



## Vaping is a Health Hazard! What Can You Do to Protect Your Kids? (Part II)

October 7, 2020 11:30 am

**ACTION** FOR  
HEALTHY  
KIDS 

# Presenters



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# Logistics

- Use phone or computer speakers.
- Attendees are muted.
- Submit your questions.
- Webinar is being recorded.
- Webinar link & slides sent following the webinar.



# Who are we?

AFHK's mission is to mobilize family-school partnerships to prepare kids to be healthy in body and mind to achieve our vision: Healthy Kids. Better World.

AFHK addresses the root causes of the child health crisis by ensuring that children, particularly in underserved communities, are supported with the three foundations of lifelong health:

- Optimal nutrition and physical activity,
- Safe, supportive environments, and
- Stable and nurturing adult-child relationships.<sup>1</sup>



1. Center on the Developing Child at Harvard University (2010). The Foundations of Lifelong Health Are Built in Early Childhood. <http://www.developingchild.harvard.edu>





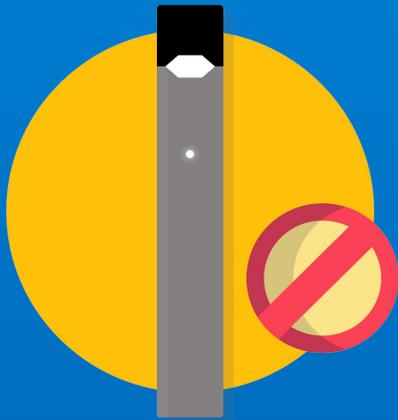
# What We Do in Texas

Supporting school wellness thru collaboration, grants, policy change and educational resources

- » Breakfast Grants
- » Wellness Policy Workshops
- » SHAC Workshops/Webinars
- » Every Kid Healthy Week
- » Annual Summit
- » Toolkits
- » Webinars
- » Support nutrition and physical activity policy through Partnership for Healthy Texas



# The Importance of Youth Empowerment



Connecting youth empowerment to the vaping epidemic to create real, tangible change.

# Table of Contents

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What is CATCH My Breath?

## PART 2

What is Youth Empowerment & Why does it matter?

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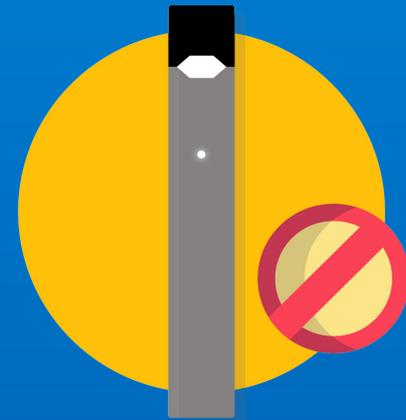
Service Learning Projects + YA BOD

## PART 4

Let's Hear It for the Youth!

# What is CATCH My Breath?

Learn all about the evidence-based CATCH My Breath youth nicotine vaping prevention program.



# About CATCH My Breath

**CATCH My Breath is the world's first and only peer-reviewed, evidence-based, youth nicotine vaping prevention program, reaching 1 million students in 3,000+ schools annually.**

Developed by researchers at The University of Texas School of Public Health, CATCH My Breath provides up-to-date information to students, parents, and educators, giving youth the knowledge and skills they need to make informed decisions about the use of e-cigarettes.

# Evidence-Based & Proven to Reduce Youth Vaping

CATCH and researchers at The University of Texas School of Public Health, with funding from St. David's Foundation, conducted a study finding **that students in schools with the CATCH My Breath program were up to 45% less likely to experiment with vaping** upon completion of the program.

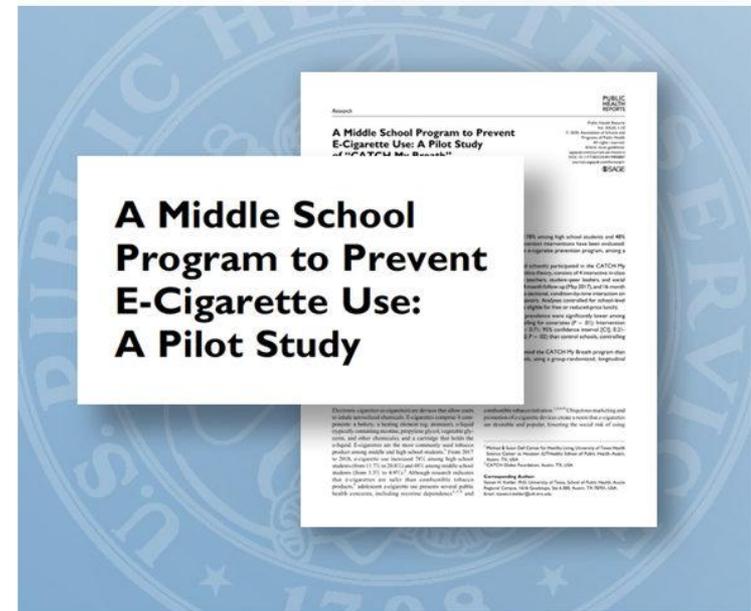
*Findings published in the Jan. 2020 edition of Public Health Reports.*



