



Healthy Numbers for Kentucky Families



5-2-1-0

Healthy Numbers for Kentucky Families

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We Need a Consistent Message

- Early Child Care Stakeholder Feedback
- Evidence-based Strategies
- Other States Efforts with 5-2-1-0
- Kentucky 5-2-1-0 Campaign





Healthy Numbers for Kentucky Families



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5-2-1-0: The Real Deal!

Eat (at least) **5** servings of fruits and vegetables each day

Limit screen time to **2** hours

Get **1** or more hours of physical activity a day

Drink **0** sugar-sweetened drinks

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Poll

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Where Did It Come From?

- From research
 - Evidence based behaviors associated with being at a healthy weight
 - Variety of clinical and population based studies



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Where Did It Come From?

- From experience in other places
 - Maine: Let's Go!
 - North Carolina: Eat Smart, Move More
 - Chicago: The Coalition to Lower Obesity in Chicago's Children (CLOCC)



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Where Did It Come From?

- From Kentucky
 - State Department of Health
 - Kentucky Chapter of The American Academy of Pediatrics (Kentucky Pediatric Society)
 - Foundation for a Healthy Kentucky
 - State Legislative Task Force on Obesity



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Where Did It Come From?

- From good old common sense!
 - It's the good habits we've lost
 - Eating your vegetables
 - Entertainment as a family
 - Playing actively AND/OR outside
 - Keeping sweet drinks as a treat

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And Why Now?



Guidelines Exist

American Academy of Pediatrics 2007 recommendations

www.aap.org/obesity

The screenshot shows the AAP website's 'Prevention and Treatment of Childhood Overweight and Obesity' page. At the top, the AAP logo and tagline 'DEDICATED TO THE HEALTH OF ALL CHILDREN' are visible. A navigation bar includes links for Home, Parenting Corner, Health Topics, Bookstore & Publications, Professional Education & Resources, Advocacy, Members, and About. The main header features three children playing and the title 'PREVENTION AND TREATMENT OF Childhood Overweight and Obesity'. Below this is a search bar and a 'Print Version' icon. The main content area is divided into sections: 'White House Obesity Initiative' with a link to the 'AAP Mission Statement About Obesity', which includes a welcome message and a paragraph about the site's purpose; a 'Spotlight' section with a yellow background reporting that 'Adult obesity rates increased in 28 states in the past year, and declined only in the District of Columbia (D.C.) according to the 2010 F as in Fat Report'; and a 'New Report on Childhood Obesity is Available' section. At the bottom, there are three image-based sections: 'What health professionals can do' (with a stethoscope image), 'What families can do' (with a family image), and 'Partner with the community' (with a park image).

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And are more easily accessible...

NICHQ and the Childhood Obesity Action Network

www.nichq.org/childhood_obesity

The screenshot shows the NICHQ website interface. At the top, there are navigation links: JOBS | SITE MAP | SEARCH and a GO button. Below this is a horizontal menu with categories: About Us, Advocacy, Conferences & Training, Expert Services, Toolkits & Publications, Online Communities, and Contact Us. The main header features the NICHQ logo (National Initiative for Children's Healthcare Quality) and a photograph of two children playing with a ball. A sidebar on the left lists various topics: WHAT IS QUALITY?, CHILDHOOD OBESITY, CHILDHOOD OBESITY TOOLKIT, CHILDHOOD OBESITY ACTION NETWORK, CHILDREN & YOUTH WITH SPECIAL HEALTHCARE NEEDS, PARENTS CLICK HERE, INNOVATIONS, CULTURAL COMPETENCY, and PATIENT SAFETY. The main content area is titled 'Childhood Obesity' and includes a description of NICHQ's commitment to prevention, a 5-point prevention model based on USPSTF recommendations, and a 'User Login' form with fields for E-Mail address and password, and checkboxes for 'Remember e-mail' and 'Stay logged in'. A yellow box highlights the 5-point model: B: Breastfeeding, B: Body mass index, 2: Fewer than 2 hours of screen time, 1: Greater than 1 hour of physical activity, and 0: No sugar sweetened beverages.



Encouraging Signs for Pursuing Weight Management in Practice...

The new HEDIS measure from NCQA



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Encouraging Signs for Pursuing Weight Management in Practice...

