



**WELLNESS  
FOR GREATNESS KENYA**

TRANSFORMING ORDINARY INTO EXTRAORDINARY

The Wellness For Greatness Kenya Concept Paper



# Project Objective

Fostering a Culture of  
Wellness, Physical Activity  
and Healthy Diets by  
Promoting Happier and  
Healthier Schools and  
Communities.

# Project Aim

The program aims to BUILD caring and supportive relationships, CREATE positive experiences, PROVIDE opportunities and ENCOURAGE participation in group activities leading to positive TEAMWORK.

# Introduction



## Introduction

The wellness of learners, teachers, staff and the community at large are paramount due to the fact that everything we do and emotions felt relate to our well-being. Well-being directly affects our actions and emotions. We need to develop wellness programs that will subdue stress, ensure positive interactions, improve learners' academic performance, reduce absenteeism, empower/motivate teachers, improve community relationships, reduce risk of illness, ward off non-communicable & cardiovascular diseases and overall, reduce medical costs. This is an ongoing cycle, as such, there is need to achieve optimal wellness.

The School Health Program will be implemented by Wellness for Greatness Kenya in collaboration with other partners led by CATCH Global Foundation.

Wellness for Greatness Kenya (W4G), a Kenyan NGO, is collaborating with CATCH Global Foundation to adapt and implement the CATCH health education programs in Kenya as a supporting resource to the Movement and Hygiene & Nutrition under the Competency-Based Curriculum (CBC). These support materials and accompanying training would be offered to schools through proposed partnerships between W4G and the Ministry of Education, Kenya Institute of Curriculum Development (KICD), and the counties.

CATCH youth health programs began in 1988 from the US National Institute of Health and has now reached three million children ages 4-18 in 13,500 schools in the United States, Canada, Ecuador, and other countries around the world. Over 100 peer-reviewed scientific papers document CATCH's evidence of effectiveness in improving youth knowledge and healthy behavior in physical activity and nutrition - the two most important protective factors against non-communicable diseases such as heart disease, diabetes, obesity, and cancer.

# Situation Analysis

According to the Global School Health Survey 2003 conducted among students aged 13 to 15 years in Kenya, only 11.1% were engaged in regular physical activity of at least 60 minutes per day and 40.9% had sedentary habits. Rates of inadequate physical activity is estimated to be 10% in males and 14% in females (WHO, 2014 ) with uneven distribution among rural and urban populations where levels of physical activity among rural populations is higher (Am J Hum Biol. Nov 2012). Children show signs of transition to a more sedentary lifestyle with only 12.6% of school children in a recent Nairobi study meeting the levels of adequate daily physical exercise (Muthuri et al. 2014).

A combination of unhealthy diets and sedentary lifestyles has sent obesity rates soaring, not only in developed countries, but also low-income countries, where hunger and obesity often coexist. Now over 670 million adults and 120 million girls and boys (5-19 years) are obese, and over 40 million children under five are overweight, while over 820 million people suffer from hunger. Unhealthy diets, combined with sedentary lifestyles, have overtaken smoking as the world's number one cause of death and disability worldwide. An estimated two trillion dollars globally is spent each year to treat health problems caused by obesity. In Kenya, NCDs (heart diseases, stroke, cancer, diabetes and respiratory diseases) contribute to over 50% in-patient admissions, account for almost 100,000 deaths (27%) per year. The probability of dying too young from an NCD in Kenya is 18%.

Over the past several years, Kenya has invested heavily in the future of its 20 million youth through initiatives in education. These efforts have included the development of new Competency-Based School Curriculum (CBC) which include standards for the teaching of health topics such as movement, hygiene, nutrition, and oral health. There is strong support for these subjects from the leadership of the Ministry of Education, teachers in classrooms around the country, and parents. School schedules allocate sufficient time for health topics.

However, teachers often do not have the training and resources to translate CBCs into detailed lesson plans which are proven to improve children's health knowledge and behavior, including a sufficient dose of moderate-to-vigorous physical activity meeting the guidelines of the Ministry of Health's National Physical Activity Action Plan 2018-2023, Objective 3(viii).

Therefore, W4G has collaborated with CATCH Global Foundation a US-based organization with the largest scientifically-proven youth wellness program in the world. CATCH has particular expertise in training teachers and schools to provide quality PE which is high-MVPA and fun, and nutrition and oral health education adapted to children's culture and sequenced to their developmental level.

