



The CATCH My Breath Program (grades 5, 6, 7-8, and 9-12) consists of 4 unique lessons for each grade group, that are approximately 35 minutes each. Each session includes a lesson plan with learner outcomes, a detailed outline of directions, and all materials including corresponding PowerPoint presentations.

## **Classroom Session Overviews**

### **GRADES 5th-8th**

#### **Session 1: Consequences of using e-cigarettes**

- Identify negative consequences of e-cigarette use.
- Describe the health hazards associated with e-cigarette use.
- Analyze the safety of flavor chemicals and their role in e-cigarette marketing.
- Analyze basic ingredients in e-liquid.

#### **Session 2: Making our own choices**

- Identify the percentage of e-cigarette users in middle school and high school and describe nonsmokers as the majority.
- Describe the harmful consequences of e-cigarette use.
- Identify reasons why teens may begin using e-cigarettes.
- Identify positive alternatives to using e-cigarettes.
- Develop, practice and demonstrate refusal skills and smart exit strategies.
- Interview an adult regarding tough choices and tobacco use.

#### **Session 3: Don't let them lie and win**

- Recognize situations and places that may be high-risk for being offered an e-cigarette.
- Discover the amount of money the tobacco and e-cigarette industry spend on advertising its products.

- Describe the role of advertising dollars in e-cigarette use.
- Recognize indirect and direct advertising strategies.
- Recognize the covert methods that the tobacco and e-cigarette industry use to attract new e-cigarette users.
- Analyze some of the propaganda techniques tobacco and e-cigarette companies use to sell their brand of e-cigarette.
- Develop a messaging project (warning label) that addresses misconceptions and promotes the benefits of being e-cigarette-free.

#### **Session 4: Your life. Your Choice.**

- Review the covert methods that the tobacco and e-cigarette industry use to attract new e-cigarette users.
- Develop and present a messaging project (warning label) that addresses misconceptions and promotes the benefits of being e-cigarette-free.
- Make a personal goal regarding e-cigarette use.

## **GRADES 9<sup>th</sup>-12<sup>th</sup>**

#### **Session 1: Designed for Addiction**

- Understand the highly addictive nature of nicotine.
- Describe the health hazards associated with e-cigarette use.
- Identify the health and social consequences of e-cigarette use.

#### **Session 2: What could go wrong?**

- Identify existing knowledge or perceptions of e-cigarettes.
- Dispel misconceptions about e-cigarettes.
- Synthesize information about the health and social consequences of using tobacco products such as e-cigarettes.
- Discover ways to quit using tobacco products (including e-cigarettes) and support peers who want to quit by offering encouragement and referring cessation resources to them.

#### **Session 3: Co-create & hack the system**

- Learn about laws, rules and regulations regarding tobacco and e-cigarettes.
- Discuss the reason behind such rules and how it applies to youth.
- Understand that they can participate actively in such policy making.

#### **Session 4: Take Control of Your Life**

- Learn to create laws and rules regarding tobacco and e-cigarette.
- Learn to communicate policies to governing agencies.