

OCTOBER IS HEALTHIEST STATE MONTH!



#HealthyChoicesCount



#HealthiestStateMonth

Healthiest State Month **CELEBRATION TOOLKIT**

EDUCATION
OCTOBER 2023



@iowahealthieststate



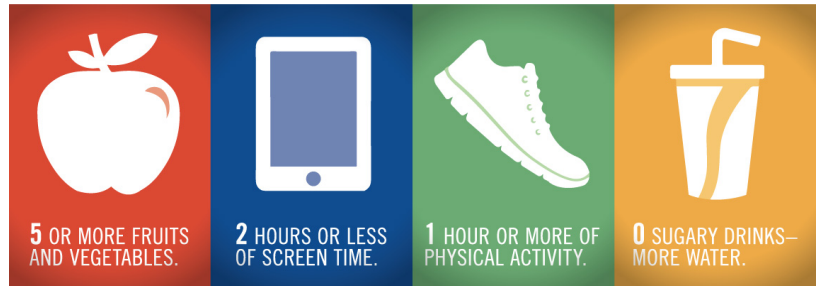
@Iowa Healthiest State Initiative



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 kids 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 place of learning. It's as easy as choosing one activity each week!

Included in this toolkit:

- Ideas and suggestions on how to participate in each week
- Messages and activities to send home to parents
- Social media posts and social media graphics

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 on a bulletin board
- Printable tip sheets, worksheets, activities and other resources
- 5-2-1-0 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 create healthier Iowa kids!



Get ready for Healthiest State Month!

STEP 1 – Familiarize yourself with 5-2-1-0 and the [10 Strategies for Success](#).

STEP 2 – [Print your own or order](#) free 5-2-1-0 posters and display around your school, early care site or out-of-school program

STEP 3 – Send home this letter to families or distribute it electronically (parent portal, e-newsletter, social media, etc.):

Dear Families:

We are pleased to announce that [INSERT SCHOOL/SITE/PROGRAM 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.

5-2-1-0 Healthy Choices Count! is helping create healthier environments in schools, early care and out-of-school programs, health care practices, workplaces, and communities — the places where children and their families 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 working hard to improve our nutrition and physical activity environment and adding the 5-2-1-0 behaviors into our daily activities. As part of our work, you may hear your child talking about 5-2-1-0. 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



WEEK 1: 1 hour or more of physical activity



1 HOUR OR MORE OF
PHYSICAL ACTIVITY.

WHY IS IT IMPORTANT?

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.

HOW TO PARTICIPATE IN WEEK 1:

- Take part in the Healthiest State 13th Annual Walk on October 4. Register your school, early care site or out-of-school program: www.lowaHealthiestState.com/Walk
- Take a “brain break” in the classroom – Use GoNoodle.com or check out these [50+ Brain Break ideas](#).
- Invite community members to take the [5-2-1-0 Daily Challenge](#) during October
- Try a [Story in Motion!](#) These are short stories, developed by Iowa Team Nutrition, that include action words which prompt physical activity.
- Implement a Walking School Bus program. Make this week special by inviting high school athletes along. Need help? Visit: [National Center for Safe Routes to School](#).
- Implement a before/after-school or during recess running/walking program or club.
- Complete Hy-Vee KidsFit challenges in P.E. class. Have your class take the [5-week Challenge](#).
- Use Travel Iowa’s [Family Fun Pack](#) to share with students fun and healthy ways to be active outdoors.
- Printable Activity Sheet: [Make time for play every day!](#)
- Download + Display/Distribute: [Week 1, 5-2-1-0 Bulletin](#) in community areas.

MATERIALS TO SEND HOME TO FAMILIES:

- Encourage students to use the [Hy-Vee KidsFit Physical Activity Tracker](#) at home.
- Send parents this guide: [Tips & Games to Get Families Moving](#) (English/Spanish)

Be creative – show off how your students get movement during the day!
Share on social media using the hashtag **#HealthyChoicesCount**

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



WEEK 2: 5 or more fruits and vegetables



5 OR MORE FRUITS
AND VEGETABLES.

WHY IS IT IMPORTANT?

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. Emerging science suggests fruit and vegetable consumption may help prevent weight gain, and when total calories are controlled, may be an important aid to achieving and sustaining a healthy weight.

HOW TO PARTICIPATE IN WEEK 2:

- Revisit your [School Wellness Policy](#). Add policies that prevent the use of food as a reward and limits unhealthy choices for snacks and celebrations.
- Host a “Healthy Party” ([use this sign-up sheet](#)) in your classroom.
- Organize a [taste test activity](#) in your cafeteria or classroom.
- Make a healthy snack together [using these recipes](#).
- Want to start school garden? Access support and free resources through the [Iowa Farm to School & Early Care Network](#).
- Educate students on “What is a serving size?” [Use kid-friendly examples like these](#).
- Create 5-A-Day Fruit & Veggie Bands for students. [Here’s a free tutorial + template!](#)
- Printable Activity Sheet: [Fill up on fruits and vegetables!](#)
- Invite local “celebrities” to serve the fruit or vegetable option to students at lunch.
- Download + Display/Distribute: [Week 2, 5-2-1-0 Bulletin](#)

MATERIALS TO SEND HOME TO FAMILIES:

- Encourage students to use the [Hy-Vee KidsFit Fruit & Veggie Habit Tracker](#) at home.
- Send parents this guide: [Kid-Friendly Fruits & Veggie Recipes](#) (English/Spanish)

Be creative – show off how your students eat 5 fruits and veggies each day!
Share on social media using the hashtag **#HealthyChoicesCount**

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



WEEK 3: 2 hours or less of recreational screen time



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

WHY IS IT IMPORTANT?

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.

