



**A Childhood Obesity Initiative Sponsored by**

**ValleyHealth**  
Serving Virginia, West Virginia, and Maryland

**Tipping the Scales** **4 Better Health**  
Eat Right • Sleep Well • Limit Screen Time • Stay Active

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## + What is **9-5-2-1-0 for Health!**™?

9-5-2-1-0 for Health!™ provides a simple way to remind our children about five healthy habits which can help them maintain a healthy weight and overall good health<sup>1</sup>:

- 9** Get at least 9 hrs sleep per night
- 5** Eat five fruit and vegetable servings per day
- 2** Limit screen time outside of school to no more than 2 hrs per day
- 1** Be physically active for at least 1 hr per day
- 0** Eliminate or minimize consumption of sugar-sweetened beverages

## + Goals of the 9-5-2-1-0 for Health!™ 1

- Promote adequate sleep
- Increase the consumption of nutritious foods
- Reduce the amount of screen time for children
- Increase daily physical activity among children, adolescents and families
- Decrease consumption of calorie-dense, high sugar/high fat foods and beverages
- Create social, monetary and policy driven incentives to reinforce long- term environmental and behavioral changes

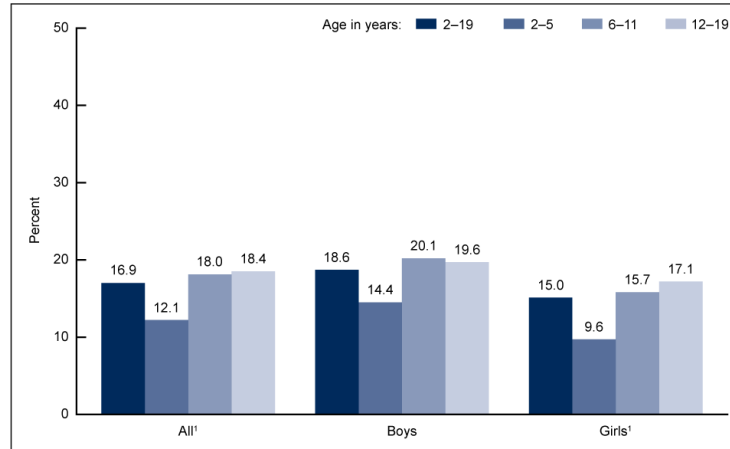
Northern Virginia Healthy Kids Coalition. 9-5-2-1-0™ For Health!. Available at: <http://tippingthescales.typepad.com/blog/>

## + Why address childhood health habits?

- Virginia is ranked 22<sup>nd</sup> in the US for adult obesity rates <sup>2</sup>
- Virginia recently received a C for its efforts to control obesity and a C for its efforts to control childhood obesity <sup>2</sup>
- In 2011, Winchester was ranked 76<sup>th</sup> of 132 Virginia counties for health behaviors <sup>3</sup>
- As of 2007, Virginia ranked 27<sup>th</sup> nationally in overall presence of youth obesity with 31% of children and youth being overweight or obese <sup>3</sup>
  - Nationwide average is 27.8% <sup>4</sup>

## + Current Overweight/Obesity Trends

Figure 2. Prevalence of obesity among children and adolescents aged 2–19, by sex and age: United States, 2009–2010



<sup>1</sup>Significant increasing linear trend by age ( $p < 0.005$ ).  
SOURCE: CDC/NCHS, National Health and Nutrition Examination Survey, 2009–2010.

## + Childhood Obesity in the Shenandoah Valley Region

- Valley Health has partnered up with *9-5-2-1-0 for Health!*<sup>TM</sup> and other community partners in an effort to reduce rates of childhood overweight and obesity in the Shenandoah Valley Region
- Overweight adolescents have a 70% chance of becoming overweight or obese adults. This increases to 80% if one or both parents are overweight or obese. Prevention of overweight and obesity at an early age through healthy lifestyle promotion is essential in the prevention of chronic disease later in life.<sup>5</sup>



+ **8-5-2-1-0 for Adults!**<sup>TM</sup>

8-5-2-1-0 for Health!<sup>TM</sup> provides similar guidelines for healthy habits for to maintain a healthy weight and overall good health<sup>1</sup>:

- 8** Get at least 8 hrs sleep per night
- 5** Eat five fruit and vegetable servings per day
- 2** Limit screen to no more than 2 hrs per day
- 1** Be physically active for at least 1 hr per day
- 0** Eliminate or minimize consumption of sugar-sweetened beverages

