

# SHOW & TELL (AND LEARN): A COMMUNICATIONS GUIDE

PRESENTED BY

Brooks Ballard, MPH

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Kash Aleem





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Our mission is to improve children's health worldwide by developing, disseminating and sustaining the CATCH platform in collaboration with researchers at UTHealth and MD Anderson Cancer Center. The Foundation links underserved schools and communities to the resources necessary to create and sustain healthy change for future generations.

A 501(c)3 public charity founded April 10, 2014

# PRESENTERS



**Kash Aleem**

*P.E. Instructor*

Jenks Elementary School



**Joey L. Walker, MPH**

*Director of Curriculum*

CATCH Global Foundation



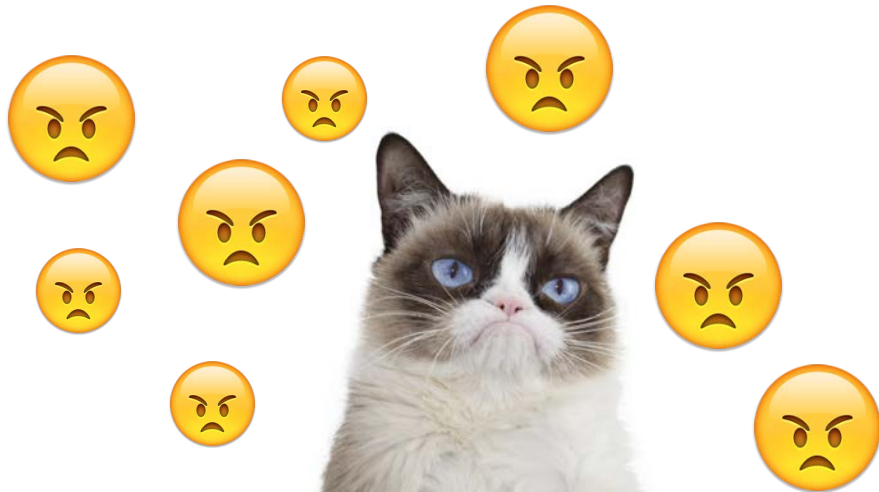
**Brooks Ballard, MPH**

*Director of Communications*

CATCH Global Foundation

# FACEBOOK'S "EMOTION EXPERIMENT"

- ▶ Facebook wanted to increase time spent on Fb
- ▶ Randomly controlled users' news feeds to filter positive or negative content
- ▶ Negative news feeds bred more negative posts and positive news feeds bred more positive posts





# WHY SHOULD EDUCATORS AND SCHOOLS COMMUNICATE ABOUT

1. You help create a culture of health by normalizing and celebrating healthy behaviors; and,



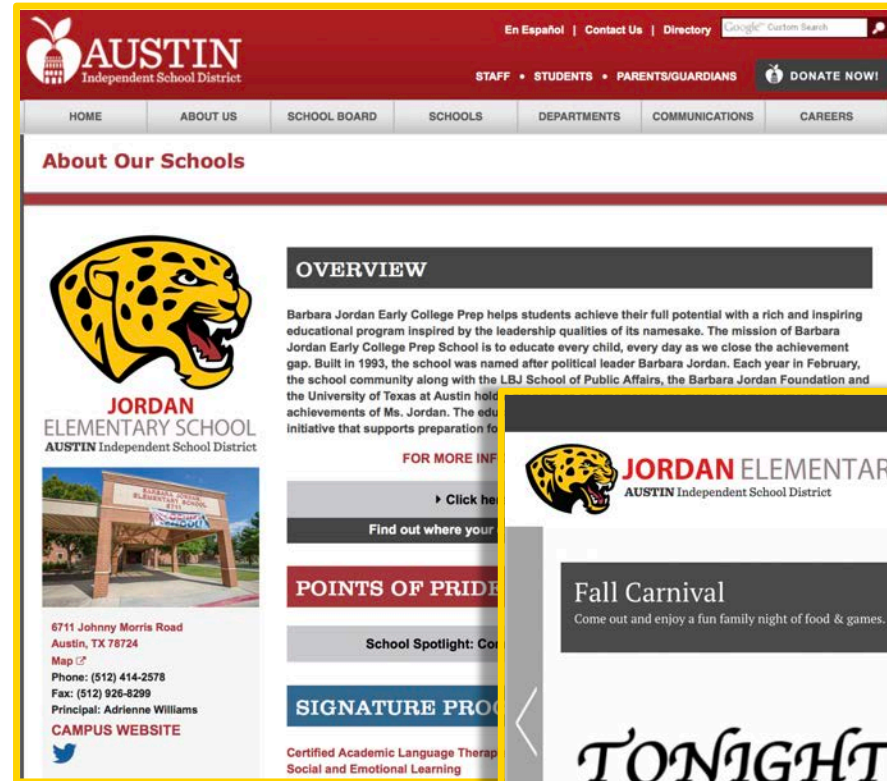
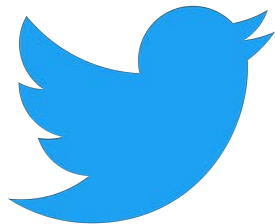
2. You call people out of the woodwork to lend a hand or voice to your efforts.

