



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



Celebrating 25 Years of CATCH

Congratulations from the Michael & Susan Dell Center

As a Principal Investigator for the Coordinated Approach to Child Health (CATCH), I am extremely proud of the continued success we have seen in the program over the past twenty-five years. Grounded in evidence-based practices and through years of ongoing research, CATCH has become the gold standard for coordinated school health programs in elementary and middle schools.

***Deanna M. Hoelscher, PhD, RD
Michael & Susan Dell Center, Director***

I began my work with CATCH during the program's first National Institutes of Health trial in 1987, when I was still in graduate school. After twenty-five years, more than two-dozen NIH, CDC and Foundation research grants, and more than 9,000 CATCH communities, I'm honored to be a part of this program. CATCH has evolved and prospered through continuous research and development, focusing on measurable and sustainable efforts to improve child health. At the Michael & Susan Dell Center for Healthy Living, we continue to improve the CATCH program. We hope you'll find CATCH an effective health program for your community.

***Steven H. Kelder, PhD
Michael & Susan Dell Center, Co-Director***

The Centers for Disease Control and Prevention recognized Dr. Hoelscher's and Kelder's CATCH work with the Pioneering Innovation Award for System Change in 2012.



The Problem of Childhood Obesity

According to the 2012 Institute of Medicine Report *Accelerating Progress in Obesity Prevention*, **nearly one in three children in America are overweight or obese.**



The Solution is CATCH

CATCH has turned the tide against childhood obesity by transforming schools and after-school centers into health-promoting environments. Its core elements include physical activity programming, nutrition and other health-related education, and healthier food choices, for preschool – middle school aged children. **Backed by over 25 years of hard evidence, CATCH is proven to work, is sustainable, and gives an enormous return on investment.**

Together we can solve one of our country's greatest challenges. In the pages that follow, we are pleased to share with you inspiring stories of CATCH successes from around the country, delighting the children while improving their health, and the health of their communities at large. We look forward to partnering with you to help transform your community into the next CATCH success.

CATCH - 25 Years of Success

In 1987, CATCH (then known as the Child and Adolescent Trial for Cardiovascular Health) began as a university research study to support cardiovascular health in elementary school students. Today, CATCH is considered the largest evidence-based child health promotion program in the world.

Across the 25 years of study and implementation, we have continuously upgraded content of the program—taking into account new dietary guidelines, new physical activity recommendations for children, and the new realities of the changing and diverse school and community environments. The CATCH Team continues to conduct cutting-edge research to better understand and influence behaviors and environmental conditions that affect child, family, and community health. We remain committed to building our original intervention program goals of helping children live, work and play in a healthy environment.

Since 1997, the CATCH Texas Team has generated over \$15 million dollars of public and private funding for dissemination of CATCH throughout the state, where nearly 50% of all elementary schools, and 46% of all middle schools, have adopted the program.



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"CATCH was a pioneering effort, far ahead of its time, in being one of the first to recognize the importance of interacting school and community systems in helping to change individual health behaviors."

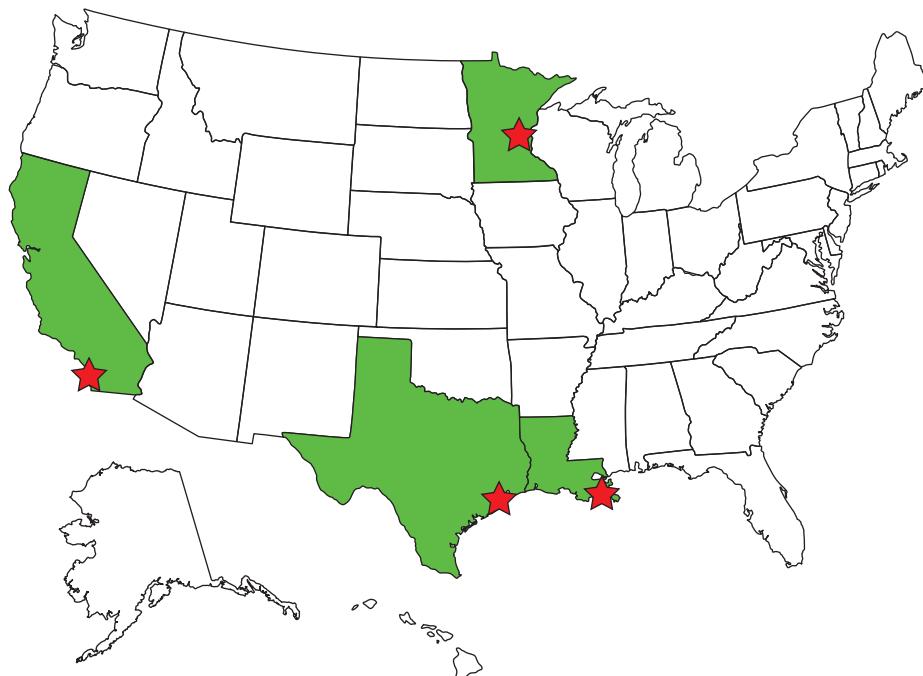
Phil Nader, MD
Emeritus Professor of Pediatrics
University of California, San Diego
Original CATCH Investigator