An alignment exercise conducted in January 2020 showed that CATCH's programs already cover approximately 90% of the PP1, PP2, Grade 1-3 CBC standards in movement, nutrition, and oral health. Moreover, CATCH's delivery method and adaptation philosophy support several foundational principles of the Ministry's new Basic Education Curriculum Framework including Digital Literacy, Learning to Learn, Citizenship, and Self-Efficacy.

W4G is a health and fitness registered N.G.O founded to run school and community's health, nutrition and wellness programs. The Program strives to inculcate Fitness into the daily lives of the school youth, adults and community. W4G believes that our lives should be a journey into keeping ourselves healthy, fit and able-bodied through our progressive years.

Wellness for Greatness Kenya aims to bring health, nutrition and fitness-related services to public and private primary and secondary schools, adults and the community at large by providing various fitness programs nationally.

Wellness for Greatness Kenya aspires to equip our Pupils, Students, adults and community at large with a 'toolbox' of key skills, behaviors and confidence to support them in their health and fitness journey.

# Organisation Background

## Our Vision

A preferred public health and wellness service provider, delivering extraordinary value oriented and first-class satisfaction to the Kenyan population.

## Our Mission

To promote Public Health through physical activity, physical education, healthy diets as well as Provide cutting edge physical health and fitness services by encouraging positive behavioral change to improve the lives and wellbeing of the Kenyan public from a tender age.

## Our Focus

We focus on prevention of non-communicable and cardiovascular diseases through healthy diets/ Nutrition promotion and physical activities from a tender age. Our entry point is schools where we sensitize both learners, teachers, parents and the general community on healthy lifestyles.

## Through our program we advocate for:

1. Discouragement of sedentary lifestyles especially for persons with disability.
2. Sensitization on childhood obesity
3. Healthy diets and nutrition promotion
4. Physical activity and physical education programs
5. Lower the risk of Non-Communicable Diseases/cardiovascular diseases (like heart attack and stroke), overweight/obesity, diabetes, musculoskeletal problems, chronic respiratory diseases (such as chronic obstructive pulmonary disease, asthma) and some cancers.
6. Health education on tobacco, alcohol and drug abuse prevention, personal hygiene, preventive health, common communicable and chronic diseases.
7. Improved academic performance, attendance rates, behavior and lifelong health and well-being.
8. Strengthened immunity, build their self-esteem, reduce symptoms of depression and improve social behavior and learning.
9. Building relationships and a sense of community.





## CATCH Global Foundation

The CATCH Global Foundation is a 501(c)3 public charity founded in 2014, whose mission is to improve children's health worldwide by developing, disseminating and sustaining the CATCH platform in collaboration with researchers at UTHealth. The Foundation links underserved schools and communities to the resources necessary to create and sustain healthy change for future generations.

The CATCH Program was first developed over 30 years ago by public health university researchers to improve nutrition and physical activity and address cardiovascular risk factors among elementary school students. Since then, CATCH has been continually updated to align with current best practices and has been expanded for use in middle school, afterschool, and preschool settings and now reaches 3 million children per year in 13,500 schools.

Based on the CDC's Coordinated School Health Model and in alignment with its updated Whole School, Whole Community, Whole Child Model, CATCH brings together health education, environmental change, and family and community involvement to support children in learning and practicing a healthy lifestyle. In 2014, the CATCH Global Foundation was formed to take over the maintenance and distribution of CATCH, lead future program development in collaboration with behavioral scientists at The University of Texas, and promote greater dissemination of the program in economically disadvantaged communities around the world.

Community projects led by CATCH Global Foundation continue to support CATCH's effectiveness and feasibility for schools. In 2014-15, CATCH was implemented in 12 schools in Los Fresnos, TX resulting in a 29% increase in MVPA during PE class time and a 27% increase in the proportion of students with a healthy BMI. Over the next two years, CATCH was implemented in 33 schools in El Paso, TX leading to a 20% increase in fruit and vegetable intake and 53% increase in MVPA during PE in year one schools and a 20% increase in fruit and vegetable intake and an 84% increase in MVPA during PE in year two schools. From 2016 to 2018, CATCH was implemented in 23 schools in greater New Orleans resulting in a 23% increase in weekly physical activity in year one schools and site-specific increases in fruit and vegetable intake and overall healthy food consumption in year two schools

# Kenyan Schools and Healthy Living



The potential of physical education and healthy diets contribution to health-enhancing behavior has long been acknowledged in society. It's worth noting that Schools play an essential role in creating a healthy environment for learners to grow and learn every day. Schools should not only provide nutritious meals and time for physical activity, but they should also educate the learners about the importance of nutrition, healthy diets, physical activity, physical education, physical fitness and general wellness.

