

# NH CATCH Kids Club

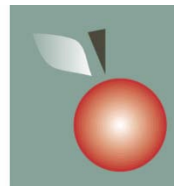
*Striving to make the  
healthy choice the easy choice.*

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## Healthy Behaviors Conference

December 10, 2010

Beth Gustafson Wheeler, MS

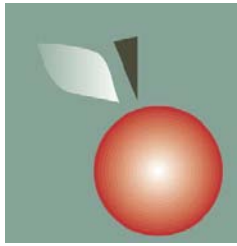


FOUNDATION FOR  
HEALTHY COMMUNITIES

# Agenda

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- Introduction
- NH CATCH Kids Club Project
- Challenges and lessons learned
- Next steps
- Questions



# Foundation for Healthy Communities

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- Mission: improve health and health care in New Hampshire
  - Performance improvement
  - Increased access
  - System enhancements
  
- Partnerships include hospitals, clinicians, health plans, home care agencies, public policy officials, etc.
  
- Pertinent projects include:
  - Childhood Obesity Prevention and Treatment Project
  - Home of NH Healthy Eating Active Living (HEAL)
  - NH CATCH Kids Club

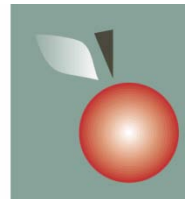
# NH CATCH Kids Club Project

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- Funded by:



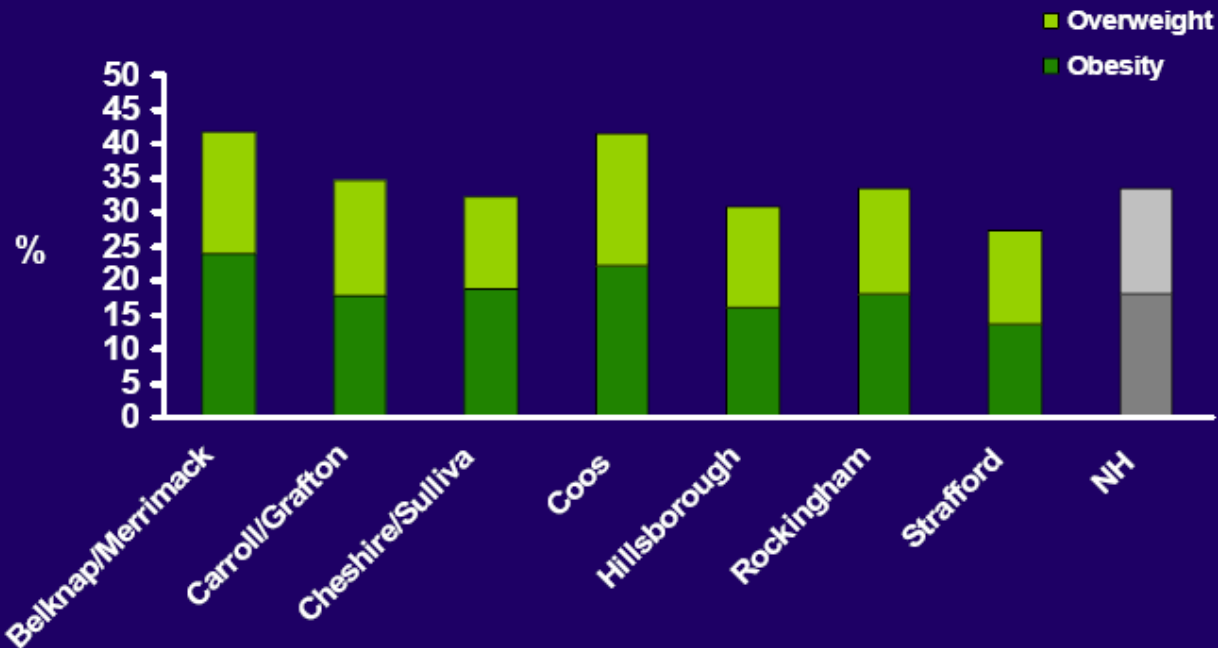
- Project management:



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# Third Grade Healthy Smiles & Healthy Growth Survey

**Percent of New Hampshire Third Grade Students That are Overweight or Obese, by Region 2008-2009 School Year**



Third Grade Healthy Smiles & Healthy Growth Survey — New Hampshire, 2008–2009  
New Hampshire Department of Health and Human Services, Division of Public Health Services

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This is not as much about weight  
as it is about health.



