CATCH My Breath

Frequently Asked Questions

What is the CATCH My Breath youth E-cigarette prevention program about?
CATCH My Breath is the only focused E-cigarette prevention program and targets a need among educators for an education and prevention curriculum. E-cigarettes contain nicotine, and we want a tobacco and nicotine-free generation.

What health organizations around the country have already decided to offer the CATCH My Breath program free of charge to schools in their area?

- Montana Middle schools (sponsored by Montana Office of Public Instruction)
- Central Texas (sponsored by the St. David’s Foundation)
- Various county health departments in North Carolina

How many middles schools are implementing CATCH My Breath and in what states?
Currently, there are 56 middle schools across 11 states that are implementing the CATCH My Breath program. States include Arkansas, Illinois, Kentucky, Massachusetts, Mississippi, North Carolina, New Hampshire, Oklahoma, Montana, Tennessee, and Texas.

How does the CATCH My Breath Youth E-Cigarette Prevention Program affect student knowledge of E-cigarettes?
Twenty-six middle schools across five states completed the pilot test of the curriculum, reaching approximately 2,200 students. Students from 15 schools completed both pre- and post- surveys. The pilot found the curriculum increases students’ knowledge of E-cigarette, nicotine and addiction dangers while cutting their intended use of the product in the future. Students going through the CATCH My Breath pilot showed an increase in their knowledge of e-cigarette products and their health effects.

Is there a need for this type of program?
The use of E-cigarettes by youth is a public health emergency. We know that E-cigarettes contain nicotine – an extremely addictive drug that primes and sensitizes the brain to other addictive drugs. The substances in E-cigarettes are unknown, and we don't know the long-term health effects yet. Adolescence is a sensitive period for brain development.

There are more safety measures around dog food\(^1\) than E-cigarettes, which 3 million kids are inhaling. And that's why it's important for our kids to be educated.

What does the program include?
The youth E-cigarette prevention program is best-practice based and designed to prevent the start of E-cigarette use among adolescents. This online program includes six, 30-minute in-class lessons and activities, teacher education, take-home materials for parents, evaluation tools and school signage. Content is delivered by teachers with active, student-centered learning facilitated by peer leaders.

\(^1\) FDA: http://www.fda.gov/animalveterinary/products/animalfoodfeeds/petfood/ucm2006475
What are the program’s objectives?

1. Increase knowledge and potential harms. Educate kids that not everyone is using E-cigarettes.
2. Understanding deceptive and seductive marketing techniques; these tactics are a dream, not a reality. Tactics include things like: sex appeal, candy flavors, rebel behavior, etc; an exact replica of the cigarette campaigns from the 80s. They’re incredibly appealing to kids, whether they intend to use them or not, and kids are curious.
3. Develop socially acceptable refusals skills. Someday your kid will be asked to try e-cigarettes, and what will they do?
4. Create a supportive environment for students through signage to support their decision to not try E-cigarettes and to stay tobacco free. The environment also includes, messages and role modeling for parents and teachers

Who is intended to teach the program?
CATCH My Breath is designed to be taught by teachers, tobacco educators, counselors or nurses.

What is the target age for the program?
The target age is students in 6th – 8th grade.

Who developed the program?
The Michael and Susan Dell Center at UTHealth School of Public Health, developed the program in collaboration with the CATCH Global Foundation.

If I’m a parent, what should I know about this program?
1. Awareness: If you have a middle or high school kid, keep an eye on them, let them know that E-cigarettes are not harmless, and contain unknown contents. Nicotine is more addictive than alcohol.
2. Talk to your school district or board to let teachers and kids know E-cigarettes are not harmless.
3. Learn more about our program and getting it to your kids’ school at catchmybreath.org

What have other teachers said about the CATCH My Breath program?
Twenty-eight teachers provided feedback about the CATCH My Breath program, which included the following:

- 91 percent agreed or strongly agreed that the lessons were culturally appropriate for their students.
- 91 percent agreed or strongly agreed that they felt confident in their ability to teach the curriculum.
- 86 percent agreed that the additional teacher resources provided sufficient background information to teach the lessons.
- 73 percent agreed or strongly agreed that the peer leadership model worked well.
- 68 percent agreed or strongly agreed that their students enjoyed the lessons.

What are the findings from the pilot?
1. Increase in knowledge about E-cigarettes.
2. Social refusal skills; 82 percent surveyed students will look at e-cigarette advertising differently from now on.
3. Students and teachers liked and enjoyed the program; 68 percent of surveyed teachers said their students liked the lessons.

4. 86 percent of surveyed students said they are less likely to use e-cigarettes as a result of completing the program.

Is the CATCH My Breath program research-based?
CATCH My Breath is a best-practice based program that was modeled after an evidence-based program called the “Class of 1989 Study”\(^2\) and also derived from elements of the Coordinated Approach to Child Health (CATCH) Program. Both the Class of 1989 and CATCH were NIH-funded research studies, and both demonstrated positive and statistically reliable research results. The Class of 1989 formally studied two communities in a school-based tobacco prevention program and showed strong effects in reducing student smoking from sixth to 12\(^{th}\) grade. CATCH studied children in third to 12\(^{th}\) grades and showed strong effects in improving student dietary intake and physical activity and in later versions of the program, prevention of child obesity.

Is E-cigarette use increasing among adolescents? What does the CDC say?
According to the CDC, there has been a 10-fold increase in youth E-cigarette use over the past 5 years. Since 1979, the cigarette trend has been decreasing amongst adolescents, and now the E-cigarette trend is shooting up. This is alarming.

How can I learn more about the CATCH My Breath program and receive additional information to attend an online training/webinar?
For additional information or if you are interested in using CATCH My Breath in Spring 2016, please contact ecigs@catchglobalfoundation.org or visit http://catchmybreath.org

How much does the program cost?
There is an annual subscription fee of $25 per school.

Is there a sample of the program?
Yes, a program sample is available FREE of charge at www.digitalcatch.org

How can I purchase the CATCH My Breath Program?
You may purchase the program via our website, here: https://www.surveymonkey.com/r/CATCHMyBreath_OrderForm

If I live in Montana, how can I obtain the program free of charge?
https://www.surveymonkey.com/r/CATCHMyBreath_MT

How can I learn more about the Surgeon General’s Report?
More information can be found at: http://e-cigarettes.surgeongeneral.gov

What is the CATCH Global Foundation?

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\(^2\) The Class of 1989 Study team later published a program called the Minnesota Smoking Prevention Program which is commercially available at Hazelden.org
The CATCH Global Foundation is a 501(c)3 public charity founded in 2014. Our mission is to improve children’s health worldwide by developing, disseminating and sustaining the CATCH platform in collaboration with researchers at UTHealth and The University of Texas MD Anderson Cancer Center. The foundation links underserved schools and communities to the resources necessary to create and sustain healthy change for future generations. The founding partners of the CATCH Global Foundation are MD Anderson Cancer Center, the Michael & Susan Dell Foundation, the RGK Foundation and UTHealth.

How is CATCH involved?
CATCH is leading the CATCH My Breath dissemination effort by offering online program materials, training and technical support. CATCH is the school health program with the most evidence of effectiveness and is used in 10,000 schools and sites in the United States and other countries. CATCH improves the health of children from pre-Kindergarten through middle school, in both school and after-school settings. CATCH transforms the school environment and provides kids with the knowledge and skills to lead healthy lives and helps schools create a health-supporting environment through community engagement.