

CATCH Kenya



Wellness for Greatness, a Kenyan NGO, and CATCH Global Foundation, a U.S.-based 501c3, are partnering to offer CATCH Kenya to up to 20 million Kenyan children under the age of 16.

CATCH Kenya is an initiative to adapt and implement the evidence-based CATCH health education programs for use in Kenyan schools, providing youth with a new competency-based school curriculum that includes movement, hygiene, and nutrition, as well as nicotine avoidance and mindfulness.

As part of a national priority on preparing children for long healthy lives, Kenya has the ingredients to succeed with CATCH!



Why CATCH Kenya?

CATCH Kenya helps children establish positive habits related to physical activity and nutrition at an early age in order to create and sustain healthy change for future generations.

The initiative seeks to adapt and implement the CATCH Health curriculum in order to address the following issues:

- ▶ Sedentary lifestyles and unhealthy diets have led to a sharp rise of non-communicable diseases, like heart disease, cancer, and diabetes, in Kenya.
- ▶ Non-communicable diseases account for 31 percent of Kenyan deaths, with 51 percent of those deaths occurring in individuals under the age of 7.
- ▶ Recent studies among Kenyan children aged 13 to 15 years old found 41 percent found to have sedentary lifestyles.

2021 Pilot Project

CATCH Kenya plans to pilot the program in 16 schools in 2021. This pilot phase includes:

- ▶ Collaborating with the Ministry of Education and Kenyan Institute for Curriculum Development to review and adapt CATCH programs to align with the Ministry of Health's National Physical Activity Action Plan 2018-2023.
- ▶ Selecting 16 Kenyan pilot schools with a need for and commitment to health education.
- ▶ Training teachers at these schools to implement CATCH curriculum Building local capacity to carry out future implementation trainings in Kenya, ensuring program sustainability.

Advisory Board of Directors



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How You Can Help

CATCH Kenya is actively welcoming partners to help us bring health education to millions of Kenyan students.

The pilot project budget is KSH 12M (\$111K USD), of which KSH 5M has been raised to date. We're currently offering sponsorships for the remaining KSH 7M (\$65K USD) needed to complete the pilot phase.

Sponsorship packages, providing wide recognition in both the U.S. and Kenya, are available to visionary partners who join us now to create and sustain the future health of Kenya. We're currently seeking partners from corporate and philanthropic sectors.

To learn more, visit catch.ke or contact Sarah Andrews, CATCH Director of Development, at sarah@catch.org.