

OCTOBER IS HEALTHIEST STATE MONTH!



#HealthyChoicesCount



#HealthiestStateMonth

Healthiest State Month CELEBRATION TOOLKIT

HEALTHCARE
OCTOBER 2023



@iowahealthieststate



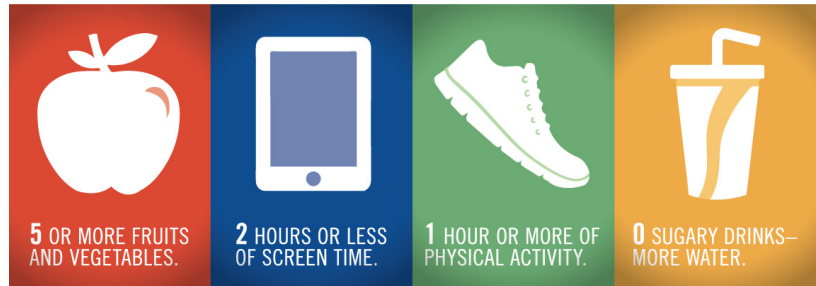
@Iowa Healthiest State Initiative



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 Iowans 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 health care clinic. It's as easy as choosing one activity each week!

Included in this toolkit:

- A message to share with patients
- Information on 5-2-1-0 and its importance
- Ideas on how to participate in each week
- 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 in employee areas
- 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 help make Iowans healthier!



Get ready for Healthiest State Month!

STEP 1 – Designate a person or group, such as the employee wellness committee, etc. to organize activities to celebrate each week of Healthiest State Month.

STEP 2 – [Print your own or order](#) free 5-2-1-0 posters and display around the office.

STEP 3 – Include this message from a company leader on your bulletin board, staff newsletter, patient portal, intranet, etc.:

Dear employees:

We are pleased to announce that [INSERT HEALTH CARE SITE 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 Iowans 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 activities to incorporate 5-2-1-0 behaviors into our work day. 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

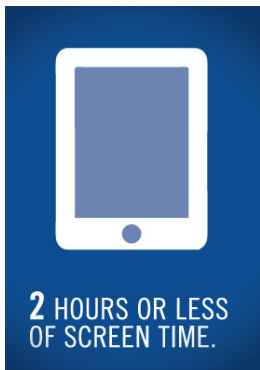


What is 5-2-1-0 and why is it important?



5 or more fruits and vegetables

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.



2 hours or less of recreational screen time

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.



1 or more hours of physical activity each day

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 – drink 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. Water provides a low-cost, zero-calorie beverage option and is a healthy alternative to sugary drinks.



Participation ideas for your workplace

In addition to 5-2-1-0 posters, print and post the weekly 5-2-1-0 Bulletin newsletters (available for download and print in [Additional Resources](#)) in waiting rooms or staff break rooms.

It's as easy as choosing one activity each week. Be creative! Your Healthiest State Month celebration and 5-2-1-0 activities should be unique to your workplace culture.

WEEK 1:

- Take part in the Healthiest State Annual Walk on October 4. [Register your workplace.](#)
- Host an employee step challenge! Organize your own or participate in the Live Healthy Iowa [“Next Step Challenge”](#) throughout the fall.
- Download + Display/Distribute: [Week 1, 5-2-1-0 Bulletin](#) in employee common areas.

WEEK 2:

- Organize a recipe exchange – employees submit their favorite healthy recipes and the wellness committee compiles and distributes the list to the full staff.
- Set up a “Fruit & Veggie Prescription Program” in your clinic to encourage kids and families to eat more fresh produce. Print out easy, cost-effective recipes from websites like [Spend Smart. Eat Smart.](#) to provide to patients.
- Download + Display/Distribute: [Week 2, 5-2-1-0 Bulletin](#) in employee common areas.

WEEK 3:

- Set out puzzles or crosswords in common areas to encourage patients to avoid spending their wait time on their cell phones. (5-2-1-0 activity sheets available for free download and print in [Additional Resources](#).)
- Rotate informational slides about 5-2-1-0 and healthy choices on waiting room TVs instead of regular channels.
- Download + Display/Distribute: [Week 3, 5-2-1-0 Bulletin](#) in employee common areas.

WEEK 4:

- Provide mini bottled waters to patients and families when they visit your clinic.
- Do your staff vending machines offer options besides sugar-sweetened beverages? Try adding no-sugar added flavored waters, milk or unsweetened tea..
- Download + Display/Distribute: [Week 4, 5-2-1-0 Bulletin](#) in employee common areas.

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



Spread the word with #HealthyChoicesCount

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 health care clinic!

- 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 health care clinic is participating in Healthiest State Month! We encourage our patients to follow 5-2-1-0 because it is a fun and easy way to stay healthy! Learn how you can get involved: IowaHealthiestState.com/5210 #HealthyChoicesCount
- We care about the health of our patients and families. That's why we're participating in Healthiest State Month. Visit the clinic during October to share in the fun! Learn more: IowaHealthiestState.com/5210 #HealthyChoicesCount

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



Sign-up as a 5-2-1-0 Registered Health Care Site

Continue sharing 5-2-1-0 with your patients year-round by signing up as a 5-2-1-0 Healthy Choices Count! Registered Health Care Site. It's free, easy and resources are available to help you get started implementing 5-2-1-0 goals at your clinic.

Learn more about the benefits of registration or fill out the survey [here](#).

Visit the Iowa Medical Society's 5-2-1-0 website to access more resources you can use in your clinic, including webinars, patient talking points, provider toolkits and more: [Iowa Medical Society & 5-2-1-0 Healthy Choices Count!](#)

