


# Breathe Clear

## An overdose and vaping response program that brings the emergency room into your school.

Led by Charles T. Folsom Jr., RN, emergency nurse for 38 years

The need

# 2 of 3

**teens who died of an overdose had someone nearby. In most of those cases, nobody responded.**[1]

## 67.8%

of teen overdose deaths with a bystander present had no documented response: no 911 call, no naloxone, no rescue breaths.[1]

## 30.3%

of teens who died of an overdose were given naloxone. The medicine works; too often, nobody nearby knew to use it.[1]

## 84%

of teen overdose deaths involved illicit fentanyl, and 1 in 4 involved a counterfeit pill that looked real.[1]

## 27%

of teens knew fentanyl was being pressed into fake pills.[2]

## 800%

rise in fentanyl overdose deaths among Georgia kids ages 10 to 19, from 2019 to 2021.[2]

## 15-24

Georgia's age group with the highest rate of overdose emergency visits in September 2025. Gwinnett was among the five highest-rate counties.[3]

# Vaping is where it starts

**1.43M**
middle and high school students vape. 9 in 10 use flavors, and 4 in 10 vape on 20 or more days a month.[4]

**20,000+**
Georgia students were disciplined for vaping in 2023-24, up from about 6,100 four years earlier.[5]

**10×**
rise in teen emergency visits for cannabis hyperemesis syndrome from 2016 to 2023, even in states without legal recreational cannabis.[6]

# Why lectures don't work

Schools have taught drug prevention by lecture and by fear for forty years. The research is clear about what that does.

**Zero**
D.A.R.E.'s measured effect on youth drug use across studies was essentially none.[7]

**Worse**
Fear-based "Scared Straight" programs increased delinquency compared with doing nothing.[8]

**Interactive**
Programs where students practice skills and talk with each other consistently beat lectures.[9]

**So Breathe Clear doesn't lecture and doesn't scare.** Students run the emergency themselves, the way an ER team does, and leave knowing what to do.



# The live simulation

Nurse Charles brings a live patient monitor, training manikins, an AED trainer and naloxone trainers to your school. A student collapses after taking a counterfeit pill. Every decision the students make moves the monitor, the same way a real body would.




## A 90-minute session

- **0:00** Why this matters: what a real code looks like, from an ER nurse.
- **0:10** Roles assigned; teams form around the patient and the monitor.
- **0:20** The code: recognize the overdose, call 911, give naloxone, breathe for the patient, start CPR and use the AED.
- **0:55** Guided debrief: pressure, stress and where to get help.
- **1:15** Questions with an ER nurse; how to keep practicing.

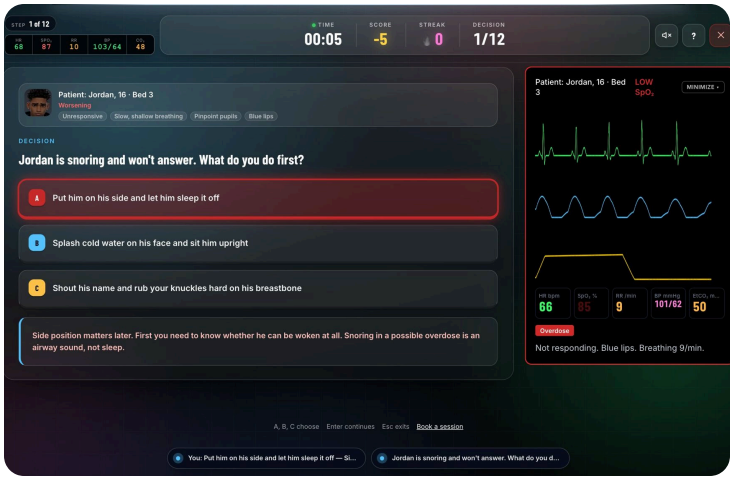
## Every student has a job

Team leader · Airway · Compressions · Medications · Recorder · Monitor · 911 caller · Family · Bystander · Runner · Safety officer

About **80 percent hands-on**. Built on American Heart Association BLS and ACLS sequencing and Emergency Nurses Association TNCC standards. Students practice only what a bystander may do.

