



Evaluation, Implementation and Sustainability with CATCH onto Health! Consortium

May 24, 2016
11:00 a.m. (CDT)

Housekeeping



Today's webinar will be recorded and available online at

www.CATCHinfo.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.msdcntr.org



Jeff Franklin

Illinois Delta Project Director

Phyllis Wood

Health Education & CATCH Director
Egyptian Public & Mental Health Department

Coordinated School Health: From Partnership to Practice



Illinois Delta Region
Illinois CATCH on to Health Initiative
Success and Challenges
Jeff Franklin, Delta Project Director
Phyllis Wood, CATCH Director



Basic Assumption



Behavior change is influenced or determined by the environment – because environments value and reward certain behaviors.

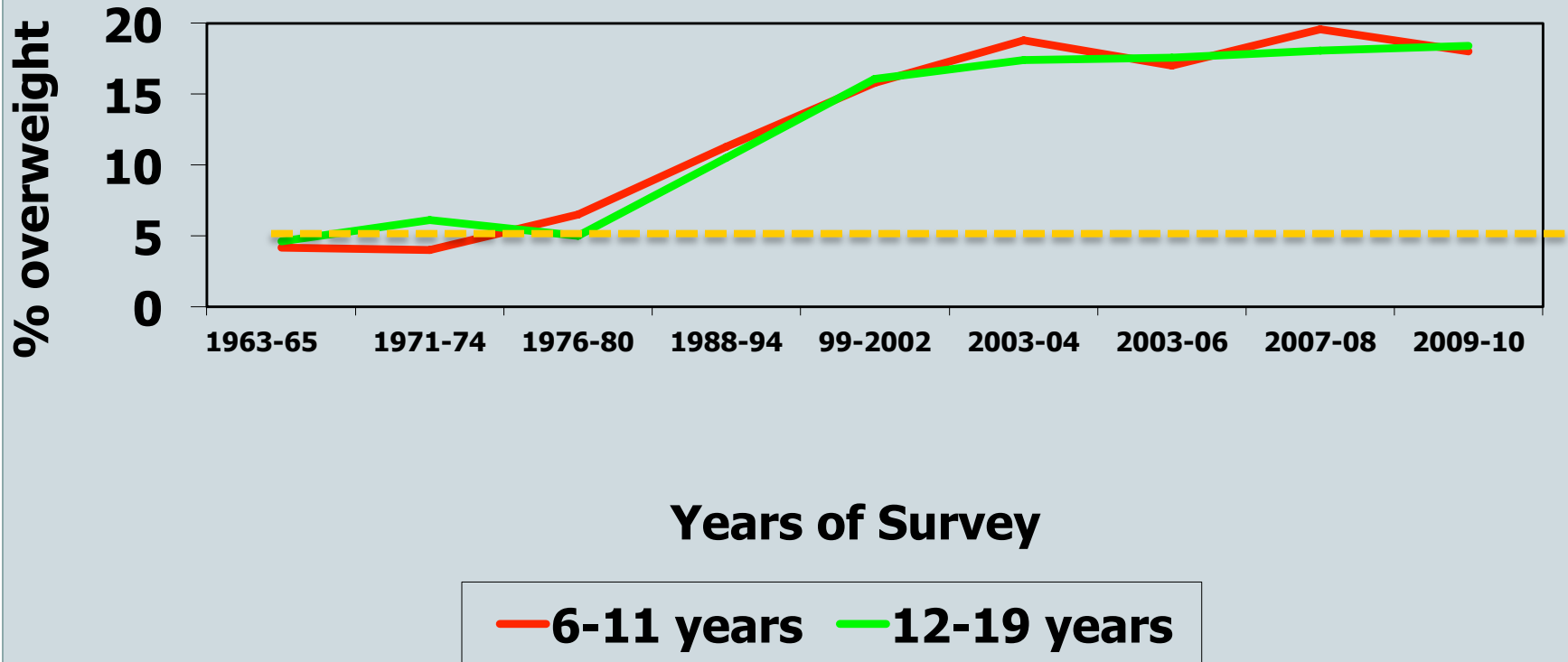
Physical Inactivity



Obese Children and Adolescents: NHANES



Equal or greater than 95% age/sex CDC Growth Charts



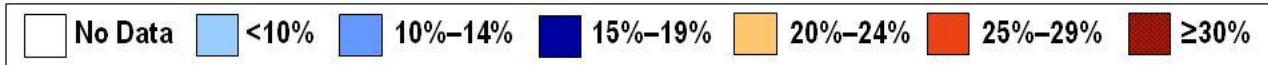
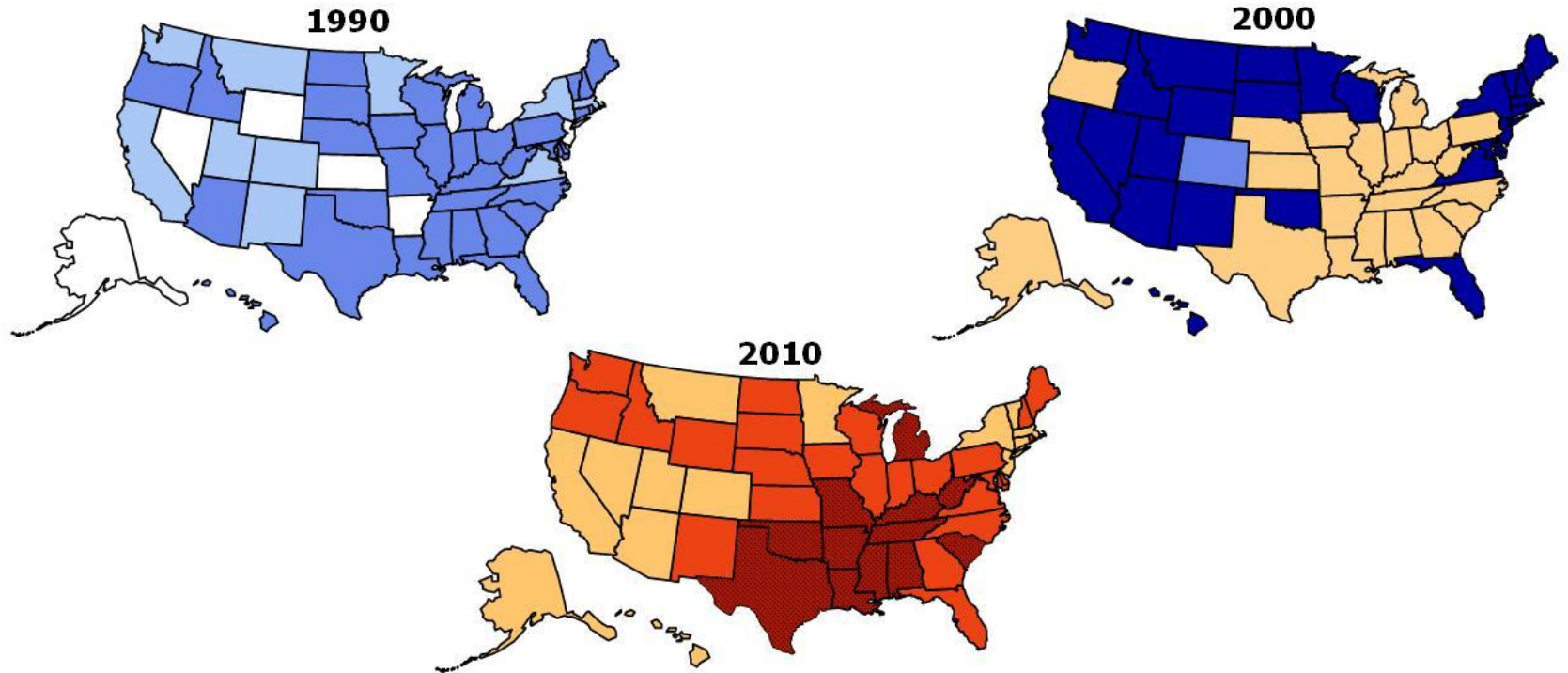
Sources: Medline, 2006;

Ogden et al. *JAMA*;195:1549-55; Hedley et al. *JAMA*;291:2847-2850; Ogden et al., 2008; Ogden et al., 2010; Ogden et al., 2012
Ogden et al. *JAMA*;195:1549-55, Hedley et al. *JAMA*;291:2847-2850

Obesity Trends* Among U.S. Adults

BRFSS, 1990, 2000, 2010

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.