The new HEDIS measure from NCQA

Healthcare providers should document BMI percentile for age and gender annually in every patient's chart between the ages of two and seventeen years.

Healthcare providers should document evidence of counseling for good nutrition and activity annually in every patient's chart between the ages of two and seventeen years.



Encouraging Signs for Pursuing Weight Management in Practice...

The Clinton Foundation & The American Heart Association



Encouraging Signs for Pursuing Weight Management in Practice...

Alliance for a Healthier Generation

The screenshot shows the top of the William J. Clinton Foundation website. It features a blue header with the Clinton Foundation logo on the left, the text "WILLIAM J. CLINTON FOUNDATION" in the center, and a red "DONATE NOW" button on the right. Below the header is a navigation menu with four blue buttons: "What We Do", "Explore Our Work", "How You Can Help", and "About The Clinton Foundation". A banner image shows a group of diverse children looking at fresh produce. A quote from President William J. Clinton reads: "We can help turn young people's lives around and give them hope for a healthier future." Below the banner is a yellow bar with the text "FIGHTING CHILDHOOD OBESITY: ALLIANCE FOR A HEALTHIER GENERATION".

- > Transforming Ideas Into Action
- > Combating Climate Change
- > Treating HIV/AIDS & Malaria
- > Fighting Childhood Obesity
 - Why Childhood Obesity?**
 - Facts about Childhood Obesity
 - President Clinton's Call to Action
 - Our Approach
 - Healthy Schools Program
 - Industry Initiatives
 - empowerME Movement
 - What We've Accomplished
 - Get Involved
 - 10 Things You Can Do
- > Promoting Economic Opportunity
- > Creating Sustainable Development in Africa

Why Tackle Childhood Obesity?

Childhood obesity is on the rise. Nearly 25 million children and teens in the United States are obese or overweight. In the last 20 years, obesity levels have doubled and are still rising, as are the costs of treating health problems related to obesity. Overweight people are more likely to suffer from type-2 diabetes, heart problems, osteoarthritis, and sleep apnea.

Unless we take action now, this generation will be the first in American history to live shorter lives than their parents.

A Heart Attack Waiting to Happen: President Clinton's Battle with Obesity

President Clinton has waged his own battle with childhood obesity. Though President Clinton is in good shape now, his fondness for fattening food left him overweight as a child – and certainly contributed to the severe chest pains that sent him into emergency heart surgery in 2004. In his words: "I was a heart attack waiting to happen." [Read more](#) about President Clinton's story.

After a successful surgery and the wave of media attention that followed, President Clinton wanted to find ways to expand this "teaching moment." It was clear that childhood obesity was a major factor not just in his brush with mortality, but in a number of America's rising – and costly – health problems.

[Email Article](#) [SHARE](#)

PROFILE

Miami Springs Principal Makes a Big Impact-Miami Springs Middle School, Miami, FL



As part of the Alliance's Healthy Schools Program, Principal Guigley has introduced whole-wheat pizza, a before school walking club and aerobics demonstrations to improve the health of students and faculty at Miami Springs Middle School.

FACTS

3 out of 10

Only 3 out of 10 of high school seniors report eating green vegetables "nearly every day or more."



Encouraging Signs for Pursuing Weight Management in Practice...

Let's Move!



The First Lady's Initiative

In partnership with the American Academy of Pediatrics

- Physicians should screen for BMI percentile
- Physicians should give a prescription for good nutrition and increased activity



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Opportunity in Kentucky...



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Committed to the attainment of optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults.



