

CATCH Global Foundation Partners with Carnegie Public Schools After Receiving Grant from Blue Cross and Blue Shield of Oklahoma

Oklahoma Has 14th Highest Childhood Obesity Rate in the Nation

Austin, TX (7/27/16) – 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 (BCBS-OK); an initiative designed to improve the health and wellness of children through community investments by Health Care Service Corporation and Blue Cross and Blue Shield plans. The *Western Oklahoma CATCH Coordinated School Health Initiative* 12-month grant is already underway in Guymon and will begin this August in Carnegie, Oklahoma. The Carnegie training will kick-off on August 10th at the Carnegie Elementary School.

“We look forward to implementing the CATCH tools and methodology at Carnegie Public Schools and support healthy lifestyle and nutrition choices for hundreds more kids and families,” said Duncan Van Dusen, Executive Director of CATCH Global Foundation. “We’re honored to partner with the Blue Cross and Blue Shield of Oklahoma to help fight childhood obesity throughout the state and teach children healthy choices that will last a lifetime.”

According to the *Trust for America’s Health*, more than 17% of children ages 10-17 are obese in Oklahoma, the 14th highest childhood obesity rate in the nation. In addition to their population being at higher risk due to socioeconomic status, Carnegie Public School District serves high proportions of Native American students and is a small rural community.

Since 2007, the Oklahoma State Department of Health (OSDH) has supported CATCH implementations in afterschool programs across the state, and in 2015 OSDH and CATCH implemented the program in 14 elementary schools together. Evaluation results include an increase in moderate-to-vigorous physical activity, a reduction in BMI percentile scores, decreased screen time and greater fruit and vegetable consumption. This project continues CATCH’s ongoing focus on bringing its programs to schools around the country with large portions of students eligible for free or reduced-price lunch.

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, Montana, 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 Healthy Kids, Healthy Families, please visit www.healthykidshealthyfamilies.org.

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