



## What is CATCH?

**CATCH** is an evidence-based coordinated school health program that teaches children to identify, practice and adopt healthy eating and physical activity behaviors. It results from the largest school-based health promotion study ever funded in the United States and included more than 5,100 students with diverse cultural and ethnic backgrounds. Three of the four states involved in the study have demographics similar to those of New Mexico. Continued research shows that CATCH produces lasting changes in dietary and physical activity behaviors.

"My kids were giving 'high fives' in the cafeteria when they identified fiber-containing food on the lunch line."

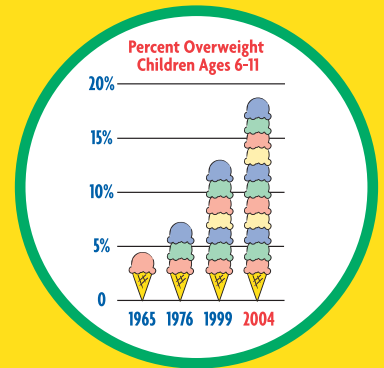
SCHOOL PRINCIPAL



## The Problem

- The prevalence of overweight in children ages 6 to 11 years has more than quadrupled in the past 40 years, increasing from 4% in 1965 to 18.8% in 2004.

Source: CDC/National Center for Health Statistics.



- Childhood obesity is associated with several other childhood problems – asthma, sleep apnea, type 2 diabetes, psychosocial issues, elevated blood pressure and abnormal blood lipids.

Dietz, W.H., *Pediatrics*, 1998, 518-525.

- The incidence of type 2 diabetes has doubled among children over the past decade.

Source: Institute of Medicine, The National Academies, Washington, DC, [www.iom.edu](http://www.iom.edu).

- Overweight adolescents often become overweight adults, with an increased risk for a wide variety of poor health outcomes, including diabetes, stroke, heart disease, arthritis and certain cancers.

Pi-Sunyer, F.X., *American Journal of Clinical Nutrition*, 1991, 15955-16035.

## CATCH NEW MEXICO

In New Mexico, funding from Tobacco Settlement Funds (Department of Health, Diabetes Prevention and Control Program) and for Childhood Obesity Prevention Programming (Public Education Department) provides:

- Physical activity equipment
- Teachers' manuals and student workbooks
- Classroom instructional tools
- Training for school staff (PE teachers, classroom teachers, school food service employees, school nurses and others)
- Funds for student and teacher incentives and family activities
- Administrative support

In FY 2006, through the funding described above, the CATCH program serves 54 schools across the state of New Mexico. The coordinated program impacts more than 16,600 students.

# How does CATCH work?

**CATCH** is composed of **4** components:

- 1 GO FOR HEALTH**, a classroom nutrition curriculum for Kindergarten through 5th grades
- 2 CATCH PE**, offering increased physical activity opportunities for K – 8th grades, and in after-school programs
- 3 EAT SMART**, encouraging healthy food choices in the school environment
- 4 HOME TEAM** letters and activities to inform and involve families



"The kids brought me a 'healthy snack', and when I asked why it was healthy, they were able to tell me what was good about it and that it wasn't too sweet or too high in fat."

SCHOOL PRINCIPAL

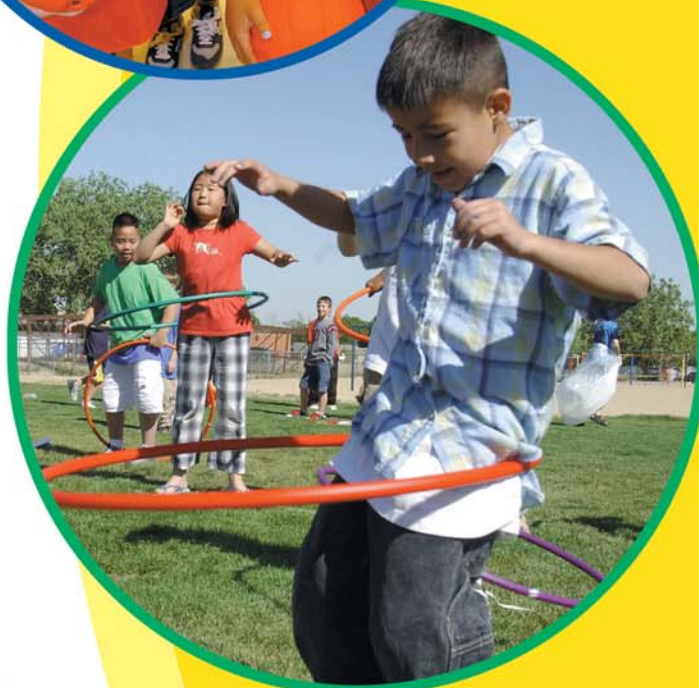
## CATCH Results

- Salt and fat have been reduced in school meals.
- Salt and fat intake by students in school has been reduced.
- Children have the confidence and knowledge to make the same good choices away from school.
- Physical activity has increased in school and away from school.

Luepker, et al., *Journal of the American Medical Association*, 1996, 768-776.

- Improvements in health behaviors persisted over time.
- Current research has shown that students in the El Paso Independent School District exposed to CATCH over several years are showing a downward trend in the prevalence of overweight. CATCH is being proven to reduce the increase in obesity.

Coleman, K. J., et al., *Archives of Pediatric & Adolescent Medicine*, 2005, 217-224.



## POSITIVE EFFECTS

"Studies have shown that schools offering intense physical activity programs have seen positive effects on academic performance in areas such as math, reading and classroom behavior – even when the added time takes away from the schools' academic instruction time."

Alicia Moag-Stahlberg, MS, RD, Executive Director, Action for Healthy Kids.

# CATCH is Fun!