



## Healthy Habits Are Easy To **CATCH!** (Coordinated Approach To Child Health)



“CATCH was the largest elementary school health study conducted in the United States. It has repeatedly demonstrated that healthy eating and physical activity can be positively changed. Our goal is to implement this effective program in every elementary school in the United States, and turn the rising tide of child obesity.”

*Dr. Steven Kelder, The University of Texas School of Public Health*

---

### THE PROBLEM:

- Statistics show more than 18% of elementary school children are overweight.
- Since the 1980's, overweight has more than tripled among youth ages 6-11 and adolescents ages 12-19.
- Being overweight or obese increases the risk of many diseases: hypertension, dyslipidemia (high total cholesterol or triglycerides), Type 2 diabetes, coronary heart disease, stroke, gallbladder disease, osteoarthritis, sleep apnea, and certain cancers (breast, colon, endometrial).
- Type 2 diabetes in young children is becoming more prevalent; overweight is highly related to Type 2 diabetes.
- Only 29% of children in the U.S. attend PE classes daily, down from 42% in 1991.
- Youth spend an average of almost 6 hours a day with media: TV, computer, video games.

---

### THE SOLUTION: CATCH

- CATCH is a coordinated school health program and was funded by grants from the National Heart, Lung, and Blood Institute; National Institutes of Health.
- CATCH was designed to help elementary schools, children and their families adopt healthy eating and physical activity behaviors.
- CATCH was developed by leading child health experts at the UT School of Public Health, University of Minnesota, Tulane University, and University of CA-San Diego.

- CATCH has 4 components: (1) classroom curriculum, (2) physical education curriculum, (3) child nutrition services program, and (4) family involvement (Home Team).
- Major outcomes of CATCH were reported in the *Journal of the American Medical Association* and the *Archives of Pediatric and Adolescent Medicine*<sup>1</sup>. In addition, the effectiveness of CATCH has been reported in over 80 other peer-reviewed publications.
- A recent CATCH replication study in El Paso demonstrated the program slowed the epidemic of overweight children<sup>2</sup>. These outcomes were used in a cost analysis that determined CATCH is a cost-effective and net beneficial program.



### Description of CATCH Program Components

Component	Title	Grade	Description
<i>Classroom Curricula</i>	Jump into Health	K	10 sessions, intro to nutrition (nutr) & physical activity (PA)
	Everyday Foods for Health	1 <sup>st</sup>	10 sessions, intro to nutr & PA
	Celebrate Health	2 <sup>nd</sup>	12 sessions, intro to nutr & PA
	Hearty Heart	3 <sup>rd</sup>	14 sessions, nutrition & PA
	Go For Health 4	4 <sup>th</sup>	12 sessions, nutrition & PA
	P.A.S.T. Diabetes	4 <sup>th</sup>	4 sessions, diabetes information & prevention
	Go For Health 5	5 <sup>th</sup>	12 sessions, nutrition & PA
	FACTS	5 <sup>th</sup>	4 sessions, tobacco prevention
<i>Physical Education</i>	CATCH Middle School	6 <sup>th</sup>	8 sessions, nutrition, PA & TV
	CATCH PE	K - 8 <sup>th</sup>	Developmentally appropriate physical activities
<i>School Environment</i>	Eat Smart	K - 8 <sup>th</sup>	School food service program
<i>Family</i>	Home Team	3 <sup>rd</sup> - 5 <sup>th</sup>	Reinforcement of classroom
	Family Fun Events	K - 8 <sup>th</sup>	Events focusing on nutrition & PA involving the family & community.
	Parent Newsletters	6 <sup>th</sup> -8 <sup>th</sup>	Information on nutrition & PA
<i>After-School Care</i>	CATCH Kids Club	K - 5 <sup>th</sup>	After school/recreation program, nutrition & PA

### CATCH IMPLEMENTATION:

- Wide-scale implementation of CATCH started in Texas. CATCH is a part of the statewide plans for the Texas Council on Cardiovascular Disease and Stroke, Texas Obesity Task Force, and Texas Diabetes Council.
- To date, CATCH has been adopted by more than 2,500 elementary schools in Texas, which potentially impacts over 800,000 school children, 50% of Texas elementary schools.
- To date, CATCH has been adopted by more than 7,000 schools in the United States. CATCH initiatives are under way in 22 states in the U.S., Washington, D.C., and Canada.