Illinois Delta Region



Table 1: County Health Rankings (2014) – Health Outcomes and Factors – Southern Illinois Delta Counties

POOREST HEALTH OUTCOMES	POOREST HEALTH FACTORS	POOREST HEALTH BEHAVIORS	POOREST CLINICAL CARE	POOREST SOCIAL AND ECONOMIC FACTORS	POOREST PHYSICAL ENVIRONMENT
Alexander # 1	Alexander # 1	Alexander # 2	Hamilton # 1	Alexander # 1	Randolph # 3
Gallatin # 2	Pulaski # 2	Saline # 3	Hardin # 3	Pulaski # 2	Johnson # 4
Franklin # 3	Hardin # 5	Massac # 5	Gallatin # 5	Hardin # 7	Pulaski # 8
Saline # 4	Saline # 8	Pulaski # 7	Pulaski # 9	Franklin # 9	Gallatin # 9
Pulaski # 5			Pope # 10		
Massac # 6					
Hardin # 9					

Illinois Delta Region



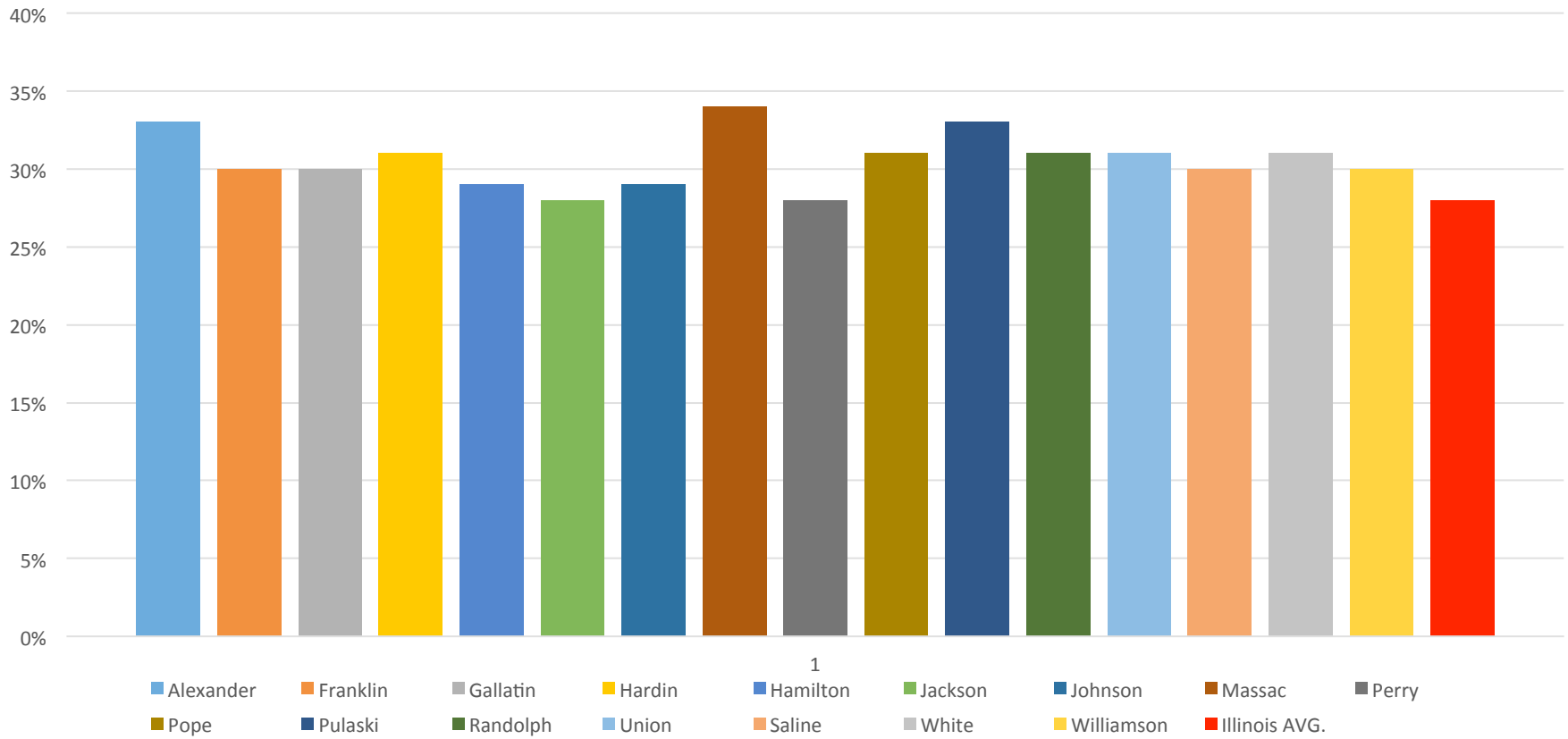
Table 2: County Health Rankings (2014) – Health Behaviors and Clinical Care – Southern Illinois Delta Counties

SMOKING * *(BRFSS Round 5)	OBESITY	PHYSICAL INACTIVITY	DIABETIC SCREENING
Number and Percent of Southern Illinois Delta Counties Worse Than Adult National Benchmark			
16/16 100%	16/16 100%	16/16 100%	14/16 88%
National Benchmark 13%	National Benchmark 25%	National Benchmark 21%	National Benchmark 90%
US Median 21%	US Median 30%	US Median 28%	US Median 84%
Illinois 18%	Illinois 27%	Illinois 23%	Illinois 85%
So. IL. Delta Counties Range 15.2% - 27.5%	So. IL. Delta Counties Range 28% - 34%	So. IL. Delta Counties Range 23% - 32%	So. IL. Delta Counties Range 79% - 91%
<p><i>http://www.countyhealthrankings.org/sites/default/files/resources/2013%20National%20Benchmarks.pdf, retrieved March 2016.</i></p>			

Illinois Delta Region Obesity Rates - 2013



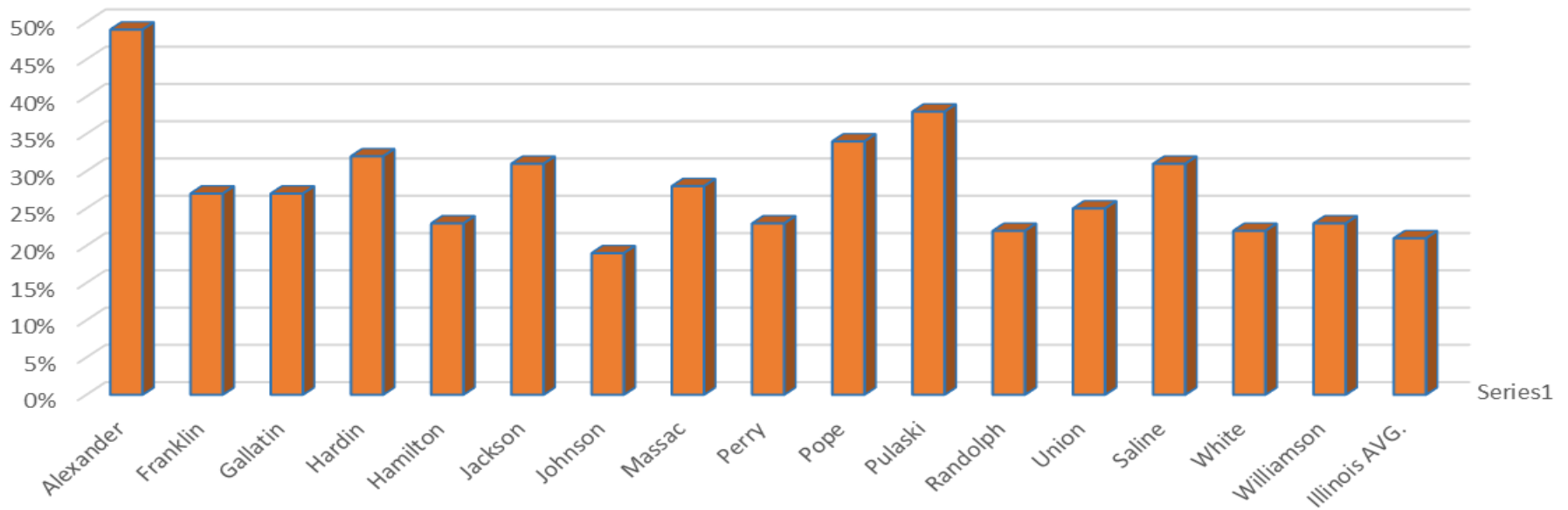
IL Delta Region Obesity by County



Illinois Delta Region Children Living in Poverty



Children in Poverty, IL Delta Region



Social Determinants of Health



- Social determinants of health are factors in the social environment that contribute to or detract from the health of individuals and communities. These factors include, but are not limited to the following:
- Socioeconomic status
- Transportation
- Housing
- Access to services
- Discrimination by social grouping (e.g., race, gender, or class)
- Social or environmental stressors

