



HEALTHIEST STATE MONTH
TOOLKIT
for SCHOOLS & CHILD CARE



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.

What does 5-2-1-0 stand 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 school or child care center. It's as easy as choosing one activity each week!

Included in this toolkit:

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

Visit the **ADDITIONAL RESOURCES** section of the **Healthiest State Month** web page to download or view these materials (noted with a * throughout the toolkit):

- 4 Bathroom Banter mini-newsletters to display in restrooms
- Printable tip sheets and other activities and resources
- 5-2-1-0 posters and social media graphics

Here is the week-by-week schedule:

- **October 1-5:** 1 hour or more of physical activity
 - October 3 is the Healthiest State Annual Walk
- **October 8-12:** 5 or more fruits or vegetables
 - October 11 is Iowa Local Food Day
- **October 15-19:** 2 hours or less of recreational screen time
- **October 22-26:** 0 sugary drinks – drink more water!

Thanks for celebrating with us! Find more information and resources year-round at www.iowahealthieststate.com/5210. Together we can create healthier Iowa kids!



Get ready for Healthiest State Month!

STEP 1 – Familiarize your staff with 5-2-1-0 and the 10 Strategies for Success*

STEP 2 – Download and display these posters around your school or child care center:

- 5-2-1-0 posters (in Additional Resources)

STEP 3 – Send home this letter to families:

Date:

Dear Families:

We are pleased to announce that **[INSERT SCHOOL OR CHILD CARE CENTER 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 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

* - This resource is available in the Additional Resources section of the Healthiest State Month web page.



WEEK 1: 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 Annual Walk on October 3. Register your school or day care center: www.iowahealthieststate.com/walk
- Take a “brain break” in the classroom – Use GoNoodle.com or write a handful of different activities* on cards and have students randomly draw.
- 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. Need help? Visit the National Center for Safe Routes to School (<http://www.saferoutesinfo.org/>).
- Already have a walking school bus program? Make this week special by inviting local celebrities like the mayor or the football coach to join.
- Organizing a fundraiser? Make it an active fundraiser rather than the traditional bake sale. Examples: Walkathon, Kickball tournament or 5K run.
- Implement a before/after school or during recess running/walking program
- Complete Hy-Vee KidsFit challenges in P.E. class. Register to take the 5-week Challenge: www.hy-veekidsfit.com. A teacher’s guide* is also available.
- Display Week 1 5-2-1-0 Bathroom Banter* in student and staff restrooms.

Be creative – show off how you get more movement in your day!

Share on social media using the hashtag #HealthyChoicesCount!

* - This resource is available in the Additional Resources section of the Healthiest State Month web page.



WEEK 2: 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:

- Iowa Local Food Day is October 11. Sign your school up to participate and access additional resources: www.IowaLocalFoodDay.org.
- Create a School Wellness Policy* that prevents the use of food as a reward and limits unhealthy choices for snacks and celebrations.
- Host a “Healthy Party”* in your classroom instead of sugary sweets.
- Organize a taste test activity* in your cafeteria or classroom.
- Plan a field trip to a local farm or grocery store. Or invite a local farmer to visit your school or day care center to explain where food comes from.
- Make kid-friendly, healthy snacks* available to students. Better yet, make them together in the classroom! Find recipes [HERE](#).
- Invite high school athletes or other local celebrities to serve the fruit or vegetable option to younger students at lunchtime.
- Educated students on “What is a serving size?” Use kid-friendly examples*.
- Organize a school food pantry during parent-teacher conference time.
- Compile “5-a-day” bracelet kits* for students.
- Display Week 2 5-2-1-0 Bathroom Banter* in student and staff restrooms.

Be creative – show off how you eat 5 fruits and veggies each day!

Share on social media using the hashtag #HealthyChoicesCount!

* - This resource is available in the Additional Resources section of the Healthiest State Month web page.



WEEK 3: 2 hours or less of recreational 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 or child care library.
- Have students take a “Screen Free Pledge”* – offer an incentive for students if they keep their pledge.
- 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 word searches*, crossword puzzles* and coloring sheets*.
- Host a free screen-free activity night at your school with different activities in each class room. Examples: Reading Under the Stars, Game Night, Craft Night
- Does your school have a Little Free Library? Create plans to make one. Consider partnering with a Scouts group or community organization.
- Offer free admission for families to a local junior high or high school’s football or volleyball games.
- Hold a free “Open Gym” night at your school. Set up activities for kids and families to participate in.
- Display Week 3 5-2-1-0 Bathroom Banter* in student and staff restrooms.

Be creative – show off how you have fun without screens!

Share on social media using the hashtag #HealthyChoicesCount!

* - This resource is available in the Additional Resources section of the Healthiest State Month web page.



