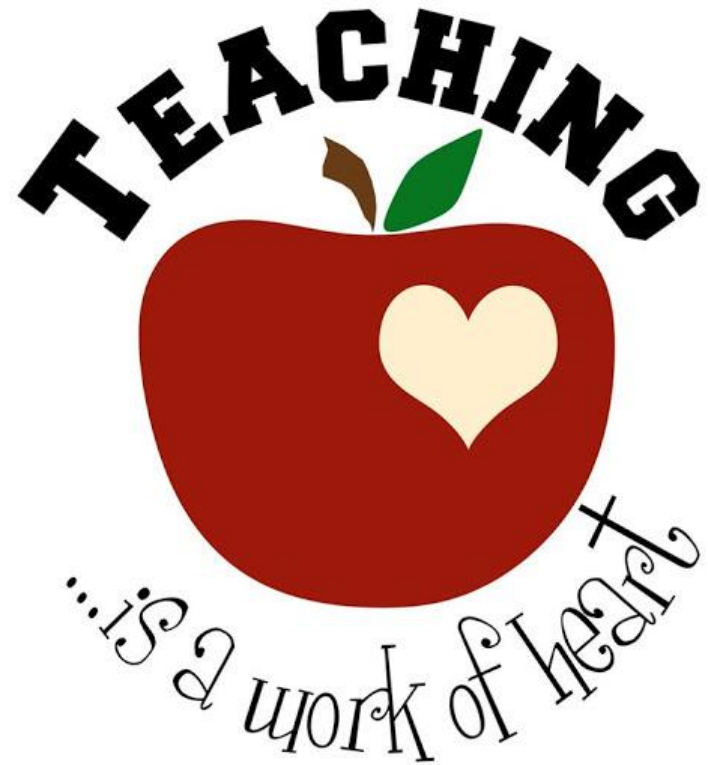




# Educational Strategies

## Other Strategies include

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



# Activity Break



# Lesson Plans

## 6th Grade Session 1: Consequences of Using E-Cigarettes

### Learning Objectives

Students will be able to:

- Identify the hazardous (unhealthy) ingredients in e-cigarettes
- Describe the negative health and social consequences with using e-cigarettes

### Overview

Students will be asked to consider what they have heard, seen, or thought about e-cigarettes, and investigate the nicotine and other chemicals they contain. The session ends with small and whole group discussions about the negative consequences of using e-cigarettes.

### Approximate Class Time

35-40 minutes

### Materials


- [Introduction to the Risks of E-cigarettes and Vaping: Digital Lesson Educator Guide\\*](#)
- [E-cigarette Ingredient Investigation](#) student handout, one per group
- Index cards or squares of paper, two per student (Alternative: sticky notes, 3 per student)
- White board and dry erase markers
- Optional: [Session 1 Review](#) Student Handout

*\*The Educator Guide has detailed slide-by-slide instructions for each lesson*

## Outline

Activities	Materials
<b>Engage</b> (Slides 2-4)	<b>Materials:</b> <ul style="list-style-type: none"><li>• Session 1: Consequences of E-cigarette Use Presentation</li><li>• Index cards or squares of paper (Alternative, sticky notes)</li><li>• <a href="#">Optional PE Supplement</a></li></ul>
<b>Explain</b> (Slide 5)	<b>Materials:</b> <ul style="list-style-type: none"><li>• Session 1: Consequences of E-cigarette Use Presentation</li><li>• <a href="#">Optional PE Supplement</a></li></ul>
<b>Engage</b> (Slide 6)	<b>Materials:</b> <ul style="list-style-type: none"><li>• Session 1: Consequences of E-cigarette Use Presentation</li><li>• <a href="#">Video: Tested on Humans from Truth</a></li><li>• <a href="#">Optional PE Supplement</a></li></ul>
<b>Explain</b> (Slides 7-14)	<b>Materials:</b> <ul style="list-style-type: none"><li>• Session 1: Consequences of E-cigarette Use Presentation</li><li>• <a href="#">Optional PE Supplement</a></li></ul>

# Educator Guide






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## Introduction to the Risks of E-cigarettes and Vaping

6TH GRADE | CORE LESSON BUNDLE

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**CATCH**  
MY BREATH

Introduction to the Risks of E-cigarettes and Vaping  
6th Grade Digital Lesson Educator Guide

## Session 1: Consequences of Vaping

### Learning Objectives

Students will be able to:

- **Identify** the hazardous (unhealthy) ingredients in e-cigarettes
- **Describe** the negative health and social consequences with using e-cigarettes

### Overview

Students will be asked to consider what they have heard, seen, or thought about e-cigarettes, and investigate the nicotine and other chemicals they contain. The session ends with small and whole group discussions about the negative consequences of using e-cigarettes.

### Content Areas

Health

### Target Grade Level

Grade 6

### Approximate Class Time

30–40 minutes

### Materials

- E-cigarette Ingredient Investigation student handout, one per group
- Index cards or squares of paper, two per student
- *Alternative:* Sticky notes, 3 per student
- White board and dry erase markers
- *Optional:* Session 1 Review

### Educator Prep



Before the session begins:

- Print enough Session 1, Activity 1: E-cigarette Ingredient Investigation Worksheets for each discussion group.
- Prepare enough index cards so that each student can receive two.
- *Optional:* Prepare enough sticky notes for each student to receive 3 sticky notes.

