



WHAT IS IT?

- An evidence-based, coordinated school health program designed to promote physical activity and healthy food choices, and prevent tobacco use.¹
- A fun and easy to use toolkit that allows you to improve the health of your students and teach them lifelong health behaviors
- A program that brings together schools, families, and communities to teach children how to be healthy for life!



WHY?

- Physical activity and healthy eating benefit all people by improving the quality of their lives.
- Oklahoma ranks 50th in fruit and vegetable consumption in the United States. That is last place!³
- In a recent United Health Foundation publication, Oklahoma was ranked 46th in the nation in overall health.³
- 32% of Oklahomans are obese.³
- The Centers for Disease Control included “Healthier School Environments” in its solution to the growing health problem of Oklahoma’s youth.
- By teaching children that eating healthy and being physically active every day can be fun, the CATCH Program has proven that establishing healthy habits in childhood can promote behaviors changes that last a lifetime.¹
- CATCH is the most cost-effective, multistate program that is a youth-focused initiative to reduce obesity.⁴



<http://www.catchinfo.org/>

1. <http://www.catchinfo.org/>
2. http://www.cdc.gov/HealthyYouth/yrbs/pdf/obesity/ok_obesity_combo.pdf
3. <http://www.americashealthrankings.org/2009/report/AHR2009%20Final%20Report.pdf>
4. Cawley, J. (2010). The Economics Of Childhood Obesity. *Health Affairs*, 29:3, 364-371.

