



How Leaders May Support 5210 Healthy Children

5210 Healthy Children is a community-wide plan to improve child health. It spreads a common message throughout children's communities: where families work, live, and play. The message represents four healthy behaviors children should achieve each day:



5 or more servings of fruits and vegetables

2 or fewer hours of recreational screen time⁺

1 or more hours of physical activity

0 sweetened beverages

⁺ review guidelines on parenting strategies to ensure quality screen time (AAP, 2015)

5210 Healthy Children can benefit greatly from partnerships with leaders in the local community. Leaders can use their positions and connections to garner attention and create support for the campaign and to help the various targeted sectors network with one another and the greater community. With that in mind, the resources assembled in this toolkit are designed to help leaders promote and support the 5210 message.

The following materials are available for leaders:

1. **Tips for Leaders handout** – targets leaders and provides them with tips to help children in their community increase fruit and vegetable consumption, closely monitor and limit screen time, increase physical activity, and decrease sweetened beverage consumption.
2. **Tips for Leaders posters** – include enlarged versions of the Tips for Leaders handout that are available in two sizes (27" x 40" and 38" x 56") to hang in highly visible locations.
3. **Definitions & Recommendations handout** – explains the 5210 message and its research basis.
4. **Healthy Messaging** – lists quick, short, and long health messages that may be embedded into various communications.

We recommend hanging the poster in highly visible locations in the community, for example in municipal and government buildings. In addition, we advise distributing the handouts in locations where they are likely to be seen and used by community leaders. Digital versions of all materials are available and may be inserted into newsletters or emails and uploaded to workplace websites and via social media.

For more information, visit 5210 online at www.5210.psu.edu or email us at 5210@psu.edu. We will be happy to answer your questions!



This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, and the Office of Family Policy, Children and Youth, U.S. Department of Defense under Award No. 2010-48709-21867 developed in collaboration with The Clearinghouse for Military Family Readiness at Penn State University. 5210 Healthy Children is adapted from Let's Go! www.letsgo.org.



5 or more servings of fruits and vegetables

Fruits and vegetables provide children with nutrients, water, fiber, and phytochemicals that help prevent diseases and keep their bodies healthy. As a leader, do what you can to help ensure that children have ample opportunities to eat fruits and vegetables - educate yourself, gather support, and take the necessary steps to create policies and food environments that support fruit and vegetable consumption.

- Establish community gardens, farmers markets, and farm-to-school/farm-to-work partnerships to increase access to fruits and vegetables.
- Use policy to drive pricing incentives that nudge consumers into making fruit and vegetable purchases.
- Create policies for child care and Early Childhood Education centers, schools, after-school programs, and youth centers that ensure children have many opportunities to eat fruits and vegetables in settings where they don't compete with less nutritious foods.

2 or fewer hours of recreational screen time⁺

⁺review guidelines on parenting strategies to ensure quality screen time (AAP, 2015)

Recreational screen time is free time spent in front of screens – like televisions, video games, and the internet. It is possible to get enough physical activity and still engage in an unhealthy amount of screen time. The American Academy of Pediatrics recommends NO screen time for children under two years of age.

- Develop a campaign to help educate parents and caretakers about healthy screen time habits – like removing televisions from bedrooms, turning off media during mealtimes, and setting and enforcing limits.
- Create policy to support screen-free environments for young children in Child Development Centers and Family Child Care and encourage screen-time limits for children in schools, after-school programs, and youth centers.
- Create environments that naturally discourage sedentary behavior by making it easy and fun for children to be active!

1 or more hours of physical activity

Active play and active transportation give young children opportunities to move their bodies, use their imagination, practice problem solving, engage in social interactions that promote self-awareness and empathy, and increase physical fitness. Use your position to increase these opportunities.

- Create policies for Child Development Centers, Family Child Care, schools, after-school programs, and youth centers that ensure children have plenty of chances to play outside in every season.
- Endorse active fundraisers, like walk-a-thons, as replacements for food-related fundraisers, like selling cookie dough.
- Improve the built environment to promote active play and active transportation – increase children's access to grass fields and playgrounds, expand/improve bike paths and sidewalks, and establish walking school busses.

0 sweetened beverages

It is important to drink fluids to stay healthy, but sweetened beverages add extra sugar and calories to the diet. Your leadership can help make sure that children have access to beverages that support a healthy lifestyle.

- Develop a campaign to make water the norm for quenching thirst and rid children's environments of competing messages.
- Create environments where drinking water is free, available, and accessible at all times and a desirable choice.
- Use policy to drive pricing incentives that nudge consumers into making healthier beverage purchases.

