

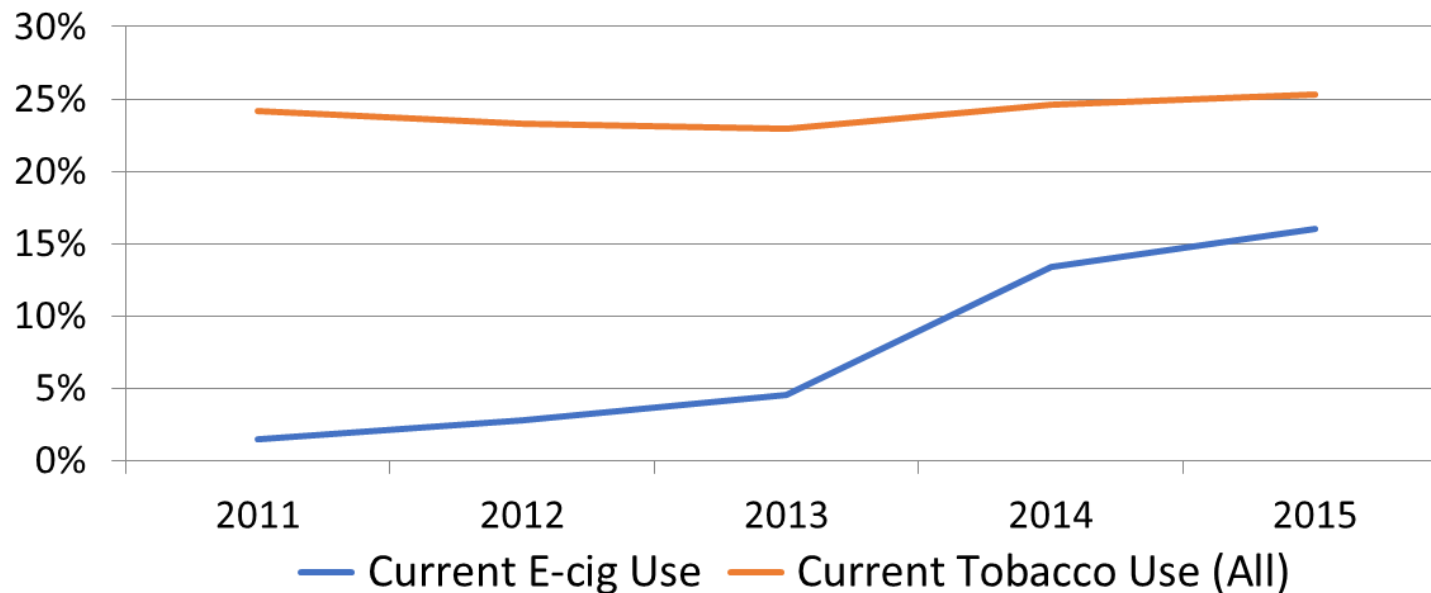
E-CIGARETTES & JUUL: WHAT SCHOOLS & PARENTS SHOULD KNOW



An introduction to CATCH My Breath

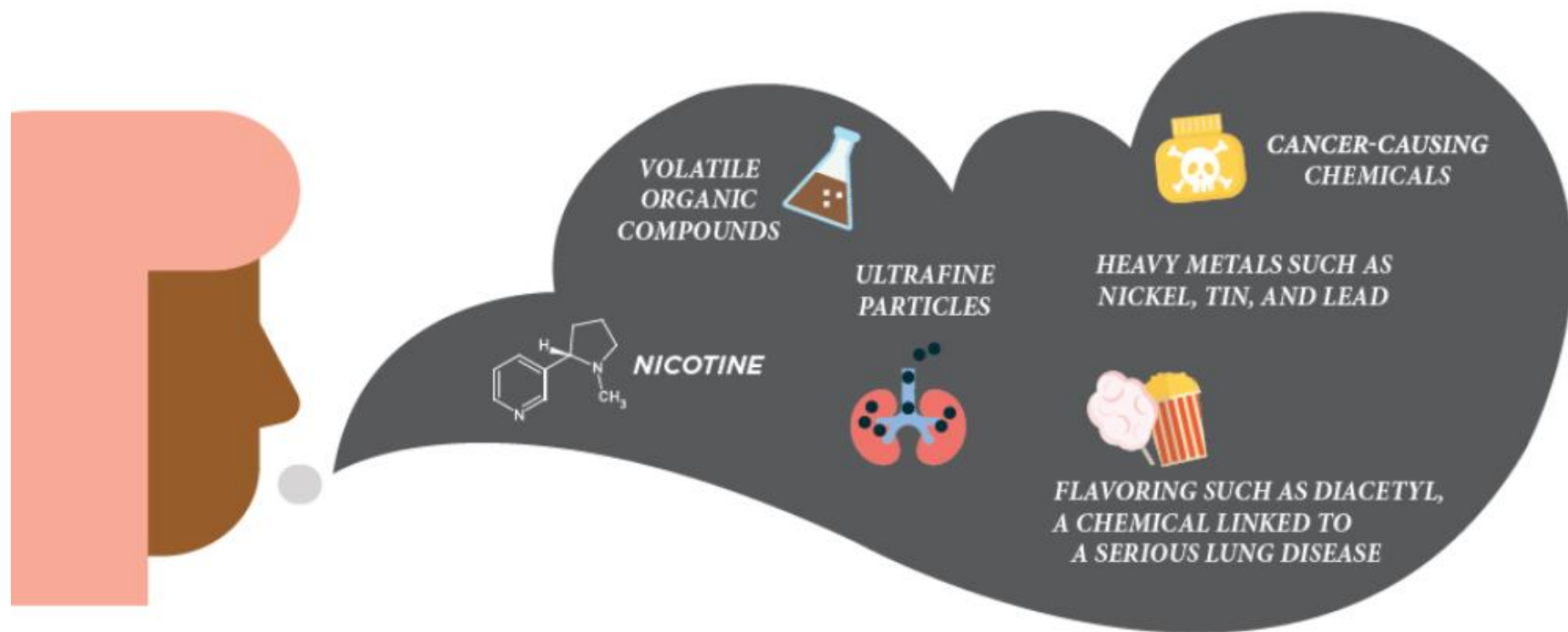
THE CONCERN

E-Cigarette Rise in Popularity among Youth



(CDC, National Youth Tobacco Survey Data)

E-CIGARETTE USE IS NOT SAFE FOR YOUNG PEOPLE



AN UNHEALTHY HABIT

Most e-cigarettes contain *nicotine*, which is highly addictive and can *harm brain development*, which continues until about *age 25*.

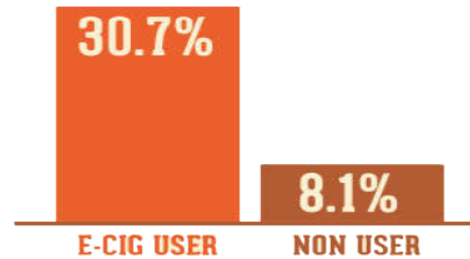


YOUNG PEOPLE WHO USE E-CIGARETTES MAY BE MORE LIKELY TO GO ON TO USE REGULAR CIGARETTES.