<sup>1</sup> Luepker et al, *JAMA*, 1996

<sup>2</sup> Coleman et al, *Arch Pediatr Adolesc Med*, 2005

- CATCH is also proud to be part of the YMCA *Activate America* initiative, National *Save the Children* Alliance, and the National Heart, Lung, and Blood Institute's National *We Can* initiative.
- The Department of Defense Dependent School System (320 schools) adopted CATCH PE and CATCH Staff has provided trainings in the European, North American and Pacific regions.

### Letter From A Parent

Dear CATCH Coordinator,

I want to let you know what I think of the CATCH Program. When our son Will was first enrolled in the program, he was a chubby guy who regularly overate. Today, his eating habits are the best of our whole family. Now Will is slender and very active. At the age of 13, he plays football, baseball and basketball and works out with weights twice a week. Thanks for your part in this healthy metamorphosis. - Will's Mother -

Taken from: *Prevention Research Centers: Investing in the Nation's Health, AT-A-Glance1999*. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion.

### CATCH Awards

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.

- **2006**, United States Department of Health and Human Services awards CATCH the 2006 Secretary's Innovation in Prevention Award. Secretary of Health, Michael Leavitt chose CATCH as one of nine programs in the United States as a program that has taken research and translated it into a proven program in communities
- **2006**, The President's Council on Physical Fitness and Sport incorporates CATCH into the 2006 President's Challenge Active Lifestyle Award as a fun and valuable activity in the CATCH family component
- **2007**, Centers for Disease Control and Prevention (CDC) and the School of Public Health at the University of North Carolina at Chapel Hill selected CATCH as one of the 2007 Public Health Grand Rounds events

### CATCH Recognition

- **2009**, The HSC Foundation identifies CATCH as one of ten successful models for combating childhood obesity
- **2009**, CATCH Kids Club is one of the four recommended programs for parents and youth designated by *We Can!*™ national education program, launched by the NIH in 2005. CATCH Kids Club includes community involvement as a key component of the program.
- **2009**, The Alliance for a Healthier Generation has approved *CATCH Go for Health* for the classroom, *CATCH PE* physical education program and the *CATCH Kids Club*

after-school program to be included in the resource database used by schools enrolled in their "Healthy Schools Program."

- **2008**, The Michael & Susan Dell Center for Advancement of Healthy Living receives \$3.1 million grant from the Michael & Susan Dell Foundation to disseminate CATCH in Central Texas middle schools.
- **2007**, CATCH was selected as a best practice intervention by the Canadian Best Practices Portal for Health Promotion and Chronic Disease Prevention
- **2007**, The Institute of Medicine Childhood Obesity Report highlights CATCH
- **2007**, Steps to a Healthier Houston, Harris County Consortium (STEPS) CATCH Project - Harris County Public Health and Environmental Services was selected as a Promising Practice by the National Association of County and City Health Officials' (NACCHO) Model Practice initiative
- **2007**, Steps to a Healthier Houston, Harris County Consortium (STEPS) CATCH Project - Harris County Public Health and Environmental Services was included in the Best Practices in Texas 2007 Nutrition & Physical Activity Recognition Program
- **2006**, The Michael & Susan Dell Center for Advancement of Healthy Living receives a \$2.4 million grant from the Michael & Susan Dell Foundation to disseminate CATCH in Travis County elementary schools
- **2006**, The National Governor's Association features CATCH as a school-based solution to creating healthier school environments
- **2006**, Three CDC Special Interest Projects awarded to Texas CATCH Investigators to further develop the program
- **2005**, NHLBI public health initiative features CATCH Kids Club Physical Activity and CATCH Nutrition Education in a community recreation pilot program
- **2005**, CATCH recognized by National Institute of Medicine as evidence based program
- **2005**, CATCH PE and Classroom Lessons included in School Walk for Diabetes Kit
- **2005**, Houston Endowment Inc. awards Harris County Department of Education \$2.4 million to implement CATCH in all (400+) Harris County elementary schools
- **2005**, CATCH recognized by the American Council for Fitness and Nutrition (ACFN) as an outstanding program that is making inroads in combating obesity
- **2004**, CDC Community Guide to Preventive Services recognizes CATCH as an "effective PE program."
- **2004**, CATCH awarded a "Recognition for Translation of Research to Public Health Practice" award by CDC
- **2004**, National Cancer Institute lists CATCH as an "Evidence-based program that works."
- **2003**, DHHS Secretary, Tommy G. Thompson, promotes CATCH during a Town Hall Meeting in Austin, TX
- **2003**, CATCH cited by Robert Wood Johnson Foundation report as a Program that Works, "Healthy Schools for Healthy Kids"
- **2002**, CATCH included on Healthy Schools Summit as "a successful program that supports children's fitness and nutrition
- **2002**, Centers for Disease Control (CDC) and US Department of Health and Human Services (USDHHS) announces CATCH as an exemplary program for improving child health during their conference held in Washington, DC

