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 10-18 years old – or 5th - 12th grades.

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.

WHAT'S INCLUDED IN THE PROGRAM?

- Four 35-minute classroom sessions suitable for grades 5-12.
- An online platform (CATCH.org) where teachers and parents can find supporting materials.
- Printable posters, school signs, and other media for display in the school.

Sample CATCH My Breath lessons and supporting materials are available at 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.*

For more info about the CATCH My Breath Program, visit: www.catchmybreath.org

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