

5-2-1-0 is an evidence-based, nationally recognized model for preventing and addressing childhood obesity. In central Iowa, we educate and assist parents, child care centers, teachers, and health care workers, promoting these daily guidelines for kids:

FIVE

or more servings of fruits and vegetables



A diet rich in fruits and vegetables provides vitamins and minerals important for growth and development.

TWO

hours or less of screen time



Screen time includes TV, computers, tablets, smartphones, and video games. Too much TV is linked to lower reading scores and attention problems.

ONE

hour or more of physical activity



Students who are physically active and fit are more likely to perform well in school than their sedentary peers.

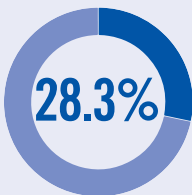
ZERO

sugary drinks

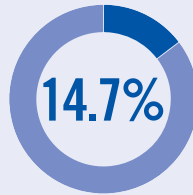


Encourage water or low-fat milk instead of sugar-sweetened drinks. Water is the most important nutrient for active people.

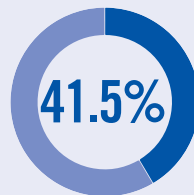
WHAT'S THE PROBLEM?



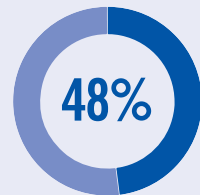
of Iowa 10- to 17-year-olds are overweight or obese.



of 2- to 4-year-olds from low-income families are obese.



of Iowa kids ages 1-17 watch TV or play video games 1-4 hours per day.



of Iowa kids ages 6-17 have a TV, computer, or electronic devices in their bedroom.

WHO NEEDS HELP?

5-2-1-0 focuses on policy and environmental change in these four sectors:

- Child care
- Health care
- Out-of-school
- Schools

WHAT CHANGES ARE MADE?

5-2-1-0 helps child-serving organizations take these specific action steps:

- Offering healthier options in vending machines
- Purchasing age-appropriate recess and PE equipment
- Providing water bottles and filling stations
- Changing birthday celebrations to reduce sugar intake
- Recruiting volunteers for school gardens
- Offering nutrition education to staff to help them act as healthy role models
- Hosting family nights with fun, interactive ways to learn more about 5-2-1-0
- Promoting breast-feeding for mothers
- Collecting data on healthy behaviors
- Delivering relevant information and support to help families make healthy choices.

TARGETED OUTCOMES

- Improved awareness of the importance of healthy habits
- Healthier environments where kids live, learn, and play
- Increase in healthy habits among children, families, and staff
- Reduction in obesity rates