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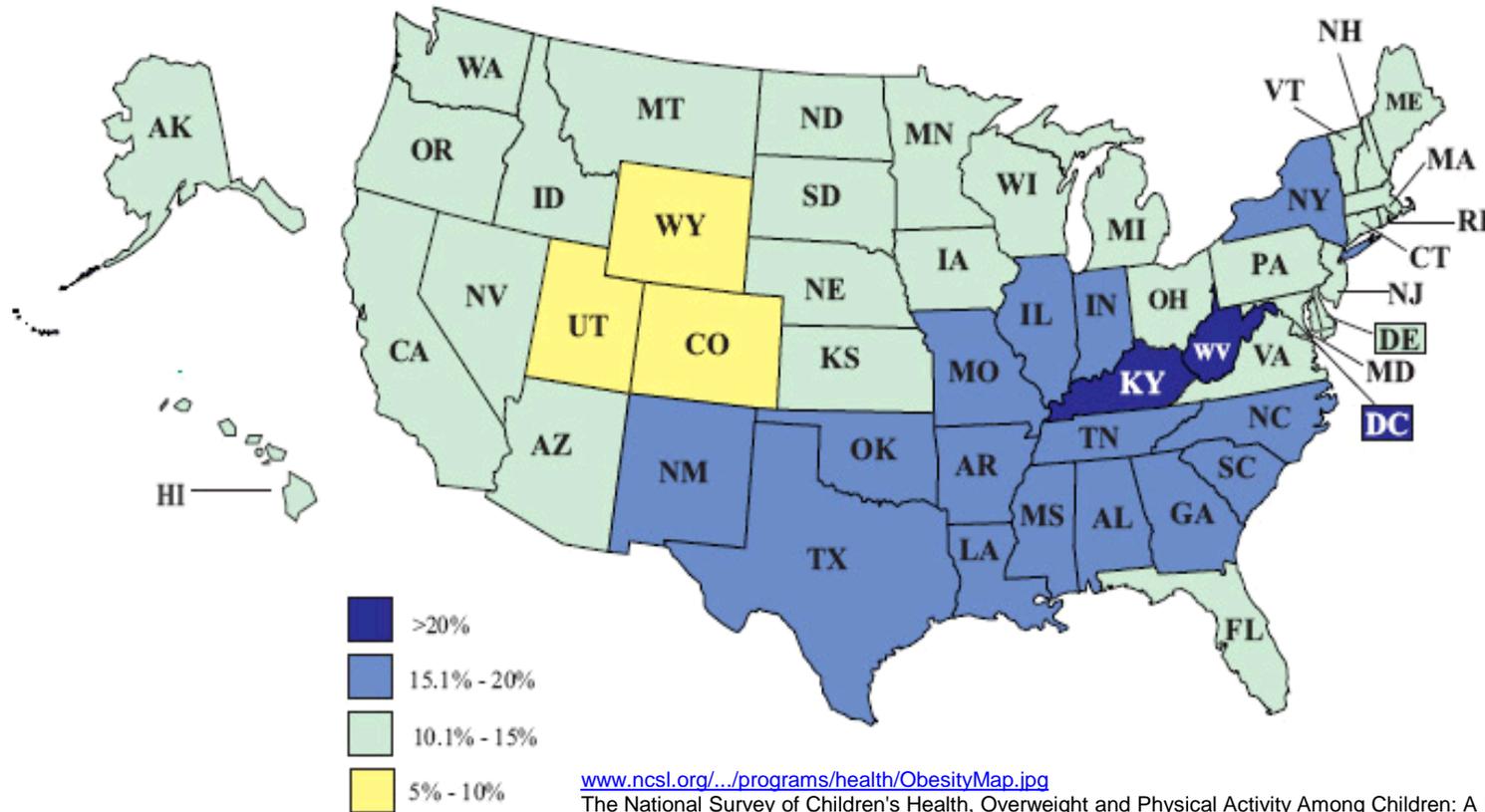


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National Perspective

Percentage of Children Who Are Obese*



www.ncsl.org/.../programs/health/ObesityMap.jpg

The National Survey of Children's Health, Overweight and Physical Activity Among Children: A Portrait of States and the Nation 2005; HRSA, Health, United States, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics, 2007.

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In defense of 5

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What's the Rap Against 5?

- Fresh fruits and vegetables are expensive
- Kids don't like them
- Fruits and vegetables aren't accessible
- Pushing fruit and vegetable consumption does not cause weight loss



From 12-24 months the child assumes
the **eating habits**
of the family –

**The Feeding Infants
And Toddlers Study**

Over 3000 families

J Amer Diet Assoc, supplement Jan 2004

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Recent Preschool Diet Trends

FITS (Feeding Infants and Toddler's Study)
Published Dec 2010 based on 2008 data

Less sweetened beverages consumed

Toddlers still not eating vegetables or fruit on
any given day (French fries still most popular)

Still too much saturated fat and salt



What Else Do We Know From FITS?

