

# Nebraska Extension: Implementation of CATCH Kids Club

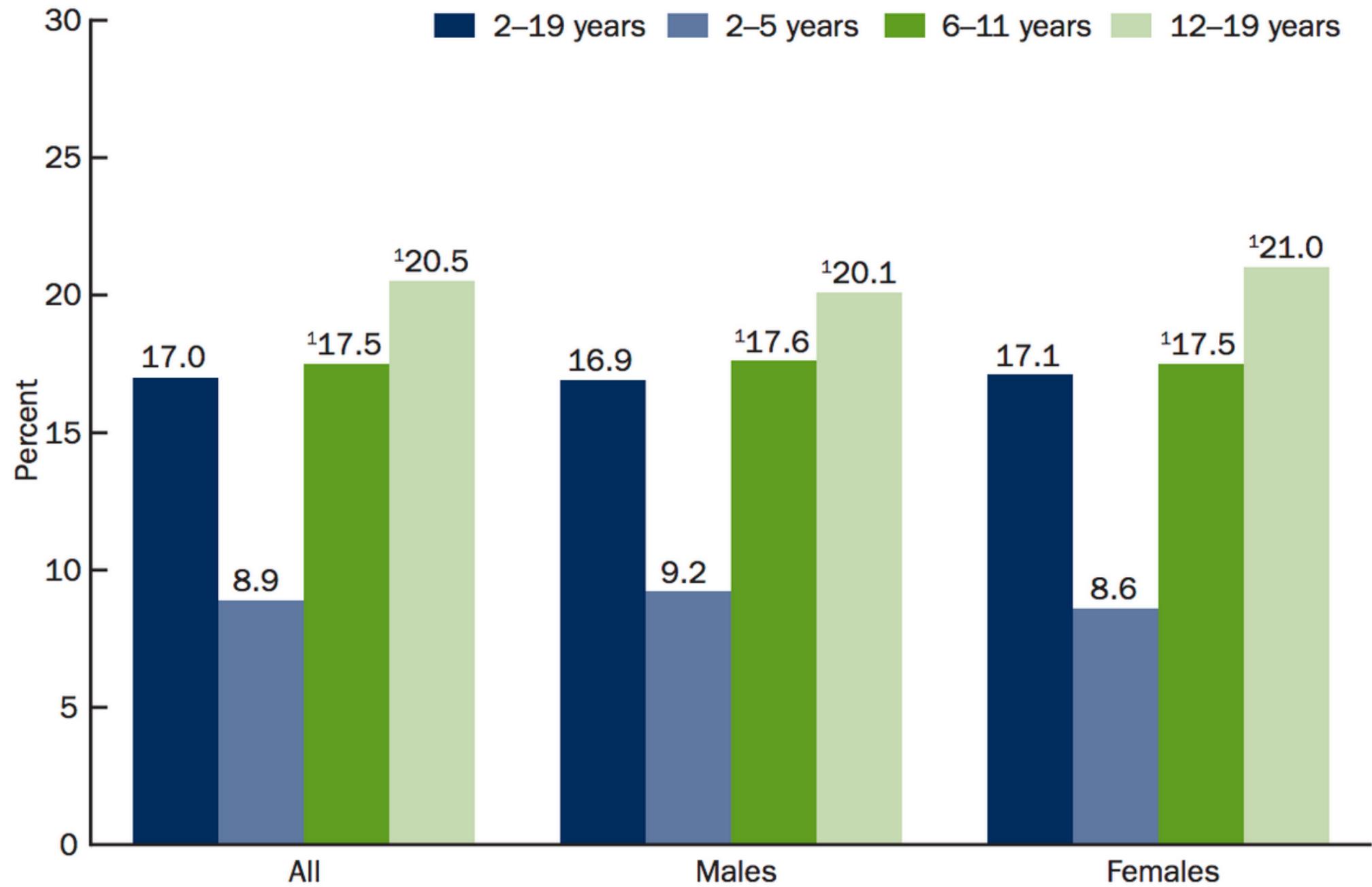
Bradley Averill & Nicole Vencil

# Basic Assumption

Behavior change is influenced or determined by the environment – because environments value and reward certain behaviors.



**Prevalence of obesity among youth ages 2–19 years, by sex and age: United States, 2011–2014**



**CHILDHOOD OBESITY RATES  
2011 – 2014 DATA**

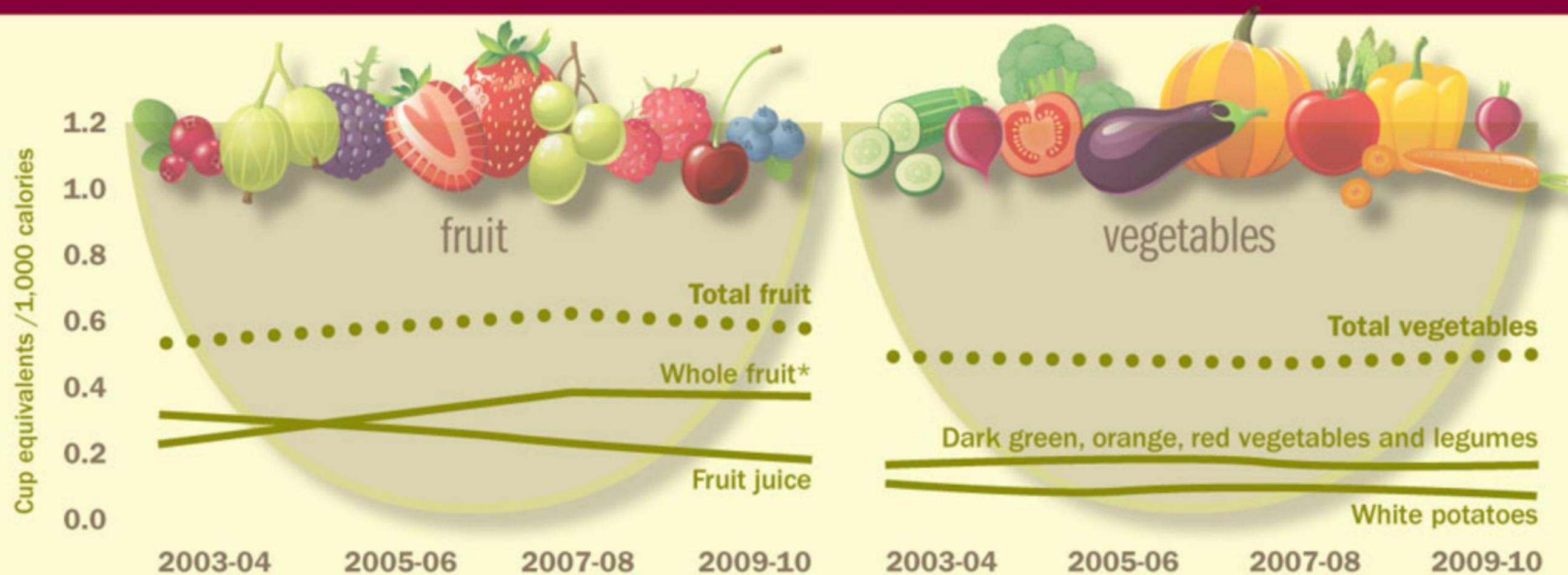
Age Group	Obesity Rate
Ages 2-5	8.9%
Ages 6-11	17.5%
Ages 12-19	20.5%
<b>All youth (ages 2-19)</b>	<b>17.0%</b>

