



**A PROPOSAL TO ESTABLISH A PROGRAM TO
DECREASE CHILDHOOD OBESITY**

December 7, 2010

Pedro De Saint-Maurice, Laurel Romeo, Mary Runkel, Angela Shippy

C

COORDINATED

A

APPROACH

T

O

C

CHILD

H

HEALTH

We will create CATCH for Monarch Children's Home

We will create CATCH for Monarch Children's Home

- Why is CATCH needed?

We will create CATCH for Monarch Children's Home

- Why is CATCH needed?
- How will we implement CATCH?

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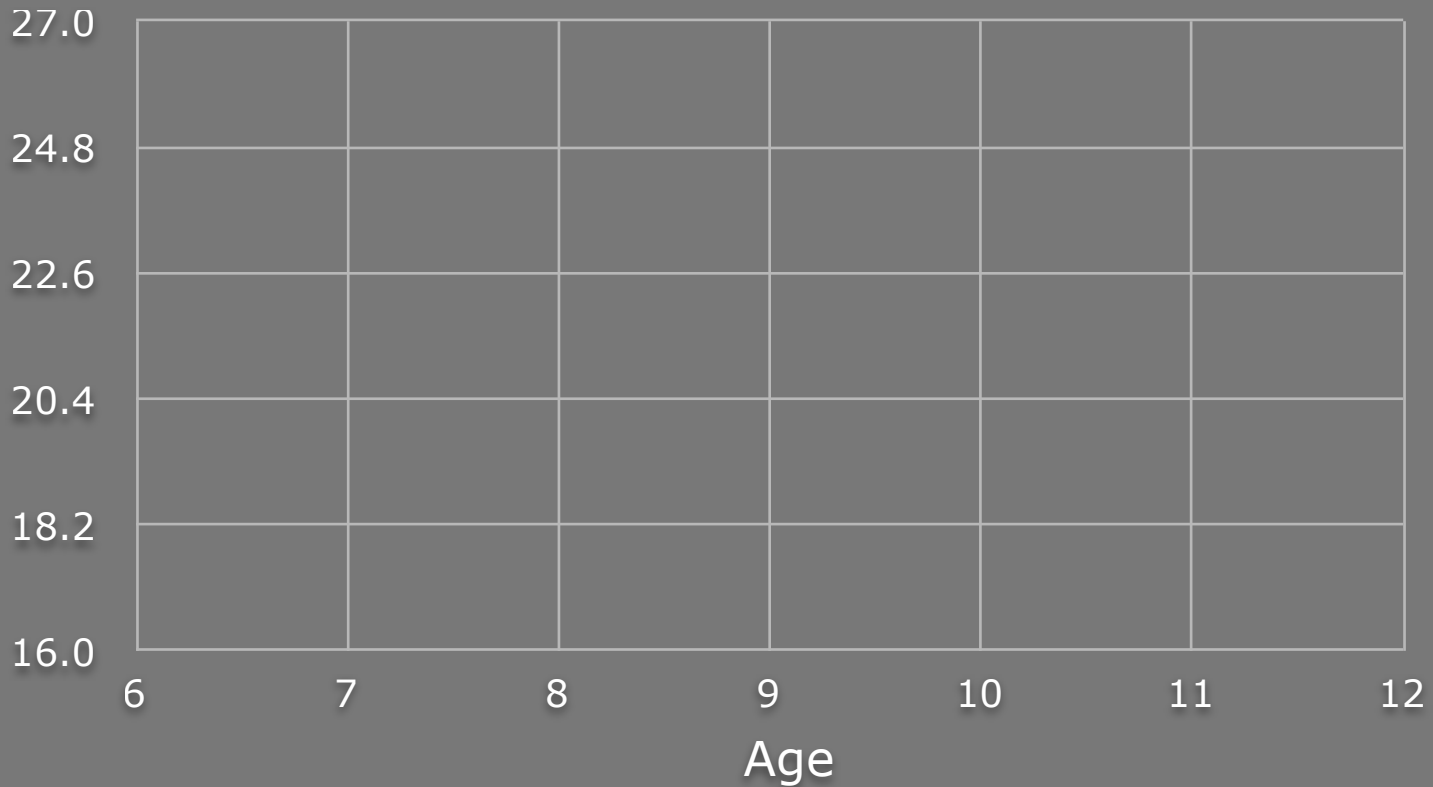
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- What will be the benefits from CATCH?

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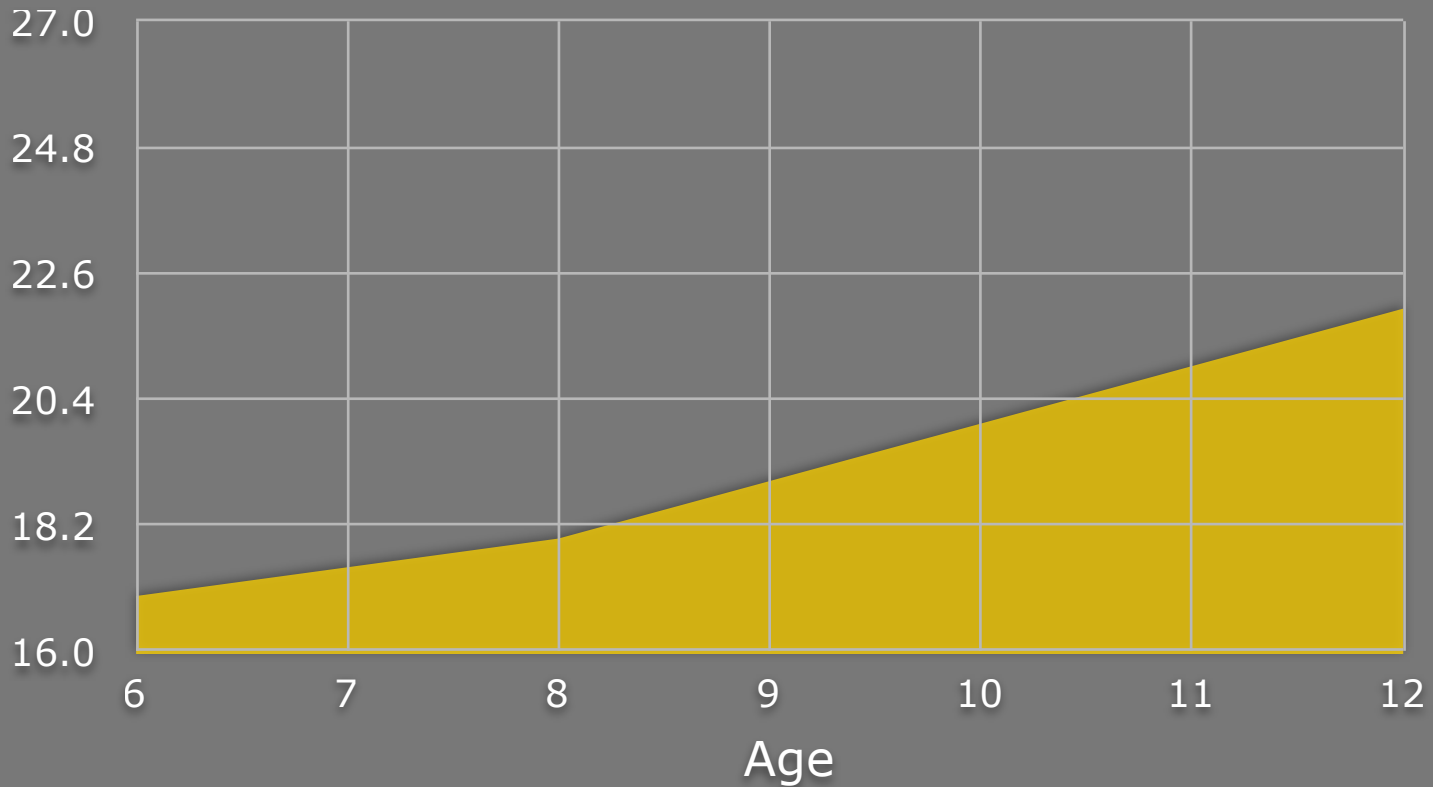
Obesity: BMI at or above 95th percentile

BMI Score



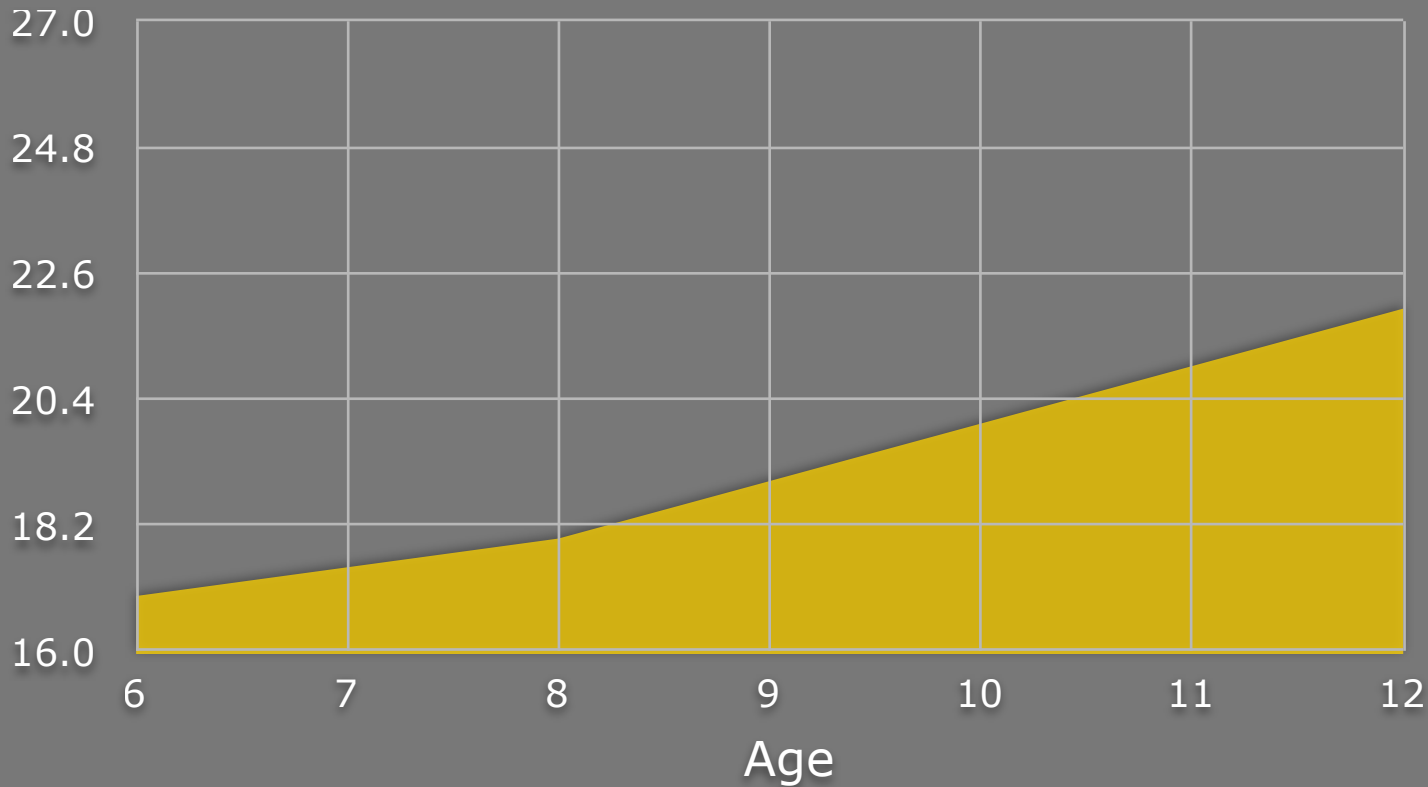
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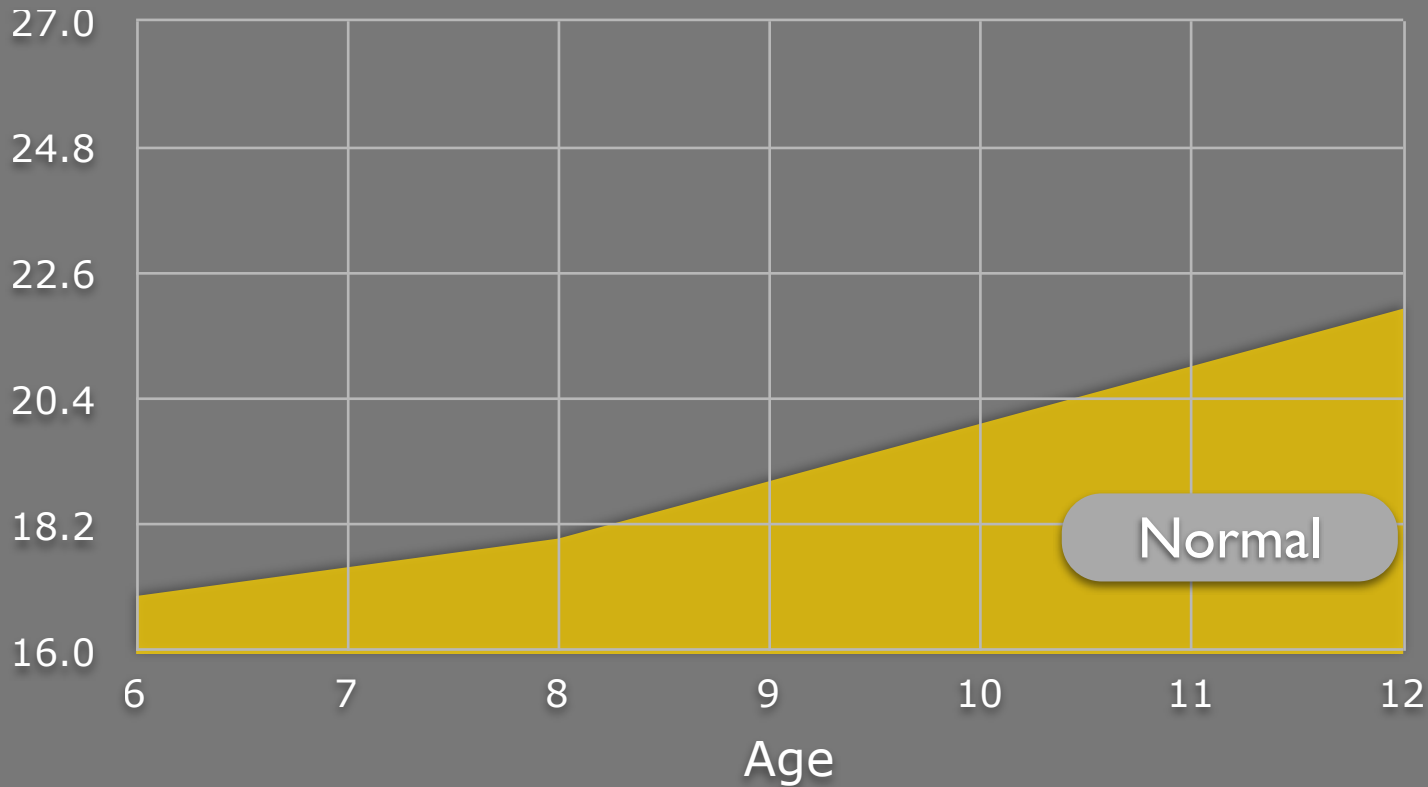
BMI Score



50th-85th

Obesity: BMI at or above 95th percentile

BMI Score

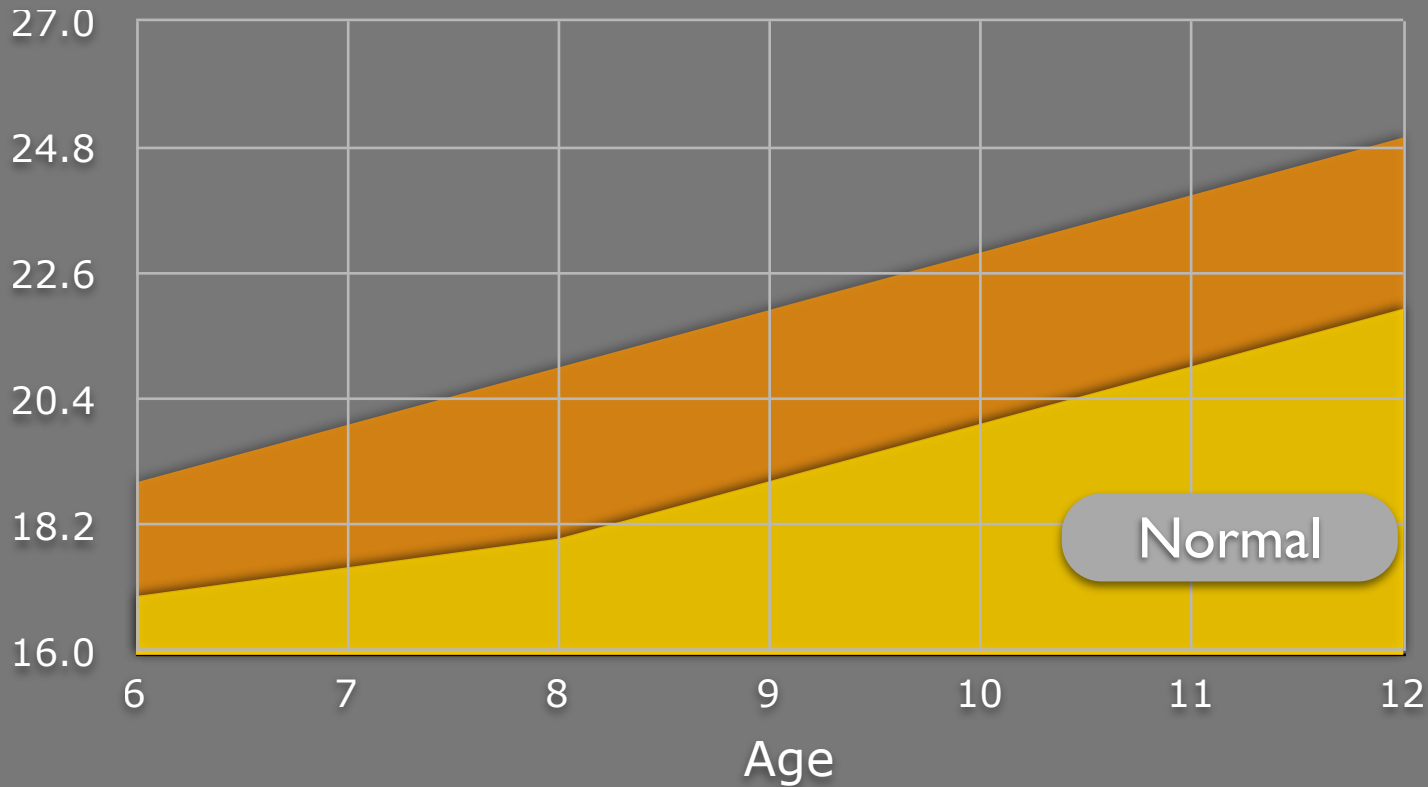


50th-85th

Normal

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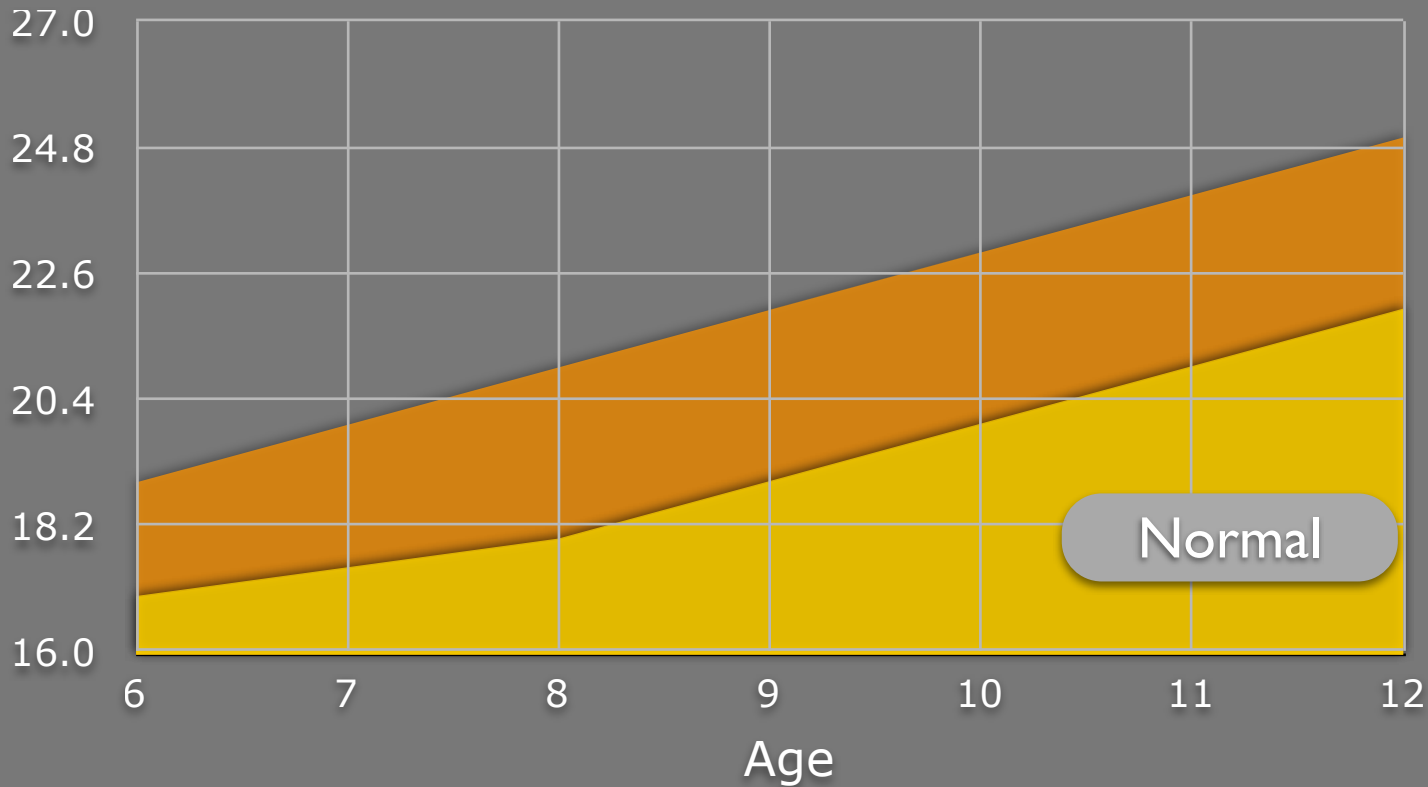


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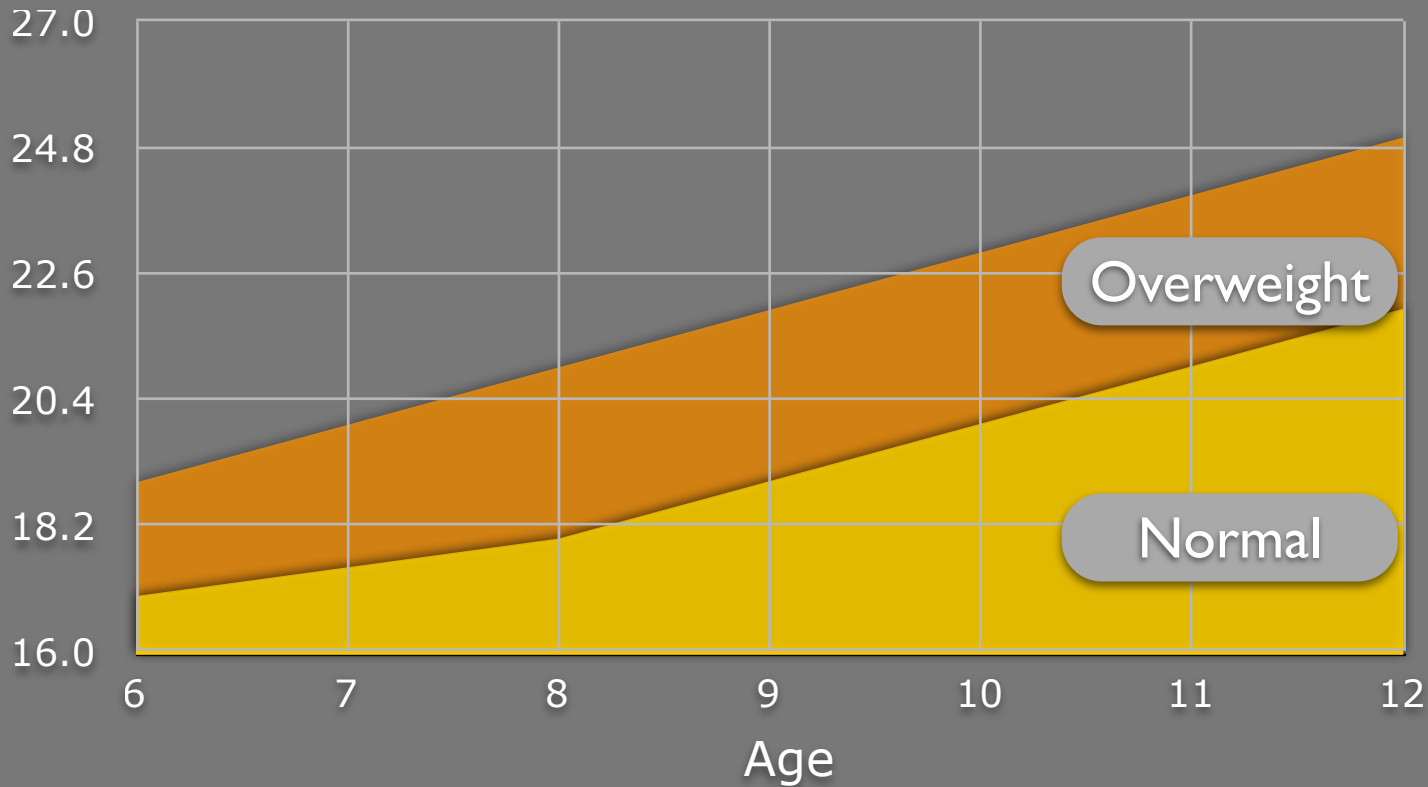
85th-95th