Kids eat what is SWEET and
they eat what is FAMILIAR

So, DON'T GIVE UP!!!!!!

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And Most Importantly In Defending Fruits and Vegetables

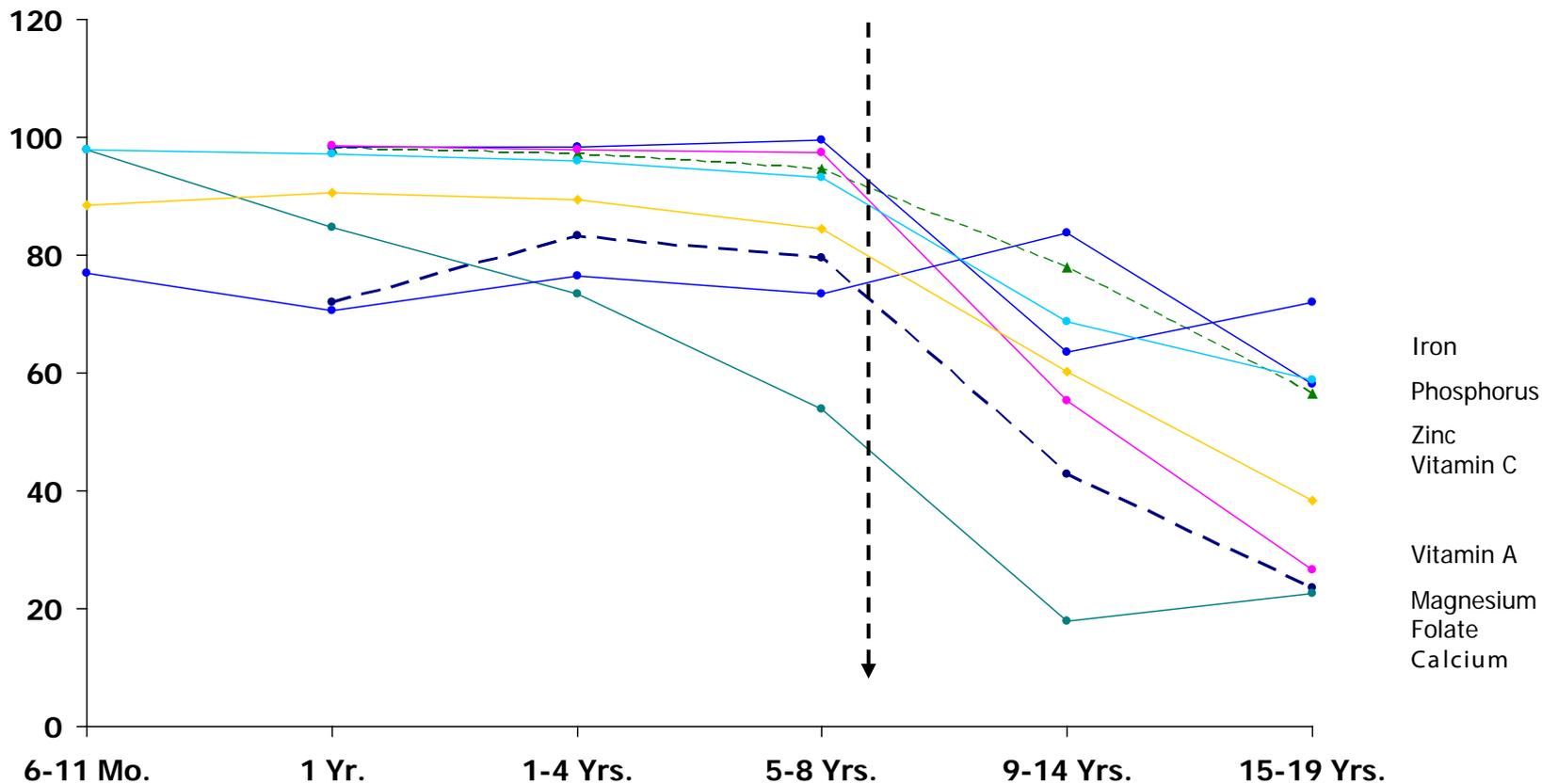
- This IS NOT about cosmetics
- This IS about
 - Healthy promotion
 - Sustainable changes
 - Helping kids grow
 - Helping kids be accepted for who they are and not what they look like
 - Improving quality of life



