

# CATCH<sup>®</sup>

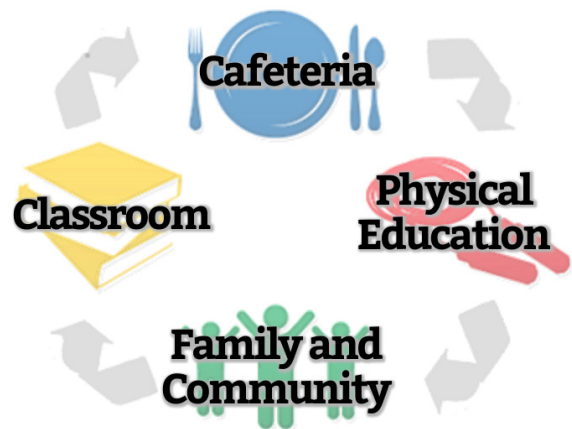
COORDINATED APPROACH TO CHILD HEALTH

“The most cost effective program proven to prevent childhood obesity”

Cawley J. The Economics of Childhood Obesity. *Health Affairs*. 2010

The CATCH Program transforms children’s health by improving their nutrition, level of physical activity, classroom environment, and community. CATCH resources allow schools and organizations to coordinate their health messages in an effective and sustainable way.

Supported by a team of education and public health professionals, CATCH is backed by 25 years of university research, and has over 10,000 site implementations. The creation of the 501(c)3 CATCH Global Foundation in 2014 expanded our global and charitable reach, linking underserved communities with the CATCH resources needed to create and sustain healthy change.



CATCH has evidence-based curriculum for the following settings:

- ▶ Early Childhood
- ▶ Elementary (K-5)
- ▶ Middle (6-8)
- ▶ After School (K-8)



“When searching for Coordinated School Health Programs, we selected CATCH because of its evidence base and focus on community environments and families – a true public health approach.”

-Ericka Johnson, Oklahoma State Department of Health

# LANGUAGE OF CATCH

## THE COORDINATED APPROACH

CATCH is designed and proven to coordinate healthy messages throughout the community. In school classrooms, cafeterias and physical education, and in after school and early childhood centers, CATCH integrates related messages on nutrition and exercise. This integration reinforces healthy behaviors for children Pre-K through Grade 8.



The key to school-based coordination is the CATCH Coordination Kit. Organized into simple six-week periods, the Coordination Kit provides administrators and teachers with a concrete plan, and tools to engage school and community constituents actively.



## MVPA

When your school or out-of-school program implements CATCH, you will hear the term “MVPA” a lot. MVPA stands for Moderate to Vigorous Physical Activity, and CATCH aims to incorporate at least 30 minutes of MVPA towards the 60 minutes of physical activity a child needs each day, as per the 2008 Physical Activity Guidelines for Americans.<sup>1</sup>



Teachers using CATCH PE will get “Activity Boxes” loaded with developmentally appropriate activities designed to keep kids active. CATCH takes traditional games, like kickball or basketball that include benching or waiting, and make them consistently active, so kids are more engaged in PE class.



1. More info at [health.gov/pageguidelines](http://health.gov/pageguidelines)

# GO SLOW WHOA

CATCH uses a stoplight model to categorize foods into three groups: GO, SLOW, and WHOA foods. The goal is to eat more GO foods than SLOW foods, and to eat WHOA foods only in very small amounts.



**GO** describes foods that are whole grain, unprocessed fruits and vegetables, lowest in fat, contain no added sugar, and can be eaten daily.

**SLOW** describes foods that are slightly processed and may have some added salt, fat or sugar.

**WHOA** describes foods that have the highest fat and sugar.

CATCH communities are able to adapt the GO-SLOW-WHOA model and work the concept into their daily language. This sort of customization is part of what makes CATCH successful in impacting a child's whole environment.