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85th-95th

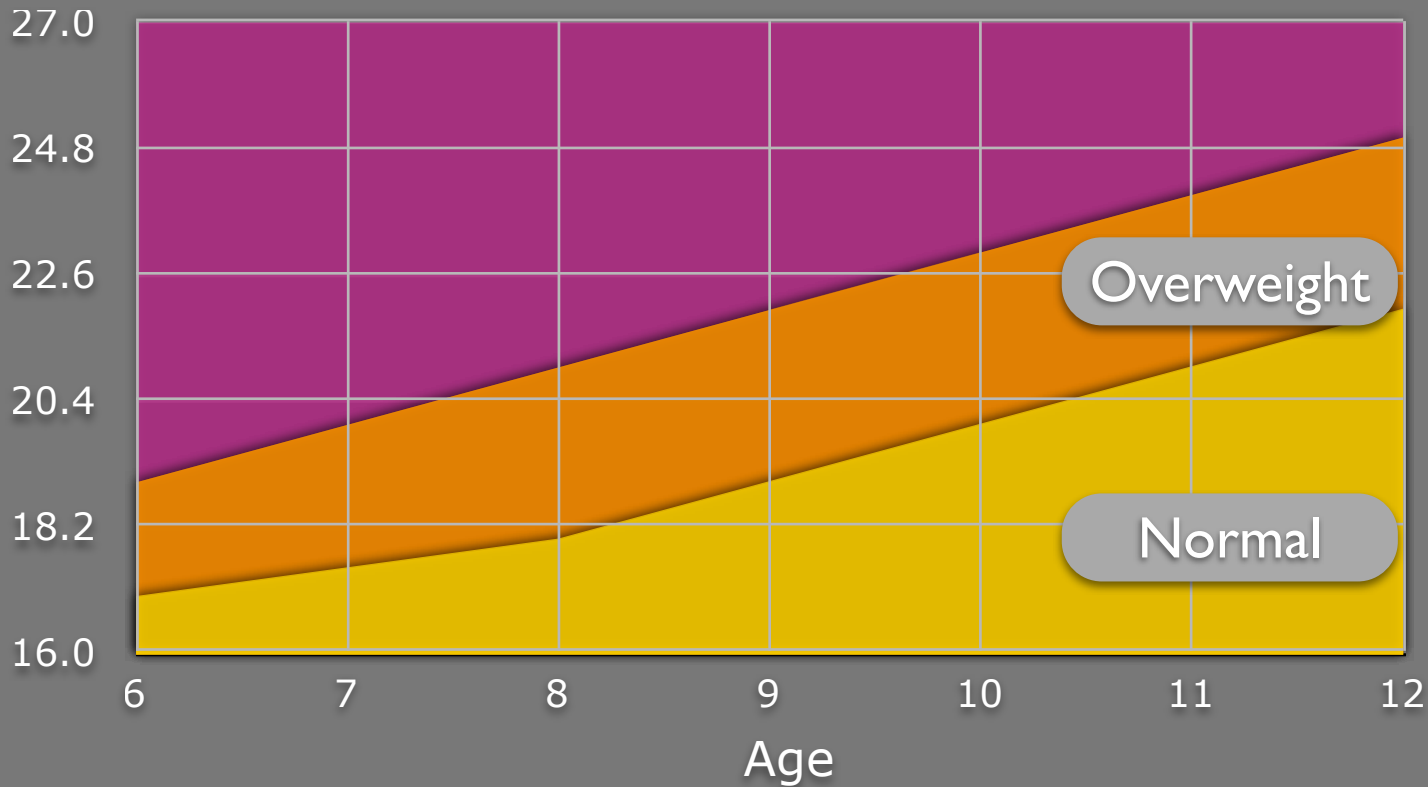
50th-85th

Overweight

Normal

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BMI Score



85th-95th

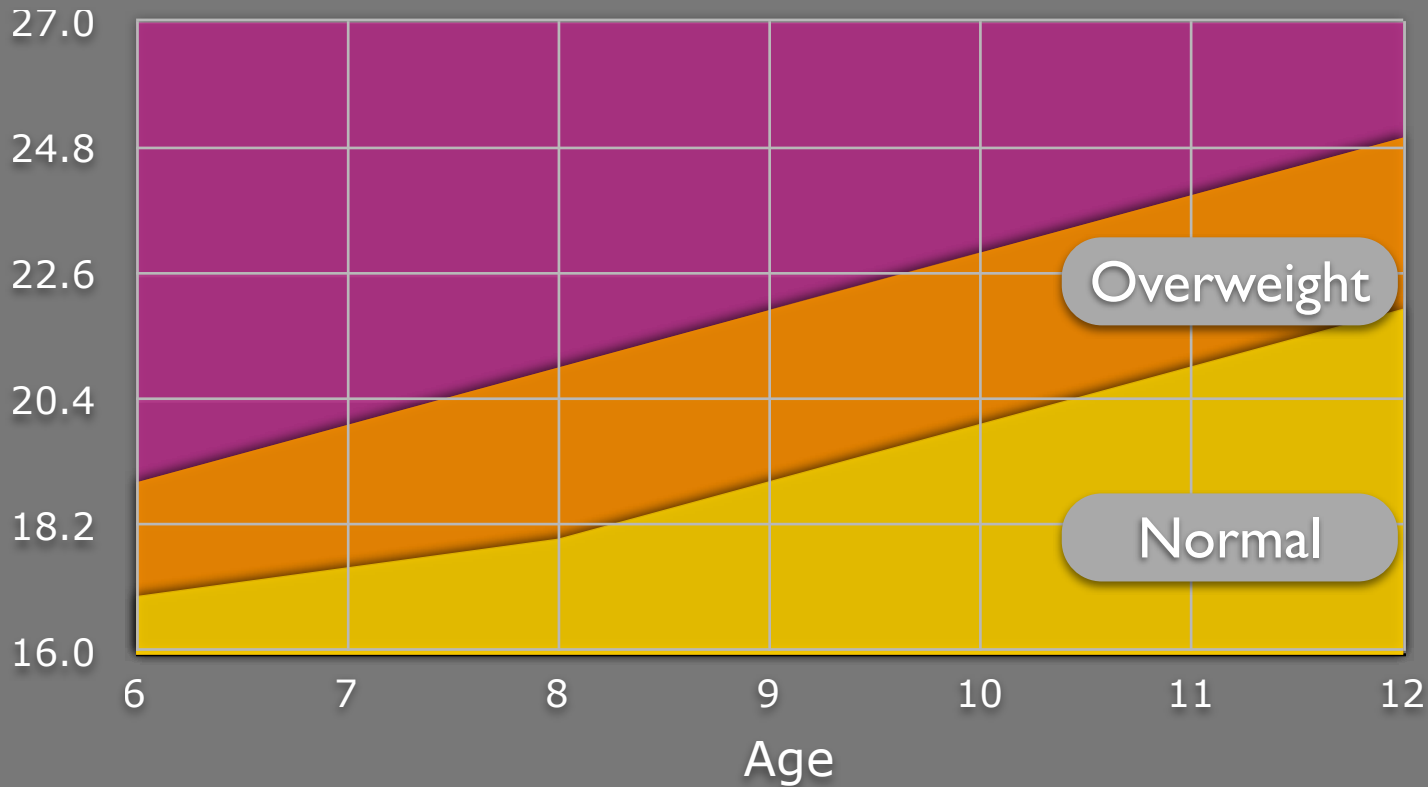
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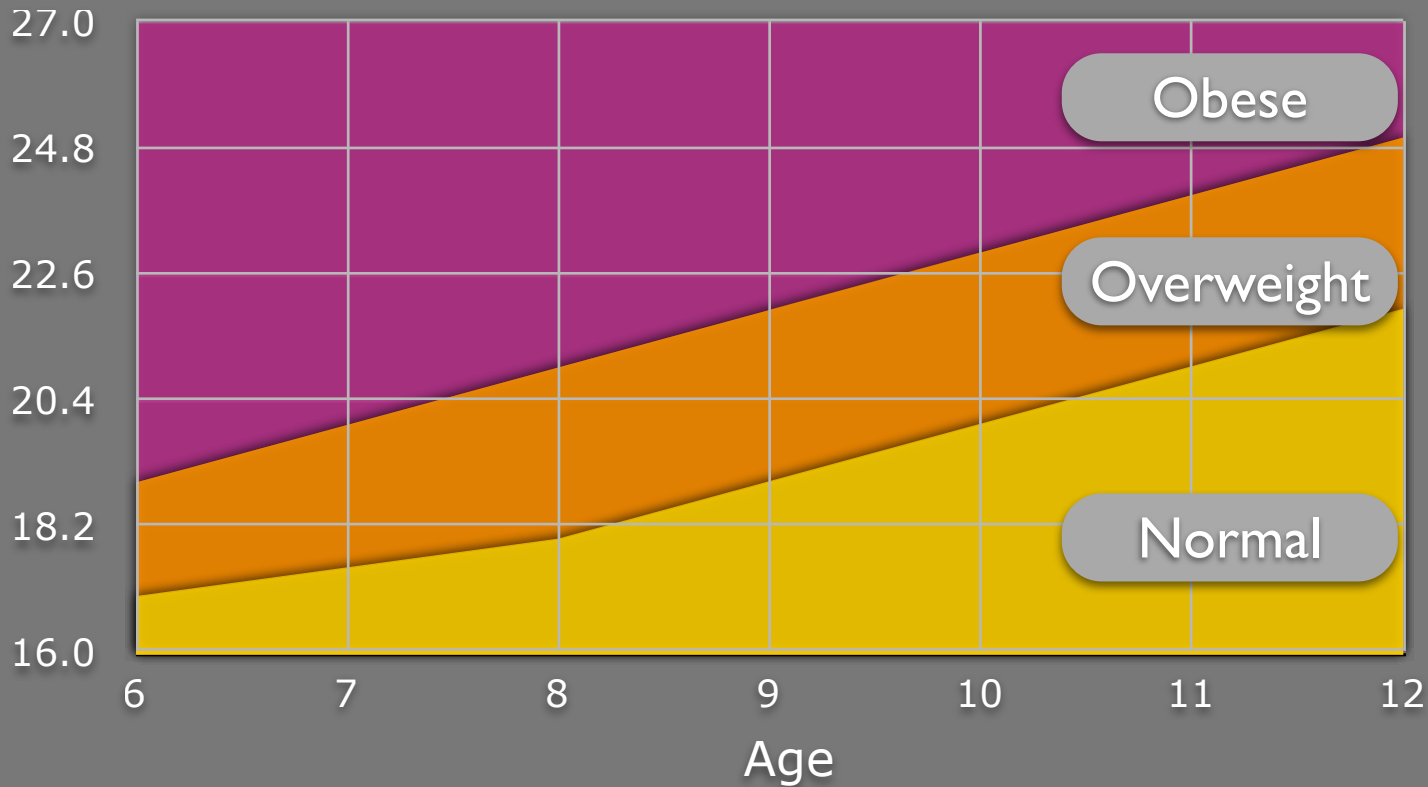
95th+
85th-95th
50th-85th

