

# Today's Presenters



**Marcella Bianco**

**Director of Government Partnerships**  
CATCH Global Foundation



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Alliance for a Healthier Generation

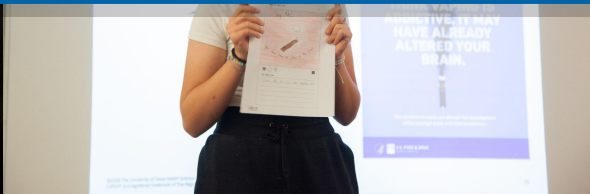


# CATCH<sup>®</sup> MY BREATH

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

**Marcella Bianco**

Director of Government Partnerships





LEADING EXPERT IN  
**Whole Child Wellness**

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



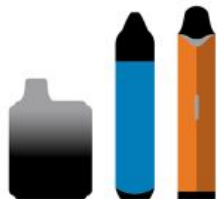
## Findings on Youth Use for All Tobacco Products

**NYTS**  
2023

**10% of students**  
reported current use of any tobacco product

Among those who currently use a tobacco product:

**E-Cigarettes**  
were the most popular  
product for the  
**10<sup>th</sup> year** in a row

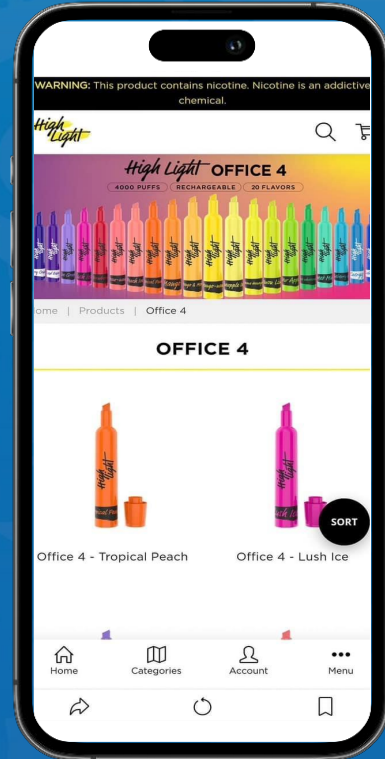


**Cigarette  
and Cigar**   
use remain at an all-time low

# National Youth Tobacco Survey

# Vaping Accessories

# Delivery Systems





# Retailers Warned to Stop Selling Illegal E-Cigarettes



E-Cigarette



Food Product



E-Cigarette



Cartoon



E-Cigarette



Toy



E-Cigarette



Cartoon





**Real Life Examples**

# REASONS WHY TEENS VAPE

## Why do they start?



HIGH SCHOOL: **60.6%**

*"Friends use them"*

MIDDLE SCHOOL: **49.4%**

*"Curious about them"*

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## Current use reasons?



HIGH SCHOOL: **45.3%**

*"To get a high or buzz"*

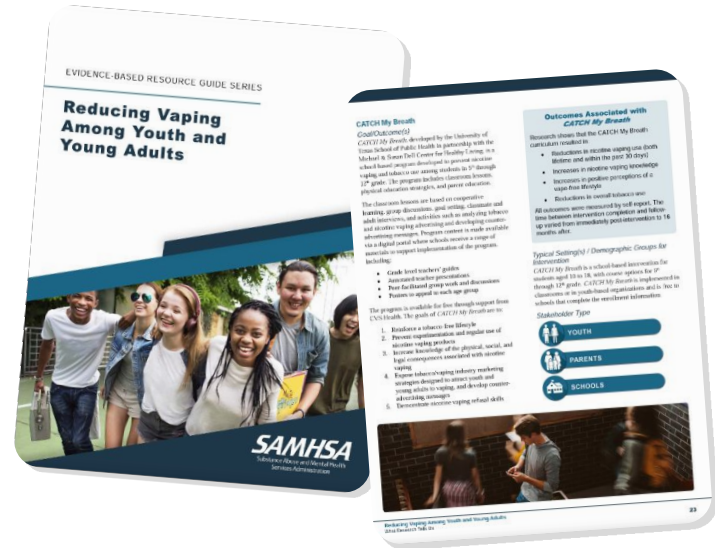
MIDDLE SCHOOL: **43.4%**

*"I am feeling anxious, stressed, or depressed"*

# EVIDENCE-BASED Knowledge & Behavior

## Research outcomes associated with CATCH My Breath:

- 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



**SAMHSA-Recommended**

Kelder, S. H., Mantey, D. S., Van Dusen, D., Case, K., Haas, A., & Springer, A. E. (2020). A middle school program to prevent e-cigarette use: a pilot study of "CATCH My Breath". *Public Health Reports*, 135(2), 220-229.