### Key Terms

- **Artificial Flavoring:** Chemicals added to e-liquid to make it taste like something else. While artificial flavors are safe to eat, they can be toxic when inhaled.
- **Aerosol:** The tiny particles or droplets that are inhaled when puffing on an e-cigarette, after the flavored e-liquid is heated.
- **Electronic Cigarette:** A battery-powered device that heats an e-liquid to make an aerosol that is inhaled. It may also be called an e-cigarette, vape, or Electronic Nicotine Delivery System (ENDS).
- **E-liquid:** The liquid that is heated inside e-cigarettes. The main ingredient is usually propylene glycol (PG) or vegetable glycerine (VG). Most e-liquids also contain flavorings and nicotine.
- **Formaldehyde:** A chemical that is made when an e-liquid is heated too much. It is also a chemical used as a preservative for dead bodies and in some strong adhesives.
- **JUUL:** A brand of e-cigarette that has a very high dose of nicotine.
- **JUULing:** A common term for vaping or using a JUUL brand e-cigarette.

Generously supported by



# Presentation Slides



The screenshot shows a presentation slide with a white background and a colorful, multi-colored border at the top. The slide features the following elements:

- Top Left:** The logo "CATCH MY BREATH" in red and black text.
- Top Right:** The logo "CVS Health FOUNDATION" in red and black text.
- Center:** A photograph of five young people (three women and two men) in a park-like setting, some on skateboards and roller skates, looking towards the camera.
- Text Box (Green background):** "Introduction to the Risks of E-cigarettes and Vaping" and "ODPE PROGRAM BUNDLE" in white text.
- Bottom Left:** Small text: "Keep this activity of free media access under all local all rights reserved. All rights reserved. © 2018 CVS Health Foundation. All rights reserved." and "BE VAPÉ FREE".
- Bottom Right:** The "Discovery PRESENTS" logo.

Below the slide image is a dark grey navigation bar with a play button, a right arrow, "Slide 1", a refresh icon, a square icon, and a gear icon. The text "Google Slides" is visible in the bottom right corner of the navigation bar.

To view slide notes/scripts, download for offline use, or print this presentation, click one of the buttons below:

[OPEN IN GOOGLE SLIDES](#) [DOWNLOAD AS POWERPOINT FILE](#)

# Student Worksheets

## E-cigarette Ingredient Investigation

STUDENT HANDOUT 1 of 3

### Directions:

1. Read the following information about the ingredients found in e-cigarettes.
2. As you read the information about the ingredients aloud to your group, record their reactions to the information.

**Nicotine (nick-oh-teen):** A highly addictive drug found in tobacco leaves, cigars, cigarettes and nearly all e-liquids. E-cigarettes have nicotine levels equal to or higher than regular cigarettes.

- Highly-addictive (very hard to stop when you start using), especially for young people
- Very toxic or even fatal if inhaled, swallowed, or if it touches the skin
- Increases your heart rate and blood pressure and can cause dizziness, nausea, and stomach pain
- Overdose symptoms include vomiting, diarrhea, dizziness, uncontrolled shaking, rapid heart rate, nausea, high blood pressure, and even seizure and death
- Makes asthma worse

### Group Reactions:

- 
- 
- 
- 

## 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

## Adult Interview

STUDENT HANDOUT 1 of 2

**Instruction:** Use the questions below to "interview" an adult you trust. Write the answers in your notebook. You will share the information with your class in the next CATCH My Breath activity.

**Question 1:** Ask your adult:

1. How do you feel about e-cigarettes? Please share with you what I'm learning in school about e-cigarettes and hear your opinions.

2. Please ask your adult to respond to the following statements with "True" or "False." If they get it wrong, ask them about what you're learning.

1. E-cigarettes contain nicotine. \_\_\_\_\_

2. 99% of all e-cigarettes contain nicotine. \_\_\_\_\_

3. E-cigarette "smoke" is water vapor. \_\_\_\_\_

4. The "smoke" that comes out of an e-cigarette is an aerosol. \_\_\_\_\_

5. E-cigarettes can be fatal to babies and toddlers if ingested. \_\_\_\_\_

6. There have been over 23,000 poison control center cases related to e-liquid poisoning in the U.S. since 2013. \_\_\_\_\_

7. Children get addicted to nicotine more easily than adult brains. \_\_\_\_\_

8. Young people's brains are still growing and developing, making it easier to get addicted to nicotine. \_\_\_\_\_

9. The legal age to buy or use tobacco products, including e-cigarettes, is 18. \_\_\_\_\_

10. The legal age to buy or use tobacco products, including e-cigarettes, is 21. \_\_\_\_\_

11. Young adults who use e-cigarettes are 4 times more likely to start regular cigarettes. \_\_\_\_\_

12. Young adults who use electronic cigarettes are more than four times as likely to start smoking tobacco cigarettes within 18 months as their peers who do not vape. \_\_\_\_\_

# Evaluation Tools

**CATCH MY BREATH**  
YOUTH E-CIGARETTE PREVENTION PROGRAM

**CATCH My Breath Student Pre-Survey**

Student Assent

- In this survey you are being asked to answer questions about your knowledge with E-Cigarettes. The data from this survey will be used to help kids you
- This survey is anonymous. No one at school or at home will see you**
- Taking part in this survey is up to you. Participating will not affect your grade or join any school activities.
- If you do not want to answer a question, you can skip it.
- You may stop taking part in this survey at any time.
- By completing this survey, you agree to take part in this survey.