Overweight

Normal

Obesity: BMI at or above 95th percentile

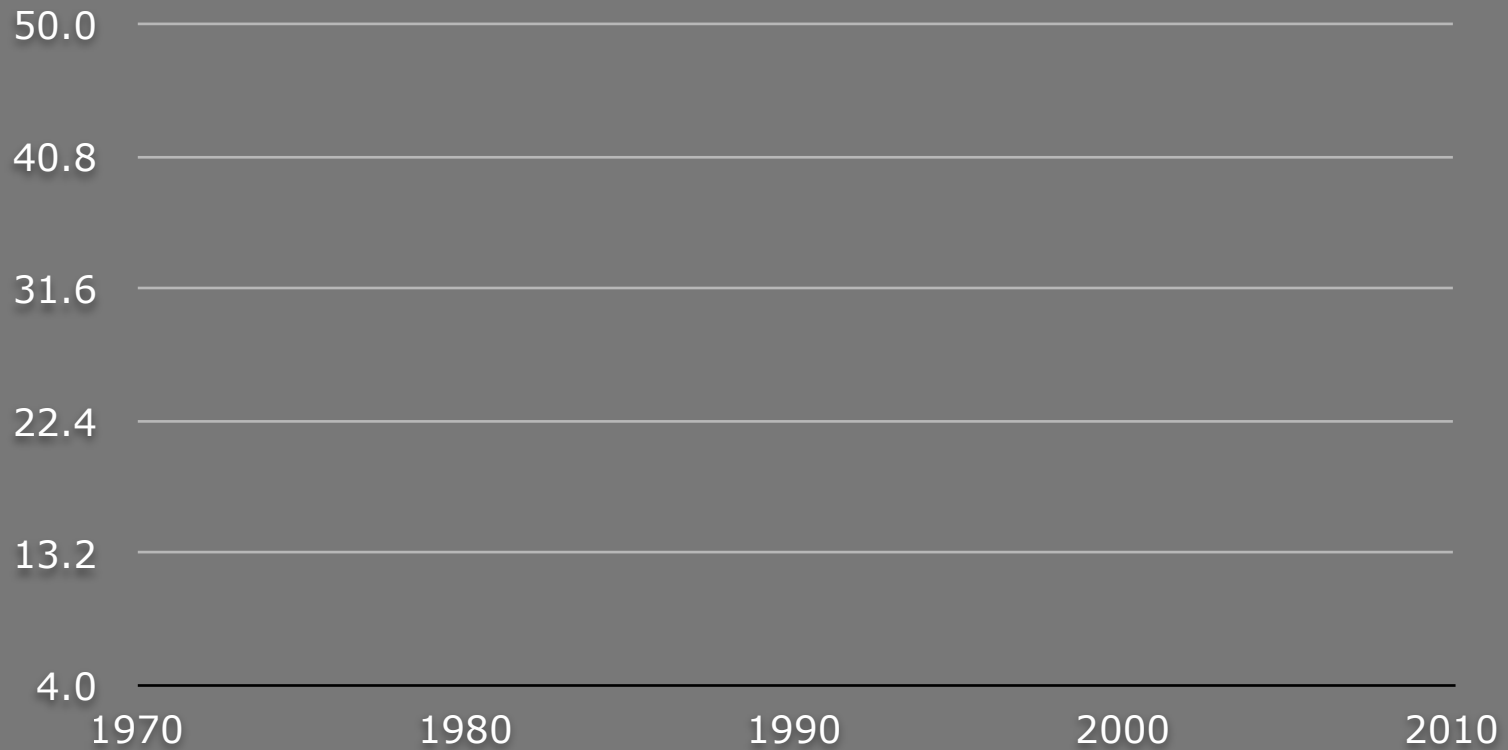
BMI Score



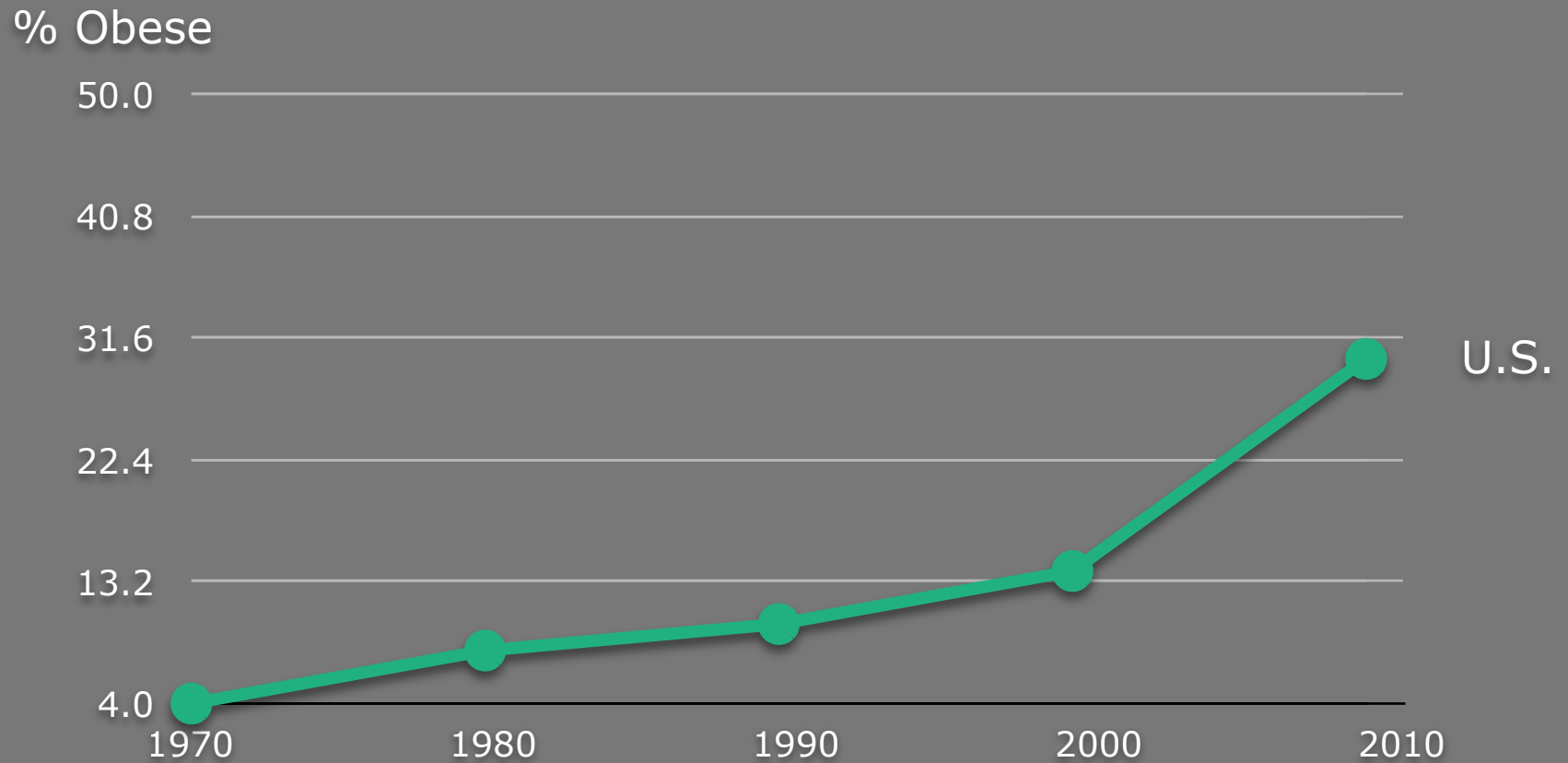
95th+
85th-95th
50th-85th

Childhood obesity is epidemic

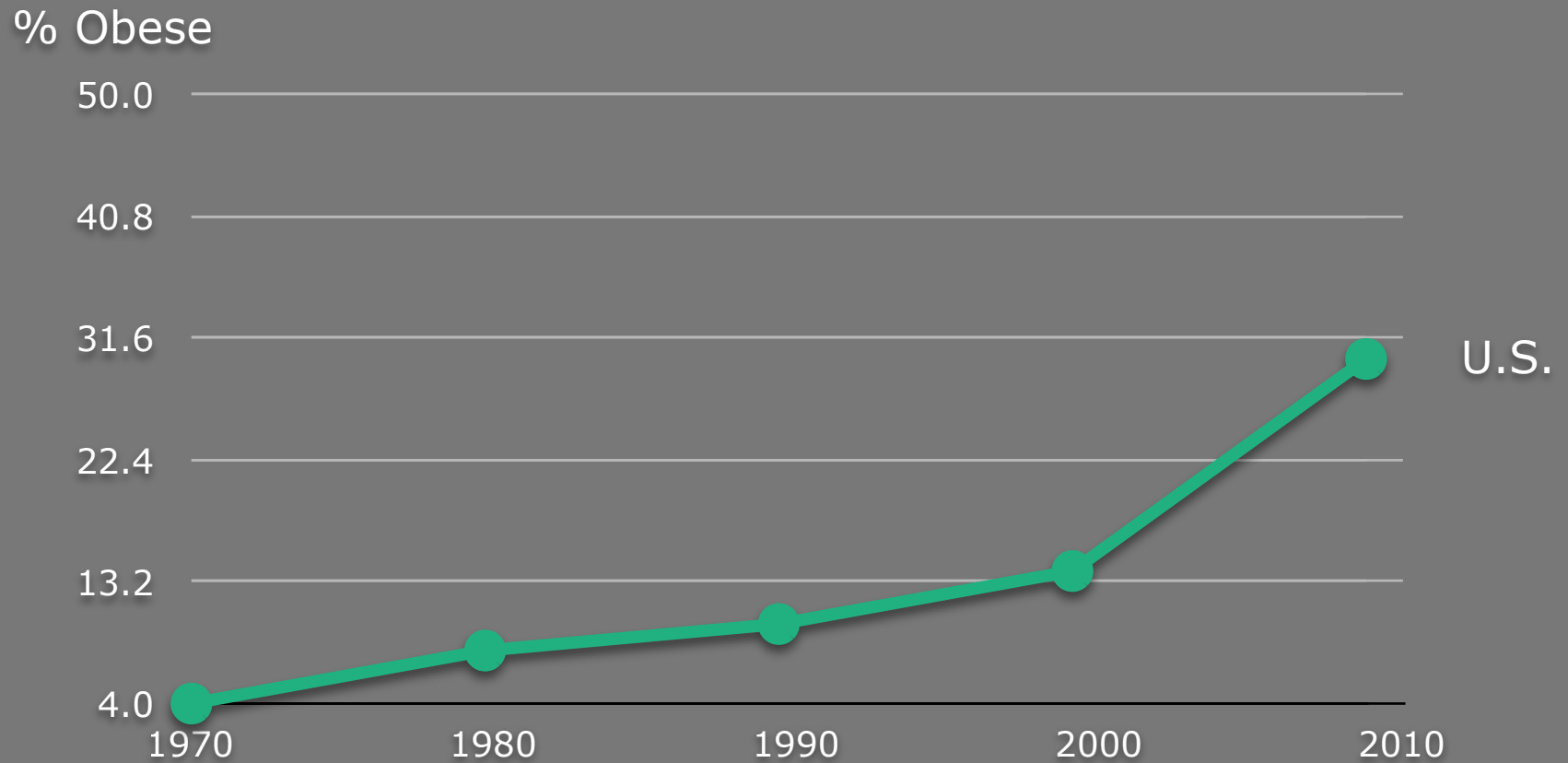
% Obese



Childhood obesity is epidemic

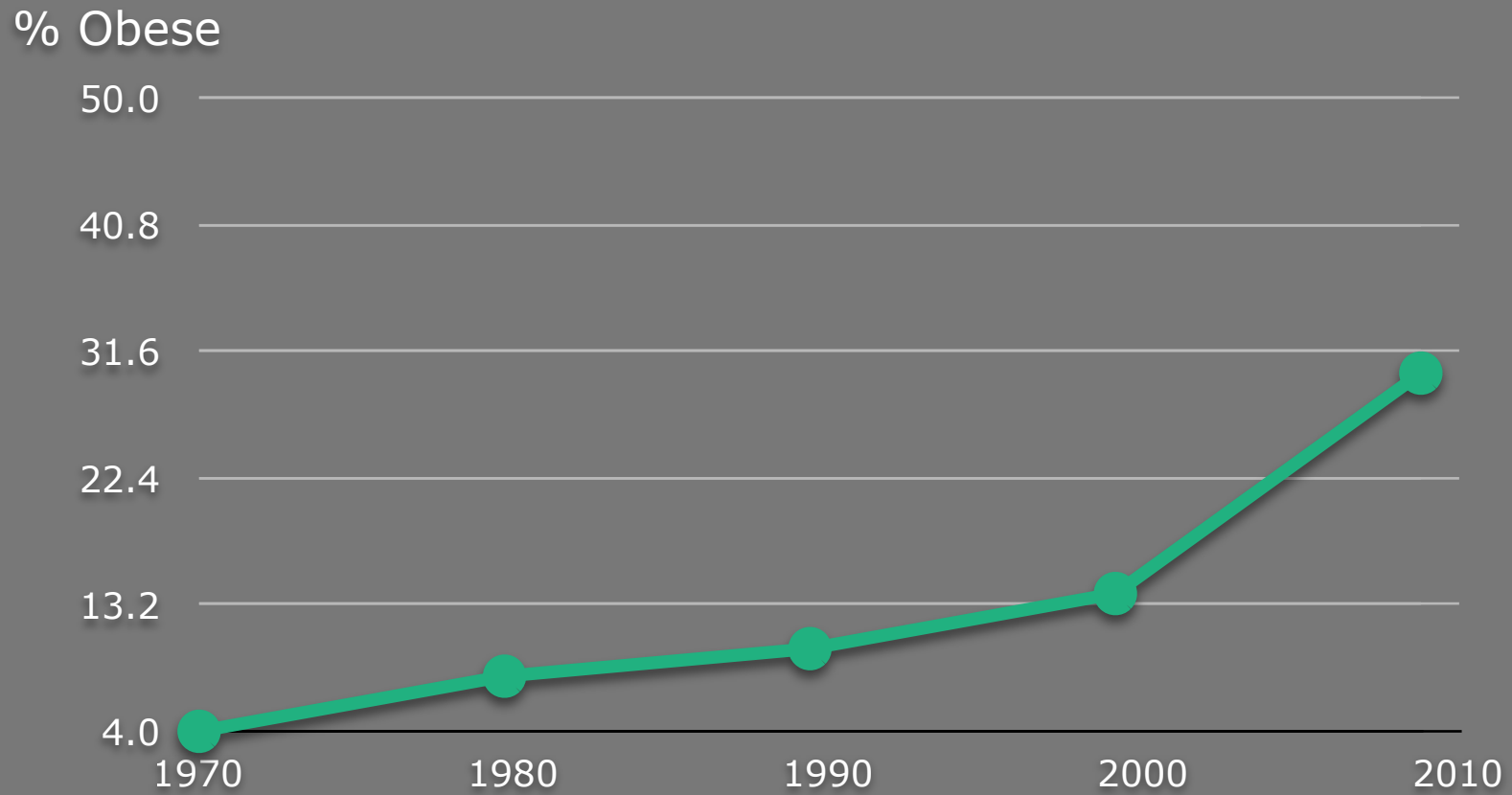


Childhood obesity is epidemic

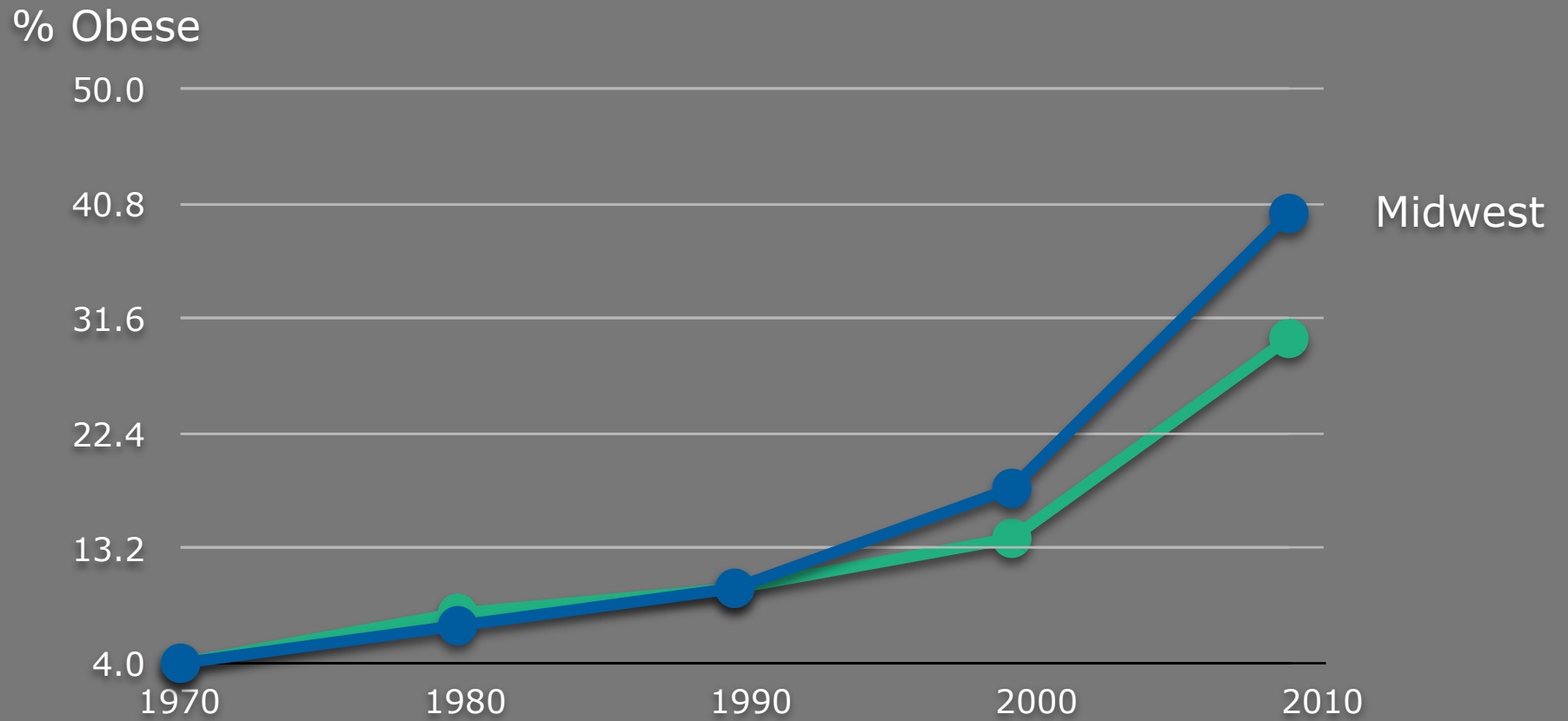


114% increase in the past 10 years

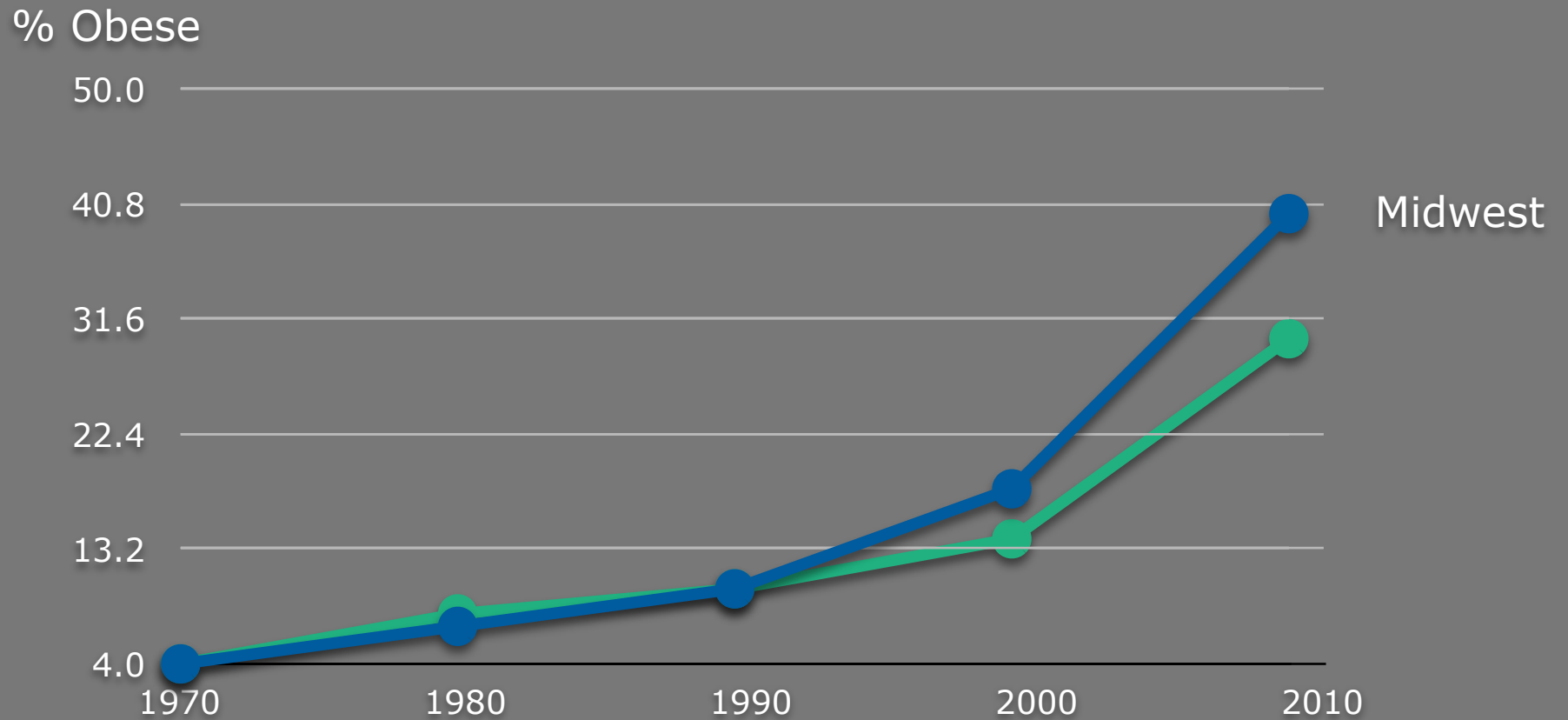
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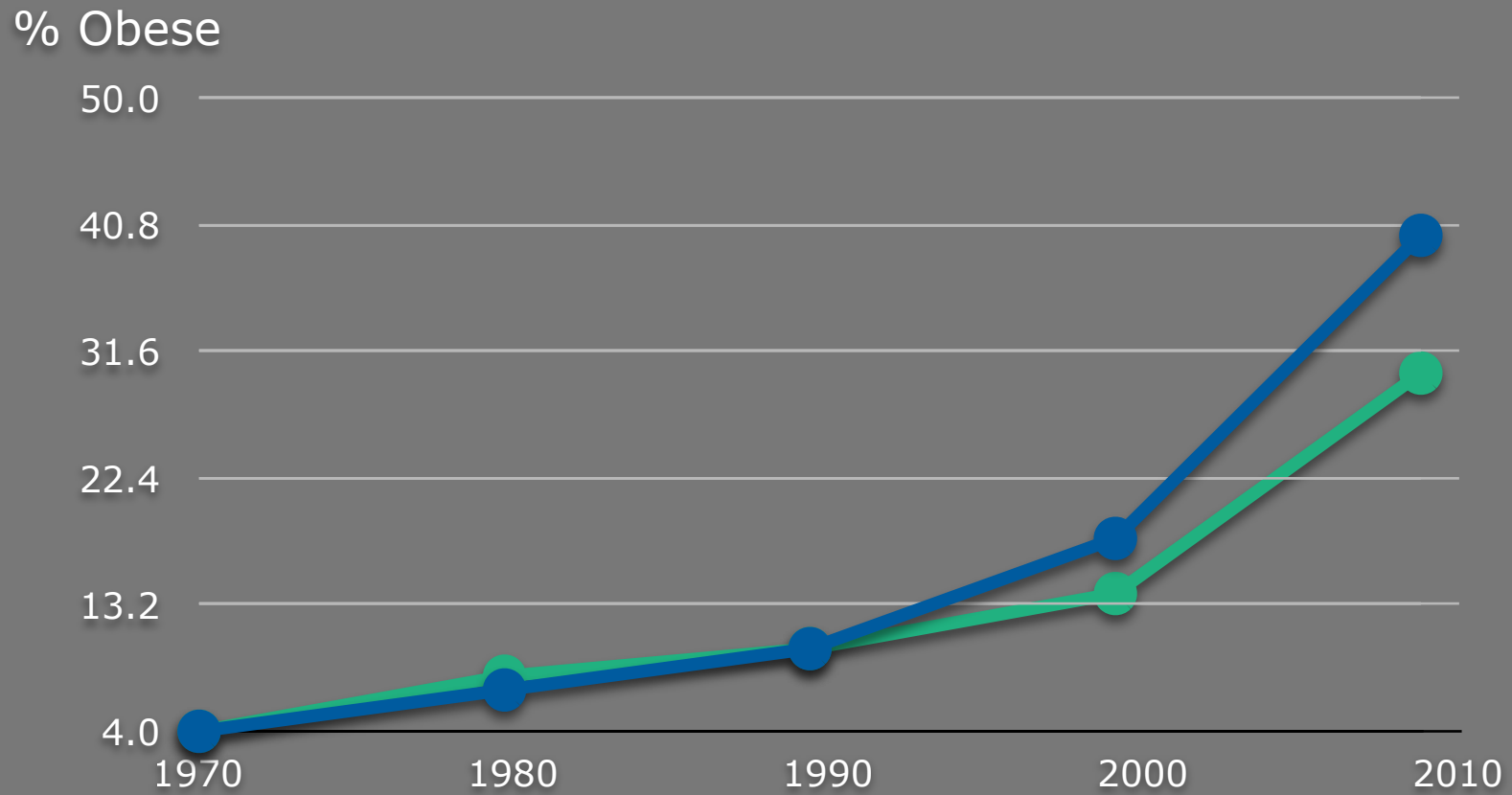


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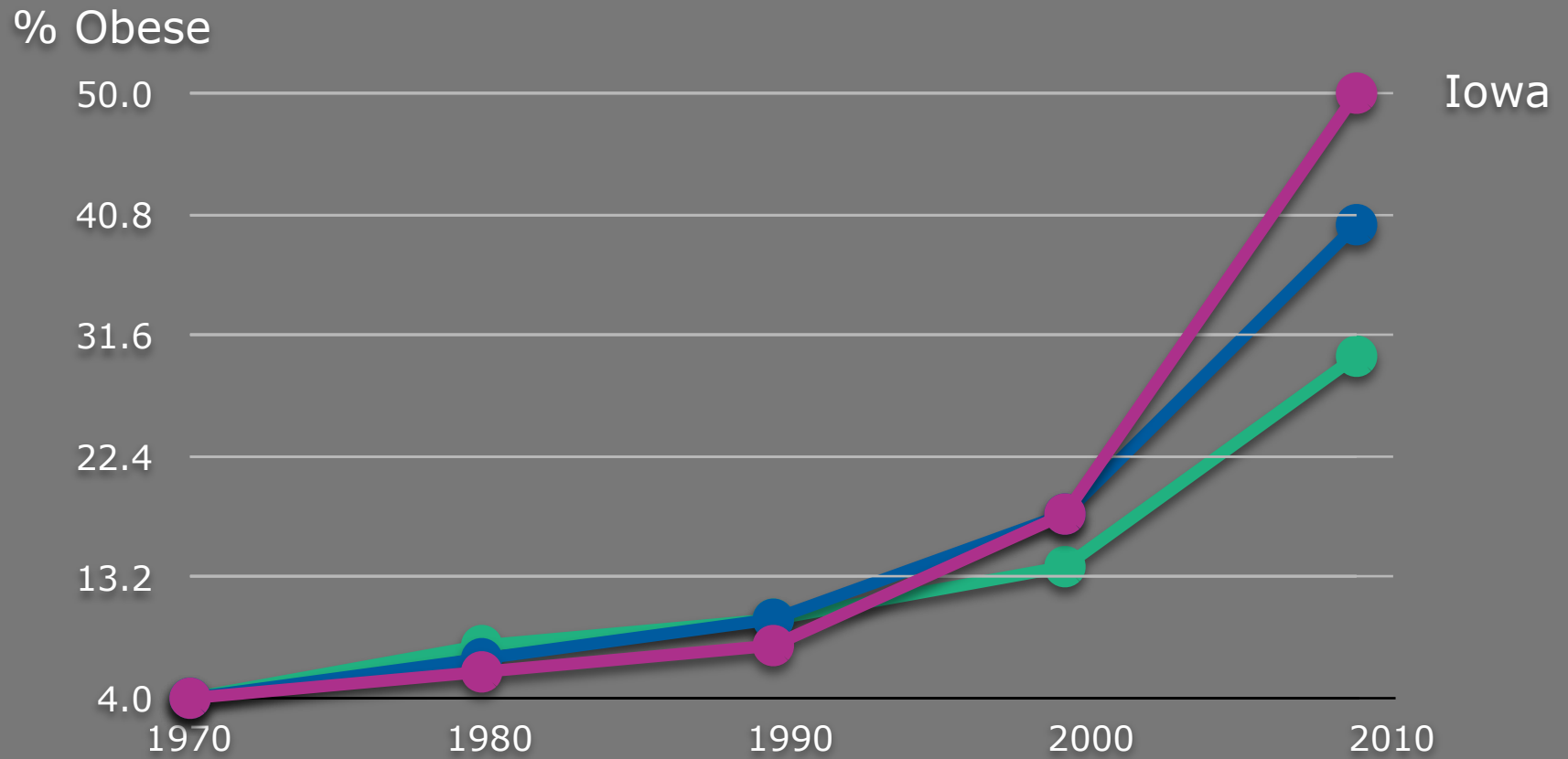


157% increase in the past 10 years

Childhood obesity is epidemic

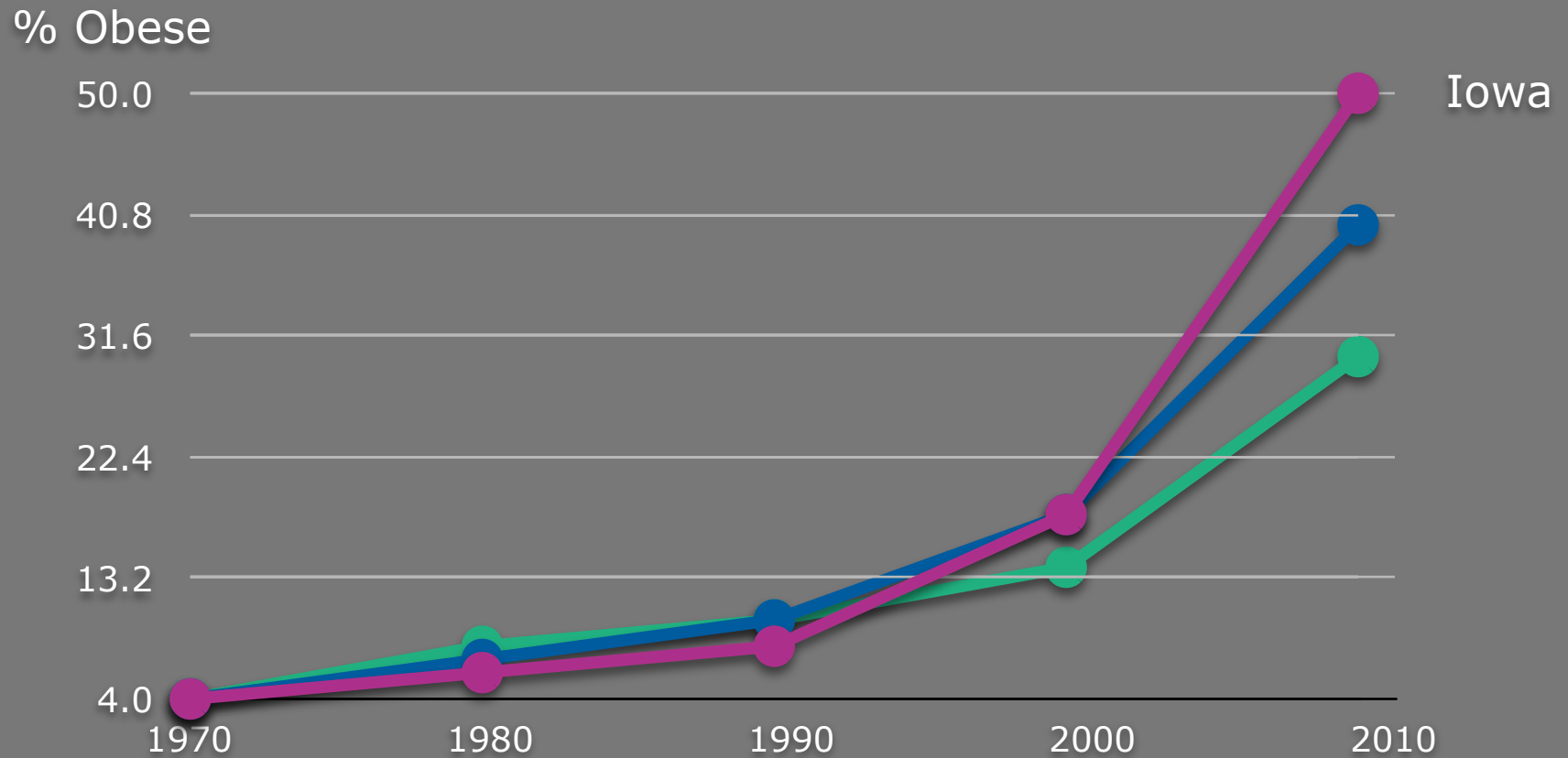


Childhood obesity is epidemic



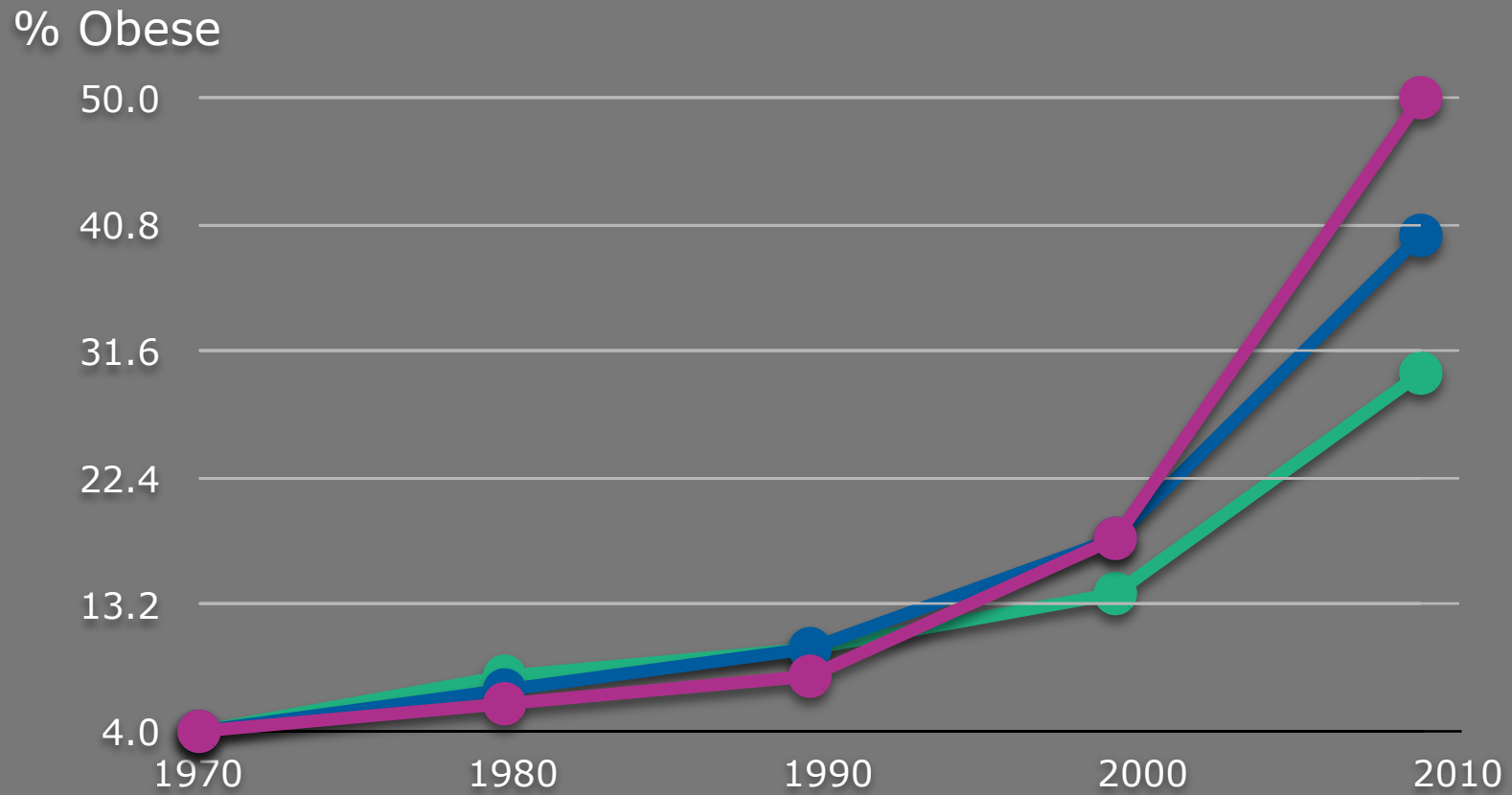
Iowa

Childhood obesity is epidemic

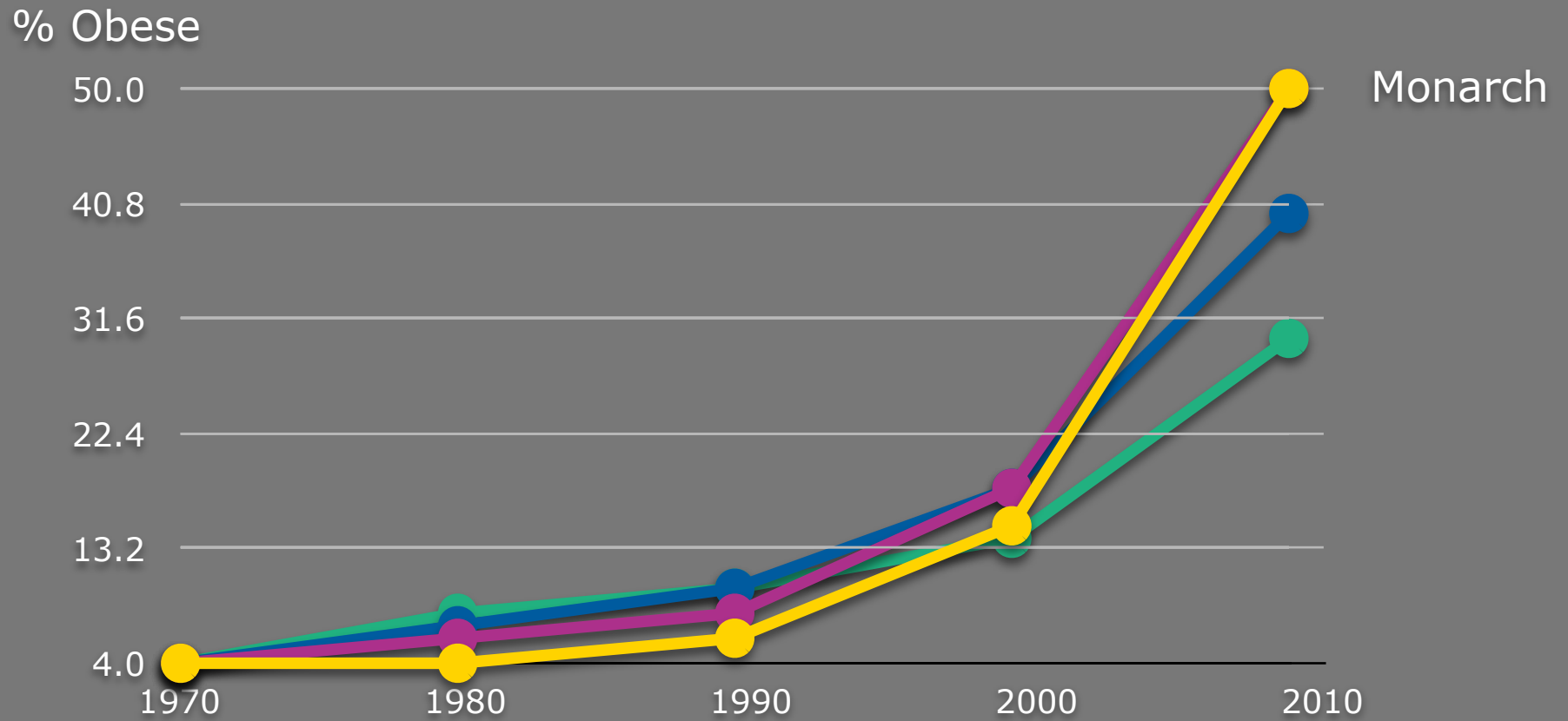


177% increase in the past 10 years

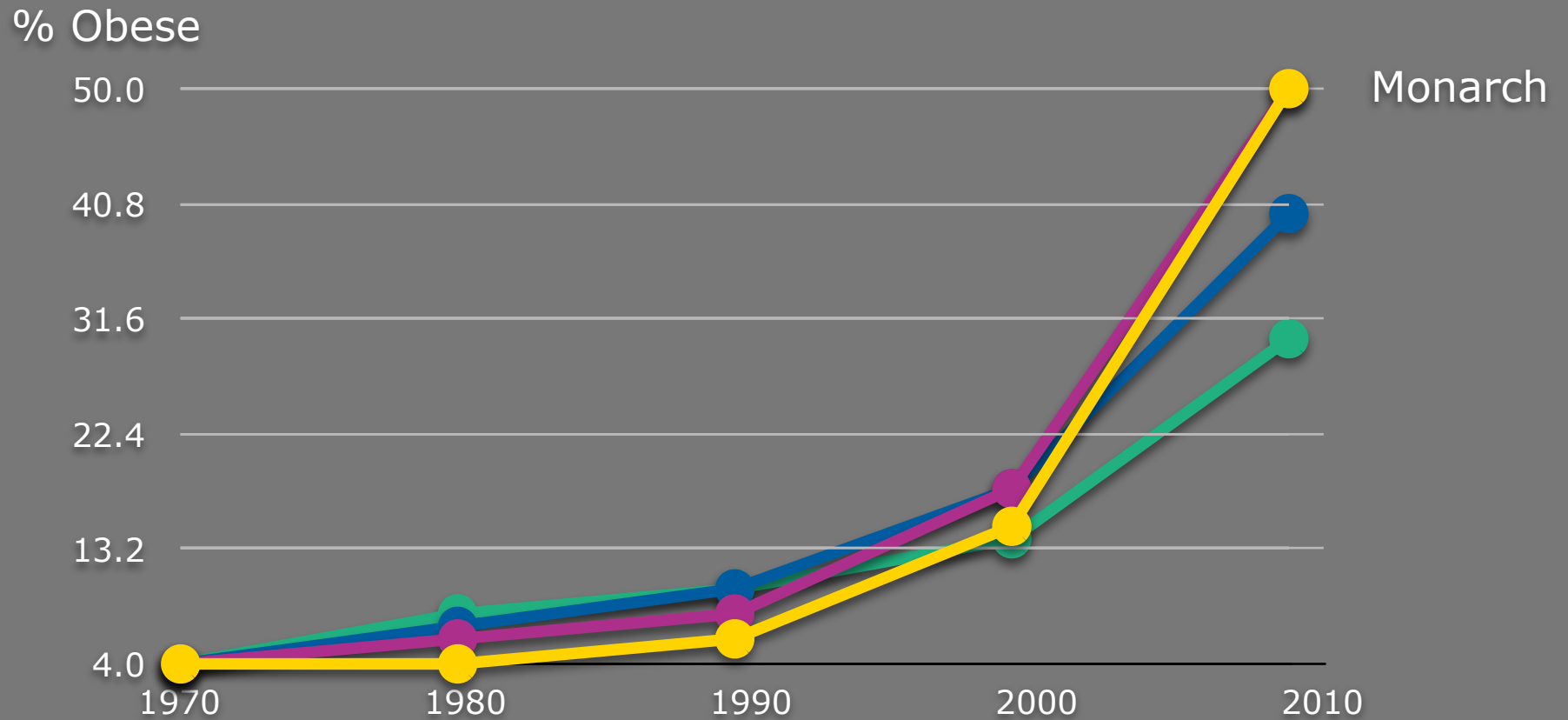
Childhood obesity is epidemic



Childhood obesity is epidemic



Childhood obesity is epidemic



233% increase in the past 10 years

Unaddressed: life long consequences



Unaddressed: life long consequences



Unaddressed: life long consequences

Make appt w/
cardiologist



Call
pharmacist
for insulin
refills

Unaddressed: life long consequences

Make appt w/
cardiologist



Make appt w/
orthopedist

Call
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Unaddressed: life long consequences

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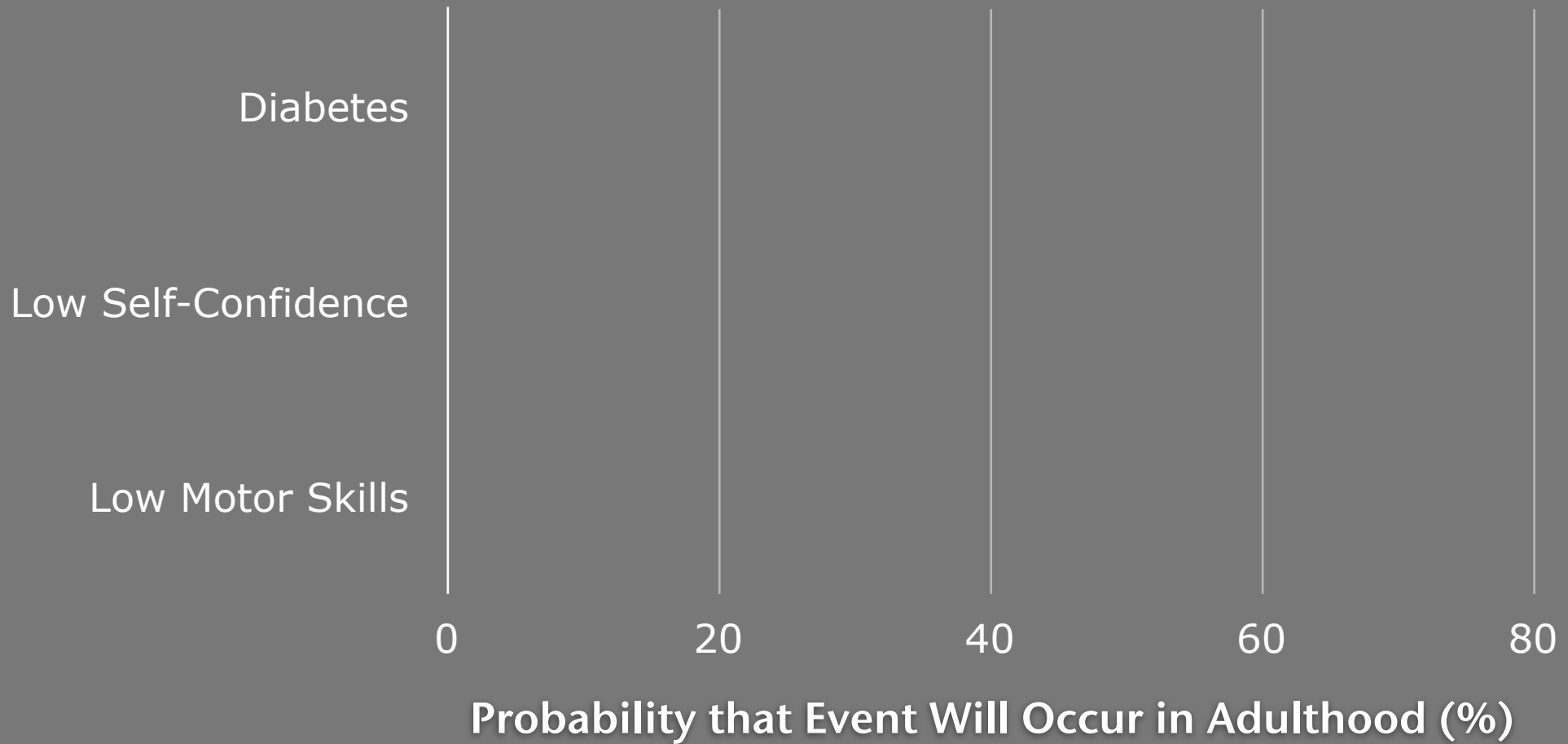
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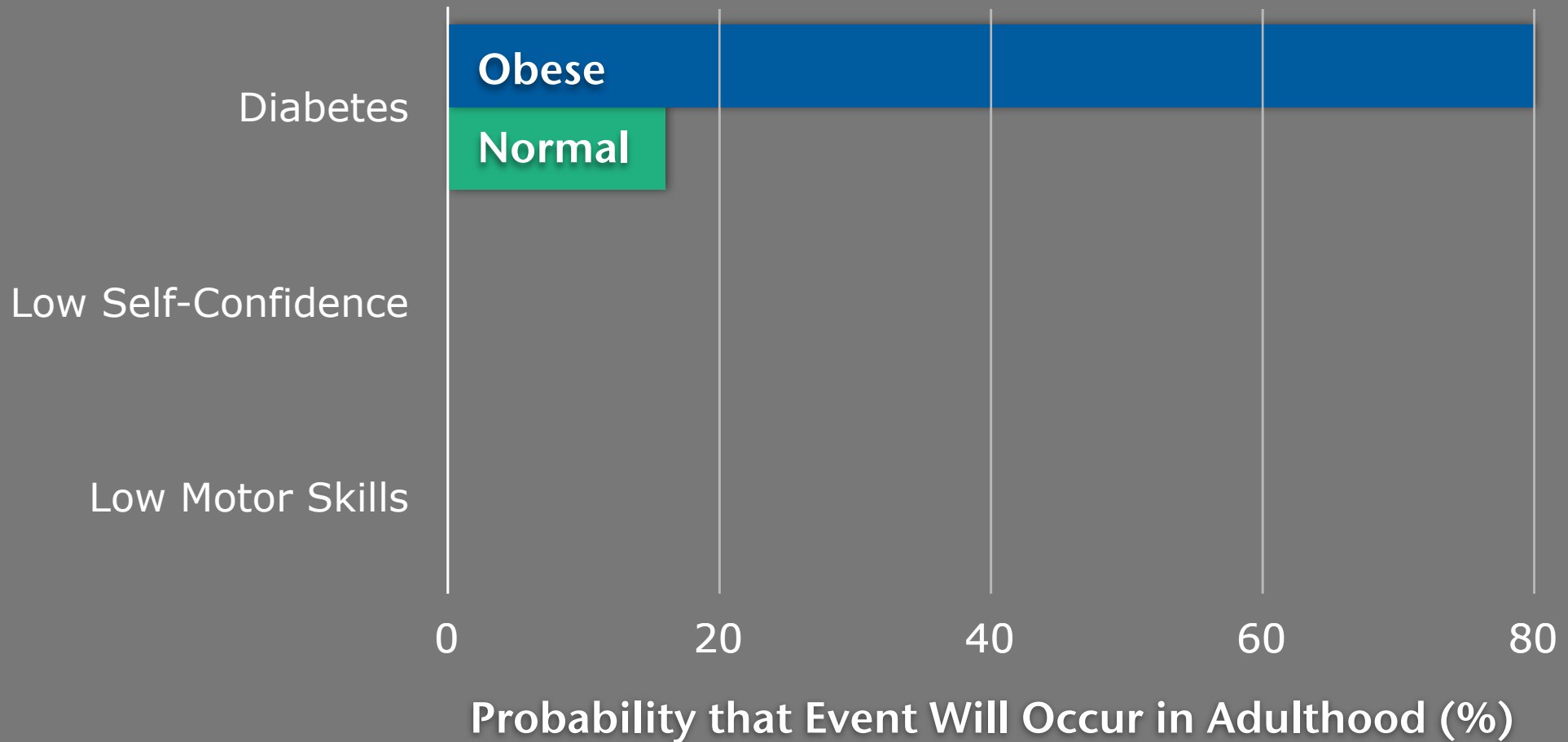
See Dr. Freed
on Monday -
psychologist

