



Implementing CATCH Kids Club in Southern Nevada: CATCHified Collaboration in Action

Today's Moderator



Peter Cribb, MEd

National CATCH Director

Michael & Susan Dell Center for Healthy Living
The University of Texas School of Public Health
Austin Regional Campus



Today's webinar will be recorded and
available online at

www.CATCHusa.org

About our Center



We are an international leader in conducting research and providing programs that promote healthy living for children, their families and communities.

Our work fosters improved health behaviors among youth, influences policy and environmental change to support healthy living, and advances professional education and community service.

Our vision: *Healthy children in a healthy world*

www.msdcenter.org



Our guest Speakers



Nicole Williams Bungum, MS, CHES

Supervisor

Office of Chronic Disease Prevention & Health Promotion
Southern Nevada Health District



Molly Michelman, MS, RDN, LD, CLC

Director

Didactic Program in Nutrition and Dietetics
University of Nevada, Las Vegas



Joyce Barrow-Henderson

SafeKey Coordinator

Dept. of Parks, Recreation and Neighborhood Services
City of Las Vegas



Nicole Williams
Bungum, Southern
Nevada Health District
(SNHD)

Molly Michelman,
University of Nevada,
Las Vegas (UNLV)

Joyce Barrow-
Henderson, City of Las
Vegas



Implementing CATCH Kids Club in Southern Nevada: CATCHified Collaboration in Action



Metropolitan
area has just
under 2 million
residents

Includes:

Las Vegas

Henderson

North Las Vegas

Boulder City

Clark County



Southern Nevada

How It All Began



- In 2006 SNHD, UNLV and the City of Las Vegas collaborated on a pilot project to integrate CATCH Kids Club into 6 Safekey after school sites
- Very limited resources
- Used existing equipment, but purchased Activity Tool Box and the Nutrition Manual for each site
- Trained Safekey workers to implement CATCH Kids Club physical activity and nutrition lessons
- Assessed physical activity level and nutrition knowledge pre and post the 8-week intervention

Results from Pilot Project



- Positive but not statistically significant
- Feedback from staff and parents was positive
- Commitment to seek resources to implement CATCH Kids Club on large scale
- Worked with CATCH and Flaghouse to brainstorm some ideas



Expansion



- In 2010, SNHD was awarded a CPPW grant from CDC
- One objective was to integrate CATCH Kids Club into Safekey & after school programs
- Partners: Las Vegas, Henderson, North Las Vegas, Boulder City, YMCA of Southern Nevada & UNLV (training)
- Collectively these entities run approximately 125 Safekey and other before/after school programs in our valley
- Serving approximately 9,000 children monthly



Expansion with a Twist



- Focus on physical activity and nutrition policies for after school programs
- Individualized policies but all include:
 - minimum of 30 minutes per day of structured/unstructured physical activity time
 - limit or eliminate non-educational screen time
 - set nutritional standards for snacks and beverages served during the program
 - Specify use of evidence based physical activity and nutrition programs such as CATCH Kids Club
- To date, Las Vegas, Henderson, North Las Vegas and the YMCA of Southern Nevada have all adopted policies

Focus on Sustainability



- SNHD was a partner with the Clark County School District in their Community Transformation Grant (CTG) funded in 2012
- As a funded partner in the CTG grant, SNHD dedicated resources to continue working with before/after school program providers
- Focus is on training and sustainability of previous efforts related to implementation of CATCH Kids Club (programs and policies)



Sustainability



- **Partners have conducted an equipment inventory**
 - Small amount of funding is being provided to replenish needed supplies and equipment
- **Partners have developed Sustainability Plans**
 - Individualized documents that outline the education, promotion, and training efforts with staff and parents related to their physical activity and nutrition policy as well as CATCH Kids Club implementation

Training



- Objective to build the ranks of after school program staff that have received significant training in CATCH Kids Club implementation and to aid in overall sustainability
- Providing multiple training opportunities
 - CATCH Kids Club Train the Trainer Master Trainings
 - On-line Training Course developed with Coordinated Health Institute
 - Partner Provided Trainings (staff meetings, in service trainings and special group training)
 - Nutrition Specific Training and Partner Requested Trainings

