

OCTOBER IS HEALTHIEST STATE MONTH!



#HealthyChoicesCount



#HealthiestStateMonth

Healthiest State Month **CELEBRATION TOOLKIT**

WORKPLACE
OCTOBER 2023



@iowahealthieststate



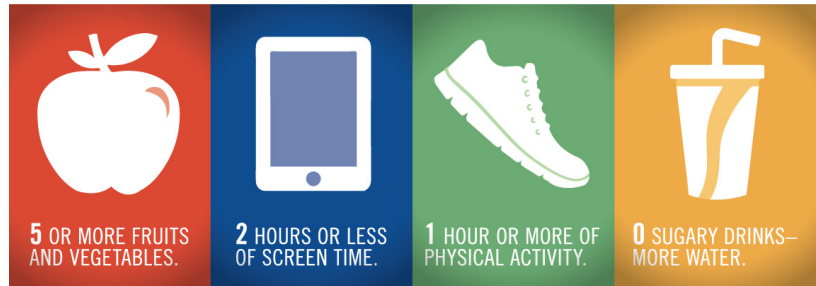
@Iowa Healthiest State Initiative



Thank you for participating in Healthiest State Month!

Healthiest State Month is a fun, informative way to engage Iowans in the 5-2-1-0 Healthy Choices Count! campaign. This proven, scientific method helps keep Iowans healthy by focusing on the importance of good habits.

This is what 5-2-1-0 stands for:



Each week in the month of October will be dedicated to each of the four numbers in 5-2-1-0. This toolkit will provide you with the resources to help celebrate 5-2-1-0 in your workplace. It's as easy as choosing one activity each week!

Included in this toolkit:

- A message to share with employees
- Information on 5-2-1-0 and its importance
- Ideas on how to participate in each week

Additional resources:

Visit the section “Additional Resources” section of the [Healthiest State Month website](#) to view these materials or click the links within this toolkit:

- 4 editions of “5-2-1-0 Bulletin” – distribute virtually or display in employee areas
- Workplace specific resources (environmental prompts, stock images, etc.)
- Posters and social media graphics

Here is the week-by-week schedule:

- **October 1-7:** 1 hour or more of physical activity
October 4 is the Healthiest State 13th Annual Walk
- **October 8-14:** 5 or more fruits or vegetables
- **October 15-21:** 2 hours or less of recreational screen time
- **October 22-28:** 0 sugary drinks – drink more water!
October 25 is the 5-2-1-0 Healthy Choices Count! Summit

Thanks for celebrating with us! Find more information and resources year-round at IowaHealthiestState.com/5210. Together we can help make Iowans healthier!



Get ready for Healthiest State Month!

STEP 1 – Designate a person or group, such as the employee wellness committee, etc. to organize activities to celebrate each week of Healthiest State Month.

STEP 2 – [Print your own or order](#) free 5-2-1-0 posters and display around the office.

STEP 3 – Include this message from a company leader on your bulletin board, staff newsletter, break room, intranet, etc.:

Dear employees:

We are pleased to announce that [INSERT COMPANY NAME] is participating in Healthiest State Month. Each week of October will be dedicated to celebrating the 5-2-1-0 Healthy Choices Count! campaign.

This program is helping create healthier environments in schools, child care and out-of-school programs, health care practices, workplaces, and communities — the places where Iowans live, learn, work, and play. It is centered around the common message of 5-2-1-0:

- 5 or more fruits or vegetables
- 2 hours or less of recreational screen time
- 1 hour or more of physical activity
- 0 sugary drinks – drink more water!

As a part of Healthiest State Month, we will be planning special events and activities to incorporate 5-2-1-0 behaviors into our work day. Don't hesitate to get involved or ask what we are working on. Learn more about 5-2-1-0 Healthy Choices Count at www.iowahealthieststate.com/5210.

Sincerely,

NAME

TITLE

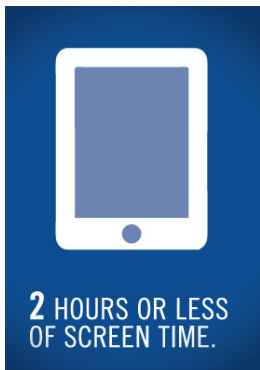


What is 5-2-1-0 and why is it important?



5 or more fruits and vegetables

A diet rich in fruits and vegetables provides vitamins and minerals, important for supporting growth and development, and for optimal immune function in children. High daily intakes of fruits and vegetables among adults are associated with lower rates of chronic diseases such as heart disease, stroke, high blood pressure, diabetes, and possibly, some types of cancers.



