



Healthy Choices Count!

What does it stand for?

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.

What is 5-2-1-0?

- Nationally recognized and evidenced-based prevention framework to **prevent childhood obesity**.
- Goal is to **increase physical activity and healthy eating** for children from 0-18 through policy and environmental change.
- 5-2-1-0 message can be found in nearly every state and several countries.
- **What makes it effective?**
 - Simple message: 5-2-1-0
 - Backed by scientific evidence
 - Endorsed by multiple associations
 - Ties together multiple messages



Maine data

More than half of
Maine parents are
aware of 5-2-1-0



The environments
where kids live, learn,
and play are changing



of Let's Go! sites have limited or eliminated
sugary drinks and provide water instead.

Maine's childhood obesity
rates are starting to
decline for some grades



From 2015 to 2017, obesity decreased for third
graders and trended down for fifth graders.

Healthy behaviors
are increasing



Fruit and vegetable consumption is
significantly higher among
students at Let's Go! schools.

A health messaging campaign

FOUR NUMBERS.
ONE AWESOME WAY FOR
KIDS TO STAY HEALTHY!



Healthy Choices Count!

Also provides:

- Training
- Resources
- Tools
- Implement
- Evaluate
- Sustain

Public-Private Collaboration



United Way
of Central Iowa



Where can 5-2-1-0 be implemented?



K-12 Schools

Public, Private,
Home-School



Health Care



Out-of-school programs



Early Care

Day care centers,
In-home providers

5-2-1-0 can be implemented anywhere in the community!