# Health Consequences of Overweight and Obesity

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- Hypertension
- High total cholesterol
- Type 2 diabetes
- Coronary heart disease
- Stroke
- Gallbladder disease
- Arthritis
- Sleep apnea and respiratory problems
- Some cancers

Centers for Disease Control and Prevention,  
Division of Nutrition, Physical Activity and Obesity

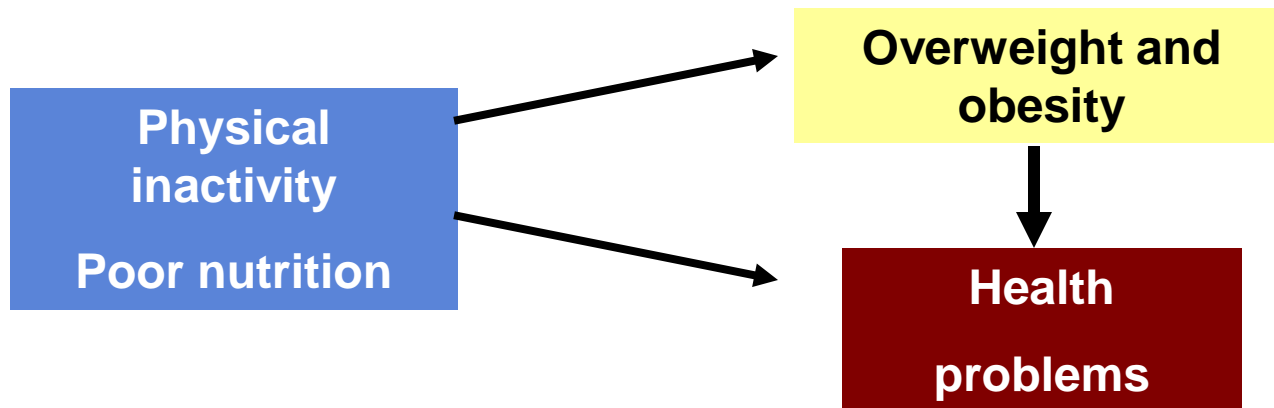
**Implications:** “The steady rise in life expectancy during the past two centuries may soon come to an end”

New England Journal of Medicine 2005; 352:1138-1145

# Let's Change the Conversation

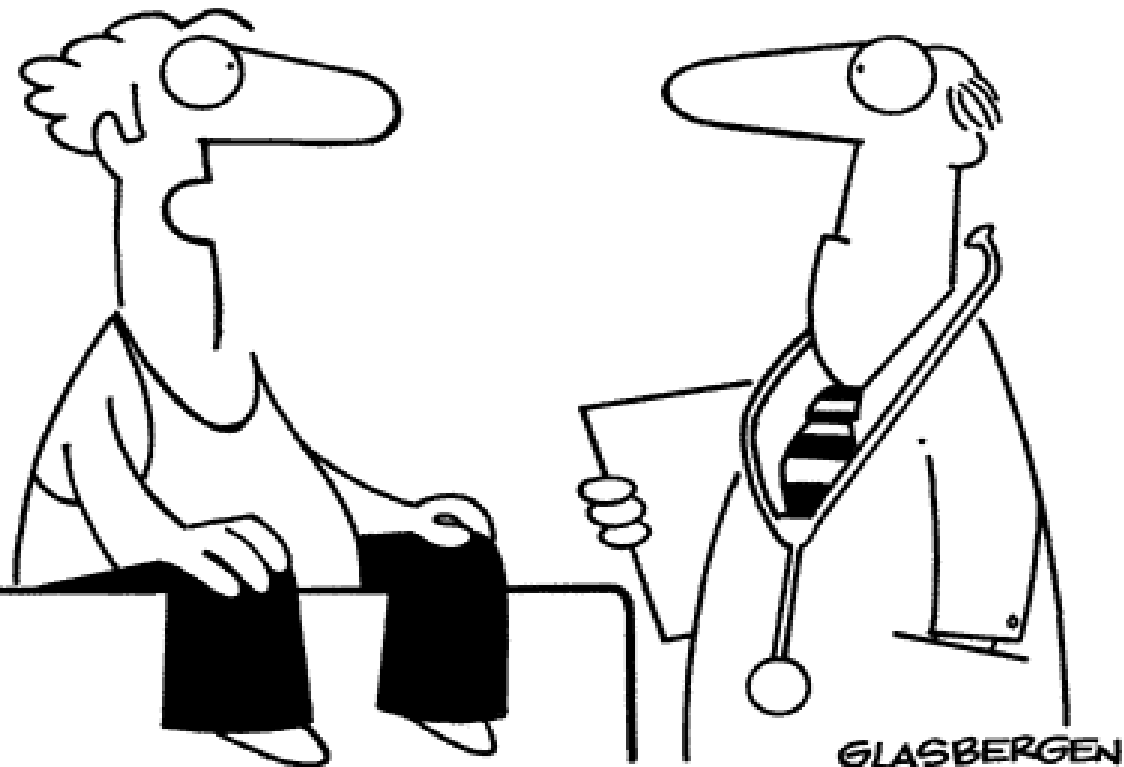
It's *not* just an obesity epidemic.

