# CATCH® MY BREATH

# YOUTH E-CIGARETTE & JUUL PREVENTION PROGRAM

CATCH My Breath is a best-practices youth E-cigarette and JUUL prevention program developed by The University of Texas Health Science Center at Houston (UTHealth) School of Public Health. The program provides up-to-date information to teachers, parents, and health professionals to equip students with the knowledge and skills they need to make informed decisions about the use of E-cigarettes, including JUUL devices. CATCH My Breath utilizes a peer-led teaching approach and meets National and State Health Education Standards.

**AGES** 10-18 YEARS (GRADES 5-12)

*Can be taught in one or multiple grade levels*

**DURATION** FOUR LESSONS PER VERSION 30-40 MINUTES EACH

*3 VERSIONS* — *5th/6th Grade* | *7th/8th Grade* | *9th-12th Grade*

**COST** FREE

*Thanks to support from CVS Health*

## 7 OUT OF 8

**STUDENTS SAY THEY ARE**

## LESS LIKELY TO USE E-CIGARETTES

**AFTER CATCH MY BREATH.**

**USED IN TOP DISTRICTS NATIONWIDE, INCLUDING:**

DALLAS INDEPENDENT SCHOOL DISTRICT

cms® Charlotte-Mecklenburg Schools

KCS KNOX COUNTY SCHOOLS

Wareham Public Schools

# PROGRAM INFO / ENROLLMENT:
www.catchmybreath.org

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## GROWING OUR IMPACT

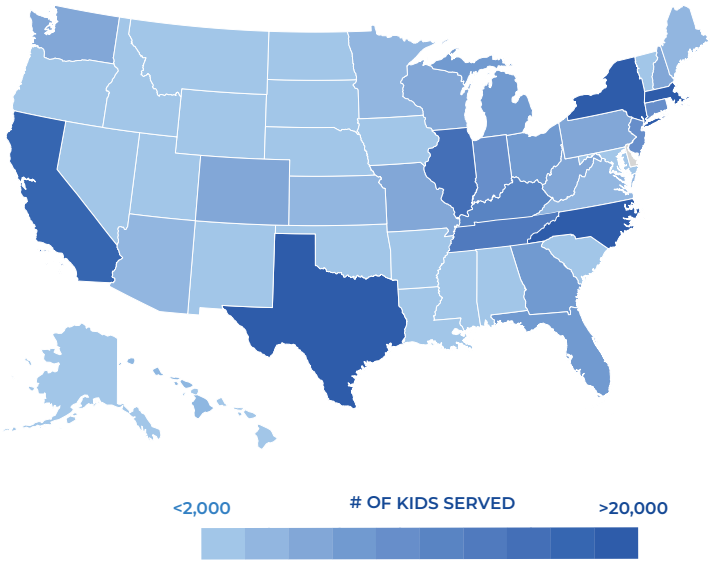
To help build community and administration support for e-cigarette education, CATCH My Breath includes:

- **Parent presentation & resource page**
- Informational "e-cig 101" **webinars**
- **Free trials** to review the curriculum
- A "Stand with CATCH My Breath" **grassroots team** where parents, teachers, public health professionals, and concerned citizens can stay informed

*(More info at: catchinfo.org/supportcmb)*

### 2018-2019 Program Reach

1,100+ Schools & 326,000+ Students




## WHAT PEOPLE ARE SAYING ABOUT CATCH MY BREATH

FEATURED BY CNN edutopia CNBC AXIOS

View all news coverage at: catchinfo.org/cmb-press

*"This is a well done, much needed, and welcome resource! ...Thank you for your hard work in this challenging area."*

**- KNOX COMMUNITY HEALTH COALITION CATCH MY BREATH EDUCATOR**

*"The CATCH.org site offers an amazing amount of guidance and will help to guide us and educate parents, teachers and students."*

**- FLORIDA PARENT**

*"I learned a lot about the harmful chemicals in vaping products... learning this makes me want to NOT do it even more."*

**- RHODE ISLAND HIGH SCHOOLER**

**www.catchmybreath.org**
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*DELIVERED IN PARTNERSHIP WITH*

UTHealth The University of Texas Health Science Center at Houston School of Public Health | MICHAEL & SUSAN DELL CENTER for HEALTHY LIVING | CVSHealth