Contact 5210 at 5210@psu.edu or www.5210.psu.edu for help identifying programs and resources targeting nutrition, physical activity, and screen time!

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Definitions & Recommendations

5 or more servings of fruits and vegetables

One serving of fruits and vegetables is:

1 medium fruit

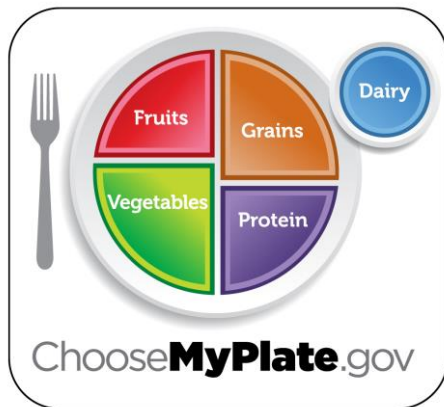
½ cup of chopped, canned, or cooked fruit

¼ cup of dried fruit

1 cup of raw leafy greens

½ cup of raw or cooked vegetables

½ cup of 100% fruit or vegetable juice



The Dietary Guidelines for Americans 2010¹ provide the following recommendations:

- Increase fruit and vegetable intake.
- Eat a variety of vegetables, especially dark-green, red, and orange vegetables, and beans and peas.

The American Academy of Pediatrics² has the following recommendations for consuming fruit juice:

- Do not give juice to infants younger than 12 months.
- Limit juice to 4 oz per day in children under 4 years.
- Limit juice to 4-6 oz per day in children 4 to 6 years.
- Limit juice to 8 oz per day in children and adolescents 7 years and older.
- Fruit juice offers no nutritional benefits over whole fruits, and whole fruits provide fiber and other nutrients.

The United States Department of Agriculture recommends that half of a person's plate should be fruits and vegetables³. This recommendation is reflected on the current U.S. Food Guidance System, MyPlate, which is shown to the left.

1. U.S. Department of Agriculture & U.S. Department of Health and Human Services. (2010). *Dietary Guidelines for Americans 2010*. Retrieved from <http://www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm>
2. Heyman, M. B., & Abrams, S. A. (2017). Fruit Juice in Infants, Children, and Adolescents: Current Recommendations. *Pediatrics*, e20170967.
3. U.S. Department of Agriculture. (n.d.). *ChooseMyPlate.gov*. Retrieved from <http://choosemyplate.gov>

2 or fewer hours of recreational screen time⁺

⁺review guidelines on parenting strategies to encourage quality screen time (AAP, 2015)

Recreational screen time is free time spent sitting or reclining in front of televisions, computers, tablets, and similar screens.

Children will engage in screen time as fully as they do in any other activity and screen time can have its positive and negative effects. So, the American Academy of Pediatrics¹ makes these recommendations:

- Become involved in children's media use and set limits around screen time.
- Help children learn to distinguish and choose programs that contain quality content.
- Become role models for children, demonstrating the value of productive time spent away from screens.
- Attempt to keep children under the age of 2 years away from screens entirely.

1. Brown, A., Shifrin, D.L (2015). Beyond turn it off: How to advise families on media use. *American Academy of Pediatrics News*, 36(10), 1-1.



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1 or more hours of physical activity

Physical activity is any movement of the body that raises one's heart rate above resting.

Structured physical activities are planned, and unstructured physical activities are free-play.

Aerobic physical activities involve moving large muscle groups. Moderate and vigorous aerobic activities make a person's heart, lungs, and muscles work noticeably harder. Examples include bicycling, swimming, and playing chasing games, like tag.

Muscle-strengthening physical activities include climbing and swinging on playground equipment, doing sit-ups and push-ups, and resistance training.

Bone-strengthening physical activities create an impact on bones, such as hitting a tennis ball, jumping rope, or practicing gymnastics.

For children 5 years and younger, the National Association for Sport and Physical Education¹ has developed the following recommendations:

- Infants under 12 months of age should engage in structured and unstructured physical activities each day that are devoted to exploring movement and developing motor skills.
- Toddlers (12 to 36 months old) should engage in structured physical activities for at least 30 minutes per day plus unstructured physical activities for at least 60 minutes (and up to several hours) per day.
- Preschoolers (3 to 5 years old) should engage in structured physical activities for at least 60 minutes per day plus unstructured physical activities for at least 60 minutes (and up to several hours) per day.