It's an epidemic of  
physical inactivity and poor nutrition.



# It's not easy...

Copyright 2002 by Randy Glasbergen. [www.glasbergen.com](http://www.glasbergen.com)



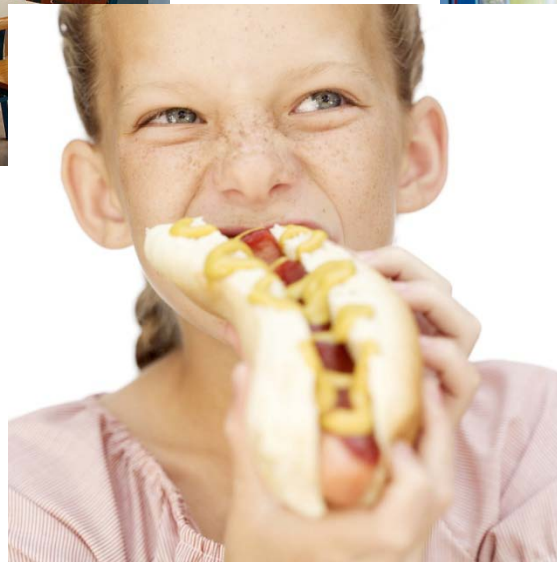
**“Eat less and exercise more? That’s the most ridiculous fad diet I’ve heard of yet!”**



# Current Physical Activity Default



# Current Nutritional Default



What is the *easy* choice?

# *Place Matters.*

*To support healthy behaviors and create “stickiness”*



**HOME**



**SCHOOL**



**COMMUNITY**

# NH CATCH Kids Club Project

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- Statewide project to increase physical activity and healthy eating practices in NH K-5 after school programs through CATCH Kids Club.



# NH CATCH Kids Club - Partners

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- Foundation for Healthy Communities
- NH Parks and Recreation Association
- PlusTime NH
- Boys and Girls Club of NH
- YMCA of Greater Manchester

# NH CATCH Kids Club - Goals

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## Child:

- Ensure that each child has an opportunity to be physically active each day for at least 30 minutes (15-20 min MVPA).
- Increase healthy eating practices.

## Staff:

- Increase staff comfort leading physical activity and nutrition activities.
- Increase staff perceptions about the importance of physical activity and nutrition to child health.
- Increase staff confidence that they can positively affect child health.

## Organizational:

- Revise or add policies and environmental supports that help make the healthy choice the easy choice.

# NH CATCH Kids Club

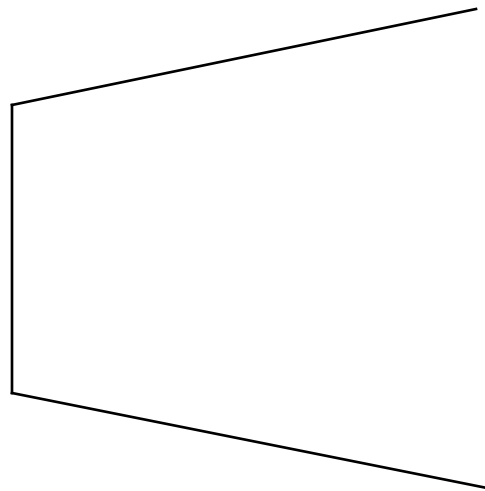
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## Year 1:

- 12 sites

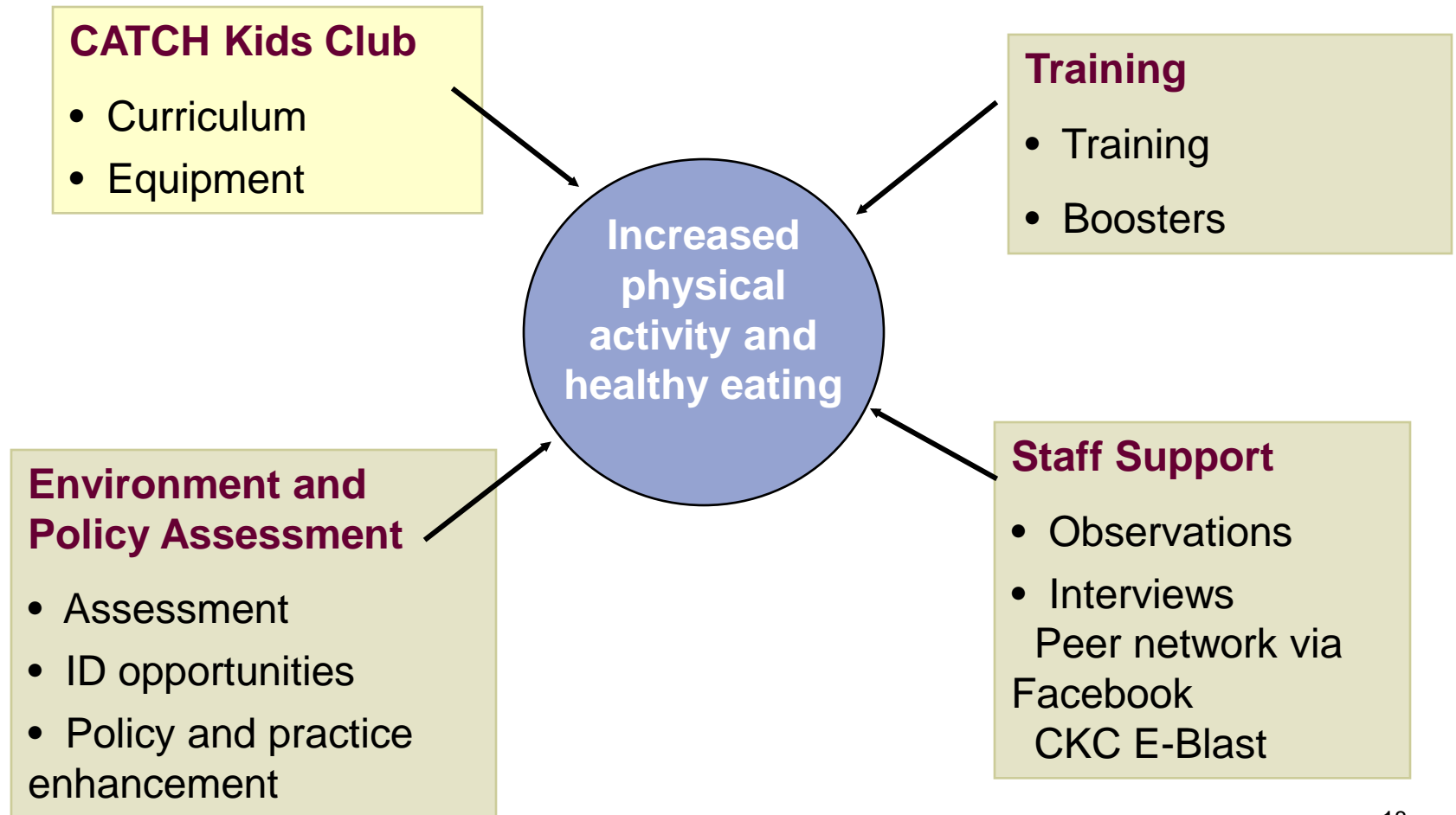
## Year 2:

- 5 sites



- Boys & Girls Clubs
- Recreation Depts.
- 21 C programs
- YMCA after school programs

# The Approach



# CATCH Kids Club

## Out-of School and recreation program (K-5)

- Developed based on the successful elements of CATCH
- Designed to promote healthy nutrition and physical activity behaviors to help children develop and maintain health
- Carries a philosophy that the environment is critical to improving child health.
- Evidenced based!
  
- Licensed by Flaghouse, Inc.



# CATCH Kids Club



- Increase moderate-to-vigorous physical activity,
- Increase healthful eating practices, and
- Increase knowledge of nutrition and physical activity.



# CATCH Kids Club



- The CKC is composed of:
  - Physical activity program
  - Nutrition curriculum
  - Snack component





**“Katie”**

2<sup>nd</sup> grader

# Positive Environment



Schools Out Program, Ossipee Central School

Everybody plays!  
Inclusive games  
and activities.

- No “picking” of teams by children.
- Non-elimination: everyone is “in”, the game, No child is ever “out.”

**Maximizes play time  
and minimizes  
sedentary time**

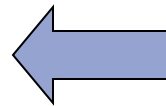
# Skill & Confidence Development



CATCH games allow kids time to practice skills.

Kids become more confident with their skills during activities.

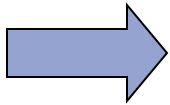
Learn skills to be active for a lifetime.



# Games are fun!



- Kid tested and approved.