Overweight, Unfit & Undernourished

% Children
Consuming Daily
Recommended
Intake

Data compiled by Dr. John Lasekan, Ross Labs
from NHANES 1999-2000 and the Continuing
Food Survey 1994-96, 1998



2 & 1

The Activity Dyad



*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

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Two Things Going On Here

Limiting sedentary time

- Especially screen time

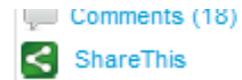
Increasing Activity

- Daily “ambient” activity
- Vigorous activity



Screen time continues to increase

TV Viewing Among Kids at an Eight-Year High



October 26, 2009

Patricia McDonough, SVP Insights, Analysis and Policy, The Nielsen Company

American children aged 2-11 are watching more and more television than they have in years. New findings from The Nielsen Company show kids aged 2-5 now spend more than 32 hours a week on average in front of a TV screen. The older segment of that group (ages 6-11) spend a little less time, about 28 hours per week watching TV, due in part that they are more likely to be attending school for longer hours.

Average Weekly TV And Peripheral Consumption					
Among All Kids 2-5					
Total	TV	DVR	DVD	VCR	Game Console
Over 32 hrs	24hrs 51mins	1hr 29mins	4hrs 33mins	45mins	1hr 12mins
Among All Kids 6-11					
Total	TV	DVR	DVD	VCR	Game Console
Over 28 hrs	22hrs 9mins	59mins	2hrs 28mins	18mins	2hrs 23mins

This trend of increased viewing among children mirrors the overall increase in media consumption we've been tracking over the last two years across TV, Internet, Games and Mobile phones. And much like their older family members, the majority of viewing for these kids is still done watching live TV.



The Perception of Safety

- Violent crime rates in the US peaked in 1991 (758/100k)
- Current rate is similar to 1973 rate (429/100K)
- Murder rate peaked in 1980 (10.2/100K)
- Current rate is close to 1950's/1960's baseline of 5/100K
- Personal safety awareness is up significantly
- Is the difference the 24 hour news cycle?



GET THE TV OUT OF THE BEDROOM!!!

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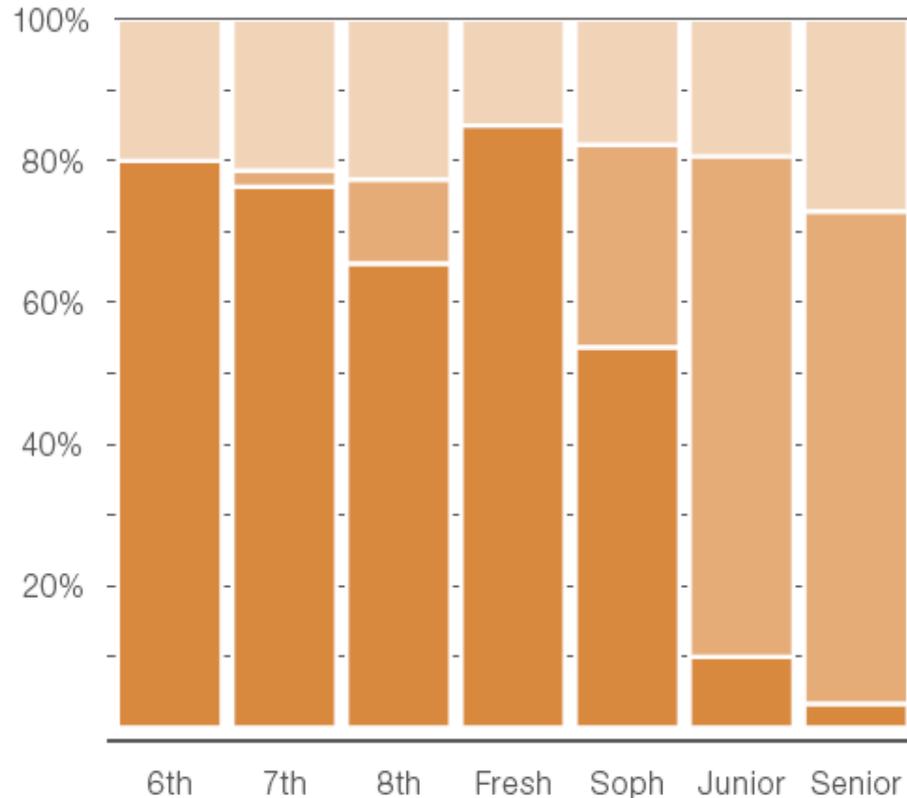


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We Breed Activity Out of Our Lives in School

Percentage of Northern KY schools requiring physical education



Source: NKY School Tobacco Policy Study, 2007



And where we live...