+ Putting the  
**9-5-2-1-0**  
Message  
into  
Practice





## + Get at least **9** hours of sleep per night

# 9

According to the National Sleep Foundation, adolescents and teens should get at least 8.5 to 9.5 hours of sleep per day, and younger children should get even more.<sup>6</sup>



## + Why is adequate sleep important to children's health?

- Promotes enhanced memory and neuropsychological functioning in children.<sup>7,8</sup>
- Improves behavior and school performance.<sup>7,8</sup>
- Research has linked inadequate sleep with a higher risk for childhood obesity:

A recent study found that with each extra hour of sleep, the risk of a child being overweight or obese dropped by 9%.<sup>8</sup>



## + Top tips for children and adolescents to get more sleep:

1. Teach school age children about lifelong healthy sleep habits.<sup>6</sup>
2. Continuously emphasize the need for a regular sleep schedule and bedtime routine. Don't use sleep as a punishment.<sup>6</sup>
3. Make sure your child's bedroom is conducive towards sleep- dark shades, cool, quiet and without a TV or computer.<sup>6,9</sup>
4. Avoid giving children caffeine.<sup>6,10</sup>
5. Know the signs of sleep-deprivation in children: Adults get sleepy, but kids "tend to be more hyper, inattentive, irritated and annoyed."<sup>6</sup>
6. Monitor your child for difficulty breathing, unusual nighttime awakenings, chronic sleep problems, behavioral problems during the day and frequent daytime sleepiness.<sup>6,10</sup>

### Teacher's Tip

Try these activities to encourage healthy sleeping habits among your students<sup>1</sup>

Have a Sleep Awareness Month. Hold a class contest and have the students keep a log of hours slept. Award a prize for those who meet the recommended 9 hours/day on average.

Demonstrate relaxation techniques, such as deep breathing, to help students unwind at night.



## + Eat **5 servings** of fruits and vegetables per day



The 2010 Dietary Guidelines recommends eating 5 servings of a variety of fruits and vegetables each day.<sup>11</sup>

Encourage kids to taste the rainbow!<sup>12</sup>



## + Why should kids eat more fruits and vegetables?

- Fruits and vegetables are low in calories and a good source of vitamins, minerals, antioxidants and fiber.<sup>13</sup>
- Eating 5 fruits and vegetables per day:
  - Optimizes healthy growth and development
  - Prevents chronic disease
  - Prevents tooth decay
  - Displaces eating of less nutritious foods that contribute to unhealthy weight gain<sup>13</sup>



## + Current statistics show...

- According to the 2009 Youth Risk Behavior Survey:
  - Only 22.3% of youth ate **fruits** and **vegetables** five or more times per day.
  - Only 13.8% of youth ate **vegetables** three or more times per day.
  - 33.9% of youth ate **fruit** or consumed **100% fruit juices** two or more times per day.<sup>14</sup>



## + Tips to Increase Fruit & Vegetable Consumption<sup>13,15</sup>








1. Plan meals around a fruit or vegetable rather than around the meat/grain
2. Keep pre-cut fruits and vegetables in the refrigerator that are easy to grab on the go
3. Stock up on frozen vegetable mixes for quick meals- great to incorporate into soups, casseroles and pasta dishes
4. Buy fresh fruits and vegetables when in season. Shop at the local farmer's market when possible. They cost less and taste better!
5. Encourage kids to drink less juice and eat whole fruits
6. A box of raisins, grapes, clementines, carrot sticks or some red/green peppers make quick "five a day" snacks

eat well. live well.

## Eat a Rainbow Every Day

Keep track of the colors you eat each day!

	Blue & Purple 	Green 	White & Brown 	Yellow & Orange 	Red 
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

<http://www.wegmans.com/pdf/EatARainbowEveryDay.pdf>

## Teacher's Tip











Try these activities to advocate for greater fruit & vegetable consumption<sup>1</sup>

Give students options to write reports on the benefits fruits and vegetables, or about their favorite

Lead by example: the more your students catch you eating fruits and vegetables, the better!