# YOU KNOW ITS A CATCH SCHOOL WHEN YOU WALK THROUGH THE



# MODERN SCHOOL ENVIRONMENT INCLUDES DIGITAL

- ▶ District Website
- ▶ School Website
- ▶ Social Media
  - ▶ Facebook & Twitter predominantly



How can we help schools develop their online presence to reflect the health values on display inside the school building?



## Show

*Capture what you're doing with CATCH at your campus:*

- Pictures
- Videos
- Stories
- Reports and Evaluations

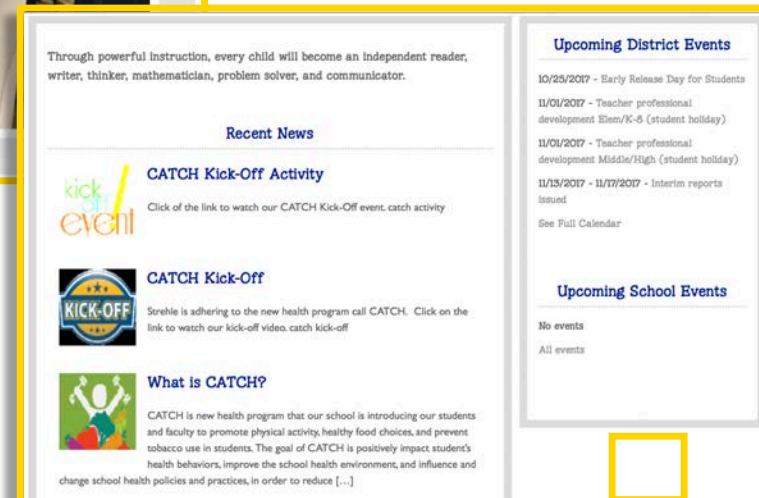
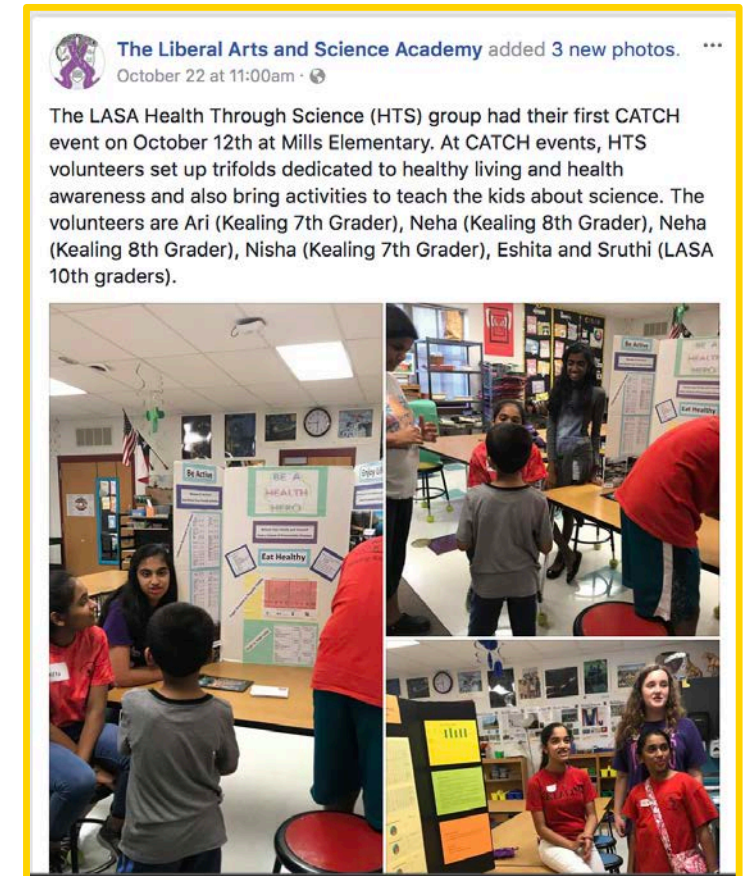
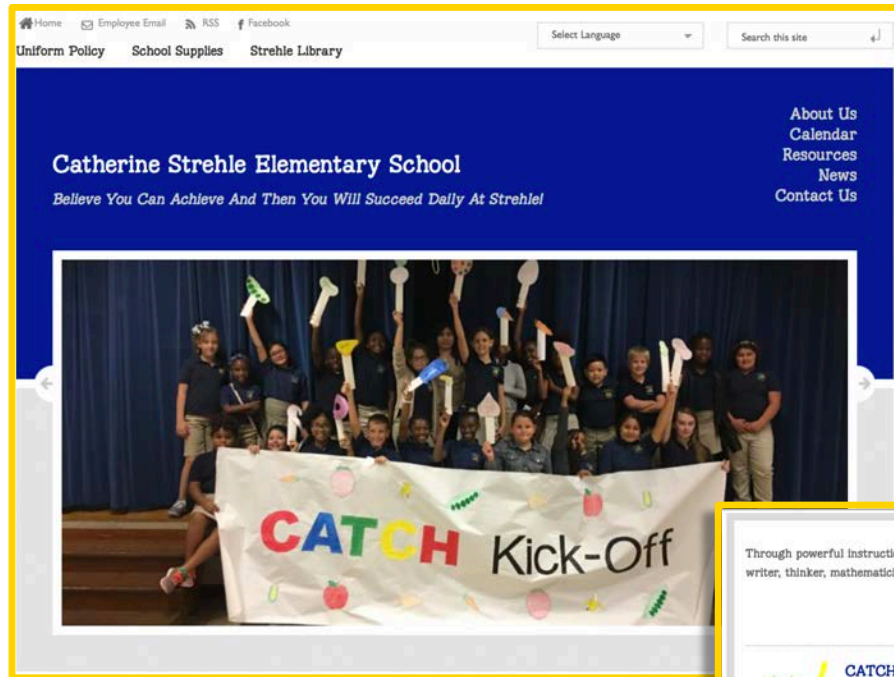
## Tell

