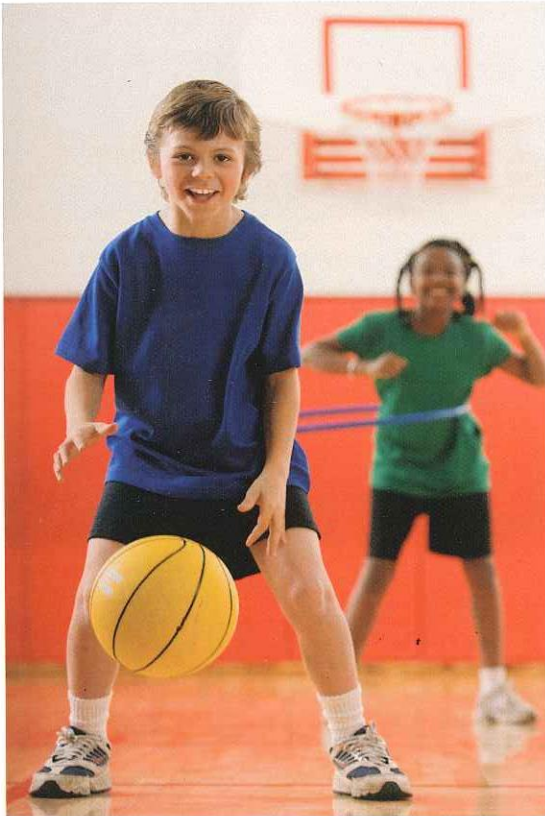


CATCH[®]

COORDINATED APPROACH TO CHILD HEALTH



"Based on the published literature, the most cost-effective way to prevent obesity in youth is the Coordinated Approach to Child Health (CATCH)."

— CAWLEY, J., THE ECONOMICS OF CHILD OBESITY, HEALTH AFFAIRS 29, NO. 3 (2010)



20 Years - From Research to Practice

CATCH research began in the late 1980s, funded by the National Heart Lung and Blood Institute through a collaborative effort by University of California at San Diego, University of Minnesota, Tulane University and The University of Texas-School of Public Health. CATCH research was aimed at developing an elementary school-based program to reduce the risk factors related to cardiovascular disease. Referred to as the *Child and Adolescent Trial for Cardiovascular Health*, CATCH was the largest school-based health promotion study ever conducted in the United States.

The CATCH study and subsequent trial involved over 5,000 ethnically diverse third graders from 96 elementary schools in Minneapolis, San Diego, Austin and New Orleans. CATCH was a multi-component, multi-year coordinated school health promotion program designed to increase physical activity and impact nutrition knowledge, food choice behavior and tobacco prevention. CATCH also supported nutrition services by linking healthy messages from cafeteria to classroom with an included parent and family component.

CATCH research continues and is now known as Coordinated Approach To Child Health. The research has been translated into a well-renowned, successful program available to schools and community-based settings for early childhood through middle school ages.