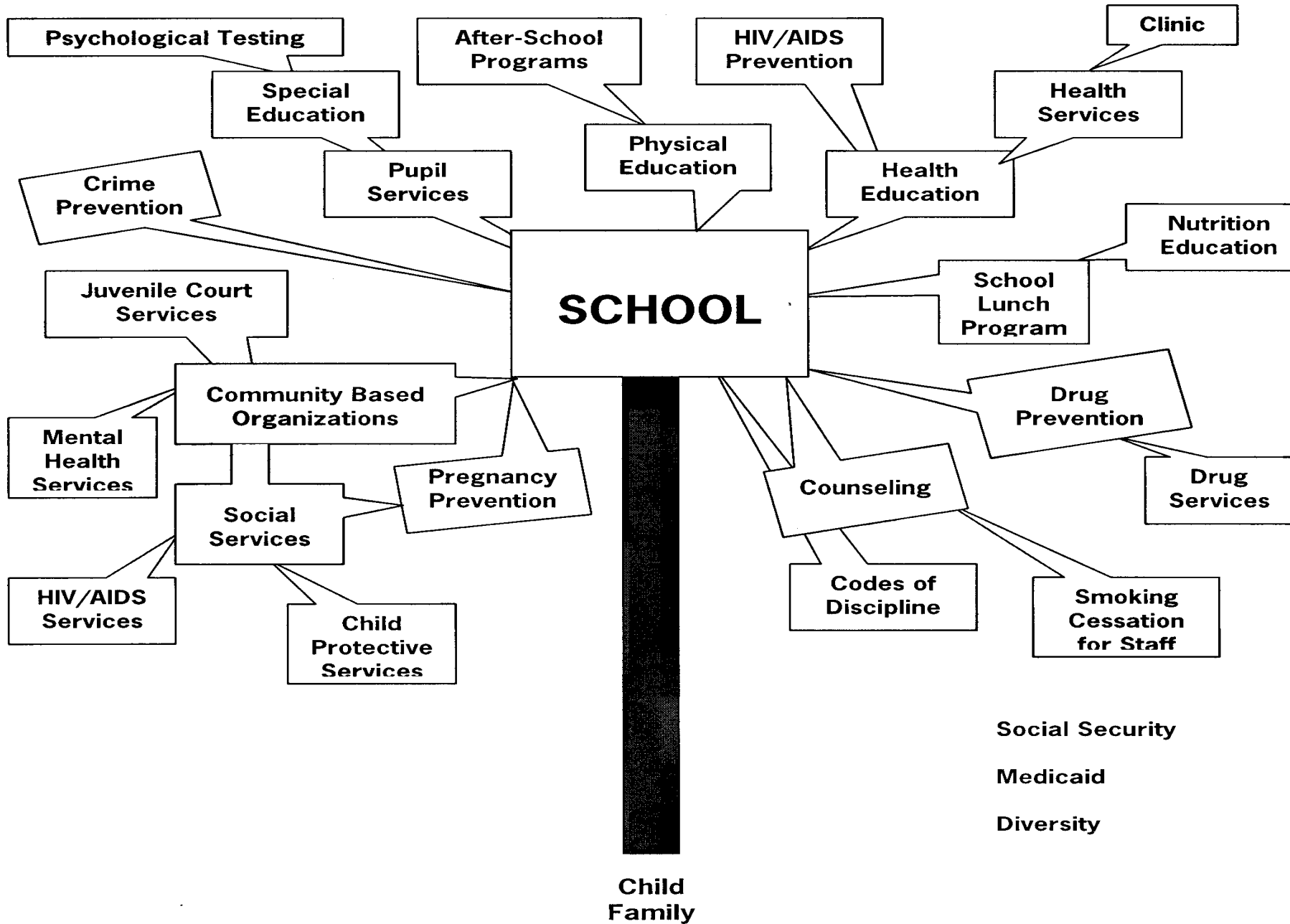


“Schools have more influence on the lives of youth than any other social institution except the family, and provide a setting in which, friendship networks develop, socialization occurs and norms that govern behavior are developed and reinforced.”

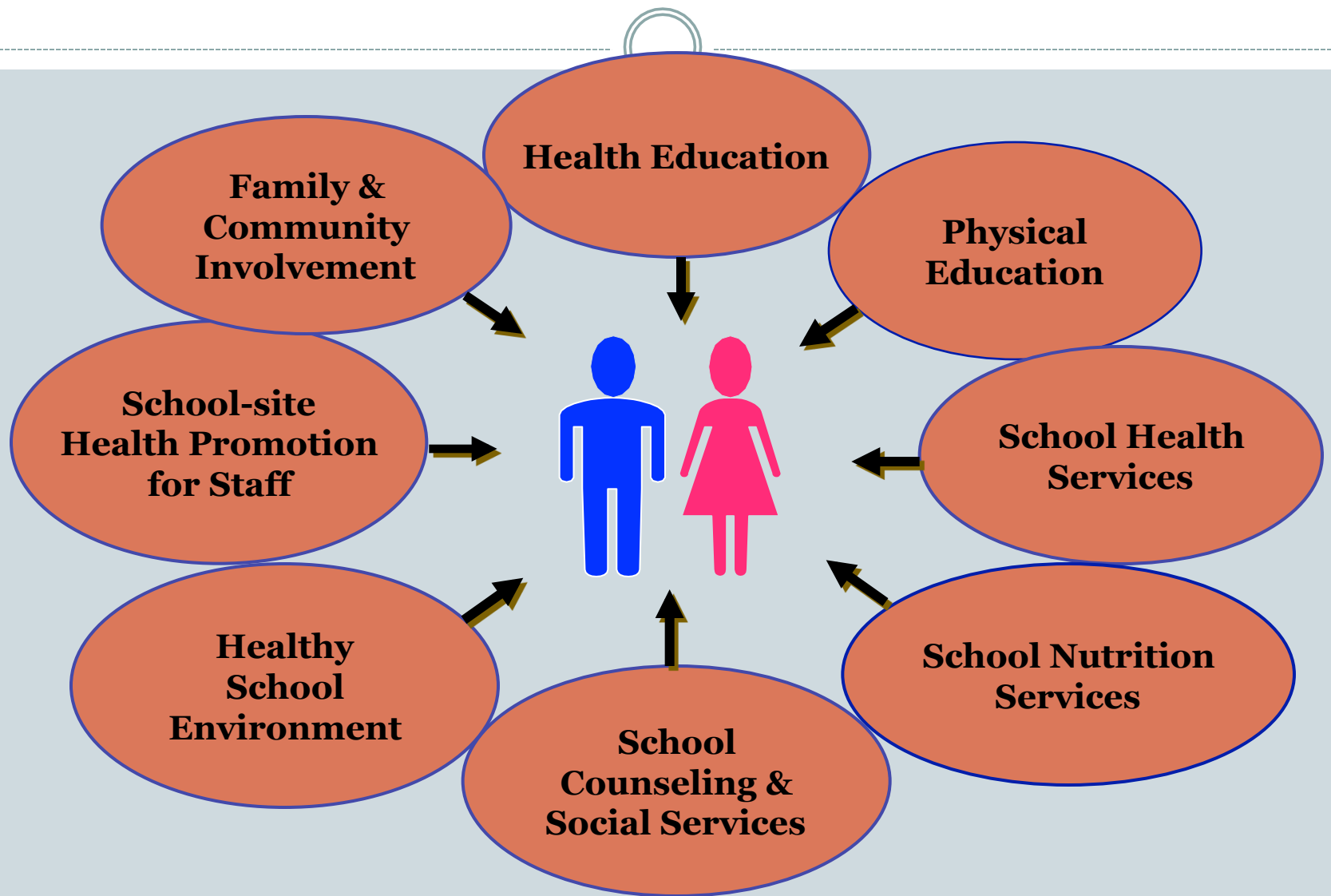
Healthy People 2010

<http://web.health.gov/healthypeople>

An Example of an Uncoordinated System



Coordinated School Health Model





Illinois CATCH onto Health Consortium



- What's the history?
 - 1995 IPLAN
- Who was involved?
 - Jackson County Health Department
 - Southern Illinois Healthcare
 - University of Illinois Extension
- How did the pieces come together?

History



- In 1995, agencies recognizing the need to improve the health and well-being of the children of southern Illinois joined to collaborate in an initiative to implement the 8 components of a coordinated school health program in area schools.
- Primarily focused on the area of health education.
- 23 schools in 15 school districts were provided curriculum and materials to implement health education in the classroom setting.

History cont.



