The CATCH Coordination Kit: Changing Cultures – Changing Lives

January 26, 2016
11:00 a.m. (CST)
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.msdcenter.org
Our Guests

John Krampitz, PhD
CATCH Master Trainer
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Michael & Susan Dell Center for Healthy Living
The University of Texas School of Public Health
To be a school where everyone is working together and speaking a common language that creates, supports, and maintains a healthy school environment.
What are common values in sport cultures?

* Dedication
* Discipline
* Sacrifice
* No “I” in Team
* Part of a Special Group
Healthy Workplace Values

* Encouraged to take risks and responsibilities
* Given freedom to make decisions
* “Coached Up”
* Provided necessary training
* Recognize their role in meeting business goals

*Employees of companies that reflect these values are healthier than those who work in companies that do not share these values.*
Texas Public Schools

* 1984 Educational Reform
* Essential Elements
* Teacher Accountability Tests
* Cross Campus Reading
* Curriculum Integration
* Special Tutoring Programs

Shared Value = Improved Standardized Test Performance
Asking Employees to Change

* Easy: Does not require permission. Already possess the skills necessary
* Value: Adopting a behavior or performing the requested task is of value to the individual
* Normal: The behavior or task is perceived to be normal – something that others would naturally do, especially the boss!
Goal

To be a school where everyone is working together and speaking a common language that creates, supports, and maintains a healthy school environment.
Who's involved?

* **EVERYONE**
  * Everyone has a role in implementing CATCH on the campus

* **The CATCH Team/Champion**
  * The CATCH Team mobilizes the school community and guides the process
CATCH blends coordination throughout a campus by using a common and consistent language.

– CATCH MVP
– GO, SLOW, & WHOA Foods
CATCH MVP

Aims to achieve healthy behaviors and positive outcomes in the following areas:

- Move and stay active
- Value healthy eating
- Practice healthy habits
• **GO foods** are lower in fat, and/or added sugar, and/or they are less processed relative to foods in the same food group and are commonly described as ‘whole foods’.

• **SLOW foods** are higher in fat, and/or added sugar, and may be more processed than GO foods.

• **WHOA foods** are highest in fat, added sugar, and/or are the most processed.
The CATCH Coordination Kit
Coordination Kit Materials

* CATCH Coordination Kit Binder
  * Includes CSH/CATCH Team Guide
  * Master copies of all Coordination Folders
  * CD with electronic copies of all materials
* Coordination Folders (6 individual folders)
  * Specialized information for everyone on campus
    - Principals & Administration
    - Classroom Teachers
    - PE Teachers
    - Child Nutrition Staff
    - Parent Leaders
    - Specialized & Support Staff
There are 6 Themes (1 theme each 6-week grading period) that focuses implementation efforts on a common school-wide initiative.

Themes:
* Getting Started
* Creating Healthy Change
* Speaking the Language of CATCH
* Family Matters
* Celebrating Success
* Next Steps
Let’s take a closer look at the CATCH Team Guide
A bound booklet that is a Team’s step-by-step guide to help you lead the effort

- This is your Team’s roadmap for guiding the coordinated effort on your campus

- We suggest the Champion be the ‘Keeper’ of this Guide & the Binder materials
For every theme in the Kit, there is a “Big Picture” page

Snapshot of all 6 coordination areas and their star initiatives

Helps CATCH Team ‘see’ the coordination

A 1-page view of the activities going on for each 6-weeks
Suggested items for the Team to discuss, delegate, and carry out each theme

Checklists are great to use for your meeting agenda items
Theme I – Getting Started

**Getting Started Checklist**

- **Assemble attendees from the CATCH training to meet with the principal.**
  - Review the CATCH program (philosophy, curriculum resources, etc.).
  - Review the CATCH Coordination Toolkit and discuss the distribution of the Coordination Folders.
  - Identify additional potential CATCH Team Members.
  - Ask for time at a faculty meeting or a “CATCH Update.”

- **Recruit identified CATCH Team members.**
  - Propose options for regular communication as a team.
  - Propose regular meeting time (e.g., 2nd Tuesday of each month) and regular small check-ins.
  - Establish contact information list.