CDC/NCHS, National Health and Nutrition Examination Survey, 2011 – 2014.



# Eating Behaviors in Children

Children, ages 2-18, are eating more fruit but not more vegetables (2003 to 2010)



CDC, National Health and Nutrition Examination Survey, 2003 – 2010.



# Eating Behaviors in Children

Children are not eating enough fruits or vegetables.

## How much fruit and vegetables do children need daily?

### Girls

Age	Fruit	Vegetables
2-3	1 cup	1 cup
4-8	1-1½ cups	1½ cups
9-13	1½ cups	2 cups
14-18	1½ cups	2½ cups

### Boys

Age	Fruit	Vegetables
2-3	1 cup	1 cup
4-8	1-1½ cups	1½ cups
9-13	1½ cups	2½ cups
14-18	2 cups	3 cups

These amounts are for children who get less than 30 min/day of moderate physical activity, beyond normal daily activities. More active children may be able to consume more while staying within calorie needs.

Children are eating more fruit, but not enough.

- **6 in 10** children did not eat enough fruit in 2007-2010.
- As children get older, they eat less fruit.

Most children need to eat more vegetables.

- **9 in 10** children did not eat enough vegetables in 2007-2010.
- About 1/3 of vegetables children ate in 2009-2010 were white, such as potatoes, and most of which were eaten as fried potatoes (French fries, chips, etc.).

# Eating Behaviors in Children

What is the most influential factor that determines how much children and adults eat?

- A. Hunger
- B. Mood
- C. Portion Size
- D. Time of Day



# Eating Behaviors in Children

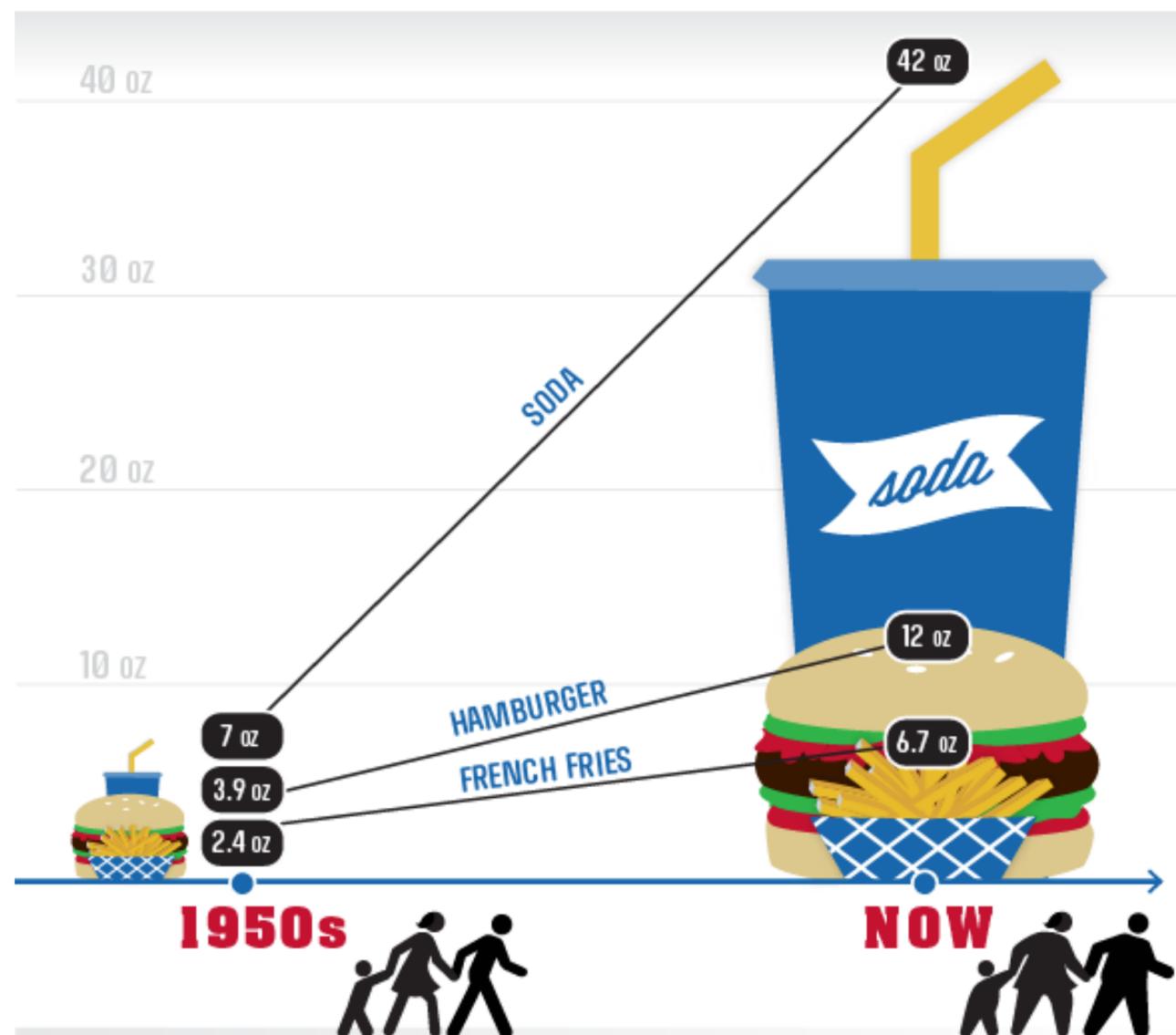
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- A. Hunger
- B. Mood
- C. Portion Size**
- D. Time of Day



# THE NEW (AB)NORMAL

Portion sizes have been growing. So have we. The average restaurant meal today is more than four times larger than in the 1950s. And adults are, on average, 26 pounds heavier. If we want to eat healthy, there are things we can do for ourselves and our community: Order the smaller meals on the menu, split a meal with a friend, or eat half and take the rest home. We can also ask the managers at our favorite restaurants to offer smaller meals.



