



## Transcript:

### Catch Health@Home

Presenter: Abby Rose  
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ANN: Welcome to our webinar, CATCH Health@Home. My name is Ann Schensky, and I will be the moderator for today's webinar. This webinar is brought to you by the Great Lakes ATTC, the Great Lakes PTTC, the Great Lakes MHTTC, and SAMHSA. The Great Lakes ATTC, MHTTC, and PTTC are funded through SAMHSA. We are funded under the following cooperative agreements.

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If you are having technical issues, please private message either Kristina Spannauer or Stephanie Behlman in the chat section and they'll be happy to assist you. If you have questions for our speaker today, please make sure that you put them in the Q&A section, not the chat section.

And as always, if you would like more information about the products and programs that we have, you can follow us on Facebook and Twitter. Our speaker today is Abby Rose, Program Manager for CATCH Global Foundation. And I'm going to turn it over to Sarah for her introduction.

SARAH: Thank you, Ann, and welcome everyone. Abby Rose is a program manager for CATCH Global Foundation, where she is responsible for the development and dissemination of nutrition education, physical activity, youth vaping prevention, and health promotion programs. Abby is active in Shape America, including serving on their physical activity council and early childhood advisory group.

Previously, Abby was a school wellness specialist in the Office of Institute of Health and Wellness of Chicago Public Schools. Her main areas of focus were comprehensive school physical activity programming and early childhood wellness. Abby was the founding PE teacher and director of health



and wellness at Namaste Charter School, a national model of school wellness as a vehicle for students success on the southwest side of Chicago. She holds an MEd from Northwestern university. Welcome, Abby. Thank you for being with us today, and I will turn it over to you.

ABBY ROSE: Hi, everyone. Thank you, Sarah, for that nice introduction. I'm really happy to be with you this afternoon. And let's dive right in. So just a brief rundown of what to expect during our hour today.

I'm just going to give you a brief background on how we developed our CATCH Health@Home a platform that we'll be discussing, and then we'll dive right into live demonstrations of the website and the resources that are available to help you navigate through and see what's there and how you can disseminate those resources to schools, teachers, families, organizations that you work with.

And then we will also look at the educator platform. So there's a couple of different platforms we're going to go through. And then, of course, the CATCH My Breath program that many of you might have heard of in my previous webinar, and all the tools that we have developed to adapt to the new normal that we've all been living through. And then, finally, we'll run through some of the virtual training opportunities that we have developed to address, again, the moment that we're in.

Before we do launch into all that, I do want to let you know that, of course, this is a really unprecedented time for all of us, including CATCH, and we want to think collectively, meaning that we don't want to pretend that we have all of the answers. We know that there's lots of creative things happening, and a lot of you are very close to schools and listening to what their needs are.

So we want to listen to you and hear your feedback and input about what's working now, and potentially what the anticipated needs will be, as we move into the fall and beyond, as we continue to live with this pandemic. So if you would, I would love to get your ideas, your feedback, your experience, what you're hearing from schools to incorporate it into the evolving platform that I'm going to share with you today.

So if you don't mind, as we go through the presentation today, you can put any ideas, feedback, thoughts about anticipated needs in the chat section. We aren't going to be reading those off, but obviously, attendees can read those for themselves. And then I will be able to get that from Sarah after the presentation and be able to incorporate, hopefully, your thoughts and ideas on what's working, what might be needed, what are some gaps as we move forward and continue this dialogue. So I hope you participate. And of course, you can always reach me after the fact, as well, if something pops into your brain after the webinar as well.



So first, I want to highlight why we created this platform. Educators are among the most resourceful professionals around. Teachers have shown that to be true during this pandemic. In a matter of weeks, teachers all around the world pivoted to a distance learning model with really no training, no resources, and a very short timeline.

So educators didn't throw their hands up and say, we can't do this. They said, we're going to do whatever we need to do to reach, connect with, and teach our students. So life throws us lemons and we try to make that lemonade, and it's been leading to a lot of creative and interesting adaptations.

So similarly, regarding health, everyone is now focused more than ever on being healthy, staying healthy. And if you can look at it as an opportunity in some way, to highlight the importance of health and wellness and connect families and educators with resources to help. So that is the backdrop of where CATCH was coming from, in terms of a rapid response to help our main constituency, which are teachers and schools, adapt to this new and evolving situation.