Over 25 Years, CATCH Has **Grown**

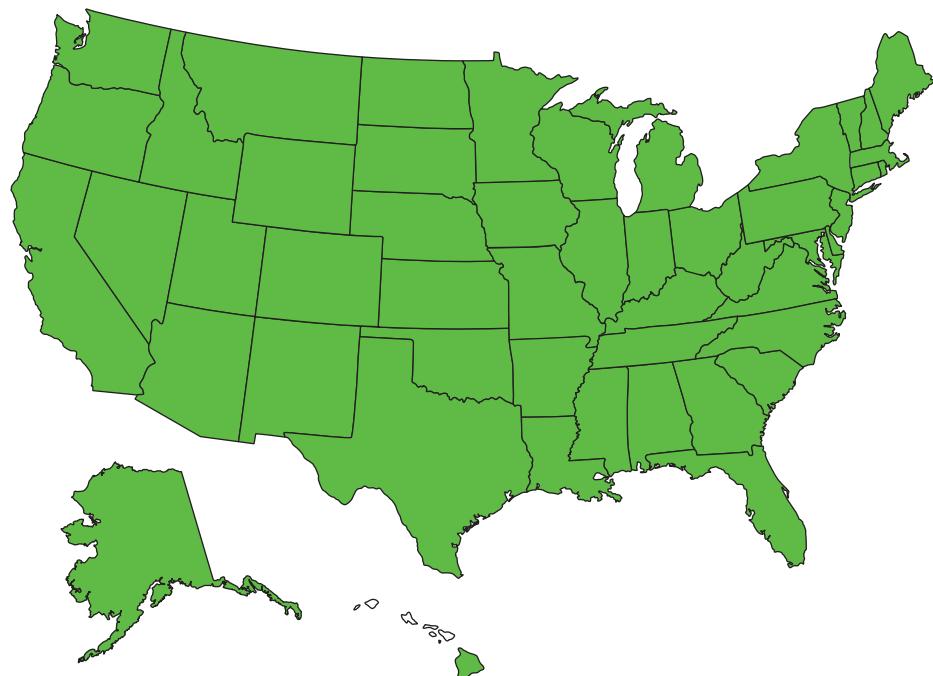
Today, CATCH school, after school and early childhood implementations can be found in 50 states, Canada and US Department of Defense Schools around the World.

CATCH was implemented as a clinical trial from 1991 to 1994 and evaluated in four regional sites by researchers at Tulane University–New Orleans, the University of California–San Diego, the University of Minnesota–Minneapolis, and the University of Texas–Houston. CATCH succeeded in producing positive and lasting changes in children’s behaviors; decreasing fat consumption and increasing physical activity among children and adolescents.