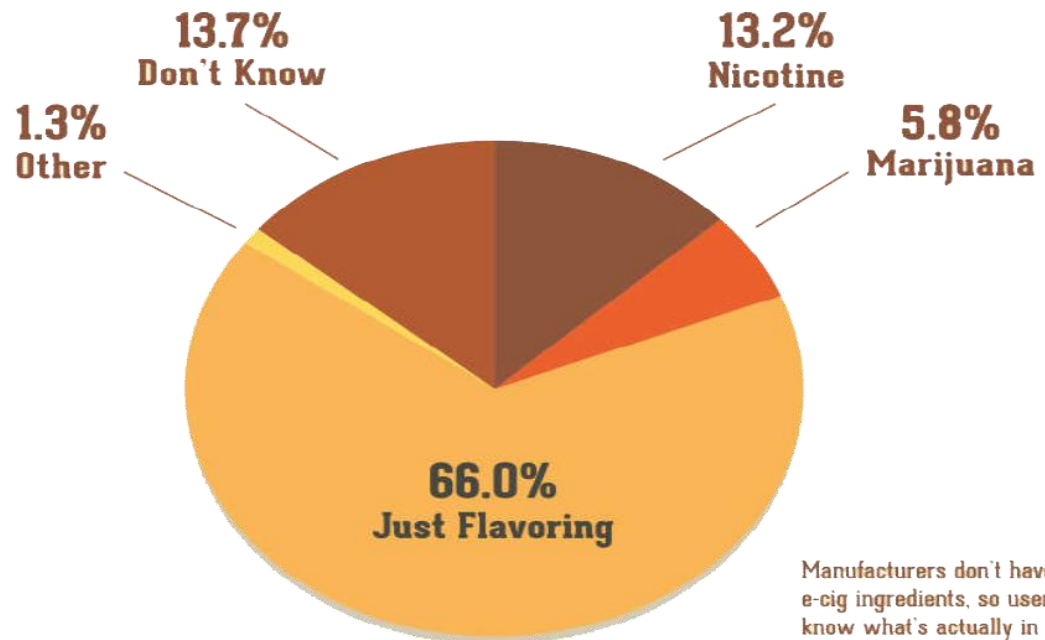
TEEN E-CIG USERS ARE MORE LIKELY TO START SMOKING.*²

Start Smoking Within 6 Months



*Includes combustible tobacco products [cigarettes, cigars, and hookahs]

WHAT DO TEENS SAY IS IN THEIR E-CIG?³



Manufacturers don't have to report e-cig ingredients, so users don't know what's actually in them.