And shop...



Changing the lay of the land...



A Crash Course for 0

- Today, kids and teens drink three times more soda than 20 years ago
- They drink twice as much soda as milk
- 12- to 19-year-old boys who drink soda consume an average of 81 gallons of soda per year
- Girls the same age drink an average of 61 gallons
- A 12-oz. can of Mountain Dew contains 11 teaspoons of sugar
- A person who drinks one 12 oz can per day will gain between 10-15 pounds if all else stays the same



And It Isn't Just About Soft Drinks

- Sweet Tea
- Sports Drinks
- Lemonade
- Juice Drinks including 100% Juice



What Can This Look Like in the Medical Office?

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Starting the Contact...



In the Exam Room...



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Healthy Habits Survey (Ages 2–9)

We are interested in the health and well-being of all our patients. Please take a moment to answer the following questions.

Patient Name: _____

Age: _____ Today's Date: _____

1. How many servings of fruits or vegetables does your child eat a day?
One serving is most easily identified by the size of the palm of your child's hand.

2. How many times a week does your child eat dinner at the table together with the family?

3. How many times a week does your child eat breakfast?

4. How many times a week does your child eat takeout or fast food?

5. How many hours a day does your child watch TV/movies or sit and play video/computer games?

6. Does your child have a TV in the room where he/she sleeps?

Yes No

7. Does your child have a computer in the room where he/she sleeps?

Yes No

8. How much time a day does your child spend in active play (faster breathing/heart rate or sweating)?

9. How many 8-ounce servings of the following does your child drink a day?

100% Juice _____
 Water _____

Fruit drinks or sports drinks _____
 Whole milk _____

Soda or punch _____
 Nonfat or reduced fat milk _____

10. Based on your answers, is there **ONE** thing you would like to help your child change now? Please check one box.

- Eat more fruits & vegetables.
- Take the TV out of the bedroom.
- Play outside more often.
- Switch to skim or low fat milk.

- Spend less time watching TV/movies and playing video/computer games.
- Eat less fast food/takeout.
- Drink less soda, juice, or punch.
- Drink more water.

Please give the completed form to your clinician. Thank you.



Adapted by Mami-Health* and Maine Medical Center from the High Five for Kids in Massachusetts and Keep ME Healthy in Maine.



And Where Else Might This Lead?



- Healthy Breakfasts
- Healthy Snacking
- Right Sizing Portions
- Limiting Eating Out

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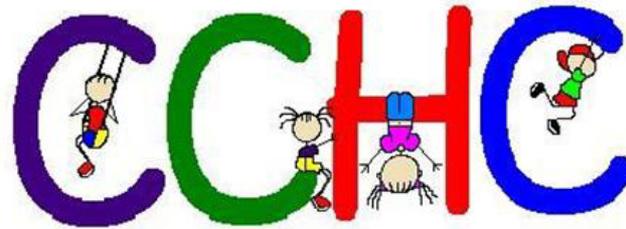
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Child Care Health Consultation



for a Healthy Start
in Child Care

Helpline: 1-877-281-5277

www.kentuckycchc.org

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- Color Me Healthy – www.colormehealthy.com
- SPARK- (Sports, Play & Active Recreation for Kids)- www.sparkpe.org
- NAP SACC- (Nutrition and Physical Activity Self Assessment for Child Care)- www.napsacc.org

www.kentuckycchc.org





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WIC Program

- Provides:

- Nutrition education;
- Breastfeeding promotion and education;
- Referrals for other health and social care services;
- Healthy foods;

To pregnant, breastfeeding and post delivery women, infants and children up to the age of five (5) who meet income and health risk guidelines.



