

Generations United
Keys to Successful Intergenerational Programs Webinar
January 16, 2013

CATCH Healthy Habits:

Improving child & adult 50-plus physical activity and nutrition through evidence-based, intergenerational approaches

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What is OASIS?

A three-fold approach to successful aging



OASIS reaches adults 50+ in 40 cities

700 partners, 35,000 participants annually



CATCH Healthy Habits

- Intergenerational, evidence-based physical activity and nutrition programs

- Funding

- Robert Wood Johnson Foundation (2006)



- WellPoint Foundation (2007-2014)



- Adaptation of Coordinated Approach to Child Health (CATCH)



- Outcomes-driven

- Award-winning



Objectives

- Address childhood and older adult obesity and improve overall health and wellness
 - 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



Nutrition Lessons



Snack Lessons



Physical Activities



Program Design

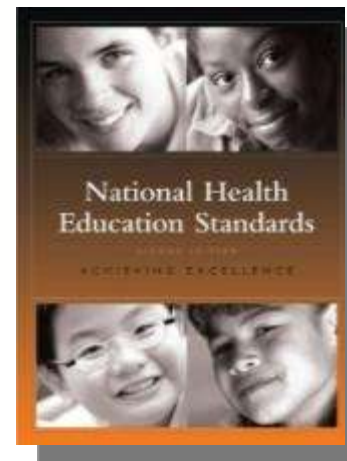
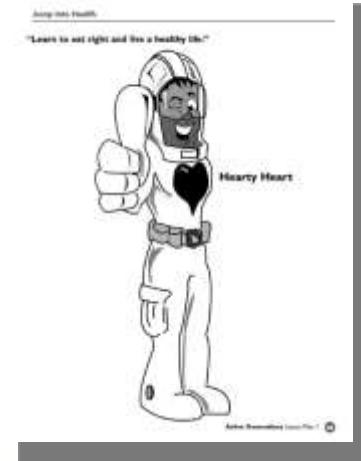
Active Generations (pilot) (2006-2010)	CATCH Healthy Habits (2010-2012)
Less funding overall	More funding overall
8 U.S. Cities across 10 states	18 U.S. Cities across 14 states
200 Volunteers in direct service roles, ages 70-80	750 Volunteers in direct service and capacity-building roles, age 50+
1000 Child participants in Grades 3 to 5	4250 Child participants in Grades K to 5
One module, 8-10 sessions, 90 mins. ea	Two modules, 8-25 sessions, 60 mins. ea
20 minutes of physical activity	30 minutes of physical activity
No formal relationship with national youth service organizations	Formal relationship with Boys & Girls Clubs of America (national partner)
Long pre- and post-survey	Abridged pre- and post-survey
No observational measurement	Observation of PA (SOFIT)
ROI calculations not conducted	Volunteerism ROI calculated (SMART)

Session Design: Nutrition Lessons

- Fun characters
- Go-Slow-Whoa approach



- Hands-on learning
- Easy to facilitate
- Compliments during the school day learning



Session Design: Physical Activities / Games

- Objectives:
 - Fun & enjoyable
 - Engage in at least 30 minutes of physical activity
 - Learn and practice skills
 - Encourage cooperation and conflict resolution
 - Encourage being physically active
 - In/outside of school
 - with household members & friends
- Adaptable equipment



Staffing & Training

- Site Program Coordinators
 - National train-the-trainer workshops
- Local Volunteers
 - Recruited from targeted neighborhoods
 - Serve in direct service & capacity-building roles
 - Local training sessions (initial and booster)



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)



Volunteer Recruitment Approaches

- Indirect (passive)
 - Ads in local publications (trade magazines and newsletters)
 - Web postings
 - Member/organizational Eblasts
 - Flyer postings, brochure placements
 - Print op-eds, TV & radio interviews
 - Recruitment video
- Direct (active)
 - Presentations
 - Demonstrations
 - Circles of Influence



