



IOWA  
MEDICAL  
SOCIETY



**Healthy Choices Count!**

# **ACTION GUIDE**

## **Health Care**

**HELPING IOWA KIDS GET – AND STAY – HEALTHY!**

[www.iowaHealthiestState.com/5210](http://www.iowaHealthiestState.com/5210)  
[www.iowamedical.org/iowa/childhood\\_obesity](http://www.iowamedical.org/iowa/childhood_obesity)

# WHY 5-2-1-0?

When it comes to kids, there is one thing everyone wants — for them to be healthy. That is why Iowa has created 5-2-1-0 Healthy Choices Count!

It's a health-focused movement for kids under the nationally recognized program, 5-2-1-0. This proven, scientific method helps keep kids healthy by focusing on four numbers:



# WHY 5-2-1-0 WORKS: PROVEN, SCIENTIFIC-METHOD BASED ON HEALTHY HABITS

## 5 OR MORE 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. 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.

## 2 HOURS OR LESS OF SCREEN TIME

Watching too much television 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 HOUR 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. 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 – 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. The AAP recommends that children 1 to 6 years old consume no more than 4-6 ounces of 100 percent juice per day and youth 7 to 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.

\*Screen time includes time spent watching television, playing video games, using a computer, smartphone and tablet. Recreational screen time is screen time used for non educational purposes.






Baker S, Cochran W, Greer F, et al. The use and misuse of fruit juice in pediatrics. *Pediatrics* 107(5):1210-1213. (2001). National Association for Sport and Physical Education, Physical Activity for Children: A Statement of Guidelines for Children Ages 5-12. (2004). Position of the American Dietetic Association: Dietary Guidance for Healthy Children Ages 2-11 Years, *J. Am. Diet. Assoc.* 104:660-677. (2004). Strasburger VC, Hogan MJ, Mulligan DA, et al. Children, adolescents, and the media. *Pediatrics* 132(5):958-961. (2013). The Henry J. Kaiser Family Foundation, Issue Brief: The Role of Media in Childhood Obesity. (February 2004). USDHHS and USDA, 2005 Dietary Guidelines Advisory Committee Report, retrieved during 12/04 from [www.health.gov/dietaryguidelines](http://www.health.gov/dietaryguidelines). Walter C. Willett, M.D. Eat, Drink and Be Healthy: The Harvard Guide to Healthy Eating. (2001), Free Press, NY. Adapted from the Harvard School of Public Health Prevention Research Center, Maine Youth Overweight Collaborative (MYOC) 6/5/15.


# 10 STRATEGIES OF SUCCESS

When you partner with Healthy Choices Count!, you are partnering with other sectors in the community who use these [10 Strategies of Success](#) to make healthy choices easier.

These strategies are evidence based and align with national recommendations to help increase healthy eating and active living in Iowa kids.

5-2-1-0 Healthy Choices Count! School, After-School, and Early Care registered sites are committed to implementing strong policies around each of these strategies:

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

 denotes a priority strategy

To have other sectors in your state become a registered site go to: [iowahealthieststate.com](http://iowahealthieststate.com)

# HOW CAN 5-2-1-0 HELP YOU HELP KIDS STAY HEALTHY?

As health care providers, you have an important role to play both inside and beyond your clinic walls.

Children and families look to their health care providers for trusted health advice and hearing the 5-2-1-0 message at their health care clinic reinforces the healthy habits they are learning at home, in childcare, at school, and at out-of-school programs.

5-2-1-0 Healthy Choices Count! is flexible and can be easily woven into your practice's busy day. This toolkit supports your entire clinic team to become a 5-2-1-0 Health Care Registered Site.

The 5-2-1-0 Health Care Team can offer additional support to set you up for success.

5-2-1-0 Health Care Registered Sites commit to working toward these goals:

- Connect to your community and to the 5-2-1-0 Healthy Choices Count! program.
- Accurately weigh and measure patients
- Have a respectful conversation around healthy eating and active living

As a 5-2-1-0 Health Care Registered Site, you have access to free resources for staff and families, personal assistance from the 5-2-1-0 Health Care team, and additional training opportunities such as webinars and workshops.



# HOW TO IMPLEMENT 5-2-1-0

Now that you know what 5-2-1-0 is, you're probably wondering how to get started. Don't worry – there is a five-step process to make implementation easy!