*Share locally & with the broader CATCH community:*

- Social media
- School/District website or newsletter
- News outlets
- CATCH Global Foundation



# REFLECTING A HEALTHY SCHOOL ENVIRONMENT ONLINE



# SHOW & TELL (AND LEARN)

## Show

*Capture what you're doing with  
CATCH at your campus:*

- Pictures
- Videos
- Stories
- Reports and Evaluations

## Tell

*Share locally & with the broader  
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- Social media
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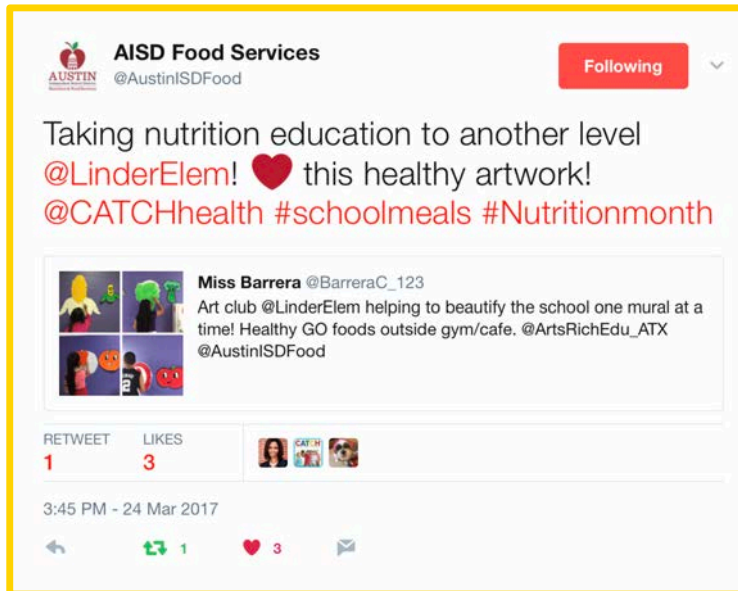
## Learn

*Participate in the CATCH community online and  
bring ideas back to your team*

- ▶ Official CATCH hashtags
  - ▶ CATCH webinars
  - ▶ CATCH newsletter
- ▶ CATCH.org & CATCHinfo.org



# DISTRICTS, SCHOOLS, AND INDIVIDUALS HAVE A ROLE TO PLAY





# CATCH GENERATES LOCAL MEDIA COVERAGE

## saukvalley.com

### Super fitness starts with super habits, students learn

Kids at Franklin School in Sterling play healthy fun and games during presentation.

By BOB TOMASZESKI btomaszewski@saukvalley.com 815-625-3600, ext. 5523 @TheBobMob  
© Sept. 8, 2017



Peter Balsler/pbalsler@saukvalley.com

Caption +

## Franklin County Times

Community News since 1879



PHOTO BY LAUREN WESTER RMS students (left to right) Kate Grissom, Abigail McMicken, Carmen Valdez, Miriam Sanchez Cotoc, Hannah Figueroa and Allie Scott learn from Extension agent Lakita Page as she discusses the basics of nutrition and health with them during first period.

### LATEST STORIES

Wonette Ann Welton

Hazelene Henson Hendrix

Frederick Lowell Williams

Jeffery Leon Baker

RPD catches hospital burglar

## RMS students CATCH up on nutrition



By Lauren Wester  
Email the author

Published 9:42 am Wednesday, October 4, 2017

## BROWNSVILLE The Herald

### Castañeda PE teacher, gardening advocate recognized as CATCH Champion

Story Comments

Print Font Size: [A-] [A+] [A]

Recommend 0

Tweet

+

Pin it

0

Share

Posted: Sunday, October 15, 2017 10:11 pm

By GARY LONG | Staff Writer

Julian Salinas regards teaching healthy living as a key part of his role at Castañeda Elementary School, where he is a physical education teacher and coach who also is in charge of the school's gardening program.

Salinas is a Texas Master Gardener who in 2009 founded the gardening program at Castañeda. It teaches students how to grow fruits and vegetables, and sends fresh produce home with them to prepare home-grown, home-cooked meals.

The CATCH Global Foundation recently recognized Salinas' efforts by naming him one of six CATCH Champions from across Texas.

CATCH stands for Coordinated Approach to Child Health. Two of the most important ways that the program creates behavior change are by enabling children to identify healthy foods, and by increasing the amount of moderate to vigorous physical activity children engage in each day.



Miguel Roberts

Physical education teacher at Castañeda Elementary School Julian Salinas stands inside their school gymnasium as Salinas has been named CATCH Champion of 2017 for his efforts to create an active and healthy environment for the children of Texas.