Short and long term consequences exist

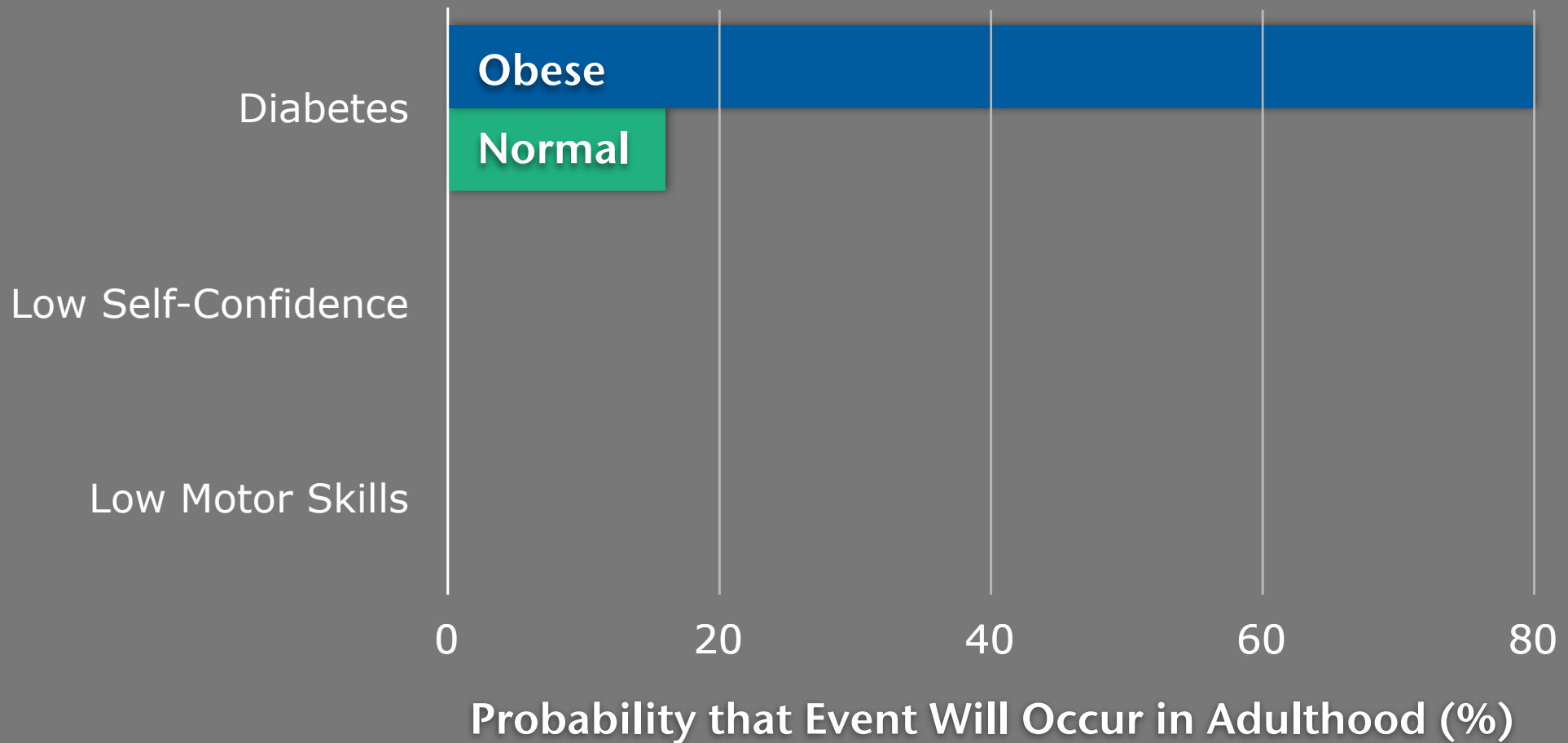
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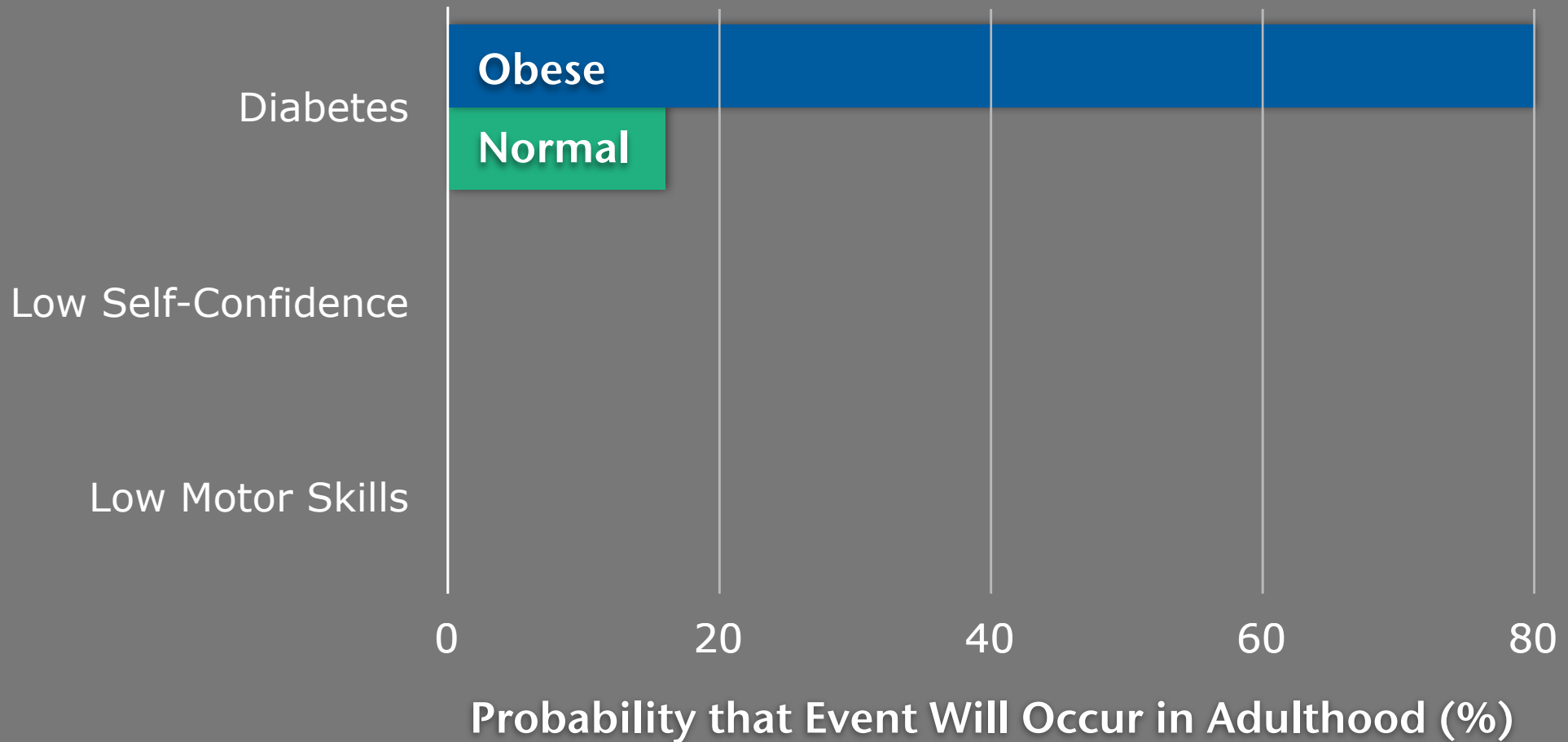


Short and long term consequences exist

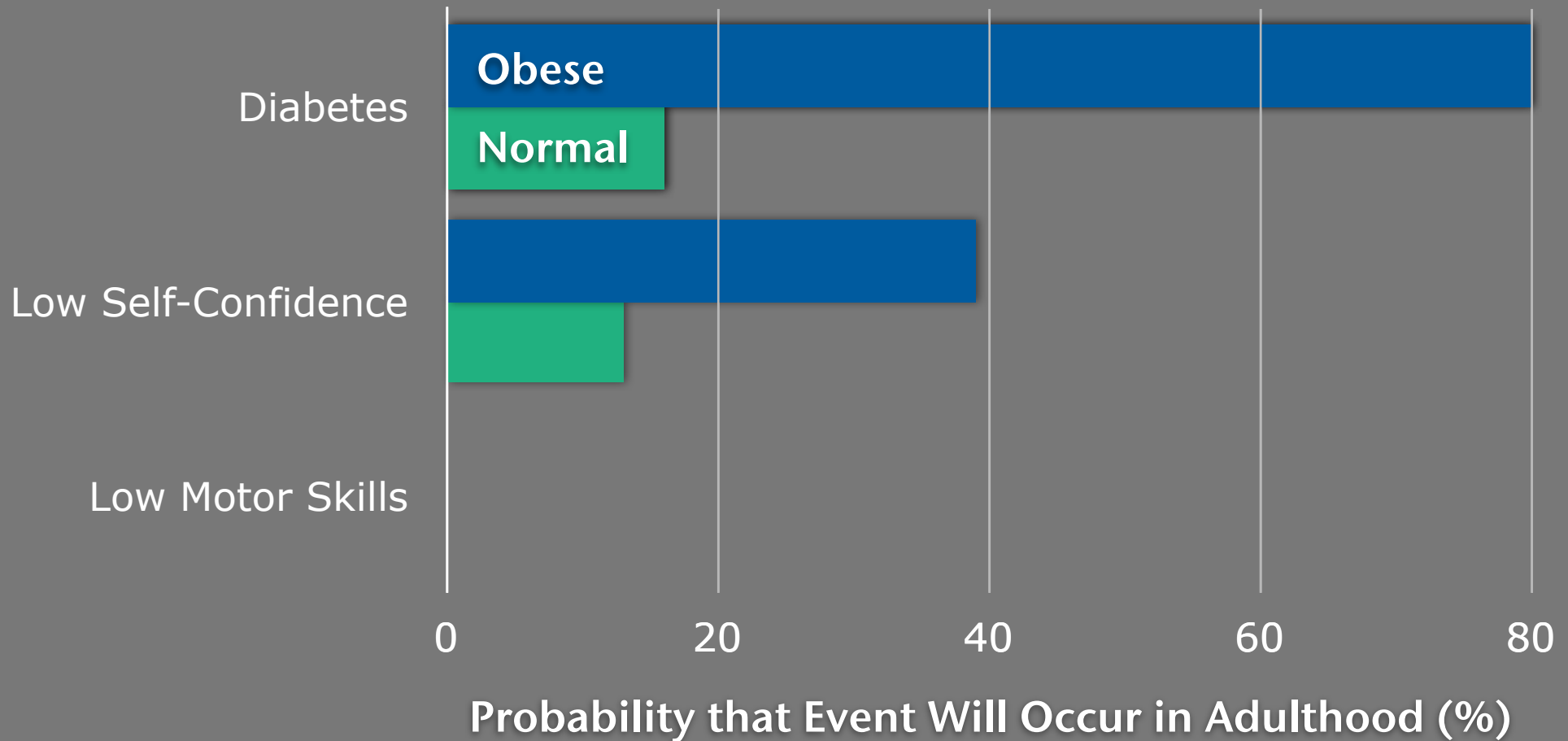


80% of chance metabolic ailments

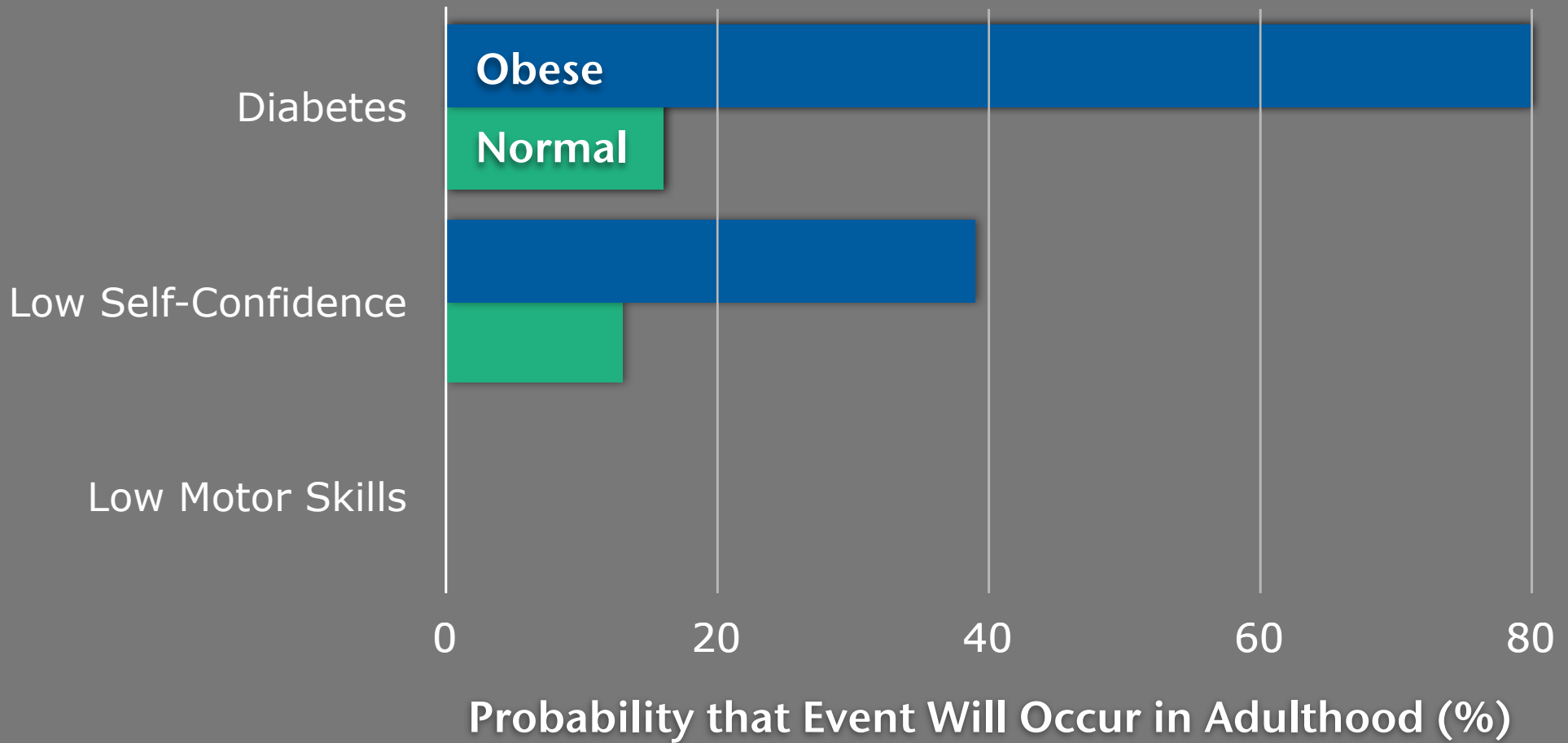
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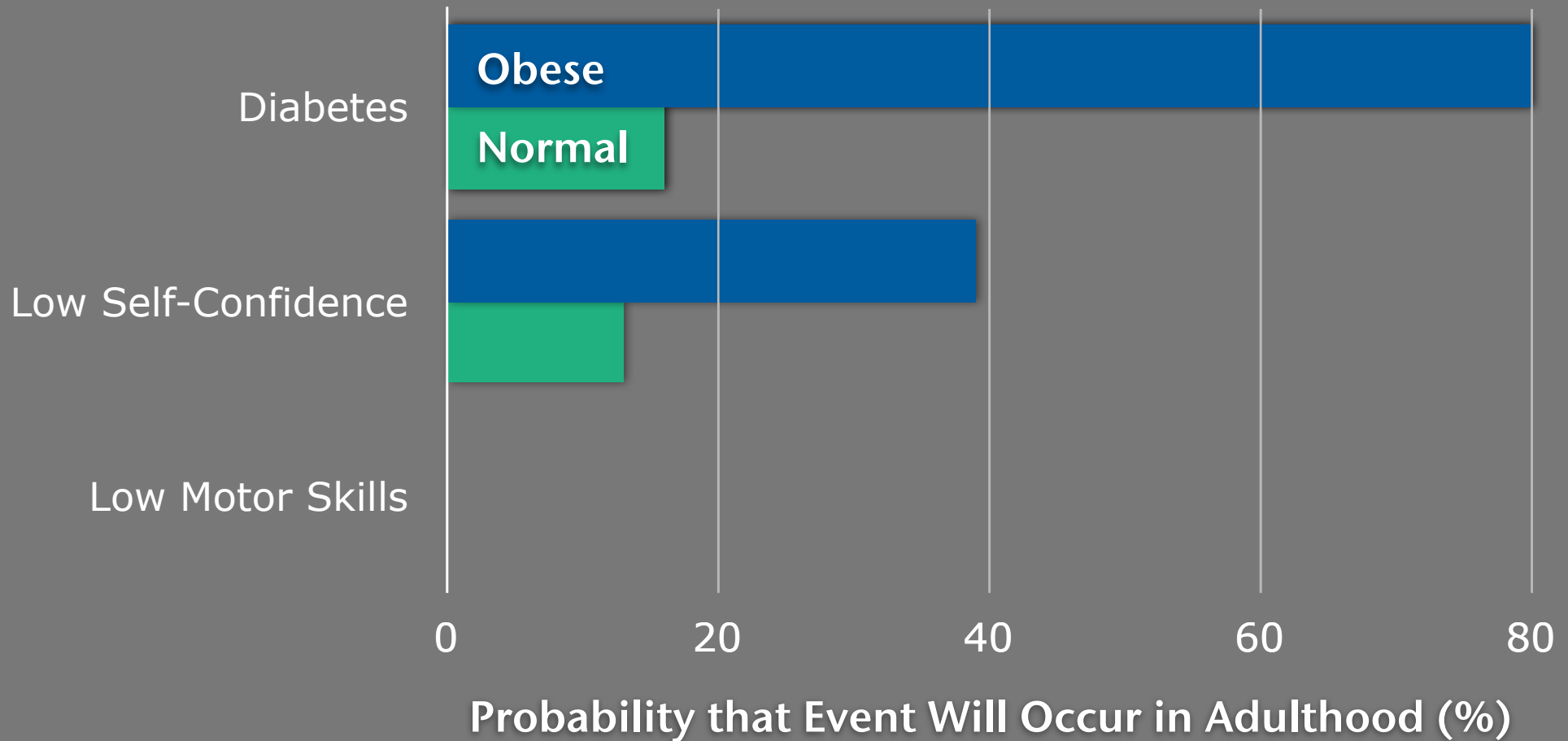


Short and long term consequences exist

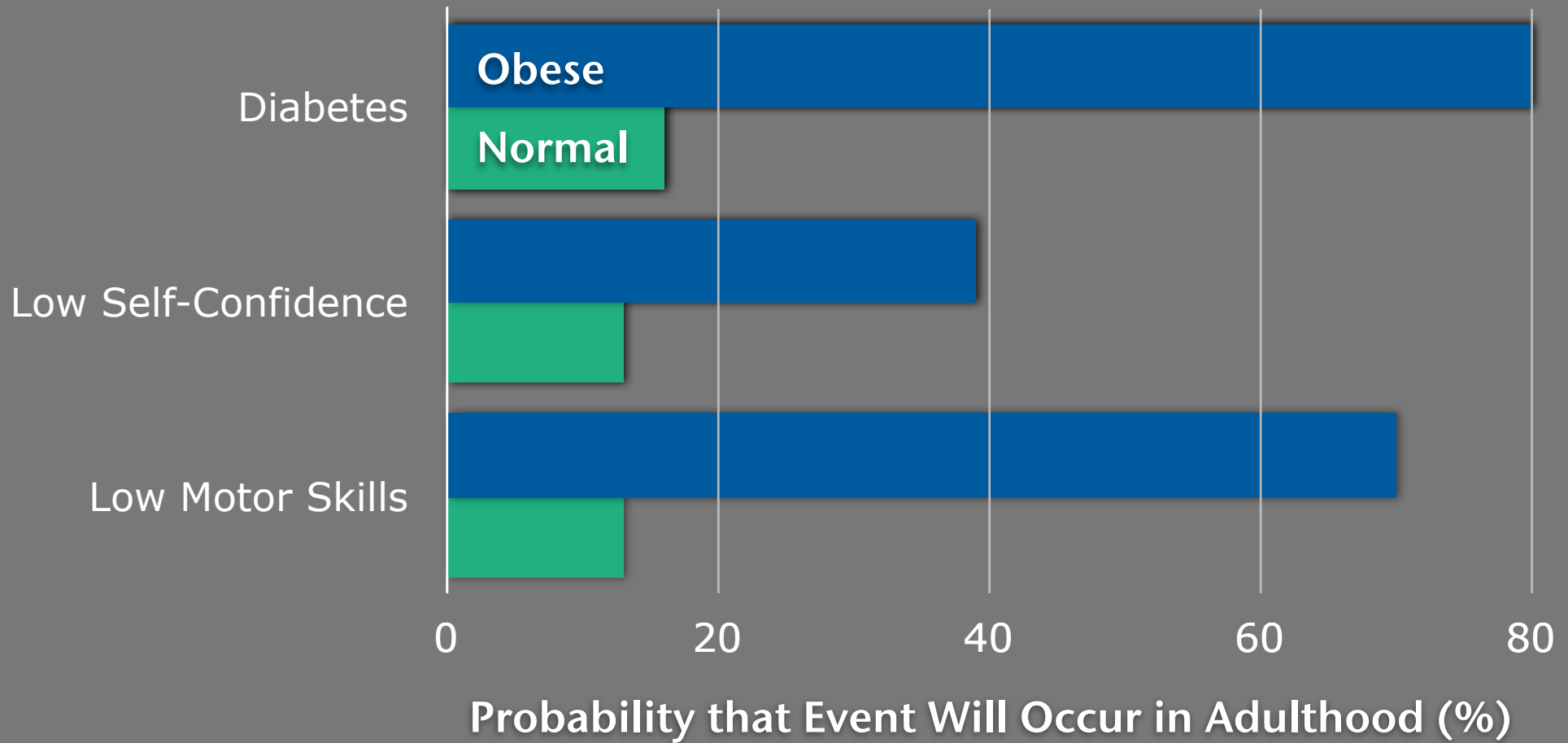


39% chance of psychosocial ailments

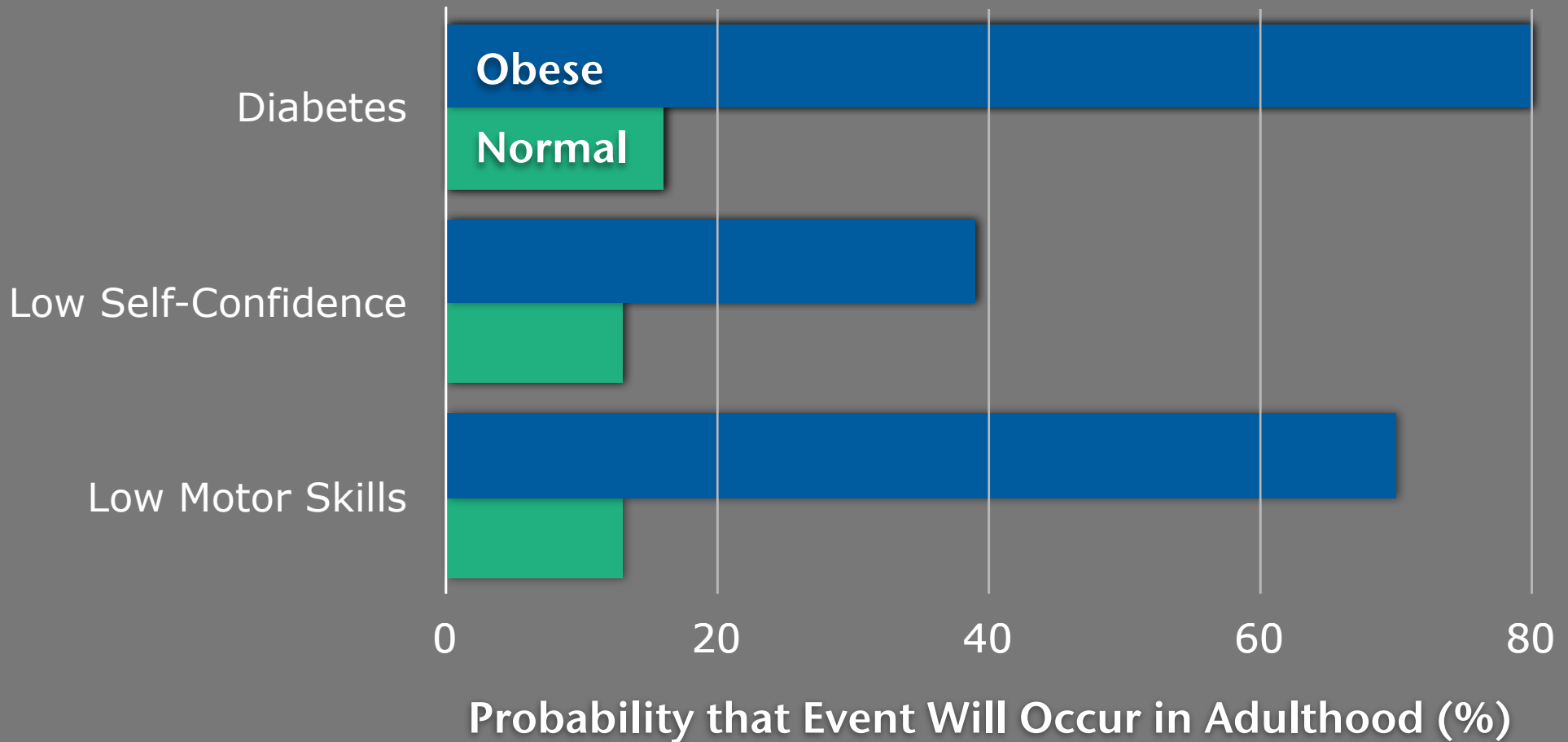
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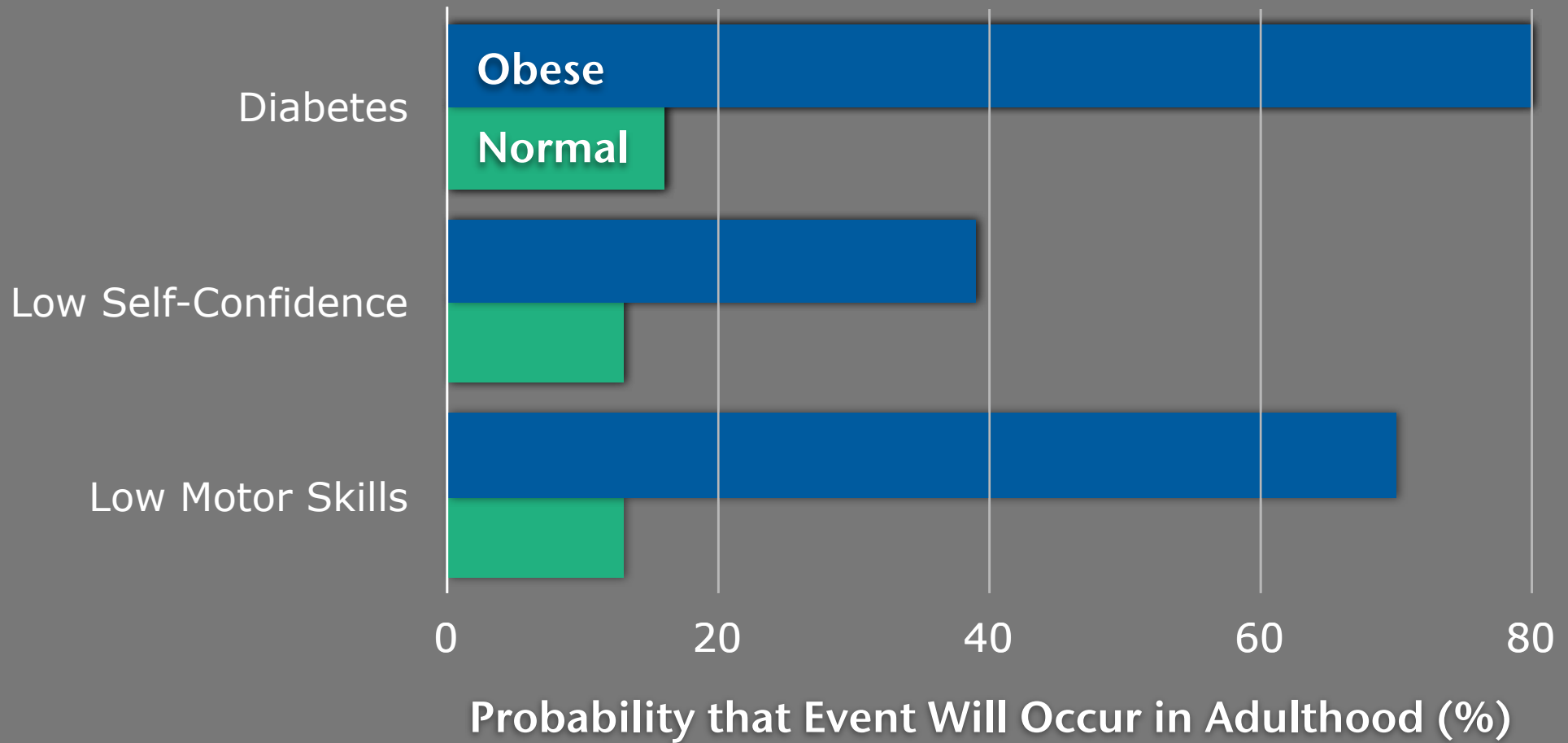