COMPONENTS OF E-CIGARETTES

▶ Parts of a typical E-Cigarette

- ▶ Battery
- ▶ Microprocessor
- ▶ Heater/Atomizer
- ▶ Cartridge/Tank

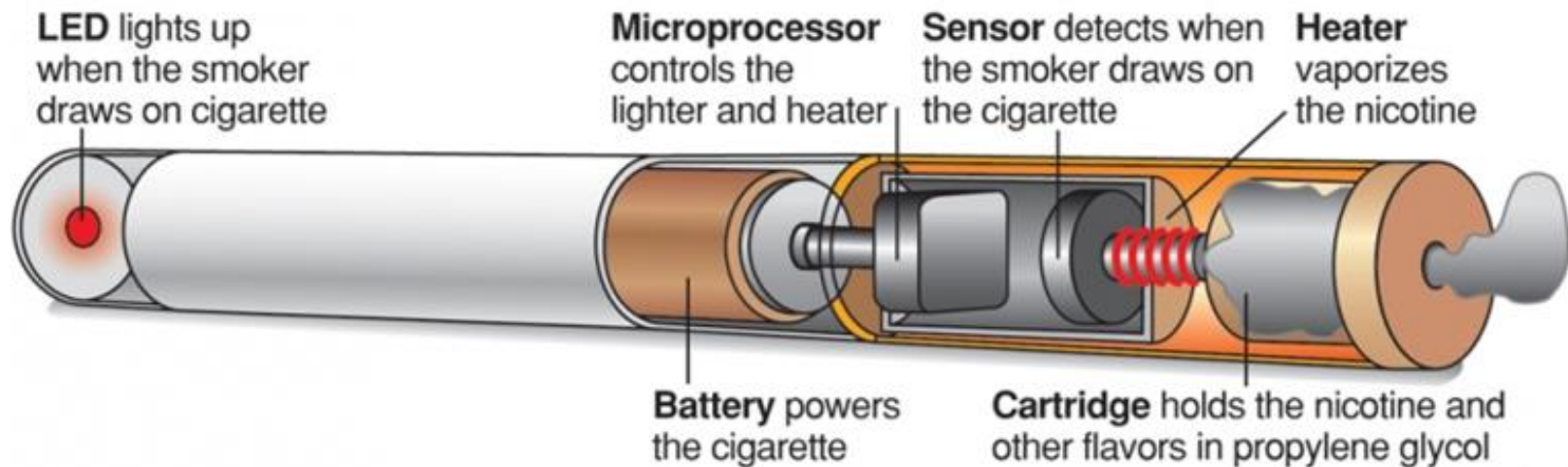


Image Source: Standard-Examiner

3 TYPES OF E-CIGARETTES



E-JUICE: SWEET FLAVORS ABOUND



E-liquid



Food product

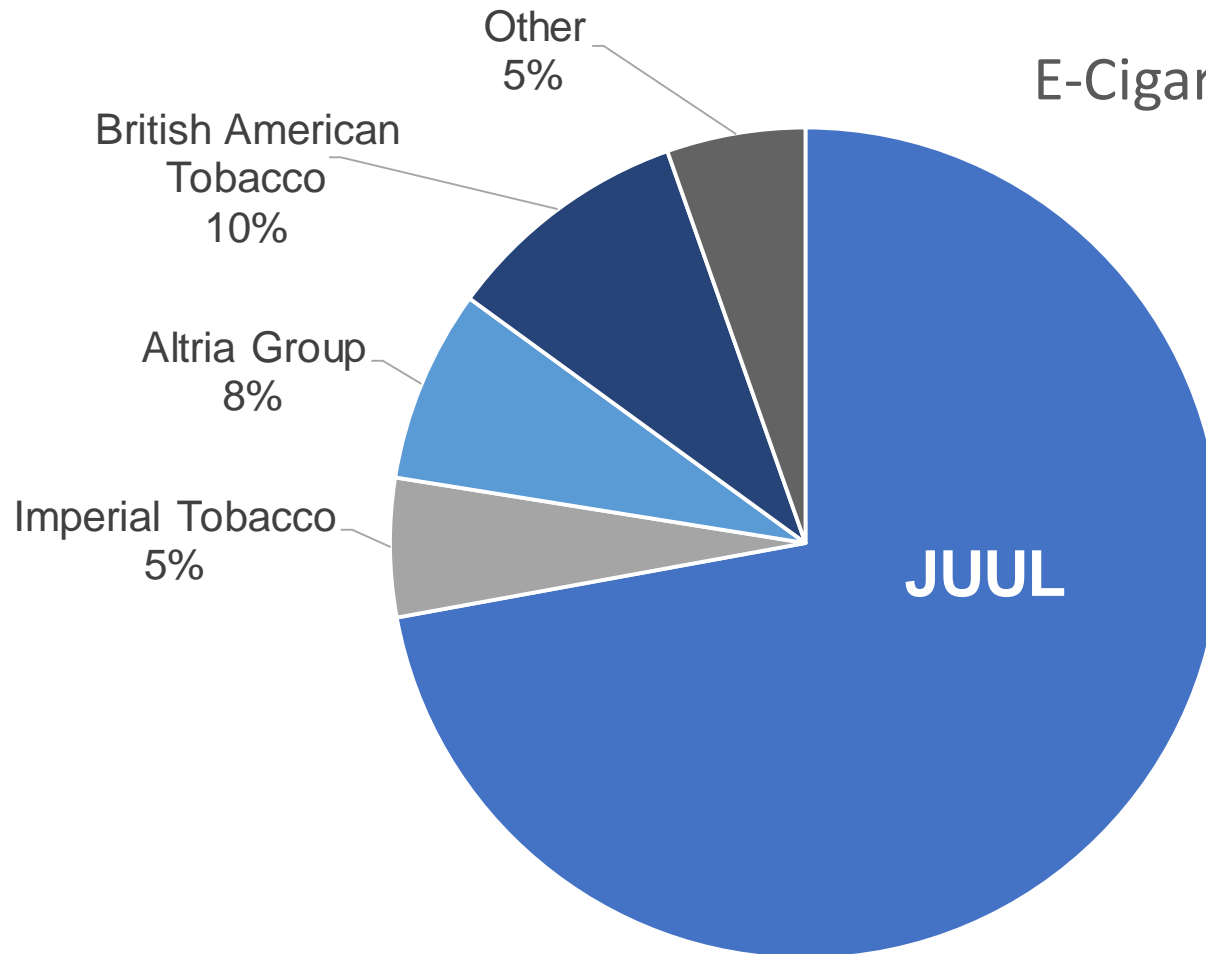


- ▶ 81% of kids who ever used tobacco products started with a flavored product.¹
- ▶ 99% of E-Cigarettes sold in 2015 contained nicotine.²

