



FOR IMMEDIATE RELEASE

**CATCH INVITES HEALTH ORGANIZATIONS AND SCHOOLS TO PARTICIPATE  
IN JUNE 15<sup>TH</sup> BROADCAST ON SCHOOL HEALTH PROGRAMS**

Hasbrouck Heights, NJ – June 1, 2007. Are you a member of a health organization or a school that is committed to improving the health of children and fighting obesity? If so, save the date of June 15<sup>th</sup> to participate in the Center for Disease Control's *Public Health Grand Rounds*. Sponsored by the Center for Disease Control (CDC) and the University of North Carolina at Chapel Hill School of Public Health, the *Public Health Grand Rounds* present real-world case studies that highlight the agency's health protection goals. Past programs have included topics such as bioterrorism, autism, disaster preparedness and breast cancer. On June 15<sup>th</sup>, in relation to the CDC's Healthy People Goal, the *Public Health Grand Rounds* will feature a case study on **Coordinated Approach To Child Health (CATCH®)**.

CATCH® is an evidence based K-5 coordinated school health program that is designed to promote physical activity and healthy food choices and prevent tobacco use in elementary school-aged children. The program focuses on classroom curricula, child nutrition services, physical education and family involvement. In addition to educational materials on nutrition and physical activity, the national publisher and distributor of the CATCH® Program resource materials, Flaghouse, Inc., offers training, resources and grant-writing guidance.

CATCH® began as a research study funded by the National Heart Lung and Blood Institute in 1991 to help elementary schools, children and their families adopt healthy eating and physical activity behaviors. Research teams from the University of Texas-Houston, Tulane University, University of Minnesota, and the University of California, participated in what is still the largest and most rigorous school-based health promotion trial ever conducted.

This segment of the *Public Health Grand Rounds* will demonstrate how the CATCH® Program has successfully been implemented within the Austin Independent School District in Austin, TX, as well as the Young Men's Christian Association (YMCA) clubs in Rochester, NY. In addition, the discussion will describe how schools, federal, state and local health education agencies, legislators, universities and community-based organizations can work together to prevent and reduce chronic disease and improve the health of children and their families.

The broadcast will be aired live via satellite and Webcast from 2:00 pm – 3:00 pm EST on June 15<sup>th</sup>. If you would like to increase your knowledge and awareness of how the CATCH® Program gives schools and communities the tools needed to help improve children's health, register to attend this broadcast by logging on to the CDC's website at: <http://www.publichealthgrandrounds.unc.edu/partreg/>.

**If you are interested in learning more about CATCH, please visit <http://www.CATCHinfo.org> or contact Kathy Chichester at 800-793-7900, x 7518.**

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CATCH® (Coordinated Approach To Child Health) is an evidence-based, coordinated school health program designed to promote physical activity and healthy food choices and prevent tobacco use in elementary and middle school-aged children. By teaching children that eating healthy and being physically active can be fun, the CATCH Program has proven that healthy habits established in childhood can produce positive and lasting health behavior changes. For more information visit <http://www.CATCHinfo.org>.

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