

OCTOBER IS HEALTHIEST STATE MONTH!



#HealthyChoicesCount



#HealthiestStateMonth

Healthiest State Month **CELEBRATION TOOLKIT**

COMMUNITY
OCTOBER 2023



@iowahealthieststate



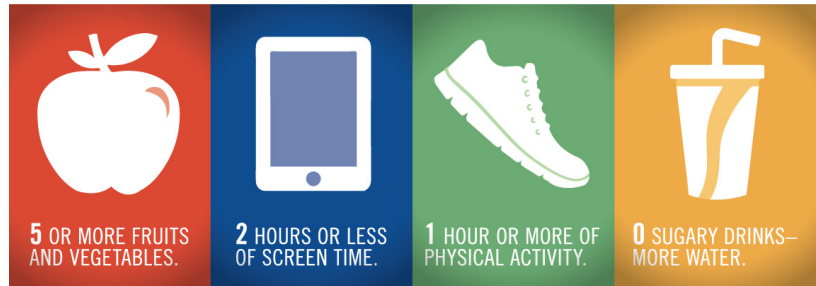
@Iowa Healthiest State Initiative



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 community. It's as easy as choosing one activity each week!

Included in this toolkit:

- Ideas and suggestions on how to participate in each week
- A message to share with community members
- 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
- 5-2-1-0 posters and social media graphics
- 5-2-1-0 themed activity sheets and bonus materials

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 communities!



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 community.

STEP 3 – Include this message from a community leader in your local newspaper, website, social media channels, bulletin, etc:

Dear community:

We are pleased to announce that [INSERT COMMUNITY 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, 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 planning special events and sharing more information on how we can all incorporate 5-2-1-0 behaviors into our daily lives. 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 community: www.iodaHealthiestState.com/Walk
- Invite community members to take the [5-2-1-0 Daily Challenge](#) during October
- Promote existing walking trails or parks in your community. Create walking maps or loops for 20-, 30- or 45-minute walks around town.
- Host a Step Challenge to encourage community members to make physical activity part of their everyday routines.
- Organize a community walking club or different clubs for each neighborhood.
- If your community has multiple parks or recreation areas, create a challenge for families to visit all parks in one week or throughout the whole month.
- Conduct a [walk audit](#) or trail assessment.
- Use [Travel Iowa's 99 Parks guide](#) to promote fun ideas to be active outdoors to your community.
- Display [Week 1, 5-2-1-0 Bulletin](#) in community areas.

BONUS: Print and distribute copies of the [5-2-1-0 Activity Guide & Recipe Book](#) to families in your community.

Be creative – show off how your community likes to get movement!
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:

- Host a pop-up farmers market in a central community location.
- Ask local restaurants to create special menu items featuring locally-grown produce.
- Make changes to community recreation concession stand menus to add healthy choices, like fruits and vegetables.
- Host a cooking class at the community center (or make it virtual!) featuring healthy recipes. Looking for recipes? Check out [Spend Smart. Eat Smart.](#) from Iowa State University Extension.
- Partner with local grocery store(s) to do fruit and vegetable education in their stores.
- Display [Week 2, 5-2-1-0 Bulletin](#) in community areas.

BONUS: Print and distribute copies of the [5-2-1-0 Activity Guide & Recipe Book](#) to families in your community.

**Be creative – show off how you 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:

- Set up a Story Walk®: Laminate pages from a children's book and attach them to wooden stakes along an outdoor path. As families walk down the trail, they can read the story page-by-page. ([Here's an example.](#))
- Add board games to check out at your local library or community center.
- Invest in giant yard/board games ([like these!](#)) to use at community events.
- Organize a community scavenger hunt or encourage geocaching.
- Identify a community need and organize a volunteer event.
- Does your community have a [Little Free Library](#)? Create plans to make one.
- Encourage local businesses (zoo, bowling alley, museums, trampoline center) to offer discounted or free admission.
- Display [Week 3, 5-2-1-0 Bulletin](#) in community areas.

BONUS: Print and distribute copies of the [5-2-1-0 Activity Guide & Recipe Book](#) to families in your community.

Be creative – show off how you 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!



0 SUGARY DRINKS—
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.
- Water can be tasty! Set up a “What’s Your Flavor-ite?” water tasting station at the community center featuring fruit and herb-infused waters.
- Looking to upgrade your community drinking fountains? Consider water bottle-filling stations.
- Set up temporary or permanent hydration stations along community trails or at parks.
- Purchase water bottles with 5-2-1-0 or city logos and give them away as prizes to community members. (The community of Manning had city officials award them to kids when they got “busted for doing something healthy.”)
- Make changes to community center recreation concession stand menus or vending machines to add healthy drink choices, like milk, water and other no-sugar added beverages.
- Eliminate messaging/advertisements of sugary drinks in community spaces.
- Display [Week 4, 5-2-1-0 Bulletin](#) in community areas.

BONUS: Print and distribute copies of the [5-2-1-0 Activity Guide & Recipe Book](#) to families in your community.

Be creative – show off how you 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.



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 community!

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 community is participating in Healthiest State Month! We follow 5-2-1-0 because it is a fun and easy way to stay healthy! Celebrate with us: 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 in our community. Learn more: IowaHealthiestState.com/5210

Week 1: Our community is an active community! This is how we get our 1 hour of physical activity each day. #HealthyChoicesCount #HealthiestStateMonth (Attach photo of community members 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 #HealthiestStateMonth (Attach photo of community garden or farmers market.)

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 #HealthiestStateMonth (Attach photo of screen-free activity.)

Week 4: Water is what quenches our community's thirst! Not sugary drinks or soda. #HealthyChoicesCount #HealthiestStateMonth (Attach photo of community members 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.)