Buy this photo

# TRACKING CATCH MENTIONS / FANNING THE FLAMES



## Google Alerts

Google Alert - "coordinated approach to child health"

To: Brooks Ballard

### Google Alerts

#### "coordinated approach to child health"

Daily update · October 16, 2017

#### NEWS

[Castañeda PE teacher, gardening advocate recognized as CATCH Champion](#)

Brownsville Herald

CATCH stands for **Coordinated Approach to Child Health**. Two of the most important ways that the program creates behavior change are by enabling ...

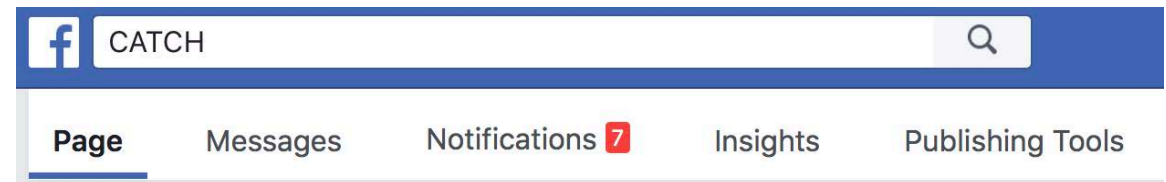
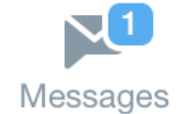
Flag as irrelevant

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You have received this email because you have subscribed to **Google Alerts**.

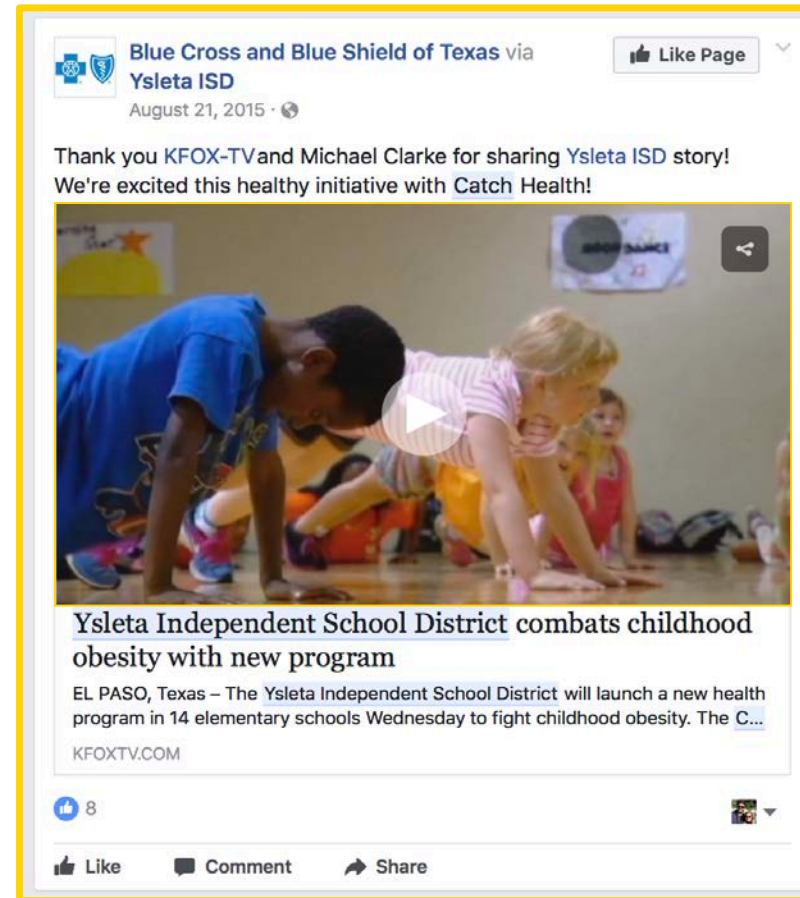
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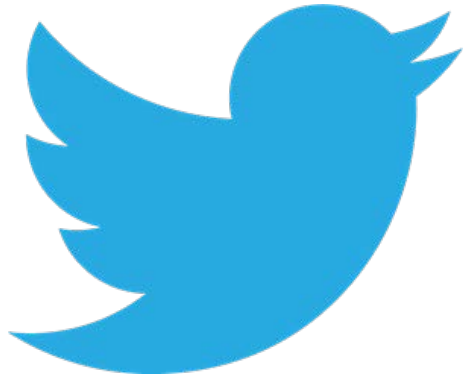




# FUNDERS JOIN THE CONVERSATION



# COMMUNICATIONS PLATFORMS FOR EDUCATORS



Instagram





# WHY I USE SOCIAL MEDIA

- ▶ Larger Audience
- ▶ Informative
- ▶ Learning experience
- ▶ Spreading positive messages



FACEBOOK TAGGING  
HOW TO REACH A LARGER AUDIENCE

**SOCIAL MEDIA TIPS:**  
HOW TO SPREAD  
**POSITIVE**  
MESSAGES ONLINE



# IMPLEMENTING SOCIAL MEDIA

- ▶ Connecting with your **School**
- ▶ Connecting with the **Community**



# HOW DO I USE SOCIAL MEDIA?

- ▶ Support what I'm doing with CATCH
  - ▶ #CATCHingJAGS
  - ▶ #CATCHkickoff
- ▶ As a professional
- ▶ Audience