And our philosophy, in general, is that school health is more than a lesson. It's more than a class. It's really an environment of health across the school. So even though kids and students are not physically present at school, how can we continue that and reach into students' homes and families to continue that work? So that's really the backdrop of how and why we developed this platform.

So we developed Health at Home. And it has two main purposes, basically, to equip both educators and parents to continue to promote healthy behavior, even though we're not physically in school. And then to really hit home that now, more than ever, it's not the time to get rid of your PE program or your health program. We need those things more than ever. So those folks who are responsible for that work in the school need to be empowered and to need to have services, training, resources available to them.

We've had some pretty good success over, it's been what, three months that we've been doing this. Over 35,000 visitors. We have representation in all 50 states. Of the registered users of the platform, about half are parents and half are educators, roughly. And we've even gone global, as our CATCH Global Foundation would suggest. We have users in 89 different countries across the globe.

So how do I find this? The easiest way to find the resource is just to visit [catch.org](http://catch.org). You'll see a banner right at the top that says COVID response, and you click to see the resources. Then you'll be taken to this landing page. And again, as I mentioned, there's two sides to our platform.

There's the parent side and the educator side. And then we do have a parent classroom or parent platform that is in Spanish language as well. So you pick



which one, and of course, it's free and available to anyone. So anyone at all could access the parent materials, as well as the educator materials.

So from there, you select an option, and it will take either one of these two places, right? So we did that to meet the needs of our educators, who are virtually teaching and creating a culture of health online. So we thought, OK, how are they going to reach their parents? So we created this Google classroom as a tool for educators to give resources in an easy and seamless manner to their parents, if that makes sense.

So there is a lot of overlap between the resources that you'll find in the parent classroom and the resources that you'll find on the educator platform, with some important differences that we'll go into. But the parent platform was seen as more of a resource to help those teachers communicate and engage with their families.

The activities that we put up on there were basically handpicked by our team out of all of our evidence-based health and wellness, health promotion, nutrition education, physical education, vaping prevention resources that would be doable, feasible, helpful in small spaces with limited equipment that individuals or small groups could do and that could be facilitated either independently with older youth or by a parent for younger children.

So looking at those design principles that we were keeping in mind as we developed the platform, again, going back to our underlying basic concepts, that health is not just a class or an activity. It is really just this mindset, it's a value. It's part of the school environment. So whatever you're doing to engage students academically should be, and hopefully are, promoting health and teaching health alongside of that.

Again, the separate parent platforms. I think I went into the reasons behind that. Why Google Classroom? Well, these new technologies are emerging as the standard. Three months ago, very few people knew how to use Zoom, and here we are all together, and it's become pretty ubiquitous.

So Google Classroom is one of those platforms that is easy to access. It's free. It's available to all, if not most, if you have an internet connection. And obviously, there are access issues there that we're aware of, in terms of different schools and students at home. But this seems like an easy, available, and familiar type of platform to use with parents.

And then we also wanted to intersperse more video demonstrations to make it easier for a parent or a student to grab onto an activity. So instead of reading a whole lesson plan, like you would for a teacher, have more like, boom, here's a video. Here's an easy way to understand what to do.

And then we also wanted to experiment around seeding the platform with some engagement prompts, meaning assigning a question, starting a



conversation around health with the parents and the students that are in the classroom. So again, these were the design principles of what we were thinking of as we developed the platform.

So let me just quickly overview the different spaces within the classroom. The newest section is the CATCH Motivators and Tips. This is, again, speaking to that virtual CATCH champion, or that virtual wellness champion role that we're hoping to foster, even remotely.

It has videos of different members of my team on CATCH, as well as CATCH champions, teachers, health teachers, staff members, parents in schools that we work with around the country, delivering little health nuggets or advice or just let's keep eating your go foods, that kind of thing, tips and motivators, and mostly in a video format. And then we also try to connect a resource to those tips that families can do together.

The next little section is Fun Family Health Challenges. Again, this is our way of engaging the whole family in health behaviors. So there's calendars there and physical activity logs and facts about healthy food, and things like that. And there's ways to challenge your school community. Hey, everybody do 60 minutes of physical activity and we're going to have a contest of it, or something like that.

Then there's a whole section around physical activities that, again, can be done in limited space, limited equipment, inside, outside, et cetera. This was kind of new for CATCH. We added a Mindfulness section, because we know that the mental health, social/emotional component of all of this has been very detrimental to students, to families, and we need to focus on ways to help everyone relieve stress and have healthy coping strategy. So this was our answer to that question.

