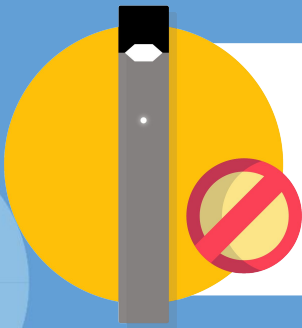


CATCH[®] MY BREATH



VAPING PREVENTION PROGRAM

*WV Oral Health Summit
September 5, 2025*

Our Proven-Effective Approach



Curriculum

- Largest evidence-base of effectiveness
- Skills-forward approach
- Standards-aligned
- Online platform (SSO via Clever & ClassLink)
- Bilingual English & Spanish content



Professional Development

- Boosts utilization and subject confidence
- Engaging and FUN
- In-person, virtual, and self-paced
- Basic, booster, and advanced levels
- Fosters teamwork and health champions



Policy, Systems, & Environment

- Needs assessments and goal setting
- Coordinated Whole Child implementation
- Promoting best practices and systems
- Institutionalization for sustainability
- Technical support and assistance



Health Ed Journeys



PE Journeys



SEL Journeys



CATCH My Breath



Substance
Misuse Prevention



CATCH
Healthy Smiles



Sunbeatables® &
Be Sunbeatable™



Kids Club (OST)



Early Childhood

Vaping Impacts You as Oral Health Providers



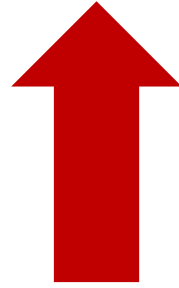
Stand if...

...you've treated a patient under 18 in the past year.

...you've seen a teen using an e-cigarette.

...you've had to address vaping with a patient or parent.

Why Does Vaping Matters for Oral Health?



200%

Youth vaping has increased in the last 5 years



1 in 4

middle/high schoolers have tried vaping



E-cigarette aerosols can cause **dry mouth, gum inflammation, and delayed healing.**



CATCH MY BREATH PROGRAM OVERVIEW

The first evidence-based youth vaping prevention program

Robust Curriculum & Resources



Educational clip from K-4 Parent Toolkit

Core Curriculum

- Grades 5 - 12 (age-tailored)
- 4 lessons, 35 - 40 minutes each
- Educator Guide and slide deck with scripts
- English and Spanish

Parent Toolkit

- How to talk with kids
- Videos and presentations
- English and Spanish

Supplements

- STEM and Humanities
- PE adaptation
- Virtual Field Trips
- Self-paced modules
- Cannabis vaping
- Oral health

PARENT COMMUNICATION & RESOURCES



catch.org/program/vaping-prevention/#parents



Parents & Community



Program Information for Parents



Parent Toolkit 



Parent / Community Presentations



E-Cigarette Background Information



PSA Videos



Additional Resources

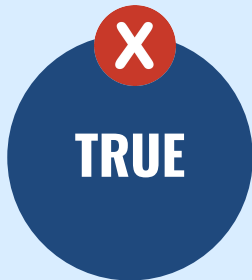




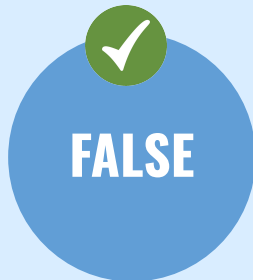
Show What You Know!



E-cigarette aerosol that the user inhales and exhales may contain harmful and potentially cancer-causing **chemicals**, **heavy metals**, **flavorings** and **water**.



Arm Circles



Squats



E-cigarette aerosol has the same
harsh “burn” like traditional cigarettes
or cigars?



