



2019 ANNUAL UPDATE

FOUR LITTLE NUMBERS. ONE AWESOME WAY TO STAY HEALTHY!

5-2-1-0 Healthy Choices Count! is a nationally recognized and evidence-based prevention framework to promote healthy habits. The goal is to increase physical activity and healthy eating through policy and environmental change.

5-2-1-0 REGISTERED SITES ACROSS IOWA

5-2-1-0 Healthy Choices Count! Registered Sites are part of an important network of sectors working towards healthier environments where young Iowans live, learn and play.


Who made the commitment in 2019?

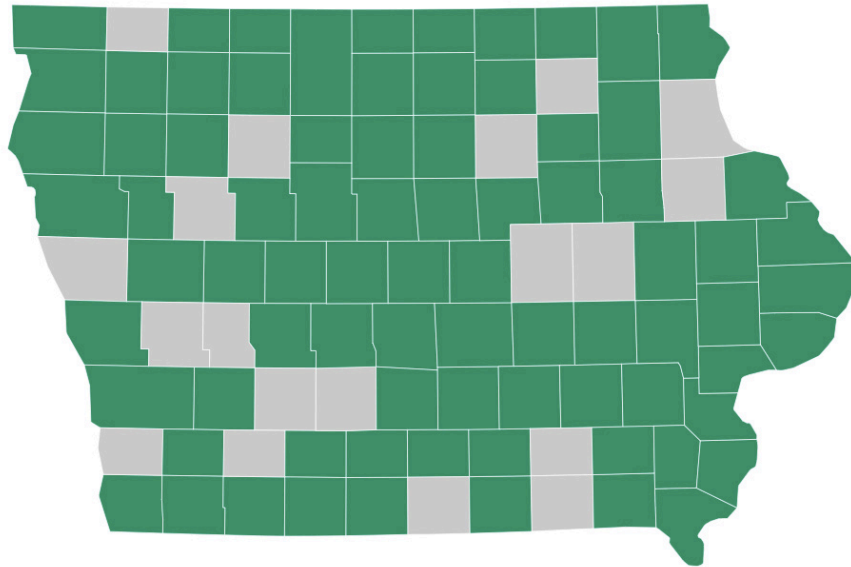
133
Schools 

130 
Workplaces

109
Early Care
Sites 

49 
Health
Care Clinics

33 
Out-of-School
Programs



289,427 Iowans impacted

HEALTH CARE IMPACT

68%

of clinics had least one provider advocate for healthy eating and active living at events in their community

68%

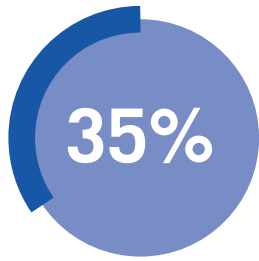
of providers routinely counsel on healthy eating and physical activity using the 5-2-1-0 Healthy Habits Questionnaire

Recognition earned in 2019:



16 Health Care
Sites of Distinction

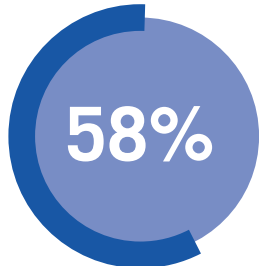
K-12 SCHOOL IMPACT



have a healthy celebration policy

5,053 KIDS

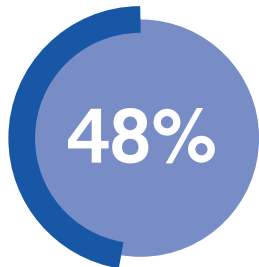
experience celebrations that are consistent with healthy messages.



have a healthy snack policy

13,163 KIDS

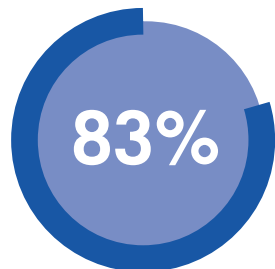
are served nutritious food between meal times.



have a policy for marketing healthy foods and beverages

12,572 KIDS

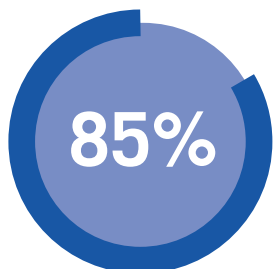
see messages that promote healthy choices.



have a vending machine policy limiting sugary drinks

19,190 KIDS

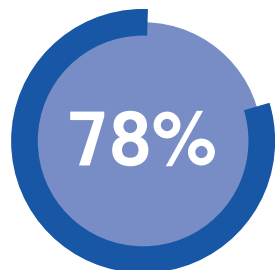
do not have access to sugary drinks at vending machines.



prohibit using or withholding physical activity as a punishment

19,423 KIDS

are exposed to positive physical activity experiences.



offer healthy food or non-food items for fundraisers

17,221 KIDS

raise funds in ways that are consistent with healthy messages.