- Easy to implement for staff

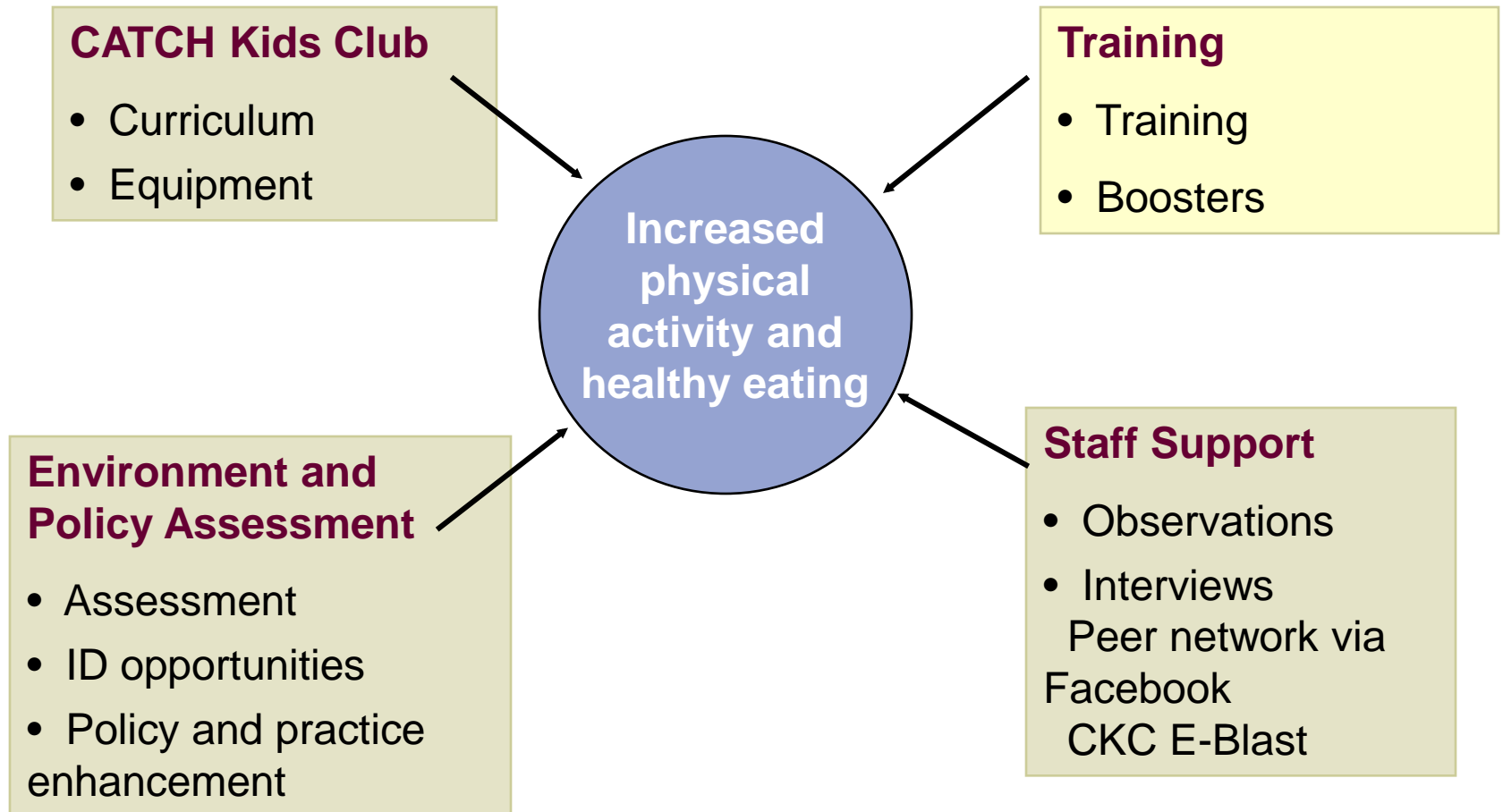


# Nutrition Component



Kids become familiar with healthy foods and make healthy snacks!

# The Approach



# Train the Trainer



# Staff Training is Vital!



## ■ 6 hour initial training

- CATCH games
- Class management
- Child health
- CATCH principles and philosophy

## ■ Boosters:

- Games for older kids
- Small spaces (NE Winters!)
- Integrating nutrition



# Staff Training is Vital!



## Important points:

- How to maximize physical activity time and decrease sedentary time
  - Non-elimination
  - “outs” are active
  - Smooth transitions between “like” activities
- Good classroom management skills (decreases behavior problems)