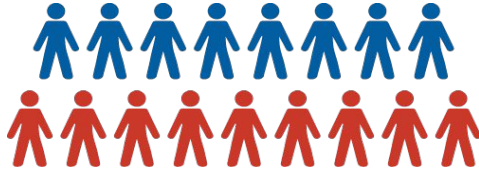
**CATCH** MY BREATH

**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

# Behavior is the Result of Three Factors:

## PERSONAL

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

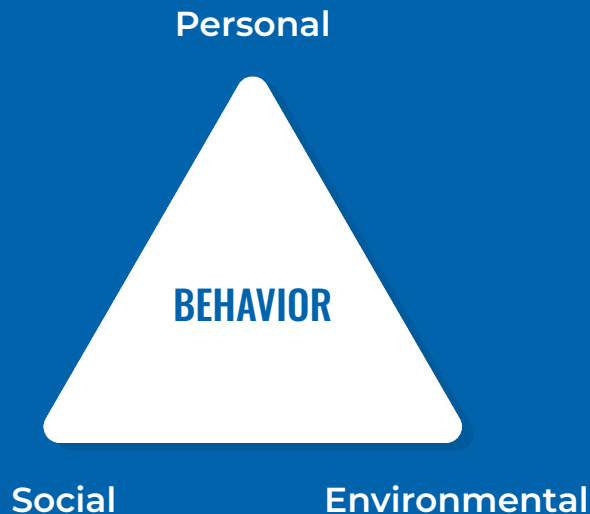
## SOCIAL

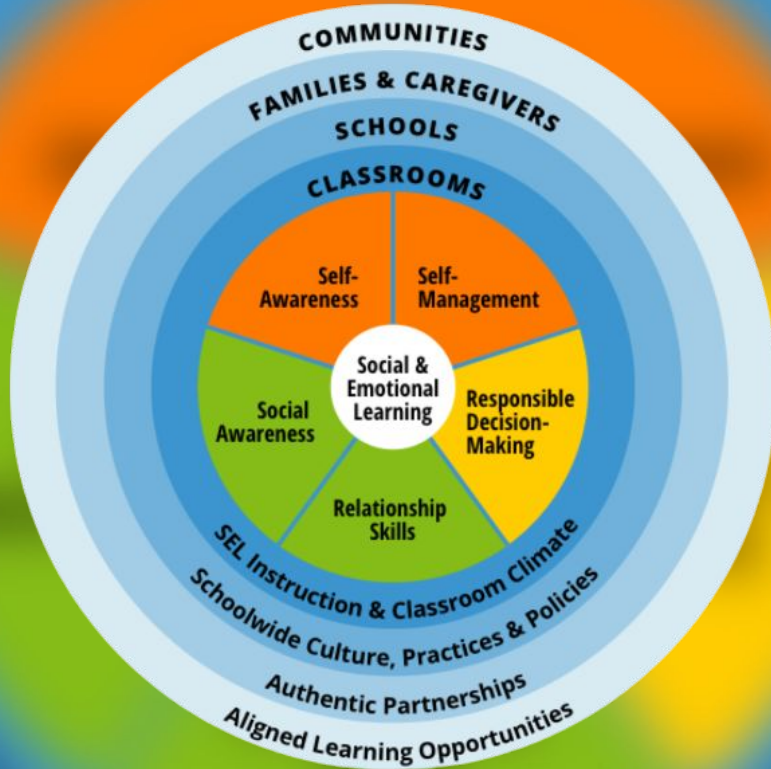
What is the social response to  
performing the behavior?

## ENVIRONMENTAL

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

# Social Cognitive Theory





# Standards Alignment



National Health Education Standards



Common Core Standards



CASEL core competencies for social-emotional learning

# STUDENT-DRIVEN, TEACHER MODERATED



“

I didn't really know that vaping was such an issue until we got educated on it with CATCH My Breath. Now that I know, it kind of ignited this fire — and now I have to tell people.

