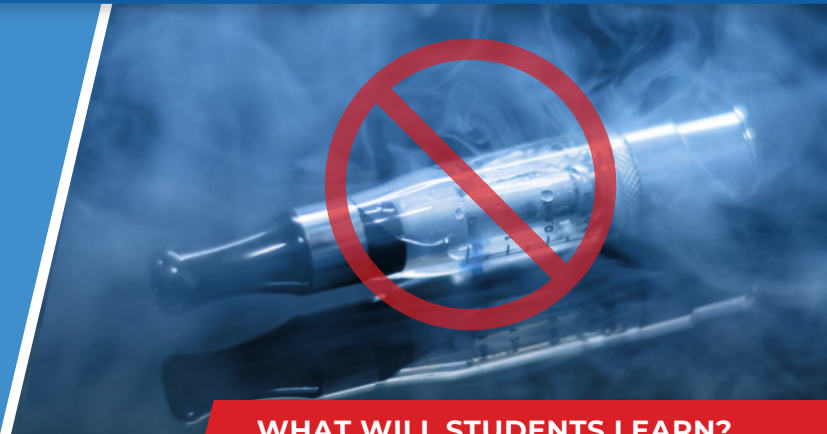


CATCH My Breath is a youth E-cigarette prevention program developed by the Michael & Susan Dell Center for Healthy Living at the UTHealth School of Public Health. The program's goal is to prevent the use of E-cigarettes by students 11-18 years old – or 6<sup>th</sup> - 12<sup>th</sup> grades.



## WHAT'S INCLUDED IN THE PROGRAM?

- Four 35-minute classroom sessions suitable for grades 6-12.
- An online platform (CATCH.org) where teachers and parents can find supporting materials.
- Posters, school signs, and other media for display in the school.

**Sample CATCH My Breath lessons and supporting materials are available at [catchmybreath.org](http://catchmybreath.org)**


## WHAT WILL STUDENTS LEARN?

The CATCH My Breath youth E-cigarette prevention program teaches students to:

- Understand that E-cigarettes are addictive, unhealthy, and not as popular as they think.
- Understand E-cigarette advertising tricks and techniques.
- Resist curiosity to experiment with E-cigarettes and practice resisting peer pressure.
- Influence others to not use E-cigarettes.

## WHY IS EDUCATION ABOUT E-CIGS NEEDED?

- Nicotine is proven to be an addictive substance which has negative effects on the developing brain.
- The majority of E-cigarettes, including flavored ones, contain nicotine.
- E-cigarettes are the most commonly used tobacco product among youth and are strongly associated with the use of other tobacco products.
- It is illegal for anyone under 18 to buy or use E-cigarettes.

**7 OUT OF 8**   
**MIDDLE SCHOOLERS**  
**say they're less likely to smoke E-cigarettes**

because of participating in CATCH My Breath.\*

\*According to a 2016 pilot study involving 2,200 middle schoolers across 5 states.

For more info about the CATCH My Breath Program, visit:  
**[www.catchmybreath.org](http://www.catchmybreath.org)**

For more information, contact:  
**[catchmybreath@catch.org](mailto:catchmybreath@catch.org)**  
**855-500-0050**