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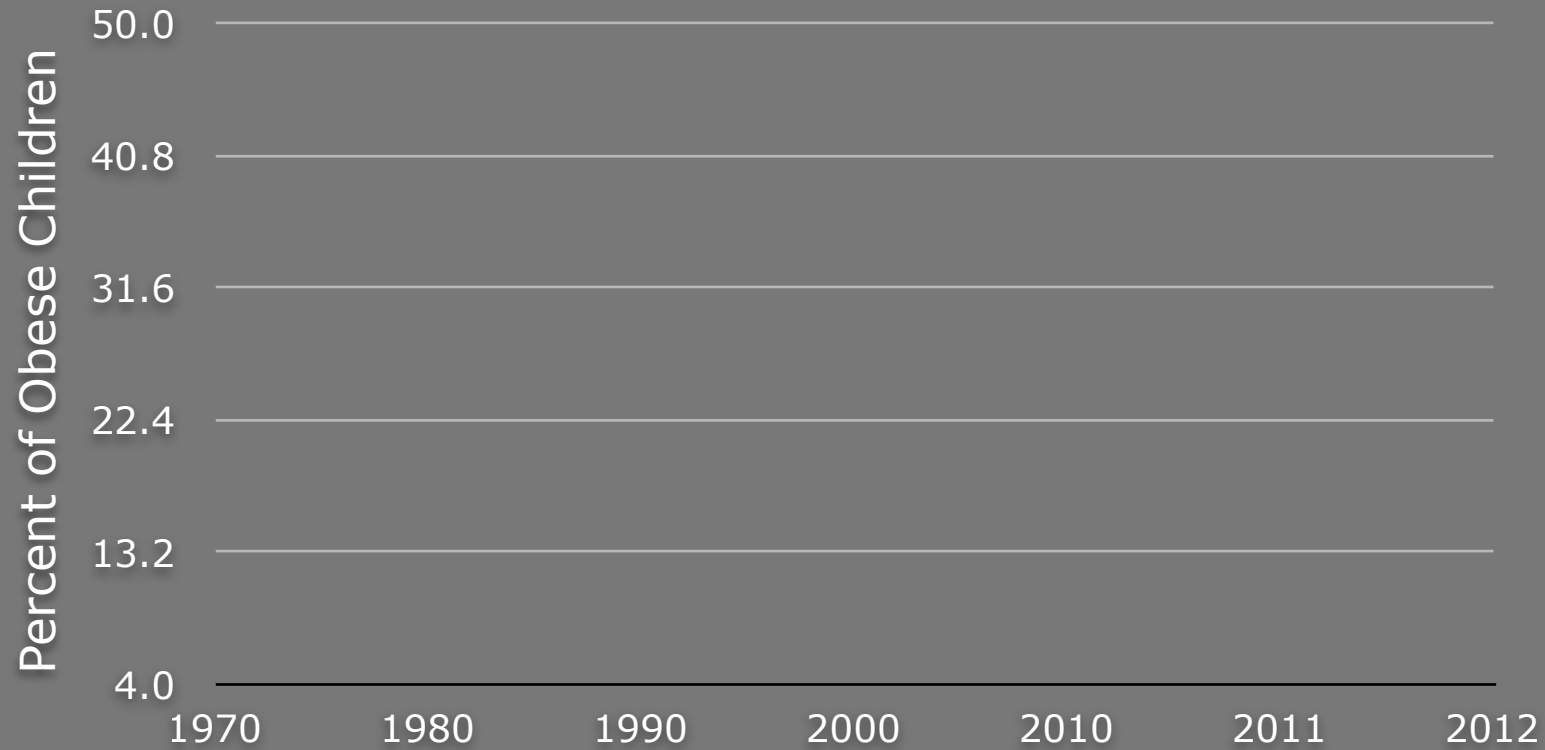


70% chance of physical ailments

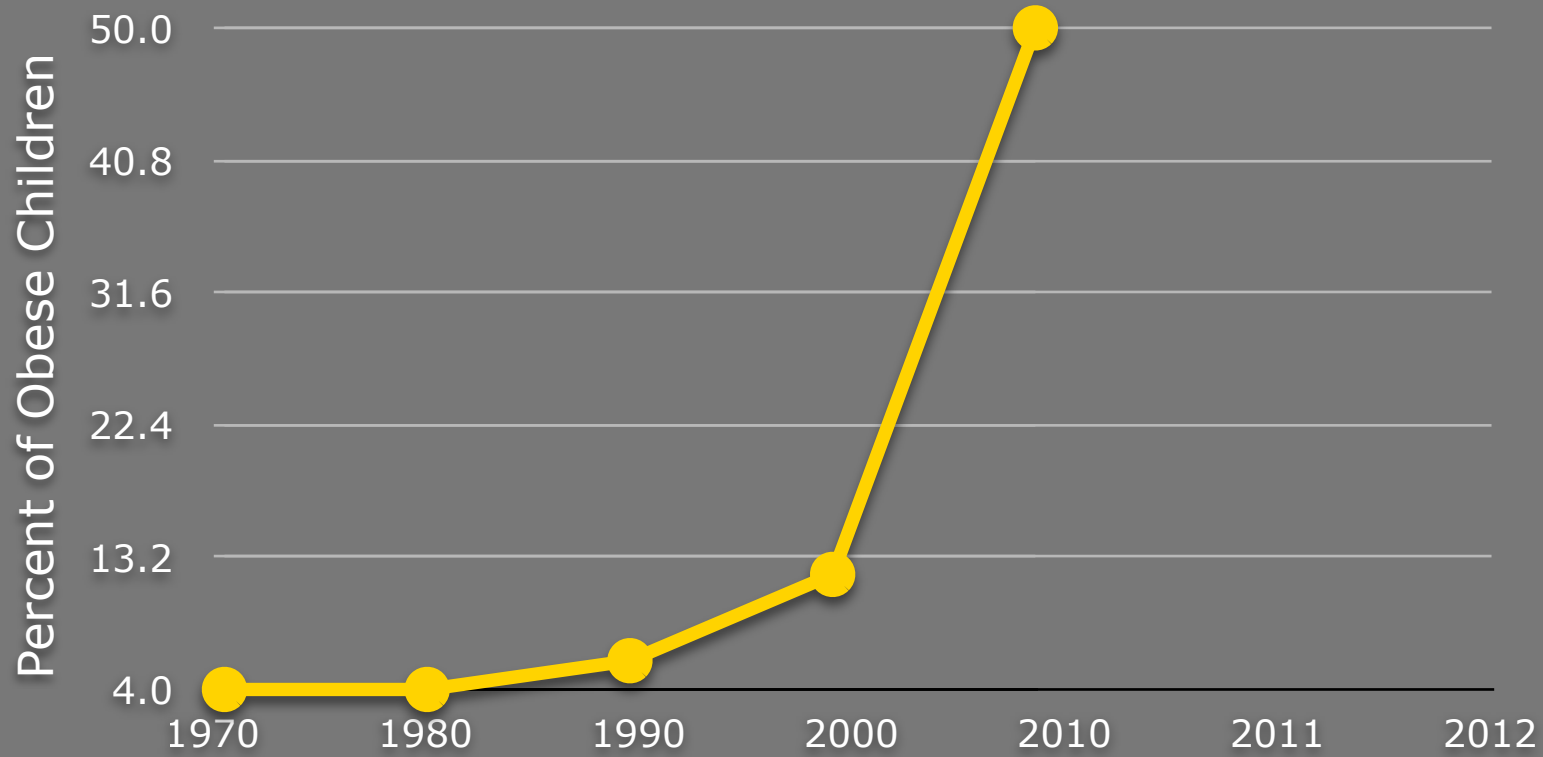
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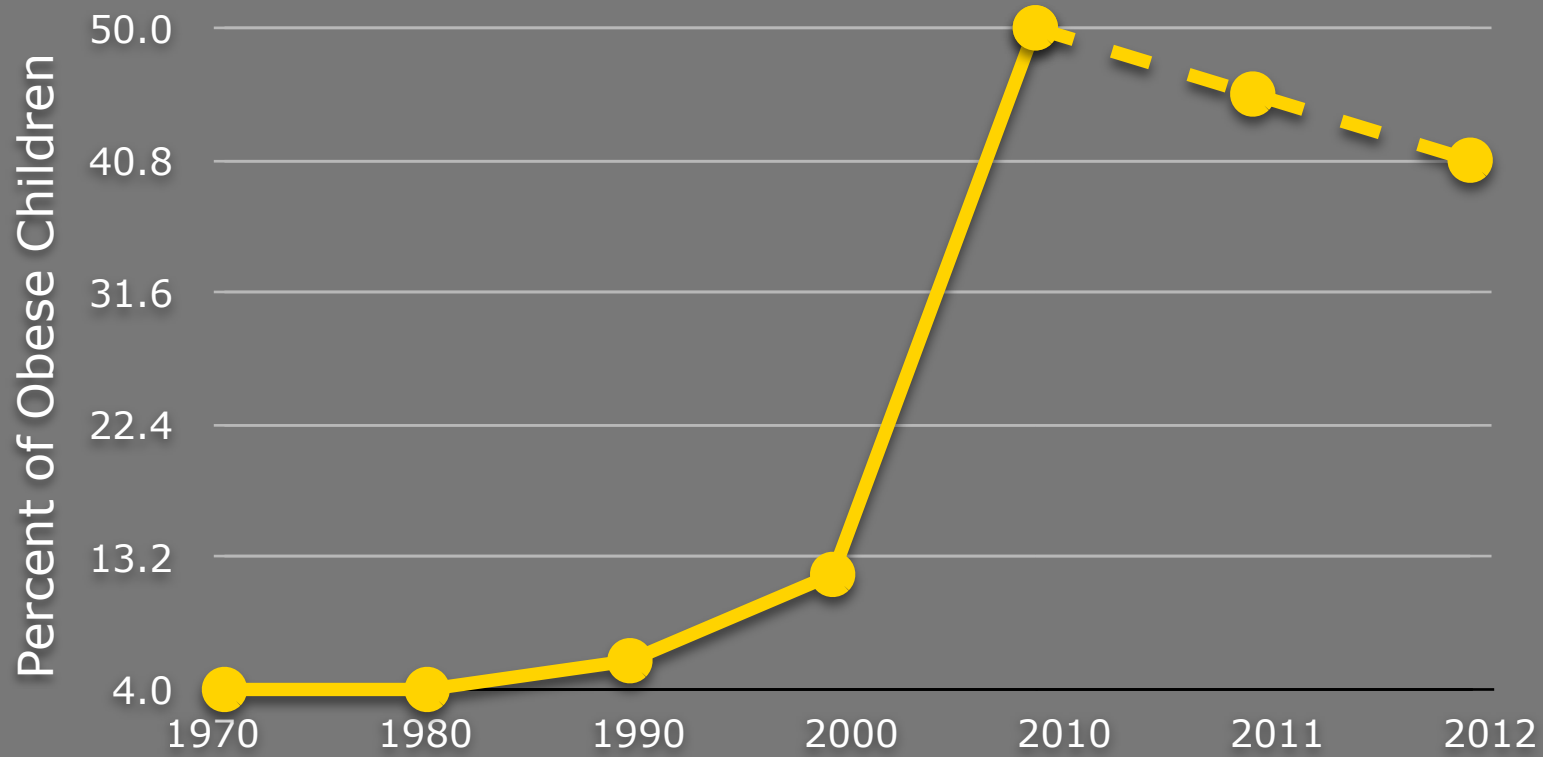
Our objective for Monarch...



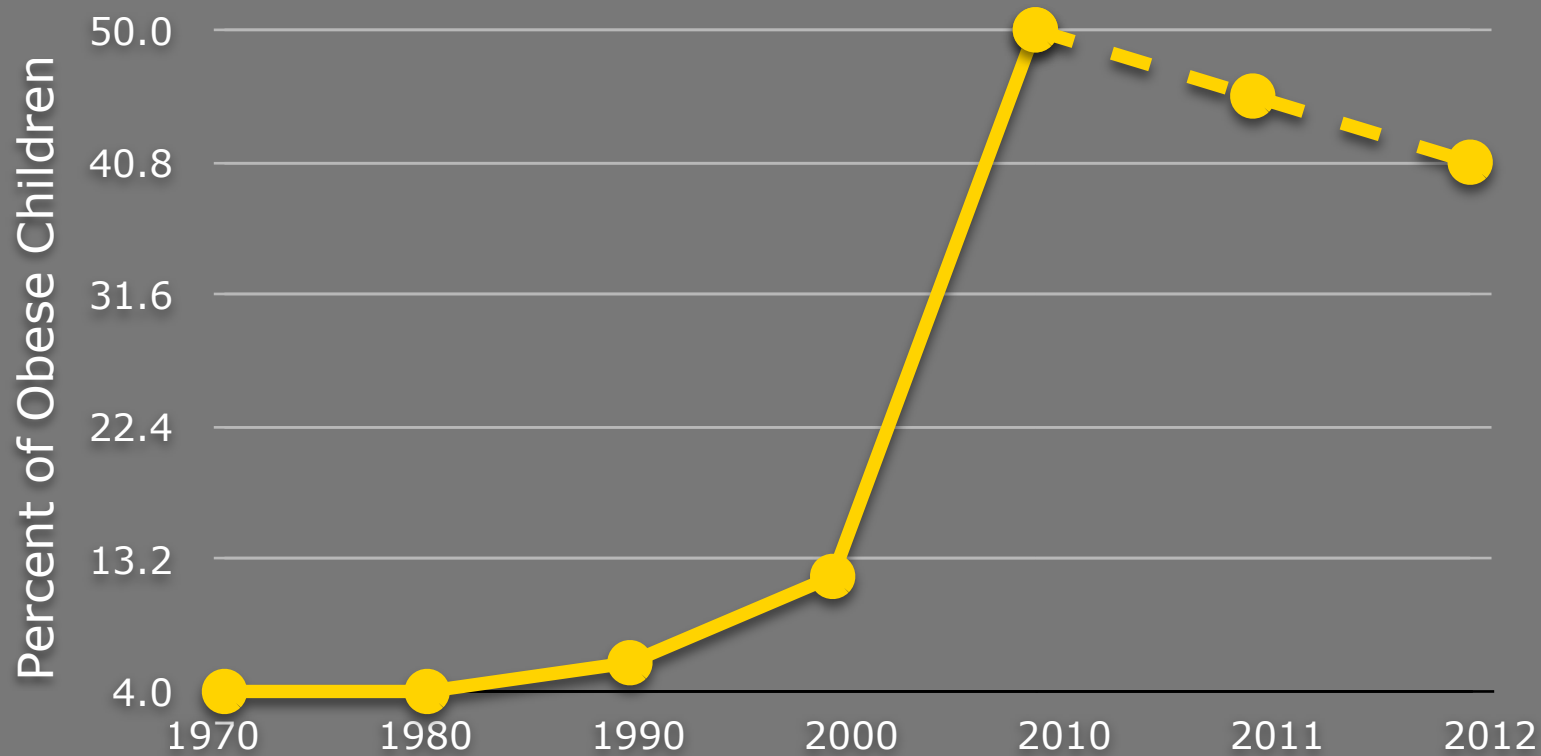
Our objective for Monarch...



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Our objective for Monarch...



decrease obesity by 15% over the next 2 years

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Lessons learned to assist in creating our methodology

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1. Multi-faceted approach



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2. Expert direction



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3. Support



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3. Support

4. Community



Lessons learned to assist in creating our methodology

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Lessons learned to assist in creating our methodology

1. Multi-faceted approach

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3. Support

4. Community

5. Individual motivation



Lessons learned to assist in creating our methodology

1. Multi-faceted approach

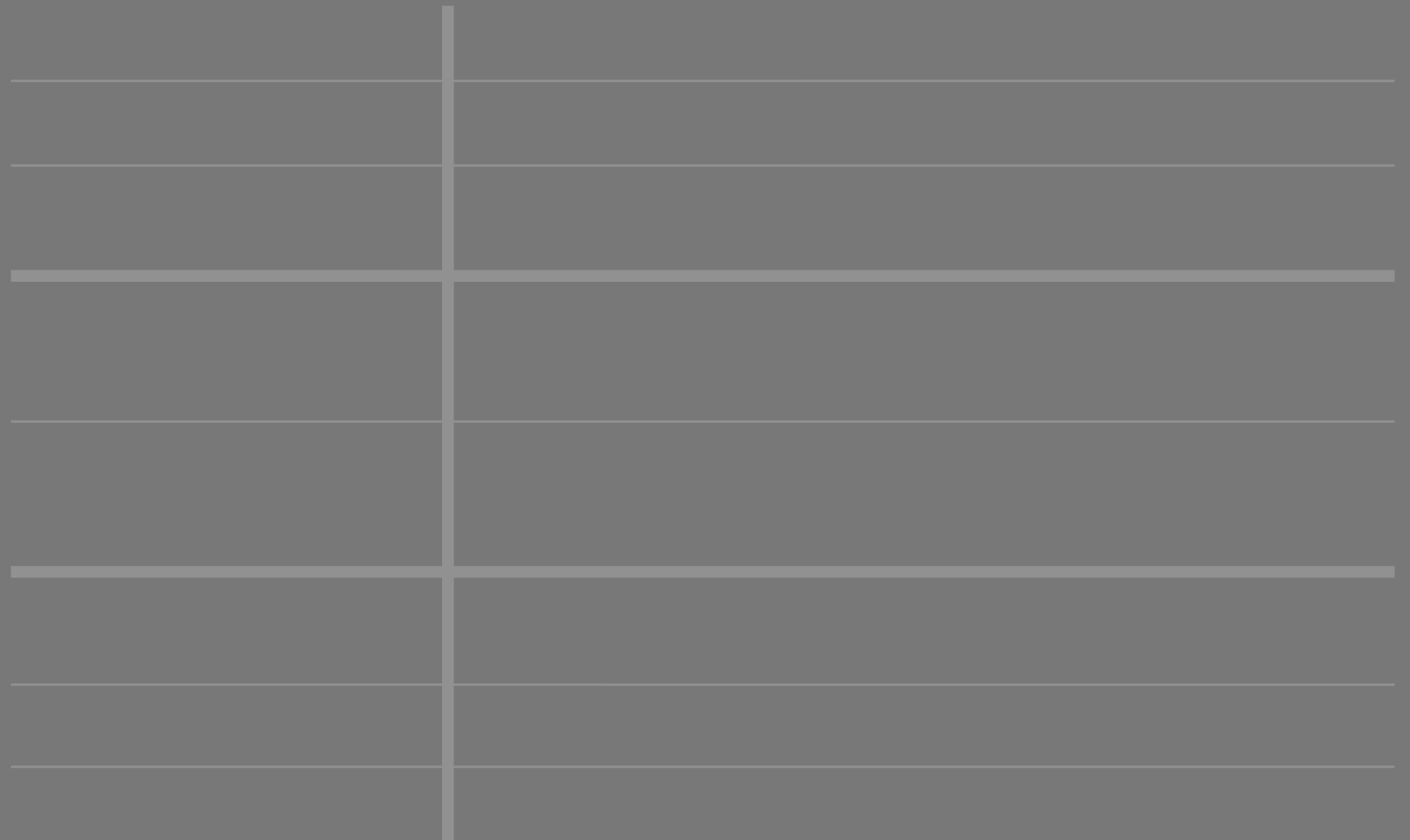
2. Expert direction

3. Support

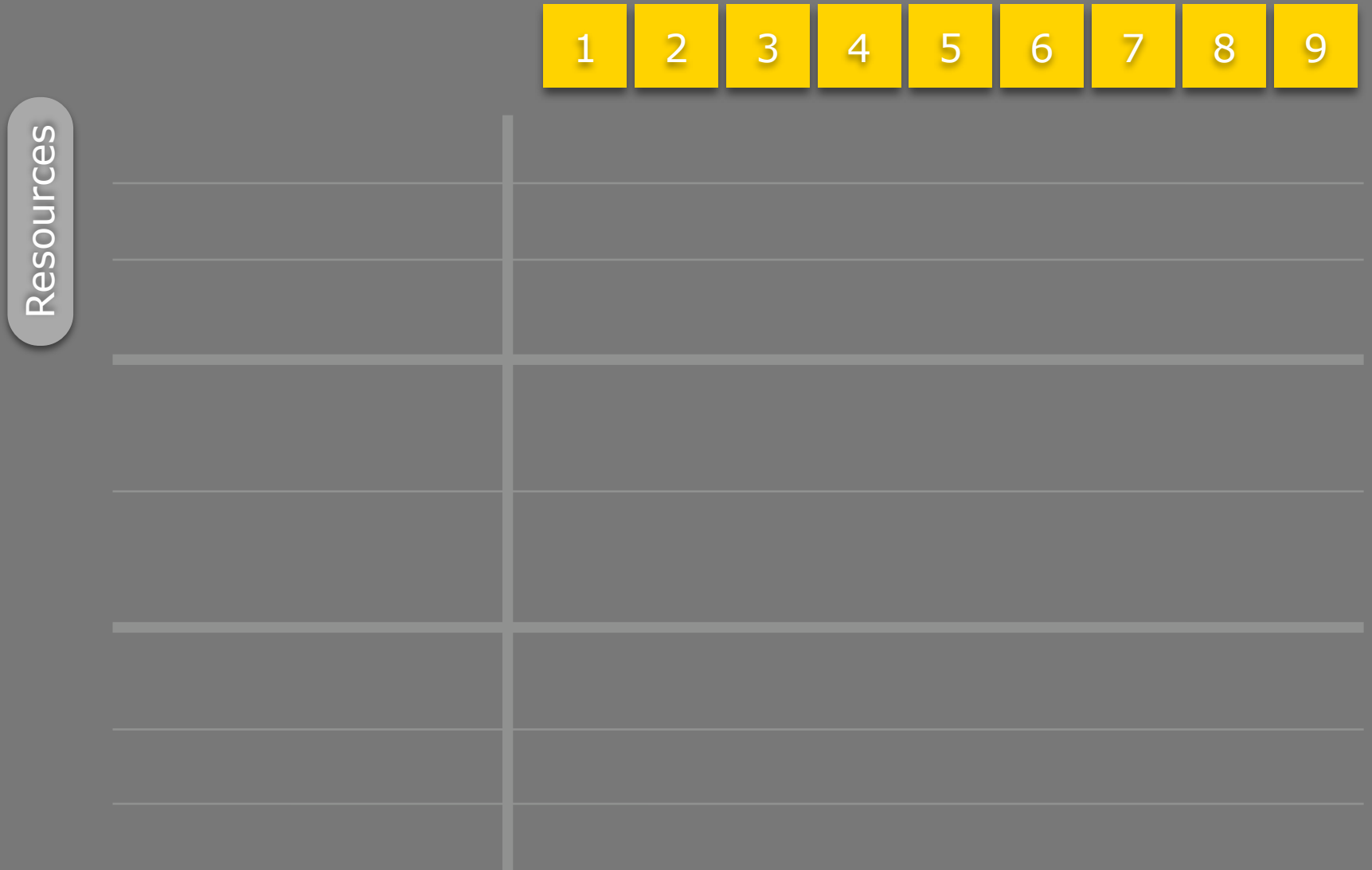
4. Community

5. Individual motivation

We have designed a nine month startup program



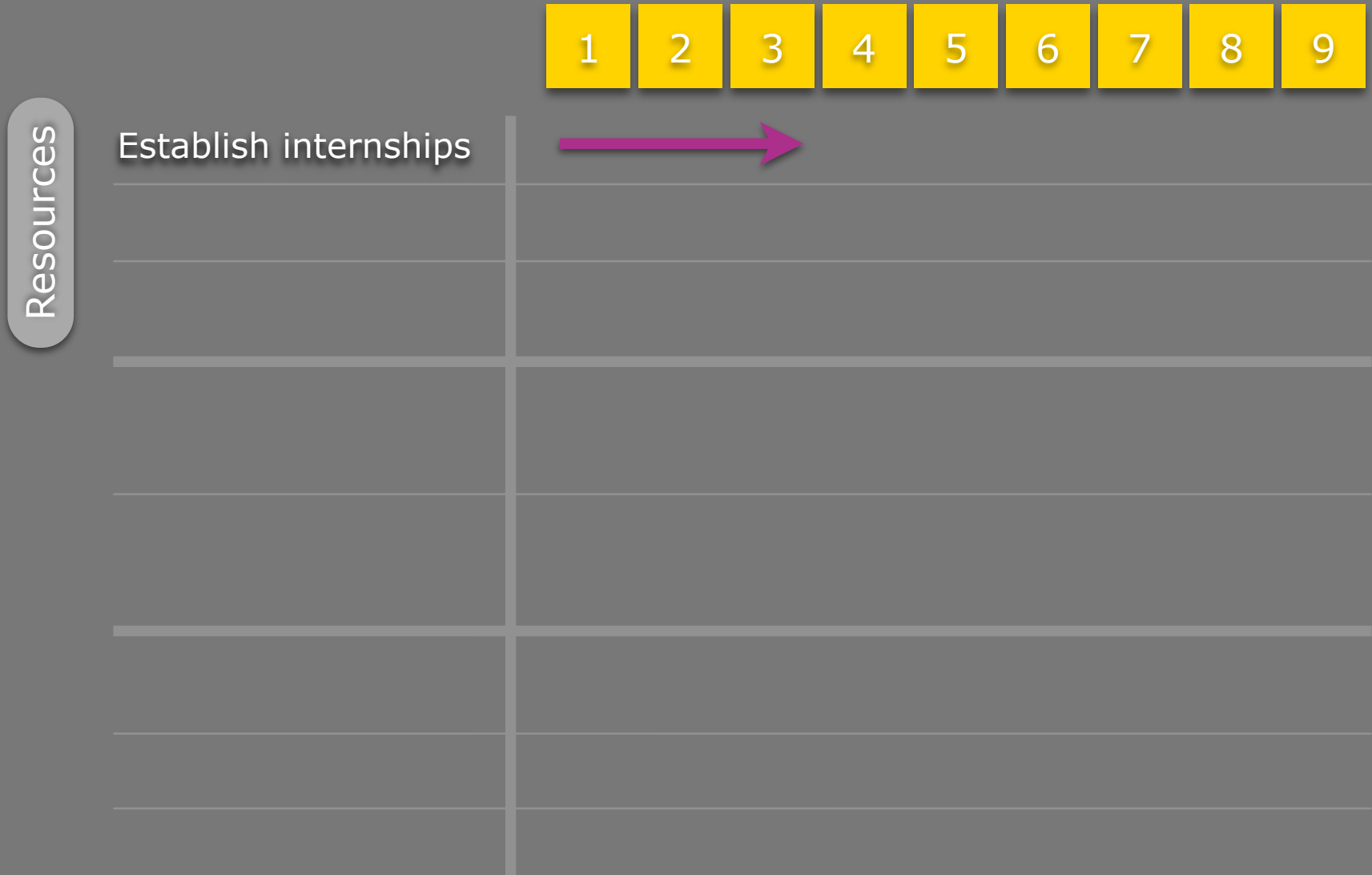
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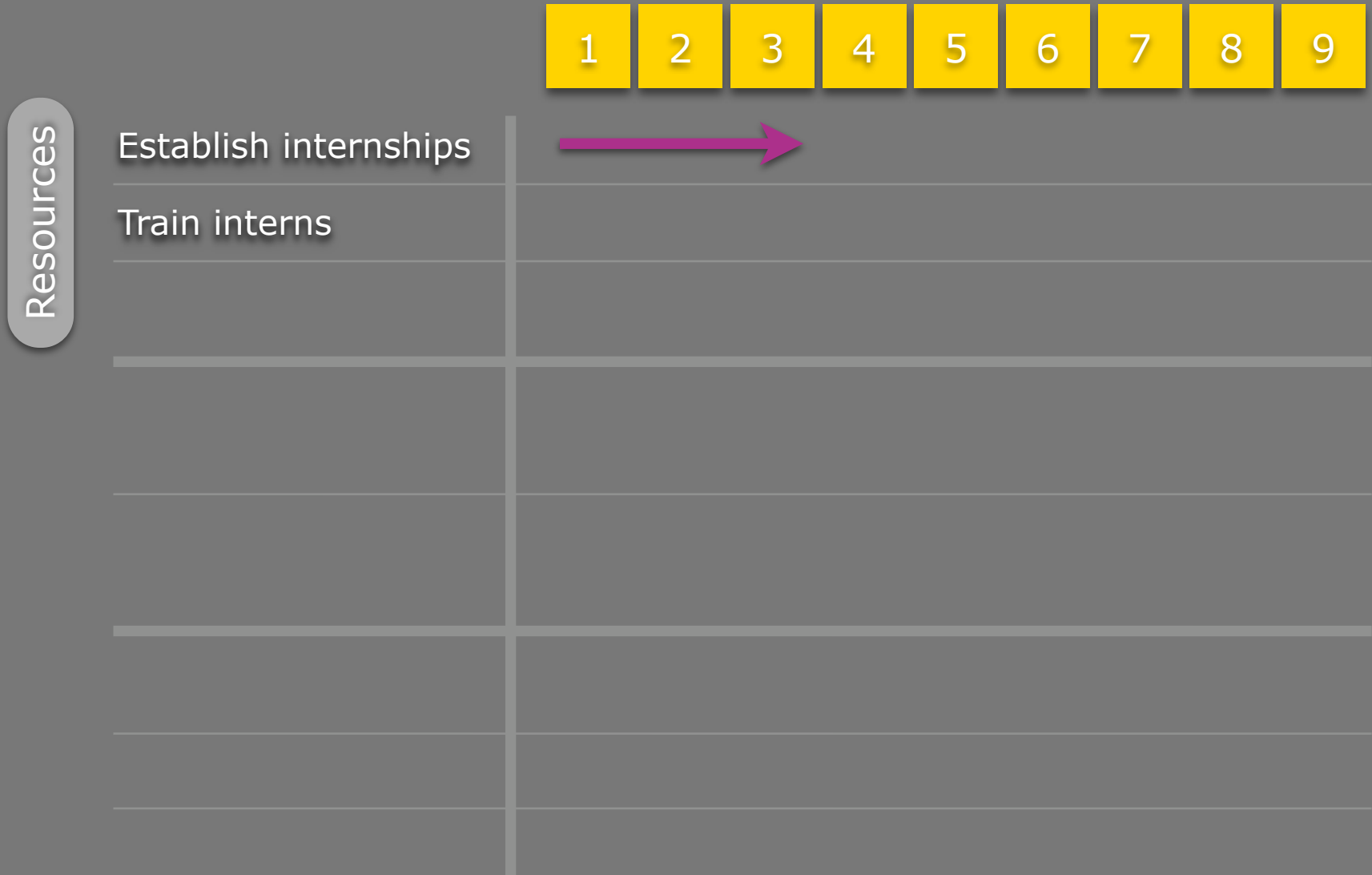
We have designed a nine month startup program

