



Healthy Choices Count!

CHILDHOOD OBESITY PREVENTION FRAMEWORK

Active Meeting Guidelines



Please disconnect

Feel free to stand, stretch
and move

Sit for 60 minutes, stretch
and move for 3 minutes



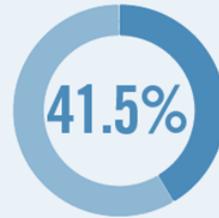
WHAT'S THE PROBLEM?



of Iowa 10- to 17-year-olds are overweight or obese.



of 2- to 4-year-olds from low-income families are obese.



of Iowa kids ages 1-17 watch TV or play video games 1-4 hours per day.



of Iowa kids ages 6-17 have a TV, computer, or electronic devices in their bedroom.



Healthy Choices Count!



Ensuring Iowans have the opportunity to live a healthy lifestyle by providing education and resources, building partnerships and supporting communities.

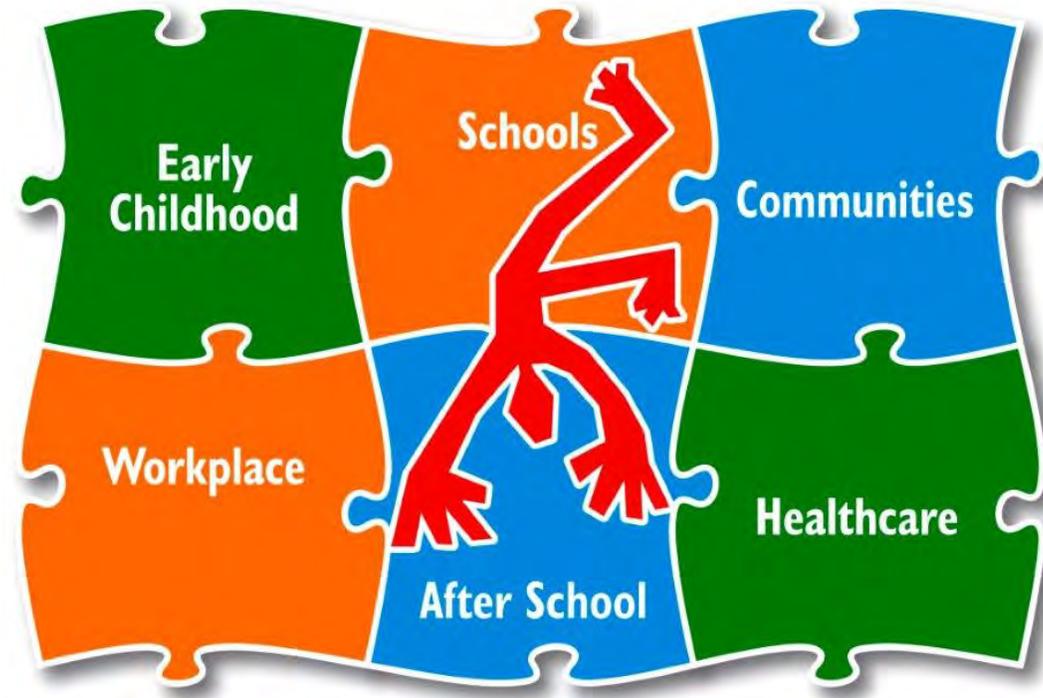
What is 5-2-1-0?

Initiative to promote healthy lifestyle choices for children, youth and families through the 5-2-1-0 message.

- Multi-sector approach.
- Sectors work to improve policies and environments that support healthy choices around 5-2-1-0.
- Developed by Maine in 2006 and is an evidence-based prevention framework.



5-2-1-0 Multi-Sector Approach



CORE PRINCIPLES:

- Environmental and policy change influences behavior change
- Interconnectivity across sectors is essential
- Strategies are evidence based and continuously evaluated





FIVE or more servings of fruits and vegetables

A diet rich in fruits and vegetables provides vitamins and minerals important for growth and development.