This 5-2-1-0 Healthy Choices Count! Toolkit will walk you through the process, help you assess your site and provide the resources and tools for you to create and implement an Action Plan to meet your unique goals.

## STEP 1: Engage

Identify a 5-2-1-0 Champion and team members.



## STEP 2: Register

Sign-up on-line to become a 5-2-1-0 Registered Site.



## STEP 3: Implement

Review goals and develop implementation plan.



## STEP 4: Share

Spread the word about how you're making #HealthyChoicesCount, and send photos/stories of your clinic's work to IMS.



## STEP 5: Check-In

Make sure you complete the annual survey to maintain your 5-2-1-0 registered site status and continue to be recognized for making the healthy choice the easy choice.



# STEP 1: ENGAGE

## **5-2-1-0 Healthy Choices Count Champion**

All health care sites should identify a Champion to lead their site through the five-step process. The Champion should be someone who is at the site daily and is familiar with and can help influence the healthy eating and physical activity practices.

5-2-1-0 Healthy Choices Count Champions are leading the way to a healthier generation of kids!

As the Healthy Choices Count Champion, you are leading the positive changes at your site or program. Your role as the Champion includes:

- Registering your [health care site](#).
- Meeting with your team and creating an Action Plan around what your site wants to achieve that year
- Ensuring that parents and all staff are aware of and, if possible, included in the work
- Being responsible for sharing the 5-2-1-0 message and resources with parents and staff
- Recertifying your site each fall

## **Role of the Healthy Choices Count Team**

Sites are encouraged to gather a team to help support the 5-2-1-0 efforts. The Healthy Choices Count team can be an already existing team or it could be a newly created one. The team can include a variety of individuals that share the vision of creating healthier environments for kids. (e.g. nurses, physicians, clinic managers, care coordinators, etc.) How often a team meets is dependent on the goals of the group and the availability of the team members. We realize that not all sites have the ability to form a team — it is OK for one person to serve the role of Champion and team.

# STEP 2: REGISTER

## **Why Should I Become a 5-2-1-0 Registered Site?**

An integral step to becoming actively involved with 5-2-1-0 Healthy Choices Count! is to register through the Iowa Medical Society website. Becoming a 5-2-1-0 Registered Site demonstrates that your Health Care facility values health and wellness for Iowa kids and families. The recognition serves to highlight all of the great work happening across Iowa and connect you with like-minded sites.

## **Registration is free and easy!**

Register on-line: [www.iowamedical.org/iowa/Childhood\\_Obesity](http://www.iowamedical.org/iowa/Childhood_Obesity)

## **What to expect:**

The registration survey guides you through an assessment of what your site is currently doing to make the healthy choice the easy choice. Going through the registration process is a great activity for you and/or your team because it will help you identify the areas where your site is already excelling and pinpoint areas for improvement.

## **Other benefits of registration:**

- A 5-2-1-0 Registered Site window cling to display at your site
- Included on on-line map of 5-2-1-0 Registered Sites
- Recognition at state level events and presentations
- Opportunity to become recognized as a 5-2-1-0 Health Care Site of Distinction
- Opportunities to join 5-2-1-0 Health Care Champion Network to connect with other health care providers in Iowa
- Access to educational webinars, toolkits, & printable resources



# STEP 3: IMPLEMENT

## **You are a 5-2-1-0 Registered Site ... now what?**

The site registration survey helps you become more aware of what you are already doing to improve health and wellness at your site, as well as opportunities to continue to improve your policies, practices and environment.

### **Health Care Implementation Goals:**

- 1) Connect to your community and the 5-2-1-0 community efforts by displaying 5-2-1-0 Health Care posters in all waiting rooms and ALL exam rooms where pediatric patients are seen.
- 2) Accurately weigh and measure patients. All providers determine body mass index (BMI), BMI percentile, and weigh classification for patients age 2 and older at well-child visits.
- 3) Have a respectful conversation around healthy eating and active living. ALL providers use the 5-2-1-0 Healthy Habits Questionnaire at well-child visits.

### **How to create an Action Plan:**

- For each goal, create action steps and optional trainings to reach your goal.
- Check-in with your Action Plan on a regular basis (weekly, monthly) and make adjustments to track progress.
- Leverage your team (if applicable) and partnerships so that more than one person is responsible for the Action Plan.



