

2014 AAHPERD National Convention & Expo  
 Saint Louis, Missouri  
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**CATCH Healthy Habits:**  
 intergenerational, evidence-based approaches to  
 preventing obesity afterschool

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**Barbara Liebman, BA, MA, OASIS Volunteer**



**Today's Workshop**



- Introductions
- About OASIS
- About CATCH Healthy Habits
  - Program objectives & design
  - Partners
  - Staffing & Volunteer engagement
- Model session
- Program measurement & results




**OASIS CATCH Healthy Habits**

*Introductions*



**What is OASIS?**

A three-fold approach to successful aging



- Lifelong Learning**  
through stimulating classes
- Active Lifestyles**  
through health promotion
- Community Involvement**  
through volunteer opportunities

**Scaling through partnerships**



43 cities  
 25 states  
 700 partners  
 59,000 participants annually

**Programs for mind, body & spirit**

**Lifelong learning**

- Local arts & humanities classes
- ★ Technology training
- National humanities programs

**Health promotion**

- ★ Active Start
- ★ Chronic disease management
- ★ Matter of balance
- Tai Chi, Yoga, Zumba etc

**Community involvement**

- ★ Intergenerational Tutoring
- ★ **CATCH Healthy Habits**
  - Instructors and peer leaders
  - Program planning and support

★ evidence- and research-based programs



## OASIS CATCH Healthy Habits





## OASIS CATCH Healthy Habits


- Intergenerational, evidence-based physical activity and nutrition program
- Adaptation of evidence-based CATCH curriculum
- Aligns with national guidelines
- Volunteer benefits
- Funding



  
 2005


  
 2006-2014





## Program Objectives

- Address childhood and older adult obesity and improve overall health
  - Increase physical activity and encourage active living
  - Increase knowledge about nutrition to encourage healthy eating
  - Foster positive relationships between young people and adults, age 50-plus





## Program Design



<p><b>Snack Lesson</b></p>  <p>10</p>	<p><b>Nutrition Lesson</b></p>  <p>20</p>	<p><b>Physical Activities</b></p>  <p>30</p>
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## Program Design

- **Participants**
  - Adults, 50+, volunteer facilitators
  - Children, grades K to 5
- **Curriculum**
  - 2 modules:
    - Grades K-2, Grades 3-5
  - Up to 25, 60-min. sessions





## Youth Organization Partners

**Locations**

- After school programs
- Summer Camps
- Example partners:
  - Elementary Schools
  - Boys & Girls Clubs
  - YMCAs
  - Parks & Recs Depts.
  - Others



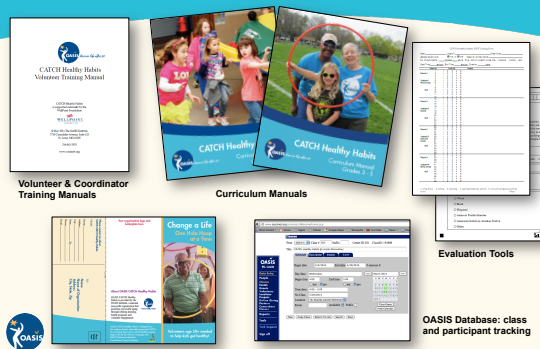


## Staffing & Training

- **Site Program Coordinators**
  - National train-the-trainer workshop
- **Local Volunteers, age 50+**
  - Recruited from targeted neighborhoods
  - Local training sessions (initial & boosters)




## Example Program Resources




Volunteer & Coordinator Training Manuals

Curriculum Manuals

Marketing Templates

Evaluation Tools

OASIS Database: class and participant tracking



## OASIS CATCH Healthy Habits Volunteer Roles

- **Direct Service**
  - Work with children as part of a volunteer team
- **Capacity-Building**
  - Support the program behind the scenes or in leadership roles




## Example OASIS CATCH Healthy Habits Volunteer Roles


- **Example Titles**
  - Team Member (everyone!)
  - Pioneer (joined in first year)
  - Talent Scout/Coach (recruitment/screen/train volunteers)
  - Food Scout/Culinary Steward (purchase food for healthy snacks)
  - Community Connector (partnership development)
  - Outcome Czar (evaluation, data collection /entry)
  - Professional Storyteller (marketing, publicity)
  - Documentary Artist (takes photos, shoots videos)
  - Volunteer Leader (program administration, volunteer supervision)




## #1 Rule



*Have fun!*



## OASIS CATCH Healthy Habits


*Volunteer Engagement Discussion*



**OASIS CATCH Healthy Habits Games**

*Let's Have Some fun!  
~Games~*


*Evelyn*



**OASIS CATCH Healthy Habits**

*Nutrition Lessons*


*Rose*



**OASIS CATCH Healthy Habits**

*Lesson # 3*


*Get out there and move!*



**OASIS CATCH Healthy Habits**

*Lesson # 6*

*Fruit-y Ways to Start the Day*



**OASIS CATCH Healthy Habits**

*Virtual Snack Time!*

*Barb*





**OASIS CATCH Healthy Habits Snacks**

Apples & Yogurt  
(with cinnamon)