CATCH – 1991

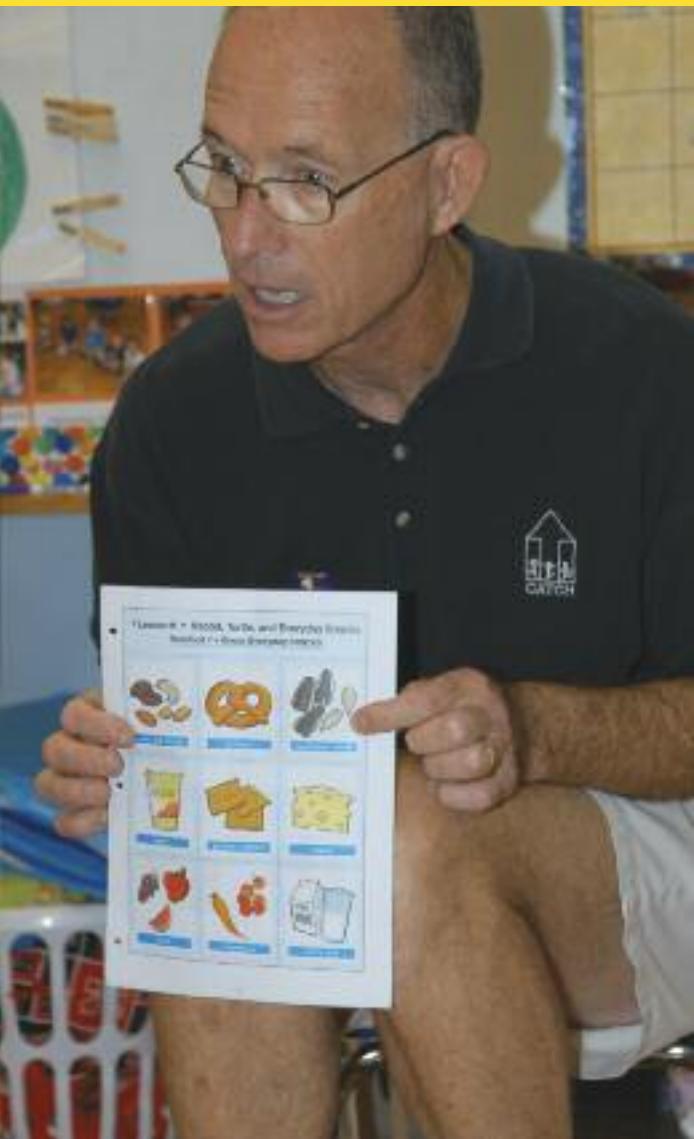


CATCH – 2012



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CATCH is a curriculum designed to promote physical activity and healthy food choices for students in Pre K-Grade 8. 25 years of research shows that CATCH program results are measurable and sustainable, with the effectiveness of CATCH reported in over 90 peer-reviewed publications.



What are some significant CATCH Study Results?

- CATCH produces lasting changes in dietary and physical activity behaviors (*Luepker, 1996*) with behaviors sustaining three years after CATCH school lessons have ended (*Nader, 1999*).
- CATCH has a significant effect on preventing the onset of overweight and obesity among children (*Coleman, 2005; Hoelscher, 2009*) and led to significant reductions of overweight and obesity (*Hoelscher, 2009*).
- Studies demonstrate a connection between CATCH and academic achievement (*Murray, 2009*).
- CATCH has been cited as “the most cost-effective school based program to prevent child obesity” (*Cawley, 2010*).

CATCH Program Components Successfully Working Together

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CATCH coordinates healthy messages throughout the community, and it was designed and proven to work this way. In the school, through classroom, cafeteria, and physical education; in after-school and early childhood centers; community partners and health agencies, all integrate CATCH related messages, and reinforce healthy behaviors for children Pre-K through Grade 8.



CATCH Making a Difference

CATCH Supports State Health and Education Goals

S

South Carolina Department of Education

In 2010, Greenville County Schools discovered through **BMI data collection** that **41.2% of its 70,000 students were overweight or obese**. In conjunction with South Carolina Healthy Schools, a collaborative effort between the



South Carolina Department of Education and the South Carolina Department of Health and Control, they decided to bring CATCH programming to the District. South Carolina Healthy Schools provided CATCH training, materials, and technical assistance, and helped develop the district's own CATCH Training Cadre. Through 2012, 152 schools around the state have received CATCH programming support from the SC Healthy Schools team.

“CATCH has made an undeniable mark improving the health of students in our district. I have been so impressed when schools finally ‘get’ the benefit of a coordinated health message.”

