About CATCH and the Healthy People 2020 Leading Health Indicators

**CATCH (Coordinated Approach To Child Health)** is a school-based health program designed to promote physical activity and healthy food choices. CATCH transforms a child’s environment, culture, and society by coordinating child health efforts across all aspects of the educational experience: classroom, food services, physical education, and family.

**Healthy People 2020** provides a comprehensive set of 10-year, national goals and objectives for improving the health of all Americans. Healthy People 2020 contains 42 topic areas with more than 1,200 objectives. A smaller set of Healthy People 2020 objectives, called **Leading Health Indicators**, has been selected to communicate high-priority health issues and actions that can be taken to address them. CATCH provides a comprehensive and coordinated framework to address many of these key Leading Health Indicators from Healthy People 2020.

CATCH can help increase the quantity and quality of kids’ daily physical activity

- CATCH promotes the formation of **school wellness teams** along with a review of existing opportunities for physical activity (PA). New opportunities for PA can include **classroom activity breaks** and “open gym” policies before and after school.

- Daily **high-quality physical education** (PE) is one approach for increasing PA during the school day. CATCH provides quality PE trainings that have been documented to increase the amount of time children engage in moderate-to-vigorous PA during PE class.

- CATCH helps to increase PA during **recess time** through provision of structured CATCH Kids Club activities and the Active Play-Active Learning project, which uses fun playground markings to encourage PA.

CATCH teaches kids and parents the importance of daily physical activity

- CATCH **classroom curriculum** includes lessons on how kids can reduce sedentary behaviors, like screen time, and engineer physical activity into their daily lives and routines.

- Regular **Family Fun Nights** provide opportunities to drive CATCH messages and lessons home to parents.

- CATCH uses **social marketing campaigns** to increase message retention as well as the appeal of engaging in healthy behaviors.

### RELEVANT LEADING HEALTH INDICATORS FOR PHYSICAL ACTIVITY ADRESSED BY CATCH

**PA-3**: Increase the proportion of adolescents who meet current Federal physical activity guidelines for aerobic physical activity and for muscle-strengthening activity.

**PA-4**: Increase the proportion of the Nation’s public and private schools that require daily physical education for all students.

**PA-5**: Increase the proportion of adolescents who participate in daily school physical education.

**PA-6**: Increase regularly scheduled elementary school recess in the United States.

**PA-7**: Increase the proportion of school districts that require or recommend elementary school recess for an appropriate period of time.

**PA-8**: Increase the proportion of children and adolescents who do not exceed recommended limits for screen time.
CATCH can help to transform the school environment to support healthier food choices

- The CATCH *Eat Smart school nutrition program* includes guidelines and tips for modifying school meals and can be implemented in school cafeterias as well as central food service operations. The primary goal of *Eat Smart* is to provide children with tasty healthy school meals while maintaining required levels of essential nutrients and student participation.

- The *GO, SLOW, and WHOA* food categorization is a simple method developed by the CATCH research team and tested as a tool to help children and their families choose healthier food options everyday. The goal is to eat more GO foods than SLOW foods and more SLOW foods than WHOA foods.

- CATCH promotes the formation of *school wellness teams* along with a review of existing nutrition policies. Opportunities for improving the school food environment can include healthy vending machine nutrition standards and operating hours, alternatives to junk food or candy fund-raisers, and nutrition guidelines for foods provided at school events.

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**RELEVANT LEADING HEALTH INDICATORS FOR NUTRITION & WEIGHT STATUS ADRESSED BY CATCH**

**NWS-2**: Increase the proportion of schools that offer nutritious foods and beverages outside of school meals.

**NWS-10**: Reduce the proportion of children and adolescents who are considered obese.

**NWS-11**: Prevent inappropriate weight gain in youth and adults.

**NWS-14**: Increase the contribution of fruits to the diets of the population aged 2 years and older.

**NWS-15**: Increase the variety and contribution of vegetables to the diets of the population aged 2 years and older.

**NWS-16**: Increase the contribution of whole grains to the diets of the population aged 2 years and older.

**NWS-17**: Reduce consumption of calories from solid fats and added sugars in the population aged 2 years and older.

**NWS-18**: Reduce consumption of saturated fat in the population aged 2 years and older.

**NWS-19**: Reduce consumption of sodium in the population aged 2 years and older.

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CATCH teaches kids and parents the importance of eating healthfully every day

- CATCH *classroom curriculum* includes lessons on identifying GO, SLOW, and WHOA foods as well as the benefits of making healthy food and beverage choices and consequences of an unhealthy diet.

- Regular *Family Fun Nights* provide opportunities to drive CATCH messages and lessons home to parents.

- CATCH utilizes *social marketing campaigns* to promote water consumption and GO, SLOW, WHOA messaging to increase exposure to and understanding of nutrition lessons as well as the appeal of healthy food and beverage choices.

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**Contact Us**

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