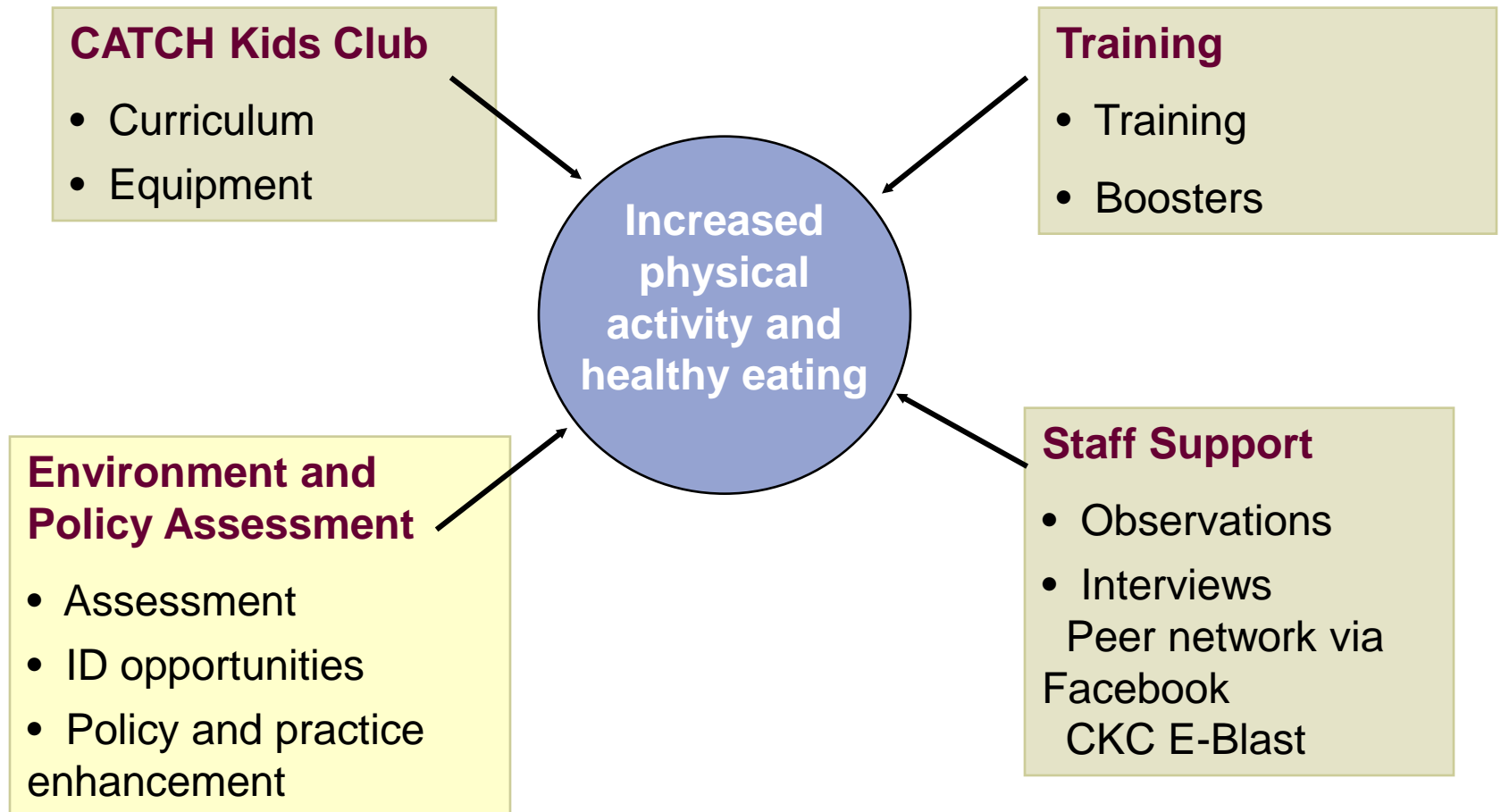


# Training helps meet staff goals



- Increase staff comfort and confidence leading physical activity and nutrition activities.
- Increase staff perceptions about the importance of physical activity and nutrition to child health.
- Increase staff confidence that they can make an impact on the health of their students.

# The Approach



# Environment and Policy Assessment:

## *Where the rubber meets the road!*

- Adapted from *California After-School Program Quality Self-Assessment Tool*
- Mission and goals of organization
- Policies & practices
- Space and equipment
- Staff modeling
- Training and new staff orientation

**After School Program  
Healthy Eating and Active Living  
Policy and Environmental Assessment**

Program: \_\_\_\_\_  
Date: \_\_\_\_\_  
Assessor: \_\_\_\_\_

*Quality after school programs create and sustain environments that promote healthy choices among youth and staff. They may do this by providing a variety of developmentally appropriate, research-based nutrition and physical activity experiences that engage students in active and meaningful learning to master new and life-long behaviors. (California After-School Program Quality Self-Assessment Tool)*

**Ranking:** 1: Have not done anything in this area and do not plan to  
2: Have not done anything in this area but plan to in the future (indicate when)  
3: Just beginning to work/plan in this area  
4: Done some work  
5: Proficient  
6: High level of proficiency  
DK: Don't know

Assessment Question	Ranking 1-6 or DK	How this indicator is integrated in the program / other comments
1. Physical activity and healthy eating are included in the organizations overall mission and/or goals.		
2. Policies have been adopted to serve and/or promote healthy snacks.		
3. If a vending machine is made available by the after school organization, there is a policy in place outlining nutrition standards for its contents.		
4. A policy/policies have been adopted to provide children with at least 30 minutes of activity time each day of which 15-20 minutes is moderate to vigorous physical activity.		
5. Activities in the after school program reflect the healthy eating and physical activity policies are being followed.		
6. Non-educational screen time is discouraged.		
7. There is access to enough equipment, supplies, and space to carry out a variety of nutritional and physical activities to meet the needs of all youth and implement physical activity and nutrition policies.		