1. Please complete the following:

School:

Grade:

Subject/Class:

Your Teacher's Name:

Today's Date:

**CATCH MY BREATH**

SESSION 1 OPTIONAL QUIZ

Quiz

- It's easier for teens to become addicted to nicotine because...
  - Their hearts are still developing
  - Their brains are still developing
  - Their stomachs are still developing
- One JUUL pod contains as much nicotine as a pack of cigarettes (about 200 puffs).
  - True
  - False
- Which of these chemicals are found in E-cigarettes ?
  - Formaldehyde
  - Nicotine
  - Propylene glycol
  - All of these
- E-cigarettes produce water vapor.
  - True
  - False
- 99% of e-cigarettes, including JUUL, contain nicotine.
  - True
  - False

**CATCH MY BREATH**  
YOUTH E-CIGARETTE PREVENTION PROGRAM

**CATCH My Breath Teacher Survey**

The aim of the CATCH My Breath Teacher Survey is to assess teachers' opinions of the CATCH My Breath Program including its proposed applicability, compatibility, and effectiveness. The survey is filled out by the individual (i.e. teacher, tobacco educator, etc.) whom teaches the CATCH My Breath Program. The survey should be filled out after teaching the CATCH My Breath sessions and should take approximately 10-15 minutes to complete.

1. Please complete:

Your Title/Position:

Your School/Organization's Name:

Grade level(s) where sessions were taught:

Subject where sessions were taught:

Number of sessions taught (there are 4 sessions):

Approximate number of students reached:

2. Please select your level of agreement with each statement based on your evaluation of the CATCH My Breath (CMB) sessions.

\*\*\*Select N/A if you did not use that particular resource/component.\*\*\*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
I feel confident in my ability to teach the CMB sessions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The CMB sessions are culturally appropriate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The CMB sessions are age appropriate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The worksheets/handouts associated with the CMB sessions were good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Powerpoint slides associated with the CMB sessions were helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Peer Group Facilitator component of the CMB sessions went well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The additional resources (i.e. Teacher 411) provided sufficient background information for teaching the CMB sessions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Did you complete the Teacher Training webinar prior to teaching the CATCH My Breath sessions?

Yes

# Grades 5 - 6

Wanna try this cigarette?



No thanks. I gotta get to practice.

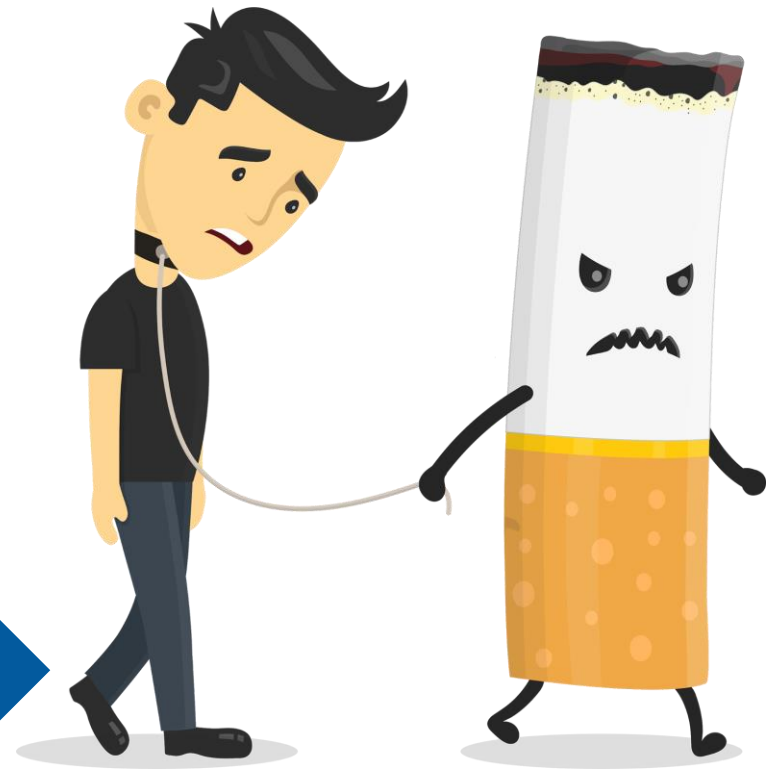
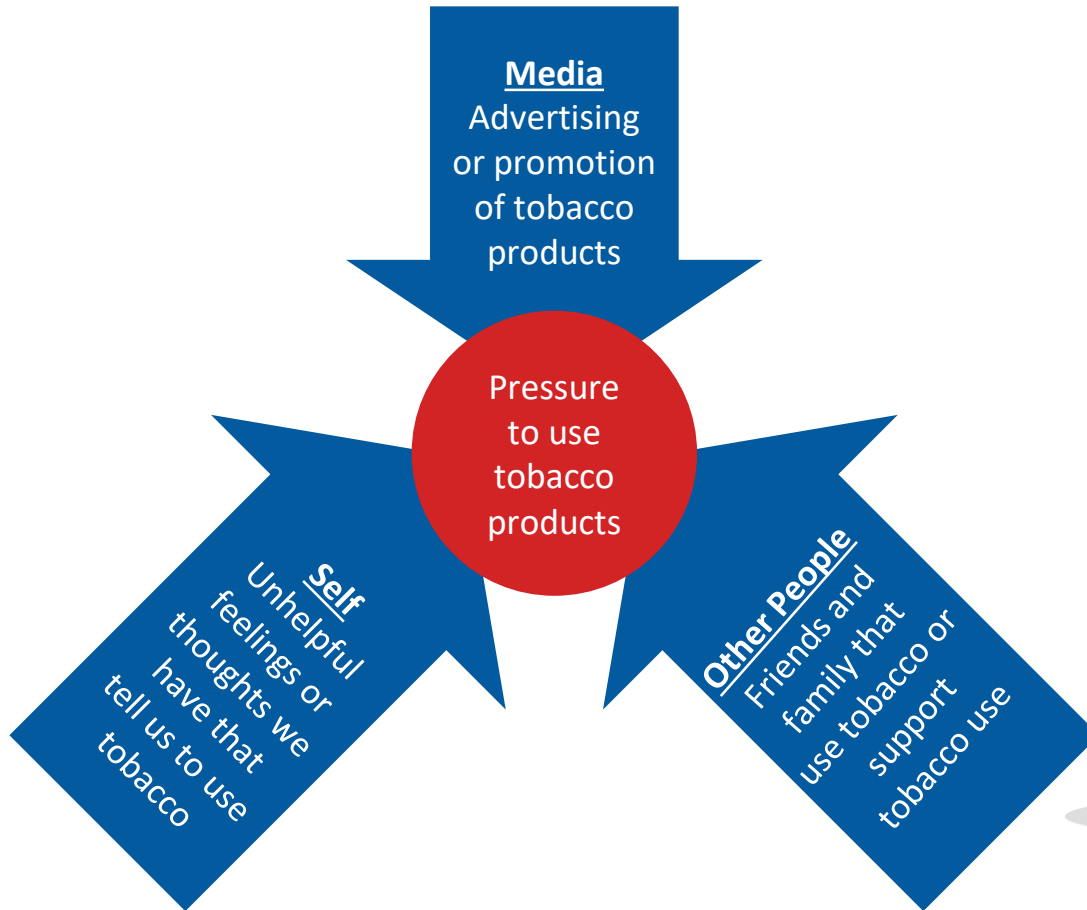


