

## **TEXAS EDUCATION AGENCY**

### **Project:**

#### **The Health and Physical Education Center for Educator Development**

### **Type:**

- Information/event for parents/guardians
- Professional development
- Media campaign/event
- Research

### **Setting:**

- School-based

### **Partners:**

- Other: Coordinated Approach to Child Health (CATCH)
- Other: Texas-based marketing firm

### **Goals:**

- To increase participation in healthy physical activity among tweens in Texas Education Region 12 pilot program schools.
- To increase awareness about the importance of physical activity for teens and the adults who influence their behavior through a statewide media effort using Youth Media Campaign materials.
- To provide training and support to educators and school staff who are responsible for physical activity and nutrition for school children.
- To develop project partnerships with agencies sharing an interest in the health of pre-teens in the state.

### **Description:**

The Health and Physical Education Center for Educator Development, a project of the Texas Education Agency (TEA), collaborated with the nationally known Coordinated Approach to Child Health (CATCH) project and a Texas-based social marketing firm. Teachers at ten elementary schools received professional training to implement CATCH, which includes health education, physical education and activity, school nutrition services, and parental involvement. The social marketing firm developed and printed a parents' brochure promoting the CATCH program and distributed 45 locally-oriented media packets to promote CATCH and to encourage increased awareness and physical activity for tweens and their parents. Surveys were conducted with parents and students to identify baseline attitudes about physical activity and physical education.

### **Successes:**

- CATCH was implemented in ten elementary schools, including teacher training and materials distribution.



- Through the media plan, 45 press packets were distributed to media outlets in four targeted regions to promote parent and community education about child health and physical activity and nutrition, and follow-up was conducted.
- A colorful parent education brochure was prepared for distribution.
- Strong partnerships were forged with CATCH and the American Heart Association.

**Strategies for sustainability:**

- The Health and Physical Education Center for Educator Development will build on pilot programs instituted this year.
- TEA will use survey results to help plan and market physical activity and physical education.
- A strong collaboration with CATCH and the American Heart Association was established.

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