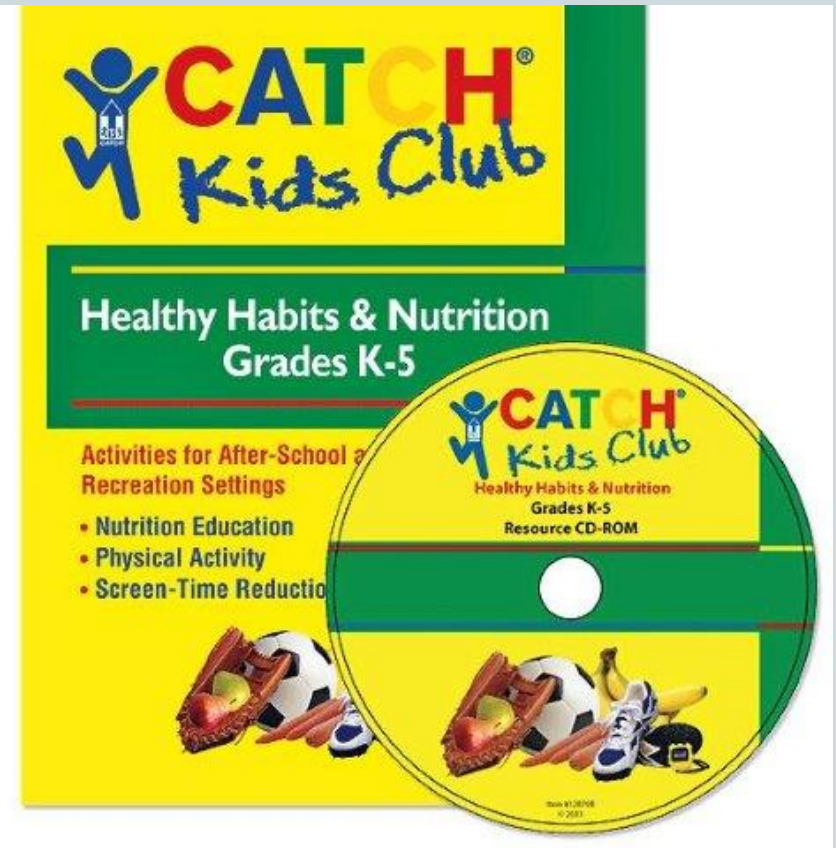
Nutrition Training: Getting What Is Learned Here To Stay Here



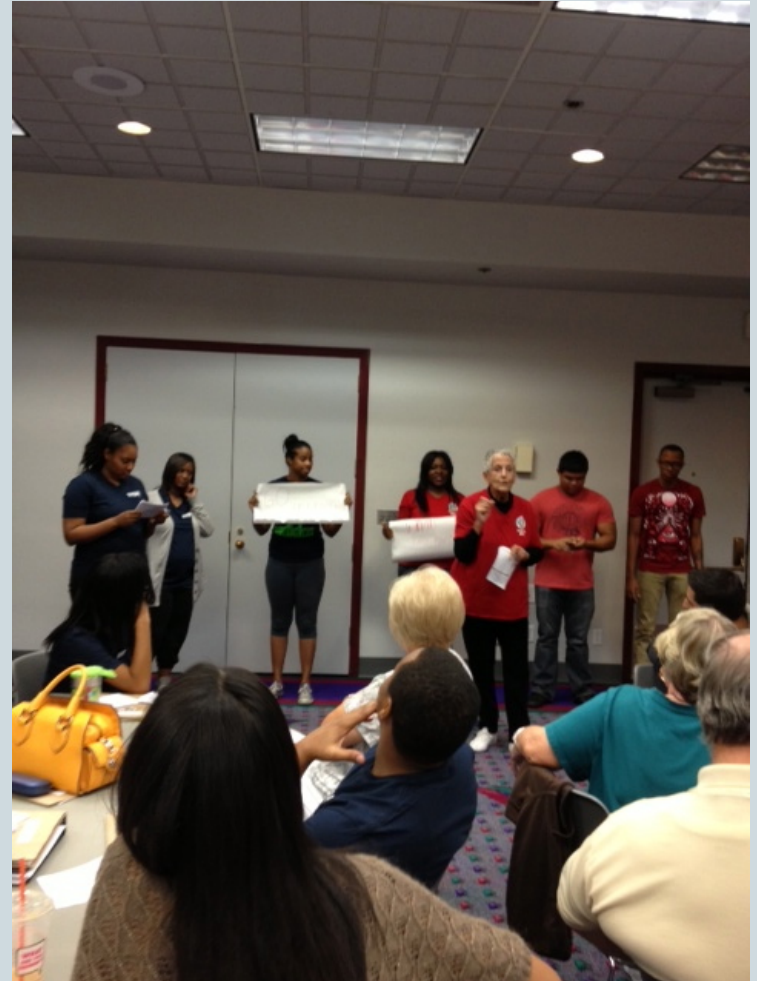
Nutrition Training for Safekey Staff



- Various Formats
 - City of Las Vegas
 - ✦ Two Day
 - City of Henderson
 - ✦ Large Group
 - City of North Las Vegas
 - ✦ Demonstrations
- Registered Dietitian-led
- Nutrition Sciences undergraduate students



