

# TURNING THE TIDE: SIPH'S EFFORTS AGAINST YOUTH VAPING

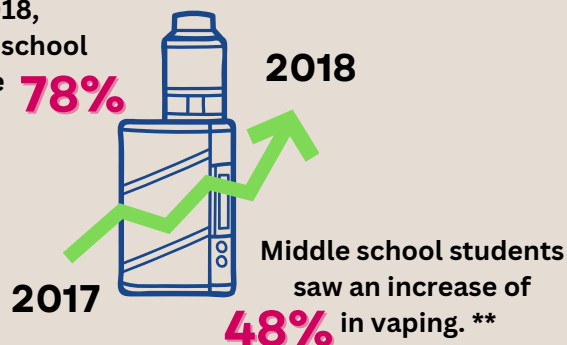
**CATCH My Breath** is an evidence-based youth nicotine vaping prevention program that provides students with skills to resist peer pressure & media influences to prevent the initiation of e-cigarette use.

2  
in  
5

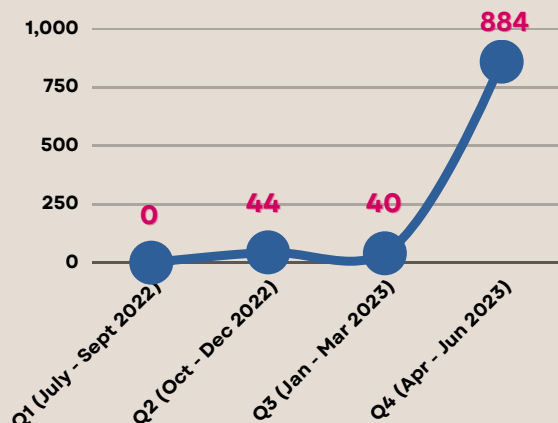


2 in 5 Idaho teens have tried vaping at least once. \*

From 2017 to 2018,  
vaping among high school  
students rose **78%**

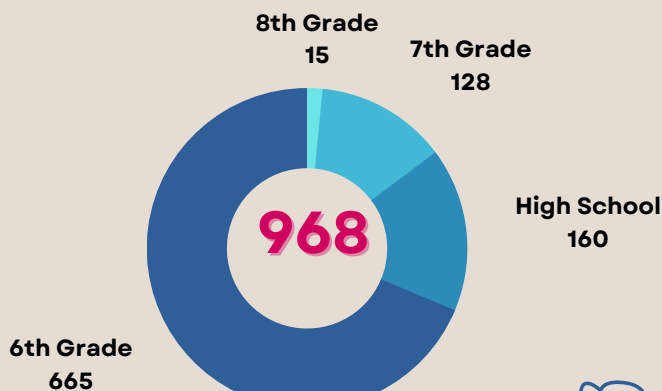


## CATCH My Breath Student Participation: Quarterly Growth Insights

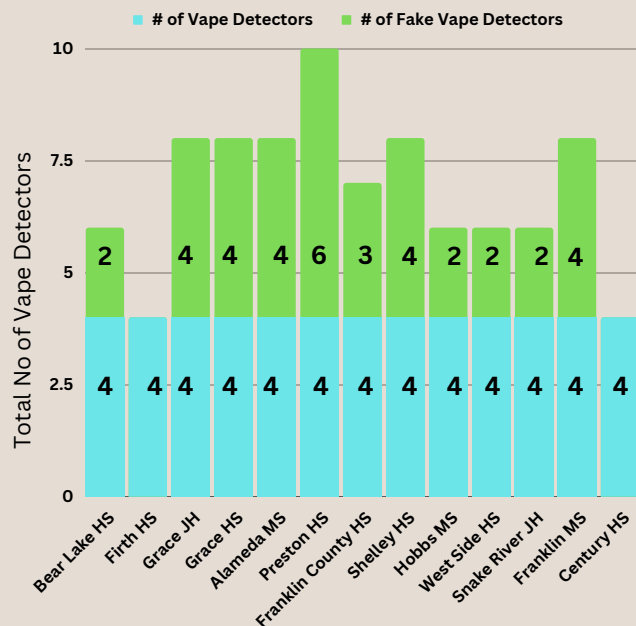


## CATCH My Breath Involvement by Grade Levels

(July 2022-June 2023)

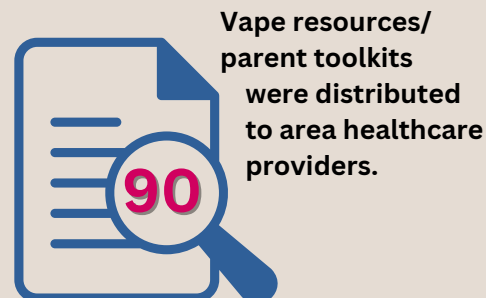


## School-Wide Vape Detector Allocation: Quantity per School



Schools successfully completing CATCH My Breath receive four free working vape detectors to help monitor vape use. Fake vape detectors that have the same appearance as functioning detectors are provided to schools based on need.