# Environment and Policy Changes

- Ensure that healthy choices are the easy choices.
- Policies ensure accountability
- Helps to orient new staff and others to organizational expectations.
- Helps guide organizational decisions (programming, snacks, vending, etc.).
- Ensures sustainability of decisions made.
- Supports health focused messages.
- Supports child health

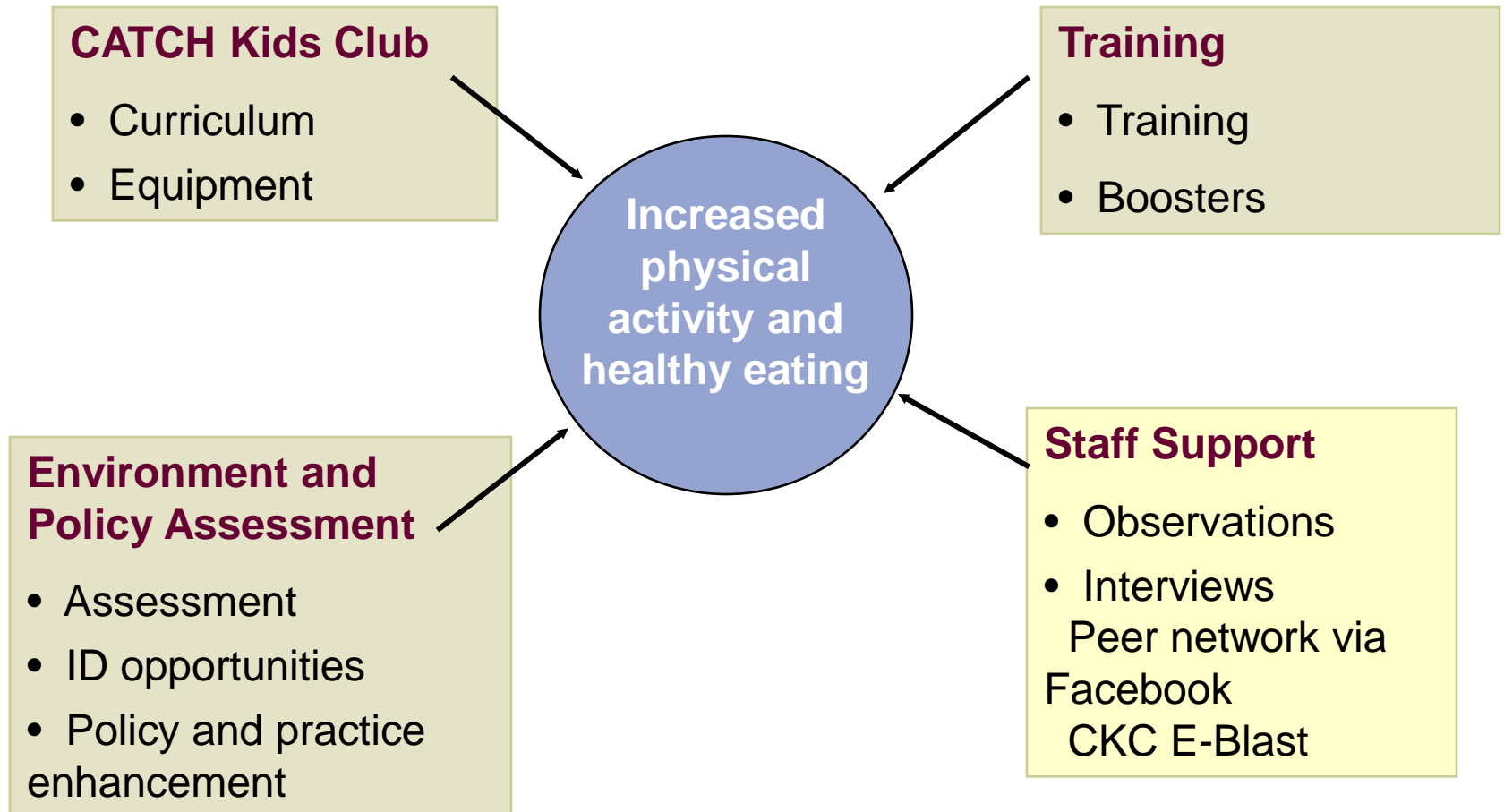


# Examples

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- Nutrition standards for snacks, vending.
- The X program will offer 30 minutes of physical activity each day. Activities must be non-elimination and inclusive at least 3 days a week.
- All new hires must attend a CATCH Kids Club staff training within 3 months of hire.
- All food brought into the X program by staff must meet the organizations nutrition standards for snacks.
- Food brought in by outside vendors must meet nutrition standards.