FOR MORE INFORMATION, VISIT  
[MakingHealthEasier.org/TimeToScaleBack](http://MakingHealthEasier.org/TimeToScaleBack)

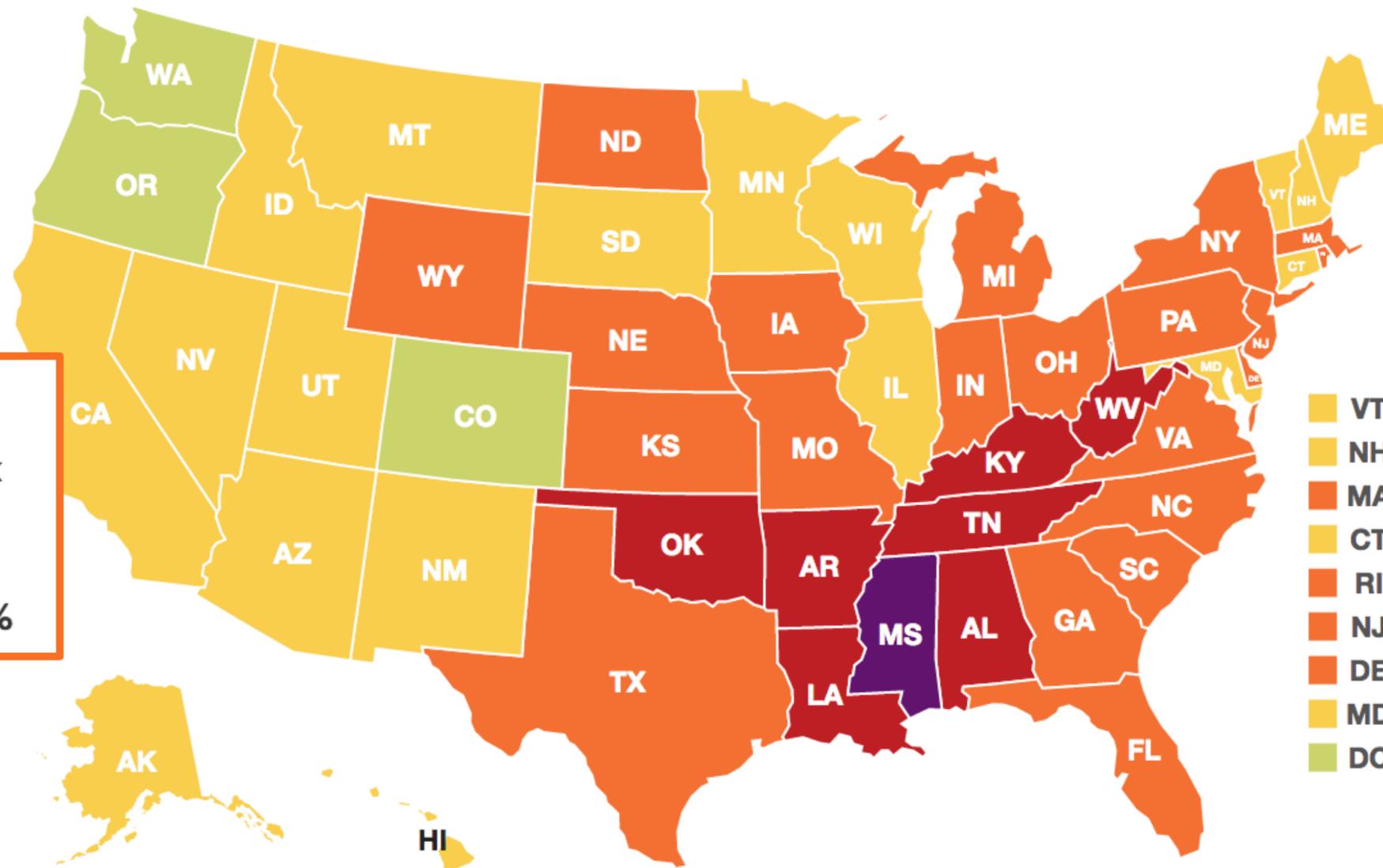
SOURCES | Young, L., & Nestle, M. (2002). The contribution of expanding portion sizes to the US obesity epidemic. *APPH*, 9(2), 246-49. Young, L., & Nestle, M. (2007). Portion sizes and obesity: Responses of fast food companies. *JPHR*, 28(1), 238-48. CDC, *Advance Data*, No. 347, Oct. 27, 2004. CDC, *National Health Statistics Reports*, No. 10, Oct. 22, 2008.