# #CATCHKICKOFF WEEK





# OTHER EXAMPLES

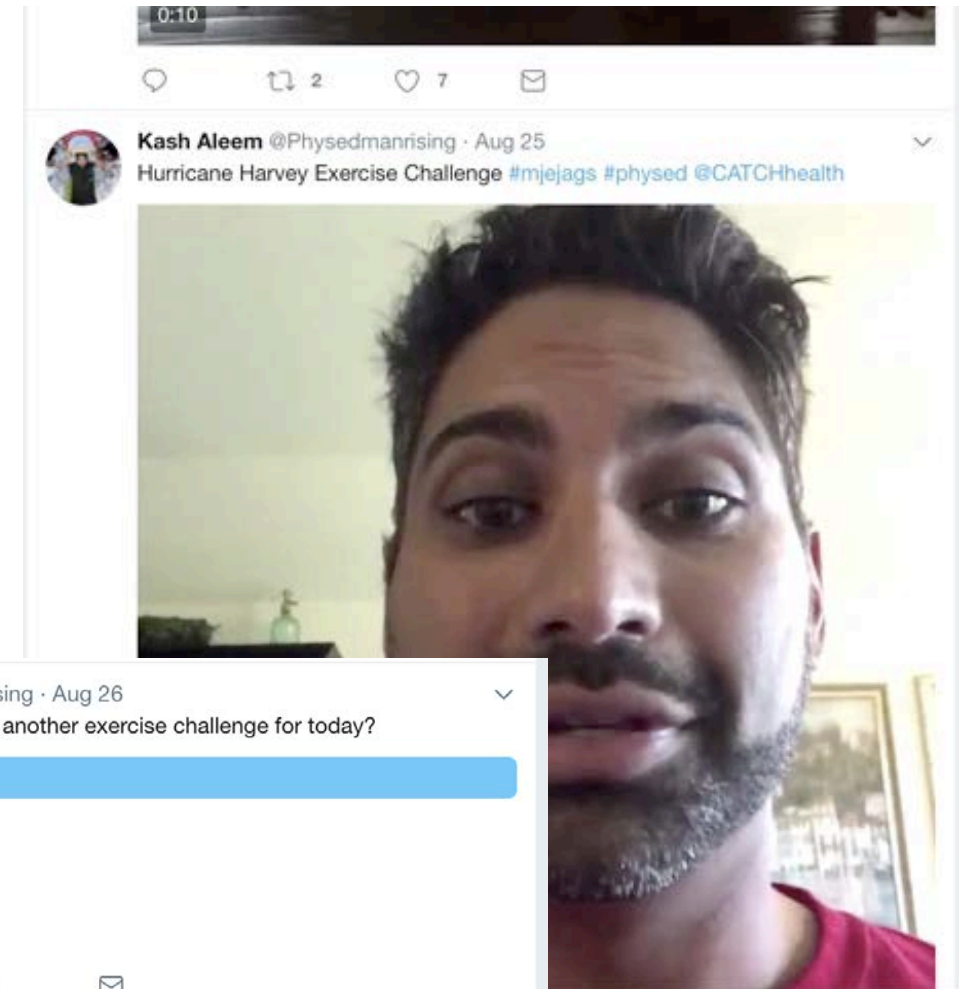


# HURRICANE HARVEY PHYSICAL ACTIVITY CHALLENGE

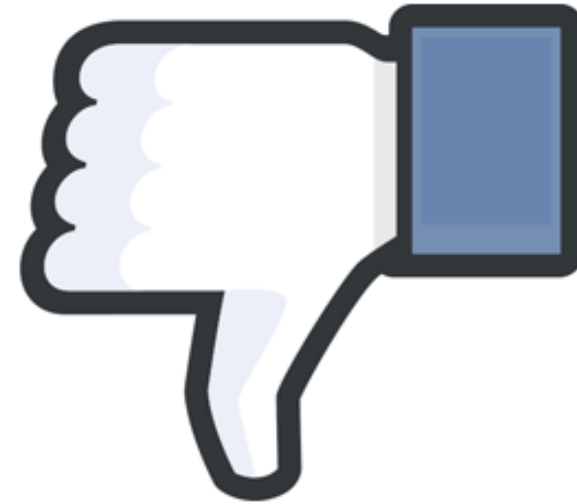
A **healthy** distraction from a crisis...

## Keys to success:

- ▶ Be genuine – trust your instincts
- ▶ Relate to your own life experiences (kids stuck inside)
- ▶ Stealth health – Make it FUN to participate
- ▶ Recognize those who part