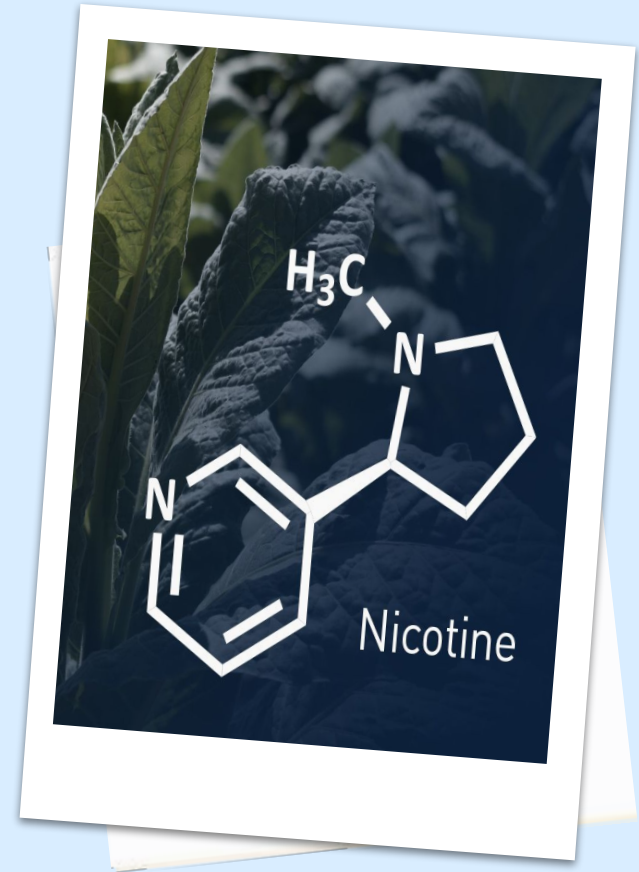
TRUE

Arm Circles



FALSE

Squats





In 2022, tobacco companies **spent \$8.6 billion** on **ads and promotional** expenses in the **U.S.** alone.



TRUE

Arm Circles



FALSE

Squats



There are about **100 available flavors** of e-liquid on the market.



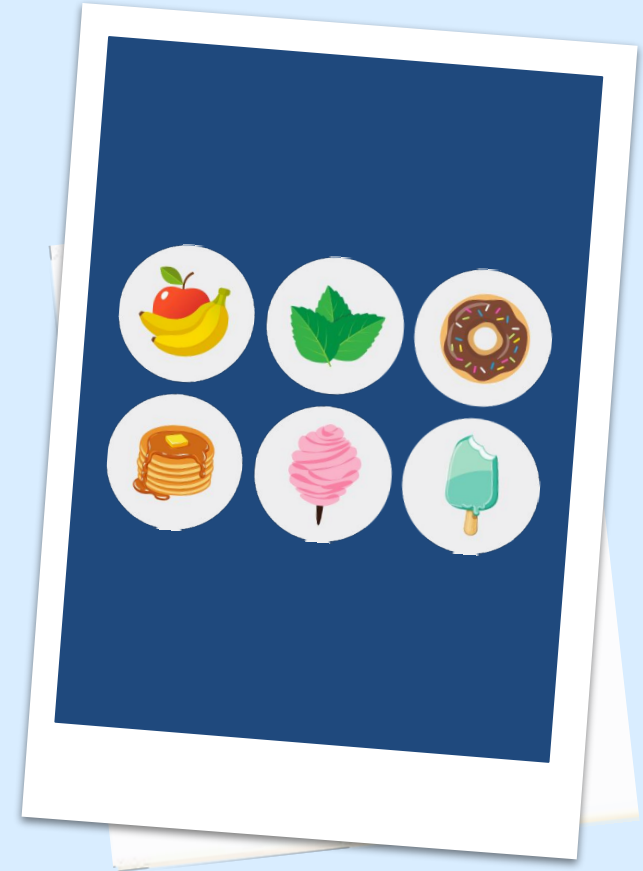
TRUE

Arm Circles



FALSE

Squats



Breakout Session



CATCH[®] MY BREATH

- ★ Expand your knowledge
- ★ CATCH My Breath program overview
- ★ Parent and caregiver resources overview
- ★ Oral health lesson demo



@CATCHhealth