Use an Excuse





# Middle School 7-8

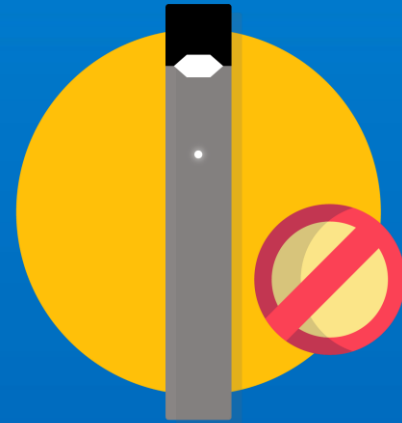


# High School: Grades 9-12



# Supplemental Lessons & Other Support Materials

Advancing vaping prevention to cover addiction, cessation resources, and tobacco and e-cigarette policy



# Physical Education

## Activity Sequence

- Week 1: Activities 1, 2, and 3
  - Recommended to be taught in conjunction with CATCH My Breath Session 1
- Week 2: Activities 4, 5, and 6
  - Recommended to be taught in conjunction with CATCH My Breath Session 2
- Week 3: Activities 7, 8, and 9
  - Recommended to be taught in conjunction with CATCH My Breath Session 3

**CATCH**  
MY BREATH

**Introduction to the Risks of E-cigarettes and Vaping**  
Elementary School Digital Lesson Educator Guide

### Overview

CATCH has provided a Physical Education supplement to the CATCH My Breath curriculum. It was designed to reinforce learning objectives in a physical education setting. The following activities are intended to be used for Grades 5-8 in addition to CATCH My Breath classroom sessions. The program can be taught at any time of the year; however, CATCH suggests considering implementation of the program in the fall during school-wide tobacco, alcohol, and drug awareness campaigns. This supplement can also be used and adapted to a traditional classroom setting if desired and time permits.

It is recommended that the Physical Education Supplement pieces be used in successive PE periods until each activity is completed. Each activity is meant to be taught in the order presented. Although PE class times vary, the Physical Education Supplement was designed based on a weekly 50-minute class. The following sequence is suggested:

- **Week 1: Activities 1, 2, and 3**
  - Recommended to be taught in conjunction with CATCH My Breath Session 1
- **Week 2: Activities 4, 5, and 6**
  - Recommended to be taught in conjunction with CATCH My Breath Session 2
- **Week 3: Activities 7, 8, and 9**
  - Recommended to be taught in conjunction with CATCH My Breath Session 3

**CVS Health**  
FOUNDATION

RE VAPE FREE | Discovery 41

# Be Vape Free

Generously supported by



**Working together to create a  
vape-free generation**

In partnership with





# E-cigarettes & Oral Health: A Guide to Making Informed Choices

Presented by DentaQuest & CATCH Global  
Foundation

# Parent Communication / Resources

The screenshot shows the CATCH.org website interface. At the top, there is a navigation bar with the CATCH.org logo on the left and links for 'About CATCH', 'Pricing', 'FAQ', 'My Dashboard', and a user profile for 'Marcella B.' with a 'DONATE' button. Below the navigation bar, there are three resource cards. Each card features a thumbnail image of the resource on the left and a text description on the right. The first card is for an 'Introduction Letter to Parents', the second for a 'Parent Information Handout', and the third for a 'Parent Toolkit'. The website footer includes a 'You are currently in Preview Mode. Return to your dashboard.' message and a Windows taskbar at the bottom with the system clock showing 4:34 PM on 5/11/2021.

**CATCH.org** About CATCH Pricing FAQ My Dashboard Marcella B. [DONATE](#)

**Introduction Letter to Parents**  
English version / Spanish version This letter is intended for parents whose children are going to participate in the CATCH My Breath program. (Teachers: This is the same letter mentioned in Session 0.)