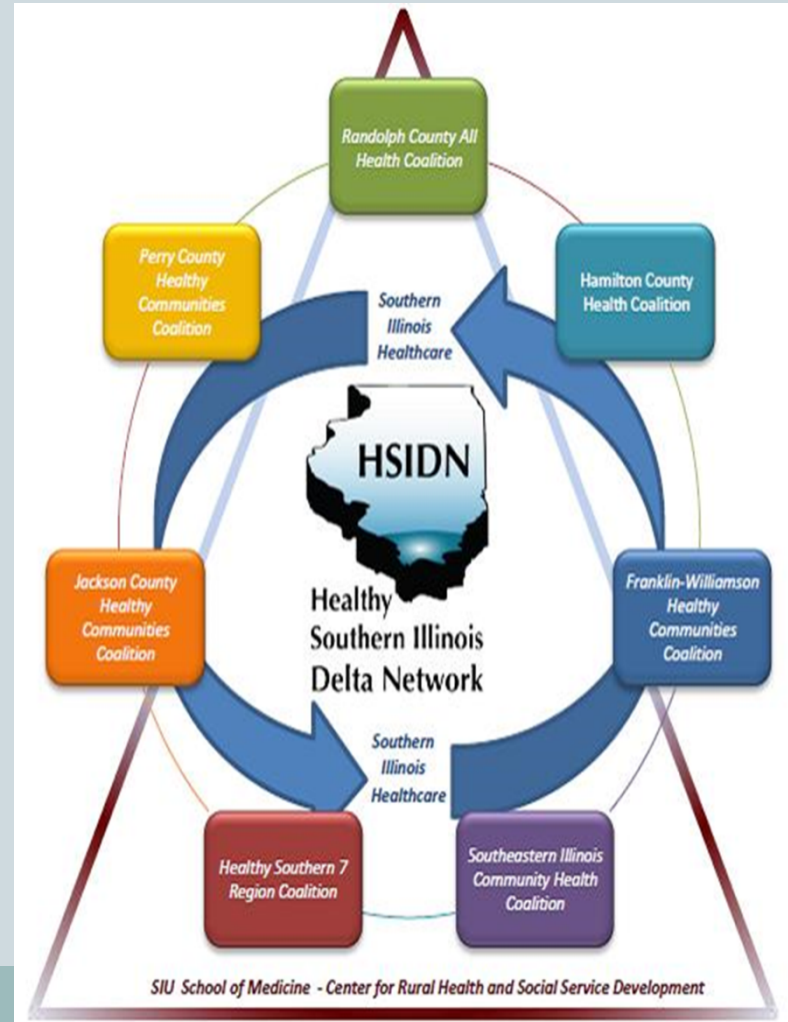
- Michigan Model for Comprehensive School Health Education
- In 2007, HRSA Delta States Network Grant dollars utilized to expand CSH effort in the Delta Region
- The Partners in Health group (Now ICHC) is still very active and now focuses on all eight components of Coordinated School Health
- Coordinated Approach to Child Health (CATCH) program.

Healthy Southern Illinois Delta Network

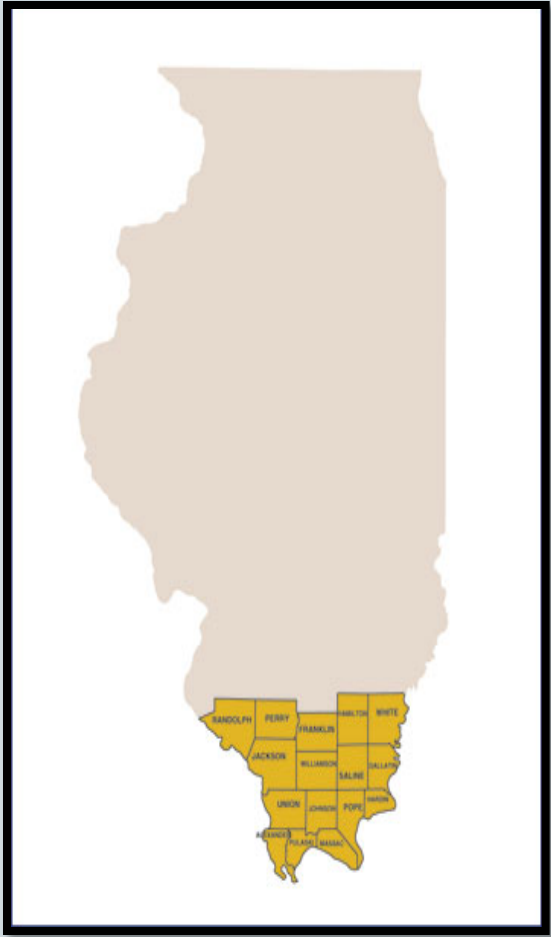
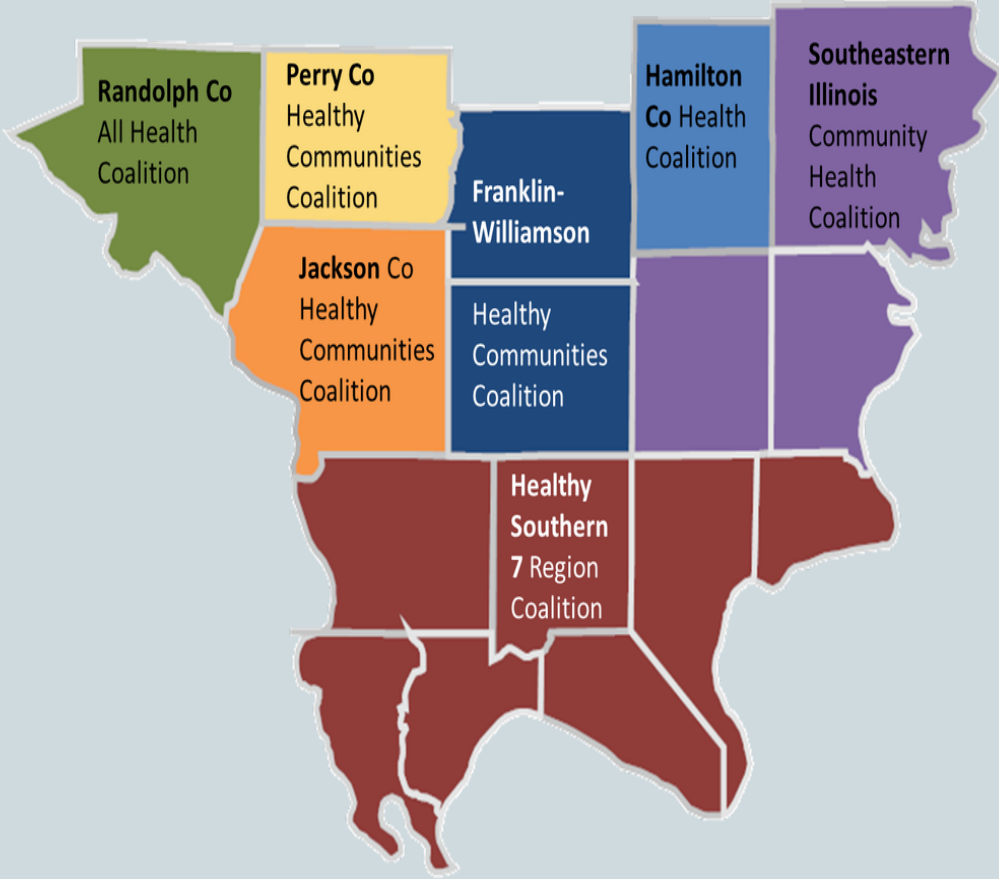
Mission: *Transforming Southern Illinois into a Region that Supports and Enhances Healthy Living*

Goal:

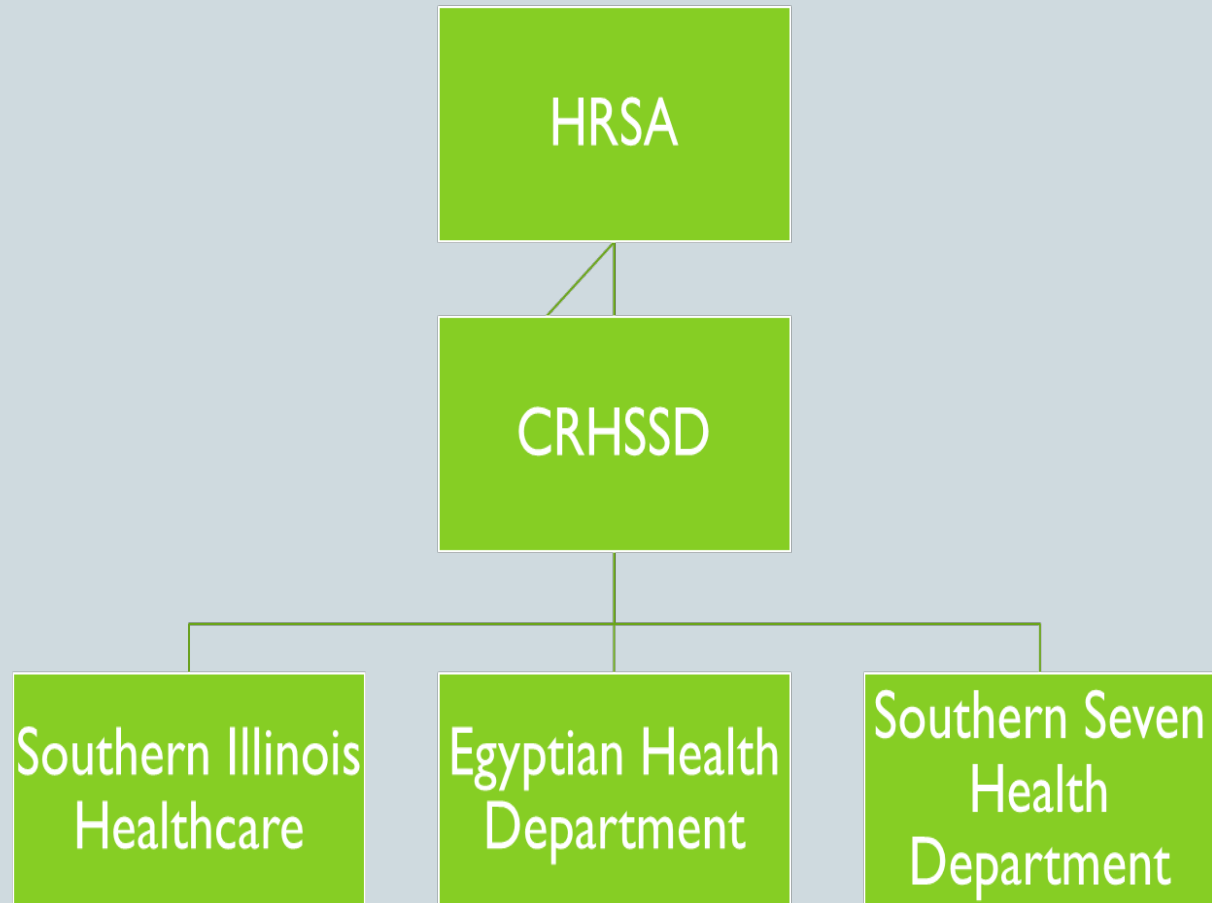
- Create infrastructure leading to policy, systems & environmental changes for a healthy southern Illinois.
- Prevent and control overweight/obesity related chronic disease.
- Reduce tobacco use and eliminate exposure to secondhand smoke.
- Promote high impact clinical preventative services.



