



# Healthy Kids 5-2-1-0 Challenge

BUILDING HEALTHIER TOMORROWS

## 5-2-1-0 Challenge Step by Step

The 21-Day 5-2-1-0 Challenge encourages children to adopt these healthy habits for 21 days:



*Eat 5 or more fruits and vegetables a day*



*Trim screen time to 2 hours a day*



*Move more: Be active for at least 1 hour a day*



*Drink lots of H<sub>2</sub>O every day*

**Administrators, teachers and school staff can create a 5-2-1-0 Challenge by following these steps:**

### **A. Lay the Groundwork**

1. Obtain permission from the school district.
2. Identify a champion who will challenge the students and champions within individual schools to encourage participants during the challenge. Champions can be the:
  - Mayor (potential champion)
  - Superintendent (potential champion)
  - Principal (publicize in parent newsletters, daily announcements)
  - PE teacher (encourage them to use the Challenge's 21 day teacher lessons)
  - Classroom teacher (encourage them to use the Challenge's 21 day teacher lessons)
  - School nurse (publicize positive health and behavior benefits of challenge)
  - School food service staff (signage for number of fruits and vegetables in school meals)

3. Build community partnerships to launch and promote the 5-2-1-O:
  - Parents (bring healthy snacks, participate in the challenge at home)
  - City government (elected official can serve as champion; an office can pay for additional incentives, such as wrist bands, buttons, whistles or other appropriate give-aways; can support challenge through city gyms and health programs; if participating, can issue news release)
  - Extension Office (to offer healthy cooking classes)
  - Local businesses (to offer donations for incentives to support challenge)
    - Grocers
    - Medical community
    - Youth groups (Boys and Girls Club, Youth Sports leagues etc)
    - Parks and Recreation
    - Libraries
4. Have students create posters and other promotional materials and display prominently in the hall, inside classrooms, in cafeteria and gym.

## **B. Kick Off!**

5. Launch the 5-2-1-O Challenge in an exciting, motivating way. Options:
  - Skit featuring older youth from (included in toolkit):
    - FFA
    - High school
    - Athletic teams
    - Local church
  - Champion challenges the students to participate
  - Cadence or physical activity to do together (included in toolkit)
  - Send home the parent letter (included in toolkit)
  - Conduct school activities to support kickoff, such as a fruit or vegetable tasting in cafeteria, a walk and roll to school event and/or physical activity breaks in classroom
  - Hand out tracking sheets and explain to students how to use it (included in toolkit)
6. Promote and encourage students during the 21-day challenge via:
  - Morning announcements
  - 5-minute review of the challenge in the classroom
  - Poster contest
  - Challenges between grade levels/classes/schools
  - Remind students to track food, activities each day
  - Fruit and vegetable tastings and mini lessons
  - Walking Wednesdays (or any day)
  - Walk & Roll to School
  - Include tips in the school newsletter
  - Parent involvement

7. Pick up tracking sheets at the end of the challenge and tally the results. Send tracking sheets to  
Healthy Kids New Mexico  
810 W. San Mateo Road, Suite 200E  
Santa Fe, NM 87505-5112
  - Any elementary student who successfully completes the challenge will receive a medal (*successfully completes means they met each behavior challenge every day for 21 days*)
  - All others who participate and submit tracker, but do not successfully complete, will receive certificates of participation

### C. Wrap Up

8. Present awards at assembly
  - Certificates
  - Medals
  - Skit or do the cadence with the students
9. Reinforce the 5-2-1-O message all year (see HealthyKidsNM.org school page for more ideas)
  - Fruit tastings with mini lessons
  - Walking Wednesdays
  - Walk & Roll to School
  - Monthly health lessons
  - Morning announcements
  - Healthy fund raisers
  - School newsletter
10. Evaluate & review 5-2-1-O for next school year: successes, challenges and lessons learned





# Fruits and Vegetables

Eat **5** Fruits and Vegetables a Day!

