

ABOUT THE PROGRAM

CATCH My Breath is a best-practices youth E-cigarette prevention program developed by the Michael & Susan Dell Center for Healthy Living at 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.

TARGET AGE

11-18
YEARS
(6TH-12TH GRADE)

COST

FREE
THANKS TO
SUPPORT FROM
CVS HEALTH

WHO TEACHES THE PROGRAM?

- Teachers
- Tobacco Educators
- Counselors
- Nurses

WHAT DOES THE PROGRAM INCLUDE?

CATCH My Breath includes a best practices-based curriculum (4 lessons that are 35 minutes each), teacher & parent education materials, school signage, and evaluation tools. The program has been adapted into four versions, based on grade-level: 6th grade, 7th grade, 8th grade, and High School (9th-12th grades). Schools may choose to teach the program in any grade(s), as each version is comprehensive.

KEY LEARNING OBJECTIVES / INTENDED OUTCOMES

OBJECTIVES		OUTCOMES	
Increase knowledge of E-cigarettes and potential harms	Understand and analyze deceptive social media and advertising techniques	Understand that E-cigarettes are addictive, unhealthy, and not as popular as they think	Resist their own curiosity and peer pressure to experiment with E-cigarettes
Develop and practice socially acceptable refusal skills	Practice peer modeling techniques in small groups	Influence friends and peers to not use E-cigarettes	

IS THERE A NEED FOR THIS PROGRAM?

“While those of us in public health should cheer loudly about the decline in combustible cigarette use among children, youth are increasingly turning to E-cigarettes instead. Contrary to public opinion, E-cigarettes are not harmless. E-cigarettes deliver nicotine, which is addictive, and contain other harmful toxins.”

▲ **STEVEN KELDER, PHD, MPH** | CO-DIRECTOR
MICHAEL & SUSAN DELL CENTER FOR HEALTHY LIVING



CATCH survey of middle school educators conducted January 2016:

- 86%** Do not have an E-cigarette curriculum
- 77%** Would be interested in implementing an E-cigarette prevention curriculum
- 74%** Rated the importance of E-cigarette prevention as a youth health issue as “high”

For more info / to order, visit:
catchmybreath.org

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