Staff Training



Cram Session

(10 Topics in 50 minutes)

1. Fat
2. Sugar
3. Sodium
4. Fiber
5. Beverages
6. My Plate
7. Breakfast
8. Calcium
9. Calories
10. The Nutrition Cards



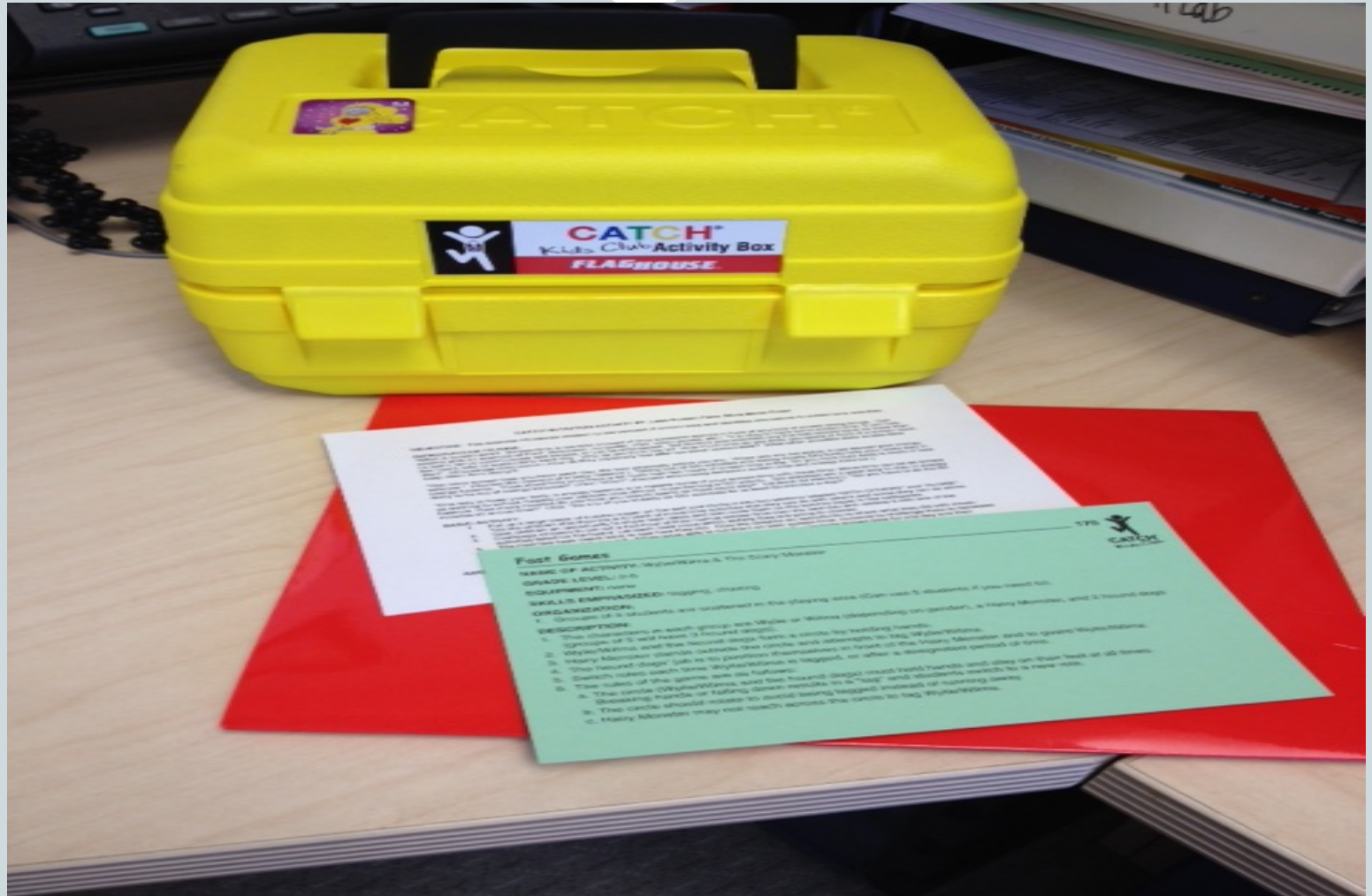
Other UNLV Roles with CATCH Kids Club Southern Nevada



- Independent Studies
- Dietetic Interns



Sample Modified CKC Nutrition Card



Results from Survey Monkey



- One month post-training:
 - 57% had presented a lesson (from the training)
- 90% already implementing
 - 38% directly from book
 - 48% modified lessons
- 92% plans to present a lesson from the training
- 90% training “made it easier” or “is going to make it easier” to present



City of Las Vegas

Parks Recreation &
Neighborhood Services

Before and After School
Program

City of Las Vegas

SAFEKEY

The Key To Unlocking
Your Child's Potential



**Fabulous Las Vegas:
An Example
Of How It All Works**

History of Safekey



- Approximately 30 years ago, the city of Las Vegas responded to the need of our community and began providing a before and after school program within the schools.
- Today, the City of Las Vegas offers Safekey at 68 different schools across the Las Vegas valley.
- We provide care for over 4,300 students in grades K-5 each day and 9,300 children are enrolled in Safekey throughout the year.