HOW TO PARTICIPATE IN WEEK 3:

- Organize a game/puzzle swap! Students bring in gently used games and puzzles and swap for a new puzzle/game to take home.
- Add puzzles and games to your school, early care or out-of-school program library and allow students to check them out over the weekend.
- Have students make a list of 100 things to do for fun that don't require screens.
- Create activity bags for students to take home that include [5-2-1-0 word searches](#), [crossword puzzles and coloring sheets](#) (all linked on Additional Resources page).
- Does your school have a [Little Free Library](#)? Create plans to make one. Consider partnering with a Scouts group or community organization.
- Printable Activity Sheet: [Unplug to have more fun!](#)
- Download + Display/Distribute: [Week 3, 5-2-1-0 Bulletin](#)

MATERIALS TO SEND HOME TO FAMILIES:

- Encourage students to use the [Hy-Vee KidsFit Screen Time Habit Tracker](#) at home.
- Send parents this guide: [Screen-Free Tips & Activities](#) (English/Spanish)

**Be creative – show off how your students have fun without screens!
Share on social media using the hashtag #HealthyChoicesCount**

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



WEEK 4: 0 sugary drinks – drink more water!



WHY IS IT IMPORTANT?

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. The AAP recommends that children 1–6 years old consume no more than 4–6 ounces of 100% juice per day and youth 7–18 years old consume no more than 8–12 ounces. Water provides a low-cost, zero-calorie beverage option and is a healthy alternative to sugary drinks.

HOW TO PARTICIPATE IN WEEK 4:

- Attend the [5-2-1-0 Healthy Choices Count! Summit](#) on October 25th to learn from experts from across the state implementing 5-2-1-0 Healthy Choices Count! in schools, early care, out-of-school programs, health care clinics and communities.
- Show kids that water can be tasty! Set up a “What’s Your Flavor-ite?” water tasting station featuring fruit and herb-infused waters.
- Looking to upgrade your school or early care site’s drinking fountains? Consider water bottle-filling stations. Or set up temporary water filling stations.
- Does your School Wellness Policy allow students to carry water bottles in school? Consider making an amendment!
- Check out CACFP’s [“Growing Healthy Kids: Just Add Water”](#) toolkit.
- Utilize ideas and resources from Delta Dental’s [“Rethink Your Drink”](#) toolkit.
- Incorporate sugar education into coursework. Complete the sugar fractions [worksheets](#), [word problems](#) or conduct a [sugar absorption experiment](#).
- Printable Activity Sheet: [Drink more water!](#)
- Download + Display/Distribute: [Week 4, 5-2-1-0 Bulletin](#)

MATERIALS TO SEND HOME TO FAMILIES:

- Encourage students to use the [Hy-Vee KidsFit Water Consumption Tracker](#) at home.
- Send parents this guide: [How to Make Water More Fun](#) (English/Spanish)

Be creative – show off how your students love to drink water!
Share on social media using the hashtag #HealthyChoicesCount

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



Take Home Activities & Information for Families

5-2-1-0 Healthy Choices Count! promotes healthy habits for Iowans. But that message shouldn't stop when kids leave your care. Getting families involved in 5-2-1-0 and Healthiest State Month is essential to helping kids establish healthy habits.

Here are some more useful take-home tip sheets to share with families:

ALL MONTH LONG: Track your 5-2-1-0 goals

Send home a [5-2-1-0 Goal Tracker](#) so that they can hang it on their refrigerator and share their success with parents and siblings.

WEEK 1: Be active every day

Being active doesn't necessarily mean playing organized sports. Physical activity can be fun, free and family-friendly! Encourage families to move an hour every day with this [Physical Activity Tip Sheet](#).

WEEK 2: Encourage family meals

Experts have found that kids who eat regularly with their families are more likely to eat fruits, vegetables and whole grains. Share this [Family Meals Tip Sheet](#) to encourage making family meal time a priority.

WEEK 3: Tips to unplug

Adjusting screen time can be difficult for kids and families. This [Screen Time Tip Sheet](#) has alternative activities, tips to help families unplug and guidelines for setting healthy screen time limits.

WEEK 4: Make the switch to water

Encourage families to put limits on juice and soda with this [Sugary Drinks Tip Sheet](#). It includes tips to help families make water more appealing to kids and facts about sugary drink consumption.

Like these resources? Find more year-round at IowaHealthiestState.com/5210.

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



Use #HealthyChoicesCount on Social Media

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 school or child care center!

Anytime:

- 5-2-1-0. Four numbers. One awesome way for kids to stay healthy! Learn more about 5-2-1-0 at IowaHealthiestState.com/5210 #HealthyChoicesCount
- Our school/site/program is participating in Healthiest State Month! We follow 5-2-1-0 because it is a fun and easy way to stay healthy! Learn how you can participate too: IowaHealthiestState.com/5210 #HealthyChoicesCount
- When it comes to kids, there's one thing everyone wants – for them to be healthy! That's why we practice 5-2-1-0 #HealthyChoicesCount habits at our school/site/program. Learn more: IowaHealthiestState.com/5210

Week 1: Our school/site/program is an active school/site/program! This is how we get our 1 hour of physical activity each day. #HealthyChoicesCount (Attach photo of students walking or participating in physical activity.)

Week 2: Fruits and vegetables taste good and are good for you! That's why we eat 5 each day. #HealthyChoicesCount (Attach photo of school garden or students eating fruits and vegetables.)

Week 3: This is what screen-free fun looks like! Healthy kids should strive for less than 2 hours of recreational screen time each day. #HealthyChoicesCount (Attach photo of screen-free activity.)

Week 4: Water is what quenches our school/site/program's thirst! Not sugary drinks or soda. #HealthyChoicesCount (Attach photo of students drinking water.)

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