K-12 School recognition levels earned in 2019:



7
Gold



17
Silver



16
Bronze

Data represents 40 K-12 school sites which completed the 5-2-1-0 Annual Recertification Survey in September 2019.

EARLY CARE IMPACT



have a healthy celebration policy

1,227 KIDS

experience celebrations that are consistent with healthy messages.



have a healthy snack policy

1,873 KIDS

are served nutritious food between meal times.



offer healthy food or non-food items for fundraisers

653 KIDS

raise funds in ways that are consistent with healthy messages.



prohibit using or withholding physical activity as a punishment

1,601 KIDS

are exposed to positive physical activity experiences.



limit recreational screen time

2,023 KIDS

participate in more activities that foster wellness and development.

Early Care recognition levels earned in 2019:



29
Gold



3
Silver



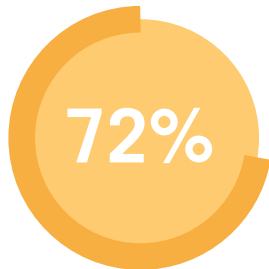
7
Bronze

Data represents 39 early care sites which completed the 5-2-1-0 Annual Recertification Survey in September 2019.

5-2-1-0 IN THE WORKPLACE

5-2-1-0 in the Workplace launched in June 2019 and encourages organizations to set goals that help their employees **Eat Well, Move More** and **Feel Better**. Workplaces that have signed up as 5-2-1-0 Registered Sites will participate in the 2020 Annual Recertification Survey.

OUT-OF-SCHOOL PROGRAM IMPACT



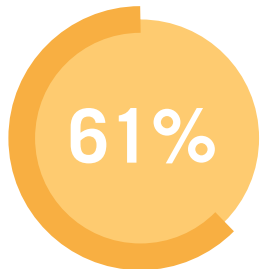
have a healthy celebration policy

2,676 KIDS experience celebrations that are consistent with healthy messages.



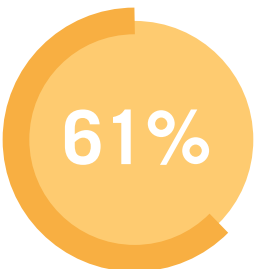
have a healthy snack policy

3,143 KIDS are served nutritious food between meal times.



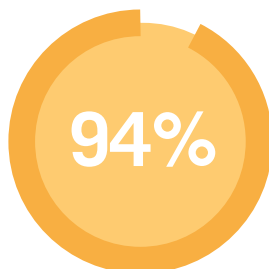
have a policy for marketing healthy foods and beverages

1,316 KIDS see messages that promote healthy choices.



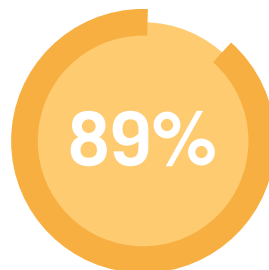
have a vending machine policy limiting sugary drinks

2,183 KIDS do not have access to sugary drinks at vending machines.



prohibit using or withholding physical activity as a punishment

3,243 KIDS are exposed to positive physical activity experiences.



limit recreational screen time

3,093 KIDS participate in more activities that foster wellness and development.

Out-of-School Program recognition levels earned in 2019:



9
Gold



3
Silver



5
Bronze

Data represents 17 out-of-school sites which completed the 5-2-1-0 Annual Recertification Survey in September 2019.

SPREADING THE MESSAGE SNAPSHOT

\$210,000

in grant funding distributed to 5-2-1-0 Registered Sites.

3,100 KIDS

heard the 5-2-1-0 message while attending Dan Wardell's Reading Road Trip at their library.

1.3 MILLION

views of 5-2-1-0 video advertisements on YouTube.

180 PROFESSIONALS

attended the 5-2-1-0 Healthy Choices Count! Summit in October.

62,000+ POSTERS & BROCHURES

printed and distributed free of charge to sites across the state.



BUILDING STRONG PARTNERSHIPS

5-2-1-0 Healthy Choices Count! takes a multi-sector approach to promoting access to healthy choices for all Iowans. Therefore, strong statewide partnerships are crucial to our success.

Our partners in 2019 included:

- Blank Children's Hospital
- Iowa Department of Public Health
- Iowa Department of Education
- Iowa Medical Society
- United Way of Central Iowa



www.iowaHealthiestState.com/5210

ON THE COVER: Students from Irving Elementary in Waterloo participated in a "Great Apple Crunch" event in October 2019 to promote eating locally-grown foods. Irving is a 5-2-1-0 Registered Site and a two-time Healthiest State Annual Award winner. Photo printed with permission from the Waterloo Community School District.