**Parent Information Handout**  
English version / Spanish version  
This handout covers general program information and answers questions like "What will students learn?" and "Why is E-cigarette education needed?" If you would like more information about the program or to bring the program to your child's school, please email [catchmybreath@catch.org](mailto:catchmybreath@catch.org).

**Parent Toolkit**  
English version / Spanish version  
This toolkit is a way for parents to learn more about the vaping epidemic, gauge their child's risk of trying e-cigarettes, and find the best strategy for them to talk to their child about e-cigarettes.

You are currently in Preview Mode. [Return to your dashboard.](#)

4:34 PM  
5/11/2021

# 6th and 7th/8th Grade Video Lessons

The screenshot shows the CATCH website interface. At the top left is the CATCH logo with the tagline "COORDINATED APPROACH TO CHILD HEALTH". To the right is a navigation bar with a green button labeled "LET'S GO" and "CATCH.ORG PLATFORM", followed by "PRICING" and "DONATE" links, and a hamburger menu icon. The main content area features a large blue-tinted image of a young woman wearing headphones and smiling while looking at a laptop. Overlaid on this image is the text "CATCH My Breath Video Lessons" in large white font, and a red "PURCHASE" button with a right-pointing arrow. Below this main section, there is a white box containing the text "Evidence-based vaping prevention education, in-class or from home." To the right of this text is a small inset image of a laptop displaying a video player interface. At the bottom of the screenshot is a Windows taskbar with a search bar, several application icons, and a system tray showing the time as 4:37 PM on 5/11/2021.

**CATCH**  
COORDINATED APPROACH TO CHILD HEALTH

LET'S GO CATCH.ORG PLATFORM PRICING DONATE

## CATCH My Breath Video Lessons

PURCHASE →

**Evidence-based vaping  
prevention education,  
in-class or from home.**

**CATCH**  
MY BREATH

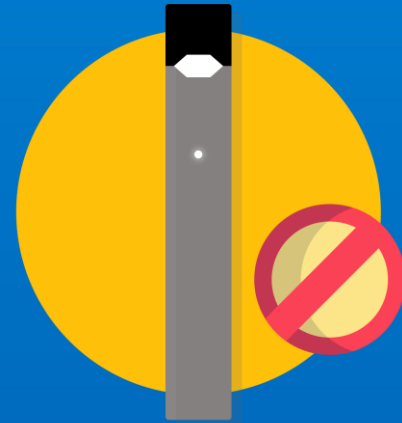
Type here to search

4:37 PM  
5/11/2021

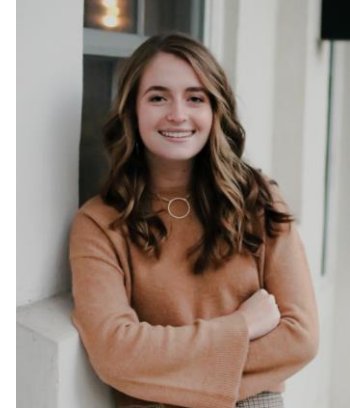
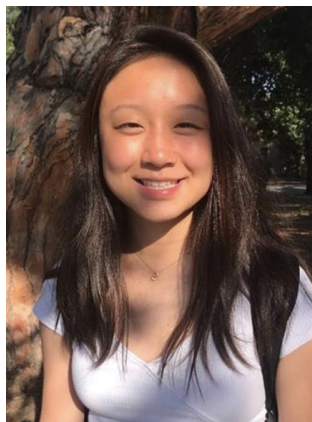
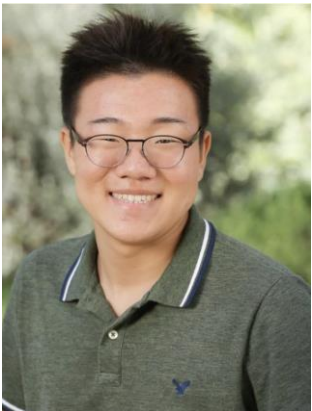
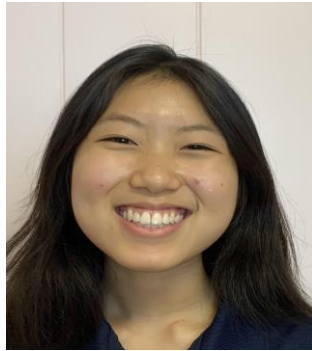


# Youth Empowerment through Service

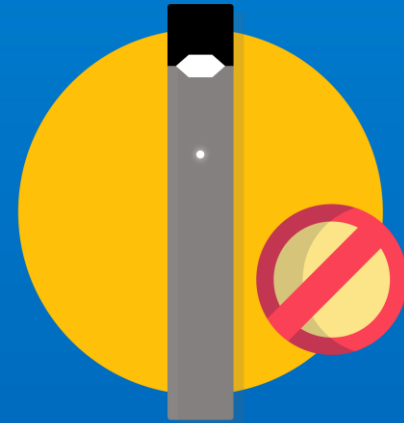
An overview of how CATCH My  
Breath can mobilize students to  
take control of the national  
conversation around youth vaping.