- **Locate or obtain all the CATCH curriculum resource materials.**
  - Catalog/distribute the CATCH curriculum resource materials (e.g., bar code from Block).
  - Classroom Teachers – CATCH PE Guidebook and Activity Score Book.
  - Health Education – Eat Smart Guidebook for staff.
  - If possible, upload the CATCH Coordination Toolkit Resource CD to the school’s shared drive.

- **Present to your CATCH community.**
  - Show a CATCH PowerPoint presentation at a faculty meeting and discuss the CATCH Curriculum and Coordination Folders from the CATCH Coordination Toolkit.
  - Distribute/check out the CATCH curriculum and Coordination Folders from the CATCH Coordination Toolkit.
  - Meet with the CATCH Nutrition Staff to discuss coordination efforts.
  - Ask for time to speak or present at the first faculty meeting (PTA, PTO, etc.).

- **Initiate the CATCH Kick-Off Week.**
  - See Theme I task sheets and applicable resources.
  - See the CATCH Team “Big Picture” page to identify what each component is doing.

**The Big Picture – Theme I**

- **Principal & Administration**
  - Read the CATCH Morning Announcements during CATCH Kick-Off Week.
- **Classroom Teachers**
  - Teach as many lessons from your grade level CATCH Curriculum during CATCH Kick-Off Week.
- **Parent Leader**
  - Send home the CATCH MVP newsletter during CATCH Kick-Off Week.
- **Physical Education**
  - Play the CATCH MVP Games during CATCH Kick-Off Week.
- **Specialized & Support Staff**
  - Post the “I’m a CATCH MVP” sign during CATCH Kick-Off Week.
- **Child Nutrition**
  - Post CATCH Character signs during CATCH Kick-Off Week.

**Coordination Resources**

- Principal: CATCH Morning Announcements
- Physical Education: MVP Games
- Child Nutrition: CATCH Character signs
- Specialized: Why I’m a CATCH MVP Handout
- Parent Leader: CATCH MVP newsletter
Let’s take a closer look at the Coordination Folders
Individual Coordination Folders

* There are 6 Coordination Folders for all areas of the school to participate
  * The folders contain the specific **TASKS** suggested for folks in that area (e.g., Teacher, PE Specialist, etc.) each theme – THEME TASK PAGE
  * Ready-to-use resources associated with many of the tasks are included
  * We suggest the members of the CATCH Team be the ‘Keepers’ of their Coordination Folder or check them into the Library for people to access
Each folder includes information about:

- Simple introduction text
  - Why CATCH? Why you? What’s your role?
- Theme Implementation Tasks
  - One page per theme
- Resources (Spanish and English)
  - Virtually every resource the Kit asks staff to do has already been created and is available to use
### Theme II

**WHAT’S THE CATCH?—Creating Healthy Change**

#### 2nd Six Weeks

<table>
<thead>
<tr>
<th><strong>Star Initiatives</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduce CATCH.</strong></td>
</tr>
<tr>
<td>Some ideas...</td>
</tr>
<tr>
<td>- Work with your district director to categorize your menu items GO, SLOW and WHOA.</td>
</tr>
<tr>
<td>- Read and sign the Eat Smart with Us information letter, then distribute to faculty and staff on your campus.</td>
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</tbody>
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| **Designate your cafeteria with examples of healthy foods and behaviors.** |
| Involve the Art teacher to have students create artwork for the cafeteria. |
| Go to www.mypyramid.gov - USDA Department of Agriculture. This website offers new materials that will turn your cafeteria into an Eat Smart classroom. |

| **Choose to be a healthy role model.** |
| Let students “CATCH” you... |
| - Drinking water instead of sugar-sweetened beverages. |
| - Eating fruits and vegetables. |
| - Walking the track with them during gym class. |

| **MY HEALTH BOOSTER** |
| Commit to one small change to improve your own health and wellness. Small steps eventually lead to a big difference. Consider... |
| - Eating an additional fruit or vegetable each day. Work toward five servings per day. |
| - Reducing sedentary activity by eliminating 30 minutes of TV watching per day. |
| - Walking with co-workers before, during or after school. |
| - Making time to eat as a family regularly. |

#### Resources:

- Eat Smart Guidebook
- Eat Smart with Us Information Letter
So…What does a theme look like?
The Big Picture—Theme 1