Protecting and Improving the Health of Iowans



TWO hours or less of screen time

Screen time includes recreational viewing of TV, computers, tablets, smartphones, and videogames. Too much TV is linked to lower reading scores and attention problems.



ONE hour or more of physical activity

Children who are physically active are more likely to perform well in school than their sedentary peers.





ZERO sugar-sweetened beverages

Encourage water or low-fat milk instead of sugar-sweetened drinks. Water is the most important nutrient for active people.

5-2-1-0 is a.....

HEALTH MESSAGING CAMPAIGN



AND IN ACTION

Training
Resources
Tools
Implement
Evaluate
Sustain

5-2-1-0 Materials

www.iowahealthieststate.com/5210

Logo Style Guide
Brochures
Posters
Newsletters
Radio spots
Newspaper ad
Social media
Champion Toolkit

The screenshot shows a website page for the Iowa Healthiest State Initiative. On the left is a navigation menu with links for About, Resources, Take Action, News, Events, and Contact, along with social media icons for Facebook, Twitter, Pinterest, and Instagram. The main content area features a header with the text "FOUR LITTLE NUMBERS. ONE AWESOME WAY TO STAY HEALTHY!". Below this is a grid of four icons: an apple for "5 OR MORE FRUITS AND VEGETABLES", a tablet for "2 HOURS OR LESS OF SCREEN TIME", a sneaker for "1 HOUR OR MORE OF PHYSICAL ACTIVITY", and a water bottle for "0 SUGARY DRINKS—MORE WATER". The text below the grid states: "Put it all together and Iowa kids now have an easy (not to mention proven) way to remember how to have fun while practicing healthy habits." This is followed by a "GET INVOLVED" section with a paragraph and a bulleted list: "Partner with us if you're a school, daycare or after-school program.", "Encourage healthy habits with your kids if you're a parent.", "Become a sponsor to help us bring about change.", and "Share on social media how you are implementing 5-2-1-0 Healthy Choices Count and use #healthychoicescount." Below this is a "10 STRATEGIES OF SUCCESS" section with a paragraph and the start of a numbered list: "1. Limit unhealthy choices for snacks and celebrations, while providing healthy choices." On the right side of the page, there are three promotional boxes: "United Way of Central Iowa" with a "Join Us" button, "Resources" with a "View Here" button, and "Sign up to our blog!" with a "Sign Up" button. At the bottom right, there is a "Become a Partner" section with an "Engage Here!" button.

5-2-1-0 Messaging Campaign

5 OR MORE FRUITS AND VEGETABLES.

2 HOURS OR LESS OF SCREEN TIME.

1 HOUR OR MORE OF PHYSICAL ACTIVITY.

0 SUGARY DRINKS—MORE WATER.

Healthy Choices Count!

How do Iowa kids stay healthy? Live 5-2-1-0! It's a fun way to make being healthy easy.

iowahealthieststate.com/5210

HOW DO IOWA KIDS STAY HEALTHY?

5 SERVINGS OF FRUITS AND VEGETABLES.

2 HOURS OR LESS OF SCREEN TIME.

1 HOUR OR MORE OF PHYSICAL ACTIVITY.

0 SUGARY DRINKS—MORE WATER.

5210 EVERY DAY!

iowahealthieststate.com/5210

1. **LIVE 5-2-1-0!**

2. **5 SERVINGS OF FRUITS AND VEGETABLES.**

3. **2 HOURS OR LESS OF SCREEN TIME.**

4. **1 HOUR OR MORE OF PHYSICAL ACTIVITY.**

5. **0 SUGARY DRINKS—MORE WATER.**

6. **5 2 1 0**
Healthy Choices Count!
[LEARN MORE](#)

FOUR NUMBERS.
ONE AWESOME WAY TO STAY HEALTHY!

iowahealthieststate.com/5210

Healthy Choices Count!

iowahealthieststate.com/5210

Role of Healthiest State

Host and maintain 5-2-1-0 content on website

Curate/share stories of success on Inspiring Iowans blog

Develop/promote 5-2-1-0 messaging on social media platforms

Coordinate healthcare setting implementation via Healthcare Workgroup

Engage with key public and private partners on funding 5-2-1-0



Website Demo

www.iowahealthieststate.com/5210

Social media

- #HealthyChoicesCount

Funding

IDPH Childhood Obesity Prevention

United Way of Central Iowa

Blank Children's Hospital

Iowa Medical Society



5-2-1-0 Healthy Choices Count Kickoff



How Do You Implement 5-2-1-0 Healthy Choices Count Strategies?