# STEP 3: IMPLEMENT

## \*\*ACTION PLAN TEMPLATE\*\*

Goal	Steps	Optional Trainings	Resources Needed	Track Your Progress
<p><b>Connect to your community and the 5-2-1-0 community efforts</b></p> <p>Display a 5-2-1-0 Health Care poster in your waiting room where pediatric patients are seen.</p>				
<p><b>Accurately weigh and measure patients</b></p> <p>All providers determine body mass index (BMI) percentile, and weight classification for patients age two years and older at well-child visits.</p>				
<p><b>Have a respectful conversation around healthy eating and active living.</b></p> <p>ALL providers use the 5-2-1-0 Healthy Habits Questionnaire at well-child visits.</p>				

# STEP 3: IMPLEMENT

**\*\*SAMPLE\*\***

Goal	Steps	Optional Trainings	Resources Needed	Track Your Progress
<p><b>Connect to your community and the 5-2-1-0 community efforts</b></p> <p>Display a 5-2-1-0 Health Care poster in your waiting room where pediatric patients are seen.</p>	<p>How many posters will your clinic need? (number of exam rooms + number of waiting rooms)</p> <p>Who will be able to place the posters throughout the clinic?</p>	<p>Check out 5-2-1-0 website or schedule an on-site training to learn more about the multi sector efforts to keep all kids healthy 5-2-1-0 Healthy Choices Count!</p>	<p>Posters will be mailed or hand delivered to your office.</p>	
<p><b>Accurately weigh and measure patients</b></p> <p>All providers determine body mass index (BMI) percentile, and weight classification for patients age two years and older at well-child visits.</p>	<p>Evaluate current work flows and equipment to determine if there are areas for improvement.</p>	<p>Consider on-site staff training or utilize the IMS webinar training on accurately weighing and measuring pediatric patients.</p> <p>Consider on-site or recorded webinar weight bias training for staff and providers.</p>	<p>Call the 5-2-1-0 Health Care Team to schedule in person trainings or get details on how to obtain CME for the IMS recorded webinars:</p> <p>Webinars can be found at: <a href="http://www.iowamedical.org/iowa?childhood_Obesity">www.iowamedical.org/iowa?childhood_Obesity</a></p>	
<p><b>Have a respectful conversation around healthy eating and active living.</b></p> <p>ALL providers use the 5-2-1-0 Healthy Habits Questionnaire at well-child visits.</p>	<p>Determine implementation work flow and key staff to support.</p> <p>Pilot use of the questionnaire with a limited number of providers first to streamline the clinic work-flow.</p>	<p>Consider staff and provider on-site trainings:</p> <ul style="list-style-type: none"> <li>-Healthy Habit questionnaire implementation</li> <li>-Weight bias</li> <li>-Obesity treatment in the primary care office</li> <li>-Motivational interviewing/ brief action planning</li> <li>-effectively connecting to community resources.</li> </ul>	<p>Download the PDF version of the surveys.</p> <p>Print surveys.</p> <p>Request Clinician's Guides and Healthy Habits Toolkits for providers.</p>	

# STEP 4: SHARE

Now that you've started putting 5-2-1-0 Healthy Choices Count! into action at your site, here are additional resources and ideas to support your efforts.

## Iowa Medical Society Resources

Check out the IMS Childhood Obesity web page for free webinars, clinic resources, and downloadable toolkits.

## Free Materials

Colorful posters are a great reminder to patients and parents of the 5-2-1-0 message! You can order FREE posters and brochures from the Healthiest State Initiative. [Order here.](#)

## T-shirts

Generate excitement with your patients! This 100% cotton T-shirt — available in Adult and Youth sizes — has the 5-2-1-0 Healthy Choices Count! logo on the front chest. Cost varies on order quantity. [Place your order here.](#)



## 5-2-1-0 Logo

You can add the 5-2-1-0 logo to any educational or promotional materials that support the 5-2-1-0 message. Download our [logo](#) and [follow these brand guidelines](#).

## Social Media

Social media is a great way to reach parents and other members of the community. Spread the 5-2-1-0 message by using the hashtag #HealthyChoicesCount. Download these [social media graphics](#) to share. Contact IMS to be a featured clinic.

