PRESENTED BY 

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
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

4x more likely to begin smoking

47.7% E-Cig User
10.2% Non-User

WHY THE INCREASE? Knowledge

Limited knowledge leads to low perceived risk

WHAT DO TEENS SAY IS IN THEIR E-CIG?

- 66.0% Just Flavoring
- 13.7% Don't Know
- 13.2% Nicotine
- 5.8% Marijuana
- 1.3% Other

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

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

[CATCH.org](http://CATCH.org)  [CATCHmybreath.org](http://CATCHmybreath.org)  [CVS Health](http://CVS.com)
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

Class size estimates based on National Center for Education Statistics (2009-2010)
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
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
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

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

Work to bring CATCH My Breath to your school or club

Start and promote a fundraiser for the CATCH My Breath program
• 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
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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