### OASIS CATCH Healthy Habits Snacks

Fruit Kabobs

### OASIS CATCH Healthy Habits Snacks

Veggies with Dip





### OASIS CATCH Healthy Habits Snacks

Snackin' Time on the Trail (Trail Mix)




### Measuring Program Results

*Does it work?*



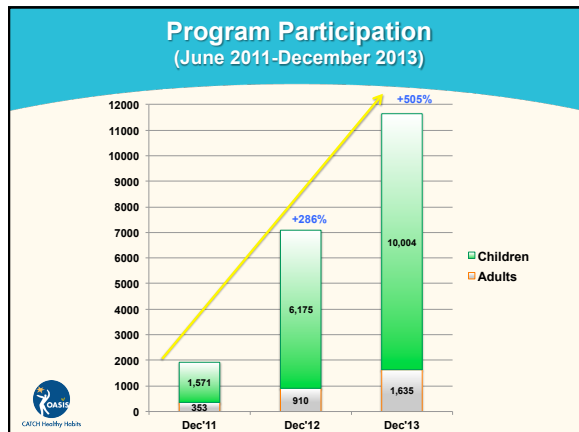
### OASIS CATCH Healthy Habits

19 Cities across 15 States




March 2011	August 2011	October 2011	2013 - 2014
Atlanta, GA	Los Vegas, NV*	Albany, NY#	Sacramento, CA
Escondido, CA	Portland, ME	Cleveland, OH	Tucson, AZ
Indianapolis, IN	Madison, WI	Denver, CO	Reno, NV
Long Beach, CA		Hartford, CT	
Los Angeles, CA		Louisville, KY	
Richmond, VA		Manchester, NH	
Saint Louis, MO		New York City, NY	
San Diego, CA			


\*Active 2011-2013  
#Active 2011-2012

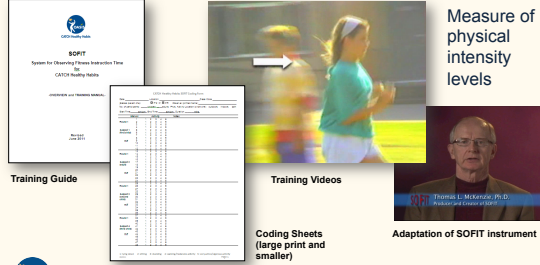
## Survey Results (2013)



- **Improvements**
  - Nutrition and physical activity (kids and adults 50+)
  - Less screen time (kids)
  - Making healthier choices at home (both)
  - Sharing lessons learned with family (kids)
  - Learning new skills (both)
  - Increased flexibility and strength (adults)
  - Forming new social relationships (adults)
  - Contributing to child development and community (adults)
- **High Program Satisfaction** (87% kids, 97% adults 50+)
  - 88% volunteer retention



## System for Observing Fitness Instruction Time (SOFIT)




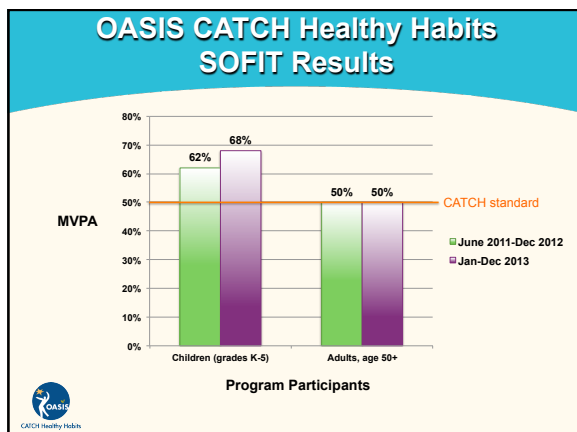
**Measure of physical intensity levels**

**Training Guide**

**Training Videos**

**Coding Sheets (large print and smaller)**

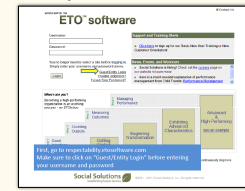
**Adaptation of SOFIT instrument**

## Value of Volunteerism


### SMART (Strategic Metrics and Results Tracking) Tool

**Web-based System**




**Developer**  
**ncoa**  
National Council on Aging

**Calculates volunteer ROI**



**May 2011-December 2013: 48,000+ hours, valued at \$855,000+**



## Accomplishments (June 2011-December 2013)

- **National scale** 200+ locations, 19 cities, 15 U.S. States
- **Exceeding goals** 11,600 participants, improved health behavior
- **Broad message reach** 30+ million
- **Demonstrated value of volunteer engagement** 48,000+ hours, valued at \$855,000+
- **Strong multisectoral partnerships** 400+ organizational partners
- **Award winning**





## OASIS CATCH Healthy Habits

### Questions & Discussion




## Thank you

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### OASIS Volunteers

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*discover life after 50*

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