Sources: ¹Journal of the American Medical Association; ²Truth Initiative

GROWTH OF JUUL USE

E-Cigarette Market Share



NICOTINE CONTENT IN JUUL

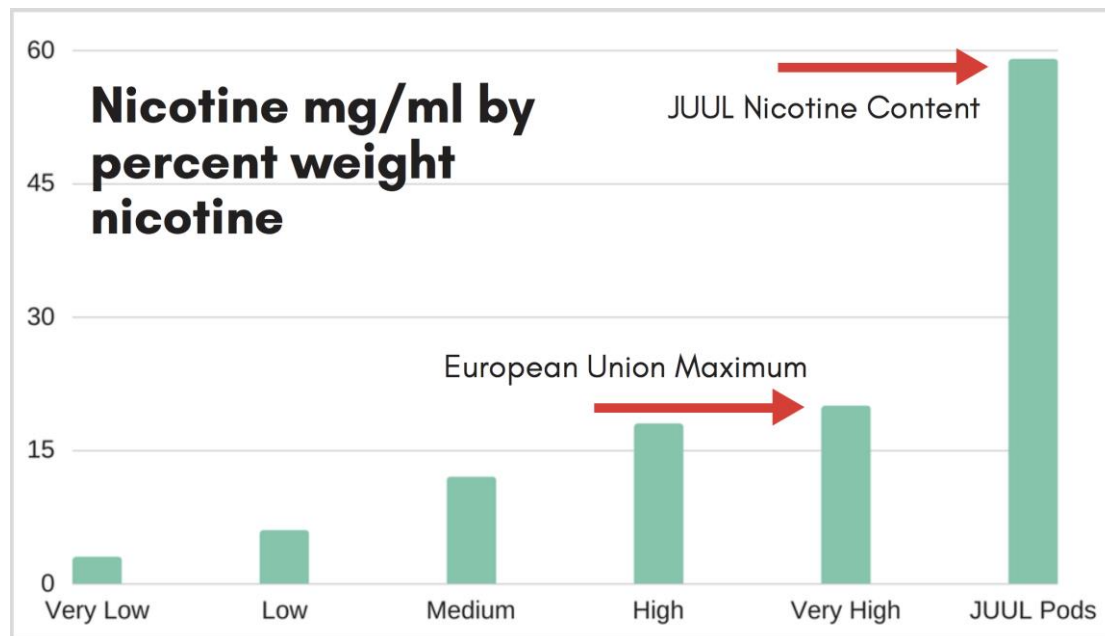


1 JUUL Pod

=



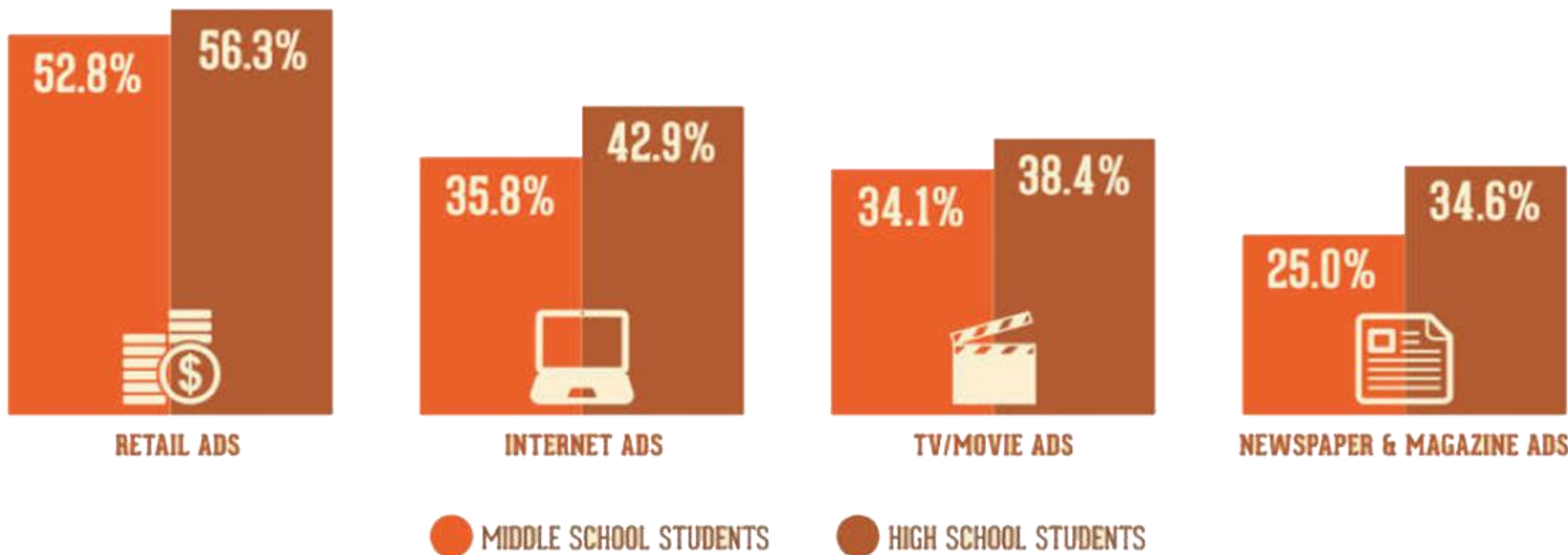
1 Pack of Cigarettes



OUTBREAK OF LUNG INJURY

- ▶ **As of October 29, 2019, 1,888 cases of e-cigarette, or vaping, product use associated lung injury have been reported to CDC from 49 states.**
 - ▶ Thirty-seven deaths have been confirmed in 24 states (as of October 29, 2019).
- ▶ **All patients have reported a history of using e-cigarette, or vaping, products**
 - ▶ THC is present in most of the samples tested by FDA to date, and most patients report a history of using THC – containing products.

HIGH TEEN EXPOSURE TO E-CIG ADVERTISING



Consequences for Vaping in School



Vaping isn't just harmless water vapor!

Elementary (K-5)

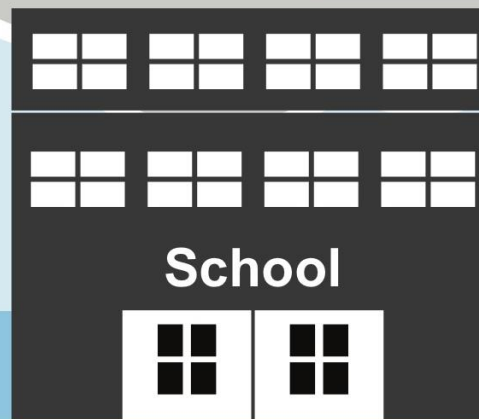
1st Offense: 1-day detention with a referral to the School Counselor
2nd and Subsequent Offenses: 1-2 day in-school suspension with a referral to the District Substance Abuse Case Manager

Secondary (6-12)

1st Offense: 1-2 day in-school suspension with required intervention assignments and a referral to the District Substance Abuse Case Manager