**Two sizes:** full events for up to 120 students, or small groups of up to 20 where every student takes a role.

# Then they keep practicing all year




The Breathe Clear platform runs in any browser, in **English and Spanish**, with no student logins and no student data collected.

**Run a Code:** five real-world scenarios with ten or more timed decisions each: a counterfeit pill, a pre-game stimulant stack, a party mix, a hookah lounge and a vape cart from a friend.

**Your body:** animated lessons on what vaping, THC and stimulants do to the lungs, brain, heart, mood, family and sports.

# Included free with every package

- **Classroom curriculum**
  Five high school and four middle school lessons built around the simulation.
- **Teacher guide**
  Preparing, running the simulation, safe messaging and handling disclosures.
- **Student workbook and worksheets**
  Myth or fact, overdose signs, the 911 script, refusal practice, a stress plan.
- **Georgia standards map**
  Health standards, annual drug and vaping education, high school CPR/AED.
- **Family materials**
  A family letter and parent guide in English and Spanish.
- **Video library**
  Short clips from Nurse Charles, matched to each lesson.
- **Before-and-after survey**
  An anonymous ten-question survey for every student.
- **Results report**
  What changed for your students, at the end of the year.

Results

# When people are trained, fewer people die

The research on overdose and emergency response points the same way: when ordinary people rehearse an emergency and have naloxone in their hands, outcomes change.

**46%**

lower opioid overdose death rates in communities that trained the most people and handed out naloxone.[10]

**29 → 80%**

of high school students confident they could give naloxone, before and after one 20-minute class.[11]

**21 → 45%**

bystander CPR in Denmark after CPR training in schools and national initiatives; cardiac arrest survival tripled.[12]

**37%**

drop in the overdose death rate for ages 15 to 24 from 2023 to 2024. The crisis can turn.[3]

### Every Breathe Clear school gets its own results

Students take a short anonymous survey before and after. Your report shows whether they can recognize an overdose, would call 911, know naloxone is safe, could refuse and keep their friends, know an adult to go to, and plan to avoid pills that didn't come from a pharmacist.

**Every Georgia public school is now required to keep naloxone on hand.[13] Breathe Clear makes sure the people around it know exactly what to do.**

# Pricing

Every option includes the Breathe Clear platform in English and Spanish and everything on page 5 at no extra cost.

| Option | What it includes | Price |
|---|---|---|
| **Live simulations** | | |
| Small-group simulation | Up to 20 students, about 60 minutes | **$1,000** |
| Additional small group | Same day, back to back | **$750** |
| Full live event | Up to 120 students, about 90 minutes | **$2,500** |
| All-day visit | Up to four sessions in one day | **$4,000** |
| **Platform licenses, per school year** | | |
| Classroom | One teacher's classes, up to 35 students | **$300** |
| Middle school | Every student and staff member | **$750** |
| High school | Every student and staff member | **$1,500** |
| **Staff and families** | | |
| Staff training | Half day for teachers, counselors and nurses | **$1,500** |
| Train-the-trainer | Full day for district health and PE leads | **$3,500** |
| Parent and family night | One evening, Spanish available | **$1,000** |
| Conference or leadership workshops | One workshop day | **$2,500** |

### School Package

**$5,000**

One high school for a year: platform license, one full live event, two small-group sessions and the results report.

### Founding District Pilot

**$10,000**

Two schools for a year: two School Packages, plus a half-day staff training free and a combined report for district leadership.

Districts of three or more schools: custom pricing. Travel included within 50 miles of Atlanta. Live event dates are limited each semester and booked in the order agreements are signed. Participation does not certify students in CPR.

# Meet the lead facilitator




## Charles T. Folsom Jr., RN

Emergency department nurse for 38+ years. MHSA, BSN, PMP, DNP candidate. Founder of Nurse Charles Media (@1NurseCharles) and CEO of IAMNURSE. Leads every live simulation.

## Bring Breathe Clear to your school

1. Choose your schools and a contact at each.
2. Pick a package and a few preferred dates.
3. We send the agreement and order form, and hold your dates.
4. Students take the survey, run the code and keep practicing all year.

**partnerships@nursecharlesmedia.com · breathe-clear.vercel.app/schools**

### Sources


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Breathe Clear is a Nurse Charles Media program, presented by IAMNURSE. Educational content, not medical advice. In an emergency, call 911.