# WHAT'S WORKING? AND WHAT'S NOT?



# HOW YOU CAN GET STARTED

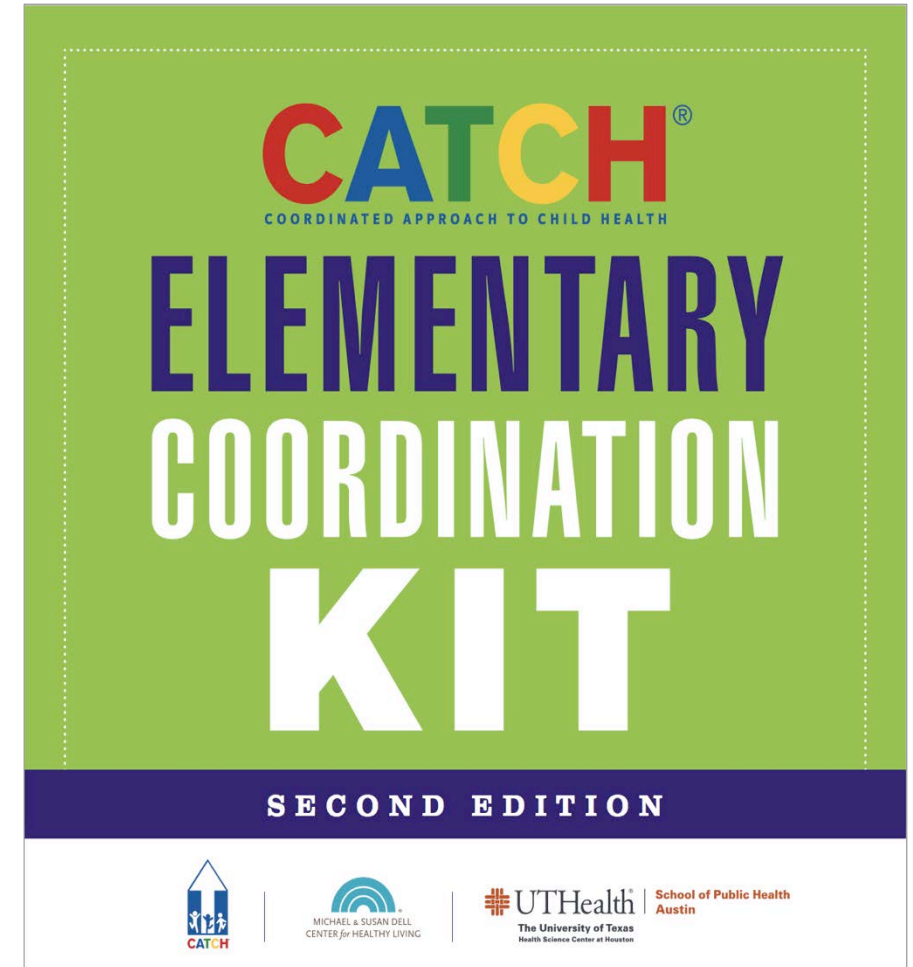
- ▶ Try it out
- ▶ Know your audience
- ▶ Use pictures/videos
- ▶ Hashtags to spread your message
- ▶ Analyze your results



# FORMALIZING COMMUNICATIONS INTO CATCH

## Initial Questions:

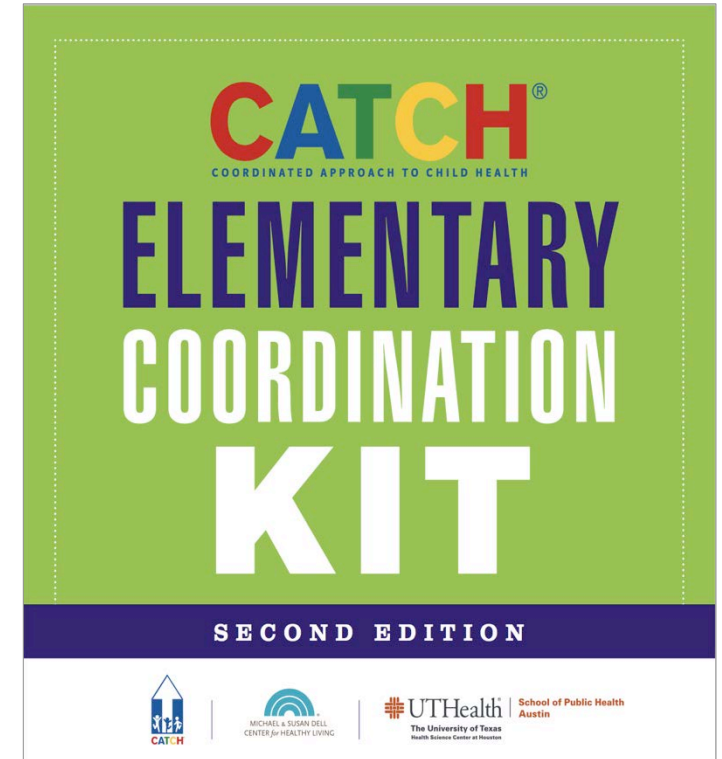
- ▶ Why?
- ▶ How can we integrate this without disrupting the CATCH model?
- ▶ How can we get educators to use social media professionally (and with a health focus)?