## THE SUNBEATABLES™ PROGRAM

THE UNIVERSITY OF TEXAS  
**MD Anderson  
Cancer Center**

Making Cancer History®



In 2015, The University of Texas MD Anderson Cancer Center made a multi-year commitment to support CATCH as part of its Moon Shots Program. Increasing healthy eating and physical activity are key strategies in its mission to eliminate cancer. As part of this partnership, CATCH now distributes MD Anderson's evidence-based program, *Ray and the Sunbeatables™: A Sun Safety Curriculum for Preschoolers*, to teach children about sun protection.

Curriculum activities promote sun protection whenever the child is outdoors using superhero characters, Ray and the Sunbeatables™. Children are encouraged to participate in activities to help Ray and his friends stay sun safe during all of their adventures. Throughout these adventures, children learn why and how to be sun safe in their daily lives, and how to find their own "Sunbeatable Superpowers."

# CATCH COMMUNITIES



## SCHOOL DISTRICT: LOS FRESNOS, TX

In partnership with Blue Cross and Blue Shield of Texas, Los Fresnos CISD in Texas's Rio Grande Valley implemented CATCH in 12 schools serving over 7,000 children.

**29%** increase in moderate-vigorous physical activity since CATCH implementation

School administrators have also used CATCH to impact their community via family fun events and have created lasting environmental change.

## HEAD START: HARRIS COUNTY, TX

Gulf Coast Community Health Services Association provides social services and community leadership to Harris County, TX (Greater Houston). GCCSA utilizes CATCH in 6 Head Start sites to serve 629 children.

**30%** decrease in overweight/obesity reported at sites using CATCH

**“This curriculum is so easy to follow and fun to do. The teachers, children and families love it!”**

**-Stacy Duriso, Head Start Nutrition Specialist**



## STATE HEALTH DEPT: OK

Oklahoma State Department of Health implemented CATCH as part of a larger effort to reduce childhood obesity. In 2011, results indicated that using CATCH in 74 sites contributed to:

- a significant decrease in student BMI
- increased fruit and vegetable consumption
- increased physical activity

**“We see significant behavior changes in Oklahoma children who participate in CATCH Kids Club.”**

**-Amanda James, Oklahoma Department of Health**



# CATCH COMMUNITIES

## HOSPITAL: MISSOULA, MT

St Patrick -Providence Hospital in Missoula, MT rallies a whole community behind CATCH. They publish their own CATCH Newsletter, and the hospital coordinates events for families.

Thanks to Providence's efforts:

**68%** of kids in rural communities around Missoula have access to CATCH

**31%** increase in third grade students' knowledge about how to eat healthily



## YMCA: NEW JERSEY

New Jersey YMCA State Alliance, with Blue Cross Blue Shield of New Jersey's Horizon Foundation, formed Healthy U, a coalition using CATCH programs to improve child health.

Today, the Healthy U Program Impacts:

- 21** counties in NJ
- >40,000** children ages 3-13
- 480** YMCA locations
- 50** public elementary schools

## SNAP ED: SONOMA COUNTY, CA

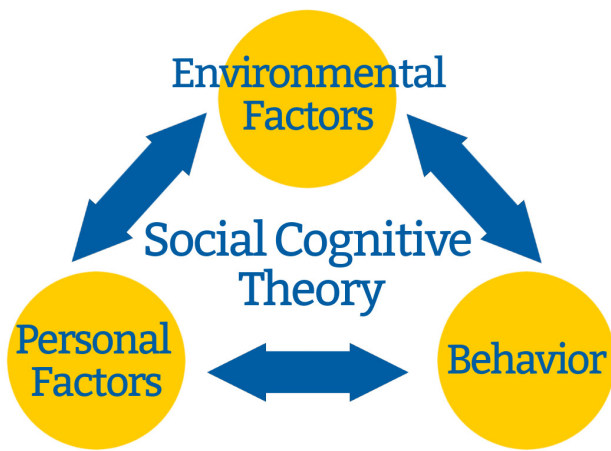
Using a grant from SNAP (Supplemental Nutrition Assistance Program), 3 schools and 20 early childhood education programs serving over 2,000 children in Sonoma County gained access to CATCH.

SNAP Education funds provided the county health department's Nutrition and Physical Activity Program a means to implement CATCH in 2014.