Use fruit and vegetable portion sizes as examples in math class or for spelling examples in English



	celery celeri selery		korn corn corne
	onyon onion onyin		tamato temato tomato
	potato patato potatoe		karrots carats carrots
	cabbage cabbage		brokoli brocoli broccoli
	mushrume mushroom mushrum		pees peas pese

Spelling Activity

### Counting Activity



**+ Screen time should be limited to no more than **2 hrs** per day**

**2**

Research by *the American Academy of Pediatrics* links higher volumes of screen time to higher rates of obesity.<sup>17</sup>

Too much screen time has been linked to:

- Excess weight
- Irregular sleep
- Behavioral problems
- Impaired academic performance, problems focusing
- Violence, substance abuse
- Poor body image and dieting
- Less time for play<sup>17,18</sup>



## + Current statistics show...



- Children spend an average of 6.5 hrs per day using various medias.<sup>19</sup>
- Just one hour of TV viewing daily is associated with higher consumption of fast food, sweets, chips, and pizza.<sup>18</sup>
  - Each hour of TV viewing by school-age kids is associated with 167 additional calories.<sup>18</sup>
- 32% of 2-7 year olds and 65% of 8-18 year olds have television sets in their bedrooms.<sup>19</sup>
  - Children with TV in their bedrooms snack more than those without.<sup>18</sup>
- Two or more hours of TV viewing daily is associated with significant likelihood of overweight among 3 year-olds.<sup>18</sup>
- Middle school children who watched more television, movies, and video games did worse in school than those who watched less.<sup>18</sup>

## + Top Tips for Limiting Screen Time<sup>17, 29</sup>

1. Be a role model by limiting your own screen time. Actively playing with your children benefits everyone!
2. Don't eat meals or snacks while using the TV or computer. Choose to eat at the table as a family.
3. Make screen time a privilege to be earned, rather than a "right." Talk to your caregivers to make sure they're reinforcing a consistent message.
4. Monitor what children are watching: most programs should be informational, educational, and nonviolent.
5. Suggest alternative activities such as board games, hobbies, recreational play or reading.

## + Ideas to Move More & Watch Less <sup>21,22</sup>

If you're going to watch TV or play computer games, break it up! Pause the game or movie and take *Let's Move!* breaks:

- Jumping jacks or dancing
- Racing up and down the stairs
- Sit-ups and Stretching
- Jogging in place
- Push-ups
- Active house chores

Screen time log available at : <http://www.letsmove.gov/>

\*\*Choose video games or TV shows that encourage physical activity and encourage kids to keep a screen time log



## Teacher's Tip

Try these activities to encourage your students to cut back on their screen time<sup>1,18,22</sup>

In math class, compare the number of calories burned per hour watching TV versus running outside

Sponsor a "black out" week

Choose to facilitate classroom discussions about favorite physical activities" over favorite TV shows or video games

Limit the use of movies in the classroom where possible, or incorporate "movement breaks"

Encourage students to keep a media log- graph the results.

**LET'S MOVE!** America's Move to Make a Healthier Generation of Kids

NAME: Sill (Age: 11)  
 WEEK OF: 4/1/12-6/6

### LET'S MOVE! SCREEN TIME LOG

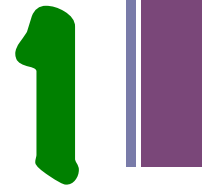
Print and complete this log to determine how much time you are spending in front of a screen. Help your family do the same. Place the log in an easy location for everyone to use and see, such as near the family television, by the computer, or on the refrigerator. If screen time for you or your family members is less than 1-2 hours a day, pat yourself on the back! If it's 2 hours or more, then check out the Get Moving action to help you reduce your screen time and switch to some physically active alternatives.

SEE SAMPLE LOG BELOW ▼

	TV	Video Games	DVD	Computer/Internet	Total Hours Per Day
MONDAY	2 Hours	1 Hour		1 Hour	4 Hours
TUESDAY	3 Hours	1 1/2 Hours		1 Hour	5 1/2 Hours
WEDNESDAY	1 1/2 Hours	1 Hour	2 1/2 Hours	1/2 Hour	5 1/2 Hours
THURSDAY	4 Hours	1 Hour		1 Hour	6 Hours
FRIDAY	3 Hours	2 Hours	1 Hour	1 Hour	7 Hours
SATURDAY	2 Hours	1 Hour	2 Hours	2 Hours	7 Hours
SUNDAY	2 Hours	1 Hour	2 Hours	2 Hours	7 Hours
<b>TOTAL HOURS PER WEEK</b>					<b>42 Hours</b>



## + Get at least **1 hour** of physical activity each day



Physical activity has many health benefits in addition to the calorie consumption needed to achieve a healthy weight... but research shows that most kids don't get enough! <sup>11,23</sup>



