



**FOR IMMEDIATE RELEASE**

**FLAGHOUSE LAUNCHES THE  
CATCH EARLY CHILDHOOD PROGRAM**

*New Program Establishes a Healthy Foundation for Children Ages 3-5*

Hasbrouck Heights, NJ – October 7, 2009. FlagHouse recently announced the launch of the CATCH Early Childhood (CEC) Program, designed to nurture a love of physical activity and healthy behaviors in children ages 3-5. Modeled after the internationally acclaimed [Coordinated Approach To Child Health](#) Program (CATCH®), CEC involves teachers, children, and parents in a wide range of health promoting activities. Classroom lessons that reinforce healthy eating, 120 physical activities with upbeat music, and colorful hand puppets are just some of the highlights of this energetic new program.

Steps to battle childhood obesity and improve children's health must be taken when children are at a young age. The Centers for Disease Control and Prevention has reported that "among children aged 2 to 5 years, approximately 26.2% are now overweight or at risk of overweight, nearly triple the rate during the early 1970s. Broader approaches to address healthy weight in children are needed, the advantage being the ability to create a nutrition and physical activity environment that supports healthful behavioral choices." CATCH Early Childhood provides the resources and tools needed to prevent childhood obesity and establish a solid foundation for healthy living.

The CATCH Early Childhood Program was developed by a team of early childhood experts from The University of Texas led by Shreela Sharma, PhD, RD, LD, as well as children's physical activity specialist Rae Pica. Piloted in Head Start centers in Houston, Texas in 2008, preliminary evaluations of the program have demonstrated good feasibility and acceptability among children ages 3-5 as well as with their teachers and parents.



"The CATCH Early Childhood program is unique because the classroom curriculum includes stories with puppets and activities that really resonate with 3, 4, and 5 year old children. Lessons share important nutrition concepts and are crafted so that they can be used by any preschool learning center. Children have fun as they learn about healthy eating; and the PE activities, which come with music, keep kids and teachers moving and singing," remarked Dr. Sharma.

CEC can easily be incorporated into existing programs and used in a variety of settings. In addition, FlagHouse offers on site training to ensure a successful CEC implementation.

### The CATCH Early Childhood Kit includes:

- 9 classroom lessons to encourage healthy eating behaviors
- Over 120 activities with music aimed at promoting physical activity
- Multilingual Parent (English/Spanish) Tip Sheets that provide a coloring activity, additional nutrition and physical activity information, and recipe ideas for parents
- An adaptive learning component to meet the needs of children with physical or learning disabilities
- Extension Activities aimed at promoting repetition of nutrition messages
- Curriculum Connectors to extend lessons into other learning centers such as language, math and science
- Spanish and French translations of key lesson concepts to engage children in bilingual education
- A Teacher's Manual and activity box, hand puppets, stickers, a fruit and veggies set, a 25 player rhythm set and much more!



George Carmel, CEO of FlagHouse, Inc. remarked, “We’re very excited to make CEC available to professionals serving the preschool population. Teachers find the program to be versatile and easy to implement. Children are kept active with fun games and physical activities, and parents can help reinforce healthy messages at home. By working together with the right resources, we can improve the health of our children now and for years to come.”

To learn more, visit [www.CATCHinfo.org](http://www.CATCHinfo.org) or call **Kathy Chichester, National CATCH Coordinator, at 800-793-7900, x 7518.**

FlagHouse is a premier global supplier of resources for physical activity, recreation, education and special needs. Headquartered in Hasbrouck Heights, New Jersey, and with operations in the United States and Canada, FlagHouse has over 50 years experience responding to customer’s changing needs. Their mission is to enhance the quality of life for people of all ages and abilities. FlagHouse markets its products through catalogs including [Physical Education and Recreation™](#), [Going Strong™](#), [Flying Start™](#) and [Giant Leaps™](#) and through their web site [www.flaghouse.com](http://www.flaghouse.com). In addition to being the North American distributor for [SNOEZELEN®](#) multi-sensory environments, FlagHouse holds the publishing, marketing and distribution rights for [CATCH®](#) (Coordinated Approach to Child Health). FlagHouse serves both the public and private sectors through relationships with schools, parks, community centers, healthcare organizations, day treatment and residential care centers, military bases and individuals.

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