



Hear CATCH Webinar



Today's Presenters



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Ice Breaker

Do you use a common language
to coordinate the message
around health & wellness?



What is CATCH?

Coordinated Approach To Child Health

Through training and resources, CATCH empowers educators to create & maintain a healthy school environment

because if you change the environment, behavior will follow!

CATCH's Proven Formula for Healthy Behavior Promotion and Adoption



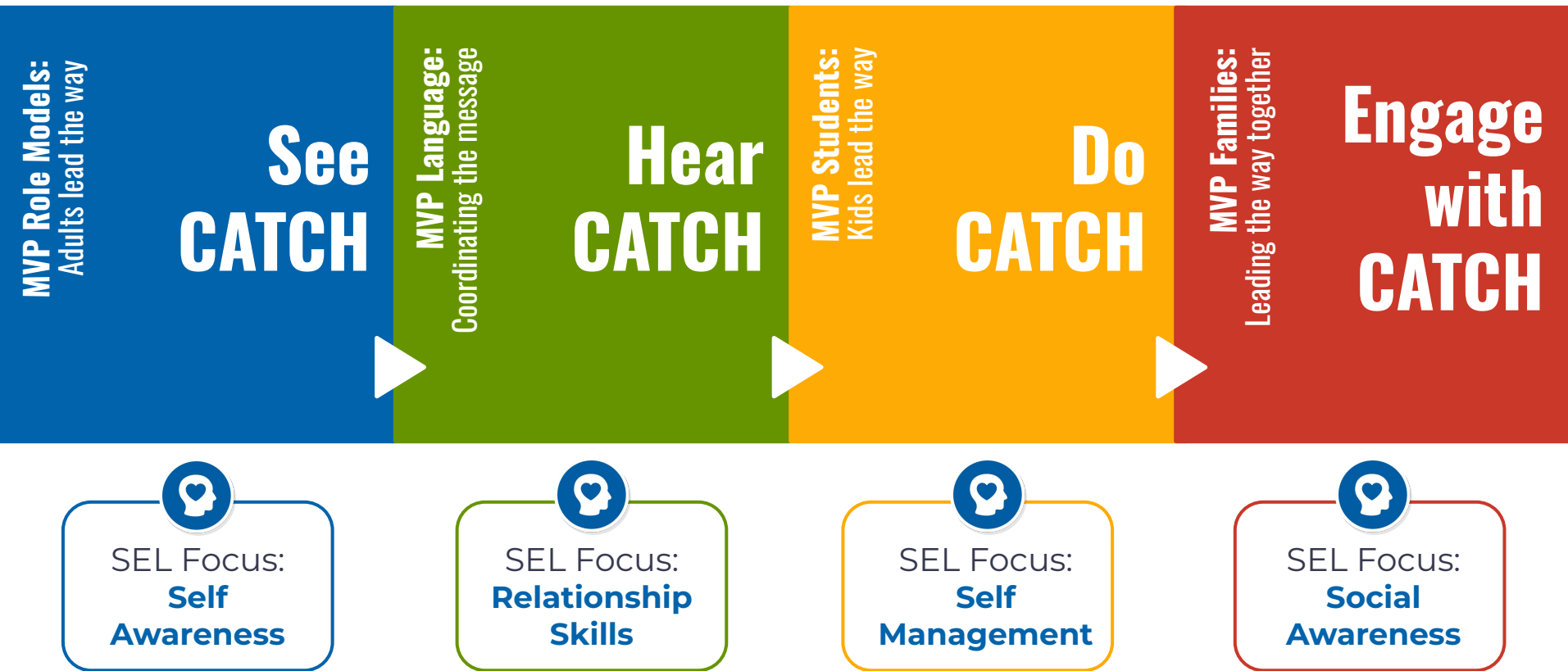
**KNOWLEDGE
BUILDING**

SKILL BUILDING

**ENVIRONMENTAL
SUPPORT**

STUDENT SUCCESS

Coordinated Themes



Integrate into School Practices & Priorities

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Things Schools Do

- Use school-wide communication channels
- Coordinate messages across disciplines for greater impact

School Priority

- Communicate positive school-wide values, identity, culture & climate

Integrate into School Practices & Priorities

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Communication Channels

- School or district Social Media accounts
- School website or marquee
- Teacher blogs or Learning Management Systems
- PA Announcements
- Newsletters

Opportunities to Celebrate and Amplify Health

- PE and Health Education units
- National Holidays-- PE and Sport Week, National Nutrition Week
- School-wide events or initiatives-- Celebrations, Fundraisers
- Test preparation

Communication is Key!

Intentional, coordinated communication about health & wellness...



- Helps create a **positive school culture**--our students vs. my students mindset
- **Normalizes health promotion** as a part of what schools do alongside academics and other priorities
- Gets buy-in and builds support for **Whole Child** instruction, programs and initiatives

Establish Common Language

CATCH blends coordination throughout a campus by using a common and consistent language.

