CATCH Global Foundation

CATCH Webinar / March 22, 2018

KEYS TO A SUCCESSFUL FAMILY FUN EVENT

We will begin at 3:30 PM (CDT)

PRESENTED BY

Joey L. Walker • Scott Power • Hilary Kotrla
Our mission is to improve children’s health worldwide by developing, disseminating and sustaining the CATCH platform in collaboration with researchers at UTHealth and MD Anderson Cancer Center. The Foundation links underserved schools and communities to the resources necessary to create and sustain healthy change for future generations.

A 501(c)3 public charity founded April 10, 2014.
Bring Whole School, Whole Community, Whole Child (WSCC) model to school districts where there is:
- Substantial public health need
- Lack of resources to implement

90 Priority Districts across the country
- See the list and ways to take action at:

catchinfo.org/promise
Healthy children in a healthy world.

We advance health and healthy living for children and families through cutting-edge research, innovative community-based programs, and dissemination of evidence-based practices.

STRATEGIC PLAN GOALS

- research
- translate
- disseminate
- sustain
PRESENTERS

Joey Walker, MPH  
Director of Curriculum  
CATCH Global Foundation

Scott Power  
Physical Education Teacher  
Schmalz Elementary School

Hilary Kotrla  
Teach Healthier After School Coordinator  
IT'S TIME TEXAS
KEYS TO A SUCCESSFUL FAMILY FUN EVENT

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WHAT IS A FAMILY FUN EVENT?

• A Family Fun Event (FFE) is an event your school/site and local community hosts to showcase and celebrate your commitment to create and maintain a healthy environment.

• A FFE is an opportunity to reinforce healthy behaviors through a FREE, FUN, & HEALTHY celebration for kids, families, community members, and faculty and staff.
FAMILY FUN EVENT KEYS

- **REPEATABLE:** Annual events, one a semester, monthly – whatever works for you
- **FORMAT:** Stand-alone event or part of an existing school event
- **PARTICIPATION:** Involvement by ALL (kids, families, faculty/staff, & the community)
- **INTERACTIVE:** Includes activity, information booths, student performances, and healthy food offerings
FAMILY FUN EVENT EXAMPLES

- Large, organized events involving more than one school, or an entire district
- Specific “CATCH Night” events occurring yearly
- Integrated into existing events in which parents & the community attend
  - Science Fairs, Literacy or Math Nights
  - Back-to-School Nights
  - Wellness Wednesdays or Fitness Fridays, etc.
FFE EXAMPLE: CATCH FAMILY WELLNESS FIESTA
FFE EXAMPLE: FAMILY FITNESS DAY
FFE EXAMPLE: CATCH DANCE NIGHT
FFE EXAMPLE: FAMILY HEALTH FAIR
FFE EXAMPLES: SCIENCE FAIR & SCIENCE NIGHT
A GUIDE TO HOSTING A SUCCESSFUL FFE
Includes helpful hints to host a successful event

In-depth planning, recruitment & implementation ideas

• **Planning** – suggestions for timelining planning, securing principal approval, things to think about if you’re going to have food at the event, etc.

• **Recruitment** – Ideas for staffing and partner participation, as well as promotion & marketing ideas for your event

• **Implementation** – guidelines offered about conducting the event
There are also a TON of resources, including various samples and templates:

- Promotional flyers
- Sample agendas, sign-in sheets, activity cards, & event handouts
- Game & food booth ideas
- Thank you letter template
PUBLICIZE & COMMUNICATE ABOUT YOUR FFE

Communications Toolkit on CATCH.org

Use your social media platforms
HOSTING A

Family Fitness Event On a School Campus!
CATCH NIGHT AT SCHMALZ ELEMENTARY
SCHEDULING

- Pick a Date and Time
- Get it on your School Calendar ASAP
- Who is your Target Attendance Group?
  - Certain Grades?
  - Entire Campus?
FIRST PLANNING STAGE

- Talk to School Staff
- Talk to Community
- Reserve appropriate Facility Space
- Solicit Donations **
SECOND PLANNING STAGE

- Physical Activity Events
- Map it Out
- Promote your Event
- Art Posters**
- Music Song or Dance **
PE ACTIVITIES EXAMPLES

- Hula Hoop
- Sand Bells
- Cup Stacking
- Putt Putt Golf Holes
- GO, SLOW, WHOA Food Challenges
- Fitness Challenges
PE ACTIVITIES EXAMPLES