	1	2	3	4	5	6	7	8	9
Resources									
Establish internships									

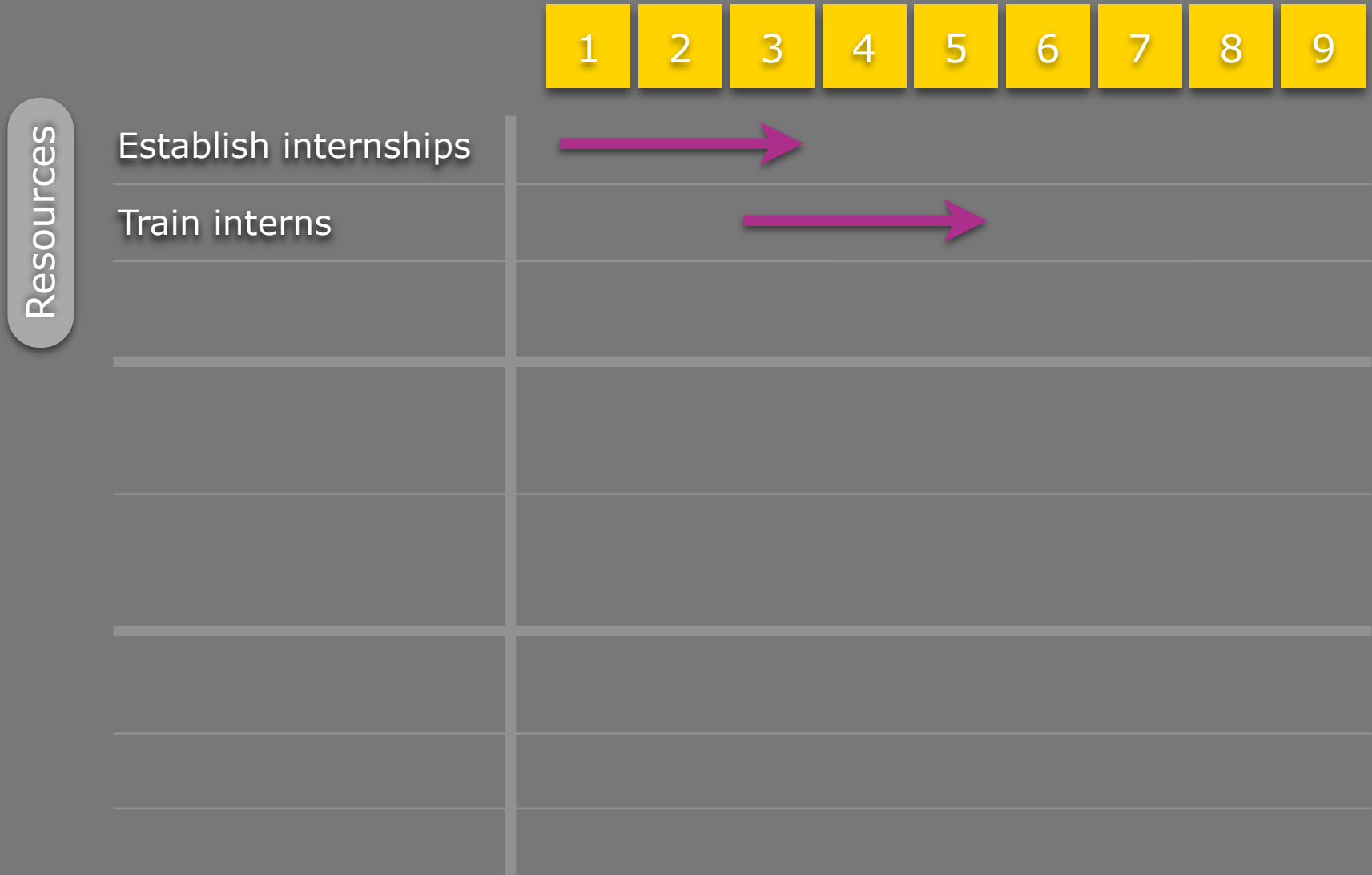
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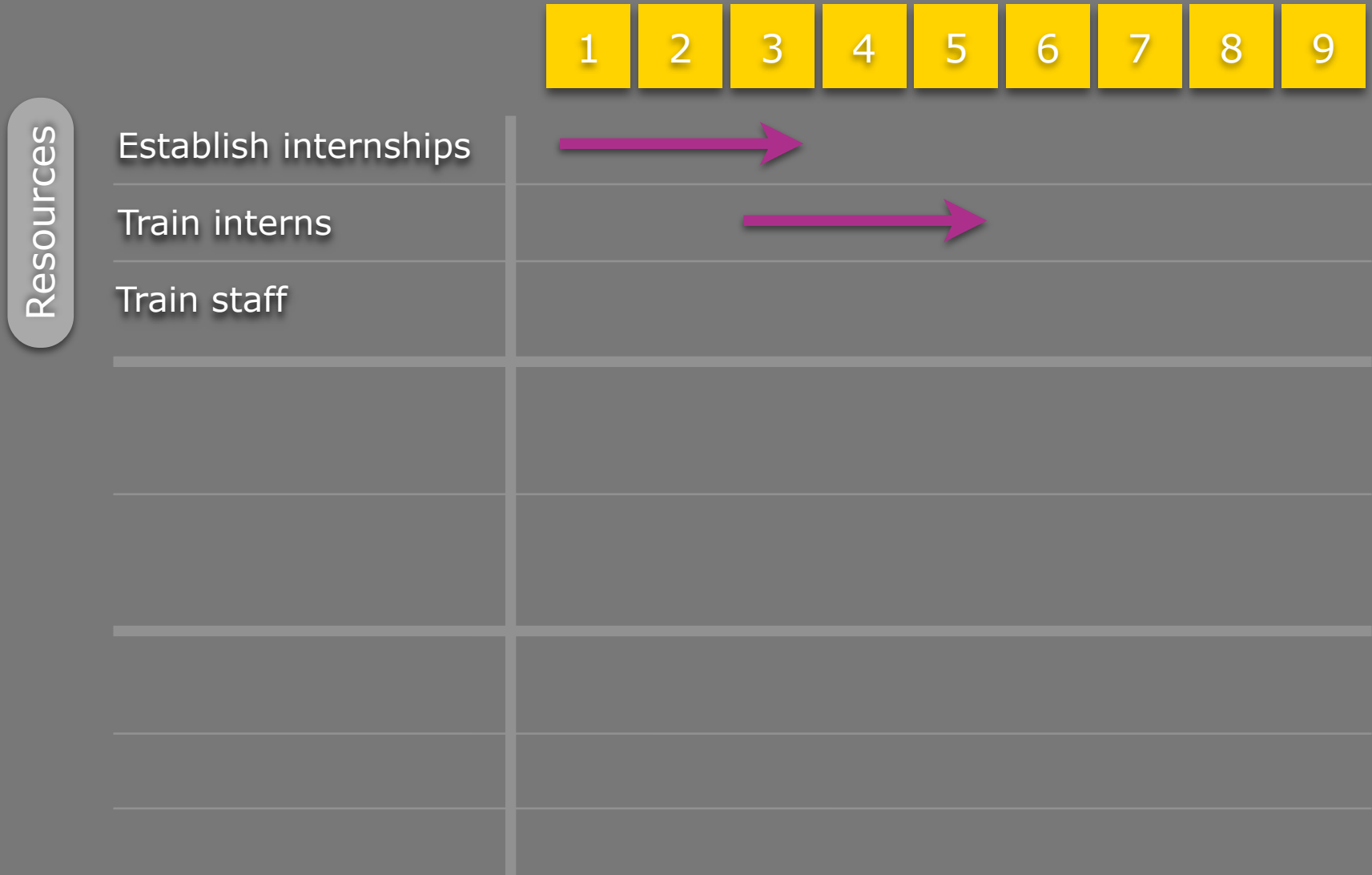
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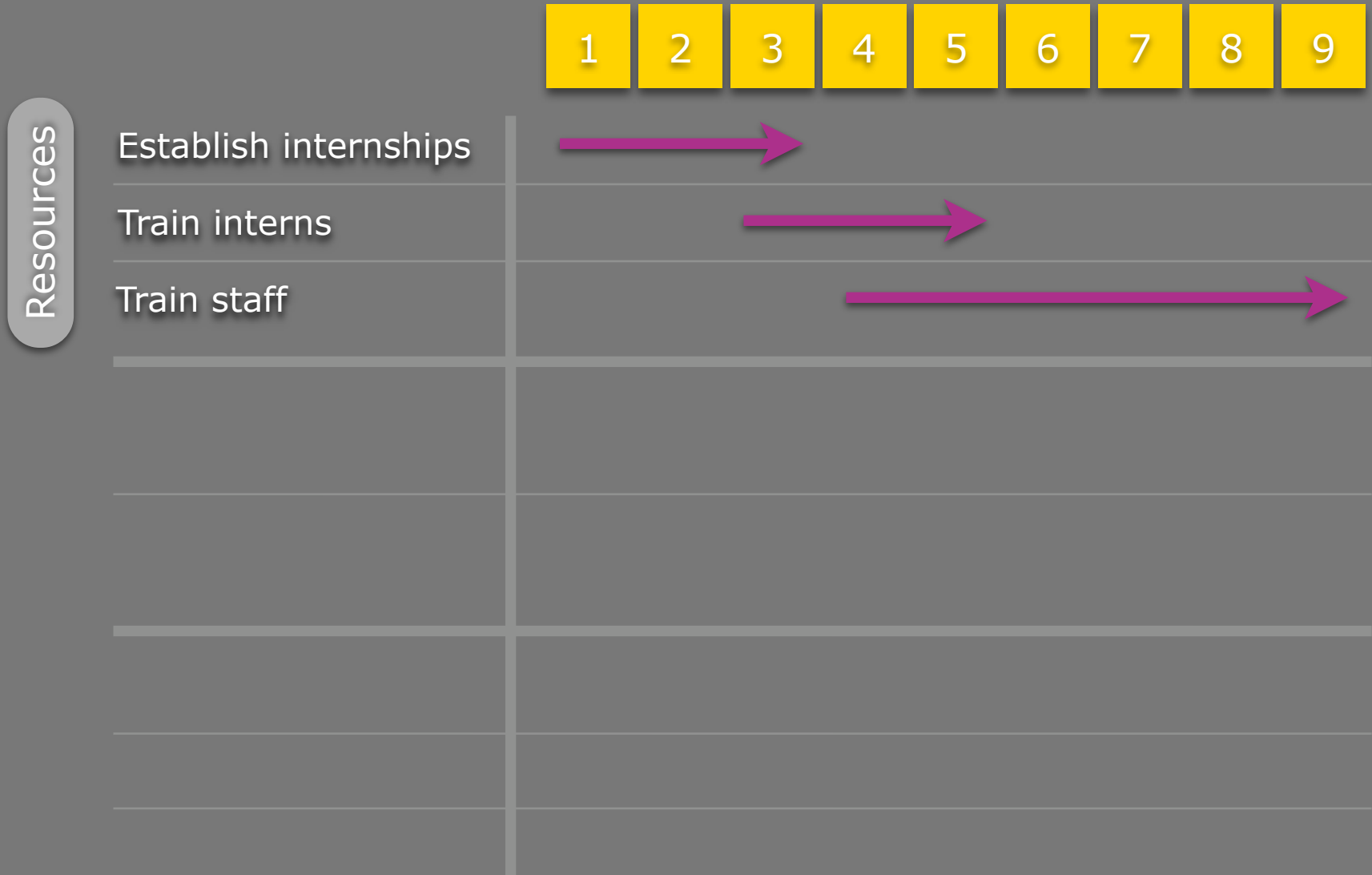
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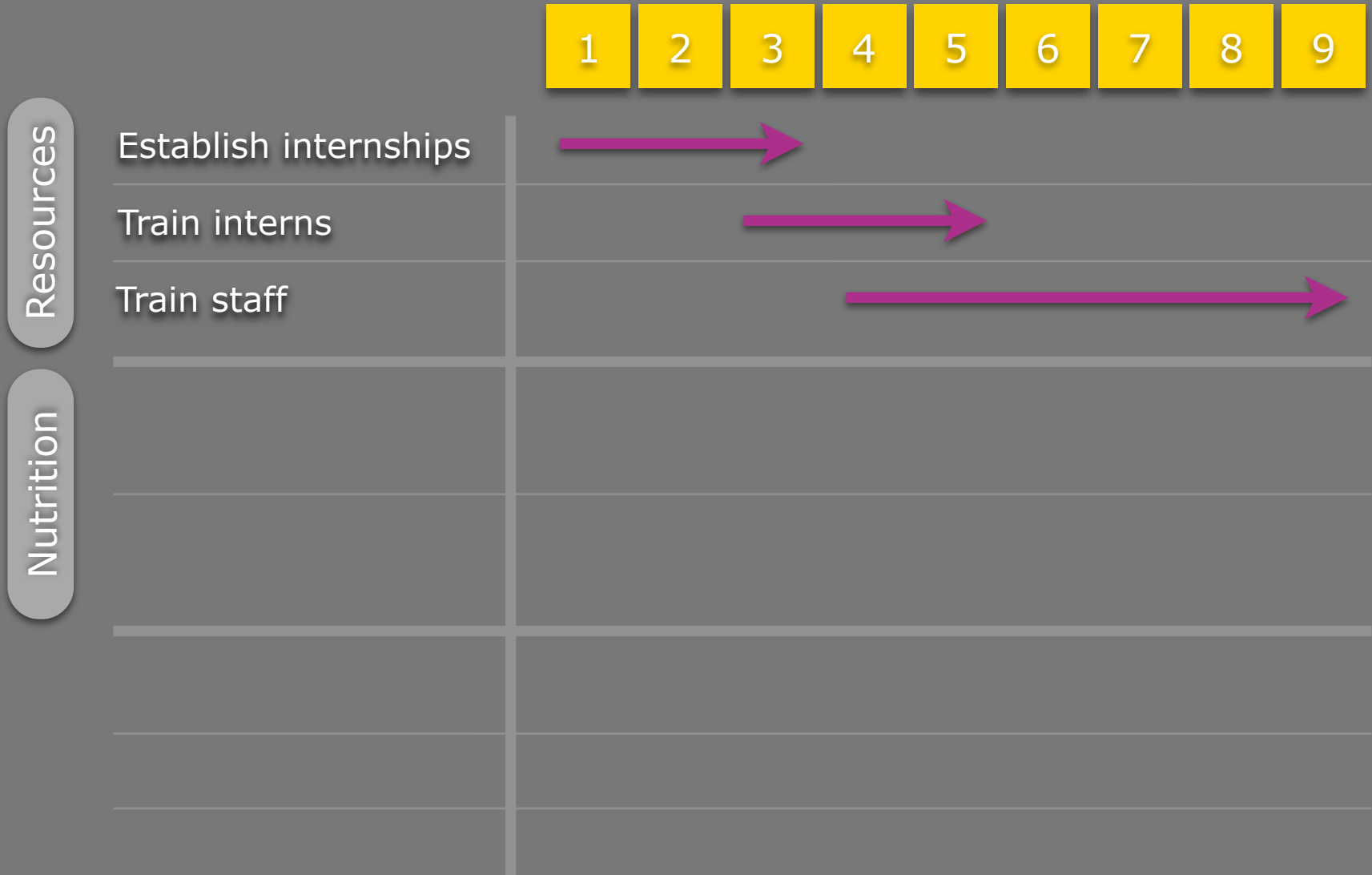
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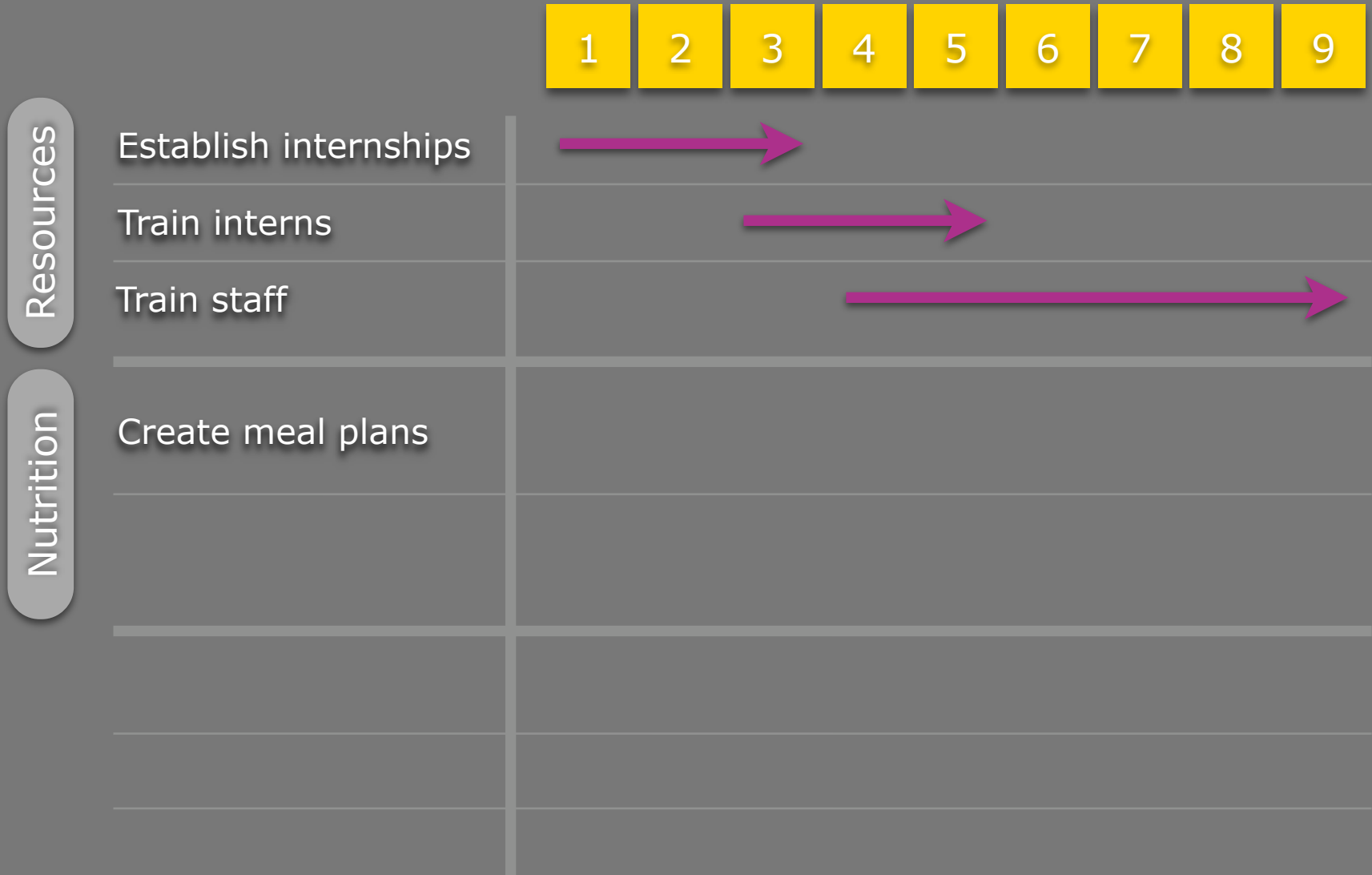
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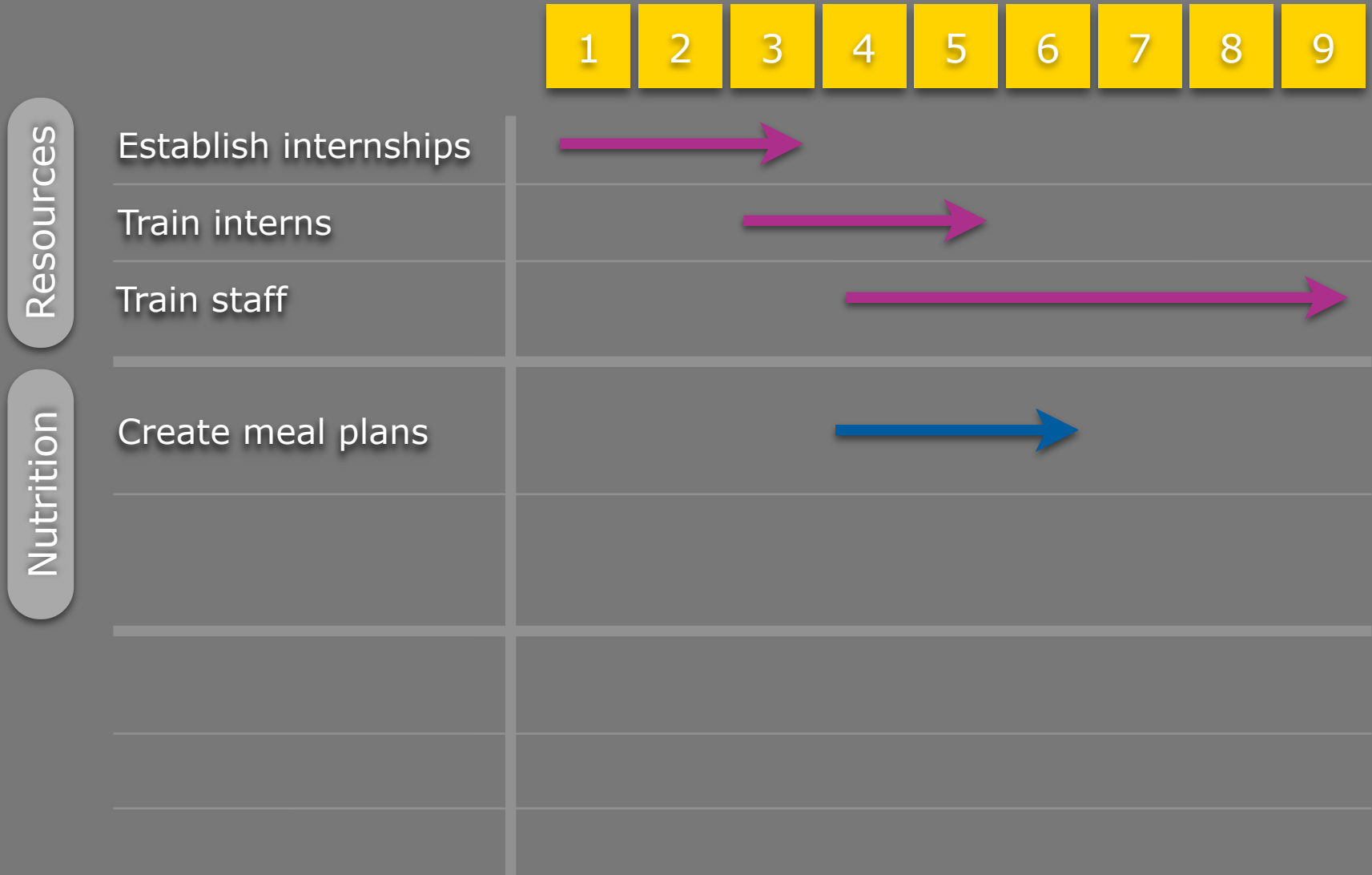
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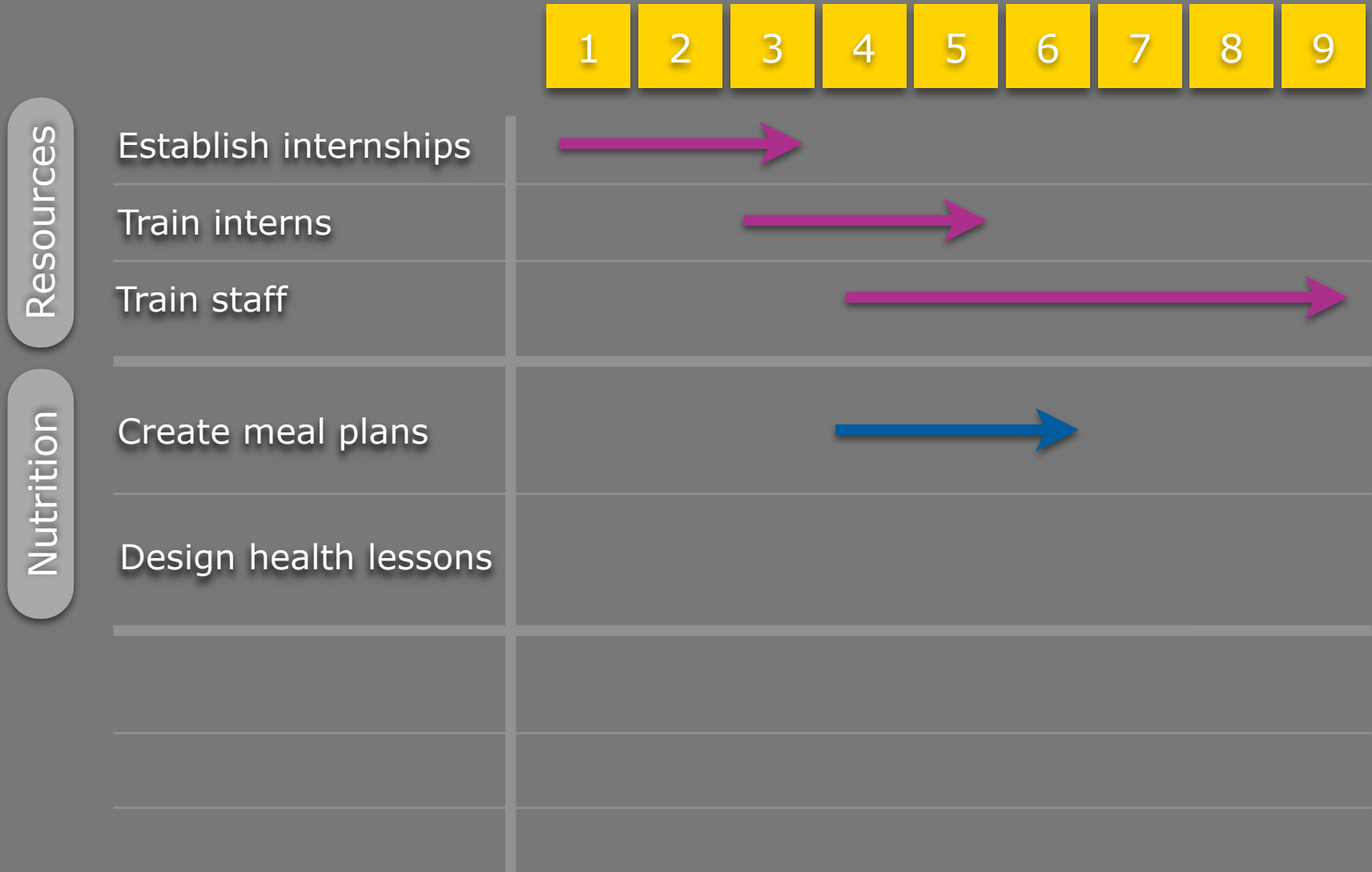
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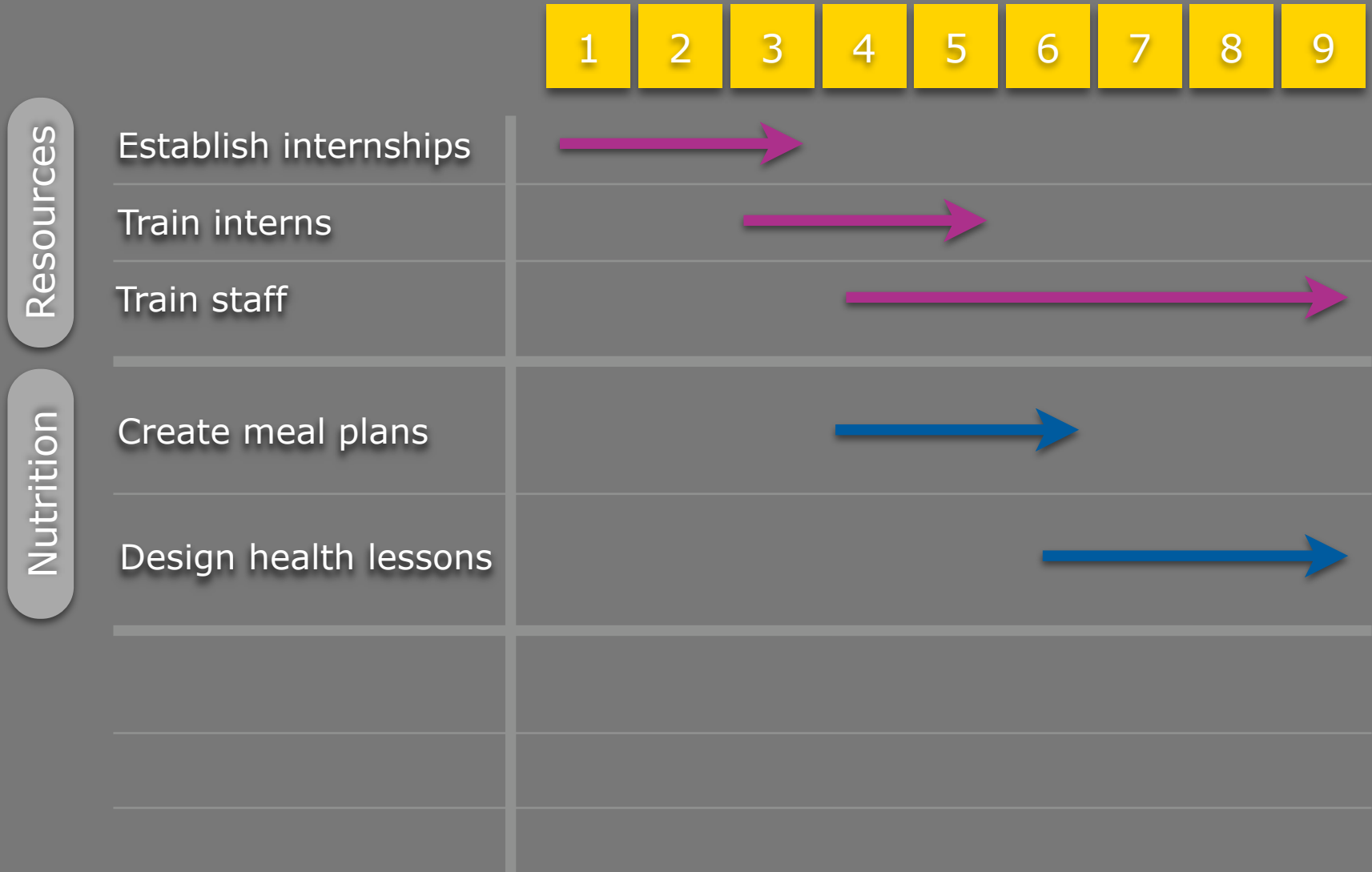
