CATCH MY BREATH
YOUTH E-CIGARETTE AND JUUL PREVENTION PROGRAM

PRESENTED BY

Marcella Bianco, Program Director
WORDS TO KNOW

• **E-Cigarettes**: (Electronic Cigarette) is an electronic device containing a nicotine-based liquid that is vaporized and inhaled, used to simulate the experience of smoking tobacco.

• **Vaping**: the action or practice of inhaling and exhaling the vapor produced by an e-cigarette or similar device.

• **JUUL**: is a type of popular e-cigarette

• **JUULing**: a slang term for the recreational use of the leading brand of electronic cigarettes, JUUL

• **JUUL Pods**: cartridge that contains e-juice for the JUUL
WORDS TO KNOW

- **Nicotine**: a toxic colorless or yellowish oily liquid that is the chief active constituent of tobacco. It acts as a stimulant in small doses, but in larger amounts blocks the action of autonomic nerve and skeletal muscle cells. Nicotine is also used in insecticides.

- **Vapor**: a substance diffused or suspended in the air, especially one normally liquid or solid

- **Aerosol**: a substance enclosed under pressure and able to be released as a fine spray, typically by means of a propellant gas.

- **E-juice**: the liquid that is in an e-cigarette or JUUL Pod

- **Combustible Tobacco**: capable of igniting and burning and typically found in tobacco cigarettes or pipe tobacco
WERE WE WINNING THE BATTLE?

Current Use of Any Tobacco Product

- **High School Students**: 27.1%
- **Middle School Students**: 7.2%

Years: 2015, 2016, 2017, 2018

Note: All numbers in this document are estimates.
THE YOUTH VAPING EPIDEMIC

78% Increase Among High School Students
20.8%

48% Increase Among Middle School Students
4.9%

High School
Middle School

https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm625917.htm
EVER USE

When should prevention begin?

- **Cigarettes**
- **E-cigarettes**

TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.*

Start Smoking Within 6 Months

<table>
<thead>
<tr>
<th>E-CIG USER</th>
<th>NON USER</th>
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<tr>
<td>30.7%</td>
<td>8.1%</td>
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*Includes combustible tobacco products (cigarettes, cigars, and hookahs)

WHAT DO TEENS SAY IS IN THEIR E-CIG?*

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

Manufacturers don’t have to report e-cig ingredients, so users don’t know what’s actually in them.

NIH National Institute on Drug Abuse
E-CIG COMPANIES ARE COPYING BIG TOBACCO’S PLAYBOOK

- Ads featuring glamorous women
- Using celebrity spokespeople
E-CIG COMPANIES ARE COPYING BIG TOBACCO’S PLAYBOOK (CON’T)
E-CIG COMPANIES ARE COPYING BIG TOBACCO’S PLAYBOOK (CON’T)

- Using sexuality in ads
- Sponsor music festivals and sporting events
HIGH TEEN EXPOSURE TO E-CIG ADVERTISING

7 in 10 exposed to ads

- 52.8% MIDDLE SCHOOL STUDENTS
- 56.3% MIDDLE SCHOOL STUDENTS
- 35.8% HIGH SCHOOL STUDENTS
- 42.9% HIGH SCHOOL STUDENTS
- 34.1% MIDDLE SCHOOL STUDENTS
- 38.4% HIGH SCHOOL STUDENTS
- 25.0% MIDDLE SCHOOL STUDENTS
- 34.6% HIGH SCHOOL STUDENTS
COMPONENTS OF E-CIGARETTES

• Parts in a basic E-Cigarette
  • Battery
  • Heater/Atomizer
  • Cartridge

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:

- **LED** lights up when the smoker draws on cigarette
- **Microprocessor** controls the lighter and heater
- **Sensor** detects when the smoker draws on the cigarette
- **Heater** vaporizes the nicotine
- **Battery** powers the cigarette
- **Cartridge** holds the nicotine and other flavors in propylene glycol

Source: Various
FOUR TYPES OF E-CIGARETTES

1. [Image of traditional e-cigarettes]
2. [Image of rechargeable e-cigarettes]
3. [Image of disc-shaped e-cigarettes]
4. [Image of Juul e-cigarettes]

CATCH.org | CATCHmybreath.org | CATCHhealth
E-JUICE: SWEET FLAVORS ABOUND

- 81% of kids who ever used tobacco products started with a flavored product.¹
- 99% of E-Cigarettes sold in 2015 contained nicotine.²

Sources: ¹Journal of the American Medical Association; ²Truth Initiative
NICOTINE CONTENT IN JUUL