Healthiest State INITIATIVE

- About
- Resources
- Take Action
- News
- Events
- Contact

5 OR MORE FRUITS AND VEGETABLES

2 HOURS OR LESS OF SCREEN TIME

1 HOUR OR MORE OF PHYSICAL ACTIVITY

0 SUGARY DRINKS - MORE WATER

FOUR LITTLE NUMBERS. ONE AWESOME WAY TO STAY HEALTHY!

Put it all together and Iowa kids now have an easy (not to mention proven) way to remember how to have fun while practicing healthy habits.

GET INVOLVED

So, now that you know what 5-2-1-0 stands for, it's time to get involved! Whether you're a parent, teacher, childcare provider or business leader, you can help Iowa kids learn the importance of staying healthy. How?

- [Partner](#) with us if you're a school, daycare or after-school program.
- Encourage healthy habits with your kids if you're a parent.
- Become a [sponsor](#) to help us bring about change.
- Share on social media how you are implementing 5-2-1-0 Healthy Choices Count and use #healthychoicescount

10 STRATEGIES OF SUCCESS

When you partner with Healthy Choices Count!, you can use our 10 Strategies of Success to help you be, well, successful. These strategies are evidence based and align with national recommendations to help increase healthy eating and active living in Iowa kids. We recommend implementing strong policies around each of these strategies.

1. Limit unhealthy choices for snacks and celebrations, while providing healthy choices.

United Way of Central Iowa

Become a sponsor today!

[Join Us](#)

Resources

[View Here](#)

Sign up to our blog!

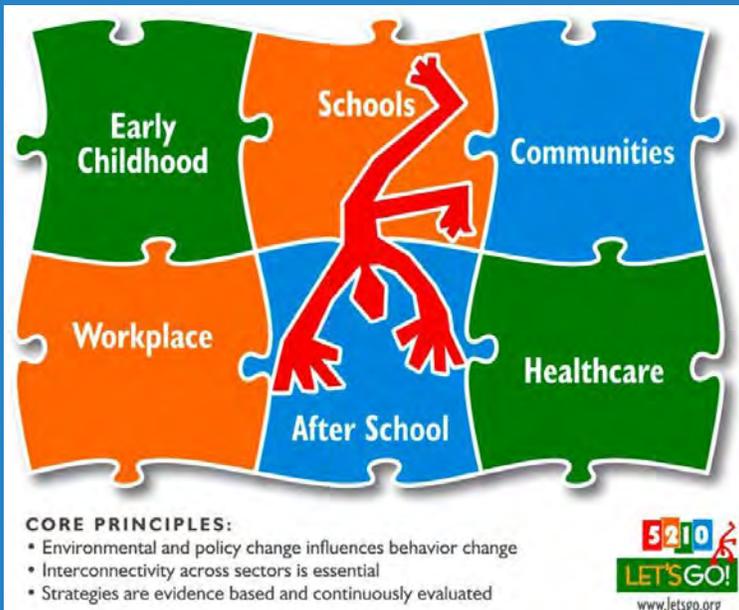
Get the latest news.

[Sign Up](#)

Become a Partner

[Engage Here!](#)

10 Strategies for Success



1 Limit unhealthy choices for snacks and celebrations; provide healthy choices.

2 Limit or eliminate sugary drinks; provide water.

3 Prohibit the use of food as a reward.

4 Provide opportunities to get physical activity every day.

5 Limit recreational screen time.

6 Participate in local, state, and national initiatives that support healthy eating and active living.

7 Engage community partners to help support healthy eating and active living.

8 Partner with and educate families in adopting and maintaining a lifestyle that supports healthy eating and active living.