And then we've got a whole section around health and nutrition, with healthy recipes and ideas for just promoting health and nutrition. This includes a lesson around handwashing. And we're looking to really build out some of more those lessons and resources that specifically address things to keep folks healthy during COVID and during this pandemic. So hygiene, how immune health is crucial, and how to support our immune health, and that type of thing.

And then along those lines, we have this wonderful first evidence-based youth vaping prevention program, CATCH My Breath. So the first thing we put up there in that classroom was a video recorded lesson, basically, around the connections between vaping lung health and infectious disease. So it really lays out all those-- you know, vaping is not good for you in any case. Obviously, it puts someone at higher risk for lung infection and respiratory illness, which is obviously something we all want to avoid.



And then, finally, we put a whole section of tips for parents. And this is our thought on you're a parent, you're thrown into this homeschooling kind of arena and might not have skills or knowledge around how to engage your children in physical activity. Si ti just gives some pointers on how parents can do that.

So that's the overall overview. What I'm going to do now is go to the platform itself and just tour you around a little bit. So I think you can see it now. No, I have to stop sharing, hold on, and share my other screen. Bear with me one second. OK, there you go. You should be able to see it. Sarah, does everybody see it? Can confirm.

SARAH: Yes. Yup.

ABBY ROSE: OK, good. All right. So this is what the educator platform looks like. It has a place where we can give messages to families. Like we just had a webinar we invited everyone to. We have a feedback survey. Here's one of those tips I was talking about. So it's basically like announcements that we can place in the classroom.

And then the classwork is the section where all of the resources are. So another thing that we've been doing are these engagement pieces. They're called questions, but they're like an assignment. So for example, the first one we did, we just asked a question.

And I'm not sure if you can see it here, but were celebrating Every Kid Healthy Week. And we had a little video of one of our CATCH champions talking about eating a rainbow. And the question that went with it is, what are some of your tips for getting kids to eat rainbow colors using fruits and veggies?

So it was just like a community conversation starter. And we did get some good response. It was really interesting. People really want to share and connect, and part of what's missing in this virtual world is that sense of connectedness. We're trying and experimenting with different ways to bring that feeling of community, even though we might be far away and spread across the country.

So that's the one feature we've been doing. This is this CATCH Motivators and Tips, as I mentioned, and you can see here. So as I mentioned, the tip is written out here. Make physical activity a family affair. That's kind of just the theme.

We call that a CATCH MVP messages. MVP is our CATCH language that stands for Moves and stays active, Values healthy eating, and Practices healthy behavior. So all of our messages, generally, are fit into one of those categories. And then we have a video that you can watch. Again, this was created by one of our CATCH champions in Indianapolis who works in a



school there, who created this video for us. So this is where we're archiving those videos.

The next section, I mentioned, these Fun Family Health Challenges. We thought if we put "fun" in the front there, it might be more enticing for students and families to engage with. So an example is this Go Slow Whoa Scavenger Hunt, which is you go to your pantry and you check out the foods that you have there and determine if they're a go, slow, or whoa food. So that's just an example there.

Then we have our Vaping Prevention materials, as I mentioned, the video around vaping, lung health, and infectious disease, and then there's a little bit of an overview of the full program. We did not elect to put the actual lessons on the parent-facing platform because in order to keep-- I mean, it is meant to be delivered by a teacher in an educational setting. So we didn't want to just import the whole program and put it up there. But there is information about the program and how to get it and that it's free and you can work with your school or your teachers to deliver that.

And then there's those tips for parents that I mentioned of how to lead physical activities at home. These are these one-person, two-person games. And again, a lot of them have video demonstrations. That's me and my five-year-old in my living room. So we did also reach out to some of our CATCH champions to mix it up. We had some other agencies, like SNAP ad agencies and folks we work with on a regular basis, volunteered to create some videos for us, so that was great.

Small group games. If you have two or three kids, you can play some of these. Mindfulness, again, is a section that is a response to more of the whole child, the social/emotional learning piece. Some more activity breaks, and then, as I mentioned, these health and nutrition basic facts and visuals that you can print out as a family. And then finally, some healthy snacks and recipes.