- **2002**, CATCH was the first program approved by the Texas Education Agency as a coordinated school health program that schools may use to satisfy the requirements of SB19 (now 1357)
  - **2000**, Texas Department of Health, Office of Minority and Cultural Competency certifies CATCH as “culturally appropriate and a comprehensive strategy to prevent Type 2 diabetes and childhood obesity.”
  - **1999**, Texas State Board of Education unanimously approves CATCH as a diabetes education program
  - **1998**, CATCH cited as “Best Practices” by the Canadian Health Behavior Research Group in the International Scan for Best Practices in Heart Health.
  - **1998**, Paso del Norte Health Foundation selects CATCH to implement in the El Paso area elementary schools. Continuous annual funding since then (over \$5 million total) has resulted in near universal implementation.
  - CATCH is also proud to be part of the YMCA *Activate America* initiative, National *Save the Children* Alliance, and the National Heart, Lung, and Blood Institute’s National *We Can* initiative
  - CATCH initiatives are under way in 22 states in the U.S., Washington, D.C., and Canada.
  - The Department of Defense Dependent School System (320 schools) adopted CATCH PE and CATCH Staff has provided trainings in the European, North American and Pacific regions
  - Action for Healthy Kids includes CATCH on a list of “selected profiles of successful programs that support children’s fitness and nutrition in and around the school environment.”
-

## Acknowledgements:

### **CATCH Staff**

- Deanna Hoelscher, PhD, RD, LD, CNS
- Steve Kelder, MPH, PhD
- Cheryl Perry, PhD
- Guy Parcel, PhD
- Cristina Barroso, DrPH
- Shelton Brown, PhD
- Sandra Evans, PhD
- Nancy Murray, DrPH
- Shreela Sharma, PhD
- Andrew Springer, DrPH
- Roy Allen, MA
- Karen Burnell, MEd
- Sherman Chow, MPH, MA
- Isabel Clark, MA, RD
- Megan Conklin, MPH
- Peter Cribb, MEd
- Jim DeLine, MS
- Joanne Delk, MS
- Kelli Drenner, PhD
- Marty Evans, PhD
- Lupe Garcia, MA
- Alejandra Gonzalez
- Heather Hochberg-Garrett, MPH, RD
- Tiffni Menendez, MPH
- Chad Misner
- Carolyn Smith
- Kyna Thacker
- Joey Walker, MPH
- Jerri Ward, MA, RD, LD



### ■ **CATCH Funding**

- Flaghouse, Inc.
- Houston Endowment, Inc.
- Michael & Susan Dell Foundation
- NHLBI
- Paso del Norte Health Foundation
- Texas Department of State Health Services

## For Further Information Contact:

Deanna M. Hoelscher, PhD, RD, LD, CNS Principal  
Research Investigator  
Director, Michael & Susan Dell Center for Advancement  
of Healthy Living  
Professor, Health Promotion/Behavioral Sciences  
University of Texas School of Public Health  
Austin Regional Campus  
512-482-6168  
[Deanna.M.Hoelscher@uth.tmc.edu](mailto:Deanna.M.Hoelscher@uth.tmc.edu)

Steven Kelder, PhD, MPH  
Co-Principal Research Investigator  
Co-Director, Michael & Susan Dell Center for Advancement  
of Healthy Living  
Professor, Epidemiology  
University of Texas School of Public Health  
Austin Regional Campus  
512-482-6169  
[Steven.H.Kelder@uth.tmc.edu](mailto:Steven.H.Kelder@uth.tmc.edu)

Karen Burnell, MEd  
National CATCH Director  
University of Texas School of Public Health  
Austin Regional Campus  
512-346-6163  
[Karen.M.Burnell@uth.tmc.edu](mailto:Karen.M.Burnell@uth.tmc.edu)



<http://www.CATCHTexas.org>

<http://catchinfo.org/>