9 Implement a staff wellness program that includes healthy eating and active living.

10 Collaborate with Food and Nutrition Programs to offer healthy food and beverage options.



Engage

- 5-2-1-0 Healthy Choices Count can benefit greatly from partnerships with leaders in the local communities. Local leaders:
 - use their position and connection to garner attention and support for the campaign and assist sectors network with one another and the greater community
 - Identify champions to lead positive changes in their environment.

5-2-1-0 Champions are:

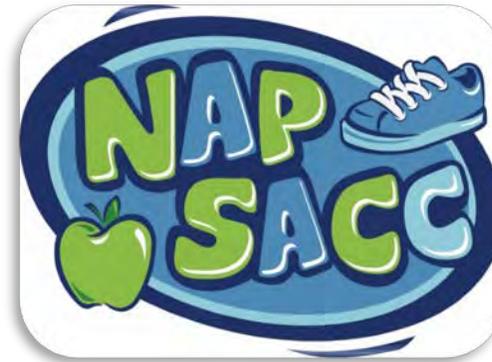
- Someone who is at the site daily and know how to influence healthy eating and active living
- Gather a team to support the 5-2-1-0 efforts



Assess Environment & Create Action Plan

Assessing the environment will help you identify:

- What your program is already doing in support of the 10 Strategies for Success.
- Where you want to focus your efforts this year.
- What steps you need to take to achieve your goal(s)





Action Plan- PSE

Policy Change: involves policies at the legislative or organizational level. For example, institutionalizing new rules or procedures as well as passing laws, ordinances, resolutions, mandates, or regulations

System Change: involves change made to the rules within an organization. Systems change and policy change often work hand-in-hand. Often systems change focuses on changing infrastructure

Environmental Change: Changes made to the physical environment but may include economic, social, normative or message environments.

