

# Coordinated Approach to Child Health (CATCH) Kids Club (CKC) Collaborative

Population Served: K-5 students enrolled in Oklahoma after-school programs serving 5,000 children. (August 2010)

## PLAN

### 1) Getting Started

- Approximately 16% of Oklahoma's youth ages 10-17 years were overweight/obese in 2007, ranking our state 17th in the nation.
- Oklahoma ranked 50th in the nation for fruit and vegetable consumption.
- Coordinated physical activity and nutrition were not considered a priority in after-school programs.
- Attention on physical activity and nutrition became a focus of the agency through the Strong and Healthy Oklahoma initiative and a Strategic Map priority.
- A 2007 state law requires healthier snack options in public school vending machines.

### 2) Assemble the Team

- Area Health Educators (Collaborative Team)
- Oklahoma State University Extension
- State and County Health Departments
- After-School Network
- University of Texas
- Oklahoma Dept. of Education
- Oklahoma Dept. of Agriculture, Food and Forestry
- School-based Social Workers and Nurses
- YMCA

### 3) Examine the Current Approach

- Occasional athletic activities such as dodge ball or kick ball, but no incentive to learn new physical activities.
- Limited resources available to after-school programs.
- No coordination of existing after-school programs.
- Health Educators were not working in an evidence-based physical health and nutrition model for children.
- Single approach efforts were being conducted with little measurable success.
- Having strong partner involvement was recognized as key to success.
- Most of the CKC sites would be entering into the 3rd year of implementation using the same curriculum, so returning children would be hearing repetitive information.

### 4) Identify Potential Solutions

- Provide Geo Motion mats with instructional video at selected CKC sites.
- Provide physical activity training video to each CKC site.
- Replace unhealthy snacks with more favorable options.
- Provide a list of lesson enhancement ideas to the CKC educators.
- Modify physical activity and nutrition lessons for greater impact.
- Place nutrition resources on the CKC website for public sharing.

- Survey partners for improvement ideas on existing physical activity and nutrition lessons.

### 5) Develop an Improvement Theory

By enhancing physical activity and nutrition lessons, the CKC participants will improve knowledge and behavior of physical activity and nutrition.

AIM: By May 31, 2010, CKC participants will increase nutrition knowledge and physical activity behavior by 15%.

## DO

### 6) Test the Theory

- Share new, easy, and fun snack recipes with Health Educators, partners, and parents.
- Develop new resources such as coloring book, newsletter, stickers, and sample MOU for partners.
- Introduce new videos for enhanced physical activity through games.
- Increase recognition and reinforcement of healthy behaviors by CKC participants.
- Conduct pre-and post-student surveys to measure knowledge and behavior changes as a result of CKC participation.

## CHECK

### 7) Study the Results

- According to pre-and post-student surveys, there was a 44% increase in students who correctly responded to the majority of physical activity behavior/nutrition knowledge questions.
- During the final year of the pilot, a statistically significant decrease in CKC participants' BMI occurred. However, as the nutrition knowledge and physical activity behavior survey data was not a matched study, a direct correlation cannot be demonstrated.
- Nine sites implemented recognition of healthy behaviors (e.g., CATCH® Kids of the Month and We Caught Your Kid.)
- The Hearty Heart Cookbook, including new and existing recipes, was developed and distributed to all CKC educators and partners. Five sites distributed cookbooks to parents.

- Eight physical activity lessons were included in the video; 72% of the sites implemented at least one lesson with an average of three lessons implemented.
- Eight new resources were developed, and all 17 sites implemented at least one of the resources with an average of three resources implemented.

### RESOURCES IMPLEMENTED

Newsletter	Physical Activity at Home Card; Parent Calendar	Partner MOU	CATCH Kid of the Day Stickers
Nutrition Lesson Enhancements	CKC Activity Cards	Physical Activity Video	Cookbook

## ACT

### 8) Standardize the Improvement or Develop New Theory

- Maintain current strategic plan, standardize process, and update items as necessary.
- Share fun and easy snack recipes with CKC participants and their families.
- Develop new resources to support CKC program enhancements.
- Identify new ways to reinforce positive and healthy behaviors by CKC participants.
- Continue surveillance efforts twice per school year to measure changes in participant knowledge and behavior.
- Assure that newly developed resources continue to be made available on the CKC website for public information sharing.

### 9) Establish Future Plans

- Increase number of CKC sites statewide.
- Implement FitnessGram® measurements in selected CKC sites & develop parent report.
- Increase parent/guardian involvement.
- Increase partner participation by offering additional CKC training on nutrition and physical activities for consistency throughout the program.
- Provide annual booster training for educators and partners.
- Consider matching student survey data in future.

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