Healthy Choices Count!

FY20 Community Success Report

Created in partnership:
In 2017, Iowa launched 5-2-1-0 Healthy Choices Count!, a nationally recognized and evidence-based prevention framework to promote healthy habits. The goal is to increase physical activity and healthy eating through policy and environmental change. 5-2-1-0 focuses on four habits:

- 5 or more fruits and vegetables
- 2 or less hours of screen-time
- 1 or more hours of physical activity
- 0 sugary drinks - choose water!

**WHAT CHANGES ARE BEING MADE?**

5-2-1-0 helps organizations take these action steps:

- Limit unhealthy choices for snacks and celebrations and provide healthy choices.
- Limit or eliminate sugary drinks and provide water.
- Prohibit the use of food as a reward.
- Provide opportunities to get physical activity every day.
- Limit recreational screen time.

**TARGET OUTCOMES:**

- Improved awareness of the importance of healthy habits
- Healthier environments where kids live, learn, and play
- Increase in healthy habits among kids, families and staff
- Reduction in obesity rates

**WHERE IS 5-2-1-0?**

Schools, early care providers, workplaces, out-of-school programs and health care sites across the state are invited to sign up as a 5-2-1-0 Healthy Choices Count! Registered Site and commit to making the healthy choice the easy choice.

**EVENTS & EDUCATION:**

**Healthiest State Month (October)**

The Healthiest State Initiative celebrates 5-2-1-0 throughout October with themed weekly activities and participation toolkits for each sector.

**5-2-1-0 Healthy Choices Count! Summit**

At the end of October, educators, early care providers, after-school program administrators and health care experts from across the state gather to discuss best practices to implement 5-2-1-0 strategies and goals.
WHAT DO WE KNOW?

- In 2019, data showed that **68.3 percent of Iowans** are overweight (34.4 percent) or obese (33.9 percent). This is a decrease by 1.4 percent since 2018 and the lowest reported rate in the last three years.
- Overall, Iowa’s adult obesity rate is **ranked 21st in the nation**, an improvement from 7th in 2018. 15.3 percent of youth ages 10 to 17 have obesity, giving Iowa a ranking of 22nd among the 50 states and D.C.
- Only **25.7 percent** of Iowa high school students report being physically active at least 60 minutes a day.
- Iowa falls in the **bottom three states** for daily vegetable consumption by adults.

*Sources: Behavioral Risk Factor Surveillance Survey, StateOfObesity.Org/State/IA, Youth Risk Behavior Surveillance System, CDC.gov/obesity*

WHAT CAN WE DO?

**5-2-1-0 Healthy Choices Count! is an evidence-based model promoting four, simple healthy habits.**

5-2-1-0 Healthy Choices Count! helps communities work together by:

- Promoting a shared, consistent message that ties local efforts together across the community
- Providing strategies for local community leaders to make changes to their programs, policies, and environments to make the healthy choice the easy choice for everyone

WHO CAN HELP?

Iowa Department of Public Health leads evaluation of program activities to understand impact and effectiveness as well as coordination of state agency and private partner efforts, including:

**PRIVATE PARTNERS:**

- American Academy of Pediatrians
- Healthiest State Initiative
- Hy-Vee, Inc.
- Iowa Association of Councils of Governments
- Iowa Medical Society
- United Way of Central Iowa
- Healthy Hometown℠ Powered by Wellmark
- Blank Children’s Hospital Center for Advocacy and Outreach

**STATE AGENCIES:**

- Department of Education
- Department of Transportation
- Department of Management
- Department of Human Services
- Department on Aging
- Department of Natural Resources
- Department of Agriculture & Land Stewardship
ABOUT THE GRANTS: The grants are a three-year tiered cycle from Iowa Department of Public Health to work with multi-sector community coalitions to make sustainable and equitable environmental and policy changes around active living and healthy eating. Each Year 1 community received $30,000, each Year 2 community received $10,000 and each Year 3 community received $5,000. Five more communities were selected to receive funding in FY21.

INTERVENTIONS:

Here are the number of policy, system and environmental changes made in the FY20 communities:

- **Child Care = 11**
- **Schools = 23**
- **Out-of-School = 12**
- **Community = 39**
- **Health Care = 7**

IN THEIR WORDS:

*I am excited for students to experience the new sensory paths especially when they need to get up and get out some energy. Our kindergarten wing has the alphabet and number counting paths which will provide a great educational component, too.*

— Bailey Park Elementary Principal (Grinnell)

*Since installation of the water filling station in the courthouse, over 650 bottles have been filled!*

— City of Keosauqua

*This year we focused on inclusivity in our program and further spreading our 5-2-1-0 messaging.*

— Malvern Community Champions

*It’s always nice to see different innovative ways that people are doing things, but I also know that one size doesn’t fit all too. I know you have to adapt and modify and change it according to your community and your organization’s needs.*

— Council of Government Project Coordinator
PROJECT HIGHLIGHTS  

**CHEROKEE**
- Natural playscape installed at Magnetic Park
- Launched Fit Kids summer program
- High School constructed raised garden beds

**MISSOURI VALLEY**
- Equipment and bottle filling stations purchased for community recreation center
- Rainwater tank installed at community garden

**GRINNELL**
- Installed sensory paths at 3 elementaries
- Planted edible landscapes at Ahrens Park
- Play equipment purchased for group checkout

**STORM LAKE**
- Bottle filling station purchased for child care
- "Buy Live Eat Healthy" nutrition course held
- Funded Kiwanis Club playground project

**WATERLOO**
- Increased signage at farmers market
- Heart rate monitors purchased for P.E. classes
- Chef Caddy kits purchased for schools

**HAMPTON**
- Installed outdoor fitness equipment along trail
- Out-of-school gardening programs expanded
- Refrigerated storage for healthy food at pantry
5-2-1-0 & COVID-19

COVID-19 disrupted community activities in the midst of the FY20 grant cycle, preventing many communities from completing their 5-2-1-0 projects as originally planned. However, the communities displayed creativity, flexibility and innovation in the midst of these challenges and were able to pivot their efforts or postpone implementation.

Here are just a few examples:

- **Waterloo** moved their 5-2-1-0 Steering Committee meetings to a virtual platform and were able to maintain strong attendance and community involvement amid the pandemic.
- **Cherokee** initially planned on partnering with the school garden to grow produce for their Nutritional Education Program, but instead provided vouchers to the local farmers market.
- **Clinton** used grant funds to purchase sanitizing stations, required by the City to allow the opening of their MyBike Share System docking stations.

### STATEWIDE REACH

**Healthy Habit All-Stars**

The Healthy Habit All-Star program – including characters, videos and lesson plans – was created by the Iowa Department of Public Health to assist in educating children about public health topics. A new episode, debuted in October 2020, titled “Hannah Stays Healthy” featuring the 5-2-1-0 Healthy Choices Count! habits.

**Other 5-2-1-0 partnerships, resources, events and trainings:**

- **529 advertisements** promoting 5-2-1-0 aired during kids programming on Iowa PBS
- **17 schools** received sub-grants (up to $500 each) from the Iowa Department of Education to support 5-2-1-0 projects
- **30 early care and education providers** participated in a 5-2-1-0 Training Connection program, facilitated by EveryStep and supported by United Way of Central Iowa
- **30 early care providers** completed a 5-2-1-0 training to earn Department of Human Services education credits
- **60 teachers** were provided scholarships to participate in the University of Iowa School of the Wild Outdoor Teaching professional development program
- **27,300+ posters and brochures** printed and distributed
- **165 professionals** from a variety of sectors attended the 5-2-1-0 Healthy Choices Count! Virtual Summit in 2020