



Healthy Choices Count!

FY21 COMMUNITY SUCCESS REPORT

Created in partnership:





FACT SHEET

Healthy Choices Count!

WHAT IS 5-2-1-0?

In 2017, Iowa launched 5-2-1-0 Healthy Choices Count!, 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.

WHERE IS 5-2-1-0?

Schools, early care providers, workplaces, out-of-school programs and health care sites across the state are invited to sign up as a 5-2-1-0 Healthy Choices Count! Registered Site and commit to making the healthy choice the easy choice.

WHAT CHANGES ARE BEING MADE?

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

- Limit unhealthy choices for snacks and celebrations and provide healthy choices.
- Limit or eliminate sugary drinks and provide water.
- Prohibit the use of food as a reward.
- Provide opportunities to get physical activity every day.
- Limit recreational screen time.

5-2-1-0 EVENTS:

The Healthiest State Initiative leads two 5-2-1-0 Healthy Choices Count! focused events each year:

- Healthiest State Month (throughout October)
- 5-2-1-0 Healthy Choices Count! Summit (October)



TARGET OUTCOMES:

Improved awareness of the importance of healthy habits.

Create healthier environments where kids live, learn, and play.

Increase in healthy habits among kids, families and staff.

Increase in healthy weight among youth.



Healthiest State
INITIATIVE

WHAT DO WE KNOW?

- In 2020, data showed that 71.8% of Iowans are overweight (35.3%) or obese (36.5%). **Overall, Iowa's adult obesity rate is ranked 7th in the nation.**
- 16.9% percent of youth ages 10 to 17 have obesity. **Overall, Iowa's youth obesity rate is ranked 18th in the nation.**
- Only 25.7% of high school students in Iowa report being physically active for at least 60 minutes a day.
- Iowa falls in the bottom three states for daily vegetable consumption by adults.

Sources: Behavioral Risk Factor Surveillance Survey 2020, StateOfObesity.Org/State/IA 2020, Youth Risk Behavior Surveillance System 2019

WHAT CAN WE DO?



5-2-1-0 Healthy Choices Count! is an evidence-based prevention framework to promote four, simple healthy habits.

- 5-2-1-0 Healthy Choices Count! helps communities:
- ✓ Promote a shared, consistent message that ties local efforts together across the community
 - ✓ Prioritize strategies for local community leaders to make changes to their programs, policies, and environments to make the healthy choice the easy choice for everyone

WHO CAN HELP?

Iowa Department of Public Health leads evaluation of program activities to understand impact as well as coordination of state agency and private partner efforts, including:

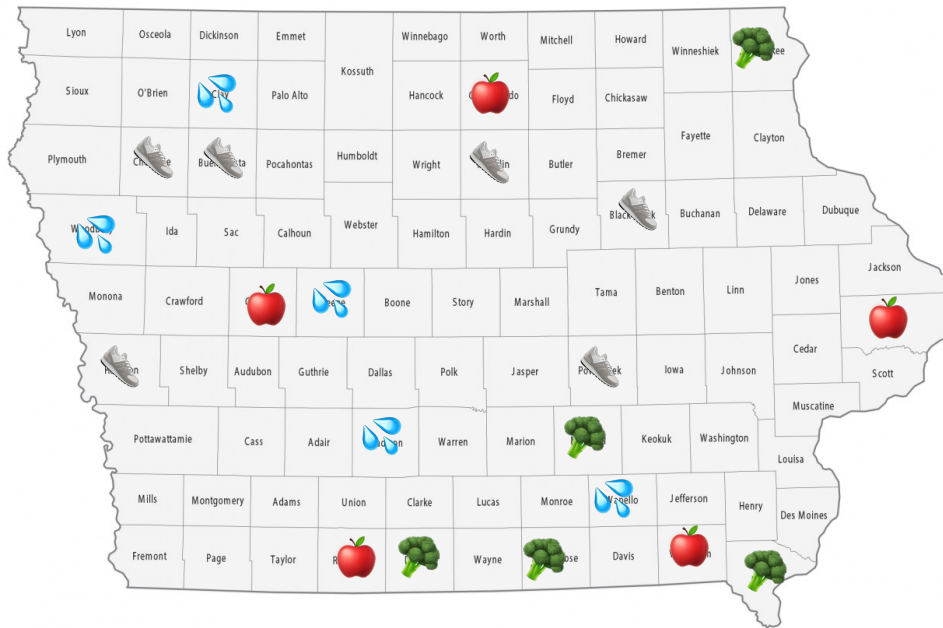
PRIVATE PARTNERS:

- American Academy of Pediatricians
- Healthiest State Initiative
- Hy-Vee, Inc.
- Iowa Association of Councils of Governments
- Iowa Medical Society
- United Way of Central Iowa
- Healthy HometownSM Powered by Wellmark
- Blank Children's Hospital Center for Advocacy and Outreach