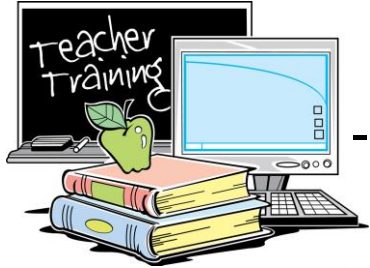
# Youth Advisory Board of Directors



# Delta Dental Connecticut



## 20 interested educators will receive:



- **Free** access to CATCH My Breath's 1.5 hour live, virtual program implementation training;



- **Free** access to CATCH My Breath video lessons for students in grades 6, 7 or 8;



- **Free** access to CATCH My Breath core curriculum, as well as classroom and educator materials.



- **Free** evaluation

*Note: Participating educators **must** be willing to complete CATCH My Breath's pre-project and post-project online evaluation surveys*

# What's Next?



## Vaping & Oral Health: A Guide to Making Informed Choices

Presented by DentaQuest & CATCH  
Global Foundation

# Thank You!



Marcella Bianco, Program Director  
marcella@catch.org

## Questions? Contact Us!

Email: [catchmybreath@catch.org](mailto:catchmybreath@catch.org)

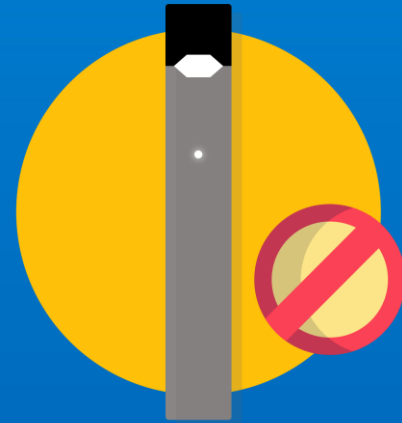
Phone: 855.500.0050 x803



@CATCHhealth

# Creating an account on CATCH.org

How do I get started on  
CATCH.org?



# What is CATCH.org?

The screenshot shows the CATCH.org website homepage. At the top left is the CATCH.org logo. To the right are links for 'About CATCH', 'Pricing', 'FAQ', 'LOG IN', and 'SIGN UP'. A blue banner below the navigation contains a warning icon and the text: 'New resources in response to Coronavirus (COVID-19) school closures. At-home & distance learning resources for parents and educators. VIEW RESOURCES'. Below this is a large image of diverse children and adults with their arms raised, with the text 'Welcome to a new generation of CATCH.org' overlaid. Underneath the image are three navigation tabs: 'Topics' (green), 'Age Levels' (blue), and 'Resources' (blue). At the bottom, there are six icons with corresponding labels: a crossed-out cigarette for 'Vaping Prevention', a starburst for 'Coordination Kit', an apple for 'Health & Nutrition', a running figure for 'PE / Physical Activity', a group of people for 'Family & Community', and a sun for 'Sun Safety'.

CATCH.org

About CATCH Pricing FAQ LOG IN SIGN UP

⚠️ New resources in response to Coronavirus (COVID-19) school closures  
At-home & distance learning resources for parents and educators [VIEW RESOURCES](#)

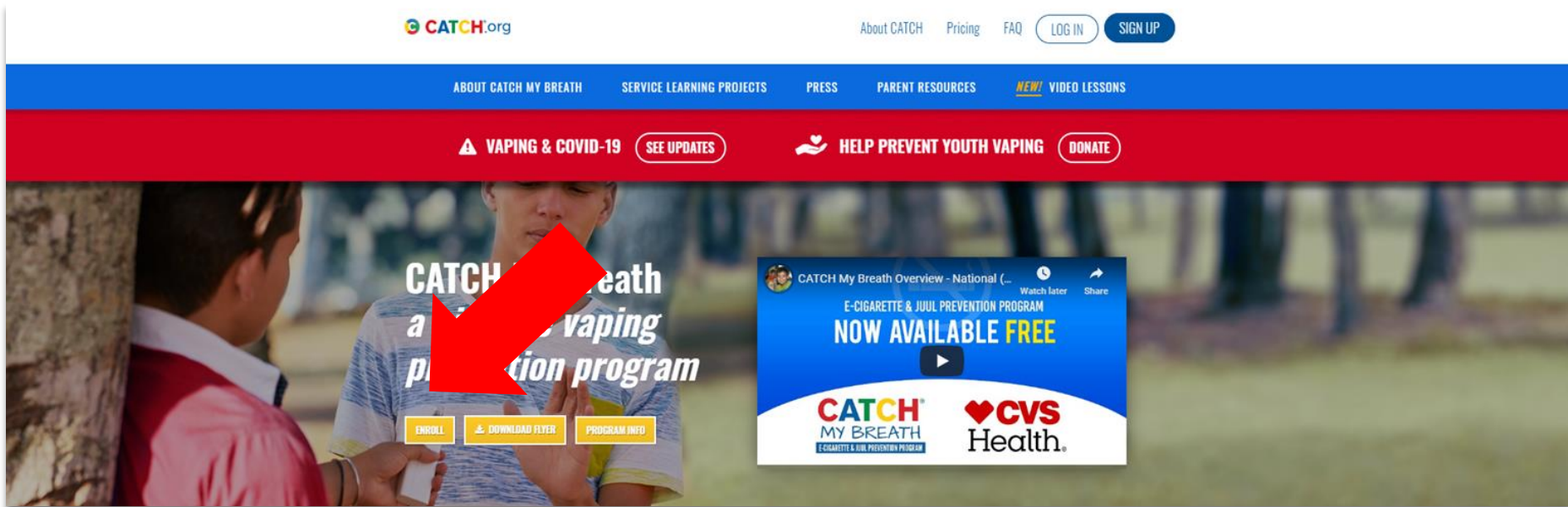
Welcome to a new generation of  
CATCH.org