Penny Bostain, Comprehensive Health & Physical Education Consultant with Greenville County Schools

O

Oklahoma Department of Health

As part of a 3 year project to reduce childhood obesity, the Oklahoma Department of Health implemented CATCH to support *Strong and Healthy Oklahoma*. As the project grew to 74 sites in 2011, **results indicated that CATCH contributed to a significant decrease in student BMI, increased fruit and vegetable consumption, and increased physical activity** within the after school programs. CATCH was expanded to an in-school pilot in 2012 in cooperation with the Oklahoma Department of Education.



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

Kathy Payne, Oklahoma Department of Health

I

Illinois Department of Public Health

In 2004, IDPH began a new initiative designed to help promote healthy eating and physical activity in elementary schools.

- CATCH started in six schools, expanded to 40, and in 2012 grew to over 200 schools throughout the state.
- IDPH has systematically trained and created a CATCH infrastructure throughout Illinois so the program can be sustained long after outside funding has ended.



F

Florida Department of Education

Funded by the Centers for Disease Control and Prevention, *Communities Putting Prevention to Work Cooperative Agreement* (CPPW), CATCH was selected to work with 300 Middle Schools during the 2011-12 school years in Florida. The goal of the project was to implement sustainable evidence-based, comprehensive, physical activity programs in Florida middle schools.



N

New Mexico State Department of Health Diabetes Prevention and Control Program



In coordination with New Mexico State University Cooperative Extension Service and New Mexico Public Education Department, the DOH uses CATCH as a diabetes prevention program for K-5 students. Funded largely by tobacco settlement funds, each CATCH school is encouraged to include all components of the intervention. **Through 2012, a total of 139 elementary schools and after-school programs were funded to provide CATCH.**



S

Southern Nevada Health District (SNHD)

In 2010, SNHD received a *Communities Putting Prevention to Work* (CPPW) grant to address obesity in Southern Nevada. By working with community partners to facilitate policy, systems and environmental changes, one of project objectives was to work with local agencies to develop and implement physical activity and nutrition policies for their after-school programs. **Today, over 7,000 children are exposed daily to CATCH Kids Club physical activity and nutrition lessons in the cities of Las Vegas, North Las Vegas and Henderson.**

- All site policies reference CATCH Kids Club as a curriculum that will continue to be integrated into their ongoing programs.

“We are motivated by the chance to have a lasting and positive impact on the health of the Las Vegas Valley youth and families.”

**Lalaine Collins
City of Las Vegas Parks and Recreation,
Safekey Program**



S

South Orange Maplewood School District

Implementing CATCH in New Jersey since 2007, the District's program has received national recognition from industry associations and news organizations. In 2009, the District was awarded a \$1.4M federal grant, with CATCH as a cornerstone of their program application.

"The philosophy behind CATCH helps us to embrace the importance of healthy, active children. Our environment reinforces the messages of health and physical activity from classroom to classroom, hallway to hallway and school to parents and eventually into the community."

Judy Lobianco, Supervisor for Health, Physical Education and Nursing Services
2013 Recipient, Channing Mann Award for Physical Education Administration
National Association for Sport and Physical Education

C

Campbell Healthy Communities Program

In 2011, Campbell announced a \$10-million investment over 10 years with the goal of reducing the 40% obesity rate of Camden, New Jersey's children by half. Working with local school and community organizations, Campbell Healthy Communities embraces CATCH as part of their campaign to promote food access, physical activity access, nutrition education, and building public will to address health issues.

A Campbell Healthy Communities' site staff member recently attended a Campbell sponsored CATCH training, and said, ..."Last fall, I was admitted to the hospital for high blood pressure as a result of my weight - I felt like giving up. I never thought about my health until the doctor told me that changing my eating habits would set the right example for my daughter...As a result of better health awareness and the CATCH program, I've lost over 100 pounds and am able to encourage my children to practice healthy habits. I'm trying to stay focused because I know that the children look up to me, and I would like to show them a positive example."



"There's still much to do, especially since Camden's 40 percent child obesity rate tops the national average of 32 percent. We can't solve the problem overnight, but we're giving Camden residents some better choices and knowledge about healthy decisions."