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# CATCH My Breath Program

**Core Program:** Developed for and available to youth in Grades 5-12, now reaching 1M+. **(FREE)**

**COVID-19 Addendum:** Addresses connections between vaping, lung health, & infectious diseases. **(FREE)**



# CATCH My Breath Program

**Video Lessons:** Pre-recorded video lessons for students on CMB program **(PAID)**

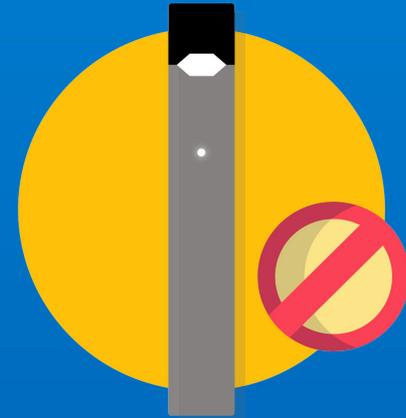
**CMB Training:** Pre-recorded trainings for educators. **(FREE)**

Virtual educator trainings. **(PAID)**



# What is Youth Empowerment & Why Does it Matter?

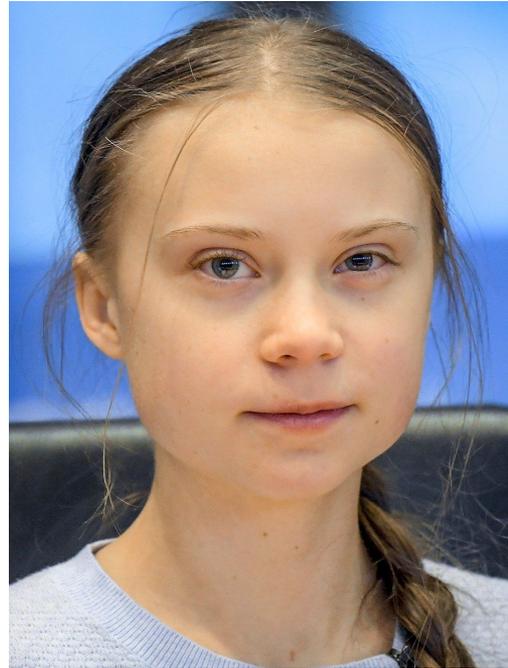
Encouraging youth to learn about and advocate for (or against) the policies that affect them.



# Youth Empowerment



***Malala Yousafzai***

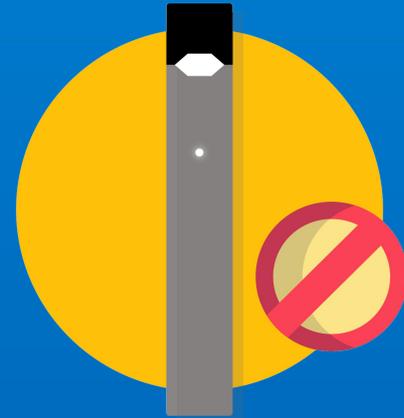


***Greta Thunberg***



# Service Learning Projects + YA BOD

Empowering youth to make a meaningful contribution to the vaping prevention movement.