So that's a basic navigation. I'm in the student mode, so I'm a teacher in the classroom, but I'm showing you that the student view, so this is what our families would see. One thing I want to point out that, again, this is an evolving process. And when we were initially conceiving it, again, it was a tool for educators to provide to their parents, with the idea that parents would grab these resources and do them with students.

What we're seeing through our engagement is that a lot of students are actually using this independently. So we're looking at ways to adapt and potentially address students more directly, and that's been interesting. And obviously, it's going to be an older student, upper elementary to potentially middle school, early high school, rather than those little kids, who would not necessarily be able to navigate that independently.



But that was sort an unintended positive, I would say. So I am going to go back to-- let's see if I can do this-- my other one. OK, are we back to-- can you see my screen share now of my presentation?

SARAH: Yes.

ABBY ROSE: OK. So I just wanted to highlight a few, again, of the resources and the pieces. So those Mindfulness resources, here's an example of one pulled up. There's a graphic organizer that families can use when they go on a nature walk to use their senses and really talk about that, be in the moment.

And nature has been shown to have a lot of positive social/emotional benefits. There's a whole list of fun family activities you could do as stress relievers that are good for your body and mind. So I just wanted to highlight some of those.

The videos, as I mentioned, that was a really intentional piece that we wanted to add. We've added a bunch. These are just a few of the ones on the screen. And people have been watching the videos, for sure, almost 30,000 views across all the different platforms that we have since we launched in mid-March.

So people are definitely watching them. Just a caveat, this is inclusive of all the videos that we ever had. So we didn't pull out all just the new stuff to show you. But I would imagine that most of the views, since March 18th, are of the more newer content. Just wanted to be clear on that.

Again, listening. CATCH is actually headquartered in Austin, Texas. We have a lot of schools and districts in Texas that we work with. And obviously, in Texas, but all across the country, there is a need for resources and materials in Spanish, especially if you're trying at all to reach the parent population. So we did create a unique classroom specifically in Spanish language for Spanish-speaking families.

We were not able to get all of the content translated, but there is a majority of the items available. So again, there are physical activities. It doesn't match one for one, the ones that are available on the English side. The videos are still in English, but we managed to put subtitles in there for folks so that they could easily understand.

Yoga and mindfulness activities are up there, and the nutrition tips and resources. And then those parent tips that I was talking about are also translated. So that's what you'll find up there. So I'm going to just pause for a brief moment to see if there are any questions about the parent platform side before launching into the differences that we create in the educator platform.

SARAH: It looks like we have a question about when people go back into the classrooms from Allison. She said, we're trying to plan for next year but are unsure how schools will be held. We're wondering if we would be allowed to





do small group activities. And how do we handle the anxiety that kids are feeling? So as you go through the educator platforms--

ABBY ROSE: Yes.

SARAH: --those are the questions.

ABBY ROSE: I definitely appreciate your question, Allison. You are not alone in asking this question. And what I can tell you is a lot of smart people are working on this. We're waiting for guidelines from Shape America, CDC about what potentially physical activity in school might look like. In the era of social distancing, it's going to have to look a little different.

And as far as CATCH, we just participated in a whole webinar about how to healthfully reopen schools in the fall. And unfortunately, every place is going to be really different and we're going to have to kind of learn as we go. Having said that, we at CATCH are anticipating a hybrid model, where, potentially, there will be a component of in-school instruction and also a component of virtual learning.

So what the advice I would give is that you should prepare for both things. The anxiety piece is going to be there. So an emphasis on fun, enjoyment, stress relief, coping strategies. And in terms of instructional, what are we teaching them, we're falling back to basics, fitness, basic motor skills, skills that can be practiced independently without a lot of people. So running, biking, walking, dancing, those sorts of stuff, and more recreational, rather than a focus a lot on team sports or anything like that at the moment, adaptable activities that are going to not need a lot of equipment or a lot of space.

Yes, this is definitely a big question mark. The emphasis that we're trying to put as CATCH is that your health and your PE teachers are going to be your stars, your leaders, in terms of promoting health, not just at school, but at home, and that's where the focus is. And also providing those opportunities for fun, for enjoyment, for stress relief, for your students and your families and your staff. So all of those concerns are definitely noted.

And I wish I had a really easy answer, but I think we're all going to just have to try different things and see what works. But I do know that there will be more specific guidance coming, specifically from Shape America, which is the professional association for PE and health educators in America around how to do physical activity in all of those different scenarios, like the distance, in-person hybrid model. So stay tuned and we will certainly be incorporating that.