2nd Offense: 6-day suspension with required intervention program assignments and a referral to the District Substance Abuse Case Manager
3rd and Subsequent Offenses: 10-day suspension, recommendation for expulsion and a referral to the District Substance Abuse Case Manager

Vaping THC oils or similar substances may result in criminal charges.

Vaping is a national youth epidemic!



Elementary (K-5)

1st Offense: 1-day detention with a referral to the School Counselor

2nd and Subsequent Offenses: 1-2 day in-school suspension with a referral to the District Substance Abuse Case Manager

Secondary (6-12)

1st Offense: 1 – 2 day in-school suspension with a required intervention assignments and a referral to the District Substance Abuse Case Manager

2nd Offense: 6-day suspension with required intervention program assignments a referral to the District Substance Abuse Case Manager

3rd and Subsequent Offenses:

10-day suspension, recommendation for expulsion and a referral to the District Abuse Case Manager

CATCH MY BREATH IN THE NEWS



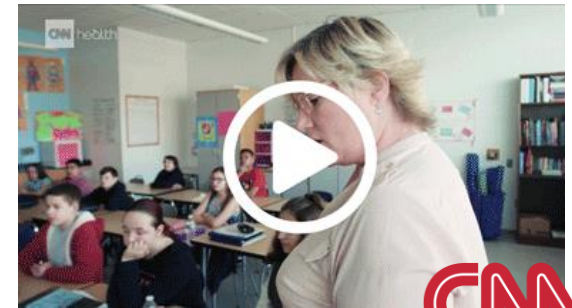
Edutopia (June 2018)

Schools Respond to the Rise of Student Vaping

@Gravityx9 via Twenty20

CNN (August 2018)

JUUL and the vape debate: Choosing between smokers and teens



CNBC (August 2018)

JUUL built an e-cigarette empire. Its popularity with teens threatens its future

TO RECAP...

