



CATCH Curriculum and Equipment

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CATCH FOAM SOFTBALLS



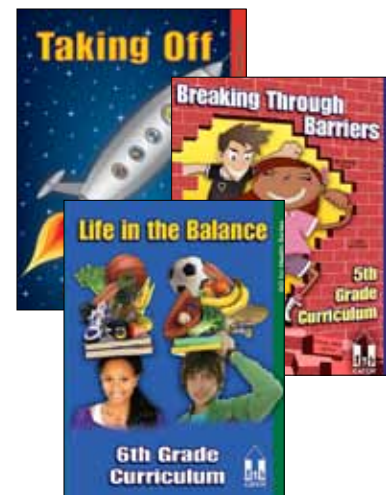
GO, SLOW, AND WHOA POSTERS



CATCH KIDS CLUB ACTIVITY BOX AND NUTRITION MANUAL



CATCH EARLY CHILDHOOD TEACHER'S MANUAL, ACTIVITY BOX, AND HAND PUPPETS



CATCH CURRICULUM



CATCH ELEMENTARY COORDINATION KIT

CATCH Training

Planning and supporting CATCH training for staff is an important first step in changing your school and community environment. CATCH trainings provide a framework for collaboration, knowledge and skills that are important for sustaining your program.

Training is designed to identify specific campus needs and facilitate practical solutions toward guiding school communities and after school settings in their efforts to help children be healthy.

Trainings are fun, multi-dimensional workshops that provide opportunities for demonstration, participation, and interaction. They blend a variety of techniques uniquely developed to assure implementation success.

New! CATCH Online Training Campus is now available with course subscriptions that allow individuals or groups to have password-protected access to CATCH program support for a full year, 24/7.

Call us today to discuss your specialized training needs!

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The Source You Trust.

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FlagHouse, Inc. supports the CATCH Program

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Celebrating 25 Years - From Research to Practice



"Based on the published literature, the most cost-effective way to prevent obesity in youth is the Coordinated Approach to Child Health (CATCH)."

— CAWLEY, J., THE ECONOMICS OF CHILD OBESITY, HEALTH AFFAIRS 29, NO. 3 (2010)



CATCH research began in the late 1980s, funded by the National Heart Lung and Blood Institute through a collaborative effort by University of California at San Diego, University of Minnesota, Tulane University and The University of Texas-School of Public Health. CATCH research was aimed at developing an elementary school-based program to reduce the risk factors related to cardiovascular disease. Referred to as the Child and Adolescent Trial for Cardiovascular Health, CATCH was the largest school-based health promotion study ever conducted in the United States.

The CATCH study and subsequent trial involved over 5,000 ethnically diverse third graders from 96 elementary schools in Minneapolis, San Diego, Austin and New Orleans. CATCH was a multi-component, multi-year coordinated school health promotion program designed to increase physical activity and impact nutrition knowledge, food choice behavior and tobacco prevention. CATCH also supported nutrition services by linking healthy messages from cafeteria to classroom with an included parent and family component.

CATCH research continues and is now known as Coordinated Approach To Child Health. The research has been translated into a well-renowned, successful program available to schools and community-based settings for early childhood through middle school ages.



CATCH Works!

CATCH succeeded in producing lasting changes in dietary and physical activity behaviors in elementary-age children. Students who participated in CATCH consumed less fat and participated in more physical activity outside of school. CATCH school cafeterias provided meals that were lower in fat and students were more physically active during physical education classes. What's more, a follow-up study three years later showed that without any continued CATCH intervention, the students who participated in the main trial maintained lower fat intakes and higher levels of physical activity compared to students who had not participated in CATCH. **Over 95 scientific and peer-reviewed publications have been created making CATCH the most studied childhood obesity prevention program, ever.**

In 1999, CATCH was renamed Coordinated Approach To Child Health to better reflect the shift from a research trial to a proven, sustainable program. What started as a research project has now become an award winning coordinated school health program that has been successfully implemented in thousands of schools worldwide.