## + Benefits of Physical Activity <sup>22</sup>

Kids that are active are more likely to:

- Feel less stressed
- Feel better about themselves
- Feel more ready to learn in school
- Keep a healthy weight
- Build and keep healthy bones, muscles and joints
- Sleep better at night



## + Current statistics show...



- Only 18.4% of 9<sup>th</sup> through 12<sup>th</sup> grade students nationwide are physically active 60 minutes daily.<sup>24</sup>
- 23.1% of students do not meet the recommended 60 minutes of activity **on any day of the week**.<sup>24</sup>
- Only 33.3% of students attend physical education daily while school is in session.<sup>24</sup>

## + Top tips for increasing physical activity<sup>25</sup>

1. Engage in physical activity as a family. Plan a weekend family tennis match or schedule weekly bike rides together.
2. Give gifts or rewards that promote physical activity where possible- i.e. jump ropes, hula hoops, frisbees and kites
3. Build physical activity into your everyday life. Walk or ride your bike to work, school, or a friend's house.
4. Break it up! Some people find it easier to work in 20 minutes a few times per day rather than 60 minutes all at once.
5. Keep it fun and interesting. Encourage kids to try something new each week or month to develop a variety of interests.

## Teacher's Tip

Try these activities to increase the physical movement of students<sup>1</sup>

Ask students to practice measurement skills by measuring distances covered when jumping, leaping, hopping, or other types of physical activity.

Call out math problems and if the answer is under 20 have students answer in jumping jacks, toe-touches, or knee lifts.

Have students act out verbs such as skip, hop, march, or jog.

Ask the librarian to prepare a book display and list of books about different physical activities and sports.

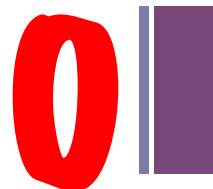


## + Eliminate sugar-sweetened beverages

The Centers for Disease Control defines sugar-sweetened beverages to include:

- Soft drinks (soda or pop)
- Fruit drinks
- Sports drinks
- Tea and coffee drinks
- Energy drinks
- Sweetened milk or milk alternatives
- Any other beverages to which sugar, typically high fructose corn syrup or sucrose (table sugar), has been added<sup>26</sup>

*It is recommended that children and adolescents drink no or almost no sugar-sweetened beverages!<sup>1</sup>*



## + Why are these sugar-sweetened beverages so detrimental? <sup>26, 27, 28, 29</sup>

- Evidence indicates that a higher intake of soft drinks is associated with greater energy intake, higher body weight, and a lower intake of essential nutrients.
- Diabetes, elevated triglycerides, cardiovascular disease, non-alcoholic fatty liver disease, gout and dental caries have all been shown to have some association with sugar-sweetened beverage intake.

## + Current statistics show...

- The highest consumers of sugar-sweetened beverages are adolescents aged 12 to 19 years (13% total calories).<sup>30</sup>
- A child's risk for obesity increases an average of 60% with every additional daily serving of soda.<sup>31</sup>
- Marketers spend close to \$500 million dollars a year to reach children and adolescents with messages about sugar-sweetened drinks.<sup>32</sup>
- According to the 2001-04 NHANES survey, 14-18 year old children had the highest intakes of added sugars at 34.3 teaspoons per day (adding an additional 549 calories).<sup>33</sup>
- 21%, 62% and 86% of elementary, middle and high schools, respectively, have a vending machine or store where students can purchase competitive foods or beverages during their lunch period.<sup>33</sup>



## + Top tips for reducing intake of sugar-sweetened beverages<sup>26, 34</sup>

- Make water your first choice! Flavor it naturally by adding a squeeze of lemon, some orange slices or some sliced cucumber and mint leaves.
- Make it cool to drink water. Serve water in a special cup with a colorful straw or offer it up in a sports bottle.
- Offer a glass of  $\frac{1}{2}$  water and  $\frac{1}{2}$  juice to encourage your child to drink more water and less juice.
- Read the label: buy 100% fruit juices or flavored water without added sugar.
- Use sports drinks wisely: Sports drinks are only truly necessary for endurance exercise lasting >60 minutes on hot days.



## Teacher's Tip

Try these activities to increase student awareness of their sugar-sweetened beverage consumption<sup>1</sup>

Ask students to note the number of sugar-sweetened beverages they drink each day/week and then calculate the number of cubes of sugar they will consume.