”

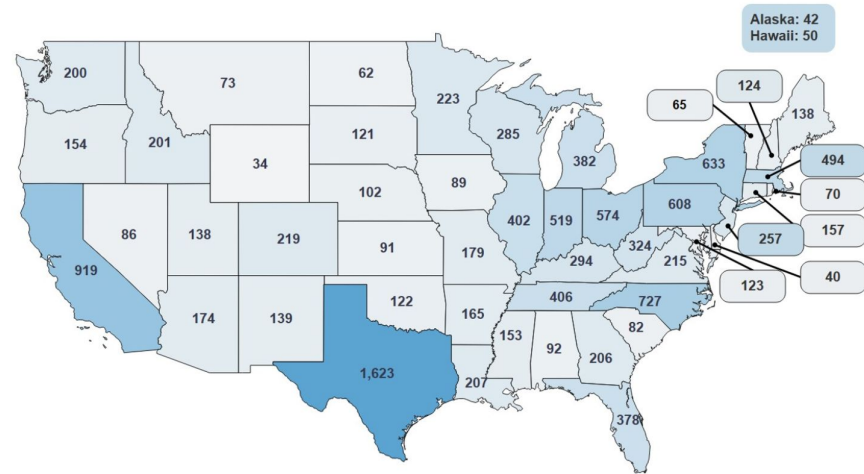
**- Student, 11th grade**

# Community-Wide Impact



**TOTAL PROGRAM REACH**  
2 million students and counting!

- ✓ **Over 5,500** schools
- ✓ **90%** of large-mega districts have one or more CATCH My Breath users
- ✓ **Over 750** CATCH My Breath trainers implementing the program in their communities



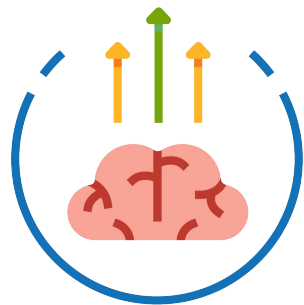


# Trusted Partners Around Schools



- State and local public health, education, and government entities
- Local leaders and elected officials
- Law enforcement
- Community health workers
- School districts, administrators and educators

# Our Proven Formula



**Knowledge  
Building**

+



**Skill  
Building**

+



**Environmental  
Support**

**Unique to  
CATCH My Breath**

=



**Healthy  
Decision-Making**

# Robust Curriculum & Resources



*Educational clip from K-4 Parent Toolkit*

## Core Curriculum

- Grades 5 - 12 (age-tailored)
- 4 lessons, 35 - 40 minutes each
- Educator Guide and slide deck with scripts
- English and Spanish

## Parent Toolkit

- How to talk with kids
- Videos and presentations
- English and Spanish

## Supplements

- STEM and Humanities
- PE adaptation
- Virtual Field Trips
- Self-paced modules
- Cannabis vaping
- Oral health

# 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



# Professional Development Trainings

## ✓ TRAINING OPTIONS

### Self-Paced | Recorded

- Free

### Implementation | Live Virtual *English & Spanish*

- Open: \$99 / attendee
- Private: \$2,000
  - 35 attendees

### Train-the-Trainer | Live Virtual *English & Spanish*

- Open: \$425 / attendee
- Private: \$5,000
  - 15 attendees

## ✓ ONGOING SUPPORT

- Tailored implementation plans
- Individualized technical support

## ✓ OTHER PROGRAMS

- Substance Misuse Avoidance
- Health Education
- Mental Health & SEL
- Physical Education



**Dedicated Community Consultants**  
Public health, education, and  
research professionals

# Self-Reinforcing Cycle



# NEXT STEPS

# Empower Your School & Students

Access **FREE** Curriculum Today!



**Interest Form & Training Priority**



- Speak with a Community Consultant
- Join queue for training before school year 2024 - 2025
- Receive a free report to see if any schools in your district are already using CATCH My Breath

# THANK YOU!



**CATCH**<sup>®</sup>  
MY BREATH

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ALLIANCE FOR A  
**HEALTHIER  
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**Questions? Contact Us!**