2 hours or less of recreational screen time

Watching too much television (TV) and use of other screen media is associated with an increased prevalence of overweight and obesity, lower reading scores, and attention problems. The American Academy of Pediatrics (AAP) recommends no more than 2 hours of screen time a day and that children under age 2 not watch any TV or other screen media. The AAP recommends keeping the TV and computer out of the bedroom.



1 or more hours of physical activity each day

Regular physical activity is essential for weight maintenance and prevention of chronic diseases such as heart disease, diabetes, colon cancer, and osteoporosis. While most school age children are quite active, physical activity sharply declines during adolescence. Children who are raised in families with active lifestyles are more likely to stay active as adults than children raised in families with sedentary lifestyles.



0 sugary drinks – drink more water!

Sugar-sweetened beverage consumption has increased dramatically since the 1970s; high intake among children is associated with overweight and obesity, displacement of milk consumption, and dental cavities. Water provides a low-cost, zero-calorie beverage option and is a healthy alternative to sugary drinks.



Participation ideas for your workplace

It's as easy as choosing one activity each week. Be creative! Your Healthiest State Month celebration and 5-2-1-0 activities should be unique to your workplace culture.

WEEK 1:

- Take part in the Healthiest State Annual Walk on October 4. [Register your workplace.](#)
- Host an employee step challenge! Organize your own or participate in the Live Healthy Iowa [“Next Step Challenge”](#) throughout the fall.
- Hang [environmental prompts](#), encouraging employees to move more during the day.
- Download + Display/Distribute: [Week 1, 5-2-1-0 Bulletin](#) in employee common areas.

WEEK 2:

- Organize a recipe exchange – employees submit their favorite healthy recipes and the wellness committee compiles and distributes the list to the full staff.
- Hang [environmental prompts](#), encouraging employees to choose a healthier snack.
- Download + Display/Distribute: [Week 2, 5-2-1-0 Bulletin](#) in employee common areas.

WEEK 3:

- Surprise staff with a “screen-free hour” during the work week where you encourage them to log-off and spend time outdoors, reading or listening to music/podcasts.
- Organize a workplace volunteer activity or award them with VTO hours to use.
- Hang [environmental prompts](#) encouraging employees to make connections.
- Download + Display/Distribute: [Week 3, 5-2-1-0 Bulletin](#) in employee common areas.

WEEK 4:

- Attend the 2023 5-2-1-0 Healthy Choices Count! Summit on October 25th at the FFA Enrichment Center in Ankeny. [Register today!](#)
- Provide reusable water bottles or offer flavored or sparkling water in the office.
- Host a 7-day [“Hydration Challenge”](#) like this one.
- Hang [environmental prompts](#) around the office, encouraging employees to make healthy choices when they choose a beverage.
- Download + Display/Distribute: [Week 4, 5-2-1-0 Bulletin](#) in employee common areas.

NOTE: All links are also available on the Additional Resources section of the Healthiest State Month website.



Spread the word with #HealthyChoicesCount

Share your 5-2-1-0 activities on social media by using #HealthyChoicesCount year-round and especially during the month of October!

SAMPLE SOCIAL MEDIA POSTS: Below are sample social media messages to post on Facebook, Twitter or Instagram. Feel free to use these or be creative and personalize these posts to your workplace!

- Our workplace is participating in Healthiest State Month! We strive to make the healthy choice the easy choices for employees. Learn more about how we make #HealthyChoicesCount: IowaHealthiestState.com/5210
- We care about the health of our employees. That's why we're participating in Healthiest State Month during October. Learn how your workplace can get involved too: IowaHealthiestState.com/5210#HealthyChoicesCount
- We want to help our employees #EatWell #MoveMore and #FeelBetter with 5-2-1-0 #HealthyChoicesCount. Learn more: IowaHealthiestState.com/5210

PHOTOS/GRAPHICS: Include photos of your workplace participating in 5-2-1-0 behaviors or [download a social media graphic](#). (Also available in Additional Resources.)



Sign-up as a 5-2-1-0 Registered Workplace

Help your employees Eat Well. Move More. and Feel Better. year-round by signing up as a 5-2-1-0 Healthy Choices Count! Registered Workplace for free. The process gives your organization an opportunity to evaluate your policies, systems and environments to support a healthy lifestyle for employees. It also makes you eligible to win a Healthiest State Annual Award!

Learn more about the benefits of registration and apply [here](#).

Ready to get started? Access the free 5-2-1-0 in the Workplace Action Guide [here](#).