# Service Learning Projects



**Advocate**



**Educate**



**Fundraise**



**Communicate**

## **Scholarships Available**

*Gold - \$2,500*

*Silver - \$1,500*

*Bronze - \$1,000*

# SLP Examples



# Student Testimonials

*"[Vaping] is a very critical issue that permeates the youth of our nation. I am so glad you guys are working your hardest to bring an end vaping."*

**- Akash K., student**

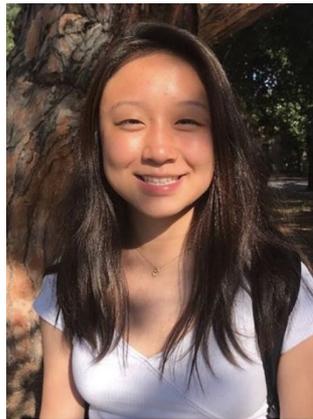
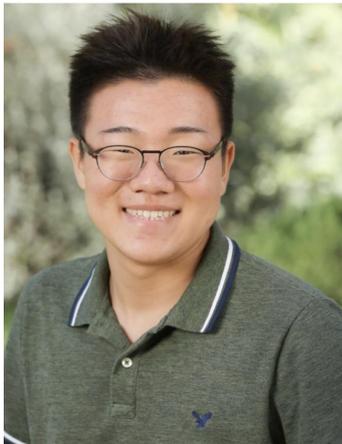
*"CATCH My Breath needs to spread everywhere. It is a great project that is doing a lot. So many people at my school experiment with vapes, and they need to know what they are breathing in."*

**- Olivia, student**

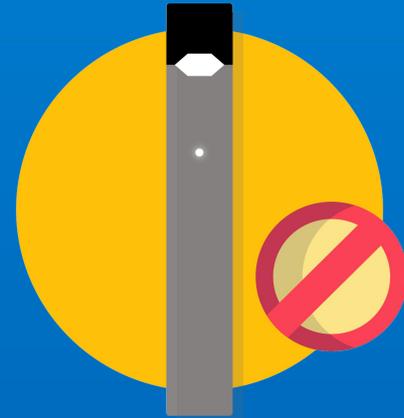
*"This is very important in today's society where teens do not see the ramifications of Juul."*

**- Soneet, student**

# Youth Advisory Board of Directors



# Let's Hear It For The Youth



# Robin Park + Alicia Roice



# Thank You!



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[www.catchmybreath.org](http://www.catchmybreath.org)

## Questions? Contact Us!

Email: [catchmybreath@catch.org](mailto:catchmybreath@catch.org)

Phone: 855.500.0050 x803



@CATCHhealth

# Resources!

Healthy Children, Healthy State:

## TEEN VAPING IN TEXAS

Michael & Susan Dell Center for Healthy Living

No e-cigarette product is safe for Texas teens to consume.

Vaping, or e-cigarette use, is common among Texas teens, even though the minimum legal age to purchase e-cigarettes is now 21. Teen vaping in Texas is a public health issue.

### Vaping Crisis



Vaping increases teens' risk for **nicotine dependence**.<sup>1</sup> Nicotine exposure during adolescence can **harm brain development** and can alter young people's mood, memory, and learning.<sup>2,3</sup>



Teens who vape are more likely to start and continue cigarette smoking.<sup>4,5</sup> It is estimated that **498,000 Texas teens under the age of 18 will die prematurely from smoking** if it is not curbed.<sup>6</sup> Cigarette smoking costs the state of Texas more than **\$10 billion each year** in health care and Medicaid dollars.<sup>9</sup>



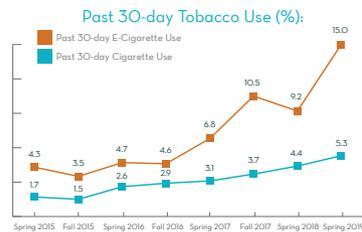
E-liquids and e-cigarette aerosols contain harmful substances like **carcinogens** (e.g., formaldehyde) and **heavy metals** (e.g., lead) that **damage the lungs and body**.<sup>7</sup>

### Trends in Teen Vaping

E-cigarettes are now the most commonly used tobacco product among teens according to data from the Texas Adolescent Tobacco and Marketing Surveillance Study (TATAMS).<sup>8</sup>

This study follows a large, population-based cohort of middle school and high school students in the largest metropolitan areas of Texas: Houston, Dallas-Ft. Worth, San Antonio, and Austin.

From 2015 to 2019, past 30-day use of e-cigarettes surpassed past 30-day use of cigarettes, across all years.



## Texas can prevent teen vaping:

- Prohibit the sale of flavored tobacco products<sup>9</sup>
- Tax e-cigarette products (e.g., devices, e-juice/liquids, accessories)<sup>10,11</sup>
- Support implementation of effective, school-based e-cigarette prevention programs<sup>12</sup>
- Talk to teens and parents about the dangers of vaping<sup>13,14,15</sup>



Texas Department of State Health Services

**OVER 1 MILLION TEXANS IMPACTED WITH TOBACCO PREVENTION AND EDUCATION SINCE 2011.**

(Students, Adults & Youth Working Hard Against Tobacco!) is THE statewide youth tobacco prevention program that connects youth and adult efforts in tobacco prevention across Texas. Say What! provides training and resources to support community efforts towards making Texas safer from the harmful effects of tobacco and nicotine. All Say What! efforts are led by a statewide youth advisory board, the Say What! Teen Ambassadors.