# Physical Inactivity

Percent of adults who are physically inactive

0 - 9.9% 10 - 14.9% 15 - 19.9% 20 - 24.9% 25 - 29.9% 30 - 34.9% 35%+



**Nebraska, 2015**  
Physical Inactivity State Rank  
**25.3%** **28**  
95% Confidence Interval +/- 1.0%

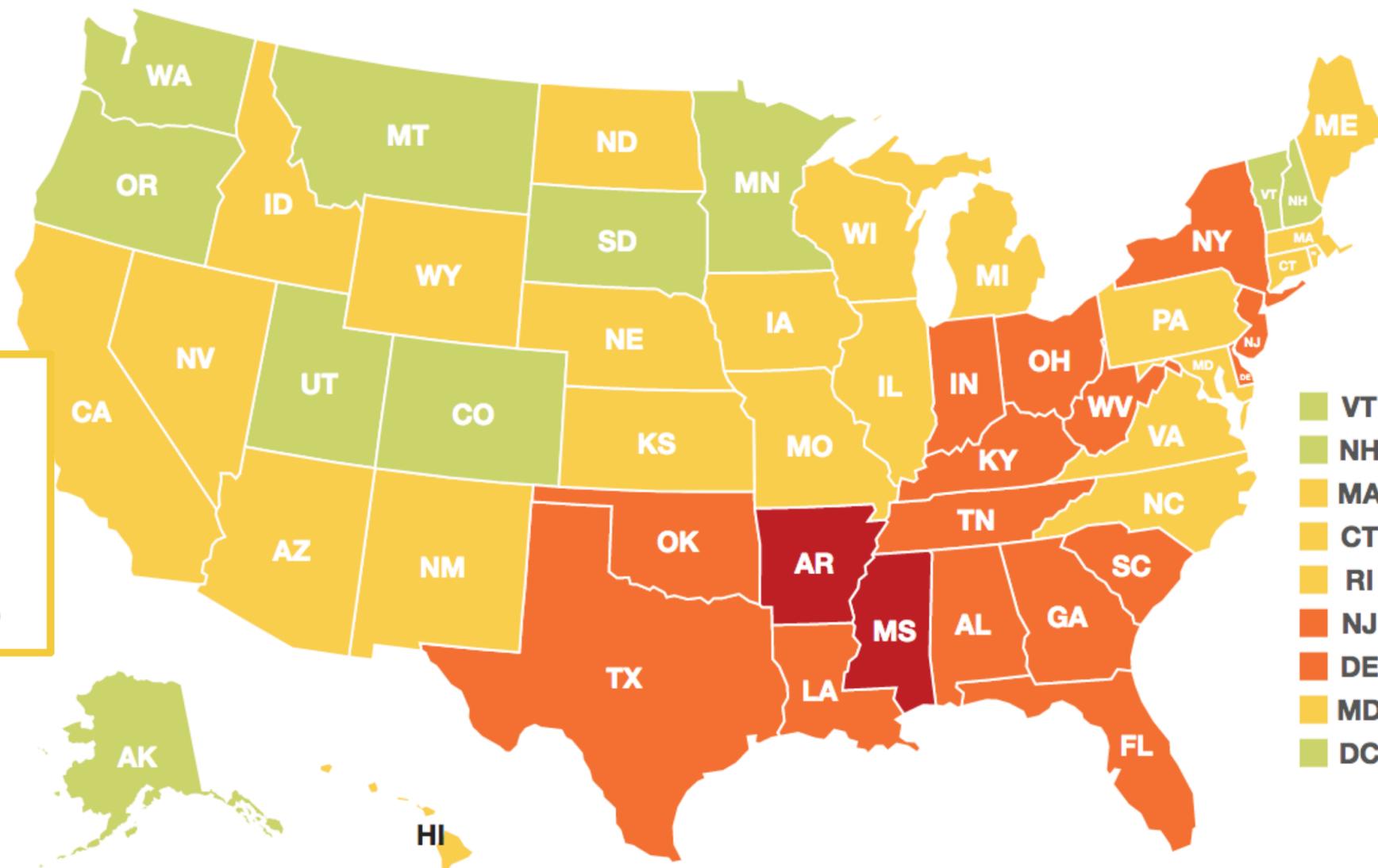
- VT
- NH
- MA
- CT
- RI
- NJ
- DE
- MD
- DC



# Physical Inactivity

Percent of adults who are physically inactive

0 - 9.9% 10 - 14.9% 15 - 19.9% 20 - 24.9% 25 - 29.9% 30 - 34.9% 35%+



## Nebraska, 2016

Physical Inactivity

State Rank

**22.4%**

**31**

95% Confidence Interval +/- 1.0%

The State of Obesity, Physical Activity in the United States, 2014 – 2017.

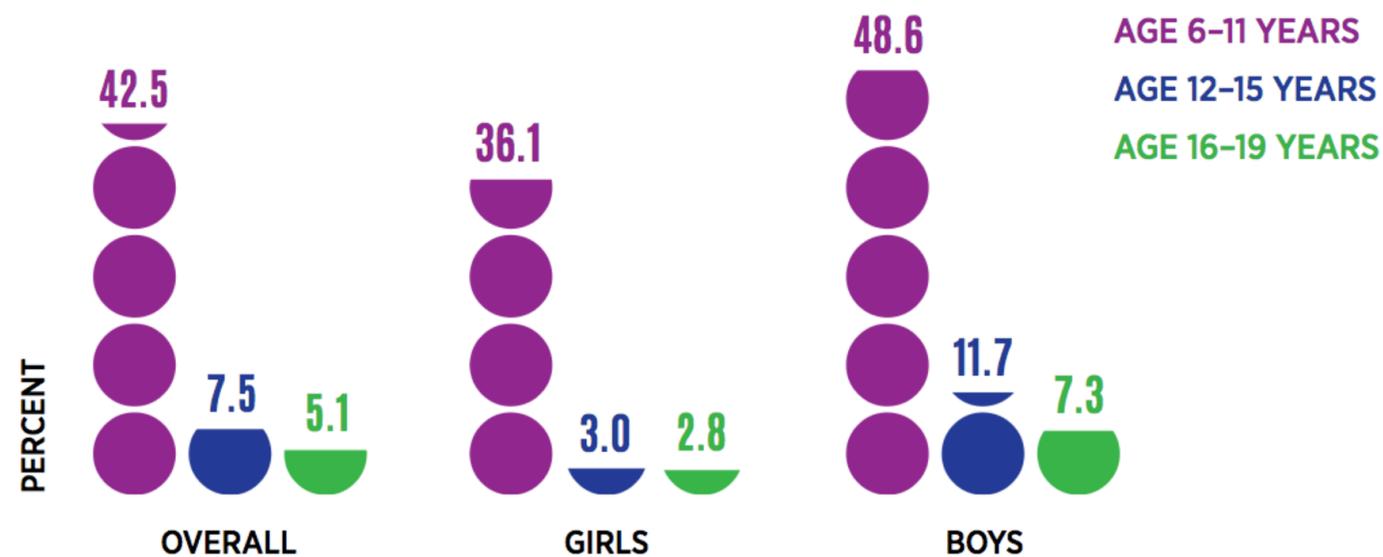


# Physical Inactivity

The current physical activity guidelines in the U.S. recommend that children and youth participate in at least 60 minutes of moderate-to-vigorous physical activity daily.

- Overall, 21.6% of 6-19 year old U.S. children met the guidelines.
- More boys (25.0%) than girls (16.9%) are physically active.

Prevalence of meeting physical activity recommendations in 6-19 year old children and youth in 2005-06.



MEETING PHYSICAL ACTIVITY RECOMMENDATIONS 2005 – 2006 DATA	
Age Group	Prevalence of Activity
Ages 6-11	42.5%
Ages 12-15	7.5%
Ages 16-19	5.1%

2005-2006 National Health and Nutrition Examination Survey. Physical activity levels were obtained by objective measurements using accelerometers.