Marketing and Publicity

2011/2012 Highlights

Combined exposure of marketing and publicity: over 28 million during 21 months

- Marketing: Nearly 700,000 exposed - OASIS course catalogs, eblasts, website visitors, marketing material distribution, advertising, speaking engagements
- Media coverage:
 - National - *AARP Bulletin*, circulation: 24M; *Ladies Home Journal*, circulation: 3.9M
 - Combined local highlights - *Indianapolis Woman*, *San Diego Union Tribune*, *Denver Post*, *Louisville Courier-Journal*, *Portland Press Herald*, *St. Louis Post-Dispatch* - nearly 1M in circulation



Program Dissemination through Local & National Partnerships

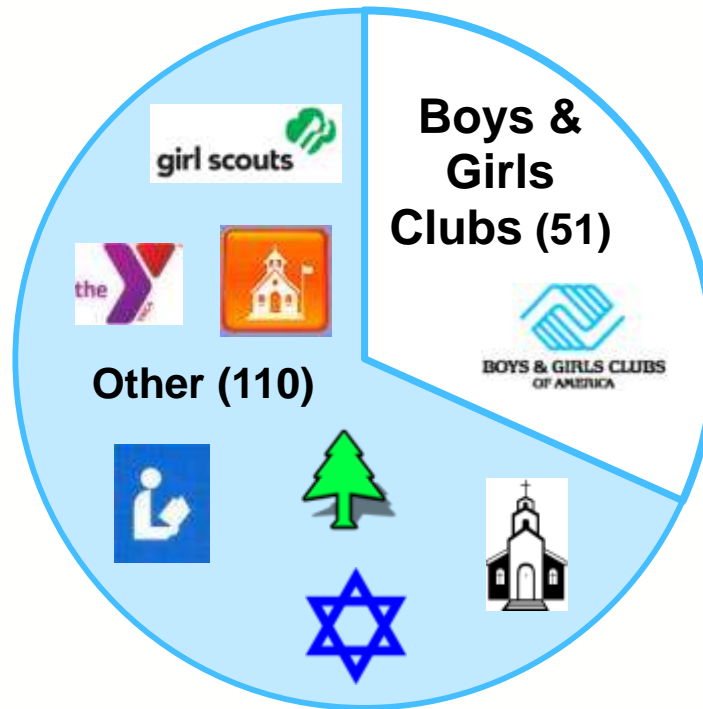
Other Locations

Target: 50

As of 9/26/12: 88

By 12/31/12: 110

% Reached: **220%**



Boys & Girls Clubs

Target: 50

As of 9/26/12: 44

By 12/31/12: 51

% Reached: **102%**

All Locations

Target: 100

As of 9/26/12: 132

By 12/31/12: 161

% Reached: **161%**



*As of 9/26/12

Impact on Adult 50+ and Child Nutrition & Physical Activity*

*As of 9/26/12

- **Survey Results**

- Increased moderate-to-vigorous physical activity (both groups)
- Increased fruit & vegetable consumption (both)
- Decreased screen time/TV, Internet, video games (both)
- Decreased sedentary behavior (adults)

- **SOFIT Measurements**

- Meeting or exceeding physical activity standards (48% adults ,61% kids vs. 50% standard)

- **High program satisfaction**

- Surveys: 97% adults, 83% kids
- **90%+ volunteer retention**
- **SMART tool:** Adults 50+ contributed over **26,500 hours**, valued at over **\$484,000**