**Principal & Administration**
- Read the CATCH Morning Announcements during CATCH Kick-Off Week.

**Classroom Teachers**
- Teach as many lessons from your grade level CATCH Curriculum during CATCH Kick-Off Week.

**Parent Leader**
- Send home the CATCH MVP newsletter during the CATCH Kick-Off Week.

**Physical Education**
- Play the CATCH MVP Games during CATCH Kick-Off Week.

**Specialized & Support Staff**
- Post the Why I’m a CATCH MVP sign during CATCH Kick-Off Week.

**Child Nutrition**
- Post CATCH Character signs during CATCH Kick-Off Week.

**Coordination Resources**
- Principal: CATCH Morning Announcements
- Physical Education: MVP Games
- Child Nutrition: CATCH Character signs
- Specialized: Why I’m a CATCH MVP handout
- Parent Leader: CATCH MVP newsletter
CATCH Kick-Off Week Morning Announcements

DAY ONE
CATCH Tip of the Day.

“Just a reminder students, we’re a CATCH School! That means we work towards having healthy kids in a healthy school. So, here at <SCHOOL NAME> we work on being a CATCH MVP. A CATCH MVP is someone who Moves and stays active, Values healthy eating, and Practices healthy habits every day! Let’s all have a healthy school year & try to be CATCH MVP’s together: remember to eat healthy foods and exercise every day!”

DAY TWO
CATCH Tip of the Day – Brought to you by the CATCH Characters.

“So you remember what the M in CATCH MVP stands for? A CATCH MVP stands for someone who Moves and stays active, Values healthy eating, and Practices healthy habits every day. So, the M stands for Move and stay active. The CATCH Tip of the Day comes to us from Flash Fitness, who reminds us to move & play every day! Try to walk or run today during recess. If you’re watching TV tonight, try doing jumping jacks, or push-ups, or stretch during the commercials.”

DAY THREE
CATCH Tip of the Day – Brought to you by the CATCH Characters.

“So you remember what the V in CATCH MVP stands for? A CATCH MVP stands for someone who Moves and stays active, Values healthy eating, and Practices healthy habits every day. So, the V stands for Values healthy eating. The CATCH Tip of the Day comes to us from Dybanmole Diet, who...
CATCH Kick-Off Week – Parent Leaders

Be a CATCH MVP Family!

We’re a CATCH School
“CATCH” stands for “Coordinated Approach To Child Health.” CATCH schools are committed to healthy students in a healthy school. We invite you to help us teach positive health choices and be a CATCH MVP! A CATCH MVP is someone who Moves and stays active, Values healthy eating, and Practices healthy habits every day.

Be a CATCH MVP Family:
- **Move** and stay active: Try to be more active as a family – park the car farther away in parking lots to walk a bit more, stretch while watching TV, walk as a family after meals.
- **Value** healthy eating: Try to make healthy choices – include a fruit or vegetable with every meal, eat more family meals together, and don’t supersize unless you’re sharing.
- **Practice** healthy habits: Be a positive role model – drink more water and less soda, start your day with a healthy breakfast, and eat a piece of fruit for a snack.

Sea una Familia CATCH MVP!

Somos una escuela CATCH
“CATCH” significa “Enfoque Coordinado sobre la Salud del Niño.” Las escuelas CATCH están comprometidas a estudiantes sanos en escuelas sanas. ¡Los invitamos a ayudarnos a enseñar elección de opciones positivas de salud y a ser un CATCH MVP! Un CATCH MVP es alguien que se Mueve y es activo, **Valor** el comer saludable, y **Practica** hábitos saludables todos los días.

Sea una Familia CATCH MVP:
- **Muévasese y sea activo**: Trate de ser más activo en familia – estacione el coche más lejos en el estacionamiento para caminar un poco más, estrese el mirar la televisión, camine con su familia después de comer.
- **Valor** el comer saludable: Trate de elegir opciones saludables – incluya fruta o vegetales con cada comida, coma en familia, y no pida “supersize” al menú que comparta con su familia.
- **Practique** hábitos saludables: Sea un modelo a imitar positivo – tome más agua y menos refrescos, comience su día con un desayuno saludable, y coma un pedazo de fruta para la merienda.

CATCH YOUR STUDENTS AT THEIR BEST – Research has shown that children that are well nourished and physically active perform better in school!

¡NIÑOS SANOS = APRENDEN MEJOR!