## FOOD AND BEVERAGES

OVER THE PAST 40 YEARS, CALORIE INTAKE HAS INCREASED, AND HIGH-CALORIE FOODS ARE OFTEN AVAILABLE IN LARGE PORTION SIZES AT RELATIVELY LOW PRICES.

CALORIES CONSUMED  
PER DAY BY ADULTS



ON A GIVEN DAY,  
**30-40 PERCENT**  
OF CHILDREN AND ADOLES-  
CENTS EAT FAST FOOD.



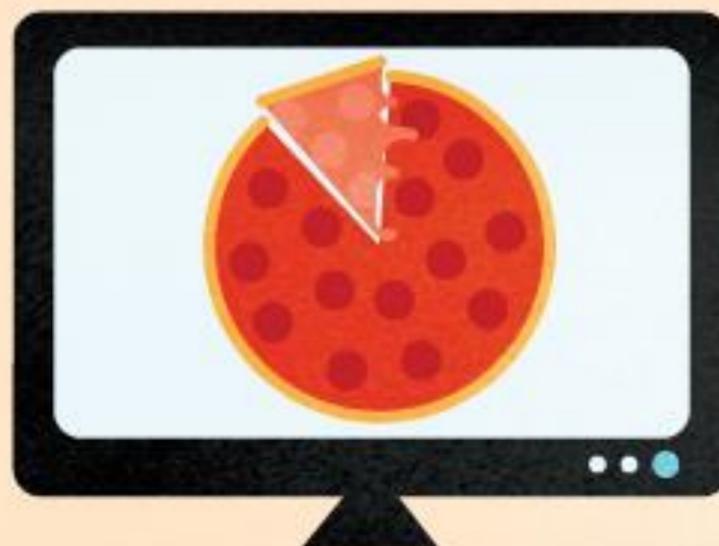
20%  
OF WEIGHT INCREASE IN  
THE U.S. BETWEEN 1977  
AND 2007 IS ATTRIBUTED  
TO SUGAR-SWEETENED  
BEVERAGES.

## MARKETING

THE MOST FREQUENTLY MARKETED FOODS AND BEVERAGES ARE HIGHER IN ADDED FATS AND SUGARS, AND AMERICANS ALREADY EAT AND DRINK TOO MUCH OF THESE FOODS AND BEVERAGES.



OLDER CHILDREN AND  
ADOLESCENTS CONSUME  
MORE THAN  
**7.5**  
HOURS OF MEDIA EACH DAY.



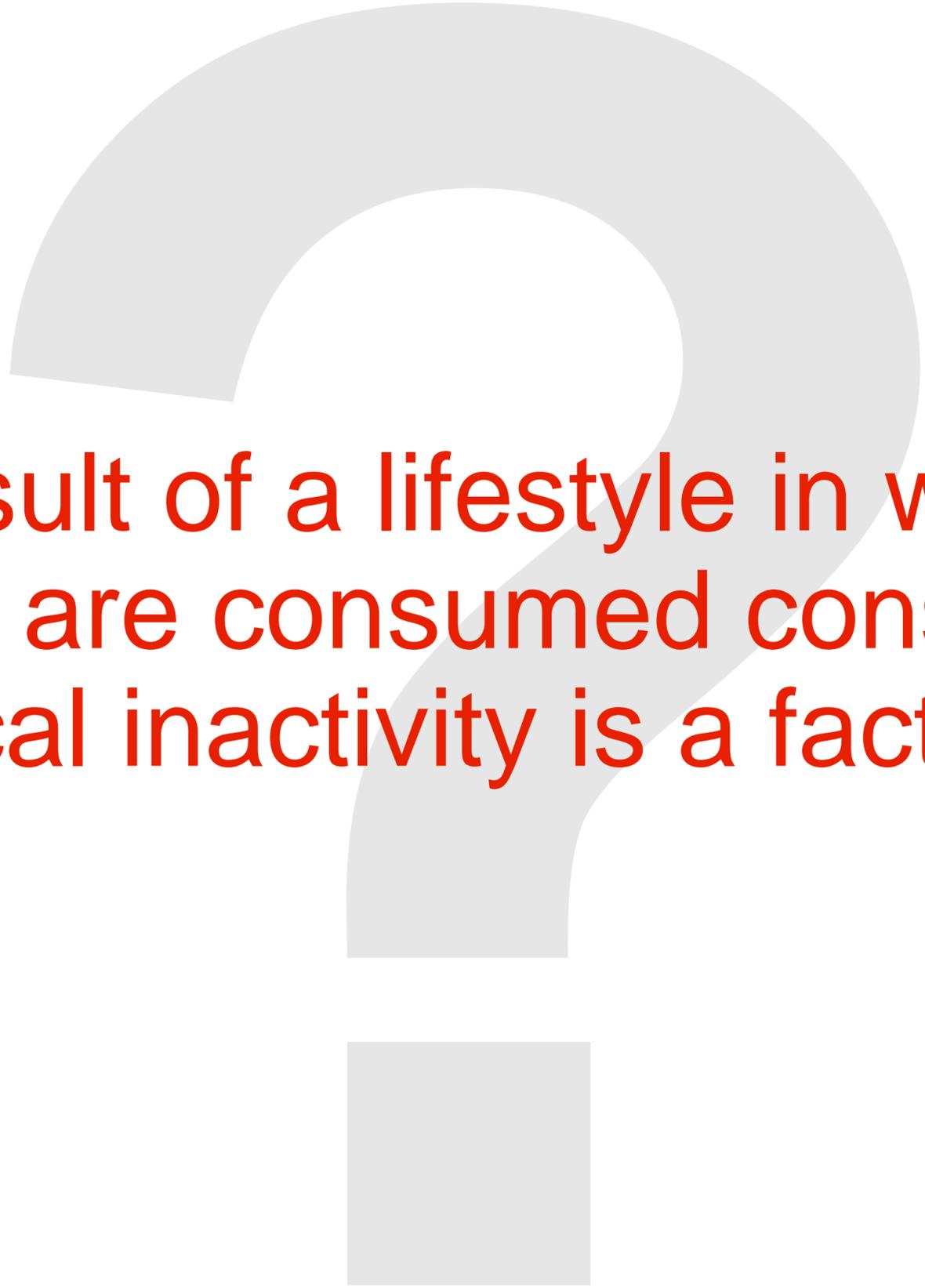
**87%**  
OF FOOD AND BEVERAGE ADS  
SEEN BY CHILDREN AGES 6-11  
ON TV ARE FOR PRODUCTS HIGH IN  
SATURATED FAT, SUGAR, OR SODIUM.