Safekey Partnerships



- We believe the most successful youth enrichment programs offer a wide variety of safe and fun activities that incorporate education, fitness, and nutrition.
- Our partnership with the Southern Nevada Health District and the UNLV Nutrition Science program has provided us one such outlet.





- Safekey children participate in CATCH Kids Club activities for approximately 15-30 minutes every morning and 30 minutes to 1 hour every afternoon at all 68 Safekey sites.
- Through CATCH Kids Club, not only are Safekey participants now more physically active and learning general nutrition concepts, but they are also developing their creativity, problem solving, leadership, coordination and team building skills--all while boosting their self-confidence and enhancing their friendships.
- Students enter Safekey anxiously asking, “Are we gonna play CATCH again today?!”
- As a result sites experience less disruptive behavior & more successful transitions into the AM/PM programs.

Did You Hear About CATCH Kids Club?



The response to the addition of CATCH Kids Club into Safekey programming has been extraordinary. Word is spreading fast, and parents of children who don't need the Safekey service, are enrolling their children just for the opportunity to participate in CATCH Kids Club activities.



Here's what children are saying:

- “Safekey + CATCH Kids= Fun!!” – Kristen, 4th grade.
- “I get a good work out,” – Bryce, age 9.
- "I like CATCH because I get to have fun and play games with the whole group," – Maggie.
- “Hearty Heart and Catch Kids Club makes Safekey fun!” -- Iman, 5th grade.
- “I like group activities because they are fun, because when you grow up you get to learn more about the games. When I grow up in college I am going to be a Basketball player like I do here,” – Ashanti, age 9.

Here's what parents are saying:

- “My kids are actually disappointed when I come to pick them up early. They don't want to leave!” -- Ivan
- “The Safekey staff...are so wonderful. They do an amazing job keeping the kids active.” - Michelle
- “I took my daughter grocery shopping with me and as we were putting items in the cart, she was telling me which things were “sometimes” foods and which were “anytime” foods. I was so proud of how much she was learning and really retaining from (CATCH Kids Club) at Safekey.” – Marta

CATCH Kids Club Super Crew



- The goal of the Safekey Super Crew team is to improve the ability and confidence of Safekey staff in implementing the CATCH Kids Club curriculum and in performing successful activity and nutrition sessions – performed the CATCH Kids Club way.
- The Super Crew is a team of experienced, energetic and knowledgeable Safekey Staff members who travel in groups to approximately, 20 Safekey sites per week to provide continuous on-the-job training, motivation and support.
- Crew members model enthusiasm, initiative, ability to make modifications and think on their feet, as well as demonstrate proper techniques for performing CATCH Kids Club activities.
- Super Crew members assist, teach, receive feedback, evaluate site staff and make recommendations for improvement in such categories as: activity flow, transitions, enthusiasm, ability to keep all students engaged, modifications, instructional strategies, effectiveness in assisting activities and teaching abilities, etc.
- Team members also share information between sites regarding “what works,” new game ideas, and successful modifications, etc.



CATCH Them Doing Good Work



- Each month, sites who demonstrate outstanding performance or great improvements in Activity Programming are recognized with a traveling Safekey Superhero trophy.



CATCH[®]
Kids Club

C.A.T.C.H is Fun



For More Information



Nicole W. Bungum
Southern Nevada Health District
bungum@snhdmail.org
702-759-1270

Molly Michelman
UNLV
molly.michelman@unlv.edu
702-895-4478

Joyce Barrow-Henderson
City of Las Vegas
Jbarrow@LasVegasNevad.GOV
702-229-3312

Program Videos:

[www.youtube.com/watch?
v=4OAswSIu9q4](http://www.youtube.com/watch?v=4OAswSIu9q4)

THANK YOU!

Thank You!



Peter Cribb, MEd

National CATCH Director

Michael & Susan Dell Center for Healthy Living

The University of Texas School of Public Health

Peter.W.Cribb@uth.tmc.edu

(512) 482-6167

www.CATCHusa.org



MICHAEL & SUSAN DELL
CENTER *for* HEALTHY LIVING

www.msdcenter.org



[@msdcenter](https://twitter.com/msdcenter)



facebook.com/msdcenter



msdcenter.blogspot.com