



# CATCH Healthy Habits

## Uniting children and adults age 50+ in the fight against obesity

**CATCH Healthy Habits is an evidence and outcomes-based intergenerational program that encourages healthy eating and active living.**

The program combats obesity by engaging adults age 50+ as mentors to teach healthy lifelong habits to kids in grades K-5. Adults in the program benefit in several ways. Research shows that volunteers have lower rates of depression and mortality and greater functional ability than those who do not volunteer. As they promote healthy habits for kids and for themselves, they also experience the rewards of meaningful community service.

### Why CATCH Healthy Habits?

Obesity rates in America have tripled for children and doubled for older adults in the last 30 years. Nearly one in three children in America are overweight or obese — increasing their risk of becoming overweight adults with chronic conditions like diabetes, heart disease and asthma. Approximately 60% of adults over 50 do not meet the CDC's recommended physical activity standards. Higher obesity rates have increased chronic disease and reduced quality of life. Isolation and a lack of meaningful paid or volunteer work exacerbate these problems.

How did we get here? A decline in physical activity and unhealthy eating styles are the principal causes.



Walks to school have been replaced by car and bus rides. Instead of running around after school, kids spend their afternoons with TV, video games, and the Internet. Parents are busier than ever and families are eating more fast food and larger portions.

### An effective solution

Teams of volunteers work with children in after-school and summer programs for up to 25 sessions. Each one-hour session includes a nutrition lesson, a healthy snack and 30 minutes of physical activity.

CATCH Healthy Habits is based on the Coordinated Approach to Child Health (CATCH), a nationally recognized evidence-based physical activity/nutrition curriculum. The program aligns with the national Let's Move! campaign and NIOST (National Institute for Out-of-School Time) guidelines.



**By the end of 2014 CATCH Healthy Habits aims to improve the health of over 14,000 children and 2,000 adults age 50+ in 21 cities across 17 states**

*(continued)*



## WellPoint Foundation and OASIS

Funding from WellPoint Foundation supports the OASIS CATCH Healthy Habits program in 21 cities: Atlanta, GA; Escondido, Long Beach, Los Angeles, West Sacramento and San Diego, CA; Indianapolis, IN; Portland, ME; Saint Louis, MO; Reno, NV; Richmond, VA; Denver, CO; Madison, WI; New York City, NY; Hartford, CT; Louisville, KY; Manchester, NH; Cleveland, OH; San Antonio, TX; Washington, DC; and Tucson AZ.

### A growing national movement

Since 2011, over 10,000 children and 1,600 adult volunteers, age 50-plus, in over 200 locations in 21 cities across 17 states have benefited from the program.

**Real results:** CATCH Healthy Habits is making significant progress toward influencing health knowledge, attitudes, and behaviors among children and adults 50+. In 2013, 68% of children and 73% of adults 50+ met or exceeded CDC recommendations for moderate-to-vigorous physical activity, compared to 50% in similar programs. Both groups also increased their consumption of fruits and vegetables and decreased their time watching TV or playing video games - all great solutions for preventing and helping manage chronic disease conditions, including diabetes.

**High program satisfaction:** A majority of kids (82%) and adults 50+ (96%) report enjoying the program, with adult volunteers forming new friendships and contributing over 48,000 hours, valued at \$855,000.

**Broad reach:** Over 30 million people have been exposed to the program's health messaging through national, regional, and local marketing and publicity efforts.

**A great solution for community partners:** Over 400 organizations have joined and support CATCH Healthy Habits, including national youth serving organizations, schools, government agencies and senior centers.



CATCH Healthy Habits is a  
Generations United  
Program of Distinction



**For more information, contact us:  
The OASIS Institute**

**Peter Holtgrave, National Health Manager**  
[catchhealthyhabits@oasisnet.org](mailto:catchhealthyhabits@oasisnet.org)  
**314-862-2933 • [www.catchhealthyhabits.org](http://www.catchhealthyhabits.org)**

Member of



OASIS is a national non-profit organization that promotes successful aging through lifelong learning, health programs and volunteer engagement. The OASIS vision is to see that adults age 50-plus across the country have opportunities to pursue vibrant, healthy, productive and meaningful lives. Founded in 1982, OASIS has a national membership of more than 360,000 adults and serves 59,000 people annually through partnerships in 43 cities. The OASIS Institute in St. Louis is the national headquarters.