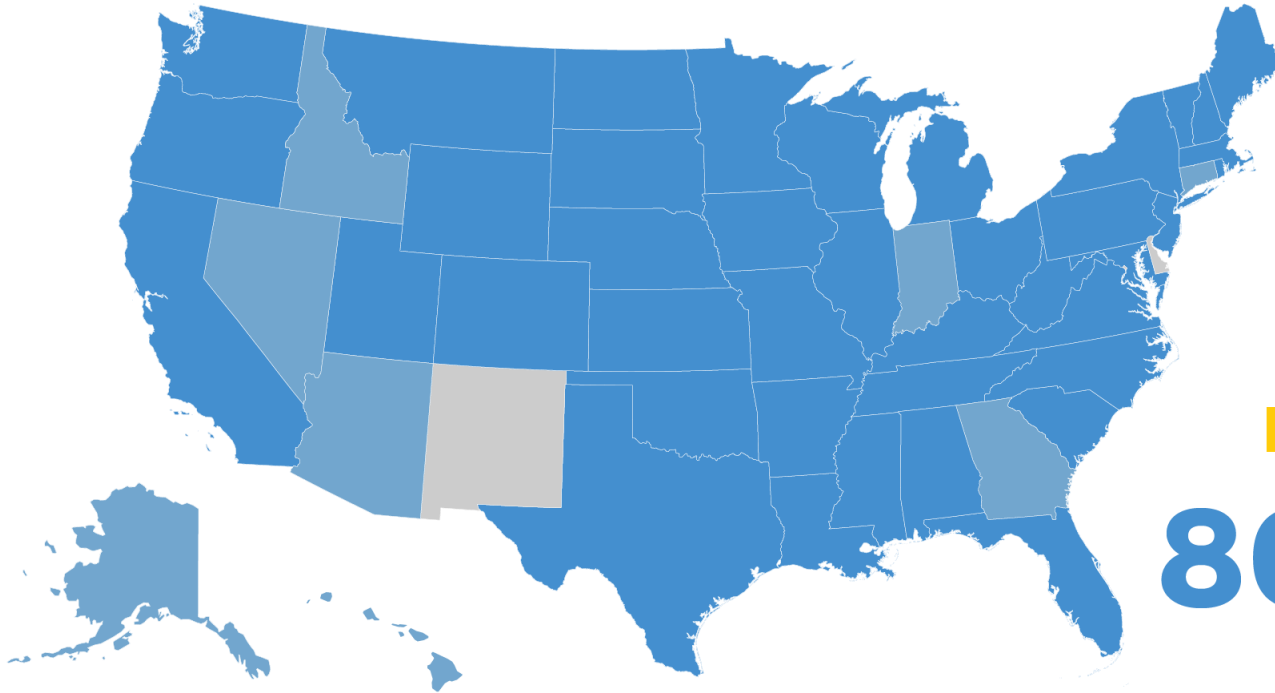
1. Nicotine is harmful to developing brains.
2. Vapor contains other harmful chemicals.
3. E-Cigarettes & JUUL are normalizing tobacco and may lead to traditional cigarette use.





CATCH My Breath Program Reach

To begin 2018-2019



42

STATES

225+

MIDDLE & HIGH SCHOOLS

80,000+


KIDS



A diverse community of support:

- Private Foundations
- State Education Agencies
- Local Departments of Health
- School Districts





Now Available FREE for Middle & High Schools!

Get parent info: catchinfo.org/parent411



- ▶ Meets Nat'l Academic and Common Core Standards
- ▶ Meets SHAPE Health Education Standards

CATCH[®]

MY BREATH

E-CIGARETTE & JUUL PREVENTION PROGRAM

CATCH[®]
GLOBAL FOUNDATION

Thank You!

Questions?
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