**45%** fewer kids go on to try e-cigarettes one year after completing CATCH My Breath.\*\*\*



Vape resources/  
parent toolkits  
were distributed  
to area healthcare  
providers.

\*Anti-vaping campaign funded by the Idaho Millennium Fund

\*\*Idaho Dept. of Education, Idaho Youth Risk Survey

\*\*\* A Middle School Program to Prevent E-Cigarette Use: A Pilot Study of "CATCH My Breath"- sagejournal.com

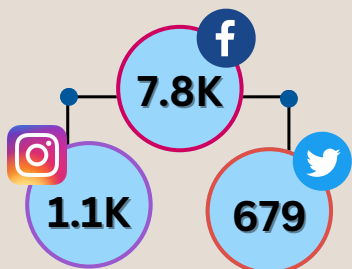
# SPREADING THE MESSAGE: MEDIA & OUTREACH

(Aug 2022-Aug 2023)

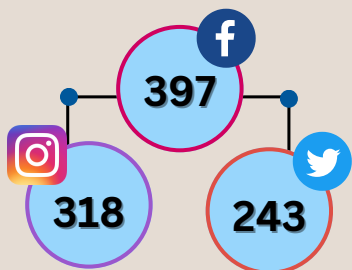
Southeastern Idaho Public Health utilizes many mediums to provide public health information to the public.

## Social Media Metrics

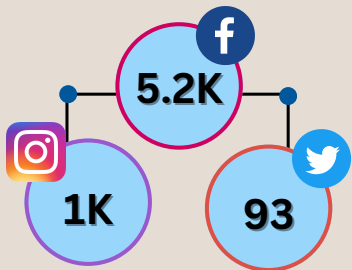
### Followers



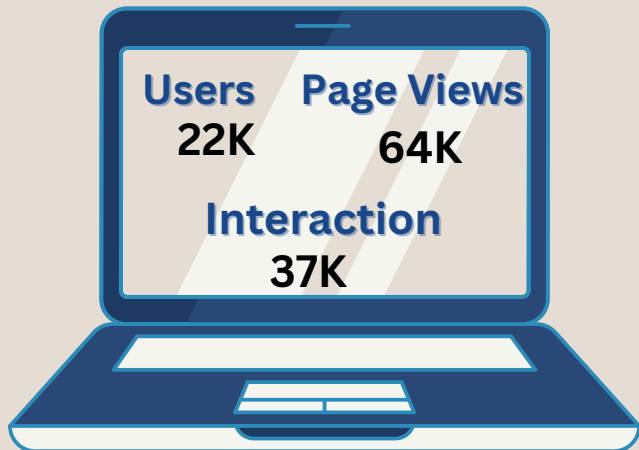
### Posts



### Interactions



## Southeastern Idaho Public Health Website Reach



## County-Wide Newspaper Advertisement Reach Analysis

| County    | Name of the newspaper | Number of people reached per advertisement |
|-----------|-----------------------|--------------------------------------------|
| Bannock   | Idaho State Journal   | 9958                                       |
| Franklin  | Preston Citizen       | 4775                                       |
| Bear Lake | News Examiner         | 3026                                       |
| Caribou   | Caribou County Sun    | 2242                                       |
| Bingham   | Idaho State Journal   | 1558                                       |
| Power     | Power County Press    | 1500                                       |
| Butte     | Arco Advertiser       | 1200                                       |
| Oneida    | Idaho Enterprise      | 1100                                       |
| Power     | Aberdeen Times        | 650                                        |
| Power     | Idaho State Journal   | 323                                        |
| Franklin  | Idaho State Journal   | 84                                         |
| Total     |                       | 26416                                      |

## Outreach Success: Tracking Reach at Community Booths