Taken from IOM  
Report Release & Infographic on:

ACCELERATING PROGRESS IN  
OBESITY PREVENTION

SOLVING THE WEIGHT OF THE NATION





What is the result of a lifestyle in which too many calories are consumed consistently and physical inactivity is a factor...

# Obesity

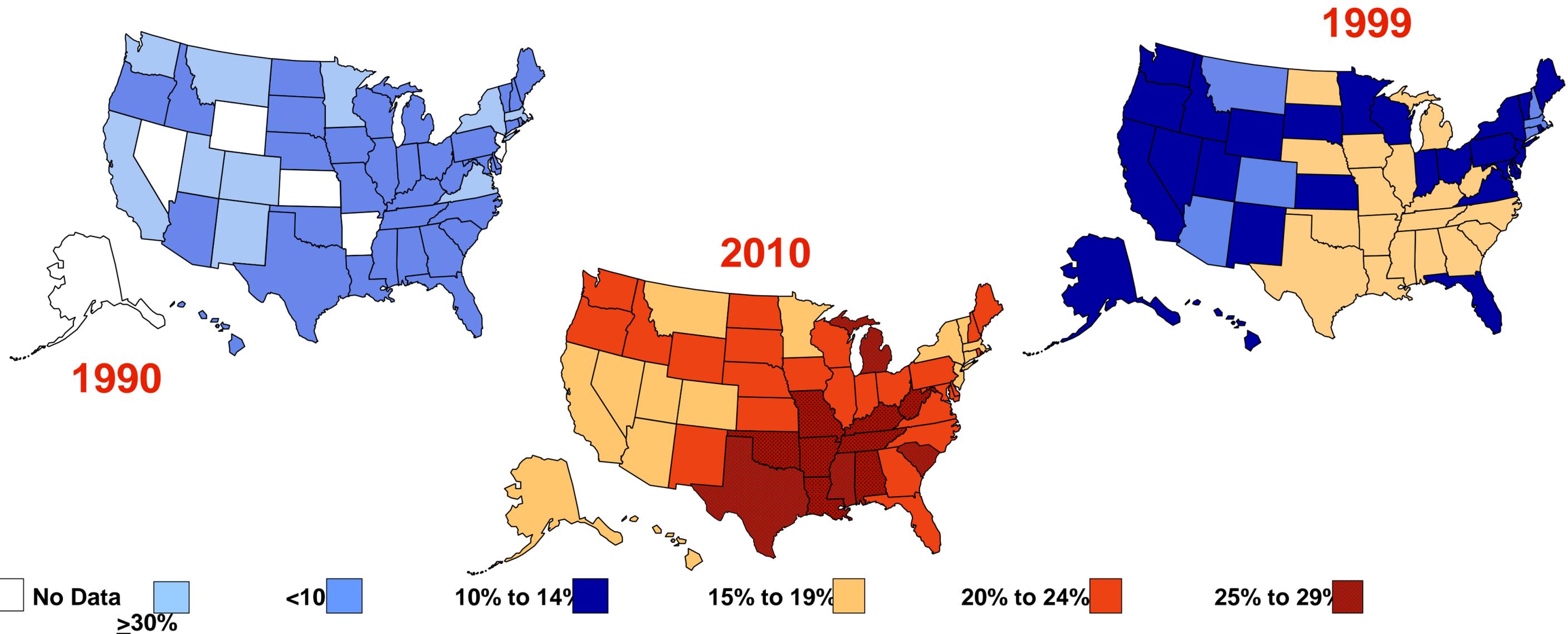
- **Body Mass Index (BMI)** – a measure of weight in relation to height
- **Adult Obesity** – there is a higher amount of body fat in relation to lean body mass (BMI of 30 or higher)
- **Adult Overweight** – increased body weight in relation to height (BMI between 25 to 29.9)

For adults, a BMI between 18.5 to 24.9 is associated with the lowest health risk.