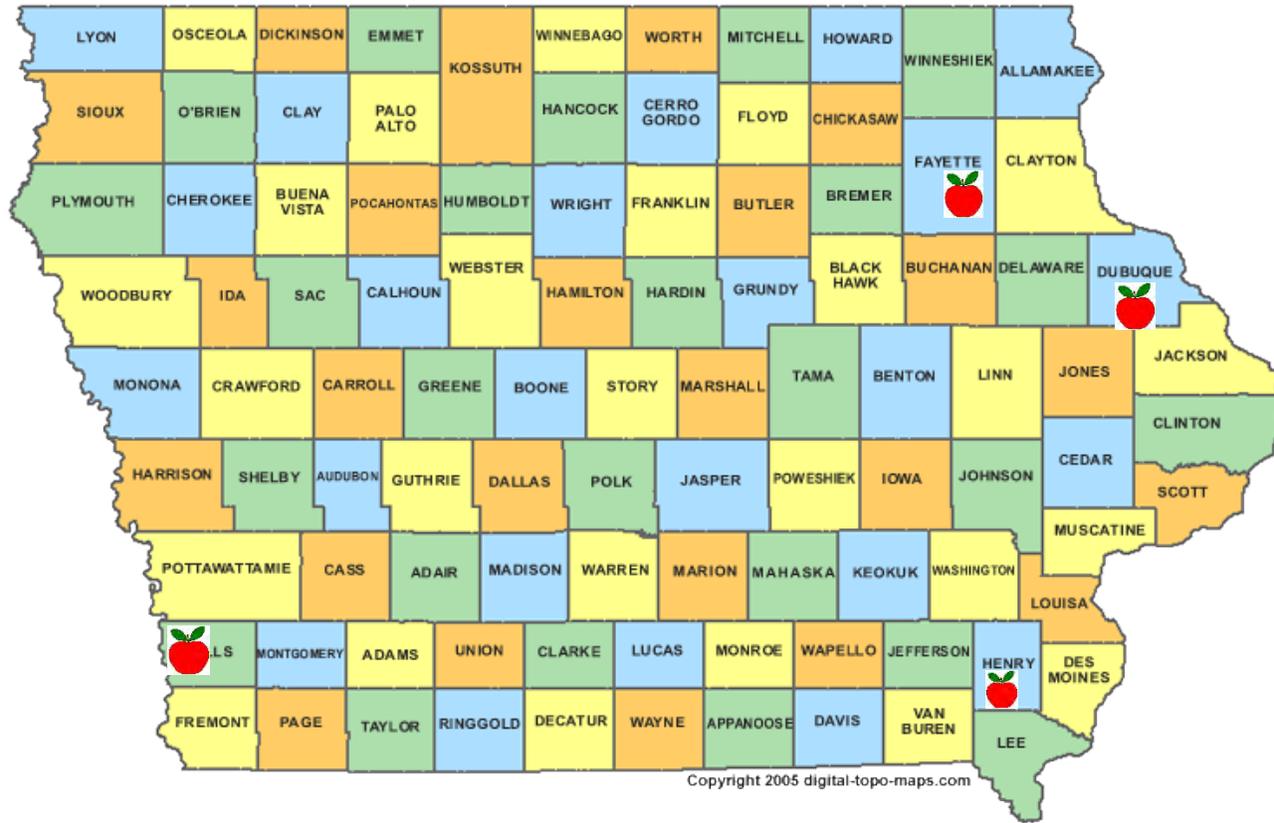
FY18- 5-2-1-0 Program Implementation

Fayette County
West Union

Dubuque County
Dubuque

Henry County
Mt Pleasant

Mills County
Malvern



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West Union

Mrs. Larson's TigerHawk Preschool added 7 new photos. March 24 at 7:50am

Lots of healthy choices are happening at TigerHawk Preschool!! We brush our teeth everyday after lunch! We also have water bottles available all day to the students. Friday students had a chance to try "cucumber water" like Mrs. Larson drinks everyday!! Lots of thumbs up!! We are lucky to be a part of West Union a #5-2-1-0 community!! #healthieststate #healthychoicescount #eatwell #movemore #feelbetter



effective 1/3/18
TCLC Rewards
 1. Extra recess for five minutes

WEST UNION CHAMBER
A Main Street Community

LUNCH!

Mark your calendars! We are teaming up with Gundersen Palmer Lutheran Clinic with the noon Whistle walks in downtown West Union!

What's your Flavor-ite?

BASIL CUCUMBER infused water: TIL TIL TIL
 RASPBERRY infused water: TIL
 STRAWBERRY WATERMELON warm advice: TIL TIL TIL TIL TIL TIL TIL TIL
 LIME sparkling water: TIL
 PEACHY sparkling water: TIL
 ORANGE sparkling water: TIL

