

# CATCH<sup>®</sup> 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

5<sup>th</sup>/6<sup>th</sup>  
Grade

7<sup>th</sup>/8<sup>th</sup>  
Grade

9<sup>th</sup>-12<sup>th</sup>  
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

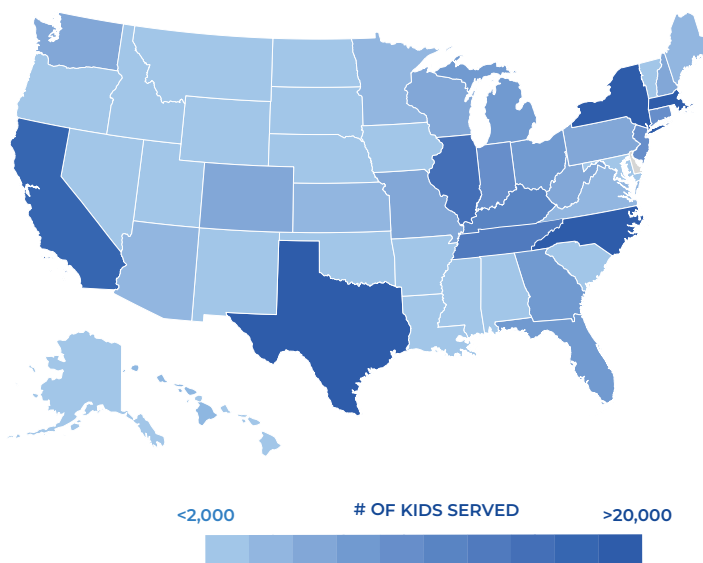
To help build community and administration support for e-cigarette education, CATCH My Breath includes:

- **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](http://catchinfo.org/supportcmb))*

### (100) 2018-2019 Program Reach

1,100+ Schools & 326,000+ Students



## WHAT PEOPLE ARE SAYING ABOUT CATCH MY BREATH

FEATURED BY



edutopia



AXIOS

View all news coverage at:  
[catchinfo.org/cmb-press](http://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