STATE AGENCIES:

- Department of Education
- Department of Transportation
- Department of Management
- Department of Human Services
- Department on Aging
- Department of Natural Resources
- Department of Agriculture & Land Stewardship

5-2-1-0 FUNDED COMMUNITIES



YEAR 1

Ottumwa (Wapello)
 Scranton (Greene)
 Sergeant Bluff (Woodbury)
 Spencer (Clay)
 Winterset (Madison)

YEAR 2

Waterloo (Black Hawk)
 Storm Lake (Buena Vista)
 Cherokee (Cherokee)
 Hampton (Franklin)
 Missouri Valley (Harrison)
 Grinnell (Poweshiek)

YEAR 3

Mason City (Cerro Gordo)
 Clinton (Clinton)
 Mount Ayr (Ringgold)
 Keosauqua (Van Buren)
 Manning (Carroll)

FY22 START






Centerville (Appanoose)
 Keokuk (Lee)
 Leon (Decatur)
 Oskaloosa (Mahaska)
 Postville (Allamakee)

ABOUT THE GRANTS: The grants are a three-year tiered cycle from the Iowa Department of Public Health. Funding is provided to multi-sector community coalitions to make sustainable and equitable environmental and policy changes that support active living and healthy eating. This project is funded by the State of Iowa Health and Human Services Appropriations for Childhood Obesity Prevention.

FUNDING MODEL: Each Year 1 community received \$30,000, each Year 2 community received \$15,000 and each Year 3 community received \$8,000. Five more communities were selected to begin receiving funding in FY22.

INTERVENTIONS

Total number of policy, system and environmental changes made within the FY21 communities driven by 5-2-1-0 goals:

-  Out of School = 8
-  Early Care = 9
-  Health Care = 3
-  Schools = 14
-  Community = 33



IN THEIR WORDS...

“After installation of the water bottle filling station, I see more students bringing their water bottles to PE because it is now convenient to fill water bottles during P.E. class.”
— PE Teacher at Sergeant Bluff-Luton Community Schools

“This garden is an opportunity for everyone in the community: to volunteer and do good, to learn, to grow, to meet new people, and to get some fresh food.”
— Mt Ayr Garden Volunteer

“We’re excited to have our staff equipped with a toolkit to help keep the kids in our care active, making movement a part of our daily activities, even within a classroom. It is all about making being healthy fun!”
— Clinton YMCA Director of Children Programming

“Upon completion of the Prairie Playground Preservation project, children will get more exercise, parents will have a break and a chance to interact with their kids, and families will value time spent together outdoors.”
— Mason City YIELD Class participant

STATEWIDE REACH

TRAINING OPPORTUNITIES:

The State Library of Iowa hosted a 5-2-1-0 Healthy Choices Count! continuing education training for Iowa librarians. Following the training, 5-2-1-0 Healthy Choices Count! materials were distributed to the 542 libraries in Iowa, including a 5-2-1-0 book, coloring books, bookmarks and stickers.



IDPH, in partnership with the University of Iowa Prevention Research Center, created a free, 3-part webinar series on how using evidence-based nutrition and physical activity strategies grounded in policy, systems, and environmental (PSE) change can support community programs in improving their communities.

OTHER 5-2-1-0 PARTNERSHIPS, RESOURCES & EVENTS:

- **18 schools** received sub-grants (up to \$1,000 each) from the Iowa Department of Education to be used towards 5-2-1-0 projects
- **45 early care and education providers** participated in virtual 5-2-1-0 trainings
- **21,900+ posters and brochures** printed and distributed free of charge statewide
- **125 professionals** attended the 5-2-1-0 Healthy Choices Count! Summit

5-2-1-0 PROJECT HIGHLIGHTS

featuring the Year 1 communities



SCRANTON

- ▶ Installed StoryWalk for use at local parks
- ▶ Purchased disc golf course for community use
- ▶ Purchased outdoor exercise equipment



SERGEANT BLUFF

- ▶ Water filling stations at schools and rec center
- ▶ Snow shoes and disc golf sets for community
- ▶ Installed NEOS 360 at new playground



SPENCER

- ▶ Water feature installed at natural playscape
- ▶ Installed wayfinding signage for trail system
- ▶ Expanded outdoor classroom at childcare center



WINTERSET

- ▶ Installed ADA-compliant water stations in city
- ▶ Purchased inclusive playground equipment
- ▶ StoryWalk installed at community garden



OTTUMWA

- ▶ Disc golf course installed at a school
- ▶ Hallway breaks added at YMCA and schools
- ▶ Water filling station at convention center