

The CATCH Global Foundation Receives Grant from Blue Cross Blue Shield of Oklahoma to Bring Child Health Program to 2 Rural Communities

12 Month Project Will Serve 2,500 Kids in 10 Schools in Guymon and Carnegie

Austin, TX (1/12/16) – The CATCH Global Foundation has been named a recipient of the Healthy Kids, Healthy Families (HFHK) grant program from Blue Cross and Blue Shield of Oklahoma (BCBSOK); an initiative designed to improve the health and wellness of children and families through community investments by Health Care Service Corporation (HCSC) and its Blue Cross and Blue Shield plans in Illinois, Montana, New Mexico, Oklahoma and Texas. The *Western Oklahoma CATCH Coordinated School Health Initiative* and 12 month grant will begin this January and will bring CATCH to rural schools in Guymon and Carnegie, Oklahoma.

According to the *Trust for America's Health*, more than 17 percent of children ages 10-17 are obese in Oklahoma, the 14th highest childhood obesity rate in the nation. In addition to their populations being at-risk due to socioeconomic status, Carnegie and Guymon Public School Districts serve high proportions of American Indian and Hispanic children and are both rural areas.

“We are very pleased to have the opportunity to work with the communities of Carnegie and Guymon to help them create a healthy environment that will impact children’s health for the long term,” said Duncan Van Dusen, Executive Director of CATCH Global Foundation. “This project is another installment in our ongoing work with the Oklahoma State Department of Health and will support hundreds of kids and families in making healthier lifestyle and nutrition choices.”

Since 2007, the Oklahoma State Department of Health (OSDH) has supported CATCH implementations in afterschool programs across the state, and began offering the program to elementary schools in 2015. Evaluation results from these efforts include an increase in moderate-to-vigorous physical activity, a reduction in BMI percentile scores, decreased screen time and greater fruit and vegetable consumption.

About CATCH Global Foundation

The CATCH Global Foundation partners with researchers at UTHealth and the University of Texas MD Anderson Cancer Center to expand, develop and sustain the CATCH (Coordinated Approach To Child Health) platform, and connects underserved schools and communities to the resources and funds necessary to implement it effectively. CATCH improves the health of children from pre-K through middle school, in both school and after-school settings, through an environmental approach including classroom curriculum, better nutritional decisions, and increased levels of physical activity, and supports that impact through community engagement. Since its inception over 25 years ago, CATCH has been created and maintained in a research university setting. CATCH is the most scientifically effective school health program on the market and is now used in 10,000 schools and educational settings worldwide.

www.catchglobalfoundation.org | twitter.com/usacatch | Facebook.com/CATCHHealth | YouTube.com/CATCHProgram

About Healthy Kids, Healthy Families:

Healthy Kids, Healthy Families (HKHF) began as a three-year initiative designed to improve the health and wellness of at least one million children through community investments by Health Care Service Corporation and its Blue Cross and Blue Shield plans in Illinois, New Mexico, Oklahoma and Texas. Reaching nearly three million children within the first two years, HKHF is now a signature program of the organization and part of an ongoing commitment to invest in and partner with nonprofit organizations that offer sustainable, measurable programs to reach children and their families in areas of nutrition, physical activity, disease prevention and management, and supporting safe environments. To learn more about Health Kids, Healthy Families, please visit www.healthykidshealthyfamilies.org.

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