To help students visualize their sugar consumption, have them measure out the amount of sugar listed in high sugar items such as soft drinks, candy, or cookies.

Conduct experiments in science to show the effects of excess sugar intake on tooth decay.






## Soft Drinks: Sugar Content

Number of Teaspoons of Sugar

	12-oz. Can	20-oz. Bottle	64-oz. Big Cup
Orange Slice	11.9	19.8	63.5
Minute Maid Orange Soda	11.2	18.7	59.7
Mountain Dew	11.0	18.3	58.7
Barq's Root Beer	10.7	17.8	57.1
Pepsi	9.8	16.3	52.3
Squirt	9.5	15.8	50.7
Dr. Pepper	9.5	15.8	50.7
7-Up	9.3	15.5	49.6
Coke Classic	9.3	15.5	49.6
Sprite	9.0	15.0	48.0

+

# Evidence Based Practice

Let's take a look at what schools across the country are already doing to promote the **9-5-2-1-0** for *Health!*™ message

## + Promoting healthy sleeping habits

# 9

- Become a “sleep-friendly” school by adjusting school schedules to allow later start times for high school<sup>1</sup>
- Provide a reasonable amount of homework each night that allows students to get to sleep on time<sup>1</sup>
- Educate students on the benefits of adequate sleep and a consistent sleep schedule<sup>1</sup>



## + Promoting increased fruit and vegetable consumption

# 5

- Ensure that all food, including vending machines, celebrations, snack bars, and school stores, include healthy food and beverage options--increase access to fruits, vegetables (and whole grains)<sup>1</sup>
- Advocate for a salad bar at your school
- Ask parents to provide healthy options for snacks and celebrations instead of dessert



## + Promoting increased fruit and vegetable consumption

# 5

- Participate in National Nutrition Month each March!
- Reward your students with fruits and vegetable “treats” when possible
- Keep kids away from fast food and vending machines by offering a fruit or smoothie stand for students engaging in after school activities
- Choose to sell non-food items for fundraisers<sup>1</sup>



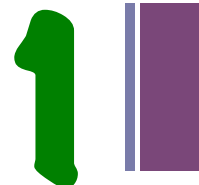
## + Promoting limited screen time

# 2

- Offer a variety of before and/or after school programs that promote physical activity.<sup>1</sup>
- Have students keep a log and offer incentives for decreasing screen time.<sup>22</sup>
- Assign homework that involves being active wherever possible. Avoid assignments that utilize the computer or TV for extended periods of time.



## + Increasing physical activity



- Require 150 min/week of PE for elementary and 225 min/week for middle/high school students.<sup>1</sup>
- Provide a minimum of 30 min/day recess that promotes physical activity for elementary students.<sup>1</sup>
- Find ways to integrate health/physical education into other curriculum; provide opportunities for physical activity during class time.<sup>1</sup>
- Offer a variety of before/after school programs that involve physical activity.<sup>1</sup>
- Have a yearly school-wide field day or sponsor a NFL Play 60 Day.<sup>35</sup>



## + Increasing physical activity



- Invite in guest speakers from your community to talk about specialty topics- including dietitians, doctors, athletes, etc. Adopt mentors to come in and play alongside students.
- Find creative methods to actively engage all students in PE, including students who face greater barriers to activity.
- Join the **Healthier US School Challenge**. The Healthier US School Challenge establishes standards for schools' food quality, participation in meal programs, physical activity opportunities and nutrition education.
  - Schools that meet the standards can receive up to \$2,000!

Healthier US School Challenge:

<http://www.fns.usda.gov/tn/healthierus/index.html>

**HealthierUS School Challenge**  
Recognizing Excellence in  
School Nutrition and Physical Activity

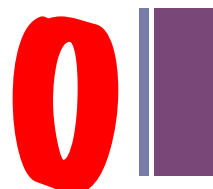


## + Decreasing consumption of sugar-sweetened beverages<sup>26</sup>



- Increase access to portable drinking water- add more fountains at school and allow students to carry water bottles
- Sell only 100% fruit juice, low or non-fat milk or water at school, or keep vending machines turned off during school hours
- Provide children with regular healthy habits education, and encourage staff to be good role models by not drinking soda in front of students
- Incorporate nutrition/healthy beverage training into existing teacher training curricula

## + Santa Clara County Healthy Food and Beverage Policy<sup>26</sup>

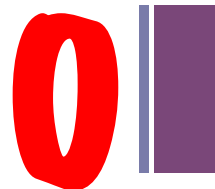


The county of Santa Clara, California passed legislation that requires that 50% of the beverages sold in county vending machines meet specific nutrition guidelines.