# Obesity Trends Among U.S. Adults

Behavioral Risk Factor Surveillance System (BRFSS) Data

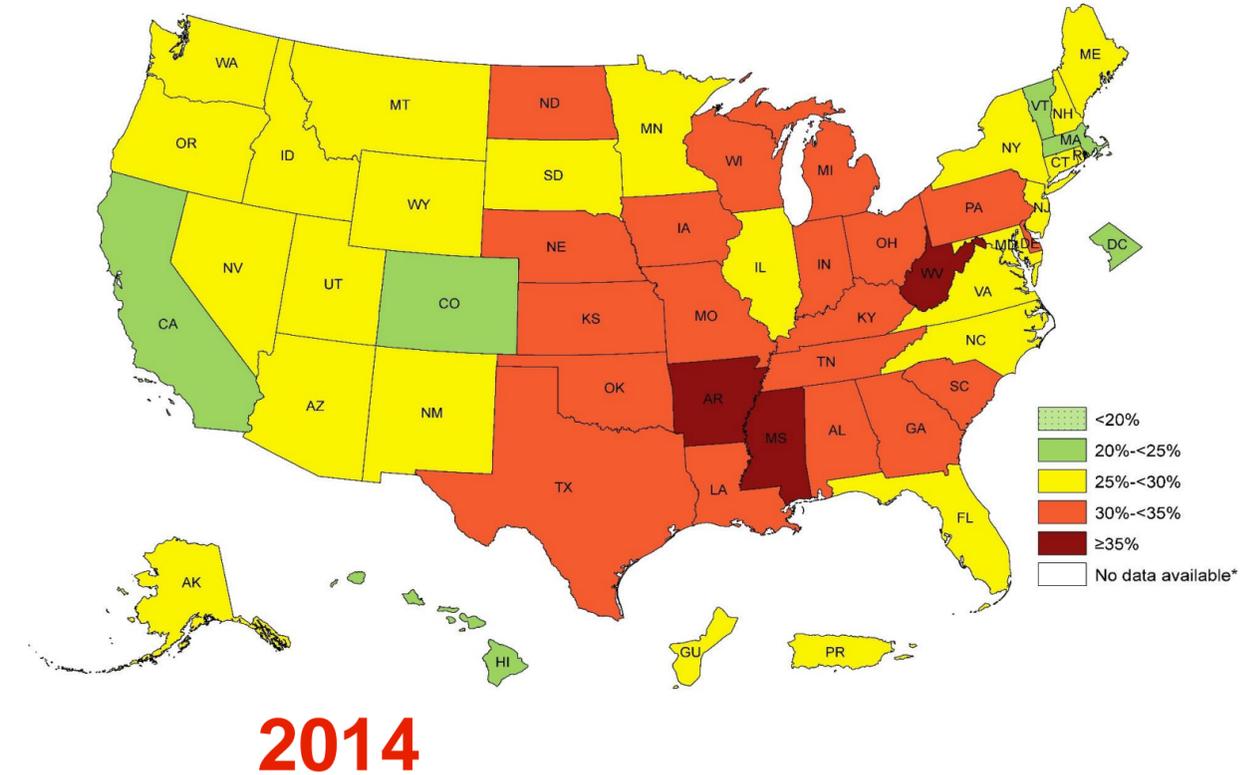
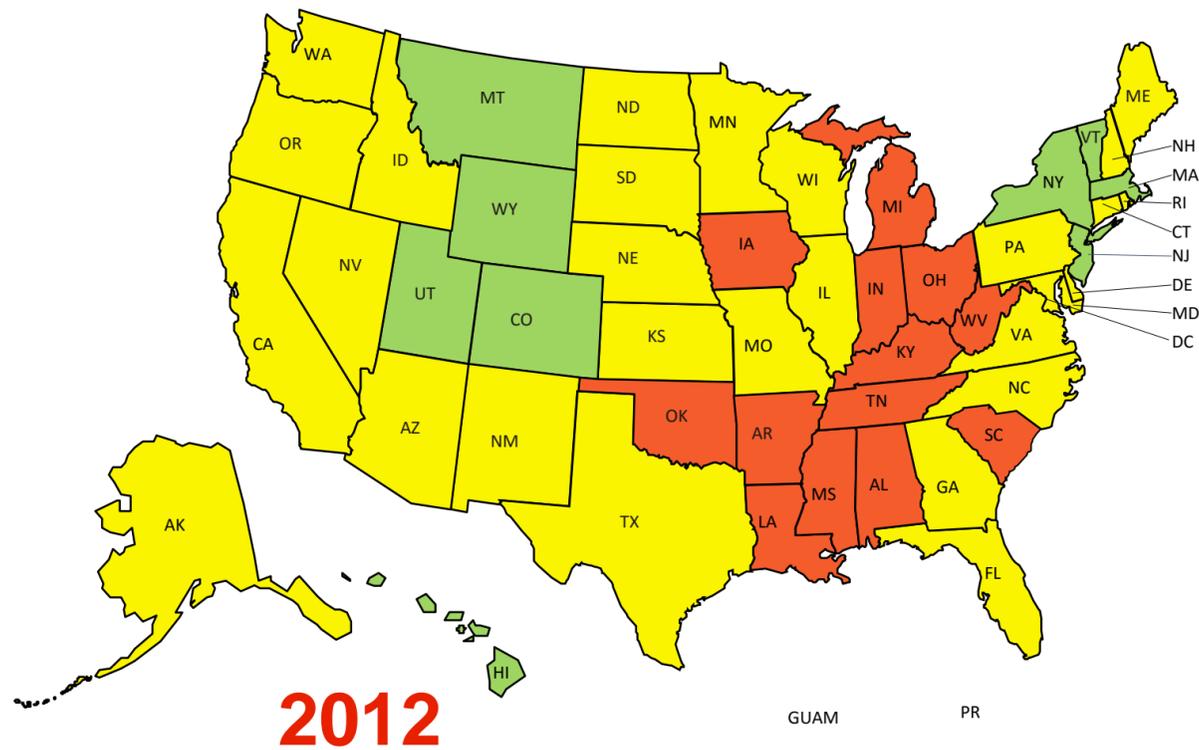


CDC, Prevalence of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, Aug. 2017.



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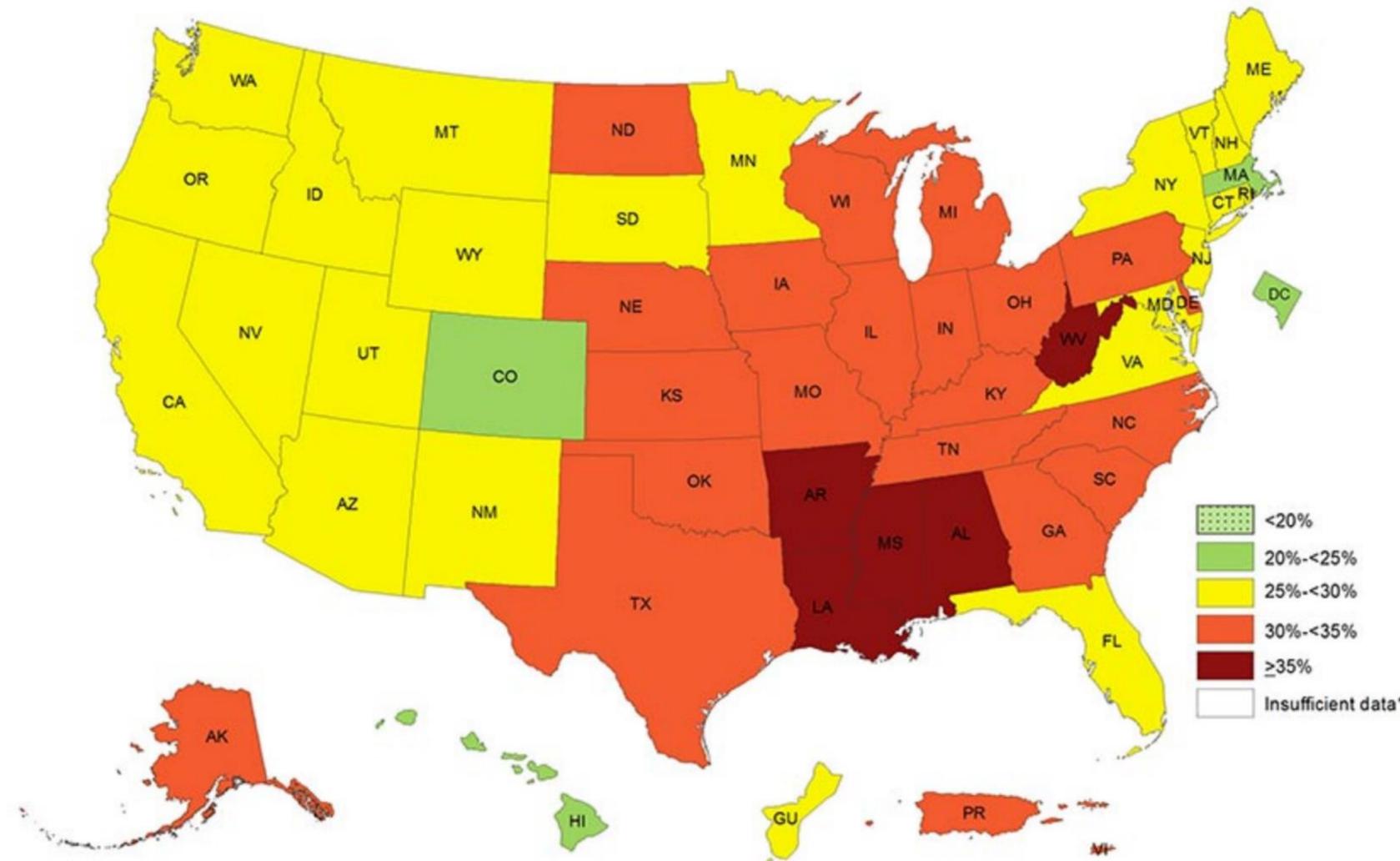