1 JUUL Pod = 1 Pack of Cigarettes

Nicotine mg/ml by percent weight nicotine

European Union Maximum

JUUL Nicotine Content

Very Low | Low | Medium | High | Very High | JUUL Pods
GROWTH OF JUUL SALES

JUUL SALES AS A PERCENTAGE OF ALL E-CIG SALES


- AUG ‘17: 24%
- MAR ‘18: 50%
- OCT ‘18: 75%
JUUL IN THE MEDIA

THE WALL STREET JOURNAL
“Schools and Parents Fight a Juul E-Cigarette Epidemic”

CNN
“Vaping Now An Epidemic Among US High Schoolers”

JUULing is the New Teen Vaping Fad Taking Over School Bathrooms

The New York Times
“I Can’t Stop’: Schools Struggle With Vaping Explosion”

TobaccoFreeKids.org
JUUL WRAPS/SKINS

WRAP ONLY
DEVICE IS NOT INCLUDED
Juul accessories
AND CLOTHING

VAPE ANYTHING VAPE ANYWHERE
LIVE LIFE ELEVATED

DISCREET DRAWSTRING™
HEALTH EFFECTS OF E-CIGARETTES

• Harmful effects of nicotine, especially to youth
• Unknown effects of other chemicals
• Danger of re-socialization of youth tobacco use
• Oh, and they explode sometimes
AN UNHEALTHY HABIT

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.**
E-CIGARETTE USE IS NOT SAFE FOR YOUNG PEOPLE

- **Volatile Organic Compounds**
- **Nicotine**
- **Ultrafine Particles**
- **Cancer-Causing Chemicals**
- **Heavy Metals Such as Nickel, Tin, and Lead**
- **Flavoring Such as Diacetyl, a Chemical Linked to a Serious Lung Disease**

[CATCH.org](http://CATCH.org)  [CATCHmybreath.org](http://CATCHmybreath.org)  [CATCHhealth](http://CATCHhealth)
SIGNS AND SYMPTOMS TO LOOK FOR IN YOUR TEEN

• Psychological distress and lack of impulse control
  • Irritability, anger, impatience, anxiety

• Difficulty concentrating
  • Cognitive and performance impairment

• Change in hunger and eating patterns
  • Weight gain (loss)

• Increased craving for tobacco/nicotine

• Sudden interest in burning scented candles or incense

• Sudden use of cheap perfume/cologne

• Missing phone chargers

• Negative change in grades
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 Dr. Steven Kelder, UTHealth faculty member who was a Senior Scientific Editor of the Surgeon General’s Report on youth E-Cigarette use
PARTNERSHIP WITH CVS HEALTH

• $500,000 grant from CVS Health makes program free to middle schools and high schools nationwide.

• Part of *Be The First* initiative from CVS Health.

• Aim of reaching more than 200,000 kids annually, by 2020.

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

SIGN UP AT: CATCHMYBREATH.ORG/ENROLL
CATCH My Breath Program

- Current Implementers
- Implementing in 2019

49 States
1,093 Middle & High Schools
322,257 Kids

A diverse community of support:

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

As of April 2, 2019
NATIONAL STANDARDS ALIGNMENT

• National Academic Standard
  • Health Education Standards (6th – 8th Grades)
  • English/Language Arts Standards (6th – 8th Grades)

• Common Core Standards
  • Speaking and Listening: Comprehension and Collaboration (6th – 8th Grades)
  • Speaking and Listening: Presentation of Knowledge and Ideas (6th – 8th Grades)
THEORETICAL BACKGROUND

- Based on Social Cognitive Theory
- Program focuses on:
  - Disrupting the **norm** held by youth that everybody (or 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 **NOT** using E-Cigarettes
PROGRAM ORGANIZATION

• Divided into 4 sessions lasting 35-40 minutes each
• Recommend teaching 1 lesson/week for 4 weeks
• Variety of educational strategies used, including: cooperative learning groups, group discussions, goal setting, interviews, and analyzing mass media
• Designed to be taught by middle and high school teachers, PE 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
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## High School

