

## HEALTHY CHOICES COUNT! LIVE 5-2-1-0.

Parents. Teachers. Health care providers. Business leaders. When it comes to kids, there's one thing everyone wants – for them to be healthy! That's why Iowa has created Healthy Choices Count! It's a health-focused movement for kids that's under the nationally recognized program, 5-2-1-0.

This proven, scientific method helps keep kids healthy by focusing on the importance of good habits. And it all starts by encouraging them to eat and play the right way.



# 10

## STRATEGIES OF SUCCESS

We encourage our partners to use the following 10 Strategies of Success to help establish healthy habits with the kids in their lives. These strategies are evidence based and align with national recommendations to help increase healthy eating and active living.

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

## TOGETHER, WE CAN CREATE HEALTHIER IOWA KIDS!

With your support, we can help Iowa kids make the right choices when it comes to eating and playing. Because Healthy Choices Count!

LEARN MORE AT  
[IOWAHEALTHIESTSTATE.COM/5210](http://IOWAHEALTHIESTSTATE.COM/5210).



# WHAT DOES 5-2-1-0 STAND FOR?

# 5

## SERVINGS OF FRUITS AND VEGETABLES.

A diet rich in fruits and vegetables provides vitamins and minerals that are important for supporting growth, development and optimal immune function in children.

# 2

## HOURS OR LESS OF SCREEN TIME.

Watching too much television and use of other screen media is associated with an increased prevalence of obesity, lower reading scores and attention problems.

# 1

## HOURLY OR MORE OF PHYSICAL ACTIVITY.

Regular physical activity is essential for weight maintenance and prevention of chronic diseases such as heart disease, diabetes, colon cancer and osteoporosis.

# 0

## SUGARY DRINKS—MORE WATER.

High intake of sugar-sweetened beverages among children is associated with obesity, displacement of milk consumption and dental cavities.



Healthy Choices Count!

## HOW CAN YOU GET INVOLVED?

Whether you're a parent, grandparent, teacher, childcare provider or business leader, you can help Iowa kids learn the importance of being healthy.

Partner with us if you're a school, daycare, after-school program or health care provider.

Help encourage healthy habits in kids.

**SIGN UP TODAY AT**  
[IOWAHEALTHIESTSTATE.COM/5210](http://IOWAHEALTHIESTSTATE.COM/5210).



Healthy Choices Count!

# FOUR NUMBERS.

ONE AWESOME WAY FOR IOWA KIDS TO STAY HEALTHY!