Overweight and Obesity

- Rates of overweight in WIC children are similar to national trends
- Concern that rising obesity rates disproportionately affect low income population
- Kentucky monitors the health indices for WIC children



Data

- Kentucky Pediatric Nutrition Surveillance:

	Nation	Kentucky
2010	Obese \geq 95%	12.6%
	Overweight 85- \leq 95%	16.0%
2009	Obese \geq 95%	12.6%
	Overweight 85- \leq 95%	16.0%



WIC and 5-2-1-0

- Collaborates with partners at both national and state level to promote consistent nutrition and physical activity messages
- Effective January 1, 2012
- Health Professional will counsel caregivers at each certification regarding 5-2-1-0
- Provide the posters for display in LHDs/clinics



WIC and Overweight/Obesity

- Visit the below website for the National WIC Association position paper entitled – WIC :Preventing Maternal and Childhood Overweight and Obesity
- <http://nwica.org/sites/default/files/Preventing%20Maternal%20and%20Childhood%20Overweight%20and%20Obesity.pdf>



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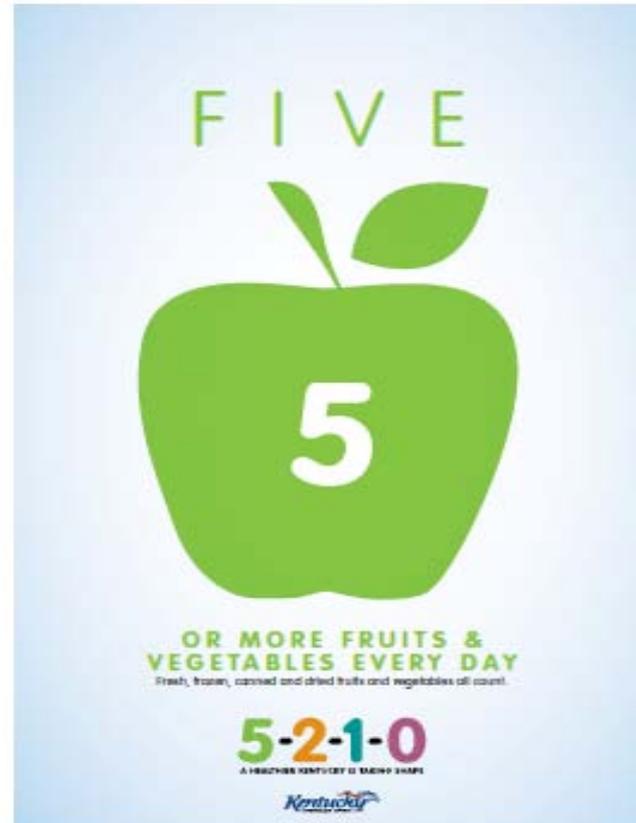
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Five or More Fruit & Vegetables Every Day



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Two or less Hours of Screen Time



One Hour or More of Physical Activity



Zero Sugary Drinks



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Healthy Numbers for Kentucky Families

5-2-1-0 Poster



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5-2-1-0 stickers



5-2-1-0 Prescription Pad

**PRESCRIPTION
FOR GOOD HEALTH**

PATIENT:

DOCTOR: DATE:

 **FIVE**
OR MORE FRUITS &
VEGETABLES EVERY DAY

 **TWO**
OR LESS HOURS
OF SCREEN TIME

 **ONE**
HOUR OR MORE OF
PHYSICAL ACTIVITY

 **ZERO**
SUGARY DRINKS

I COMMIT TO:

5-2-1-0
HEALTHY NUMBERS FOR KENTUCKY FAMILIES




5-2-1-0 Brochures

FEED THE FAMILY FRUITS & VEGETABLES

Everyone should eat at least five servings of fruits and vegetables a day.

A serving size is smaller for a child. One serving size of fruit or vegetables will fit in the palm of your child's hand.

It can take up to 10 tries for kids to like a food.

Children are more likely to eat fruits and vegetables if they see their parents eating those foods.

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FIVE



EAT FIVE OR MORE FRUITS AND VEGETABLES EVERY DAY.

MOVE AN HOUR (OR MORE) EVERY DAY

Moving helps your child's brain develop. Everyone in the family needs physical activity for a healthy heart, bones, muscles and brain.

Encourage running, jumping, skipping, hopping – any activity that results in a quicker heartbeat, more breathing and sweating.

Be a good role model and let your child see you being active.