### TEEN AMBASSADORS

Say What! Teen Ambassadors (TAs) are youth tobacco prevention advocates from across Texas. Teen Ambassadors are passionate, creative high school students who are dedicated to educating their peers and serving as the youth voice for tobacco prevention for the entire state of Texas. Through the Teen Ambassador Program, TAs receive tobacco prevention education, leadership and advocacy training, and team building skills to guide and lead Texans in various tobacco prevention efforts, trainings, and activities.

### MINI-GRANT KITS

Say What! member groups can choose from a variety of ready-to-use tobacco prevention kits. These "projects in a box" focus on advocacy, education, the environment, and healthy lifestyles to help groups implement their own tobacco prevention projects. Kits focus on advocacy, education, the environment, and living a healthy lifestyle. Kits are also themed in connection with various state and national efforts such as Texas Tobacco-Free Kids Day to link local youth efforts on a larger scale.

### ONLINE TRAINING AND RESOURCES

TxSayWhat.com is home to a variety of free resources including educational videos, online trainings, downloadable presentations, handouts and activity guides, which have been designed and updated with the latest tobacco prevention information. Say What! resources are tools to help you educate your peers and community members about the harmful effects of tobacco and nicotine, and to advocate for healthy, tobacco-free lifestyles.

### LIVE TOBACCO-FREE

[TxSayWhat@txstate.edu](mailto:TxSayWhat@txstate.edu) or visit [www.txsaywhat.com](http://www.txsaywhat.com).

### TOBACCO-FREE REGIONAL ACTION SUMMITS

Say What! Regional Action Summits are held in multiple locations across Texas each spring. These summits offer tobacco prevention education, team building, leadership skills, and community service. Summits are designed to empower middle and high school youth to get involved in making their homes, schools, and communities safer from the harmful effects of tobacco and nicotine.

### STATEWIDE TOBACCO PREVENTION CONFERENCE

The Say What! Texas Tobacco-Free Conference is an annual summer leadership training and statewide networking opportunity for active Say What! groups. Attendees receive extensive education in tobacco prevention, leadership skills, and in teams to create tobacco prevention focused projects that they can take home to help make schools and communities across Texas tobacco-free.

Say What! was created and designed by young people from across Texas and connects students interested in eliminating tobacco from their schools and communities. The Say What! movement is funded by the Texas Department of State Health Services through a contract with the Texas School Safety Center at Texas State University.

# TOBACCO FREE

Facebook Instagram Twitter YouTube /TXSAYWHAT



WWW.TXSAYWHAT.COM



TXSAYWHAT@TXSTATE.EDU

 512-245-6231

# Webinars Archived and Upcoming!

- » **Why We Need PE and Recess and How You (and SHACs) Can Help**
- » **How are Schools Incorporating PE and Recess and How You (and SHACs) Can Help**
- » **Reopening: What's the Plan to Keep Kids Healthy?**
- » **School Health Advisory Councils (SHACs) 101!**
- » **Vaping is a Health Hazard! What Can You Do to Protect Your Kids? (Part I)**  
October 6, 2020 11:30 am
- » [Go to \[www.actionforhealthykids.org/events/\]\(http://www.actionforhealthykids.org/events/\) to register for upcoming webinars!](http://www.actionforhealthykids.org/events/)
- » **Vaping is a Health Hazard! What Can You Do to Protect Your Kids? (Part II)**  
October 7, 2020 11:30 am



# Save the Dates!

## Texas Action for Healthy Kids Virtual Summit

### *New Ideas for the New Normal in Schools*

Nov. 16, 12 Noon-5:30pm • Nov. 17, 8:30am-1:30pm

A few of our Sessions:

- Town Hall Session – What is the New Normal?
- District Stories - COVID-19 Reopening Challenges/Successes
- The Changing Role of SHACs
- How PE can support SEH
  - Food Access/Child Nutrition Advocacy

Plus a legislative update for upcoming session



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For more information, please visit:  
[Texas Team Page at Action for Healthy Kids](#)  
[www.itstimetexas.org/SHAC](http://www.itstimetexas.org/SHAC)

You Tube: <https://www.youtube.com/user/momamiatx>