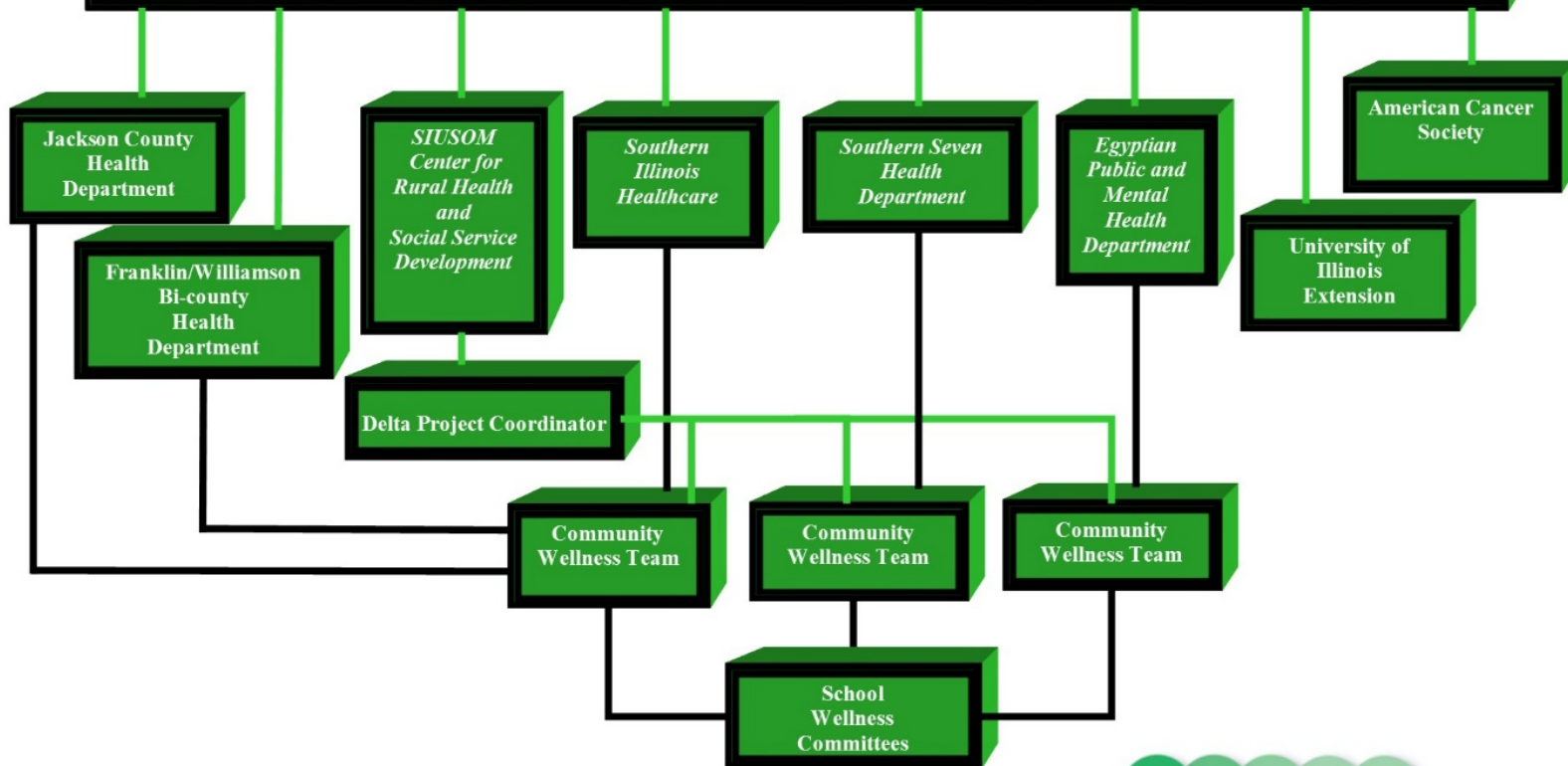
Illinois Delta Network



Illinois Delta Network



Illinois CATCH on to Health Consortium



Catch
on to health!

Promoting Health & Physical Activity in the Illinois Delta Region

Illinois CATCH onto Health Membership



- SIU Center for Rural Health & Social Service Development
- Southern Illinois Healthcare
- Franklin-Williamson Bi-County Health Department
- Jackson County Health Department
- Perry County Health Department
- University of Illinois Extension
- Egyptian Health Department
- Southern 7 Health Department
- Centerstone of Illinois



Illinois CATCH on to Health Consortium



- **Vision**
 - ICHC will build sustainable school environments that positively impact the health of children and the communities in which they live
- **Mission**
 - Illinois CATCH on to Health Consortium is dedicated to providing children with the knowledge and skills to make healthy choices for a lifetime.

Illinois CATCH on to Health Consortium- Goals



- I. Establish and maintain the ICHC as an active and functional consortium
- II. Establish, expand, and sustain the implementation of coordinated school health programs in the Illinois Delta Region
- III. Create community-wide awareness and strengthen commitment to the success and impact of coordinated school health.

ICHC Program Director Goals



- Reduce Health Disparities within the Illinois Delta Region.
- The Illinois Catch on to Health Consortium (ICHC) will establish and maintain itself as an active and functional consortium.
- Expand, establish, and sustain the implementation of school-based health programs in the Illinois Delta Region that follow the Centers for Disease Control and Prevention's Coordinated School Health Program model.
- Increase the duration and intensity of physical activity among children in the Illinois Delta Region.
- Decrease the percentage of children in the Illinois Delta Region who are overweight or at risk for overweight.

ICHC Staff Goals



- Administrative letter of support
- Formation of wellness committee
- Completion of School Health Index and Action Plan
- Train staff on CATCH program (CSH)
- SOFIT observations (grades 3,4,5)
- Assist with school wellness nights

Strengthening Our Coalition

Lessons Learned



- **STRONG WORKING RELATIONSHIPS**
- **WIDE RANGE OF DIVERSE INTERESTS AND SKILL SETS**
- **COHESIVE AND UNIFIED VISION AND MISSION**
- **WORK PLAN**
- **STRONG PROGRAM DIRECTOR**
- **TEAM BUILDING EFFORTS**
- **ALL VOICES HEARD AND RESPECTED**
- **PROFESSIONAL DEVELOPMENT OPPORTUNITIES**
- **BY-LAWS**

We Choose Health (CTG)



- Illinois Department of Public Health (IDPH) received a grant from CDC for 5 years
- Create sustainable improvements so that healthy communities can continue with efforts when funding is no longer available
 - Healthy Eating & Active Living
 - Smoke-free Living & Public Places
 - Healthy Schools & Worksites

The Partnership

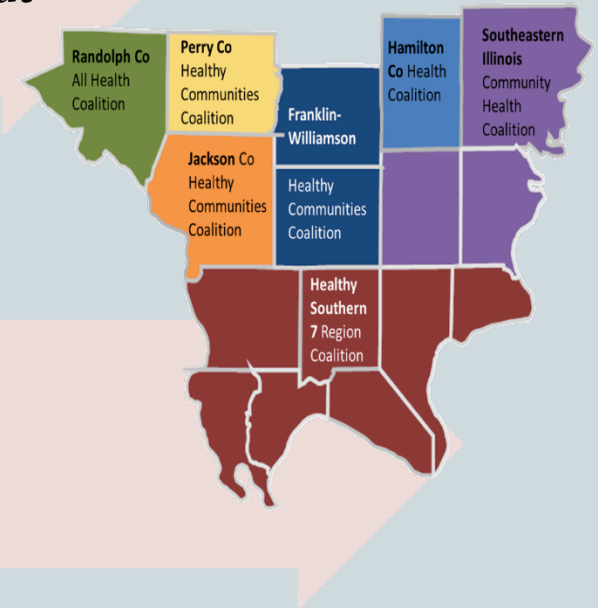


Illinois
CATCH
onto Health
Consortium

- Assessment
- Certified staff trainers
- Combining community input
- Initiative sustainability

PSE Focus

- Measurable Outcomes
- Resources
- Funding



Take action

Support policies that will create healthier communities

○ **Remember:**

- ✦ education policy is health policy;
- ✦ economic policy is health policy;
- ✦ child-care policy is health policy;
- ✦ housing policy is health policy;
- ✦ transportation policy is health policy.