And we will be doing, actually, trainings to help folks navigate how to do that, once they know what their guidelines are from their particular school or district. Because that's the other thing, too, is that a lot of folks are just



waiting, waiting, waiting to hear, OK, what's going to happen? And there's still a lot of uncertainty.

So once there starts to be a little bit more certainty around what will happen, then we can adapt and adjust to meet people's needs there. So I'm sure that didn't answer your question 100%, but I definitely hear your question and you're definitely not alone.

So moving on to the educator platform from Health at Home, as I mentioned, there's a lot of overlap in terms of the content, the specific lessons, and resource and activities. But we did put some extra content in for an educator audience. So there is a distance learning guidance document.

So it really goes through best practice on how to engage students remotely. And again, you can't possibly hit on every different scenario of use this platform versus this platform, but it's more just general guidance and best practices around engaging students in physical activity and health in an online format.

We actually developed some new content, some new health lessons, along with our tried and true evidence-based classroom health lessons. So on that educator class platform-- and again, this is for free-- we have selected CATCH classroom lessons for every grade level pre-K through eighth grade that educators can access. And they're mostly PowerPoint based, so you could present them via Zoom, or however you interact with your students.

And then we did develop four new lessons. It's a series of these MVP immune health lessons. So it's really tying in the CATCH MVP behaviors that I mentioned, Moving and staying active, Valuing healthy eating, and Practicing healthy behaviors, like drinking water and getting sleep and all the rest, and connecting that with building up a strong immune system that will help keep us healthy. So those are really great, new content.

We also have a handwashing lesson that's available both in the parent and the educator platform that's been immensely popular. And it has a video. It has a demonstration. It has whys and wherefores of why we're washing our hands right now. And so we want to look to those specific health content lessons. We're looking to do some lessons around what does social distance mean from a child's point of view and how to keep that distance from others, things like that, potentially, as we move into the fall that will need to be addressed in school, to have resources to do that.

We also have these virtual CATCH champion MVP messages that you'll see, actually, in another slide. I have an example of how a CATCH champion can use that. But it's basically those little nuggets, those little health tips and nuggets, motivators that we've prepared for CATCH champions or PE teachers or teachers, or even the principal, or whoever, to deliver, either in-person or in a virtual format, to get that health promotion continuing.



Again, those calendar challenges and more, that section of the Fun Family Health Challenges, we've provided specific scripts for teachers to coordinate a family challenge. So it's like from June 8th to June 12th, we're all going to do this, and this is how to do it. And again, you'll see an example of one of our CATCH champion putting that into action, so it'll be a little bit more clear.

And of course, we have some downloadable resources that you can send directly to parents and students. And then the last few sets, a little bit different, are these independent student learning assignments that are pretty cool. A lot of them are interview-based, so it's like interview a friend or a family member about what types of physical activities they like and health behaviors, and things like that. So we're looking at more assignments that students can do independently at home. So those are some of the main differences.

I'm actually going to pop out of this again and take you on a brief tour of the educator platform. OK, let's see if I can maneuver over here. Yup, OK. You can see it, right?

SARAH: Yup, that works.

ABBY ROSE: I just never know. So this is my dashboard. I obviously have an account at catch.org. And right here, you see the title. It says CATCH Health at Home. So the educators enter the platform through catch.org, versus the parents, who enter through the Google classroom.

Why do we do that? Well, we didn't want to create that extra layer for parents of having to create an account on catch.org, because catch.org work is mainly a teacher/educator-facing platform, in general, if that makes sense. So they're both free. There is some paid and subscription elements to catch.org, but this element here is free and available to anyone who creates an account.

So you just press Let's Go, and hopefully it'll pull up, my internet's not too slow here. Wow, OK. Yeah, here it is. So there's a little introduction. That's my colleague, Shanna, just describing what the platform is all about.

As I mentioned, there's that distance resource for educators. So this is all the best practices, like I was saying, around delivering instruction remotely. Here's the youth vaping stuff, is exactly the same as on the parent side. These are the catch, announcements that I was talking about that people can pick up and deliver to their parent community and student community.

This is the calendar challenges and more. So I'm just going to highlight how to use this. So it gives instructions on how to start a CATCH MVP home challenge with your school community. So here's the directions. Basically, you give folks the goal. You tell them what the resources are, make sure they know how to get that. And tell them what to do to participate, and then encourage families to participate together.



