



CATCH[®] MY BREATH

catchmybreath.org

**Tobacco and Health Trust Fund Meeting
April 13, 2026**

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 CATCH®

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

STUDENT-DRIVEN, TEACHER MODERATED



“

I didn't really know that vaping was such an issue until we got educated on it with CATCH My Breath. Now that I know, it kind of ignited this fire — and now I have to tell people.

- *Student, 11th grade*

”


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 +

Vaping Prevention Support

✓ TRAINING OPTIONS

Self-Paced | Recorded

- Free

Implementation

- 2 hour - virtual or in-person
- 35 people

Train-the-Trainer (TOT)

- 7 hours - virtual or in-person
- 15 people

Students Teach Students

- 2 hours - virtual or in-person
- 35 people

✓ POLICY SUPPORT

- Tailored policy support from Alliance for a Healthier Generation
- Individualized technical support

✓ SLP

- Service Learning Project opportunities for students
- Student led
- Customizable for community needs
- On-site support if needed



Dedicated Community Consultants

Public health, education, and research professionals

NEXT STEPS

Empower Your School & Students

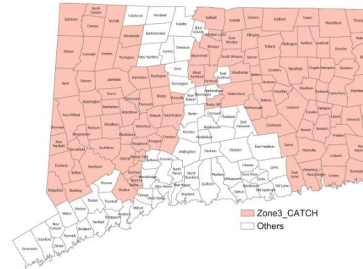
CT Recruitment

- **Year 1:**
 - 12 schools
- **Year 2:**
 - 23 additional schools
- Scan QR code for Participation Site Form



CT Specific Resources

- CT specific forum and newsletter for direct updates
- Customized approach to meet school district needs
- Multiple CT specific training and support opportunities for CT schools



THANK YOU!

The logo for CATCH MY BREATH is centered within a white rounded rectangle. The word "CATCH" is written in a bold, sans-serif font with each letter in a different color: 'C' is red, 'A' is blue, 'T' is green, 'C' is yellow, and 'H' is red. A registered trademark symbol (®) is located to the upper right of the 'H'. Below "CATCH", the words "MY BREATH" are written in a blue, hand-drawn, sans-serif font.

CATCH[®]
MY BREATH

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Questions? Contact Us!