CDC, Prevalence of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, Aug. 2017.



# Obesity Trends Among U.S. Adults, 2016

Behavioral Risk Factor Surveillance System (BRFSS) Data



CDC, Prevalence of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, Aug. 2017.



# What is CATCH?



The CATCH Program is a ***resource*** for bringing schools, families, and communities together to work toward creating a healthy school environment.

It is a Coordinated Program designed to promote physical activity, healthy food choices, and prevent tobacco use in elementary school aged children.

# Results of CATCH program

*Reduced* total fat and saturated fat content of school lunches.

*Increased* moderate-to-vigorous physical activity (MVPA) during Physical Education classes.

*Improved* students' self-reported eating and physical activity behaviors.

Effects persisted over three years without continued intervention.

Luepker RV, et al. (1996). Journal of the American Medical Association, 275 (10), 768-776.

Nader PR, et al. (1999). Archives of Pediatrics and Adolescent Medicine, 153 (7), 695-704.



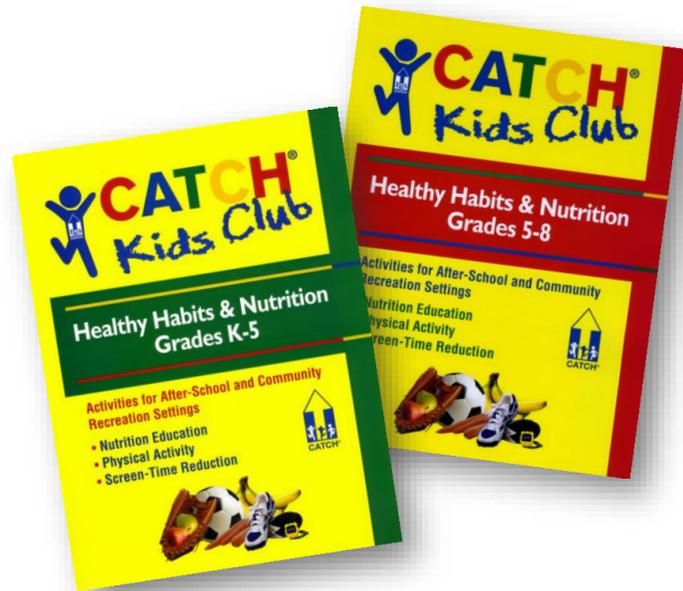
# What is CATCH Kids Club?



- CATCH Kids Club was developed based on the successful elements of the CATCH program.
- CATCH Kids Club is a physical activity and nutrition education program for elementary school aged children (grades K-5) and middle school aged children (grades 5-8) in after school and summer care settings.
- The research study was conducted in 1999-2000 in 16 after school sites in Texas.

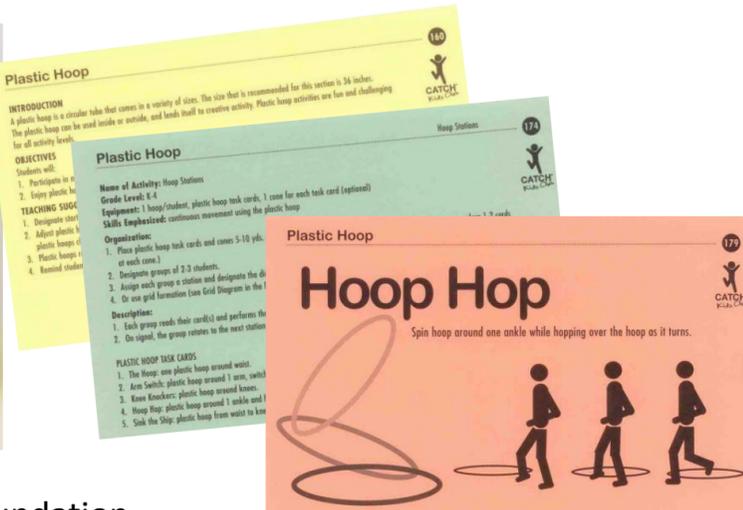
# CATCH Kids Club (CKC)

The CATCH Kids Club integrates three main components.



## 1. Healthy Habits Lessons

## 2. Snack Recipes



## 3. Physical Activity Games

# Why use CATCH Kids Club in your schools?

## **CATCH Kids Club works**

- The curriculum is kid-tested and approved.
- The results demonstrate an increase in children's physical activity and their nutrition knowledge and behavior.

## **Activities are enjoyable for children**

- There is a large variety of activities.
- The activities focus on inclusion by all and constant movement.

## **CATCH Kids Club is easy to use!**

- The information and resources are provided to assist after school staff to successfully implement structured physical activities and nutrition lessons.
- The curriculum is intended to be used as a resource – it enhances what is *already being done* in after school programs.



# Physical Activity Participation



# Thank you!

**Bradley Averill**

Antelope County  
bradley.averill@unl.edu  
(402) 887-5414

**Nicole Vencil**

Dodge County  
nveseth2@unl.edu  
(402) 472-2775