# The Approach



# Physical Activity Observations



- **B**oundaries and routines
- **A**ctivity from the start
- **S**tart and stop signals
- **I**nvolvement by all
- **C**oncise instructional cues
- **S**afety and supervision



## Also look at:

- Transitions
- Total activity time and time spent in MVPA
- Staff enthusiasm and involvement

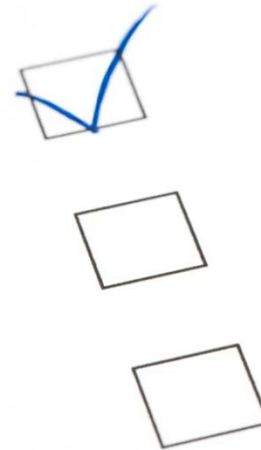
# Networking Opportunities

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- Facebook: NH CATCH Kids Club
- Monthly CATCH Kids Club E-Blast
  - Success stories
  - Tools and resources
  - Information on child health

# Evaluation

- Staff and director pre- and post-questionnaires
- Physical activity observations
- Environmental and policy assessment: changes in environment or policy
- Staff training evaluations
- Staff and director interviews



# Staff Reports

## Pre- and post-questionnaires demonstrated:

- **69%-91%:** Increase in **perceived self-importance** to helping children live a healthy lifestyle (important/very important)
- **54%- 71%:** Increase in **comfort levels** with leading nutrition lessons; and...
  - **83%-97%:** physical activity with children: (comfortable/very comfortable)
- **60%-74%:** Increase in **staff confidence** in their ability to improve the after school/summer program health environment (confident/very confident)

# Staff Reports

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## Pre- and post-questionnaires demonstrated:

- **79%** report that children spend more time doing moderate to vigorous physical activity as a result of the program.
- **74%** report that children are more physically active as a result of the program.

# Process Outcomes

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- 4 to 71 sites since 2004 (includes pre-project work)
- Built a network of 14 NH CKC trainers
- PA and nutrition policies are being developed at 5 out of 5 of the new pilot sites.
- Trainings have confirmed enjoyment and increased understanding of physical activity, nutrition, and CKC implementation.

# Physical Activity Observations and Site Visits



- Confirm all pilot sites are offering a minimum of 30 minutes of PA on most days.
- Healthier snacks are being offered to children at many sites.
- Nutrition is being taught at most sites.

# Concord Boys & Girls Club

- Mostly competitive games to CKC games
  - 30 minutes of PA is now required
  - Kids who used to sit on bleachers now participate!
  - “CATCHified” old favorites.
- **Vending:** was high in fat and sugar. Switched to healthier snacks – with no loss in revenue!
- Eliminated soda.
- Offer a **Snack Attack program:** With healthy snacks only.
- **On-site garden:** established and used for snacks, teaching.
- **Outside vendors:** now required to bring in healthy food
- **Teen Store:** switched from high sugar and fat laden snacks to low fat, low sugar snacks– with no loss in revenue! Effort was led by the teens.



# Challenges

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- Staff turnover continues!
- Small windows for training opportunities
- Time constraints within programs (homework, snack, other activities)
- Challenges with small spaces in winter, older kids (5<sup>th</sup> graders) wanting more challenging activities.

# Lessons Learned

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- Programs are the on-ramps...policy and environments are the highways.
  - Physical activity and nutrition policies are important for supporting healthy choices.
  - Programs are tools for providing supportive environments/policies.
  - Environment should support what you are teaching.
- Staff participation in policy development is critical to buy in.
- Communication is key! CKC is about health!
- We have to make it easier to do better!
  - Staff and organizations
  - Families and children to make healthier choices

# Next Steps

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- Continue to put more emphasis on environment and policy issues.
- Continue to use CKC as a program tool- philosophy is aligned.
- Look for gaps for local trainers in State
- Research and pilot use of on-line CKC training opportunities.
- Utilize key champions/partners to help keep FB page up to date.
- Stronger sustainability plan for the network of sites.

# Questions?

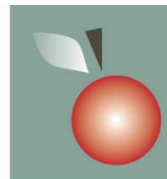
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FHC: [www.healthyNH.com](http://www.healthyNH.com)



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