**Kim Fortunato, Director
Campbell Healthy Communities**



Now in its fifth year, with support from Harvard Pilgrim Health Care Foundation, **the New Hampshire CATCH Kids Club program has reached over 100 out-of-school sites across New Hampshire**. When the work first started, directors and staff at New Hampshire out-of-school programs were looking for ways to increase physical activity and healthy eating in the children they served. They have long recognized the important role they play in keeping kids healthy by providing them with environments to support healthy choices...environments where being active is what you do and healthy food is the norm.

During a 2012 visit to the Penacook Community Center, the First Lady was struck by the high-energy parallels between the CATCH Kids Club curriculum and her own "Let's Move" campaign. In fact, she was so inspired by the pre-schoolers during her visit to the PCC that she joined them in an impromptu bunny hop, much to the delight of the national media horde that was on hand to chronicle her visit.



“Because her visit lasted just over an hour, what the national media didn’t see was the day-to-day emphasis on CATCH that involves every single child in the pre-school, before-school, kindergarten, after-school and summer camp programs at the Penacook center. It may sound incongruous, but the emphasis on healthy living is infectious”.

Beth Gustafson Wheeler
Director of Community Health,
Foundation for Healthy Communities

CATCH Partners

Promoting Healthy Habits

H

Horizon Blue Cross Blue Shield of New Jersey

The Horizon Foundation for New Jersey has partnered with the New Jersey State Alliance of YMCAs creating **Healthy U**, a statewide initiative to reduce obesity in New Jersey's youth.

- Featuring **CATCH Kids Club** as an integral part of their after-school obesity prevention program, the **Healthy U Alliance is the largest CATCH after-school endeavor in the United States.**
- Since the program's inception in 2008, the Foundation has provided **CATCH resources and training to 420 YMCA sites throughout New Jersey**, and has committed additional support through 2015 to **expand Healthy U programming to 80 early childhood sites and 50 public schools, impacting 40,000 students statewide.**

"The Healthy U program has equipped thousands of New Jersey children and their families with nutritional education and increased physical activity to help them lead a healthy life. "

Robert A. Marino
Chairman and CEO of Horizon BCBSNJ



The Horizon Foundation for New Jersey

D

Discover: CATCH Early Childhood

The Jewish Community Center Association (JCCA), in collaboration with The University of Texas School of Public Health has created **Discover: CATCH Early Childhood** to help address childhood obesity in their communities.



- Based on a foundation of Jewish values, the program nurtures a love of physical activity in children ages 3-5, and encourages them to develop life-long healthy eating habits.
- The children also learn to differentiate between “go” foods (healthy) and “whoa” foods (less healthy).
- The program engages teachers, children and families to work together to build healthy habits from school to the home by thinking more carefully about food and nutrition.



O

OASIS CATCH Healthy Habits

CATCH Healthy Habits is a unique intergenerational physical activity and nutrition program that benefits two generations: kids and adults age 50-plus. The OASIS CATCH Healthy Habits brings children and adult volunteers together to learn healthy eating and physical activity habits in after-school and summer school programs. A grant from the WellPoint Foundation has enabled the OASIS Institute to expand CATCH Healthy Habits to 18 cities in 14 states through 2012.



CATCH and the Jared Foundation Partner for Healthier Children, Happier Lives

The Jared Foundation is proud to endorse CATCH as its official Child Wellness Program. Founded in 2004 by SUBWAY® spokesman Jared Fogle, the Jared Foundation and CATCH will combine forces in the mission to eliminate childhood obesity.

Working with corporate and organizational partners like MGM Resorts International, Walmart, and the Jewish Community Centers of America (JCCA), The Jared Foundation is supporting CATCH implementations in communities nationwide.

Executive Director Russell Taylor noted, “CATCH is a great fit for the Jared Foundation. With our combined missions and resources, we feel we can really make a difference in helping kids lead healthier, happier lives.”



“I wish there was a program like CATCH when I was in school. I know I would have become a healthier adult.”

Jared Fogle
The Jared Foundation



WHY Invest in CATCH?