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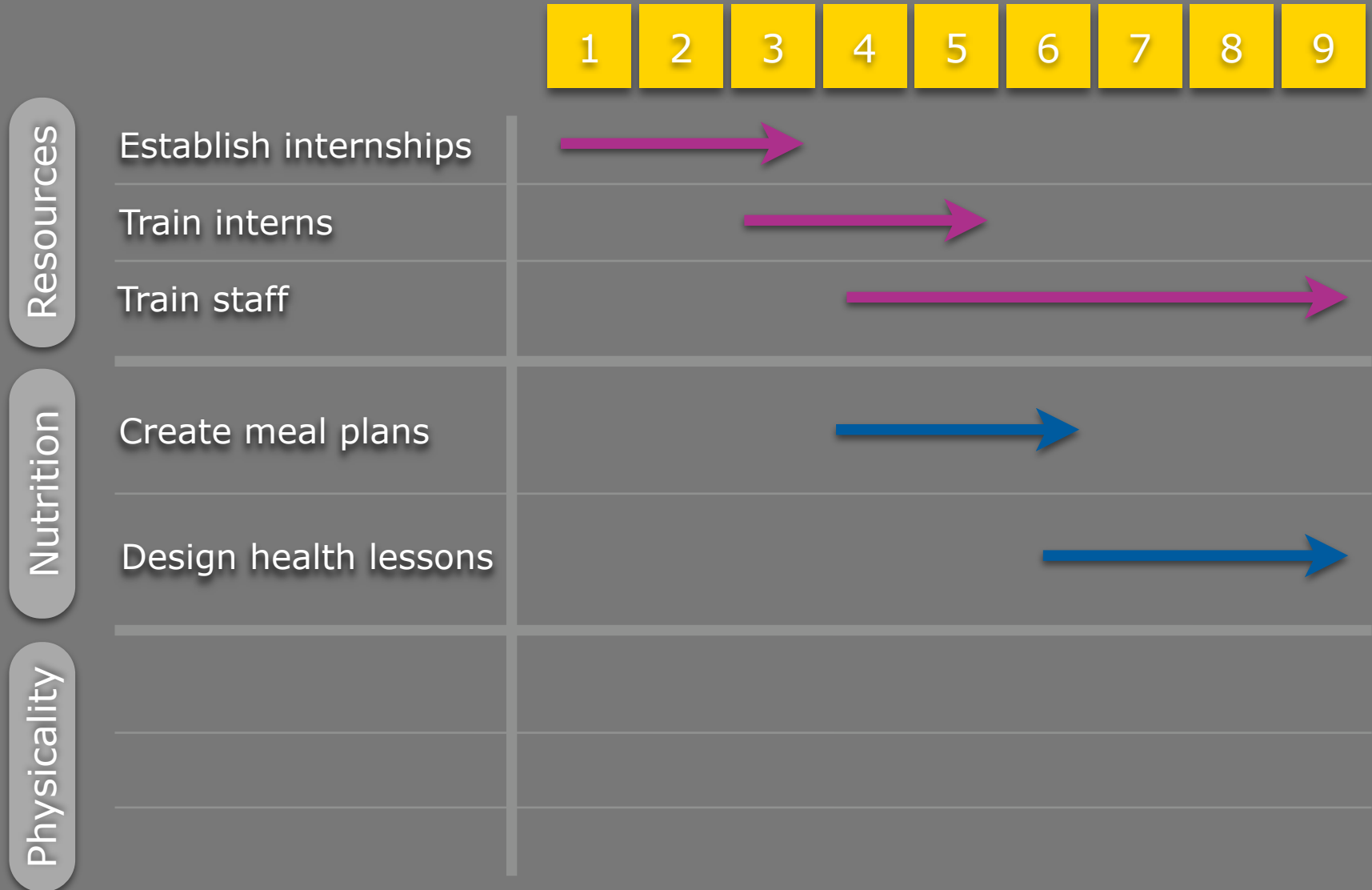
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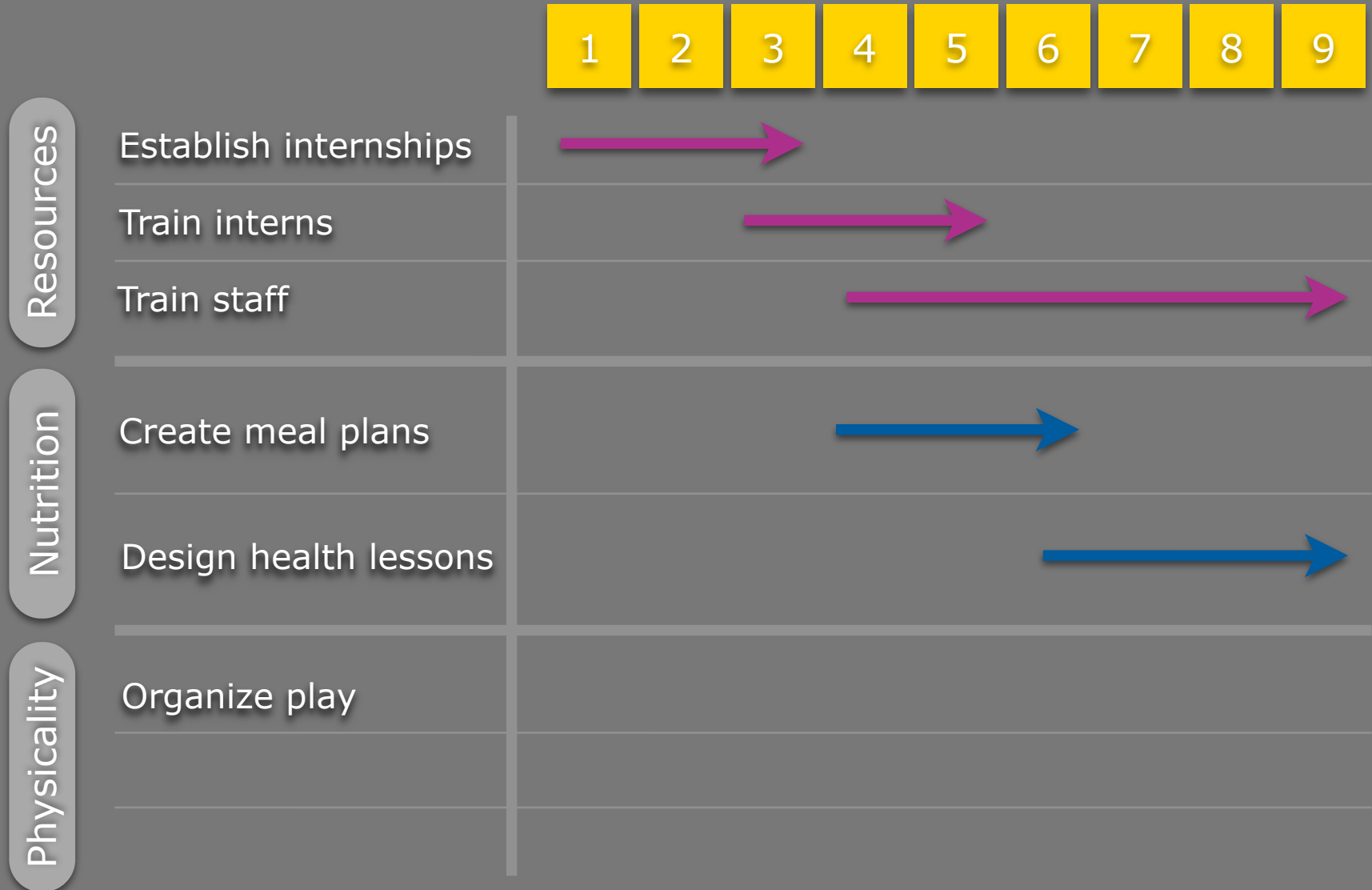
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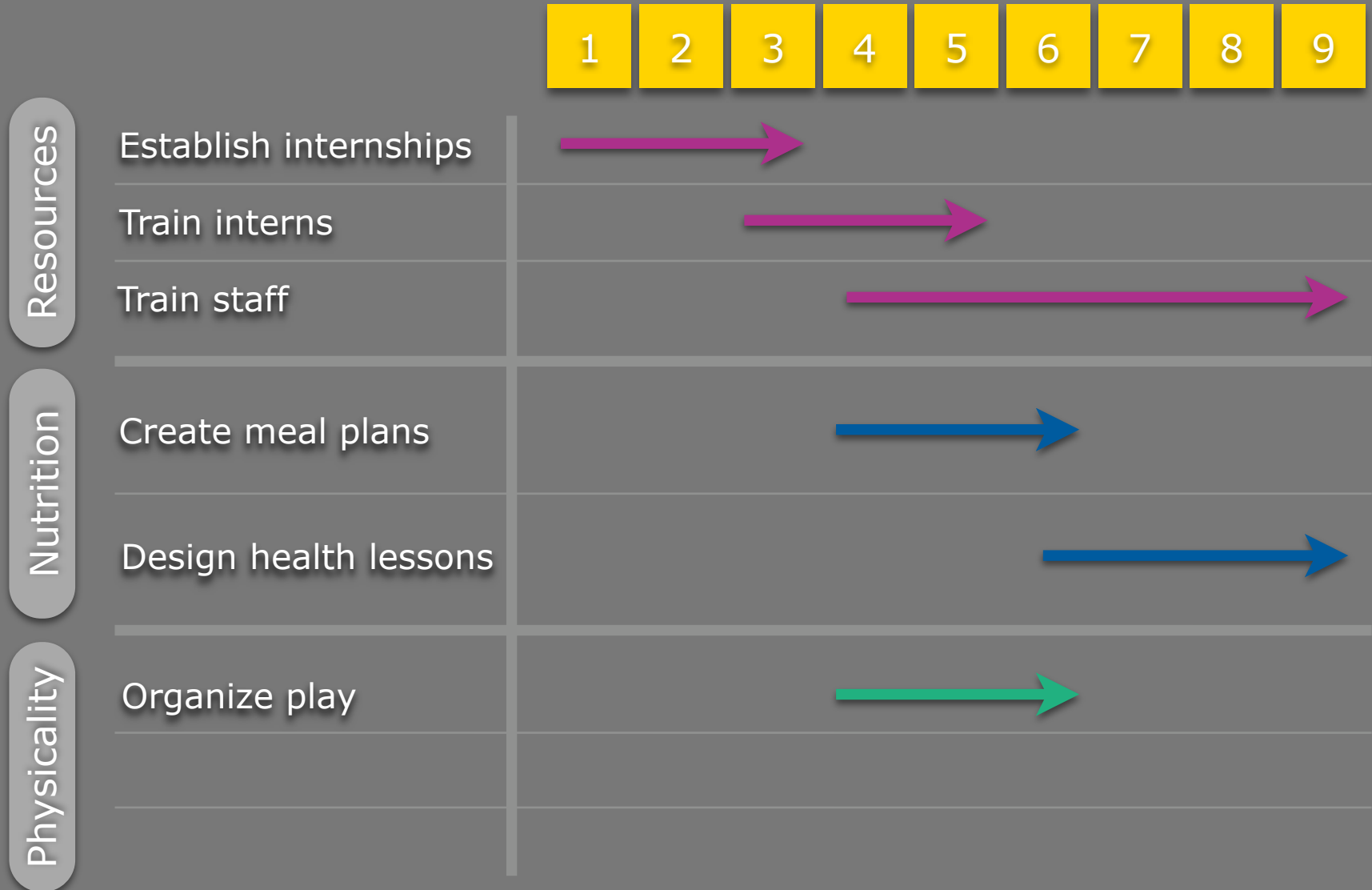
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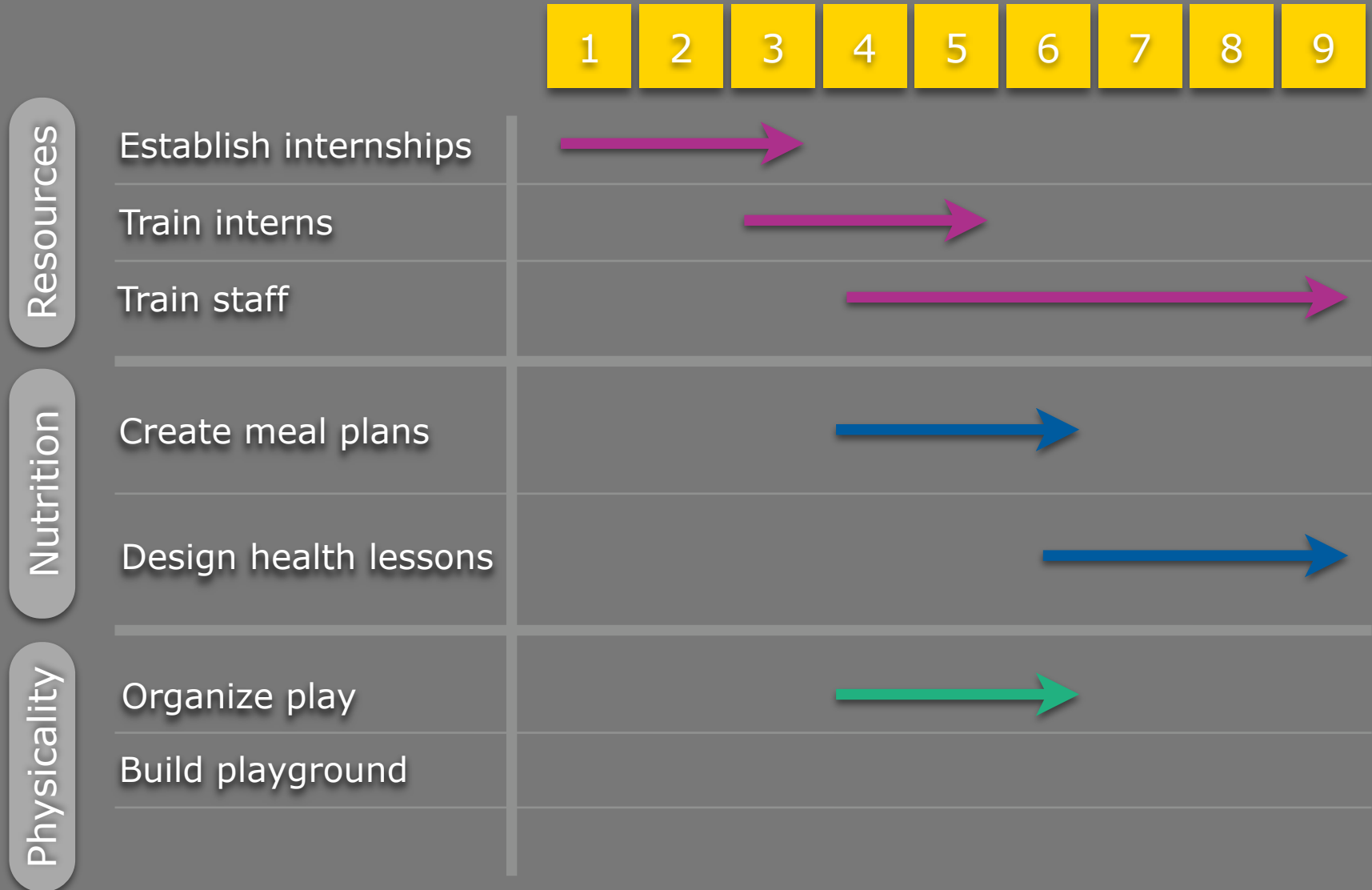
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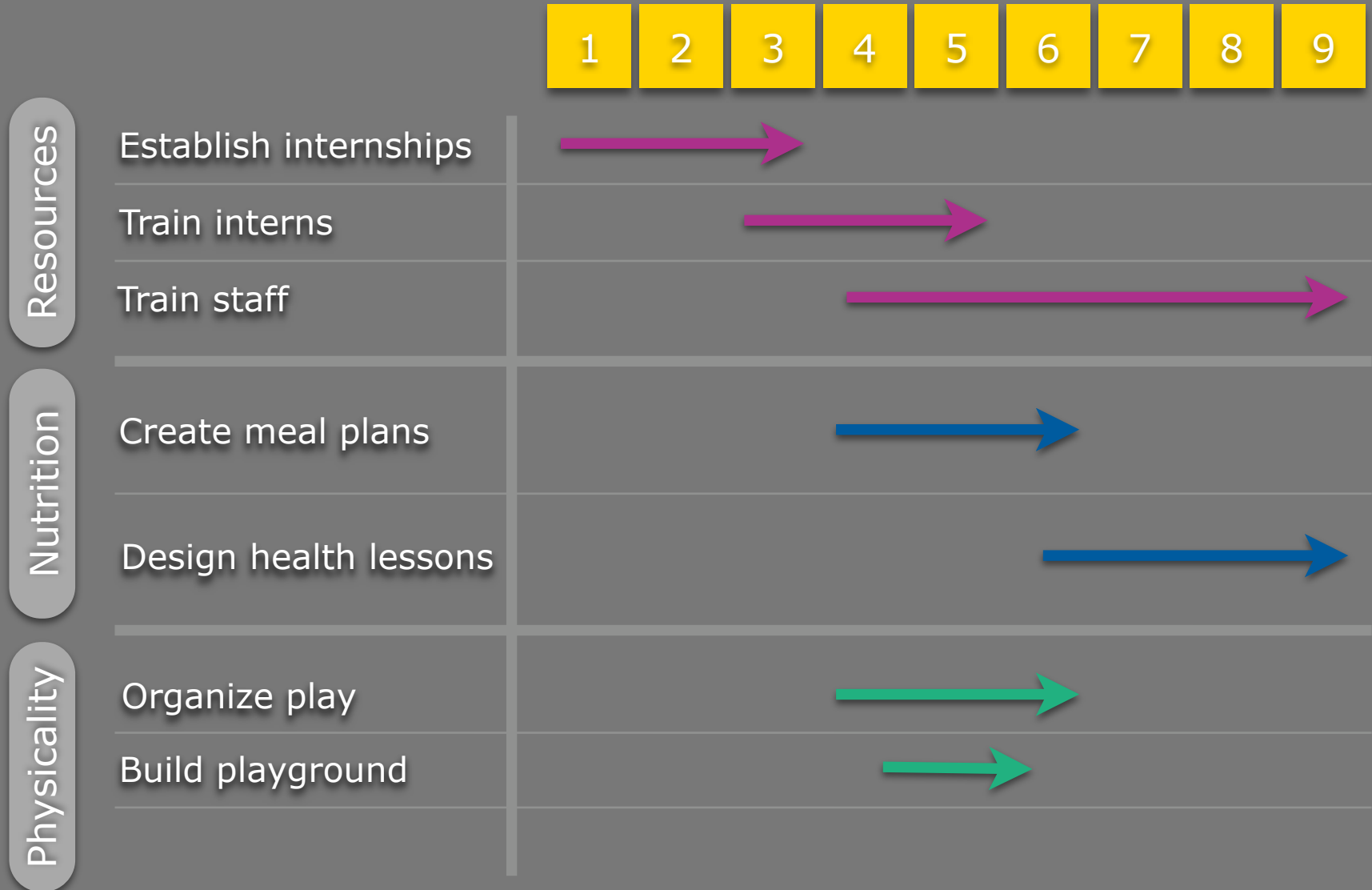
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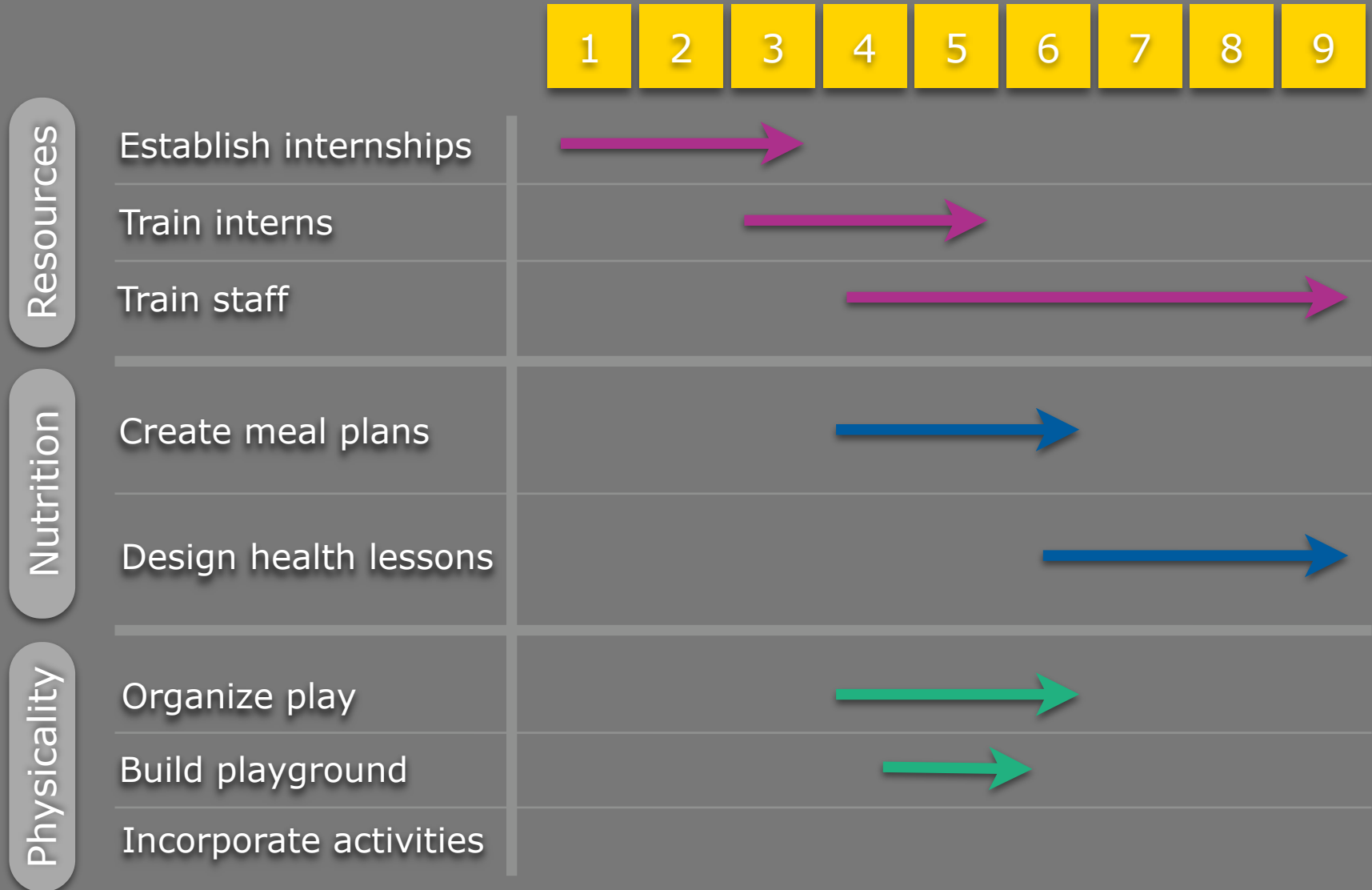
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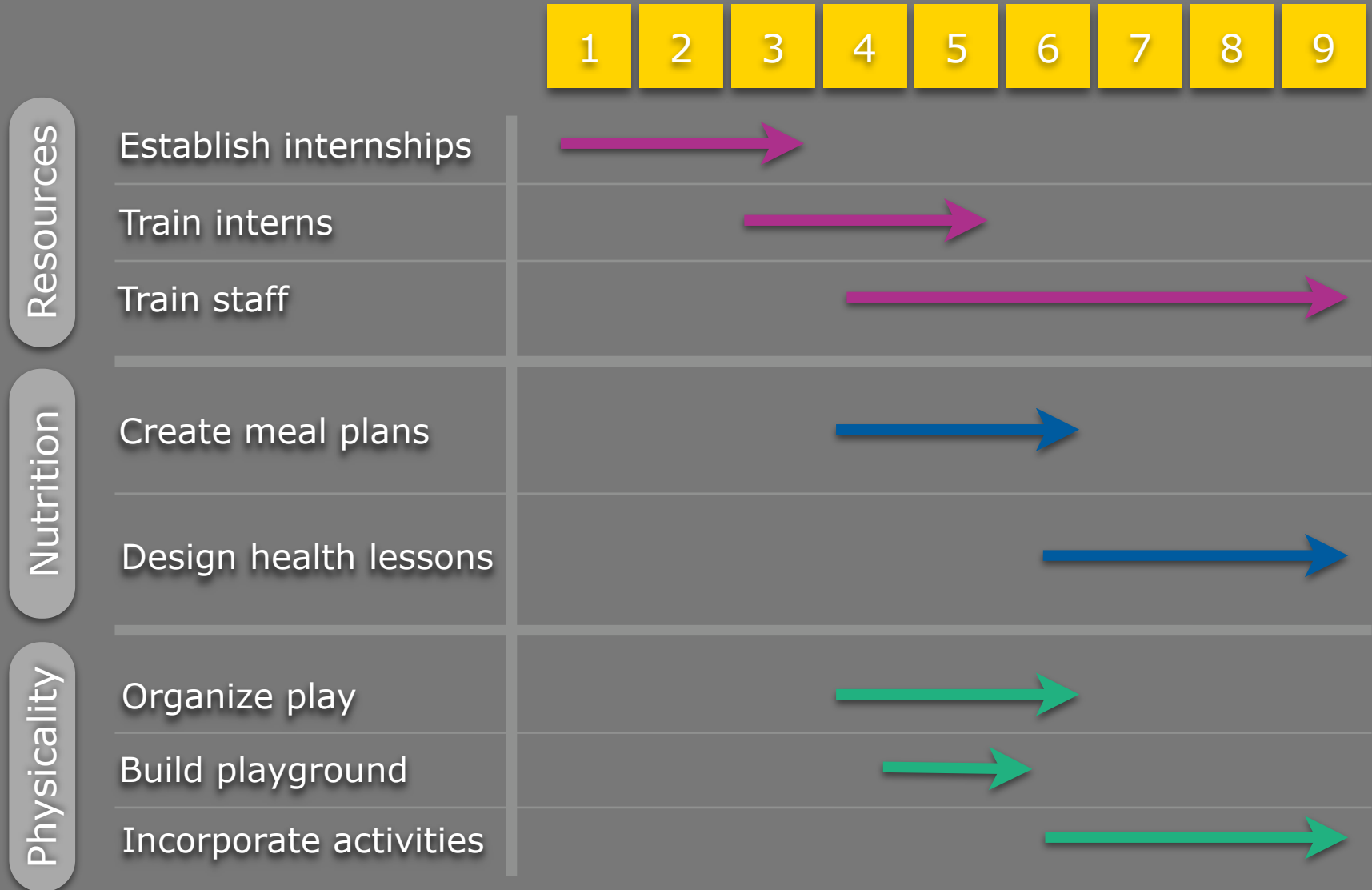
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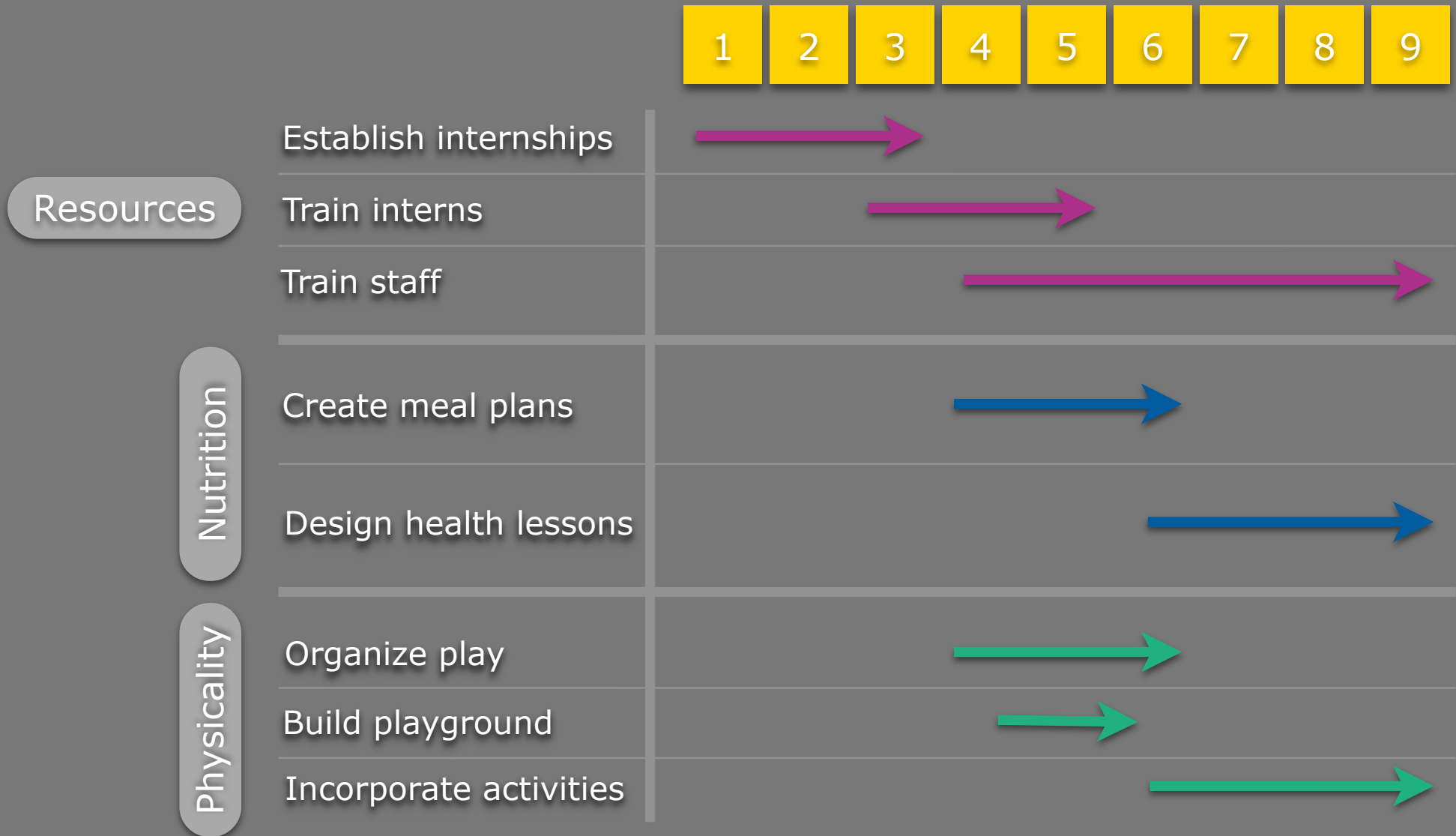
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Acquire resources through Iowa State University



