

# CATCH Early Childhood



We're pleased to announce the launch of The CATCH Early Childhood (CEC) Program, modeled after the internationally acclaimed CATCH program. CEC employs a holistic approach to child health by targeting multiple aspects of the preschool community, involving teachers, children and parents in a wide range of health promoting activities.

CATCH Early Childhood is designed to promote physical activity and healthy food choices among preschool children ages 3-5. CEC was piloted in Head Start centers in Houston, Texas and preliminary evaluations of the program have demonstrated good feasibility and acceptability among children ages 3-5 as well as with their teachers and parents.

The CEC lesson plans, which include hands-on activities, are designed to encourage healthy eating patterns by increasing children's knowledge and skills towards eating healthy foods. Spanish-English parent tip sheets complement the lesson plans and provide parents with the information necessary to help their children and families make healthy food and physical activity choices.

CEC PE activities provide children with fun, physical education/activities, specifically aimed at increasing their moderate-to-vigorous physical activity while at preschool. The lesson plans and PE activities, combined with spirited music, colorful hand puppets and other stimulating visuals, create an environment where physical activity, health education, and healthy eating behaviors are valued and taught.

Through CEC, little ones are motivated to walk, run, jump, dance, and move their whole bodies while playing and having fun, as a solid foundation for healthy living is established.



"The CATCH Early Childhood program is unique because the classroom curriculum includes stories with puppets and activities that really resonate with 3, 4 and 5 year old children. Lessons share important nutrition concepts and are crafted so that they can be used in any preschool learning center. Children have fun as they learn about healthy eating; and the PE activities, which come with music, keep kids and teachers moving and singing."

— SHREELA SHARMA, PHD, RD, LD, ASSISTANT PROFESSOR OF EPIDEMIOLOGY, ASSISTANT DIRECTOR, DIETETIC INTERNSHIP PROGRAM, MICHAEL & SUSAN DELL CENTER FOR ADVANCEMENT OF HEALTHY LIVING, THE UNIVERSITY OF TEXAS SCHOOL OF PUBLIC HEALTH, HOUSTON, TX

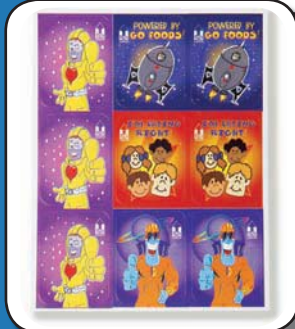
# CATCH Early Childhood



**EARLY CHILDHOOD  
"IT'S FUN TO BE HEALTHY"  
BOOK AND ACTIVITY BOX**

Features Early Childhood "It's Fun to Be Healthy" Teacher's Manual with 9 classroom lessons to encourage healthy eating and activity. English/Spanish Parent Tip Sheets provide coloring activities, recipe ideas and additional information while the activity box includes over 120 activities to get little ones up and moving.

**D17653: \$199.95 each  
SAVE \$20**



## THE CATCH EARLY CHILDHOOD KIT INCLUDES:

- 9 classroom lessons to encourage healthy eating behaviors
- Over 120 activities with music aimed at promoting physical activity
- Multilingual Parent (English/Spanish) Tip Sheets that provide a coloring activity, additional nutrition and physical activity information, and recipe ideas for parents
- An adaptive learning component to meet the needs of children with physical or learning disabilities
- A list of Spanish and French translations of "key words" from lesson plans to expand children's knowledge and facilitate instruction in bilingual classrooms
- Early Childhood "It's Fun to Be Healthy" Teacher's Manual and activity box, CATCH hand puppets, stickers, fruit and veggies set, and 25 player rhythm set

**CATCH Early Childhood Kit**  
**D17655: \$375** **Save \$70!**

## COMPONENTS INCLUDED ALSO SOLD SEPARATELY:

### CATCH EARLY CHILDHOOD TEACHER'S MANUAL

Features 9 classroom lessons to encourage healthy eating and activity. Parent Tip Sheets provide coloring activities, additional information and recipe ideas. Vocabulary key words also included in Spanish and French.  
**D17631: \$69.95 ea.**

### CATCH EARLY CHILDHOOD ACTIVITY BOX

Features over 120 activity cards for children ages 3-5. Each 5" x 8" card provides detailed instructions for fun activities. Little ones are motivated to walk, run, jump, dance and move their whole bodies while playing and having a blast! Cards are packed in a sturdy box with a snap shut lid and convenient carry handle.  
**D17632 : \$150 ea.**

### 25-PLAYER RHYTHM SET

Designed for children ages 3-10 and exceptional programs. Set is comprised of 3 pairs Rhythm Sticks (fluted and plain), 1 Tick-Tock Block with mallet, 1 Guiro Tone Block with mallet, 1 pair large Sand Blocks, 1 pair Tap-A-Taps, 2 Triangles with strikers and holders, 1 pair Spun Brass Cymbals with knobs, 2 Wrist Bells, 2 Cluster Bells, 2 Orchestra Castanets, 2 Automatic Hand Castanets, 3 Jingle Taps, 1 pair Plastic Maracas, 1 small Hand Bongo with mallet, 1-6" (15cm) Tambourine with 5 pairs of jingles, 1 pair Claves, 1 Conductor Baton, and instruction booklet.  
**D1405: \$125.00 set**

### CATCH HAND PUPPETS

These fun hand puppets are perfect to use while reading stories in the CATCH Early Childhood curriculum. Feature colorful CATCH characters on each, including the well-known Hearty Heart. 100% fleece cotton. Set includes 8 hand puppets, 2 of each character.  
**D17599: 59.95 set of 8**

### CATCH STICKERS GALORE

Sticker Sets: Feature assorted CATCH Messages, Set 250 sheets, 9 stickers per sheet. **Eating Right Set: "Hearty Heart," "Powered by GO Foods"**  
**D12899: 24.95 set**

### FRUIT AND VEGGIES SET

Toss up a healthy addition to your throw-and-catch menu! Assorted foam "fruits" and "vegetables" are easy to handle. And the poly-urethane coating makes clean-up a snap! Set of 12.  
**D10461: 14.95 set**