In order to give our bodies the nutrients they need, the American Academy of Pediatrics and other health experts recommend that children and adults eat at least five servings of fruits and vegetables every day, and more is even better.

***While that may seem like a lot, one serving is only half a cup of vegetables or one small fruit!***

A diet rich in fruits and vegetables provides vitamins and minerals, important for supporting growth and development, and for optimal immune function in children. High daily intakes of fruits and vegetables among adults are associated with lower rates of chronic diseases such as heart disease, stroke, high blood pressure, diabetes, and possibly, some types of cancers. Emerging science suggests fruit and vegetable consumption may help prevent weight gain, and when total calories are controlled may be an important aid to achieving and sustaining weight loss.

## WAYS SCHOOLS CAN ENCOURAGE KIDS TO EAT MORE FRUITS AND VEGETABLES:



- ~ Partner with community members to establish and maintain school edible gardens
- ~ Offer a different fruit and/or vegetable in school meals every day a week
- ~ Support local and regional food purchases for school lunches
- ~ Introduce new fruits and vegetables through regular classroom tastings
- ~ Refer to 21 Days of Lessons for Teachers – Lessons # 2, 4, 6, 13, 16



# Limit TV & Video Games



Trim Screen Time to **2** Hours a Day!

According to the American Academy of Pediatrics (AAP), the average child watches 5–6 hours of television a day. Watching too much television is associated with an increased prevalence of overweight and obesity, lower reading scores and attention problems.

The AAP recommends that children under age 2 shouldn't watch any television. In addition, the AAP recommends no TV or computer in the room in which the child sleeps, and no more than 2 hours of screen time a day.

It's important to know about the harmful effects of too much screen time. Set basic rules that limit screen time, such as no TV or computer before homework or chores are done, and create family guidelines for age-appropriate programs. Families should also turn off the TV during mealtime.

## WAYS SCHOOLS CAN ENCOURAGE POSITIVE TV AND SCREEN TIME HABITS:

- ~ Participate in the annual Screen-Free Week each Spring
- ~ Refer to 21 Days of Lessons for Teachers – Lessons # 8, 9, 14, 16, 17, 18, 21





# Move More-Be Active

Move at Least **1** Hour a Day!

The American Academy of Pediatrics recommends that children get at least one hour of physical activity each day. Studies show that physical activity reduces our risk of obesity, Type 2 diabetes, high blood pressure, high cholesterol levels, heart disease and certain types of cancer.

Children who are physically active sleep more soundly and are better able to deal with emotional issues as they arise. They also perform better in school and have an increased ability to focus on learning. Physical activity brings oxygen to our brains and is recommended as one of the most effective ways to reduce depression.

***Being physically active helps all parts of our body, mind and spirit stay healthy and fit!***

Regular physical activity is essential for weight maintenance and prevention of chronic diseases such as heart disease, diabetes, colon cancer and osteoporosis. While most school-age children are quite active, physical activity declines sharply during adolescence. Children who are raised in families with active lifestyles are more likely to stay active as adults than children raised in families with sedentary lifestyles.

## WAYS SCHOOLS CAN ENCOURAGE PHYSICAL ACTIVITY:

- Offer at least 30 minutes of quality physical activity daily
- Incorporate movement in the classroom with academic benchmarks, such as the Take 10 Curriculum or classroom fit breaks (see 21 Days of Lessons for Teachers – Lessons # 1, 3, 7, 12, 19, 20)
- Create safe, active and welcoming outdoor school space for community and staff use during non-school hours
- Schedule recess before lunch
- Encourage walk and roll to school programs as well as Participation in International Walk to School Day in October and National Bike to School Day in May







# Drink Water

Drink Lots of H<sub>2</sub>O Every Day!

The American Academy of Pediatrics (AAP) says, when children are thirsty, give them water. It is the best source of hydration for children and adults.