FY 18 & 19 Community Implementation



FY18 Communities

Fayette County
West Union

Dubuque County
Dubuque

Henry County
Mt Pleasant

Mills County
Malvern



FY19 Communities

Cerro Gordo County
Mason City

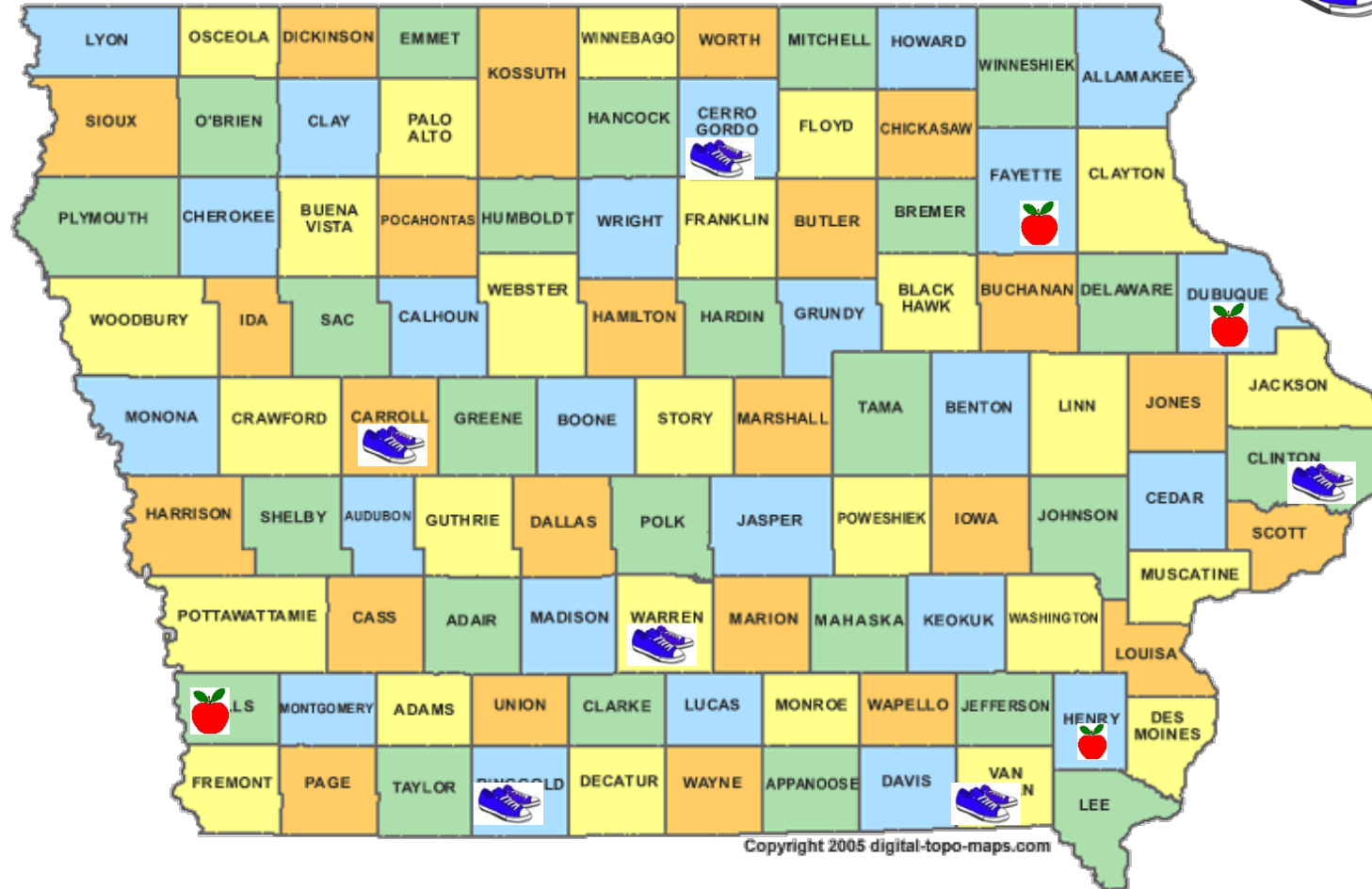
Clinton County
Clinton

Ringgold County
Mount Ayr

Van Buren County
Keosauqua

Carroll County
Manning

Warren County



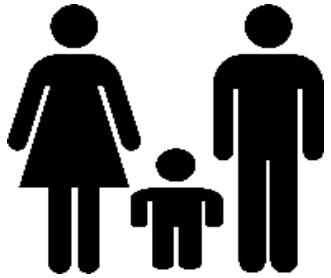


FY18 Community Successes



FY18 Community Successes

FY18 Impact



1,241

Kids reached in child
care



2,579

Kids reached in schools



7,320

Patients reached in
health care



3,898

Families reached in
the community

What's Coming in 2019

Clinton

- ✓ Restart high school greenhouse

Manning

- ✓ Install water filling stations around community

Mason City

- ✓ Implement nutrition prescription program and 5-2-1-0 education plan at Community Health Center

Keosauqua

- ✓ Plant edible orchards around community for classroom education and distribution to child care and farmers market

Mount Ayr

- ✓ Purchase physical activity equipment to expand options for PE and out of school programs



What's Coming in 2019

Warren County

- ✓ 5 schools implementing alternative seating & increasing physical activity. 5 health care clinics working to achieve Site of Distinction.

Dubuque

- ✓ Purchase physical activity equipment to expand PE offerings and water filling station for schools

Malvern

- ✓ Offer and expand multi-generational physical activity options at the Community Center

Mt. Pleasant

- ✓ Install sensory walks at 4 schools

West Union

- ✓ Installation of inclusive playground at school



5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

INTEGRATE PHYSICAL ACTIVITY
EVERY DAY IN EVERY WAY.

STRENGTHEN SCHOOLS AS
THE HEART OF HEALTH.

MARKET WHAT MATTERS
FOR A HEALTHY LIFE.

EAT WELL!

ON THEIR OWN, ANY ONE OF THESE FIVE
SOLUTIONS MIGHT HELP SPEED UP PROGRESS
IN PREVENTING OBESITY, BUT TOGETHER, THEIR
EFFECT WOULD BE REINFORCED, AMPLIFIED,
AND MAXIMIZED.

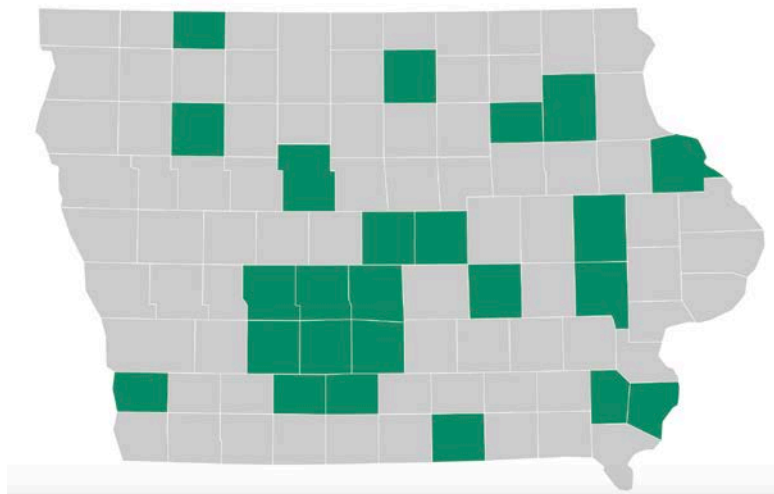
ACTIVATE EMPLOYERS AND
HEALTH CARE PROFESSIONALS.

MARKET
FRESH
PRODUCE
AVAILABLE!
MAKE HEALTHY FOODS
AVAILABLE EVERYWHERE.

**ANYONE AND EVERYONE CAN BE A LEADER AND PLAY A PART IN IMPLEMENTING THESE FIVE SOLUTIONS.
WHAT CAN YOU DO TO HELP SOLVE OUR OBESITY PROBLEM?**

5-2-1-0 Health Care Sites

- 2017- **United Way of Central Iowa**
 - Modeled after 5210 Let's Go! Health Care Program in Maine
 - 14 clinic sites in Central Iowa across 5 health systems
- 2018- **Iowa Medical Society, United Way of Central Iowa, Kohl's Cares at Blank/Mercy**
 - 4 IDPH Funded Communities + 8 clinics
 - 4+5 New IDPH Funded Communities + 1 IDPH Funded County + Additional clinics statewide
 - Currently >50 registered clinics





Healthy Choices Count!

REGISTERED SITE

Recognition



Registered Sites

- Listed as registered site on Healthiest State Initiative and IMS website

Receive 5-2-1-0 Healthy Choices Count! window cling



Sites of Distinction

Receive signed 5-2-1-0 Healthy Choices Count! Site of Distinction certificate at the Healthiest State Annual Awards Ceremony



Healthcare Registered Sites

2018 Health Care Wins



- Pediatric Patients Reached
 - 168,215 pediatric patients
- Health Care Providers Engaged
 - 343 health care providers
 - >60 registered clinics
 - 9 sites of distinction
- Provider Education
 - >30 presentations/in-person trainings
 - 5 recorded webinar trainings produced
 - 2 toolkits produced and promoted



Our Kids Our Future