# QUICK REVIEW OF COORDINATION KIT

## What is it? What's in it?

- ▶ Set of roadmaps and resources to aid in the implementation & coordination of CATCH
- ▶ Main pieces of the Kit include Team Coordination Guide, 6 Component Folders, plus accompanying ready-to-use resources
- ▶ Resources available on [CATCH.org](https://catch.org)



# CATCH COORDINATION KIT ORGANIZATION

- ▶ Organized by themes throughout the school year
- ▶ Each 6 weeks a new theme is introduced
- ▶ Themes help focus everyone's efforts around one common goal each 6 weeks
- ▶ Themes include specific, easy to implement tasks for everyone on a campus to do their small part to contribute to the CATCH effort

The screenshot displays the CATCH Coordination Kit interface. At the top, 'theme I' is highlighted in green with the text 'GETTING STARTED: CATCH Kick Off' and '1st Six Weeks'. Below it, 'theme II' is highlighted in black with the text 'OUR CATCH SCHOOL - Creating Healthy Change'. The main content area lists activities for theme II, including: ★ Choose to be a healthy role model, ★★ Read, sign and distribute copies of the Why CATCH PE flyer, ★★★ Choose two or three classes to assess if students are participating in moderate-to-vigorous activity 50 percent of the PE period, and MY HEALTH BOOSTER. A 'Social Media Example' box shows a tweet and a Facebook post. A 'Resources' section lists 'CATCH My Healthy Living Commitment Sign' and 'Why CATCH PE Flyer'. The bottom right shows images of the commitment sign and flyer.

theme I  
GETTING STARTED: CATCH Kick Off  
1st Six Weeks

Program

theme II  
OUR CATCH SCHOOL - Creating Healthy Change

★ Choose to be a healthy role model. Post the CATCH My Healthy Living Commitment sign to share how you model healthy habits. Make a point to demonstrate healthy habits in front of students. Let students "CATCH" you...

- Drinking water instead of sweetened beverages; eating fruits & veggies at lunch.
- Post (at least) one picture or video on social media of a faculty CATCH MVP engaged in a healthy activity. Use #CATCHMVP.

★★ Read, sign and distribute copies of the *Why CATCH PE* flyer. Make copies for every teacher and the principal. Keep in mind...

- Access an electronic version of the flyer at [www.CATCH.org](http://www.CATCH.org) that you can email or print for distribution.

★★★ Choose two or three classes to assess if students are participating in moderate-to-vigorous activity 50 percent of the PE period. Some ideas...

- Perform a simple self-assessment with a stop watch.
- Explore the CATCH Activity Boxes and look for new games to increase MVPA.

MY HEALTH BOOSTER  
Monitor portion distortion. Food portion sizes have increased significantly over the last 20 years. Be "super wise" before you "super size." Some ideas:

- Take the portion distortion quiz at <https://www.nhlbi.nih.gov/health/educational/wecan/eat-right/portion-distortion.htm>
- Read food labels for portion size.
- Split meals at restaurants or plan to take half of the meal home.

Social Media Example  
Kids model the behaviors of adults that surround them. Use the hashtag #CATCHMVP to show us how you're a role model for healthy habits!

See Social Media Theme & Hashtag Prompts for more

Resources:  
CATCH My Healthy Living Commitment Sign  
Why CATCH PE Flyer

# COMMUNICATIONS BECOMES A 1-STAR TASK

## Official CATCH Hashtags

- ▶ Theme I: #CATCHkickoff
- ▶ Theme II: #CATCHmvp
- ▶ Theme III: #GoSlowWhoa
- ▶ Theme IV: #CATCHhometeam
- ▶ Theme V: #CATCHworks
- ▶ Theme VI: #GOsummer

**theme I**

**GETTING STARTED**

To get started on creating our CATCH MVP school, we want to kick our efforts off with a quick and easy theme. For this first theme, we are going to begin creating a healthy school environment for all kids by having a CATCH Kick-Off Week. We are asking you to help us kick off our CATCH implementation with quick, fun, and informative activities to "CATCH" everyone's attention. The intent is to coordinate the message across the campus and start Making the Healthy Choice the Easy Choice!

**Social Media Example**

Did you know we're a @CATCHhealth campus? Look for nutrition & fitness messages here, at school, and coming home w/your kids! #CATCHKickOff

See Social Media Theme & Hashtag Prompts for more

★ Teach the first lesson from your grade level CATCH Curriculum during CATCH Kick-Off Week.

- Check with the CATCH Team to locate your grade level copy of the CATCH Curriculum.
- Choose a fun fact from your first lesson and post it on social media with #CATCHKickOff.

**MY HEALTH BOOSTER**

Commit to one small change to improve your own health and wellness. Small steps eventually lead to a big difference.

Consider...

- Eating an additional fruit or vegetable each day. Work toward five servings per day.
- Reducing sedentary activity by eliminating 30 minutes of TV watching per day.
- Walking with co-workers before, during or after school.



# #CATCHKICKOFF STARTS ROLLING...



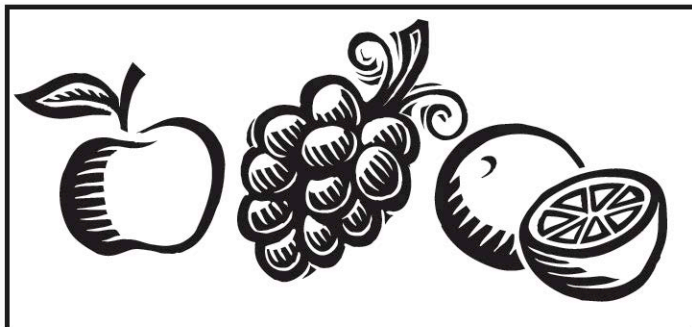
# TIPS TO GET YOU STARTED

CATCH Training Example



**Everytown Elementary Food Services**  
@wefeedeverytownkids

3rd grade enjoyed a @CATCHhealth  
fruit/veggie taste testing today!  
#GoSlowWhoa #FreshFruitFriday  
@everytownschooldistrict



## How To Create an Effective Social Media Post

- Include a picture or video
- Include a clear and concise caption
- Use hashtags and tag others
- Appeal to emotions and be personable

**Try it yourself!**  
**Use #CATCHtraining**

# COMMUNICATIONS TOOLKIT T.O.C.



## **CATCH Social Media Overview**

Join the growing CATCH community on social media to Show & Tell what's working at your campus! You can participate as an individual, department, school, or district.