Water is essential to every cell, tissue and organ in the body. Water makes up about 60% of children's and adults' bodies. It helps transport nutrients and oxygen between cells, digests food, eliminates toxins and waste materials and helps regulate body temperature. Water keeps organs moist, cushions joints and protects tissues and organs.

For most children engaging in routine physical activity, plain water is best, the AAP says. Children who drink enough water perform better in physical activity and think more clearly than children who are even mildly dehydrated. Sports drinks contain extra calories from sugar and energy drinks contain stimulants such as caffeine.

During mealtimes, serve water or low-fat white milk instead of whole or chocolate milk or soda.



## WAYS SCHOOLS CAN ENCOURAGE KIDS TO CHOOSE HEALTHY BEVERAGES

- ~ Make water readily available throughout the school day and allow students to bring water bottles to school
- ~ Offer only skim or low-fat milk in school meals
- ~ Refer to 21 Days of Lessons for Teachers – Lessons # 5, 10 and 15 “Hydration Station!”

**FOR IMMEDIATE RELEASE: <ADD DATE>**

For more information, contact <name, title, phone number>

## **<NAME OF CHAMPION> CHALLENGES <NAME OF> SCHOOL DISTRICT 3<sup>rd</sup> GRADERS TO TAKE THE 5-2-1-O PHYSICAL FITNESS & NUTRITION CHALLENGE**

<Name of> school district and <name of champion> have challenged third graders to take the Healthy Kids 5-2-1-O Challenge, which encourages children to eat 5 or more fruits and vegetables a day; trim TV and video game time to 2 hours a day; move for at least 1 hour a day; and drink lots of H2O.

The 21-day challenge combines strategies, activities and messages that are based on the recommendations from the American Academy of Pediatrics through their Health Active Living Initiative, which provides the foundation to help guide children on the path to a healthy future from kindergarten through fifth grade.

The <name of> school district's challenge will start on **<date>**.

"Over the past three decades, childhood obesity rates in America have tripled" **<name of champion or local school personnel such as principal>** said. "Today, almost one in every three children in our nation is overweight or obese."

The numbers are even higher in African American and Hispanic communities, where nearly 40% of the children are overweight or obese, **<name of champion or local school personnel such as principal>** said. "Without a solution, one-third of all children born in 2000 or later will suffer from diabetes at some point in their lives. Many others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer, and asthma."

In New Mexico, 15% of kindergarteners and 21.9% of third-grade students are obese. This compares to an obesity rate of 19.6% for 6 to 11 year olds nationwide, suggesting New Mexico's third-grade students have slightly higher rates of obesity than the national average.



# Earn a Medal!

*Take the 21-Day 5-2-1-0 Challenge!*



**Eat 5 or more fruits  
and vegetables a day**



**Trim screen time to  
2 hours a day**



**Move more: Be active  
for at least 1 hour a day**



**Drink lots of H<sub>2</sub>O  
every day**

Complete the 21-day tracker and hand it in to your teacher! **Good luck!**



# Healthy Kids 5-2-1-0 Challenge

BUILDING HEALTHIER TOMORROWS

## 5-2-1-0 performance Script

*(Have each performer hold a large cardboard cut-out of the number they represent, or find another way to have each depict the goal they represent.)*

### Number 5 person:

Food is a topic that is near and dear to each of our hearts, or should I say stomachs – especially my stomach!

Let's look at the number **5** in the 5-2-1-0 program. The number **5** reminds us to eat at least **5** fruit and vegetables a day.

I want everyone to hold up one hand. How many fingers do we have? **5**!

What? I can't hear you? **5**!

Did you know that eating **5** fruit and veggies a day will help you get all the vitamins and minerals you need to grow and develop... and to keep you from getting sick.

How easy is it to get **5** fruit and vegetables a day? Well let me tell you.

