



Northeast Iowa Food & Fitness Initiative partnered with the Iowa Department of Public Health and the 'National Institute for Children's Healthcare Quality' (NICHQ) to expand our message 'Together We Grow Health Kids'. Within NICHQ is a program called the Healthy Weight Learning Collaborative that is a two-phase quality improvement initiative to promote healthy weight and health equity. Iowa was one of 30 teams nationally selected in 2012 for phase 2. Our team was challenged to identify, test, and evaluate evidence-based programs and policy changes to prevent and treat obesity and overweight.

The NE Iowa Food & Fitness Initiative has been working collaboratively with the Iowa Department of Public Health, University of Iowa Hospital and Clinics and the University Of Iowa College Of Public Health. As part of the team, our focus is building relationships in NE Iowa with primary care, public health, and community-based organizations to create a consistent and concise message concerning better nutrition and increased physical activity for our target population; parents and provider of children ages 0-8 years of age. However, this message is a key to any age and improving health. This new message is a result of the name and brand recognition we received from the success of our message that has five steps for success.

We are piloting our message 'Together We Grow Health Kids' with the IDPH message (5-2-1-0) in Clayton County with Family Cornerstone Medicine Clinics, Guttenberg, IA, Clayton County WIC and Central Community School, Elkader, IA.

The *Together, We Grow Healthy Kids* Campaign now incorporates an individual behavioral component as a guideline for parents and providers.

- **5 - Eat at least 5 fruits and vegetables every day**
- **2 - Limit screen time (for example, TV, video games, computer) to 2 hours or less per day**
- **1 - Get 1 hour or more of physical activity every day**
- **0 - Drink fewer sugar-sweetened beverages**

Please find the message below for your use to help spread the word of 5-2-1-0. Feel free to print, post, forward and share with others.

'TWGHKS – 5-2-1-0' message link