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<th>Session 0: Getting Ready to Start the Program</th>
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<td>Selecting and training Peer Group Facilitators.</td>
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<tr>
<th>Session 1: Consequences of E-cigarette Use</th>
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<td>Students will describe the health hazards and negative consequences associated with E-cigarette use.</td>
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<tr>
<th>Session 2: Making Our Own Choices</th>
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<td>Students will discover that nonsmokers are the majority, analyze advertising methods, identify reasons teens may use E-cigarettes, and identify positive alternatives to using E-cigarettes.</td>
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<th>Session 3: Don’t Let Them Lie and Win</th>
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<td>Students will analyze how nicotine addiction would affect their personal identity/goals and develop a social media project that addresses misconceptions and promotes the benefits of being E-cigarette-free.</td>
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<tr>
<td>Students will recognize high-risk situations and places, demonstrate refusal skills, present their social media project, and make a personal goal regarding E-cigarette use.</td>
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<tr>
<th>Evaluation Tools</th>
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<td>Sample student pre-and post-survey, as well as a teacher feedback survey.</td>
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<th>Intercom Announcements</th>
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<td>Announcements to be used during Red Ribbon Week or other tobacco awareness events.</td>
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<th>ASPIRE</th>
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<td>For further tobacco prevention: ASPIRE is an evidence-based, youth-oriented tobacco prevention curriculum developed by researchers at The University of Texas MD Anderson Cancer Center.</td>
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<tr>
<th>PE Supplement</th>
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<td>A Physical Education Supplement for CATCH My Breath that is designed to be taught in the gym.</td>
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<th>Signage</th>
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<td>A series of three posters to be used to reinforce messaging.</td>
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“Paid” content unlocks* when schools enroll

*Free to schools thanks to CVS Health and St. David’s Foundation
# Session 2: Making Our Own Choices

## Teacher Preparation
1. Prepare enough blank index cards for each student to receive one card. If you do not have index cards, you can cut a blank sheet of paper into four squares to make cards.
2. Print out enough copies of Handout 2: Adult Interview for each student to receive one copy.
3. Review example ads in PowerPoint. If you do not have PowerPoint capabilities, print the example ads.

## Outline

<table>
<thead>
<tr>
<th>Activities</th>
<th>Materials and Teacher 411 Resources</th>
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| 1. Introduction  | Teacher Materials:  
|                  | • Session 2: Making Our Own Choices Powerpoint Presentation  
|                  | Teacher 411 Resources:  
|                  | • CDC’s “E-cigarette Ads and Youth” |
|                  | 5 minutes |
| 2. Direct Instruction | Teacher Materials:  
|                  | • Session 2: Making Our Own Choices Powerpoint Presentation |
|                  | 5–10 minutes |
| 3. Work Time     | Teacher Materials:  
|                  | • Peer Group Facilitator Sheet 2: Advertising Appeals  
|                  | • Example Ads (if you do not have PowerPoint capabilities)  
|                  | • Index cards or squares of paper  
|                  | • White board and dry erase markers |
|                  | 20–25 minutes |
| 4. Closing       | Teacher Materials:  
|                  | • Session 2: Making Our Own Choices Powerpoint Presentation  
|                  | • Handout 2: Adult Interview |
|                  | 2–5 minutes |

**Total Time:**  
approx. 40 minutes
POSTERS AND SIGNAGE

HOW WILL I...

Make the soccer team... AND Adopt a baby otter??

Not with these things...

Would you drink sewage if it was flavored like cherries? Didn't think so. Fruity formaldehyde

E-CIGS UNDER AGE?
No Way Dog...

E-CIGS HAVE NICOTINE AND CHEMICALS?
SAY WHAAAAAA?

Remember E-cigarettes add tasty flavoring to mask something gross. E-cigs contain harmful chemicals as well as nicotine to get you hooked.

CATCH.org
CATCHmybreath.org
CATCHhealth
TEACHER FEEDBACK

• 91% agreed that the lessons are **culturually appropriate**.

• 91% felt **confident in their ability** to teach the CMB lessons.

STUDENT FEEDBACK

• 86% agreed (59% strongly) that they are **less likely** to use e-cigarettes as a result of participating in the CMB curriculum.

• 86% agreed (54% strongly) that CMB **increased** what they know about e-cigarette use.
YOUTH E-CIGARETTE & JUUL PROBLEM REPORTED IN NEWS

Edutopia (June 2018)
Schools Respond to the Rise of Student Vaping

CNN (August 2018)
JUUL and the vape debate: Choosing between smokers and teens

CNBC (August 2018)
JUUL built an e-cigarette empire. Its popularity with teens threatens its future
What is your choice regarding E-cigarettes?

I choose to do it but after recent thoughts and ideas in this class have chosen to stop.

What are your reasons for your choice?

safety concerns. Do not know long term effects
We are excited to announce a partnership with CVS Health to bring CATCH My Breath to middle schools and high schools nationwide free of charge!

THERE ARE 2 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. Get the CATCH My Breath program materials.
   - CATCH.org Access Code for curriculum, teacher resources, and evaluation tools.
   - Printable PDFs of 3 CATCH My Breath posters.
     - (Pre-printed posters available for sale.)
   - Implementation support from the CATCH team.

More information: www.catchmybreath.org
Sign up: www.catchmybreath.org/enroll
Thank You!

Questions?
Contact us

Marcella Bianco
CATCH My Breath Program Director
Email: catchmybreath@catch.org
Phone: (855) 500-0050 x 803

Click here for more information

CONNECT WITH US
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