

CATCH® MY BREATH

YOUTH VAPING PREVENTION PROGRAM



CATCH My Breath is a peer-reviewed, evidence-based youth vaping 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

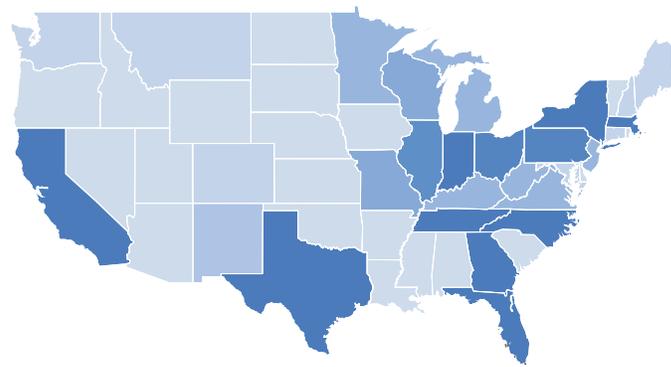
To help build community and administration support for e-cigarette education, CATCH My Breath includes:

- **Parent presentation & resource page**
- Informational “e-cig 101” **webinars**
- Optional **community presentations** delivered live by CATCH My Breath staff
- 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)

(10) Total Program Reach

1,000,000 students and counting!



OF KIDS SERVED
(as of January 2020)



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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