



Work with campus and/or district leaders to bring the CATCH My Breath program to a local school. We'll provide program information and talking points to help you influence decision makers.

Core Project Component: Recruit a local school to implement the CATCH My Breath vaping prevention program.

STEP-BY-STEP GUIDE

1) Learn about the program



Go to catchmybreath.org and watch the program overview video. On the page, click "Download Flyer" to get the program one-pager and read it carefully. Click "Program Info" and scroll down on the following page to read the program FAQs and answers.

Become familiar with all of the program information provided, as you'll likely be asked specifics when you approach your campus.

2) Craft your pitch



Brainstorm 2-4 reasons CATCH My Breath would be helpful at this school.

Try to make your reasons personal/relatable to your experience as a student

(e.g.

What is your perception of the problem among other students your age?)

Write out your reasons in bullet points so that you have them at your fingertips when you meet face-to-face with campus leaders.

3) Recruit an ally to support your efforts



Share what you've learned in Steps 1 & 2 with a trusted teacher, counselor, or administrator and ask for their feedback.

What is their perception of the problem? Would they support a prevention program at the campus?

If this person works at the target school, ask them what tobacco prevention efforts currently look like on their campus. Incorporate this info into your overall pitch.

4) Develop a campus proposal with your ally



Work with your ally to conceptualize how the program would be implemented at this specific school.

What class would be the best fit? Which grades?

Think of a time of year that would be appropriate for the program to be taught.

Consider proposing a "kickoff" around existing tobacco prevention awareness campaigns like Red Ribbon Week (late October), or the Great American Smokeout (late November).

Identify the likely decision maker for the campus (e.g. principal, assistant principal, etc.).

5) Schedule your meeting



Call or visit the front office and ask to schedule a meeting with your key decision maker.
Don't try to just walk in or catch them randomly; you want their full attention and a dedicated time window to give them your entire pitch.

You may have to request this meeting multiple times, or start with someone lower in the administration and work your way up

If multiple attempts do not work, discuss your outreach approach with your ally to see if they have any suggestions or if they can help get you in the door.

6) Deliver your pitch



Bring a copy of the one-pager from Step 1 to provide to your decision maker.

If you are meeting with multiple people, bring multiple copies!

Deliver the pitch you developed in Step 2 and refined in Step 4.

Give your decision maker time to ask questions and answer them as best you can.

If you don't know the answer to a specific question, it's ok! Write them down and you'll have a chance to answer those in your follow-up (Step 7).

Ask them for a decision, but be prepared for them to tell you they need time to consider your proposal.

7) Send a follow-up email



Within 24 hours of your meeting, send your decision maker an email thanking them for their time.

Include the one-pager as an attachment as well as a link to catchmybreath.org where they can view the overview video and enroll in the program, should they so choose.

Research and answer any follow-up questions that you left pending during the meeting.

8) Rinse and repeat or celebrate your success!



If you successfully persuaded your decision maker, congratulations! If not, don't fret! You may just need to keep at it and recruit more allies before trying again.

If it went well, consider how you might reach out to other campuses in your area, or even district leaders who might be willing to implement the program district-wide!

Complete the reporting requirements listed below.

REPORTING REQUIREMENTS

Complete the post-project online report at catchmybreath.org/SLPreport
You'll be asked about:

- ▶ Your project goals and results (did the school choose to implement?)
- ▶ Your target audience and engagement/promotional efforts made
- ▶ Your reflection on your project experience