I ate a banana for breakfast and for lunch (just here in little while) I'm having a green salad and some carrot sticks with ranch dressing. I'm going to top it off with an apple. And for dinner, my mom is serving fajitas with those delicious green peppers and onions. For a snack, I love to get a handful of grapes to munch on.

Now, I want everyone to think your favorite fruit and vegetable, don't say anything yet. When I point to you, everyone at one time, yell out your favorite fruit or vegetable.

Ready? *(Point to kids)*

Wow! I think someone said my favorite....

*(5-2-1-O Script)*

**Number 2 person:**

Let's look at the number **2** in the 5-2-1-O program. The number **2** stands for **2** hours or less of TV or computer time.

What's with this? Well let me tell you...

Do you know how many hours the average third grader spends watching television a week?

*(Let kids answer)*

It's 20 hours per week – about 4 hours a day!

Did you know that the average person who is 65 years old has seen 2 million commercials!

Did you know that in one year, you spend 900 hours in school and you spend 1000 hours in front of a screen? That's a lot of TV or computer time!

I can think of a lot of better things I could be doing if I limit my TV or computer time to two hours or less a day.

Just think.... I could go for a walk, jump rope, play a board game, build a fort.... I could even help make dinner.

*(5-2-1-O Script)*

### **Number 1 person:**

The number **1** in the 5-2-1-O program is to do one hour of physical activity every day. This means to get up and move.

You know, like hiking or dancing (Just thinking about those makes me breathe fast!), and then there are the kind of activities that make you sweat, such as running or playing basketball.

So why do we need to move an hour a day? Well, of course it makes you feel good.

It helps you to have a healthy weight, and oh yeah, it makes your heart happy,

And don't forget about getting stronger—don't we all want to be strong!

So when I say an activity, raise your hand if you like to do that activity or would like to try that activity. How about:

- Take a walk with your family?
- Play outside with your pet?
- Play tag?
- Take a bike ride?
- Turn on music and dance?
- Jump rope?
- Play Frisbee?
- Make snow angels?
- Skateboard?
- Swim?

See? There are a lot of activities you can do get moving.

(5-2-1-O script)

### O person:

The “O” in the 5-2-1-O program is to encourage you to drink more water.

Have you ever had a windmill soda?

What, you don’t know what a windmill soda is? It’s just another way to say WATER. A windmill pumps water to the surface, so when you go home this afternoon, ask for a big tall glass of windmill soda.

Did you know that soda has no nutritional value and is high in sugar? Our bodies don’t need sodas, but they do need water.

Water is fuel for your body. Your body is made up of 70 to 80 percent water.

When you play basketball, soccer, or dance, you sweat. And when you sweat, you LOSE water, so it has to be replaced.

With what? WATER!

Water is the #1 thirst quencher! GO WATER! (Oh sorry, I just get a little excited, or should I say thirsty, when I talk about H2O!)

Besides water, what other drink does the body good? You guessed it – milk. Third graders need to drink three 8-ounce glasses of milk each day. Remember: milk builds strong bones and teeth!

**So remember for 21 days:**

*(Each performer speaks for their number)*

**5** (hold up sign) **fruits and veggies a day**

**2** (hold up sign) **hours or less of screen time**

**1** (hold up sign) **hour of physical activity a day**

**And O** (hold up sign) **for drink more WATER.** GO WATER! (Sorry there I go again, thirsty for WATER!!!!)

**Who thinks they can do it? We think you can!**



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## Healthy Hero Countdown Cadence

Left, left, left, right, left  
Healthy is the life for me  
I'm ready for a change, can't you see

Orange, orange, orange, banana, orange

Don't sit down and watch TV  
Running around is the way to be

Lemon, lemon, lemon, lime, lemon

Eating right is a part of me  
Makes me strong and healthy

Tomato, tomato, tomato, lettuce, tomato

Water is the way to go  
Drink some more and you will know

Broccoli, broccoli, broccoli, carrot, broccoli

5-2-1-0  
Be a healthy hero!