So we only have two challenges written out at the moment, but you can apply that to all of them. But it gives a sample message, where it's in the voice of a PE teacher to issue a challenge around one of our resources. So this one is around the CATCH home MVP calendar, which is in Spanish and English.

So the calendar itself is a resource that I think there's three months. They're not specified, like August, June, July, or anything. It's just three months' worth of daily health tasks. Like one of them could be eat a fruit today. They're very simple, doable health tasks.

So the challenge is that each day for the duration of the challenge, families do one of the health tasks and cross it off on their calendar, film themselves, take pictures, and send it back to whoever is coordinating the health challenge. So that's the basic gist of it, and that's how we're intending it to be used.

These are these CATCH MVP lessons that I was talking about. So again, this is the format for all of our health lessons. There's a PowerPoint that you can download or open in Google Slides. And then there's always a student resource or handout that you can download direct from here.

These are those health lessons I was talking about. So again, there's a handwashing lesson, and then there's selected lessons for all grade levels pre-K through eighth, independent learning assignments that I was talking about. And then a lot of this is just the overlap from the parent classroom.

Now, I am going to mention that one thing that we've been hearing as a need from folks are more plug and play pre-recorded health lessons to make it easier to share with students, both in-person and virtually. So we are in the process of developing just that, pre-recorded. We've already started on the CATCH My Breath side, and when I get to that section, I'll mention those.

But those will be considered premium content. You have the basic do it yourself model in the free area, and then we are planning to provide those plug and play lessons as a premium option. So that's just a little share, a navigation of the educator platform. I'm back to my PowerPoint. Can you see it OK? Good?

SARAH: Yes, all good.

ABBY ROSE: OK, good. So I just wanted to highlight, again, those CATCH MVP lessons. I'm really proud of these. I think they're really great. And again, direct response to what people are thinking about, interested in, the real health knowledge that is going to help people right now. Again, there's four lessons. One is just an overview of why immune health is important and how being healthy, in general, will help your immune system function well.

And then each subsequent lesson goes into the different aspects of MVP. So one is all about physical activity. One is about nutritious eating, and the last



one is more of a catch-all for all of those healthy behaviors. So those are really great, and those will be part of the premium content as well. They're now available with just a PowerPoint that you can deliver yourself, but we're going to put that, as far as the premium content.

I previewed the demo before I was supposed to, but that's OK. I do want to show you. This is one of our CATCH champions, Martha. I'm sorry, Laura is her name, Laura Mueller from Chicago. And it's a demonstration of some of those pieces that I showed, in particular the catch MVP messages, as well as those family challenges. And she did a great job of putting that out there to her community, so I'm going to just play that real quick for you.

SARAH: We see the video but no sound.

ABBY ROSE: No, you can't see sound. I hear it. That doesn't do you any good. We should have previewed this. I can send out the YouTube link, how's that, after the fact. Because I'm not sure how we can get that to have sound.

SARAH: That's great.

ABBY ROSE: But yeah, basically it's Laura just interacting in a video with her school community using some of the resources. So I'll send Sarah the YouTube link, and then you can feel free to check it out on your own time. How about we pause there to see if there's any questions around the educator platform or what the differences are.

SARAH: We don't have any other additional questions. If people have questions, please feel free to put them in the Q&A and we will address them during and at the end of the presentation.

ABBY ROSE: OK, excellent. Well, I just did want to preview some of the things that are coming soon, and again, encourage you to chat, send me some messages on what you anticipate will be a need, or what people you are working with are like, gosh, what I would really benefit from is x, y, z, so we can continue to evolve to meet the needs of folks all around the country.

But these are some of the things that we have in the pipeline that are coming out that we have heard from folks already and that we can anticipate will be a need. As I mentioned, we are developing this premium, pre-recorded health education lessons. There is going to be a series of five lessons for each grade band, so there's five lessons for K-2, 3-5, and then 6-8. And then within that, you also get the prerecorded MVP message, the MVP lessons that I mentioned as well.

I think the price point is going to be fairly low, like \$25. So a parent, potentially, or even less-- I don't think we've come to a price point, honestly, yet. I can talk more about the CATCH My Breath lessons because we've



already launched some of those. But our intention is that a parent could grab that or a teacher.