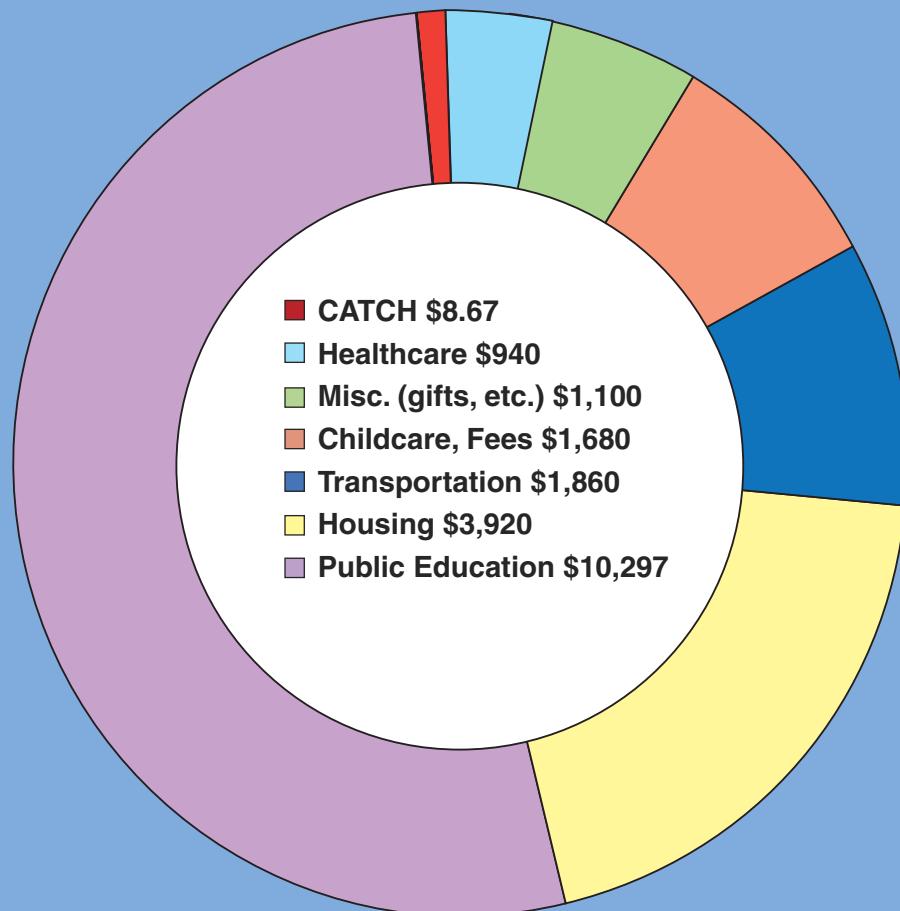
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Many programs support children's physical activity and nutrition. But CATCH is proven to *prevent and reduce child obesity*, and has been cited as the most cost effective school based program to do so.

"We spend billions on health care, but very little to instruct American children to become healthy. To become a personally responsible adult, children need parents and teachers to instruct them about health. An annual investment of \$8.67 per child, less than many meals eaten out, is an investment in America's future."

Steven H. Kelder, PhD
Co-Director, Michael & Susan Dell Center

Average Annual Expenses Per Child



U.S. Department of Education, National Center for Education Statistics 2011–Average household costs per child age 6-8. Annual CATCH expense based on a 3-5 year implementation average for a K-8 school.

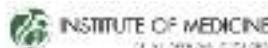
CATCH Recognition

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The CATCH program has received state, national, and international recognition for being one of the most comprehensive and ambitious approaches to targeting physical education, food services, classroom curriculum, and families through a coordinated school health program.



2012 University of Texas School of Public Health receives CDC's *Pioneering Innovation Award* for CATCH, given in recognition of efforts to prevent and control obesity.



2012 CATCH Featured in the *Institute of Medicine (IOM) Report Accelerating Progress in Obesity Prevention*.



2010 CATCH featured in Robert Wood Johnson Foundation/Trust for America's Health Report, *F as in Fat: How Obesity Threatens America's Future*, as a successful, evidence-based obesity prevention strategy.



2010 CATCH featured in *White House Task Force on Childhood Obesity, Report to the President*.

C

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**

Use your Smartphone to scan this QR code or visit www.catchusa.org to learn more about CATCH



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Working Together to Bring CATCH to Every Community