HEALTHY KIDS = BETTER LEARNERS!
CATCH Kick-Off Week – Specialized & Support Staff

Ms. Lewis
Music

Why I'm a CATCH MVP

My name is
Theresa Lewis

I move & stay active by:
Exercising at least 5-4 hrs a week

I value healthy eating by:
Watching what I eat. Not eating late at night. Starting the day with breakfast.

I practice healthy habits by:
Getting enough sleep regularly.
CATCH Kick-Off Week – Child Nutrition

Try to be a CATCH MVP!

A CATCH MVP is someone who:
- Moves and stays active,
- Values healthy eating,
- Practices healthy habits every day.

Be a CATCH MVP like Flash Fitness!

“Remember to move & play every day!
Try to walk or run today during recess. If you’re watching TV tonight, do jumping jacks, push-ups, or stretch during commercials.”

Move and stay active,
CATCH Kick-Off Week - PE

MVP Rock-Paper-Scissors
To reinforce the message of being CATCH MVP's, play this fun, moderately vigorous, non-elimination game. This game teaches students to become more familiar with the MVP language and value being a CATCH MVP.

- Designate these zones in your activity area, each represented by one of the MVP acronyms.
  (NOTE: This is a great time to ask the students about what letters of MVP represent.)

- Use cones to divide the activity area into thirds (MVP Zones) and designate them as the Move and Stay Active Zone, the Visual Healthy Eating Zone, and the Physical Healthy Habits Zone.

- All kids begin in the “Start Zone” located outside of the MVP Zones.

Start Zone | M Zone | V Zone | P Zone

- The objective of the game is to be a CATCH MVP and reach each of the MVP Zones as many times as possible.

- Students do this by playing Rock-Paper-Scissors with a partner, and moving from zone to zone in accordance with who wins.

- On signal, students quickly find a partner and play Rock-Paper-Scissors.

- If a student wins, they move up to the M zone and the loser stays in the start zone and finds another partner to challenge.

- Upon entering another zone, students must find a partner to challenge.

- Students move up one zone when they win and move down one zone when they lose. When a student wins in the P zone, they then go back to the start zone and begin again.

- Play for one to two minutes, then survey the class to find out who made it to each zone.

- Repeat the game at time permits.

MVP Cone Crazy
Introduction: To reinforce our message of being MVP’s, play this fun, vigorous, non-elimination game by modifying the name of the original CATCH game Cone Crazy (3rd-5th Blue CATCH Activity Box Card #43). Using three teams, each represented by one of the letters of MVP, students will become more familiar, and more knowledgeable, about the healthy message.

- Divide the class into 3 groups. Designate Group 1 as the “M”, Group 2 as the “V” and Group 3 as the “P”. Remind each group what their group letter stands for.

- Use at least 1 cone for every 2 students, equally made-up of three colors. Scatter the cones throughout the activity area.

- Assign each group to be represented by one of the colored cones (e.g., M = red cone, V = green cone, P = blue cone).

- The object of the game is to have the most cones standing upright.

- On signal, all students begin moving throughout the activity area. Players slip over other team’s cones, while simultaneously standing up their group’s cones that the other teams have tipped over.

- Players may not consecutively touch a cone. That is, they must move to a different cone before standing up/tipping over the cone they last touched.

- Stop play after 1 or 2 minutes. Have each group count how many of their cones are upright. The team with the most cones upright gets a point.

- Repeat the game as time permits. Consider switching the groups so that every team represents M, V and P over a series of these games.
Flash Fitness

says, “Remember to move & play every day! Try to walk or run today during recess. If you’re watching TV tonight, do jumping jacks, march in place, or stretch during commercials.”

My friend Sally Sleuth is a detective first-class.
She reads food labels with her magnifying glass.
Sally Sleuth will teach you how to search with real style
To find food labels in every grocery store aisle.

Here's one special friend I'd like you to meet.
Her name is “Flash Fitness” and she's really neat!
On a bike, in a pool, in sunshine, or snow,
That Flash has got plenty of get-up-and-go.
Moving Forward – Next Steps

* Obtain CATCH Coordination Kit
  ✓ Training is key!

* Form/Meet with your Team/Committee

* Meet with the Principal
  ✓ Get his/her support

* Inform your faculty & staff
  ✓ Communicate regularly re: themes & tasks
  ✓ Emphasize the ease & simplicity
Any questions about the CATCH Coordination Kit?
Thank You!

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