For children and adolescents 6 years and older, the U.S. Department of Health and Human Services² provides the following recommendations:

- Children and adolescents (6 to 17 years old) should engage in 1 hour of physical activity per day.
 - Most of the 1 hour should be moderate- or vigorous-intensity aerobic physical activities.
 - Muscle-strengthening physical activities should be included at least 3 days per week.
 - Bone-strengthening physical activities should be included at least 3 days per week.

1. National Association for Sport and Physical Education. (2009). *Active Start: A Statement of Physical Activity Guidelines for Children From Birth to Age 5*. Retrieved from <http://www.aahperd.org/naspe/standards/nationalGuidelines/ActiveStart.cfm>
2. Office of Disease Prevention & Health Promotion, U.S. Department of Health and Human Services. (2008). *2008 Physical Activity Guidelines for Americans*. Retrieved from <http://www.health.gov/paguidelines/guidelines/default.aspx>



0 sweetened beverages

Sweetened beverages are fruit drinks, sodas, sports drinks, and other beverages with caloric sweeteners like sugars and syrups.

Researchers from the Robert Wood Johnson Foundation Healthy Eating Research program¹ made the following conclusion following an examination of current evidence:

- Reducing sweetened beverage intake “would have no negative effect on children’s health and would reduce the risk of childhood obesity and many other health problems, including type 2 diabetes, poor nutrition, excess caffeine consumption, and dental decay.”

1. Gortmaker, S., Long, M., & Wang, Y. C. (2009). *The Negative Impact of Sugar-Sweetened Beverages on Children's Health*. Retrieved from <http://www.rwjf.org/en/research-publications/find-rwjf-research/2009/11/the-negative-impact-of-sugar-sweetened-beverages-on-children-s-h.html>

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Healthy Messages

Here are some sample messages that you can distribute. Consider these quick messages for screen savers, the intranet, or social media.

- “ Do a little bit more physical activity, a little more often!
- “ Get more daily activity! Walk around the building before you go to your car.
- “ Get more daily activity! Invite a co-worker for a walk during lunch.
- “ Walking is a great way to start being active more often!
- “ Walking helps lower your blood pressure.
- “ Walking gives you more energy.
- “ Walking helps relieve stress.
- “ Walking helps you sleep better.
- “ Celebrate family occasions with a walk or hike. Get outside and play.
- “ Bike to your children’s sporting events.
- “ Walk the dog.
- “ Family meal time is important; take 10-15 minutes to sit down together.
- “ How do you involve your family in meal planning.
- “ Don’t waste time waiting for the elevator, use the stairs!



Social Media Tips

Social media is great for stirring up conversation around a topic or message. It can be used to inspire or assist people in making changes. Follow the number one rule: share information or ask questions in a way that makes healthy choices fun, easy, and popular!

Examples of Facebook posts from the Let’sGo! page:

- “ Are you a bottle water or tap water person?
- “ What ‘in season’ produce are you looking forward to eating?
- “ What are your tips for making quick, healthy, homemade meals?
- “ Like this post if cool, clear, crisp, refreshing water is your favorite way to stay hydrated.
- “ How do you stay active in the winter?

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Short Messages

These messages are appropriate for emails and bulletin boards.

“ Stair climbing and other small bursts of physical activity at work make a significant contribution to the recommended daily amount of 30 minutes (or more) of daily physical activity!

“ Get more daily activity! If you have a choice, always take the stairs. If you have stairs, take as many trips up and down as possible.

“ Get more daily activity! Walk around the office or building. There's no need to sit still while you talk on the phone or think. Pacing and fidgeting are physical activity.

“ Wear a pedometer at work: Since every step counts, wearing a pedometer is wonderful motivator to walk more during your workday.

“ Take small steps to help make health a priority. Small changes make a big difference over time! Incorporate the walking into activities you would be doing anyway. If you need to go to a different floor, use the stairs. Take the long way to the restroom and take a flight each way. Studies have shown that people are most likely to stick to exercise when it is part of their daily routine. Get started today!

“ Along with its benefits to the heart, walking:

- improves circulation
- helps breathing
- increases happiness
- bolsters the immune system
- helps prevent osteoporosis
- helps prevent and control diabetes



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“ Challenge yourself to take the stairs all day today. If it is not possible to use the stairs, challenge yourself to pick two new ways this week to increase your physical activity during the work day:

- Use the stairs instead of the elevator.
- Schedule a walking meeting with co-workers.
- Stand and/or stretch while talking on the telephone.
- Rather than using the telephone, walk down the hall to speak with someone.
- Walk around your building, stretch your muscles.
- Park in the farthest parking spot and walk the rest of the way.

“ What is a serving?

- A whole fruit the size of a tennis ball.
- ½ cup of cut up fruit or veggies.
- 1 cup of raw leafy greens.
- ¼ cup of dried fruits.
- For kids, a serving is the size of the palm of their hand.

