



**FOR IMMEDIATE RELEASE**

**CATCH ORGANIZATION LAUNCHES FREE RESOURCE FOR SCHOOLS**  
*CATCH Publication Helps Schools Build Coordinated Health Programs*

Hasbrouck Heights, NJ - March 4, 2008. The team at the Coordinated Approach To Child Health (CATCH®) Program announce the launch of a new **CATCH** publication, a magazine-style resource that provides schools and health organizations with the information and tools needed to build a successful coordinated school health program. Such programs bring schools, parents, students and community leaders together in the fight against obesity and the promotion of good health.

CATCH, a recipient of the 2006 Innovation in Prevention Award from the U.S. Secretary of Health and Human Services for its initiatives in disease prevention and health promotion, will offer their 40 page, free publication twice a year. This colorful and easy-to-read digest highlights how healthy behaviors can be taught and reinforced through a coordinated approach - in the classroom, cafeteria, in physical education classes, after school and at home.

In the premiere issue, teachers, parents, school health experts, researchers and after-school personnel share their experiences with the CATCH program and ideas on how the program can make learning about nutrition and physical education fun for everyone involved. Articles explore topics such as nutrition, how parents can support healthy behaviors in their children and the vital role that school cafeterias play in preventing obesity and encouraging students to eat well.

Peter Cribb, the CATCH National Program Director, University of Texas School of Public Health remarked, "We need CATCH and coordinated school health programs because 84% of overweight kids become obese adults. Chronic diseases related to obesity kill more people than smoking each year. If children don't learn to eat properly and exercise, then how can we expect them to do it? We are proud to offer this free magazine to assist schools in building a program that fights obesity and promotes long-term health."

**To obtain your free copy of the new CATCH publication, visit [www.CATCHinfo.org](http://www.CATCHinfo.org) or contact Kathy Chichester, National CATCH Coordinator, at 800-793-7900, x 7518.**

CATCH is an evidence based K-8 coordinated school and after-school health program that is designed to promote physical activity and healthy food choices and prevent tobacco use in elementary and middle 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 publisher and distributor of the CATCH Program resource materials, Flaghouse Inc., offers training, resources, physical education equipment and grant-writing guidance.

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The CATCH program 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. Today, over 7,000 schools across the United States implement the CATCH program.

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 [www.CATCHinfo.org](http://www.CATCHinfo.org).

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