## **Show & Tell (and Learn): A Communications Guide**

CATCH is changing lives in thousands of sites around the world, but finding and documenting success stories can feel like a game *Hide & Seek*. The goal of this guide is to help our CATCH community move from a *Hide & Seek* mindset to one of *Show & Tell*.



## **Social Media Theme & Hashtag Prompts**

One way we organize CATCH conversations on social media is through official CATCH hashtags. These are used throughout the Coordination Kit, including customized prompts that tie in with each CATCH team member's theme checklists. We compiled some additional prompts and suggestions for each theme and hashtag.



## **Appendix A: Why Communications Matters**

Additional background information to help you bring others onboard to support your communications efforts.



## **Appendix B: Sample Communications**

A variety of CATCH-related communications that can be used as inspiration or as templates for communications at your CATCH site.



## **Appendix C: Opportunities for News**

A step-by-step guide to help you cultivate and pitch stories to news outlets; sample media advisory and press release.



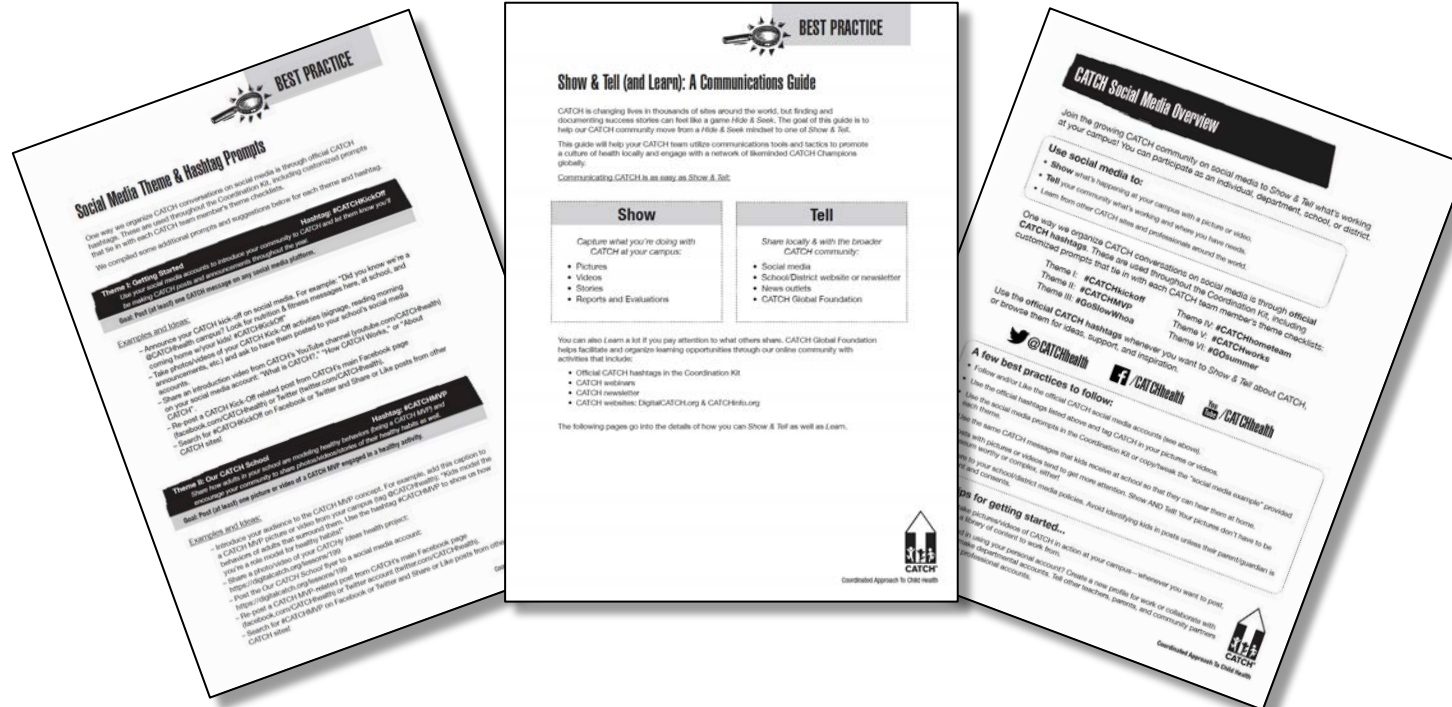
## **Appendix D: Blurbs About CATCH**

Approved blurbs about CATCH that can be used when crafting media advisories or press releases.



# ONE MORE THING...

There are more FREE Communications resources and guides in the CATCH Coordination Kit and on **CATCH.org**!







Thank You!

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