H2O



Mt. Pleasant

NEW to the REC Center and Healthy U Program

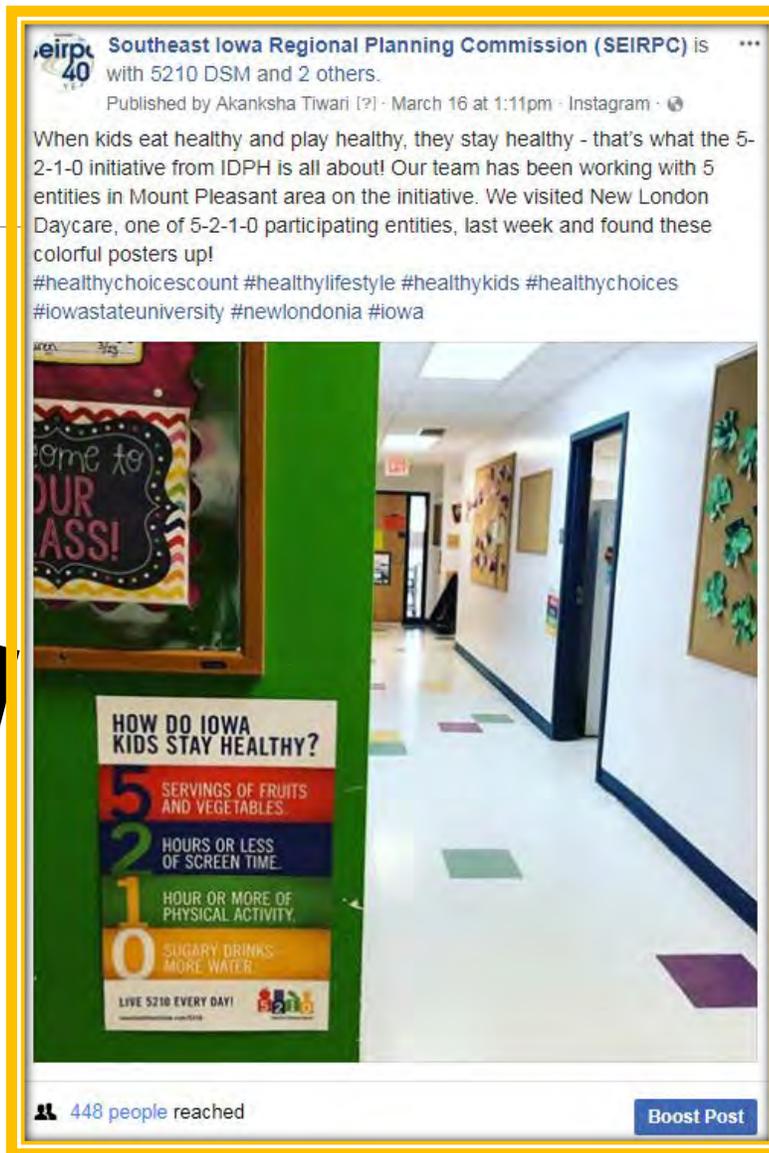
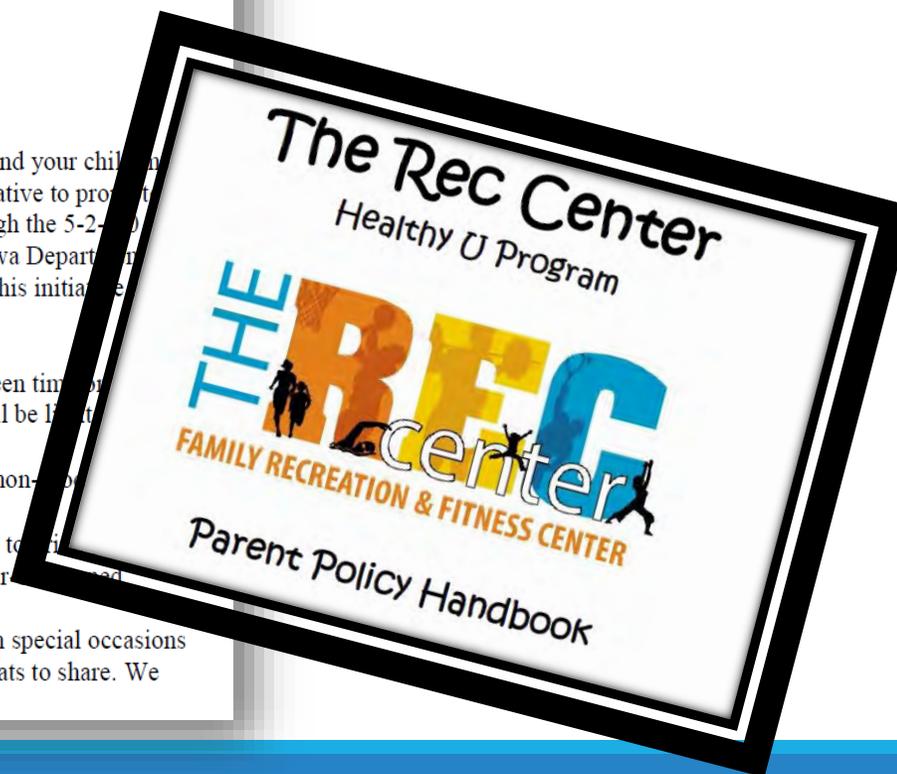
5-2-1-0 Strategy

What is it?

