



- 5** or more servings of fruits & vegetables
- 2** hours or less recreational screen time*
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

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

Why 5210?

Childhood obesity has more than tripled in the past 30 years. Today's children are at a higher risk than ever for health problems and life limitations.

Bad eating habits, too much television and computer time, minimal physical activity and sugary drinks are becoming the norm.

To help combat this trend, the San Diego County Childhood Obesity Initiative has adapted 5210 Every Day!, a nationally recognized, evidence-based messaging campaign to encourage healthy eating and active living.

So where do YOU come in?

Live 5210 Every Day!

Visit www.5210SanDiego.org for more information and local resources.

Did you know?

- Four out of 10 school-age children in San Diego County are not at a healthy weight.
- Eating the recommended amount of fruits and vegetables as part of a low-fat, high-fiber diet may lower your risk for serious health problems such as obesity, type 2 diabetes, heart disease, stroke and certain types of cancer.
- American children and adolescents spend 22-28 hours per week watching television, more than any other activity except sleeping.
- From swimming and walking, to gardening and even taking the stairs instead of the elevator, physical activity comes in many forms. Physical activity should be fun and can be incorporated gradually into your daily routine.
- 41% of children ages 2-11 and 62% of adolescents ages 12-17 drink at least one soda or sugar-sweetened beverage every day—the equivalent of consuming 39 pounds of sugar each year.

For more information, visit www.5210SanDiego.org



Working Together to Shape a Healthy Future

The San Diego County Childhood Obesity Initiative is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change.



Coast2Coast Rx Card
Funded by San Diego County's Coast2Coast Rx discount prescription card program

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Facilitated by:



Adapted from the Let's Go! program in Maine.



HEALTHY HABITS FOR HEALTHY COMMUNITIES

Simple suggestions
for happier, healthier
kids and families!



Working Together to Shape a Healthy Future
Facilitated by Community Health Improvement Partners

www.5210SanDiego.org

Eat five or more servings of fruits and vegetables a day.

Limit recreational screen time to two hours or less.

Get one hour or more of physical activity every day.

Drink zero sugary drinks, more water and low fat milk.

EAT HEALTHY

Fruits and vegetables are packed with nutrients and fiber. To get the recommended daily servings, most of us need to increase the amount of fruits and veggies we currently eat.

HEALTHY TIPS:

- Try-a-bite rule—offer new fruits and veggies and encourage everyone in the family to try a few bites each time. It can take 7–10 tries to like a new food.
- Many of the health benefits of different fruits and vegetables are based on color—that’s why it’s important to put a rainbow on your plate!
- Kids will choose healthy foods if they are available. Wash and chop fruits and veggies so that they are ready to grab and eat.

WATCH LESS

Limit recreational screen time—time spent watching or playing on computers, video games, TV and mobile devices for entertainment—to 2 hours or less each day. And NO screen time is recommended for children under the age of 2.

HEALTHY TIPS:

- Keep the TV and computer in a central location and out of your child’s bedroom.
- Set some rules, such as no TV or video games before chores and homework are done.
- Enjoy family time—turn off the TV during meals and talk about your day.

PLAY MORE

Activity that makes you breathe harder and your heart pump faster makes you stronger and helps you feel good and think clearly. Kids from active families are more likely to be active adults.

HEALTHY TIPS:

- If you can, walk or bike to your destination.
- Do short amounts of activity several times a day until they add up to 60 or more minutes each day.
- Physical activity should be fun—swimming, surfing, playing, jumping rope, walking, running, dancing, gardening, hiking and yes, even taking the stairs.

CUT DOWN

Sugary drinks such as soda, sports drinks, fruit punch and other fruit-flavored drinks have no health benefit. Sweetened beverages add empty calories.

HEALTHY TIPS:

- Encourage your family to love water. Serve it. Choose it. If it’s there, people will drink it. And remember, water has zero calories.
- Juice products labeled “-ade”, “drink” or “punch” often contain mostly corn syrup sweetener and less than 5% real juice.
- For kids 2 years and older, choose non fat or low fat milk rather than whole milk.