## More Resources

Looking for more resources to put your plans and strategies into action? Visit [IowaHealthiestState.com/5210](http://IowaHealthiestState.com/5210) to access resources, organized by sector:

- Download tip sheets, get activity ideas and find healthy recipes – all for free!
- Access the [“5-2-1-0 Feature”](#) – updated monthly with a new theme and message.

# STEP 5: CHECK-IN

Every September, each site will be contacted via email with a link to update their survey. If 100% of your providers are meeting ALL 3 goals listed below, your clinic will be recognized as a 5-2-1-0 Health Care Site of Distinction.

- Connect to your community and the 5-2-1-0 community efforts. You can do this by displaying 5-2-1-0 Health Care posters in ALL waiting rooms and ALL exam rooms where patients are seen.
- Accurately weigh and measure patients. ALL providers determine body mass index (BMI), BMI percentile, and weight classifications for patients ages 2 and older at well-child visits.
- Have a respectful conversation around healthy eating and active living. ALL providers use the 5-2-1-0 Healthy Habits Questionnaire at well-child visits.



# STEP 5: CHECK-IN

Registered Site	Site of Distinction
<p>To become a registered site, complete the registration survey indicating you are committed to:</p> <ul style="list-style-type: none"> <li>• Hang a 5-2-1-0 Healthy Choices Count! poster in waiting room and ALL exam rooms where pediatric patients are seen.</li> <li>• Accurately weigh and measure patients: ALL providers at well-child visits determine body mass index (BMI), BMI percentiles and weight classifications in patients ages 2 years and older.</li> <li>• Have respectful conversations and Healthy eating and Active Living: ALL providers at well-child visits use the 5-2-1-0 Healthy Habits Questionnaire</li> <li>• Complete annual survey</li> </ul> <p>Recognition: Receive a 5-2-1-0 registered site window cling to display on your clinic front door/window.</p>	<p>To become recognized as a Site of Distinction, complete the annual survey to show you have implemented the following goals:</p> <ul style="list-style-type: none"> <li>• Hang a 5-2-1-0 Healthy Choices Count! poster in waiting room and ALL exam rooms where pediatric patients are seen.</li> <li>• Accurately weigh and measure patients: ALL providers at well-child visits determine body mass index (BMI), BMI percentiles and weight classifications in patients ages 2 years and older.</li> <li>• Have respectful conversations and Healthy eating and Active Living: ALL providers at well-child visits use the 5-2-1-0 Healthy Habits Questionnaire</li> <li>• Complete annual survey</li> </ul> <p>Recognition: Same as Registered Site, PLUS: Receive a signed 5-2-1-0 Healthy Choices Count! Site of Distinction certificate.</p>

# CURRENT PARTNERS AND SPONSORS

Thank you for helping to make the healthy choice the easy choice for Iowa kids. We appreciate your partnership and support of 5-2-1-0 Healthy Choices Count!

If you have any questions about 5-2-1-0 or the use of this toolkit, please reach out via email: [bkritenbrink@iowamedical.org](mailto:bkritenbrink@iowamedical.org)

These organizations support using 5-2-1-0 Health Care to help make Iowa's future healthier. Find them each on-line and on social media for more tips, resources, and 5-2-1-0 success stories.



Facebook: [Healthiest State Initiative](#)  
Twitter: [@HealthiestIowa](#)  
Instagram: [@iowahealthieststate](#)  
Website: [www.iowahealthieststate.com/5210](http://www.iowahealthieststate.com/5210)



Facebook: [Iowa Department of Public Health](#)  
Twitter: [@IAPublicHealth](#)  
Instagram: [@iadeptofpublichealth](#)  
Website: [www.idph.iowa.gov/5210](http://www.idph.iowa.gov/5210)



Facebook: [@IowaMedical](#)  
Twitter: [@IowaMedicalSoc](#)  
Website: [www.iowamedical.org/iowa/ChildhoodObesity](http://www.iowamedical.org/iowa/ChildhoodObesity)



Facebook: [@5210DSM](#)  
Twitter: [@5210DSM](#)  
Website: [www.unitedwaydm.org/5210dsm](http://www.unitedwaydm.org/5210dsm)