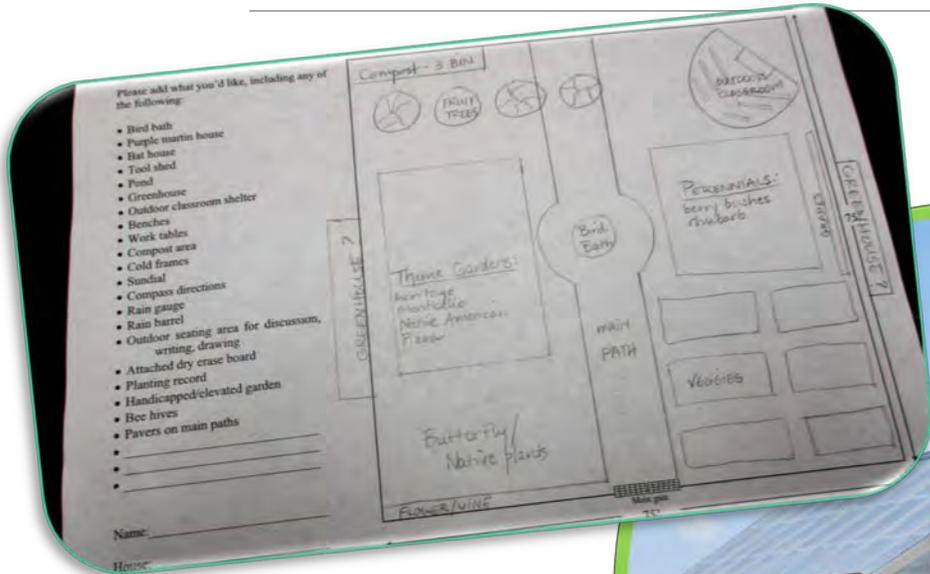
- **5** or more fruits and vegetables
- **2** hours or less of screen time
- **1** hour or more of physical activity
- **0** sugary drinks-more water

You may see 5-2-1-0 posters hung up around the REC Center and your children come home talking about the program. This strategy is an initiative to promote healthy lifestyle choices for children, youth, and families through the 5-2-1-0 message. This campaign is brought to us and funded by the Iowa Department of Public Health. We have made some policy changes to support this initiative. The policy changes they are as follows:

- Limit recreational screen time during our program – Screen time on devices, smartphones, and tablets during the program will be limited to a maximum 30 minutes
- Prohibiting the use of food as a reward – We encourage non-food rewards during the program
- Limit or prohibit sugary drinks – We encourage the kids to drink water from the water fountains to limit the intake of sugary drinks and beverages, such as juice or sports drinks
- Limit unhealthy choices for snacks and celebrations – On special occasions such as holidays, parents may wish to provide special treats to share. We



Dubuque



Malvern





5-2-1-0 Activities



Create healthy snack and celebration policies

Farm-to school/farm-to-work

Provide professional development opportunities

Healthy concessions at community pools/rec centers

Conduct taste tests to try new foods

Community/school gardens

Farmers markets

Participate in local/state/national initiatives

Community kitchen and classes



Policies to support screen-free environments and screen-time limits

Create Take Home Activity Bags

Addition of board games to library section

Develop a campaign to help educate parents and caretakers

Create environments that naturally discourage sedentary behavior

Participate in National Screen Free Week



5-2-1-0 Activities



Create policies that ensure children have plenty of chances to play outside in every season.

Complete street polices

Active fundraisers

Walking school bus

Access to grass fields, playground, and equipment

Accessible bike paths and sidewalks

Trail signage

Physical activity curriculum



Policy to drive pricing incentives

Healthy vending machines

Provide or allow water bottles during school

Install water fountains

Water campaign to make water the norm

Eliminate children's environments of sugary drink messages

Flavored water taste tests

How you get involved?

Share the website and tools

Connect with existing programs and encourage with 5-2-1-0 message

Identify other ways to get involved that doesn't require funding





Questions?