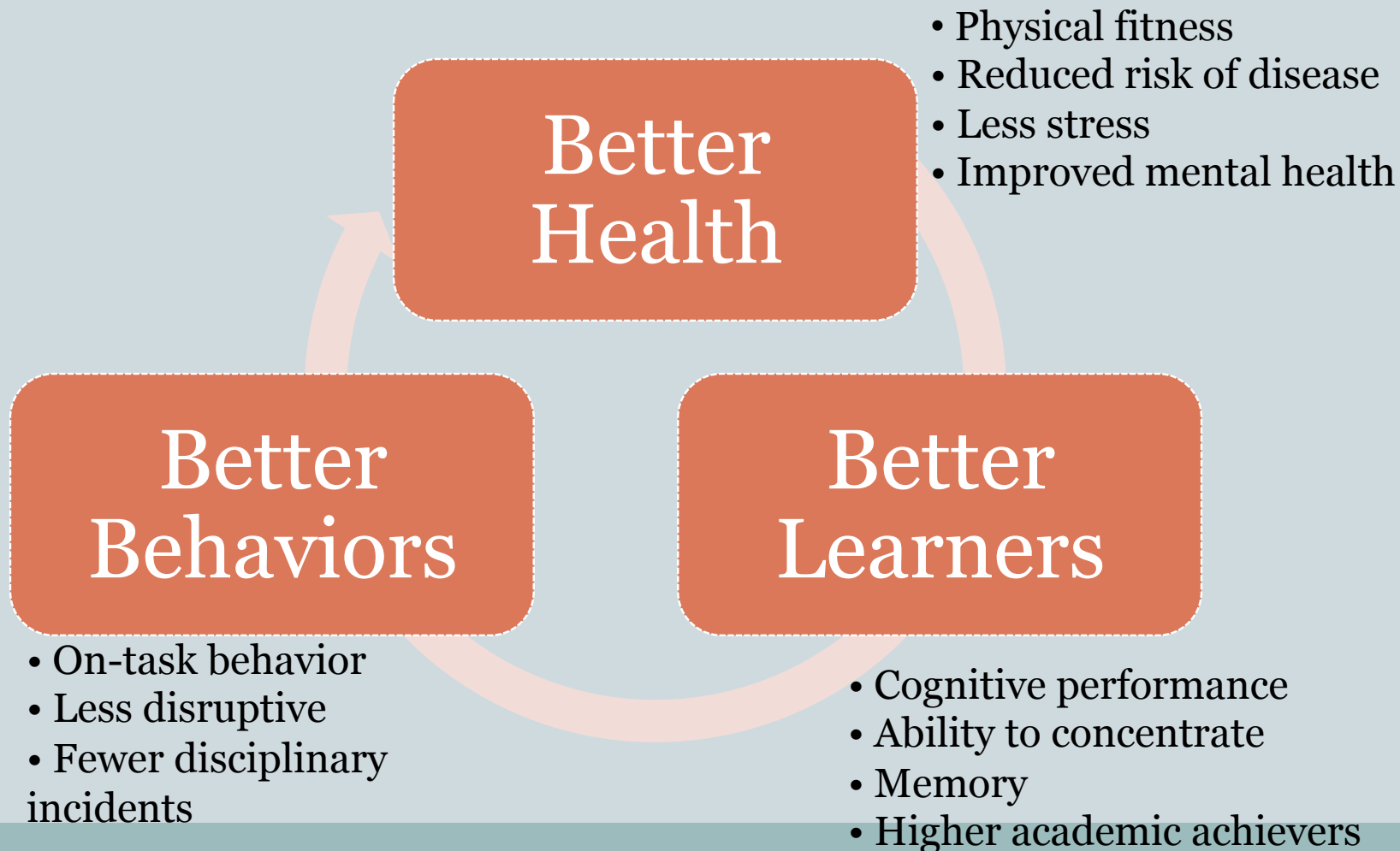
Physical Education



- Students will be involved in MVPA for 50% of class time
- Students are provided many opportunities to participate and practice skills
- Students enjoy physical activity
- Students are encouraged to be physically active outside of school



Benefits of Enhancing P.E. and School-Based Activity

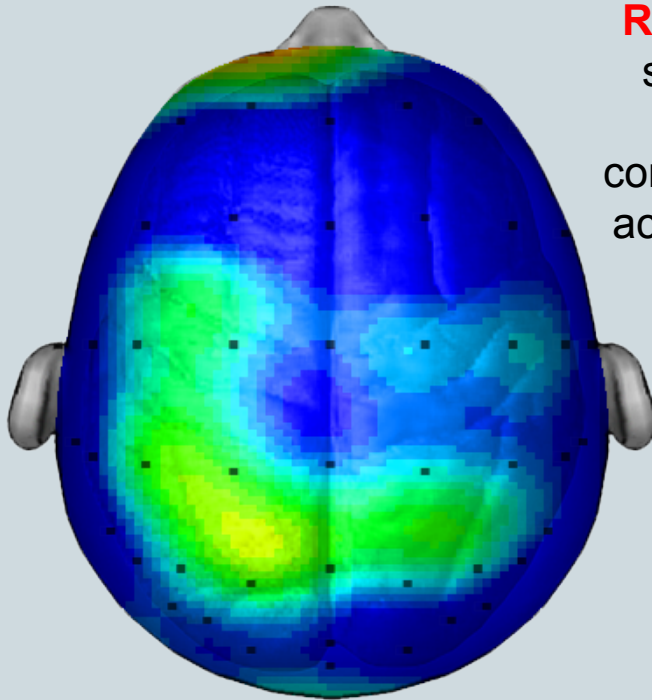


What does the research say?



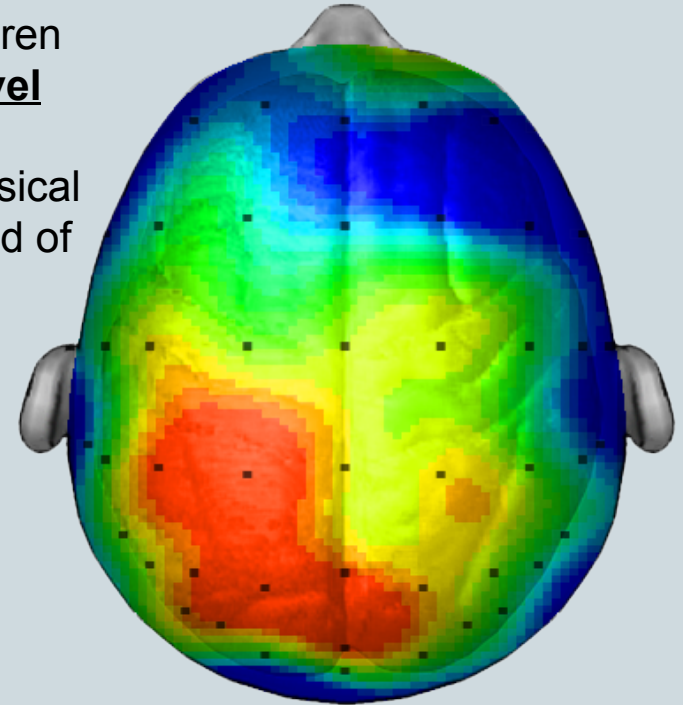
Brains after sitting quietly

Brains after 20 minute walk



Average composite of 20 student brains taking the same test

ROI: Studies show children scored a **full grade-level higher in reading** comprehension after physical activity than after a period of rest



Research/scan compliments of Dr. Chuck Hillman University of Illinois: Hillman, C.H., et al. (2009) The effect of acute treadmill walking on cognitive control and academic achievement in preadolescent children. *Neuroscience*. 159(3):1044-54.