Topics Age Levels Resources

Vaping Prevention Coordination Kit Health & Nutrition PE / Physical Activity Family & Community Sun Safety

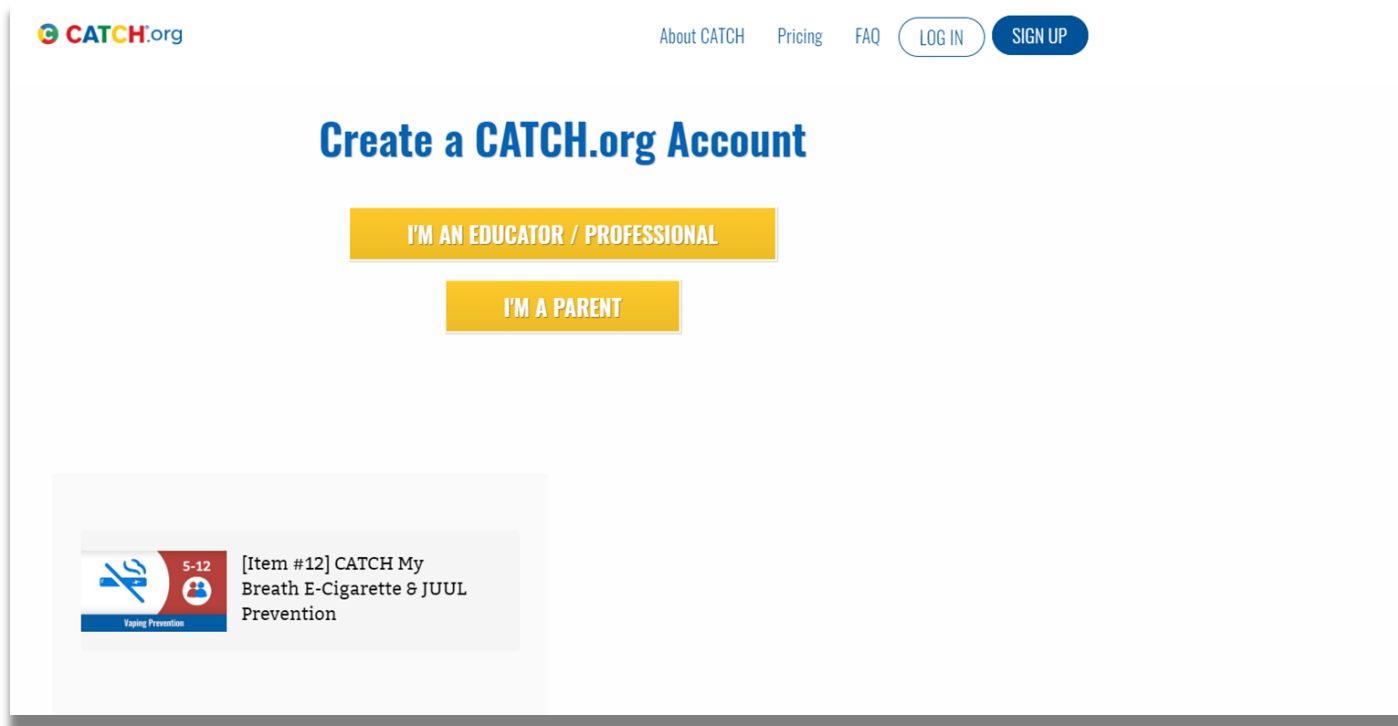


# Enrolling in CATCH My Breath



1. Visit [www.catchmybreath.org](http://www.catchmybreath.org)
2. Click “Enroll” to create your account

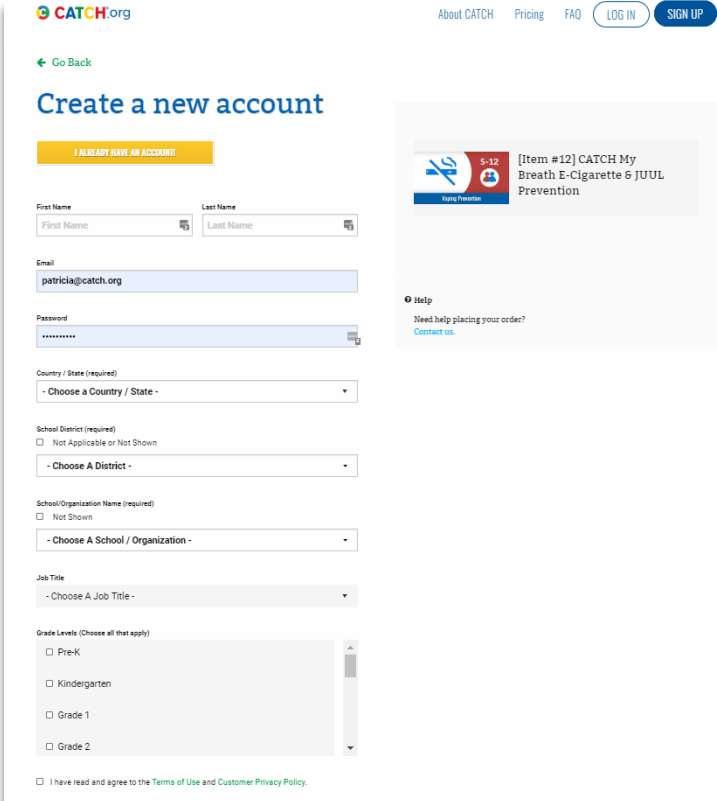
# Enrolling in CATCH My Breath



3. Select “I’m an Educator / Professional” from the enrollment options

# Enrolling in CATCH My Breath

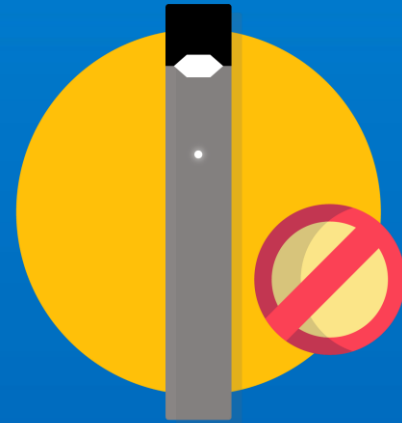
4. Complete account details
  - a. For a community-based organization you will select “Not applicable or Not Shown” for School District
  - b. Select “Not Shown” For School/Organization Name
  - c. Type in the FULL NAME of your organization - not an acronym
  - d. Select “I have read and agree to the Terms of Use and Customer Privacy Policy”
  - e. Click “Sign-up”



The screenshot shows the 'Create a new account' page on CATCH.org. The page includes a navigation bar with 'About CATCH', 'Pricing', 'FAQ', 'LOG IN', and 'SIGN UP'. A 'Go Back' link is visible. The main heading is 'Create a new account'. Below this, there is a yellow button that says 'I ALREADY HAVE AN ACCOUNT!'. The form fields are: First Name (with a placeholder 'First Name'), Last Name (with a placeholder 'Last Name'), Email (with the placeholder 'patricia@catch.org'), Password (with a strength indicator), Country / State (required) (dropdown menu with '- Choose a Country / State -'), School District (required) (checkbox for 'Not Applicable or Not Shown' and a dropdown menu with '- Choose A District -'), School/Organization Name (required) (checkbox for 'Not Shown' and a dropdown menu with '- Choose A School / Organization -'), Job Title (dropdown menu with '- Choose A Job Title -'), and Grade Levels (Choose all that apply) (checkboxes for Pre-K, Kindergarten, Grade 1, and Grade 2). At the bottom, there is a checkbox for 'I have read and agree to the Terms of Use and Customer Privacy Policy'. On the right side, there is a 'Help' section with the text 'Need help placing your order?' and a 'Contact us' link. A product card for '[Item #12] CATCH My Breath E-Cigarette 6 JUUL Prevention' is also visible.

# Accessing Program Materials

A brief tour of the CATCH  
My Breath Program  
Materials



# Accessing CATCH My Breath

CATCH.org

My Dashboard About CATCH Pricing FAQ Sally S

## Sally's Dashboard

Recently Viewed

CATCH My Breath Prevention Program  
SEE OVERVIEW | **Let's GO!**

CATCH Health at Home  
SEE OVERVIEW | **Let's GO!**

Free Content & Samples  
SEE OVERVIEW | **Let's GO!**

Vaping Prevention 5-12

