CATCH My Breath Youth E-cigarette Prevention Program:
Community Presentation
Agenda

• What Is CATCH My Breath?
• CATCH My Breath Program Goals & Components
• Curriculum Peer Facilitation, Scope & Sequence
• Pilot Results
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 UTHealth faculty member who was a Senior Scientific Editor of the Surgeon General’s Report on youth E-Cigarette use.
Current Program Reach

20 STATES

A diverse community of support:

- Private Foundations
- State Education Agencies
- Local Departments of Health
- School Districts
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Program Goal & Outcomes

- **GOAL:** To prevent the initiation of E-Cigarette use among pre-teen and teen adolescents (ages 11-18)
- The intended outcomes are to ensure that students will:
  - Resist their own curiosity and peer pressure to experiment with E-Cigarettes
  - Understand that E-Cigarettes are addictive, unhealthy and not as popular as they think
  - Be socially inoculated against deceptive media
  - Influence friends and peers not to use E-Cigarettes
Program Components

• Curriculum – Four 35-40-minute peer-facilitated lessons (offered at 4 grade levels: 6th, 7th, 8th, & HS)
• Peer Group Facilitator Training
• Teacher training
• Teacher 411s, PowerPoints, and other resources
• School signage
• Parent materials
• Evaluation templates:
  • Student Pre-Post Survey
  • Teacher Feedback Survey
**Curriculum Organization**

- Variety of educational strategies used, including: cooperative learning groups, group discussions, goal setting, interviews, and analyzing mass media
- Designed to be taught by middle school and high school 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
  - Suggested implementation timeline = one session/week
Teaching Aids

• Each session includes all necessary materials:
  – User friendly & flexible
  – PowerPoints (with notes) to guide your implementation
  – Aligned with National Academic Standards and TEKS
  – Teacher 411 additional resources
  – Video-based education links
  – All program materials are available on CATCH.org
    • Visit CATCH.org for a free lesson sample!
CATCH.org Portal

Middle School

- Grade 6 Nutrition: Life in the Balance
- Grade 7 Nutrition: Life in the Balance
- Grades 6-8 Physical Education Activities
- Grade 8 Nutrition: Life in the Balance
- Middle School Coordination Kit Resources

- K-8 Staff
- Eat Smart School Nutrition Program Guide
- CATCH My Breath Middle School
- Coordinated School Health Best Practices
- Family Resources

High School

- CATCH My Breath High School
CATCH.org Portal

Training
A 55-minute training webinar for educators implementing CATCH My Breath.

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.

Teacher / Tobacco Educator Resources
Resources for teachers / tobacco educators who will be implementing CATCH My Breath. Includes policy templates, infographics, social media, and guides/toolkits.

Evaluation Tools
Links for student pre- and post-surveys, as well as a teacher feedback survey.

Signage
A series of 3 posters to be used to reinforce messaging.

Session 0: Getting Ready to Start the Program
Selecting and training Peer Group Facilitators
Resisting Peer Pressure

Suggested length: 30 minutes

Lesson Objectives
Students will:

- Review the harmful consequences of E-cigarette use.
- Identify reasons why kids their age begin using E-cigarettes.
- Identify positive alternatives to using E-cigarettes.
- Identify the percentage of E-cigarette users in high school and middle school and describe nonsmokers as the majority.

Instructional Activities

1. Introduction
   - 2 minutes
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Why Use Peer Group Facilitators?

- Peers nominated by their classmates are credible role models; the information they deliver is more likely to be believed and internalized.
- Peers create new anti-usage norms, norms that will persist outside the classroom.
- Peer-delivered information is less intimidating because peers use local language, behaviors, and culture.
- Peer facilitators gain experience as a positive role model.
- Peer-facilitated programs are easier for teachers to implement, and students say they like peer-facilitated programs better.

CATCH MY BREATH
YOUTH E-CIGARETTE PREVENTION PROGRAM
Scope & Sequence

• SESSION 0
  - Elect 4-5 peer group facilitators from each class
  - One week before the first session, train the Peer Group Facilitators

• SESSION 1
  - Describe the health hazards associated with E-cigarette use
  - Identify negative consequences of E-cigarette use

• SESSION 2
  - Identify the percentage of E-cigarette users in high school and middle school and describe nonsmokers as the majority
  - Recognize the covert methods that the tobacco and E-cigarette industry uses to attract new E-cigarette users
  - Analyze some of the propaganda techniques tobacco and E-cigarette companies use to sell their brand of E-cigarette
  - Identify reasons why teens may begin using E-cigarettes
  - Identify positive alternatives to using E-cigarettes
Scope & Sequence (continued)

• SESSION 3
  – Analyze how nicotine addiction would affect their personal identity or goals
  – Develop a messaging project that addresses misconceptions and promotes the benefits of being E-cigarette-free

• SESSION 4
  – Analyze the safety of flavoring chemicals and their role in E-cigarette marketing
  – Recognize situations and places that may be high risk for being offered an E-cigarette
  – Develop, practice and demonstrate refusal skills and smart exit strategies
  – Present messaging project that addresses misconceptions and promotes the benefits of being E-cigarette-free
  – Make a personal goal regarding E-cigarette use
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### Student Sample

<table>
<thead>
<tr>
<th></th>
<th>Time 1</th>
<th>Time 2</th>
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<tbody>
<tr>
<td><strong>Sample (n)</strong></td>
<td>1,704</td>
<td>1,371</td>
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<tr>
<td><strong>Grade</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6th</td>
<td>567 (33.3%)</td>
<td>515 (37.6%)*</td>
</tr>
<tr>
<td>7th</td>
<td>580 (34.0%)</td>
<td>425 (31.0%)</td>
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<tr>
<td>8th</td>
<td>557 (32.7%)</td>
<td>431 (31.4%)</td>
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<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>868 (51.3%)</td>
<td>666 (48.9%)</td>
</tr>
<tr>
<td>Female</td>
<td>825 (48.7%)</td>
<td>695 (51.1%)</td>
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<tr>
<td><strong>Race &amp; Ethnicity</strong></td>
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</tr>
<tr>
<td>Hispanic</td>
<td>1,110 (65.9%)</td>
<td>883 (64.9%)</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>418 (24.8%)</td>
<td>324 (23.8%)</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>43 (2.6%)</td>
<td>50 (3.7%)</td>
</tr>
<tr>
<td>Other</td>
<td>113 (6.7%)</td>
<td>104 (7.6%)</td>
</tr>
</tbody>
</table>

*p < 0.05
Teacher Feedback

• 91% agreed that the lessons are culturally appropriate
• 91% felt confident in their ability to teach the lessons
• 86% agreed that the additional teacher resources provided sufficient background information to teach the lessons
• 73% agreed that the peer leadership component of the curriculum was successful
• 68% agreed that their students liked CATCH My Breath
Student Feedback

- 86% agreed (59% strongly) that they are less likely to use e-cigarettes as a result of participating in the program
- 82% agreed (50% strongly) that they will look at e-cigarette advertising differently from now on
- 86% agreed (54% strongly) that CATCH My Breath increased what they know about e-cigarette use
- 70% agreed (37% strongly) that they discussed what they learned with friends or family
Thank You For Your Interest In The CATCH My Breath Youth E-Cigarette Prevention Program!

If you have any questions, please contact: catchmybreath@catch.org