Left, left, left, right, left

5-2-1-0  
Be a healthy hero!



<Print on school's or district's letterhead>

<Date>

Dear <Parent>,

We are pleased to announce that [*School or Community Organization*] is promoting the **Healthy Kids New Mexico 5-2-1-O Challenge**. The 5-2-1-O Challenge is a statewide public education campaign aimed at improving nutrition and increasing physical activity. Its message is simple and clear, and it represents some of the most important steps schools, families, children and community organizations can take to prevent childhood obesity. The program is based on the following easy-to-remember messages:



Eat 5 or more fruits and veggies a day



Trim screen time to 2 hours a day



Move more: Be active for at least 1 hour a day



Drink lots of H<sub>2</sub>O every day

Eating right and being physically active can be a challenge in today's busy world. The 5-2-1-O Challenge will incorporate the 5-2-1-O messages into daily activities. As part of our work, you may also receive parent and family information, which will highlight the messages that your child is learning in school. It is important to review these messages with your child. You also might consider participating in the challenge by following it at home or bringing healthy snacks to school.

Visit [www.healthykidsnm.org](http://www.healthykidsnm.org) for more information about the 5-2-1-O Challenge, and please contact \_\_\_\_\_ at \_\_\_\_\_ - \_\_\_\_\_ or email \_\_\_\_\_ with any questions.

Sincerely,

<NAME

TITLE>

**My 21-Day 5-2-1-O Tracker:** Use this page to track how you do each day on the 5-2-1-O Challenge!

- How many fruits and vegetables did you eat? (**We hope it was 5!**)
- How much time did you spend watching TV or playing computer games? (**Less than 2 hours?**)
- How much activity did you get? (**Was it at least 1 hour?**)
- How many glasses of H<sub>2</sub>O did you drink? (**Lots?**)

If you eat 5 fruits and vegetables, trim screen time to 2 hours, get at least 1 hour of physical activity, and drink lots of water every day for all 21 days of the challenge, you'll receive the Healthy Kids New Mexico Challenge Medal! Write your name, age and address on the back of this sheet. Then have your parent or teacher sign it and send it to Healthy Kids New Mexico (*address on the back*).

Good luck! And remember ...



**Eat 5 fruits and veggies  
a day!**



**Trim screen time to 2  
hours a day!**



**Be active for at least 1  
hour a day!**



**Drink lots of H<sub>2</sub>O  
every day!**

Draw a smiley face, color in the box, make a check mark, or write your initials each time you accomplish one of the four daily goals (you ate **5** fruits and vegetables; spent less than **2** hours in front of a screen; got at least **1** hour of physical activity; and drank **lots** of water!)

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
<b>Week One</b> (Get Ready; Get Set ... Go!)	5	5	5	5	5	5	5
	2	2	2	2	2	2	2
	1	1	1	1	1	1	1
	0	0	0	0	0	0	0

<b>Week Two</b> (Stay Motivated!)	Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
	5	5	5	5	5	5	5
	2	2	2	2	2	2	2
	1	1	1	1	1	1	1
	0	0	0	0	0	0	0
<b>Week Three</b> (Hang in There & Finish Strong!)	Day 15	Day 16	Day 17	Day 18	Day 19	Day 20	Day 21
	5	5	5	5	5	5	5
	2	2	2	2	2	2	2
	1	1	1	1	1	1	1
	0	0	0	0	0	0	0



To receive your prize, fill in this information:

_____		_____	_____	
Name		Age	Teacher or Parent Signature	
_____		_____	_____	_____
Street address		City	State	Zip Code

Make sure you fill in the above information, have your parent or teacher sign, and send your completed trackers to Healthy Kids New Mexico!

Healthy Kids NM, c/o NM Department of Health  
 810 W. San Mateo Road, Suite 200E  
 Santa Fe, NM 87505-5112

Flip →