To improve the physical, social and emotional well-being of Iowans

Programs and Events
Objectives

• Understand the scientific evidence for the 5-2-1-0 message
• Understand 5-2-1-0 multi-sector approach to childhood obesity prevention
• Learn about the 3 goals for the 5-2-1-0 Health Care registered clinics

Obesity Rates: Adults

Obesity Rates: High Schoolers
Obesity Rates: Youth 10-17

Obesity Rates: WIC Ages 2-4

Obesity is a Chronic Disease

Obesity is a complex disease condition mediated through the interplay of multiple genetic, biologic, metabolic, behavioral, social, economic and cultural determinants.

Most prevalent chronic disease in childhood

Obesity 12.7 million

Asthma 6.2 million
Complications - Youth

- Elevated Lipid Levels
- Type 2 Diabetes/Impaired Glucose Tolerance
- Liver Disease
- High Blood Pressure
- Social Problems - Poor Self Esteem
- Sleep Disturbances - Sleep Apnea
- Orthopedic Problems

Complications - Adults

- Heart Disease
- Cancer
- Stroke
- Type 2 Diabetes
- Osteoarthritis
- Physical Disability
- High Blood Pressure
- Sleep Apnea

Economic Cost

Estimated annual medical cost of obesity in the US was $147 billion in 2008 US dollars

If you have obesity estimated $1,429 higher than those of normal weight.
What is 5-2-1-0?

- Nationally recognized and evidenced-based prevention framework to prevent childhood obesity
- Goal is to increase physical activity and healthy eating for children from birth to 18 through policy and environmental change
  - Simple message
  - Backed by scientific evidence
  - Endorsed by multiple associations
  - Ties together multiple messages
- 5-2-1-0 message can be found in nearly every state and several countries
FIVE or more servings of fruits and vegetables
TWO hours or less of screen time
ONE hour or more of physical activity
ZERO sugary drinks – more water

- Provides vitamins and minerals
- Important for growth, development, immune function
- Lower rates of chronic diseases
  - Heart disease
  - Stroke
  - High Blood Pressure
  - Diabetes
  - Cancer
- Emerging science it may help prevent weight gain

2 HOURS OR LESS OF SCREEN TIME.

- Recreational screen time
  - Used for non-educational purposes
- Increased prevalence of overweight and obesity
- Lower reading scores
- Attention problems
- No screen media if < 2 years
- No screen devices in the bedroom
1 HOUR OR MORE OF PHYSICAL ACTIVITY.

• Essential for weight maintenance
• Prevention of chronic diseases
  – Heart Disease
  – Diabetes
  – Colon Cancer
  – Osteoporosis
• Activity sharply declines during adolescence

Active Families ➔ Active Children ➔ Active Adults

0 SUGARY DRINKS—MORE WATER.

• Increased since 1970s
• Associated with
  – Overweight & obesity
  – Displacement of milk
  – Dental cavities
• 100% Juice
  – 1-6 year old consume < 4–6 oz daily
  – 7-18 year old consume 8–12 oz daily
• Water provides the best healthy alternative to sugary drinks

3 SOLUTIONS FOR CHANGING OUR COMMUNITIES

Anyone and everyone can be a leader and play a part in implementing these five solutions.

What can you do to help solve our obesity problem?
5-2-1-0 is a HEALTH messaging campaign program.

- Training
- Resources
- Tools
- Implement
- Evaluate
- Sustain

Resources

- Parents and Caregivers
- Child Care Settings
- Health Care Settings
- School & School-aged children

Parents & Caregivers

- Fact Sheets
  - 5 servings of fruits and vegetables every day
  - 1 hour or more of physical activity every day
  - Healthy Eating on a Budget
  - Preparing Family-friendly Recipes
  - Kids in the Kitchen
  - 2 hours or less of noneducational screen time every day
  - Tips to Reduce Screen Time
  - Provide Alternative Activities
  - Fun Ways to Get Active
  - Get Active In Iowa
  - Beverages: more water
  - Choosing Healthy Drinks
  - Free Resources for Families
Healthcare Implementation

2017
United Way of Central Iowa Pilot
- 14 clinics across 5 health systems
- 4 funded communities
  - Dubuque, Malvern, West Union, Mt. Pleasant
  - 29 registered clinics

2018

2019
6 new funded communities
- Manning, Mason City, Clinton, Mount Ayr, Keosauqua & Warren County

Healthcare Registered Site

1. Connect to community & Healthy Choices Count efforts
- Display poster in waiting room and all exam rooms where pediatric patients are seen

2. Accurately weigh and measure patients
- Calculate and record BMI and weight classification

3. Have respectful conversations around healthy eating and active living
- Utilize the Healthy Habits questionnaire at well-child visits age 2-18

Recognition

Registered Sites
- Listed as registered site on Healthiest State Initiative and IMS website
- Receive 5-2-1-0 Healthy Choices Count window cling

Sites of Distinction
- Receive signed 5-2-1-0 Healthy Choices Count Site of Distinction certificate at the Healthiest State Annual Awards Ceremony
Resources and Support

- Posters, Stickers
- Onsite and Virtual Trainings
- Educational Materials for Families
- Optional Office Assessment Assistance
- Links to National, State, and Community Resources
- Connection to CME Opportunities

How do Iowa Kids Stay Healthy?

- 5 servings of fruits and vegetables
- 2 hours or less of screen time
- 1 hour or more of physical activity
- 0 sugary drinks—more water

Healthy Choices Count!
Healthcare Webinars

- Free CME Credits
  - Accurately Weighing and Measuring Pediatric Patients
  - Weight Stigma
  - Motivational Interviewing/Brief Action Planning
  - Implementing Stage 1 and 2 Assessment and Treatment of Childhood Obesity in the Primary Care Clinic

Resources

- 2007 AAP Assessment & Treatment Guidelines
- 2013 AAP Prevention Guidelines
- 2015 IHCW Algorithm
- Specialty Society Guidelines
- Iowa Pediatric Subspecialists
- IMS & Iowa AAP Committee on Obesity

What’s Next?

REGISTER AS A SITE
SHARE THE RESOURCES
CONNECT WITH OTHERS
Contact Info

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