SOFIT Coding Sheet

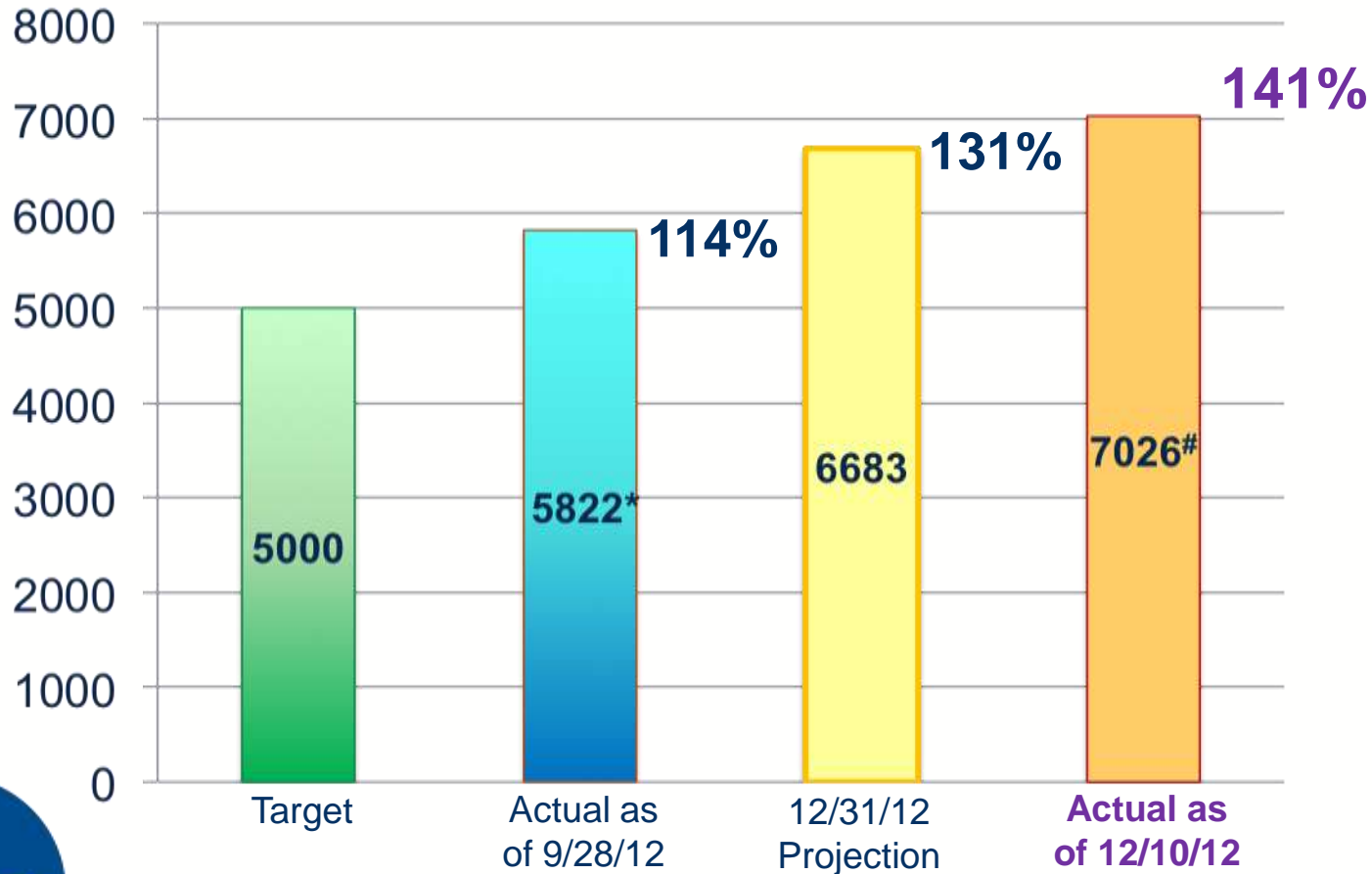


SMART tool



Year 1 & 2 Program Participation

Target: Engage 750 volunteers and 4,250 children within 2 years



Total Participants

*853 Adults 50+, 4969 children (grades K to 5)

#892 Adults 50+, 6134 children (grades K to 5)

Lessons Learned

- Identify and tailor existing, evidence-based curricula to meet the needs of intergenerational participants (vs. building from the ground-up)
- Recruit capacity-building volunteers first/ simultaneously with direct service volunteers
 - Increase program dissemination
 - Avoid staff burnout
- Incentivize volunteers through social events and providing additional opportunities of interest (class referrals, partner events, etc.)
- Cross-train volunteers to encourage new roles, including as volunteer leaders (increase volunteer program ownership)



Future Directions 2013-2014

- **Increase program reach**
 - 19 cities across 15 states (new: Sacramento, CA; Tucson, AZ)
 - 8,500 participants (1000 adults 50+, 7500 children)
 - 150 locations
 - Expanded marketing & publicity strategies
- **Develop and implement sustainability plans**
 - Objective: Increase local support (financial, volunteers, other in-kind) to ensure continued growth
- **Build local Champions to create community-level change**



Thank you

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