Beverages that meet the nutrition guidelines include:

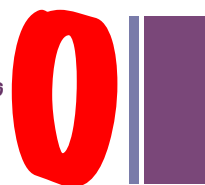
- Water
- 100% fruit juices, with no additives
- Non-fat, 1%, and 2% non-flavored milk
- Plant-derived milk (i.e. soy, rice, and others)
- Artificially-sweetened, calorie-reduced beverages that do not exceed 50 kcal per 12oz container
- Other non-caloric beverages

## + Juice Consumption <sup>26</sup>



- The American Academy of Pediatrics advises that daily consumption of 100% juice be limited to:
  - One 4–6oz serving daily for young children
  - Two 6oz servings for older children and adolescents

## + Institute of Medicine School Nutrition Beverage Guidelines <sup>26</sup>



The IOM School Nutrition Committee developed recommendations for beverages sold outside of the national school meal programs:

**Tier 1 beverages** provide important health benefits and do not exceed levels of nutrients and compounds that may be unhealthful for children when consumed in excess :

- Plain, potable water
- Low-fat/non-fat milk (or soy/lactose-free alternatives) in 8-ounce portions and, if flavored, with less than 22g of total sugars per 8-ounce portion
- 100% fruit juice in 4-ounce portion for elementary and middle school and 8 ounces for high schools

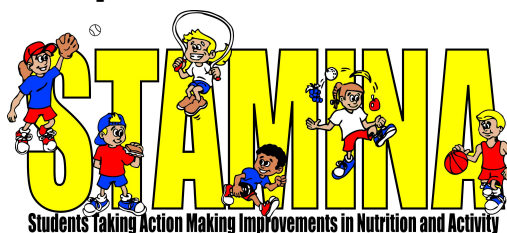
**Tier 2 beverages** are for high school students and after school students only. These provide additional options that help to limit caloric intake:

- Non-caffeinated, non-fortified drinks that contain <5 calories per portion as packaged.
- Sports drinks should be available only at the discretion of the coaches for students doing vigorous physical activity lasting an hour or more

# + STAMINA

Students Taking Action  
Making Improvements in  
Nutrition and Activity

- STAMINA is a school-based program to promote nutrition and physical activity in **Shenandoah County**.
- A STAMINA workbook was created and distributed to teachers in 3 Shenandoah County Schools
- The workbook is divided into monthly lessons for easy integration into the classroom and provides:
  - Teacher lesson plans
  - Educational information
  - Activities



# + 5-2-1-0 Goes to School<sup>36</sup>

- In June 2009, the Journal of the Academy of Pediatrics published an article outlining the incorporation of the 5-2-1-0 message into 9 schools in southern Maine
- “We determined that it is feasible to implement voluntary staff-driven healthy messaging initiatives during the school day in primary and middle schools.”
- “All administrators considered the project to have been worthwhile, and of those, more than half considered it to have been **extremely worthwhile**.”
- “Ninety percent of the teachers reported being willing to continue implementing the project if it were to continue into the next school year.”

5-2-1-0 Goes to School: A Pilot Project Testing the Feasibility of Schools Adopting and Delivering Healthy Messages During the School Day  
Victoria W. Rogers and Elizabeth Motyka. *Pediatrics* 2009; 123; S272

## + The Northern Virginia Healthy Kids Coalition

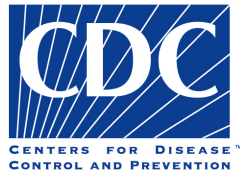


- NVHKC is a group of northern Virginia residents who are working to make a difference in the lives of children through a family-focused effort to promote better health for children of all ages
- NVHKC is led by a voluntary Steering Committee supported by staff from Inova Health System
- More detailed information about the *9-5-2-1-0 for Health!*<sup>™</sup> and NVHKC can be obtained from Inova Health System:
  - Rhonda Richardson, Program Coordinator, rhonda.richardson@inova.org (703-698-2516)
  - Whitney Strand, Program Coordinator, whitney.strand@inova.org (703-698-2564).

## Community Sponsors of 9-5-2-1-0 for Health!<sup>™</sup>



Virginia Cooperative Extension



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