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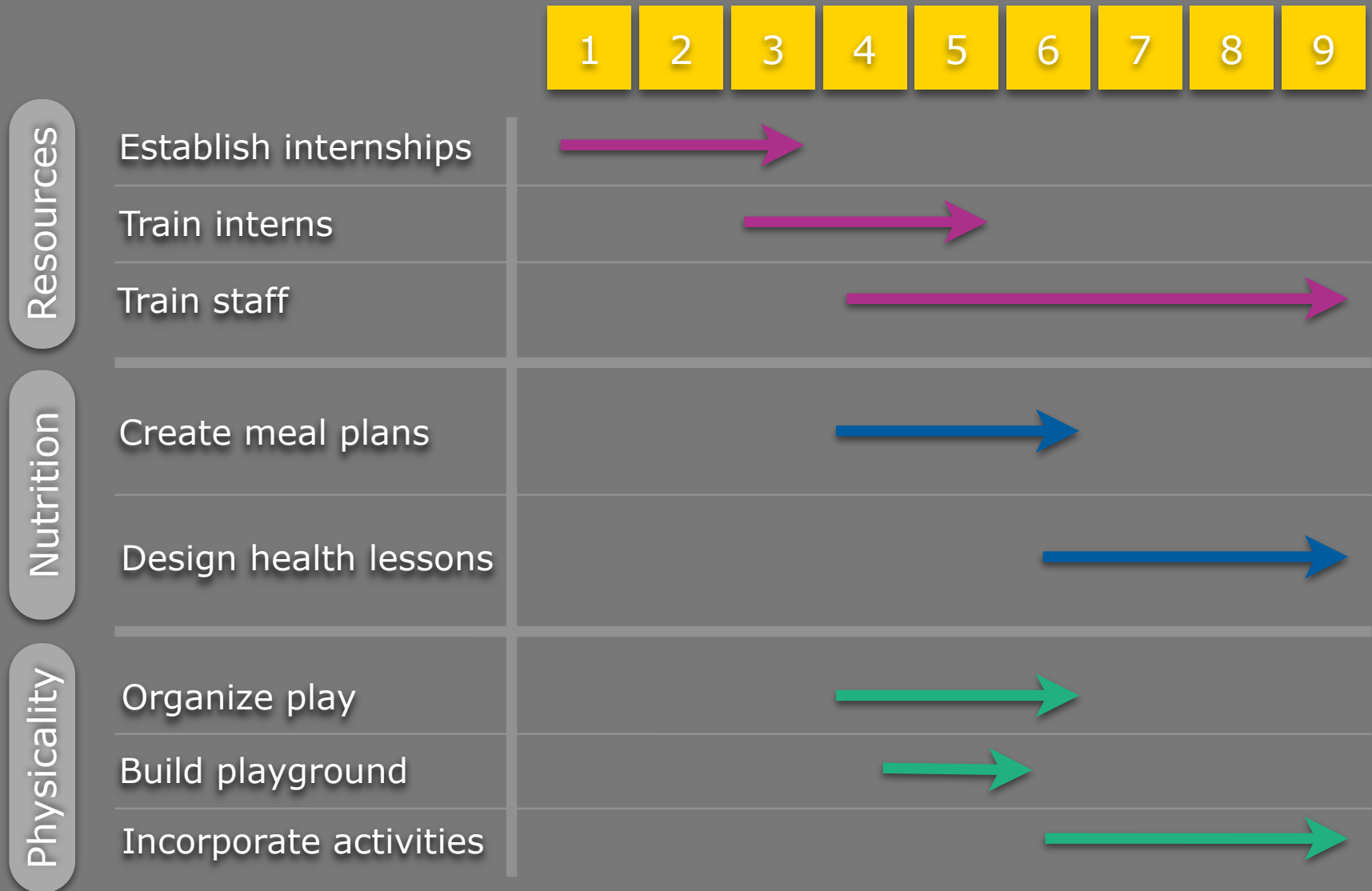
Acquire resources through Iowa State University



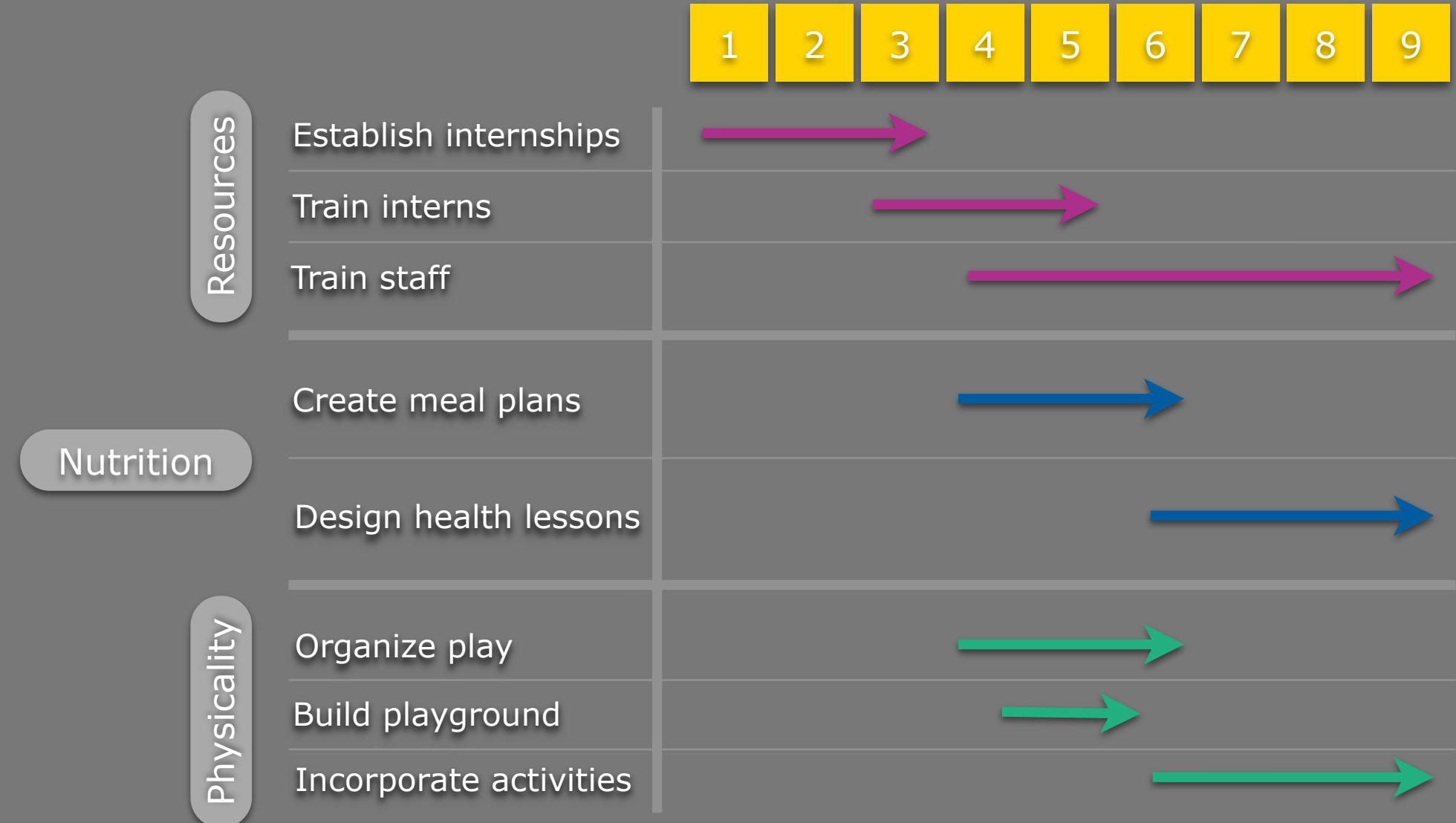
Acquire resources through Iowa State University



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Increase the nutritional value of served food



Increase the nutritional value of served food



Increase the nutritional value of served food



	Calories	Carbs (g)	Fat (g)
Chicken Sandwich	310	30	14
Fries	100	21	4
Green Beans	70	6	4
Apple Pie	180	19	11
Totals:	660	85	33

Increase the nutritional value of served food



Increase the nutritional value of served food



Increase the nutritional value of served food



	Calories	Carbs (g)	Fat (g)
Ham Sandwich	285	24	12.4
Almonds	70	3	7
Yogurt	40	15	0
Broccoli/ Carrots	20	2	0
Melon	66	13.6	0.2
Totals:	481	57.6	19.6

Increase the nutritional value of served food

	Calories	Carbs (g)	Fat (g)
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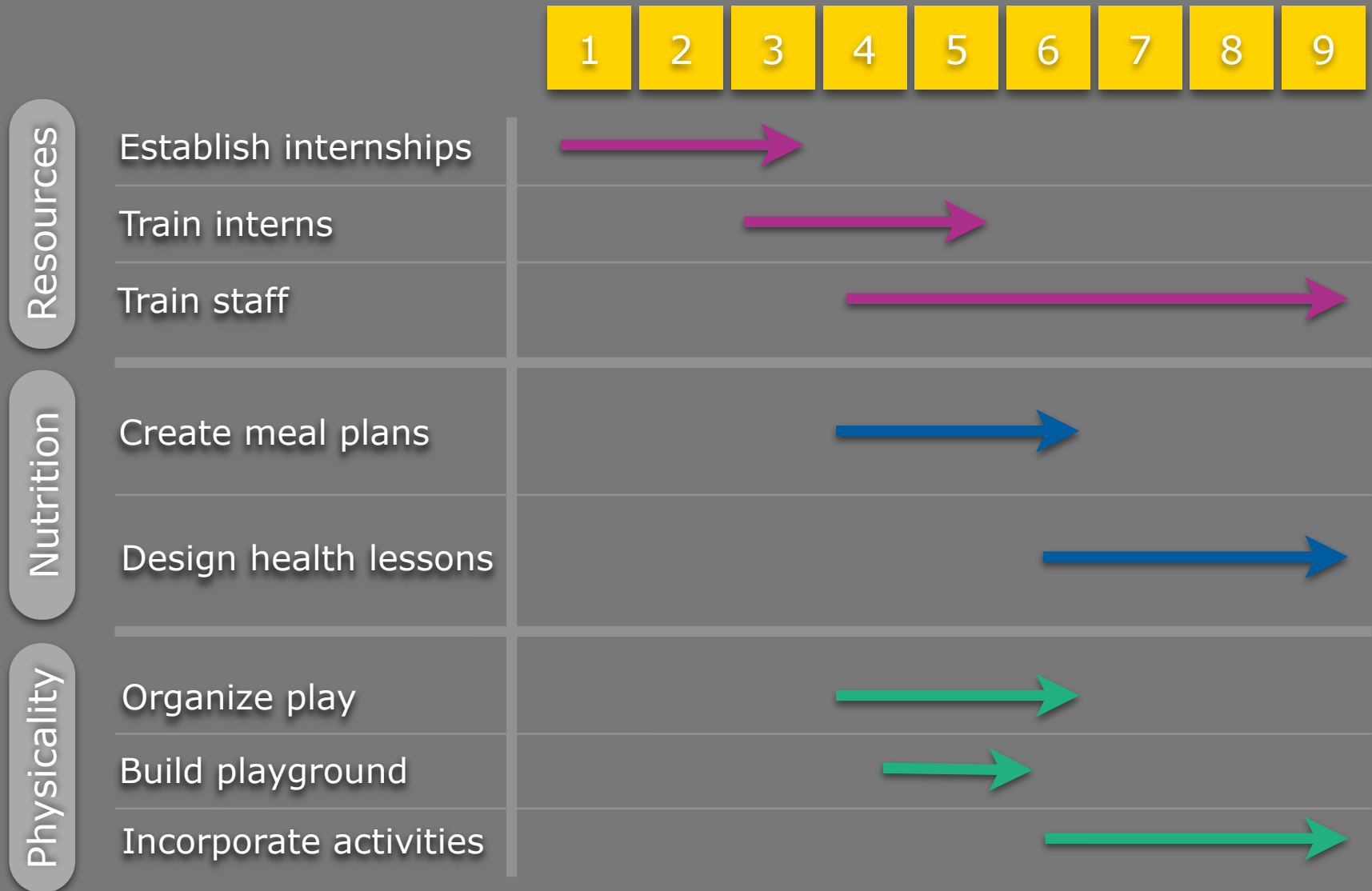


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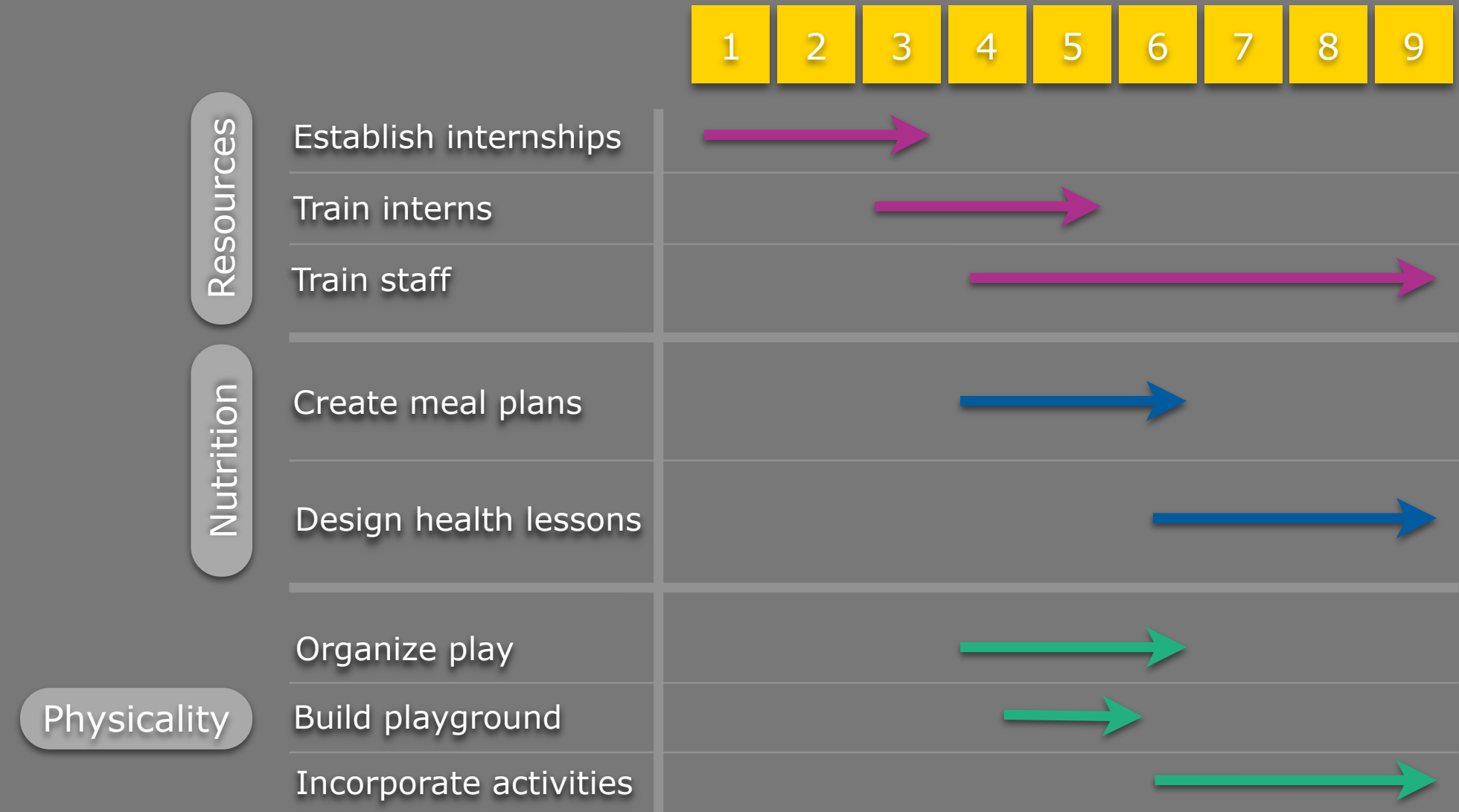


Totals:	481	57.6	19.6
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We have designed a nine month startup program



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Increase physical activity to 60 minutes per day

Increase physical activity to 60 minutes per day



Increase physical activity to 60 minutes per day



Increase physical activity to 60 minutes per day



Increase physical activity to 60 minutes per day



Increase physical activity to 60 minutes per day



We will create CATCH for Monarch Children's Home.

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Our organization is committed to its children

Our organization is committed to its children



Our organization is committed to its children



Our organization is committed to its children



Our organization is committed to its children



1932



1952



1972

Our organization is committed to its children



1990



2009

Our organization is committed to its children



726 children served in 83 years



We have implemented similar programs

We have implemented similar programs



We have implemented similar programs



Objective

- Increase self-expression through art

Results

- Increased personal competencies
- Improved social skills

We have implemented similar programs



We have implemented similar programs



We have implemented similar programs



Objective

- Develop responsibility through animal care

Results

- Increased accountability
- Established self-confidence

We have implemented similar programs



We have implemented similar programs



We have implemented similar programs



Objective

- Improve critical thinking skills through visual interpretation

Results

- Improved cognitive skills
- Expanded learning methods

Our team

Our team



Our team



John Goodwill, Ed.D. Program Manager

Monarch: 5 years
Board of Directors

Acting Director: 15 years
ELPS @ Iowa State University

Extensive work implementing
educational programs with
multiple non profits: 15 years

Our team

Our team



Our team



Elizabeth Lemon Project Coordinator

Monarch: 7 years
Human Resources

Visual Literacy Program Lead
Monarch Children's Homes

Master's in Public
Administration emphasis in
Non-Profit Management

Our team

Our team



Our team



Carl Adams Curriculum Teacher

Monarch: 10 years
Biology Teacher

Biology Teacher: 15 years
Carter Elementary School

Master's in Child, Adult, and
Family Services
Louisiana State University

Our team

Our team



Our team



Cheryl Owen Menu/Kitchen Supervisor

Monarch: 6 years
Cafeteria Assistant

Cafeteria Assistant: 10 years
Newton School District

Cafeteria Supervisor: 15 years
Des Moines Public Schools

A.A. Culinary Arts
Des Moines Area Community
College

Our team

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We will benefit from long-term cost savings



We will benefit from long-term cost savings



We will benefit from long-term cost savings



Medical exams conducted annually

We will benefit from long-term cost savings



We will benefit from long-term cost savings



Necessity of supplements reduced

We will benefit from long-term cost savings



We will benefit from long-term cost savings



General medical treatments

We will benefit from long-term cost savings



We will benefit from long-term cost savings



Pharmaceutical use rare

Our children will be healthier



Our children will be healthier



Our children will be healthier



Increased energy

Our children will be healthier



Our children will be healthier



Enhanced sociability

Our children will be healthier



Our children will be healthier



Improved focus

Our children will be healthier

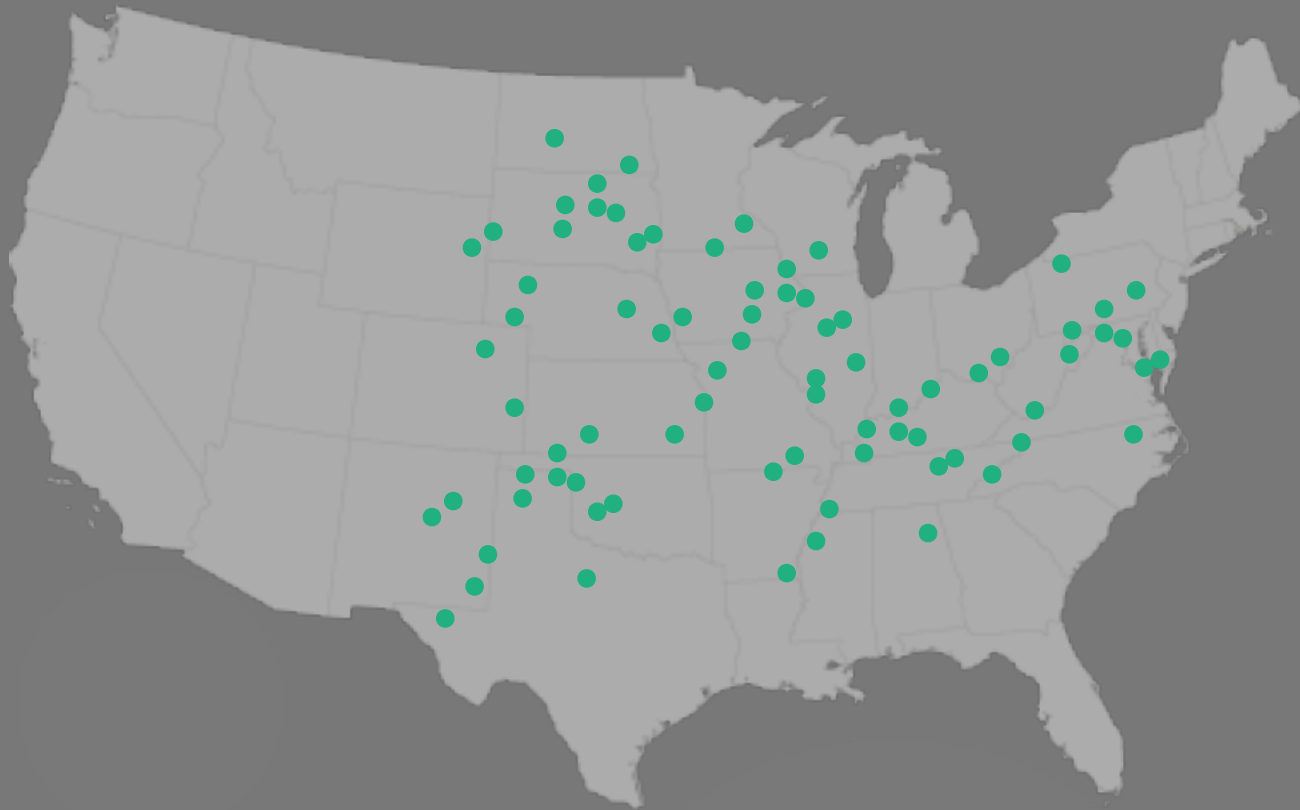


Our children will be healthier



Increased happiness

Our plan can be replicated



Our plan can be replicated



Our plan can be replicated



Positively impact 3,500 obese children

Children's futures depend on CATCH



Children's futures depend on CATCH



Children's futures depend on CATCH

*Hike w/ Rich
on Saturday!*



*Race on
Sunday!*

Children's futures depend on CATCH

*Hike w/ Rich
on Saturday!*



*Buy eggs,
apples, and
carrots*

*Race on
Sunday!*

Children's futures depend on CATCH

*Hike w/ Rich
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*Buy eggs,
apples, and
carrots*

*Race on
Sunday!*

Live life!

C

COORDINATED

A

APPROACH

T

O

C

CHILD

H

HEALTH