

# 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 UHealth 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**

**11-14**  
**YEARS**  
 (6<sup>TH</sup>-8<sup>TH</sup> GRADE)

**COST**

**\$25**  
 ANNUAL  
 SUBSCRIPTION  
 FEE PER SCHOOL

**WHO TEACHES THE PROGRAM?**

- Teachers
- Tobacco Educators
- Counselors
- Nurses

**WHAT DOES THE PROGRAM INCLUDE?**

CATCH My Breath includes active student-centered learning facilitated by peer leaders. The online program includes six, 30-minute in-class lessons and activities, teacher education, take-home materials for parents, evaluation tools and school signage.

**KEY LEARNING OBJECTIVES / INTENDED OUTCOMES**

Knowledge of E-cigarettes and potential harms	Understanding and analyzing 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
<b>OBJECTIVES</b>		<b>OUTCOMES</b>	
Developing and practicing socially acceptable refusal skills	Practicing 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, PH.D., MPH** | CO-DIRECTOR  
 THE 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](http://catchmybreath.org)

Contact us at:  
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Free lesson sample at:  
[digitalcatch.org](http://digitalcatch.org)