- CATCH MVP
- GO-SLOW-WHOA Foods
- MIND-HEART-BODY



MIND



HEART



BODY

What is a CATCH MVP?



Moves and Stays Active

Values Healthy Eating & Mindsets

Praktices Healthy Behaviors & Social Emotional Wellness

Every day!

CATCH Conversations

All-In Challenge

"MVP Conversations"



[View All-In Challenge](#)

GOAL:

Normalize communicating about health by using a common language across the school community and using multiple communication channels



MVP Conversations Challenge

Step 1:

Invite everyone to engage in at least one MVP conversation within a given time period at school or at home or both

Step 2:

Encourage adults and students to report back when they complete their MVP conversation. Consider offering a reward to those who complete the challenge

Step 3:

Don't forget to amplify the message by collecting pictures and anecdotes to share on social media with #CATCHinAction or share another way, i.e school website or newsletter

The background is a solid blue color filled with a dense pattern of small, light-blue icons. These icons represent various concepts such as health (heart, first aid kit, water drop), education (book, magnifying glass), sports (tennis racket, soccer ball), and nature (apple, leaf). In the corners, there are large decorative elements: a green circle with orange diagonal stripes in the top-left and bottom-right, and a solid orange circle in the top-right and bottom-left.

**SEE
IT IN
ACTION**

See it in Action

CATCH MVP Messages--Morning Announcements



See it in Action 2.0



How?

- Created with iMovie
- Buy-in from staff
- Sent out via school-wide communication platform to families, staff and students
- Delivered as a part of morning video announcements

Why?

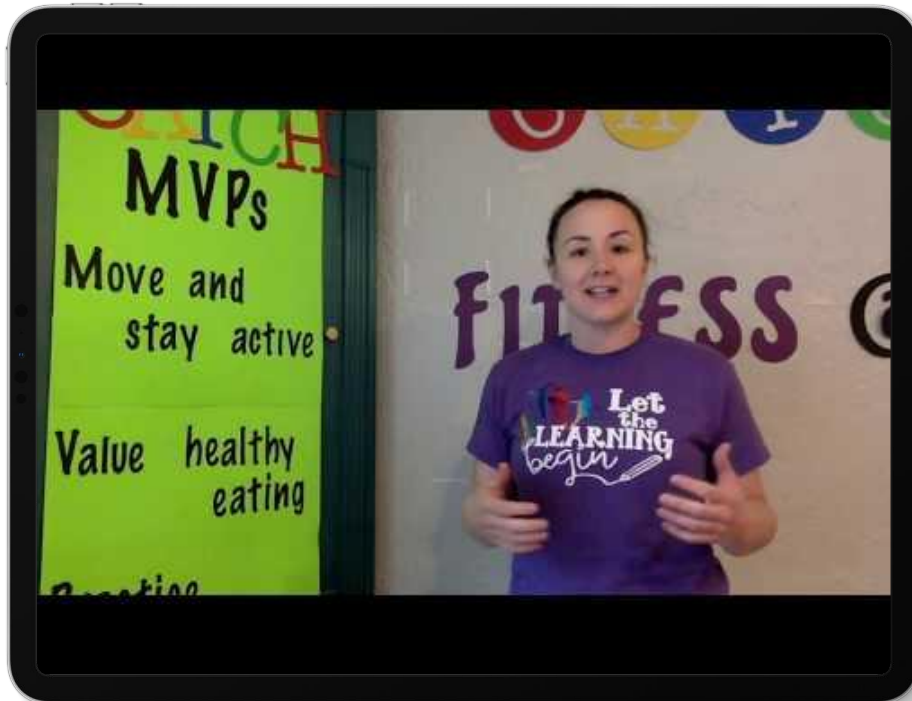
- Reinforce MVP language
- Highlight adult role modeling (See CATCH)
- Starting MVP conversations

See it in Action



See it in Action

CATCH MVP Messages



See it in Action

CATCH MVP Messages

CATCH MVP Messages

How to Use This Tool





Mind-Body-Heart Reflection



MIND: Something **new** you learned



HEART: Something you **felt** as you listened



BODY: 1-2 **action steps** you will take in next 2 weeks related to anything discussed in our webinar today

Use QR Code to launch Padlet



Next Steps



- Join the **Educators Club!**
- Introduce **coordinated language** to your school community to reinforce health messages – CATCH MVP, for example
- Use the **CATCH MVP messages** to share health & wellness information
- **Share** health messages on social media using **#CATCHinAction** or **#CATCHMVP**

News & Events

Educator's Club Upcoming Training & Events

- 11/30-12/3 - TAHPERD Conference (Corpus Christi, TX) - *CATCH presents 12/1 at 9:15am!*
- 12/1-2 - IAHPERD Conference (Tinley Park, IL) - *CATCH presents 12/2 at 12:15pm*
- 12/6 - CATCH My Breath In-Service Training (virtual)
- 12/19-20 - CATCH My Breath Train-the-Trainer (virtual)



Thank you!

Any questions?

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