WHY: BY THE NUMBERS

2x

More likely to meet ISAT standards when fit

11

Min. of physical activity in avg. 30-min. K-6 PE class

20% ↑

“On task” behavior among most challenged students

~1 in 3

Illinois children are obese/overweight

Enhanced PE Standards



- On August 27, 2012, the Senate passed Public Act 97-1102 that creates the Enhance Physical Education Task Force (EPETF).
 - **Goal:** promote and recommend enhanced physical education programs that can be integrated with a broader wellness strategy and health curriculum in elementary and secondary schools in this state, including:
 - Educating and promoting leadership on enhanced physical education among school district and school district officials;
 - Developing and utilizing metrics to assess the impact of enhanced physical education;
 - Promoting training and professional development in enhanced physical education for teachers and other school and community stakeholders;
 - Identifying and seeking local, State, and national resources to support enhanced physical education;

Enhanced PE



Goal

All Illinois K-12 school students will participate in daily, high-quality physical education (PE) in order to promote academic achievement and realize the lifetime benefits of exercise and fitness.

Enhanced PE

Increasing the amount of moderate-to-vigorous physical activity (MVPA) that students receive during P.E. class to at least 50% of class time.

Enhanced PE & CATCH



Enhanced PE:

- ✓ Leads to better learners, better behavior in the classroom, and better student health.
- ✓ Changing policies, practices, and curricula so that students spend more time in moderate to vigorous physical activity (MVPA) during each class.
- ✓ Schools will see a return on investment on the dollars and time dedicated to P.E. and physical activity.

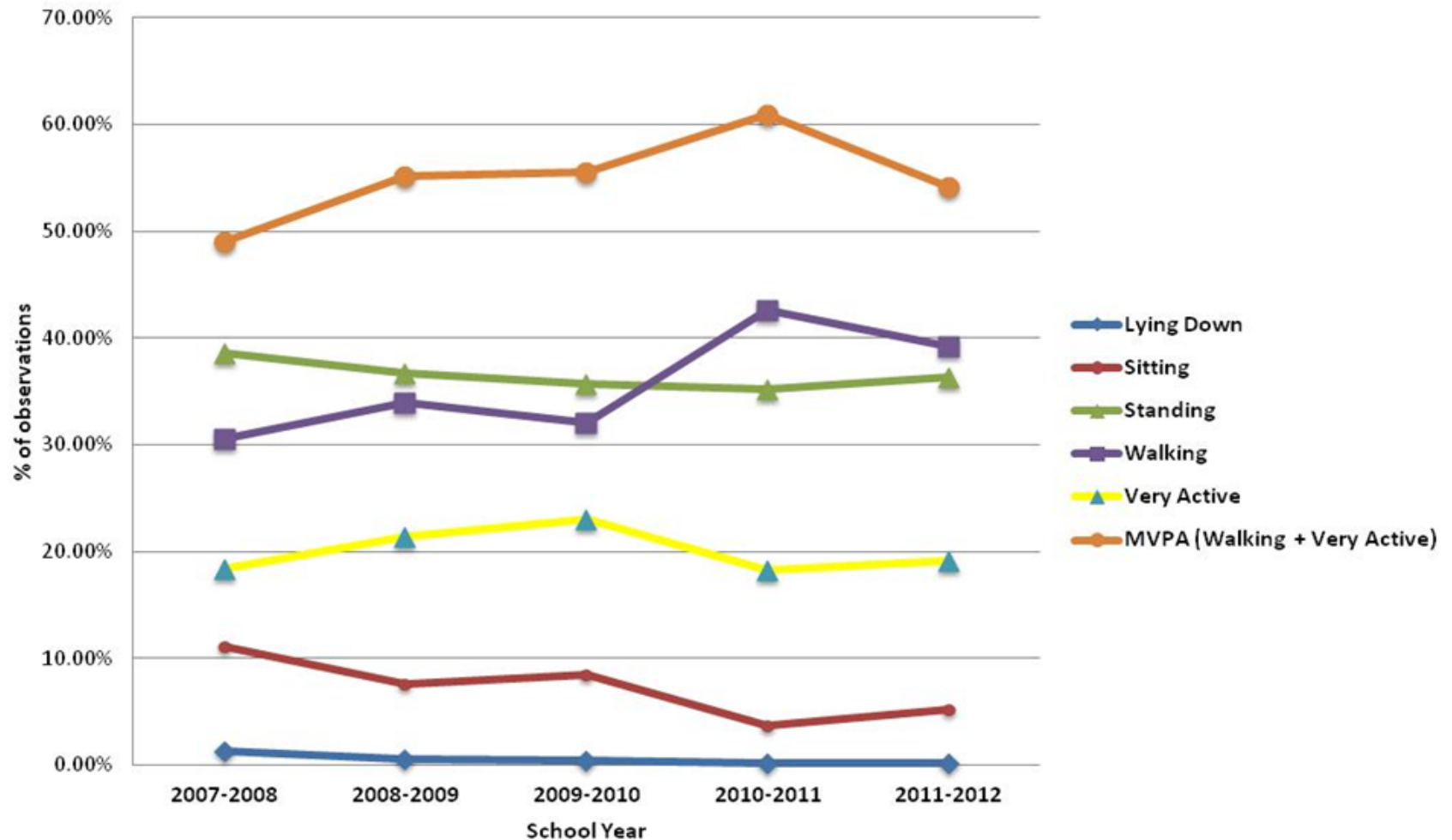
CATCH

- ✓ Has researched-based curriculums and equipment to create healthier students and better learners.
- ✓ Emphasizes wellness policies and committees, completion of the School Health Index, SOFIT evaluations, etc.
- ✓ Schools have a designated CATCH trainer who will conduct follow-up interviews with staff, conduct evaluations and share results with school staff.

CATCH is a method to help meet the Enhanced PE Standards

School Report Cards

SOFIT Student Activity All CATCH Schools



Why are schools adopting CATCH?



- **Advantages:** Well studied, well documented. Supported by State Board of Education & IDPH. Other schools are using it, endorsed by colleagues and professional associations, etc.
- **Compatibility:** Most schools have PE and food service and health education requirements. CATCH meets CDC and State guidelines. Parents, teachers, and students like the program.
- **Complexity:** **IT' S NOT** – CATCH modifies rather than replaces.
- **Trialability:** Program costs little to implement. CATCH staff conducts training, which is supported by the ICHC
- **Observability:** Visible school environmental changes. Principal receives positive reinforcement, school health apparent. Assist in accountability.



Partnered Projects



- Educate on Enhanced PE standards and CATCH program
- Healthy Illinois Delta Workforce Challenge
 - Graduate assistants
 - Worksite wellness toolkit (general)
 - Worksite wellness toolkit (school staff)
 - Staff health workshops
- Walking Challenges
 - 5 schools (189 staff)
- Employer incentive checklists
 - \$400 per site