"CATCH is recognized as a 'breakthrough' elementary school obesity prevention and child health program."

— U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES, 2006
INNOVATION IN PREVENTION AWARD PRESENTED TO UNIVERSITY OF TEXAS SCHOOL OF PUBLIC HEALTH



The CATCH Components

The Coordinated Approach To Child Health (CATCH) program is based on the Centers for Disease Control and Prevention's Coordinated School Health model in which eight components work interactively to educate young people and provide support for a healthy lifestyle. The eight components are health education, physical education, health services, nutrition services, counseling and psychological services, healthy school environment, health promotion for staff, and family/community involvement. The CATCH program provides in-depth materials for classroom teachers, Child Nutrition Services staff, physical educators, and families. All of the materials were designed to complement and integrate with one another, and when fully implemented, CATCH builds an alliance of staff working toward a common goal and value, improving children's health behaviors and improving the school health environment.

COORDINATING THE COMPONENTS

» **Classroom – Go For Health** is a cartoon and peer-based curriculum teaching healthy eating habits, daily physical activity, and tobacco avoidance—habits that prevent chronic disease for grades K-5.

» **NEW! – Life in the Balance** is a new CATCH classroom series for grades 6-8, covering topics such as energy balance, screen time, target heart rate, added sugars in foods, and hands-on breakfast activities.

» **Physical Education – CATCH PE** provides physical education lessons to teach lifelong movement skills which blend fun and fitness.

» **School Nutrition Services – Eat Smart** guides food service staff in their efforts to promote healthier foods and enhance the school wellness environment. Includes strategies to reinforce nutrition and physical activity messages, so that school cafeterias become part of the learning process for children throughout the day.

» **Family – Home Team** reinforces the healthy messages children learn in school with interactive and enjoyable Home Team activities. The school community is brought together through school-hosted events such as CATCH Family Fun Nights, Wellness Wednesdays, and CATCH Me Healthy promotions.

» **NEW! – CATCH Coordination Kits** – Provide all the instructions and resources needed to put CATCH into action at your elementary or middle school.

Why Kids Need CATCH

The percentage of overweight children in the United States has grown to a point where many experts are calling it an epidemic. **Overweight children are at risk for health problems during their youth and as adults.** Overweight children and adolescents are more likely to have risk factors associated with cardiovascular disease such as high blood pressure, high cholesterol, and Type 2 diabetes. Overweight children and adolescents are also more likely to be obese as adults with studies showing approximately 80% of children who were overweight at aged 10–15 years will be obese adults when they reached the age of 25. While there are many factors that have attributed to these alarming trends, we are now faced with the prospect of whole generations being unhealthy which will have dire consequences to our health care system.

We can help prevent obesity with programs like CATCH. Through physical activity, proper nutrition and teaching our children how to be healthy, we can reverse these trends, but only through a long-term and coordinated approach that involves changing the environment in which our kids live. Schools and after-school settings play a critical role in creating these environments to help students adopt a healthy lifestyle. Not only are schools and after-school programs ideal for teaching children how to make healthy choices, they are in many ways the front line in the fight against childhood obesity.



From the researchers who developed CATCH comes CATCH Kids Club (CKC), which was designed with after-school settings in mind. CKC is a physical activity and nutrition education program designed for school-aged children (grades K-8) in an after-school, summer or recreational setting. CKC is composed of nutrition education materials (including snack activities) and a physical activity component. The CKC program offers an easy-to-use format that both children and staff enjoy.



CATCH Early Childhood (CEC) is designed to nurture a love of physical activity and provide introduction to nutrition and classroom based garden learning activities in children ages 3-5. CEC provides an environment and holistic approach where physical activity, health and nutrition education, gardening and healthy eating habits are valued and modeled. A wide range of more than 500 activity cards encourage participation by all. The CEC program provide staff with flexible lesson plans, music, adapted learning components, colorful accessories, Spanish/English Parent Tip Sheets, and translations of key words from lessons in Spanish and French.