

OCTOBER IS HEALTHIEST STATE MONTH!



#HealthyChoicesCount



#HealthiestStateMonth

Healthiest State Month **CELEBRATION TOOLKIT**

HOUSEHOLD
OCTOBER 2023



@iowahealthieststate



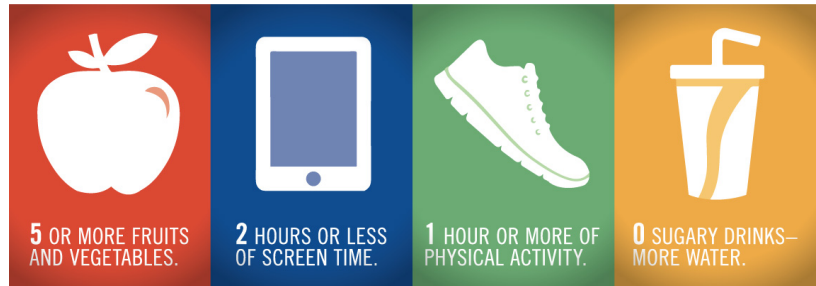
@Iowa Healthiest State Initiative



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

Included in this toolkit:

- Social media posts and social media graphics
- Ideas on how to participate in each week

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:

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!

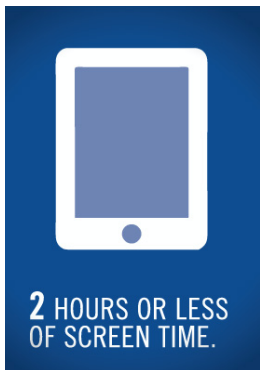


What is 5-2-1-0 and why is it important?



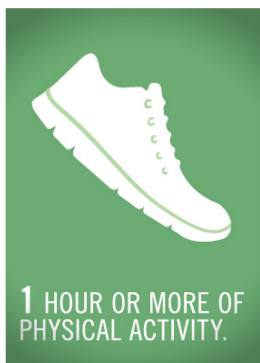
5 or more fruits and vegetables

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

It's as easy as choosing one activity each week! Remember, as a parent, you are a role model. It is important for you to join the 5-2-1-0 fun and practice healthy habits. Here are some suggestions to get you started...

ALL MONTH LONG: Print off the [5-2-1-0 Goal Tracker](#) for each member of the family. Hang it on the refrigerator and celebrate success with parents and siblings.

WEEK 1:

- Take part in the Healthiest State Annual Walk on October 4. [Register your household.](#)
- Set a goal to move an hour every day with this [Physical Activity Tip Sheet](#).
- Printable Activity Sheet: [Make time for play every day!](#)
- Track your progress: [Hy-Vee KidsFit Physical Activity Tracker](#)

WEEK 2:

- Make a healthy recipe together as a family! Find one on [Spend Smart. Eat Smart.](#)
- Kids who eat regularly with their families are more likely to eat fruits, vegetables and whole grains. Check out this [Family Meals Tip Sheet](#).
- Printable Activity Sheet: [Fill up on fruits and vegetables!](#)
- Track your progress: [Hy-Vee KidsFit Fruit & Veggie Habit Tracker](#)

WEEK 3:

- Have a family game night! Dust off the board games, deck of cards or puzzles.
- This [Screen Time Tip Sheet](#) can help your family unplug and set screen time limits.
- Printable Activity Sheet: [Unplug to have more fun!](#)
- Track your progress: [Hy-Vee KidsFit Screen Time Habit Tracker](#)

WEEK 4:

- Buy new reusable water bottles for the family to encourage more water consumption.
- Make water more fun with these tasty tips: [Make Water More Fun Tips!](#)
- Printable Activity Sheet: [Drink more water!](#)
- Track your progress: [Hy-Vee KidsFit Water Consumption Tracker](#)

BONUS RESOURCE: [5-2-1-0 Healthy Choices Count! Activity Guide & Recipe Book](#)

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 for your family.

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 family is participating in Healthiest State Month! We follow 5-2-1-0 because it is a fun and easy way to stay healthy! Learn how you can participate too: IowaHealthiestState.com/5210 #HealthyChoicesCount
- When it comes to kids, there's one thing everyone wants – for them to be healthy! That's why our family is practicing 5-2-1-0 #HealthyChoicesCount habits. Learn more: IowaHealthiestState.com/5210

Week 1: Children raised in active families are more likely to become active adults. This is our family's favorite way to get 1 hour of physical activity each day.
#HealthyChoicesCount (Attach photo of family participating in physical activity.)

Week 2: Fruits and vegetables taste good and are good for you! That's why we eat 5 each day. This is our family's favorite healthy breakfast/snack/dinner recipe!
#HealthyChoicesCount (Attach photo of favorite recipe.)

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. Tonight is family game night in our house.
#HealthyChoicesCount (Attach photo of game night.)

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

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