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:

- Show kids that water can be tasty! Set up a “What’s Your Flavor-ite?” water tasting station featuring 3-5 fruit and herb-infused waters.
- Looking to upgrade your school or day care center’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!
- Determine the proper amount of water your students should drink and track if they are meeting their consumption goals.
- Check out CACFP’s “Growing Healthy Kids: Just Add Water” toolkit*. It is full of activities, recipes, games and crafts.
- Utilize ideas and resources from the “Rethink Your Drink” campaign*. Find additional toolkits, posters, guides and activities.
- Have students create a research or poster project on the importance of hydration and water. Present their findings to other students.
- Incorporate sugar education into coursework. Complete the sugar fractions worksheets* or conduct a sugar absorption experiment*.
- Display Week 4 5-2-1-0 Bathroom Banter* in student and staff restrooms.

Be creative – show off how you love to drink water!

Share on social media using the hashtag #HealthyChoicesCount!

* - This resource is available in the Additional Resources section of the Healthiest State Month web page.



Take Home Activities & Information for Families

5-2-1-0 Healthy Choices Count! encourages kids to eat and play the right way. But that message shouldn't stop when kids leave school or child care. Getting families involved in Healthiest State Month is essential to helping kids establish healthy habits.

Here are some fun take-home activities for 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 → Download in Additional Resources.

WEEK 1: Challenge Your Family

Kids can challenge their siblings and parents to the Hy-Vee KidsFit 60-second Challenge! The exercises can be done anywhere → Download in Additional Resources.

WEEK 2: Pack a Healthy Lunch

Instead of loading the lunchbox with pre-packaged and processed foods, pack a healthy lunch instead! → Download a handout, complete with recipes and a shopping list, in Additional Resources.

WEEK 3: Set Screen Time Limits

Families can take the Screen Free Pledge* with their students. Provide additional screen-free ideas and guidance on limits → Download in Additional Resources.

WEEK 4: Make the Switch to Water

Making the switch from sugar-sweetened beverages to water can be tough for families. Tips to help kids reach for water over soda → Download in Additional Resources.

All of these resources (and more!) are available for download in the Additional Resources section of the Healthiest State Month web page.



Use #HealthyChoicesCount on Social Media

Schools, communities, child cares and health care sites will all be celebrating Healthiest State Month together. Share your 5-2-1-0 activities with all Iowans by using the hashtag #HealthyChoicesCount year-round and – especially during the month of October to be eligible for our social media contest!

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 is participating in Healthiest State Month! We follow 5-2-1-0 because it is a fun and easy way to stay healthy! #HealthyChoicesCount

Week 1: The best kind of movement is movement that is fun! This is how we get our 1 hour of physical activity in per day! #HealthyChoicesCount *(photo of kids playing)*

Week 2: Fruits and vegetables help us grow up to be strong and healthy – that’s why we eat 5 a day! #HealthyChoicesCount *(photo of kids eating fruits/vegetables)*

Week 3: Who needs an iPad, TV or video games to have fun? Not us! We spend less than 2 hours on screens each day. #HealthyChoicesCount *(photo of screen-free activity)*

Week 4: Water is the best fuel for fun – not sports drinks or soda! It keeps us hydrated and contains no sugar. #HealthyChoicesCount *(photo of kids drinking water)*

PHOTOS/GRAPHICS:

Include photos of your students participating in 5-2-1-0 behaviors or use a social media graphic. Download all 5-2-1-0 graphics in Additional Resources.



Share on Social Media and Win Prizes!

The Healthiest State Initiative will be hosting a social media contest to cheer you on! Participating is easy – all you have to do is show off all of the 5-2-1-0 work you're already doing by sharing it on social media. Make your posts personal and fun because that's what 5-2-1-0 is all about. And don't forget the hashtag **#HealthyChoicesCount!**

RULES:

- All schools and child care centers, in addition to communities and health care sites are eligible to participate. There are no separate categories.
- Each site must post at least 1 time per week on Instagram, Facebook or Twitter.
- Each post must contain the hashtag **#HealthyChoicesCount** and highlight students participating in the featured 5-2-1-0 healthy behavior of the week.
 - Week 1: 1 hour or more of physical activity
 - Week 2: 5 or more fruits and vegetables
 - Week 3: 2 hours or less of screen time
 - Week 4: 0 sugary drinks – drink more water!
- Each eligible post must include a photo of the activity or a provided 5-2-1-0 social media graphic. (Download in Additional Resources)
- Submissions will be tracked by Healthiest State Initiative staff from Oct. 1- 26.
- Four winners will be selected and announced at the 5-2-1-0 Summit on Oct. 30.
- Each winner will receive a different 5-2-1-0-themed prize.

General rules: No purchase is necessary to enter or win. You may be disqualified from participating or voting in the competition if the Healthiest State Initiative believes, in its sole discretion, that you may be tampering with the legitimate operation of the contest, circumventing the intended operation of the contest, in anyway acting in an unsportsmanlike manner, or using the contest facilities to annoy, abuse, threaten or harass any other person. The Healthiest State Initiative reserves the right to make decisions regarding eligibility and winner selection. All such decisions are final. Employees and board members of the Healthiest State Initiative are not eligible to win.

#HealthyChoicesCount