Home Activities + Distance Learning COVID-19

Free Content + Samples

Click on “Let’s Go” on the CATCH My Breath tile

# Classroom Enrollment Form

The screenshot displays the CATCH.org website interface. On the left is a navigation sidebar with a search bar and a menu of options: Welcome, Program Overview, Teacher Training (All Grades), Parent Resources Page, Program Resources, Classroom Enrollment Form (Required) (marked with a green checkmark), and 5th - 6th Grade. The main content area is titled "CATCH My Breath Classroom Enrollment (Required Annually)". It shows a question: "Approximately how many students do you plan to reach with this program during the 2019-2020 school year?". A modal dialog box is overlaid on the page with the following text: "Prerequisite(s) have not yet been completed! To unlock program content, please complete the  Classroom Enrollment Form (Required)". Below the text is a button labeled "OK, GOT IT".

**MUST** Be completed to access program materials

# Teacher Training + Certificate

The screenshot displays the CATCH.org website interface. On the left is a navigation sidebar with the following items: 'Go to Dashboard', 'NEW: Vaping & Infectious Diseases (COVID-19) Addendum', 'NEW: BeVapeFree Virtual Field Trip', 'Welcome', 'Program Overview', 'Teacher Training (All Grades)' (expanded to show 'Part 1: What are e-cigarettes and why are they a concern?', 'Part 2: How did the problem get out of control so quickly?', and 'Part 3: CATCH My Breath program components and logistics'), 'Training Certificate of Completion (Optional)' (highlighted), 'Session 0: Getting Ready to Start the Program (All Grades)', 'Parent Resources Page', 'Evaluation Tools - Optional Student Surveys & Quizzes', 'Program Resources', and 'Classroom Enrollment Form (Required)'. The main content area is titled 'Training Certificate of Completion (Optional)' and features a 'CATCH My Breath Post-Training Quiz'. The quiz instructions state: 'After watching the training videos, you may take the following quiz to receive a training certificate of completion (sent via email). You must receive a grade of 100% on the quiz to pass, however you may retake the quiz if you do not pass on your first try.' Below the instructions are three input fields: 'Email address \*' with the placeholder 'Your email', 'What is your name? \*' with the placeholder 'Your answer', and a question: 'Youth smoking rates have declined over the last 20 years. \*' (1 point) with radio button options for 'True' and 'False'. The final question is: 'What percentage of e-cigarettes sold in 2015 contained nicotine? \*' (1 point) with radio button options for '10%', '30%', '75%', and '99%'.