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ONE



GET ONE HOUR OR MORE OF PHYSICAL ACTIVITY.

TURN OFF THE SCREEN TO DEVELOP THE BRAIN

TV and other electronic media can get in the way of exploring, playing and interacting with others.

Exploring and playing is crucial to brain development in young children.

Touching, tasting, smelling, talking, movement and social interaction help children learn through their environment. The TV or computer cannot provide the same type of brain stimulation.

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TWO



LIMIT TWO OR LESS HOURS OF DAILY TV OR COMPUTER USE.

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HEALTHY NUMBERS FOR KENTUCKY FAMILIES

Adapted from materials developed by Let's Get Moving.org

PUT LIMITS ON JUICE

- Juice products labeled "100% juice" or "juice" often contain 5% juice or less. The only difference between these "juices" and soda is that they're fortified with Vitamin C.
- Always try to choose whole fruits over juice.
- If you choose to serve juice, buy 100% juice.
- Each day, juice should be limited to:
 - 4-6 ounces for children 1-3 years old
 - 8-12 ounces for children 7-13 years old
 - No juice for children 6 months and under
- Make changes slowly by adding water to your child's juice.
- Suggest a glass of water or low-fat milk instead of juice.

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ZERO



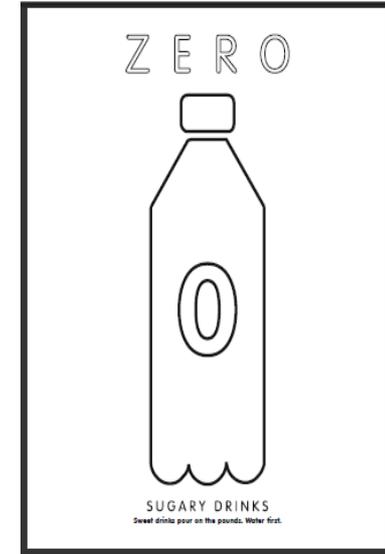
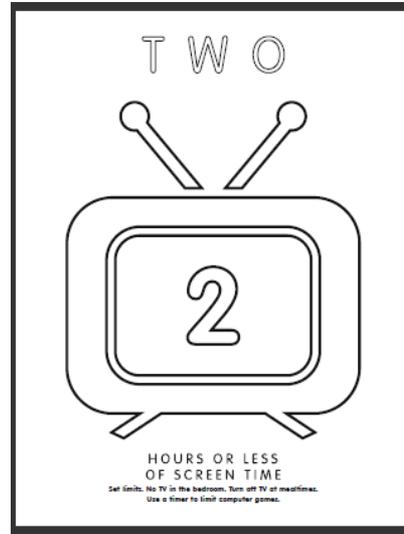
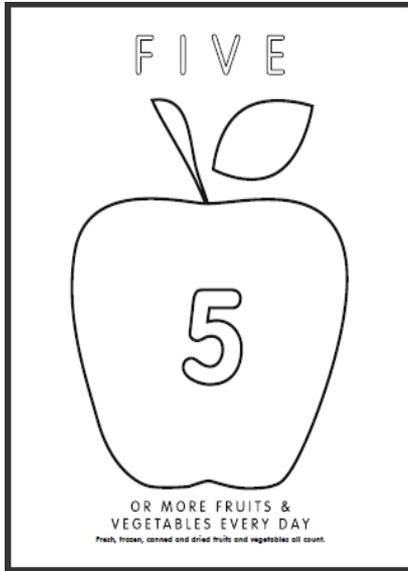
DRINK ZERO HIGH-SUGAR DRINKS.

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HEALTHY NUMBERS FOR KENTUCKY FAMILIES

Adapted from materials developed by Let's Get Moving.org



5-2-1-0 Coloring Pages



Ordering 5-2-1-0

Kentucky's Pamphlet Library

- Posters (11 x 17)
- Stickers
- Prescription pads
- Brochures
- Coloring pages

You will receive an email after this webinar “Ordering 5-2-1-0 materials.” Fill out survey monkey and the materials will be sent to you from the Pamphlet Library at the Cabinet for Health and Family Services. You will receive the materials by the 1st week of January 2012.

- Website - www.chfs.ky.gov/5210

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Questions?

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5-2-1-0

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