The W4G school health program has been designed to address some pertinent and contemporary issues through a combination of the following:

1. CATCH Health program through CATCH Global Foundation. CATCH Global Foundation will license available CATCH intellectual property to WFG for use in Kenya.
2. Contemporary Physical Activities - Aerobics, Yoga, Zumba etc
3. Hygiene and Sanitation through UNICEF'S The Three Star Approach for WASH in Schools.
4. Kids Diabetes in Schools through International Diabetes Federation
5. Non-Communicable and Cardiovascular Diseases Awareness Programs especially the trigger factors where W4G shall have sensitization programs on:
  - Oral Health
  - Childhood Obesity
  - Hypertension
  - Cancer
  - Eye health and avoidable blindness within NCD control and prevention.
6. Establishing School Wellness Councils
7. Mental health - Stress, depression, anxiety,
8. Setting up onsite and outdoor gyms
9. Antidoping
10. Financial Wellness
11. Sensitization and promotion of growing of healthy and nutritious foods
12. Persons with Disabilities related Physical Activity, i.e Disability Wellness
13. Develop a digital and manual health and fitness handbook.
14. Other pertinent and contemporary issues - drugs and substance abuse

W4G and CATCH Global Foundation reviewed the CBC Movement curriculum for PP1, PP2 and Grade 1-4 and identified areas of synergy and value addition that the CATCH health program will bring.

In collaboration with CATCH Global Foundation, W4G will run wellness, health and fitness programs in Kenyan schools, through the CATCH health program. With W4G as the Implementing Organization. This will contribute to the learners achieving the Curriculums Core Skills and Mindsets.

The CATCH Health program is designed to prevent non-communicable diseases from a tender age through physical activity and healthy diets/nutrition promotion. We shall therefore be enhancing the movement activities in schools.

## The CATCH Health Program

**What is CATCH** - CATCH stands for “Coordinated Approach to Child Health” and it’s a program that can help the community guide students in the process of being healthy for a lifetime.

CATCH is a tool or resource for teachers can use to help create and maintain a healthy school environment. The reason the environment is so important is because environments influence behavior. So, if we create healthy environments for students, their behavior will follow.

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The materials used by CATCH makes teaching simple, easy, and doable. CATCH is just a way of coordinating and communicating across the school to create and support a healthy environment. The good news is that Kenya’s Competency Based Curriculum is already doing a lot of good things to create that healthy environment and teach kids healthy habits. What CATCH can help the CBC with is communicating and coordinating those efforts across schools. CATCH can help children “make the healthy choice the easy choice:” Not only that, but the process can be an enjoyable experience, too.

The CATCH Health program design is based on the Center for Disease Control and Prevention’s Coordinated School Health model as it relates to physical activity and nutrition, and aligns with the updated Whole School, Whole Community, Whole Child (WSCC) model. The key to this alignment is the CATCH Coordination Kit. Unique to the CATCH program (no other program on the market has a similar tool), this resource provides a step-by-step guide for coordinating wellness effort across the campus, district, and into the community. On each campus, a CATCH Champion and team are recruited to spearhead and coordinate program efforts.

W4G and CATCH team may include PE & classroom teachers, nutrition services, health services, school administrators, specials teachers, parent leaders, students, and community constituents. Organized into 6-week themes, the coordination kit guides the W4G and CATCH team in conducting simple to more complex activities designed to engage the school community and deliver consistent messaging about healthy lifestyles. Examples of activities included in the coordination kit are: Signage promoting GO-SLOW-WHOA, including health messages in daily announcements, sending home parent tip sheets and newsletters, hosting a family/community fun night, planning staff wellness activities, etc.



## The CATCH Health program consists of five main components:

1. Classroom lessons for each grade level on nutrition, physical activity, and screen time reduction
2. Enhanced PE instruction and activities designed to maximize the time spent in moderate-to- vigorous physical activity
3. Guidance and resources for creating a school nutrition environment that promotes healthy foods and reinforces classroom learning
4. The CATCH Coordination Kit which ties components 1-3 together and provides a framework for collaboration among administrators, teachers, nutrition staff, parents, and other important stakeholders
5. Implementation training, technical assistance, and evaluation support to ensure program fidelity and sustainability.

## CATCH Program, Sustainability & Evidence of Success

The CATCH program provides schools with capacity-building training, resources, and support to not just implement but also sustain a whole child approach to learning. In particular, the CATCH Coordination Kit provides a blueprint for schools to continue with and build upon program activities year after year. The schools will also be encouraged to use two online professional development modules at the start of each school year.