“ Be a healthy family. Keep the TV out of bedrooms and turn off the TV during meals.

Kids and adults should be active for at least one hour every day. You are your family's number one role model, so start practicing healthy habits today!

- Make gradual changes to increase your level of physical activity.
- Incorporate physical activity into your daily routines.
- Try tracking the level of your physical activity using a pedometer.
- Role model an active lifestyle.
- Turn off the TV and computer and keep them out of the bedroom.
- Limit TV and recreational computer time.
- Encourage lifelong physical activity by incorporating physical activity into your routine.
- Keep physical activity fun!



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These messages are appropriate for newsletters or e-newsletters.

Mindful Eating

“ Mindful eating involves paying full attention to the experience of eating and drinking.

It includes being aware of all the activities that surround food and eating. Mindful eating helps us learn to listen to what our body is telling us about hunger and satisfaction. It can improve our overall health.

Suggestions for mindful eating:

- Don't skip meals
- Eat sitting down
- Be present - eat without TV, newspaper, computer or work
- Learn to recognize the difference between hunger and cravings
- Notice how much food is on your plate, fork, or spoon
- Take time to enjoy the taste and to chew your food slowly between bites
- Check during a meal to see if you really need more food
- Notice how you feel both physical and emotionally



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Fruits & Veggies

“ Eat at least 5 fruits and vegetables a day.

A diet rich in fruits and vegetables provides vitamins and minerals, important for supporting growth and development, and for optimal immune function.

Most fruits and vegetables are low in calories and fat, making them a healthy choice anytime. They may also contain phytochemicals (fight-o-chemicals) that work together with fiber to benefit your health in many ways. Different phytochemicals are found in different fruits based on their color – that’s why it’s important to put a rainbow on your plate.

Try it:

- Offer your family new fruits and veggies different ways; it can take 7 to 10 tries before you like a new food.
- Many fruits and veggies taste great with a dip or dressing. Try a low-fat salad dressing with yogurt or get protein with peanut butter.
- Make a fruit smoothie with low-fat yogurt.

Mix it:

- Add them to foods you already make, like pasta, soups, casseroles, pizza, rice, etc.
- Add fruit to your cereal, oatmeal, or other breakfast foods.
- Be a good role model for your family and have at least one veggie at every meal.

Slice it:

- Wash and chop veggies and fruits so they are ready to grab and eat.
- Most people prefer crunchy foods over mushy ones. Enjoy them fresh or lightly steamed

Choose with the seasons:

- Buy fruits and veggies that are in season.
- Remember that frozen fruits and veggies are always available and are a healthy choice.

Be a Role Model:

- You are your family’s number one role model, so start practicing the healthy habits you encourage your family to practice.
- Start by making small changes.
- Encourage the whole family to embrace a healthy lifestyle.



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Physical Activity

66 Incorporate One Hour or More of Physical Activity into your Day.

Physical activity makes you feel good. It helps keep you at a healthy weight, makes your heart happy, and makes you stronger and more flexible.

One hour of moderate physical activity means:

Doing activities where you breathe hard, like hiking or dancing

20 minutes of vigorous physical activity means:

Doing activities where you sweat, like running, aerobics or basketball.

Free and Fun Activities:

- Take a walk with your family
- Play with your pet
- Walk the dog
- Take a bike ride (remember to wear your helmet)
- Turn on music and dance
- Jump rope
- Play Frisbee
- Take the stairs
- Park the car at the end of the parking lot

Avoid Sugary Drinks

66 Soda has no nutritional value and is high in sugar. Just nine ounces of soda is equal to 110-150 empty calories. Many sodas also contain caffeine, which kids don't need. Try drinking water and low-fat milk instead of soda and drinks with lots of sugar. If you choose to serve juice, buy 100% juice and limit the serving size.

Sports drinks contain lots of sugar. They should only be used when you are active for more than 60 minutes and it is hot and humid.

Energy drinks are NOT sports drinks and should never replace water during exercise.

Fuel with Water

- 66
- Water is the body's most important nutrient.
 - Between 70-80% of your body is made up of water.
 - When you exercise, you sweat, and when you sweat you LOSE water and minerals – it is important to replace the water you lose when you sweat.
 - Water is the #1 thirst quencher!
 - Add fresh lemon, lime or oranges wedges to water for some natural flavor.
 - Fill a pitcher of water and keep it in the fridge.

Replace soda with water instead of other sugar-sweetened beverages, such as juice or sports drinks. Remember, water is the best drink when you are thirsty.

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