So if you're a parent and your kid is distance learning, and you just feel like they're spending a lot of time doing Fortnite and stuff that is maybe not as healthy and you want them to get an easy dose of health information, you could potentially just buy that at a very inexpensive price point and do that. Or alternatively, as a teacher, you can say, hey, this is really great. I'm looking for content to put in my arsenal to deliver remotely. And I'm running out of stuff and I think health is really important, so I can just boom, get this and send it out.

So that's coming soon. That should be done by like the end of the month, so we will definitely send out information about that. We are developing virtual training opportunities. We're developing a cohort model for our full CATCH implementation. That's really exciting to me. So it's not just, hey, I'm here on the first day of training and then I never see you again. Good luck. It's more of a journey.

And we can do this more easily because it's more distant, right? So it would be like you would join a cohort of teachers and champions from other schools. And we'd have three touch points, basically, of learning sessions over the course of the year, and then there'll be some specific activities and community building in between those phases to really have more of a supportive technical assistance model. So we're developing that, which I'm really excited about.

The other part of the training modules that we're creating are, like I was telling Allison before, really consulting with schools who want some specific guidance around, how do I do health and wellness in my new normal? So it would be like you tell me what your school's doing and we'll develop a training to meet your needs, whether you're in-person, distance, or the hybrid model, and how to use some of the CATCH resources to meet those needs.

So again, these are in development, but they'll be ready to go probably in the next couple of weeks. I think we actually have our first one scheduled definitely next week, so it's going to have to be ready next week. And then, of course, we're hoping to add additional content and updates to both the parent and the educator platform with the assumption that there is going to be at least some distance learning happening and remote school. So we just want to continually add, whether that's more video demonstrations or activities, more health challenges, like those sorts of things.

And then the last thing I'm going to tell you about, which I hope that some of the schools you work with might be interested in, we partner with an organization called Action for Healthy Kids, which many of you might have heard of. And they offer a really great school grants and opportunities for



schools. So we are partnering with them, specifically around a full CATCH implementation.

So what does that mean? That means the lessons, the curriculum, and all the full health implementation, coordination, training for your wellness team and your wellness champion. It's like a leadership training on how to create that healthy school environment in that cohort model that I mentioned. So it's basically the training, the curriculum, and the consultation over the course of a whole year.

And the grant is for \$2,500, and it supports all of that. If a school is not ready for all of that, you could also still apply for the grant. They require you to have a nutrition education component, but then you could decide to go your own way and not do the full CATCH. And again, it's still \$2,500 as the amount of the grant.

So you can find more details on the website, [catchinfo.org/grant-finder](http://catchinfo.org/grant-finder). They do have some specific states. There's like a handful of states. I know for sure Milwaukee in the Wisconsin area and some other areas are for sure part of the priority, but I don't think it's every state in the Midwest.

But for sure Wisconsin is on the list. I believe Iowa is as well, but I would have to take a look at the list. But you can find the list and all the other requirements on the website, and you can also just shoot me an email or whatever and I'd be happy to tell you about it.

Oh my gosh, we're running short on time so I'm going to kind of press forward here to the CATCH My Breath vaping prevention program that I spoke about last time I was with you. So I'm just going to go over some of the ways that we've adapted the program to meet this new reality.

So as I mentioned, we recorded those premium lessons. Right now we just have the sixth grade lessons. So it's the full every grade level. Fifth, sixth, seventh, eighth, and then high school I'll have four lessons that are meant to be delivered sequentially to maintain the efficacy.

So we've recorded the whole sixth grade module and they are ready for purchase. It's \$25 per teacher. That way, that teacher could download the lessons and either deliver them plug and play, right in the classroom, or via Zoom or however. We also have some online training modules, Train the Trainer. We actually developed an online module for that, which is really great, and those are coming up.

And then some teacher in-services. So instead of a trainer going out to a school and training all the teachers in person, a school can either work with us to do a custom training specifically for their school. Or we're doing some virtual open trainings, so just, hey, I'm a random teacher from one school who really wants to do this program. I can join in our national training, basically.



Then we have developed also, if you don't want to do the plug and play lessons, extensive guidance on delivering CATCH My Breath in an online format. And we've really tried to guard the aspect of CATCH My Breath. That's really the secret sauce, if you will, which is the social/cognitive framework, where students are doing peer teaching and learning. So we've figured out how to do that with breakout rooms and Zoom and delivered some guidance around how a teacher could maintain that teaching strategy while not being physically with the kids.