The first module reintroduces CATCH to the school community. The second module is for returning or new CATCH Champions to re-energize their commitment to the role and provide guidance on how to be an effective CATCH leader. Ongoing program costs are minimal (e.g., annual family health events, online curriculum subscription renewal) and therefore easily absorbed into most school operating budgets. For schools needing assistance beyond the pilot period, Wellness for Greatness will provide additional CATCH training for a nominal fee upon request.

Funded by the National Heart, Lung, and Blood Institute, the original CATCH study was the largest school-based health promotion study ever completed in the U.S. This three-year randomized control trial found CATCH to be effective in improving children's diet and physical activity and for sustaining these changes three years later (Leupker et al., 1996; Nader et al., 1999).

Additional studies have found CATCH to be effective in preventing childhood obesity, including among low-income and minority youth. For example, implementation of CATCH in low-income schools in El Paso, TX led to an 11% difference in obesity rates between treatment and control groups (Coleman et al., 2005). In Travis County, TX, implementation of CATCH led to a significant 9% difference in 4th grade overweight and obesity (Hoelscher et al., 2010).

CATCH is also proven to be cost-effective. When comparing intervention costs to the medical and lost labor productivity costs averted, one study placed the net benefit at \$17,000 per school (Brown et al., 2007). Subsequently, an independent review article in Health Affairs named CATCH as one of the most cost-effective ways to prevent obesity in youth (Cowley, 2010). CATCH has also been cited as an outstanding example of a successfully scaled-up physical activity intervention (Reis et al., 2016).

## Outcomes & Evaluation

Through the implementation of CATCH, we expect to achieve the following outcomes:

1. Increase in school messaging about healthy eating and physical activity (e.g. signage, school-wide announcements, tips for parents, family health events)
2. Increase in students' moderate-to-vigorous physical activity (MVPA) during PE classes
3. Increase in students' consumption of fruits and vegetables
4. Increase in students' daily physical activity participation

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### Our Programs

Our Programs are designed to promote Public Health through mentorship, physical activity, physical education and healthy diets: they are:

1. Establishing School Wellness Councils
  2. Set Up Onsite Fitness Centres and Outdoor Gyms
  3. Promoting and Executing Physical Education and Physical Activity in Schools
  4. Disability Wellness: Persons/Learners With Disability and Related Physical Activity
  5. Establishing School Wellness Clubs: Create and Support Wellness and Mentorship
  6. Supporting School Staff and Teachers Wellness
  7. Learners' Digital and Manual Wellness Handbook
  8. Promoting Sports For Inclusion and Integrity in Schools
  9. Sensitization on Financial Wellness
  10. Community and Family Wellness
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# The Adopt-a-School Program

This is an initiative whose objective is to provide a structured pathway for partnership between schools and the Community. The program welcomes Corporates, Community Organizations, Individuals, Governmental, Non-Governmental Organizations and International Organizations to building relationships with schools through supporting Health and Wellness in Schools. During this collaboration, partners and schools will work together to implement the Transforming Ordinary into Extraordinary Wellness Program. The support can be termly or annually. The donors/partners can select any school then together with Wellness For Greatness Kenya prepare a program of action for a specific period.

## Our Appeal

Wellness For Greatness Kenya is proposing to work, collaborate and/or partner with your Organization to establish a rigorous health and fitness schedule for schools, learners and the general Communities which will be professionally administered in a safe environment with seamless operation.

## Conclusion

“Good Health” is a major issue globally. The Ministry of Education (MoEduc), Ministry of Health (MoH) and other National policy makers as of 2019, had laid out the requisite framework necessary for Kenya’s school learners to realize Physical Education. However, there was a notable gap on implementation. The most pressing challenges are under-staffing and lack of facilities for physical wellness in schools. It must be underscored that realizing optimal physical wellness, alongside other interrelated benefits for school learners and communities in general, would require stakeholder cohesion and partnerships. The Wellness project is committed to foster such partnerships with schools (both public and private), families, organizations, companies and communities.

## Our Partners

Kenya Institute of Curriculum Development (KICD) · MOE (Ministry of Education) · CATCH GLOBAL FOUNDATION · UTHealth (University of Texas Health Science Center at Houston) · The Regents of the University of California · IDF (International Diabetes Federation) · KiDS Project · FBK (Fondazione Bruno Kessler) · Vitamin Angels · Kenya Dental Association





#### CONTACTS US

For more information please visit our website on:  
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In Good Health



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