- Jump Ropes
- Feather balancing
- Basketball passing
- Exercise Balls
- Throwing at Targets
- Putting Together Mr. Bones
SCHOOL FOOD SERVICES

- Nutrition Info on what is served in the Cafeteria
- Examples of “GO” foods to try
SCHOOL HEALTH STATIONS

- Counselor
- Nurse
- FitnessGram Info
COMMUNITY STATIONS

- Give Samples
- Prizes
- Give Health Education Info
- Tell how they help the Community
WRAPPIN’ IT UP

- Show the Good Things
- Thank you
- Reflect for the next year
THE NEXT STEP

- Some of the 2 Star (**) Tasks you saw earlier
- Door Prizes
- Social Media Prizes
- CATCH Character Skits
- CATCH Character Pictures
Supporting Schools’ Family Engagement Efforts
ABOUT IT’S TIME TEXAS

» Working across sectors to support healthier choices where people live, learn, work, worship and shop

» Partnering with diverse organizations to magnify our collective impact through mutually reinforcing activities that advance health on multiple fronts

» Mobilizing technology to expand program reach and deliver scalable, sustainable solutions

» Using innovative social marketing and new media platforms to deliver health education and health promotion programs and increase healthier behaviors

IT'S TIME TEXAS
MAKE HEALTHY EASIER
WHAT WE OFFER

Free Health Tools for All Texans

Innovative free tools like our Choose Healthier mobile app, Teach Healthier mobile app, Living Healthier coach hotline and Mayor’s Health & Fitness Council toolkit empower Texans to lead healthier lives and build healthier communities.

Initiatives & Events that Catalyze Community Health

Annual initiatives like the Community Challenge, Healthy Texas Week, and the Summit provide a platform for Texans to share best practices, learn from each other and celebrate healthy living.
WHAT IS STRONGER AUSTIN?

• Community-driven health initiative committed to improving access to health and wellness services
  • Group fitness classes
  • Teach Healthier After school programming
  • Activity Groups
  • Nutrition/Education Classes
PHYSICAL ACTIVITY WITH FAMILIES IN AFTER SCHOOL

Physical Activity and Nutrition Education can be incorporated with families through after school at:

1. After School Events (Showcase, Movie Night, etc.)
2. School Events (Carnival, CATCH Night, etc.)
3. Family Fun Nights
FAMILY ENGAGEMENT AT SITES
THE PROCESS

• Site connects with us
• Gather event information
• Determine best activity
  • Obstacle Course?
  • Table Activity?
  • Energizer?
FAMILY ENGAGEMENT AT SITES WORKING WITH SITE STAFF

- Determine Scheduling
- Incentives for continued participation
- Marketing the event
  - Flyers
  - Social Media
  - Word of Mouth
Family Activity: Obstacle Course
When Best Used: CATCH Night, Family Fun Night, or other School Events

Family Game: Dragon Tails
When Best Used: CATCH Night, Family Fun Night, or other School Events
FAMILY CURRICULUM

- Up to 15 Week Family Fun/Fit Night Curriculum*
  - Includes Weekly Challenges

*For a copy of the FFN Curriculum, and other ITT resources, email me at hilary@itstimetexas.org
FULL LESSON: RECOMMENDED LAYOUT

- Icebreaker
- Warm Up
- Active Game
- Nutrition Lesson
- Nutrition Game
- Active Game
- Cool Down
Family Game: Bowling for Goals

When Best Used: Family Fun Night
CHALLENGES

• Number of Participants
• Continued Parent Engagement
• Language Barrier(s)
SOLUTIONS

• Scheduling
  • See if there’s an ideal day
  • Schedule around After School pick-up time

• Continued Engagement
  • What do the parents want?
  • Incentivize parents getting other parents involved

• Adapting
  • Knowing modifications for few vs. many people
  • Lots of demo’s for language barriers
STRONGER AUSTIN & THAS IN AUSTIN & DEL VALLE

- Free fitness classes near you!
- Contact me at hilary@itstimetexas.org for more info or if you’d like to have us at your site for Family Engagement Opportunities
JOIN THE CAUSE

- Apply to Become an IT’S TIME TEXAS Ambassador: itstimetexas.org/becomeanambassador

- Sign up for email updates: itstimetexas.org/join-our-cause

- Connect with us on social media:
QUESTIONS?

*A link to the archived recording of today’s webinar and a PDF of the presentation slides will be emailed to you.