

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:**



GROWING OUR IMPACT

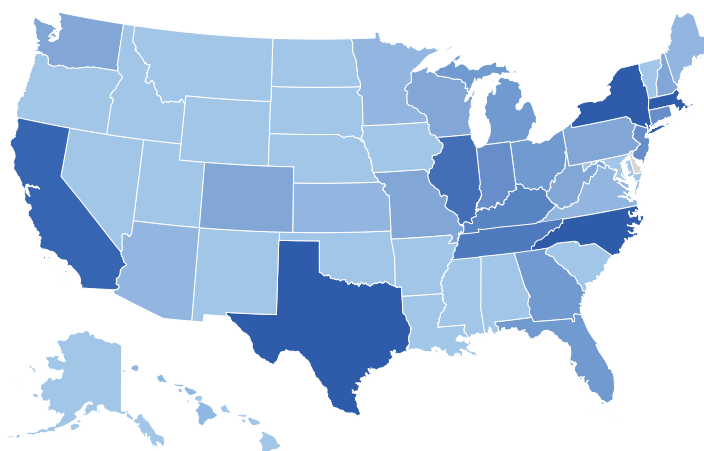
To help build community and administration support for e-cigarette education, CATCH My Breath includes:

- **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)

(100) 2018-2019 Program Reach

1,100+ Schools & 326,000+ Students



<2,000 # OF KIDS SERVED >20,000

WHAT PEOPLE ARE SAYING ABOUT CATCH MY BREATH

FEATURED BY



edutopia



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

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