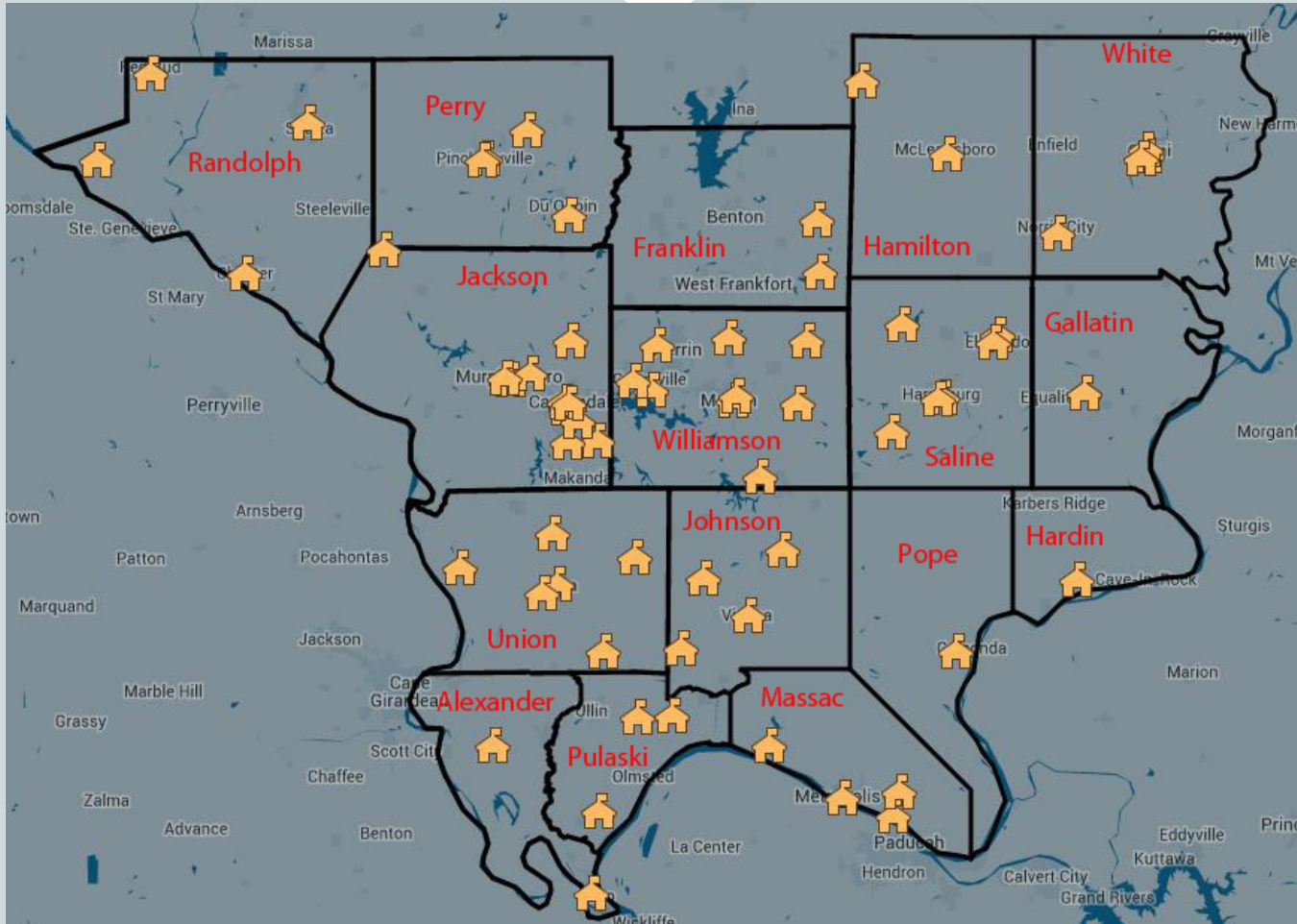
Strategies for Success



- **ICHC:**
- PSE Focus
- Lesson Modeling
- Family Wellness Events – Community Involvement Strategy
- Bullying Prevention Social and Emotional Learning
- On-going Newsletters
- Staff Wellness Programs
- Curriculum & Equipment Purchase
- Develop Action Plan
- School Health Policy
- Leveraging of other funding
- Formation of school wellness committee-meets on regular basis
- Completion of School Health Index
- Certified CATCH Trainer on staff
- Professional Development Opportunities



Working Together To Improve Southern Illinois



Delta Regional Authority Healthy Workforce Challenge Project Goals



- Leverage We Choose Health Worksite Wellness initiative (PSE Focus) and Delta States Grant
- Build a Foundation for Wellness
- Assess the Worksite
- Plan for Wellness
- Implement Incentivized Worksite Wellness Initiatives

CATCH Expansion



- Pre-Kindergarten Implementation
- Leverage funding
- After-School Component
- Professional Development Opportunities
 - CATCH on to Health Consortium
 - Physical Education Instructors
 - Food Service Staff
- Community Engagement – Forums
- Marketing Campaign
- Farm-to-School / Local Farmer Engagement
- University of Illinois Extension SNAP-ED
- Summer Youth Programming
- Social Media / Website Resource
- JALC – Child Care Resource and Referral

Program Situation: SIU SOM CRHSSD Delta States Rural Development Network Grant Logic Model

Inputs

Outputs
Activities *Participants*

Outcomes
Short-term *Intermediate* *Long-term*

Illinois CATCH On to Health Consortium Members
 Delta States Rural Development Network Grant Funding
 School-Wellness Committees
 Evidence-based curriculum
 Self-assessment
 School-based health clinics
 Community health needs assessment

Whole School, Whole Community, Whole Child training and implementation
 Professional development opportunities
 Completion of School Health Index (SHI)
 Peer-to-peer chronic disease self-management
 Parent-focused health conferences
 Signs of Suicide and Mental Health First Aid training
 Meta-analysis

School faculty and staff, wellness committee members, and ICHC members
 School-aged children in the Illinois Delta Region
 Parents of school-aged children in the Illinois Delta Region
 Community and school personnel
 ICHC Project Director and researcher

Increased student, staff, and family engagement in health related activities
 Established school-based health promotion marketing plan
 Improved quality of health programming
 Improved knowledge and attitude toward physical activity and proper nutrition
 Improved knowledge of various health behaviors
 Increased awareness of youth mental health issues
 Identify how bullying prevention, character development and SEL intersect

Increased physical activity
 Improved nutrition behaviors
 Improved mental health status
 Improved health literacy
 School-wellness policies with provisions related to physical activity, nutrition, and social-emotional learning
 Improved adherence to chronic disease management protocols
 Improved communication between parents and youth concerning health behaviors
 Increased capacity to refer at-risk students to appropriate mental health services
 Develop best practices for promoting healthy social and emotional climate at schools in the Delta region

Increased confidence, positive thinking and motivation for students in the Illinois Delta Region
 Decreased obesity rates for school-aged children
 Reduced incidence of chronic disease
 Reduced health disparities
 Reduced suicide rates for school-aged children
 Reduced bullying at schools in the region
 Increased parent participation at school-based events
 Reduced stigma concerning mental health issues
 Decreased generational poverty
 Academic achievement

ASSUMPTIONS:
 •Community and school partners will collaborate using the WSCC approach to improve the health and wellness of school-aged children
 •Resources and funding can be secured
 •Illinois legislature & governor will resolve the current budget impasse & enact a budget for FY '17

EXTERNAL FACTORS:
 •Unemployment/Poverty/State of Illinois Budget Crisis
 •Access to Care (i.e. transportation, medically underserved)
 •Access to fresh/nutrient-dense foods
 •Testing emphasis not on health

CATCH onto Health!



Coordinated Approach to Child Health
Egyptian Health Department www.egyptian.org

Phyllis J. Wood, Health Educator 618-272-4691
pwood@egyptian.org



So, how do we get 'em?

- * Personal contact
- * Packets of info!
(Hmm... how does this work anyway?)
- * Show 'em what they get!
(Foam dice!)



Next Steps:

- * School Health Index (CDC)
- * CATCH Training
 - Distribute Curriculum, Coordination Kit
 - Health Education Resources
- * SOFIT (Evaluation)
- * Wellness Committees
- * Newsletters
- * Family Fun Events

Professional Development

- * CATCH Trainings
- * School Lunch Rocks!
- * P.E. Workshop



6th Annual
School Lunch Rocks!
School Food Chefs Workshop

Friday, October 9, 2015
8:30am-12:00pm
Registration begins at 8:00am
John A. Logan College, Carterville, IL
Room F119

Registration and breakfast will start at 8:00am. Join us for networking and recipe sharing. Bring a recipe that the kids at your school level enjoy. Mills from Seven Generations Ahead will speak about serving locally grown food in the classroom. Chad Martin from the Illinois State Board of Education will be there to talk to us about a few hot topics like the USDA's Professional Standards, USDA Food Handler Regulations, and Whole Grains Menu Planning Issues.

Please RSVP to Cherie Wright at
618-457-5200 ext. 67844 or
cherie.wright@sih.net by September 28th if
you wish to attend this workshop.

Please include
T-shirt size: M-J-XL-2X-3X
Sub reimbursement needed: No/Yes (amount)

SOUTHERN ILLINOIS
HEALTHCARE

CHIEF HEALTH

**Physical Education
Workshop**

Friday May 6, 2016
8:30am—12:30pm
John A. Logan Community College
Carterville, IL
Building H, Room 133

I ♥ P.E.

- Pump up P.E. training session from Illinois Public Health Institute
- Share your favorite and learn new games
- Hear from Coach Ron Fulschwidler as he shares his experiences with P.E. through the years
- Check in starting at 8:00
- Light breakfast provided
- Earn Professional Development Credits

Please RSVP by Apr. 27th to Cherie Wright
cherie.wright@sih.net
(618)457-5200 ext. 67844

SOUTHERN ILLINOIS
HEALTHCARE

CHIEF HEALTH

Activities

- * Jump with Jill
- * Food Play
- * Family Fun Nights



Resources

- * Equipment-indoors and out!
- * Health Education materials
- * School gardens
- * 5k Walk or Runs –
Hawk Trot, Bookin' it for Books,
Reindeer Run, Tiger Run
- * Farm to School & Farmer's Markets
- * Grants



It Takes a Village

- * Partner Organizations
- * Geographic area – helping hands
- * Administrative support
- * Sustainability – each school is unique

“Whether you’ re in the middle of a cornfield or a city –
CATCH WORKS!!”



Questions



Jeff Franklin

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Phyllis Wood

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618-272-4691

Thank You!



Peter Cribb, MEd

National CATCH Director
CATCH Global Foundation

pcribb@catchglobalfoundation.org

*Today's webinar was recorded and will
be available online at*

www.CATCHinfo.org



MICHAEL & SUSAN DELL
CENTER *for* HEALTHY LIVING

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