# THE METHOD BEHIND CATCH

The original CATCH study, begun in 1991, was the largest school-based health promotion study ever conducted in the United States. CATCH continues to be tested and improved by researchers with The University of Texas School of Public Health. CATCH is aligned with the Centers for Disease Control's Whole School, Whole Community, Whole Child Model.



CATCH is based on Social Cognitive Theory (SCT), which highlights the relationship between personal factors such as knowledge, personal responsibility, social and physical environments, and behavior. Because many behaviors related to chronic diseases are established in early childhood and adolescence, SCT-based programs for youth are valuable tools for improving future health as adults and reducing future medical costs.

## THE CDC'S WHOLE CHILD MODEL

CATCH curriculum design supports the Centers for Disease Control's "Whole School, Whole Community, Whole Child" (WSCC) model. The WSCC model, like the CATCH Program, recognizes the importance of different factors working together to improve the health of a child.

Public health and education serve the same children, often in the same settings. The WSCC focuses on the child to align the common goals of both sectors. The expanded model integrates the eight components of a coordinated school health (CSH) program with the tenets of a whole child approach to education.





# SCIENTIFIC EFFECTIVENESS

## CATCH PREVENTS ONSET OF OVERWEIGHT AND OBESITY

A study in El Paso, Texas found CATCH students had an 11% greater reduction in overweight and obesity, when compared to control groups.<sup>1</sup>

A Travis County, Texas study found that CATCH was responsible for a significant 9% reduction in overweight & obesity among 4th graders.<sup>2</sup>

1. Coleman et al. Arch Pediatr Adolesc Med., 2005

2. Hoelscher et al. Obesity, 2010



## CATCH BY THE NUMBERS

# 25

years of research and experience behind CATCH

## CATCH CREATES LASTING CHANGE IN HEALTH BEHAVIORS



The initial CATCH intervention trial found program effects for:

- reducing fat consumption
- increasing physical activity in children and adolescents<sup>3</sup>
- maintenance of change for three years post-intervention<sup>4</sup>

3. Luepker et al. J Am Med Assoc., 1996

4. Nader et al. Arch Pediatr Adolesc Med., 1999

## CATCH PA CORRELATES WITH ACADEMIC ACHIEVEMENT

A 2009 CATCH study demonstrated that 60 minutes of physical activity per day improved math & reading achievement among elementary school students.<sup>5</sup> How does CATCH suggest schools achieve 60 minutes of PA?

- Recess
- Physical Education
- Classroom movement

5. Nader et al. Arch Pediatr Adolesc Med., 1999



## THE MOST COST EFFECTIVE MEANS TO PREVENT CHILDHOOD OBESITY<sup>6</sup>

CATCH is a way of reducing healthcare costs over the course of a child's entire life. In the United States, \$190.2 billion dollars is spent per year on obesity-related illness. A 2007 study of CATCH'S impact on Quality Adjusted Life Years (years spent in good health) proved that CATCH is a very cost-effective means of improving not only lifetime duration, but quality of life.

6. Cawley. Health Affairs 2010

7. Brown et al. Int J Behav Nutr Phys Act., 2007

Per person savings on lifetime health care costs, attributable to CATCH intervention<sup>7</sup>:



# 32

states use CATCH in their YMCAs

# < \$9

Cost of CATCH per child per year

For a complete list of references, visit [CATCHinfo.org/research](http://CATCHinfo.org/research)

# CATCH TRAINING

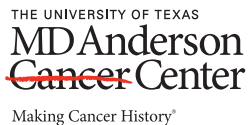
CATCH Programs have been successfully implemented in thousands of communities, schools and after school organizations all around the world. Whether your implementation is for a single site or multiple locations, our team of experts have years of experience to ensure a successful and sustainable program.

CATCH implementation and evaluation experts, trainers, researchers, product specialists, and grant writers can help you bring CATCH to your community. Let us know how we can help:

- Implementation and evaluation consultation
- Professional development and training for staff
- Connecting funders with local implementation partners
- Grant writing support



## PARTNERS



A Division of Health Care Service Corporation, a Mutual Legal Reserve Company  
an Independent Licensee of the Blue Cross and Blue Shield Association



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