You already know about the prerecorded response to COVID, the vaping lung, the health and infectious disease presentation. And then, oh, the Be Vape Free, we've partnered with Discovery Education. That's another website, a fabulous website, that has a lot of really great health content.

We've partnered with them, and we together created this-- they call it a virtual field trip. So basically, you can join it live but it's already passed. So you see a prerecorded video and it interviews actual students who've encountered peer pressure and vaping and how they responded to it. And there are students who've been through the CATCH My Breath program and are talking about their choices.

And I watched it with my daughter, who is a fifth grader, and it is really great. And she was engaged because it's a lot of teenagers talking in it. Sometimes hearing from a youth is more powerful than hearing it from your mom or your teacher. So I encourage you to check that out, too. Obviously, everything in CATCH My Breath is free, program-wise, except for the premium content and those live training events.

So a bit more. You can see the schedule coming up for the virtual trainings that I just mentioned. There's the Train the Trainer and the virtual in-service. You can register there. You can find out information about pricing there on the website. And I can send those links directly out, Sarah, as well, in a follow-up, if that's helpful.

And then just briefly, to wrap up, I just want to go through-- I'm not sure exactly who I have here in the audience, but I'm sure a lot of you work for community organizations or districts that support schools in some way or another. Maybe you work in a school. So I just wanted to kind of go over some ways that you can help spread the word and get these resources out to the schools that you work with.

So obviously, share, share, share with parents, with educators. Social media is obviously a really powerful way to do that. Put it on your website. Email blast out to your network. Create your own videos. If you have the wherewithal to say like, oh, we're going to take this CATCH activity and do a demo video, send it back to us and we'll put it in our Health at Home frame and then put it up on the platform. That's kind of fun. And then, obviously, doing the education directly with students.





The best way, honestly, to ensure that this is continuing is to be able to provide the full catch.org curriculum pack and resources to schools, if that is a possibility. There's lots of great stuff on the Health at Home, the free pack. But to really make sure that it's invested in, it would be great to do a full subscription or training.

And that's another option, obviously. We are, at this point, planning to re-engage in in-person training, if conditions on the ground are still OK, beginning August 1st. As I mentioned, we are delivering those different types of virtual training, as well, starting this month. And then, of course, that grant that I mentioned, the Action for Healthy Kids Game on Grant, that is specifically tailored to full CATCH implementation. So that's it, in terms of the presentation. I welcome any questions. Comments would be great, again, feedback. And thanks for listening.

ANN: Fantastic. Thank you, Abby. This is really great information and a lot of great ways for people to stay engaged at home and as we move back into what we don't really know what normal classroom will be.

A quick question. Once everybody has a better understanding of what their day-to-day school schedule will look like, what is the best way to stay up to date with new resources and up to date content from CATCH? Is it best to check on the website, in dashboards, or are there social media accounts or other constant contact methods that people can connect through?

ABBY ROSE: I would say just all of the above. We definitely have a social media channel, so Facebook, Twitter. If you're on that, just like us, or whatever, and you'll get the most up to date. If you engage with us in any way through a webinar, or if you want to be, just email me and I'll add you to our email list. We send out a monthly newsletter that tells you all the new stuff. I think if you have a catch.org account, you automatically get that. So probably the best way would be to just create an account on catch.org. Like I said, it's free.

And there's lots of free stuff, too, the beyond just the Health at Home educator platform. There's some other free stuff that you can have access to, including all of CATCH My Breath. So that's probably the easiest way to get on our list of folks that we reach out to with new content.

I'm a good resource, too. Just jot down my email address. I'm here for you. I am the Great Lakes program manager person. So you're in my area, so if you have questions or suggestions or want to connect at all, feel free to just give me a buzz or shoot me an email.

ANN: Awesome. Thank you. That's great. And we have all of your information on this last slide. And just a quick reminder that these slides will be available on our website as well as a recording of this webinar.



Great Lakes (HHS Region 5)

MHTTC

Mental Health Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

So I want to thank you Abby very much for spending some time with us, and all of the participants for spending their afternoon with us. Again, if you have any questions, you can directly contact Abby or you can contact us at the Great Lakes MHTTC. And thank you all.

ABBY ROSE: Thanks, everybody.