



For Immediate Release
January 13, 2017

Contacts: Kim Long, Polk Vision
kim@polkvision.com
863.940.2888

Holly Vida, Team Chair
holly.vida@gmail.com
863.944.2102

Building a Healthier Polk Launches 5-2-1-0 Healthy Habits Campaign

Polk Vision's Building a Healthier Polk Initiative is partnering with local pediatric offices to encourage healthy eating and exercise habits in children and families through the 5-2-1-0 prescription program. The program launched on January 1st, 2017.

In Polk County, over 70% of adults and nearly 30% of middle and high school students are either overweight or obese. Chronic diseases such as heart disease, stroke, and diabetes are major causes of death and preventable hospitable stays for the residents of Polk, and obesity is a contributing risk factor to these chronic diseases.

The 5-2-1-0 prescription program promotes healthy eating and active living to prevent and reduce obesity. This effort encourages families to make healthier lifestyle choices, emphasizing:

- 5 – fruits and vegetables every day
- 2 – hours or less of screen time per day
- 1 – hour or more of physical activity every day
- 0 – sugar-sweetened drinks

Pediatric providers will be encouraging families to adopt one or more of these healthy habits into their daily lives. This program aims to provide simple steps towards achieving and maintaining a healthy weight among children through developing healthy habits that will last a lifetime.

"It is so important to have this conversation with your child's pediatrician," said Dr. Sairah Chachad of Lakeside Pediatrics, one of the participating providers. "5-2-1-0 offers families a simple and easy way to work together to make healthy choices and establish wonderful habits in our children. Since initiating this in my local practice, families have seen how small healthy steps, taken together, can really be fun and achievable."

"This campaign also helps the many health professionals working with children in Polk to emphasize the same health message and set goals with the families we serve," said Suzanne Wright, WIC Director and Co-Chair of Building a Healthier Polk Primary Care Team. "The difference with this message is that it moves us beyond simply educating families and allows us to work side-by-side with them to set goals and take action."

Holly Vida, Chair of Building a Healthier Polk Primary Care Team, also recognizes the importance of this program and the consistent messaging that will be provided to families by pediatric physicians, schools, and government assistance programs as a result. "Children and families hear many pieces of information when visiting offices and programs they are involved in. Part of our goal as a team was to help create a single, consistent way for providers to discuss healthy weight. Having multiple

providers deliver the same message of 5-2-1-0 makes beginning a healthier lifestyle less confusing and less overwhelming for families.”

Polk Vision would like to recognize the following participating clinics: Central Florida Health Care, Lakeside Pediatrics, Pediatric Partners of Winter Haven, Lakeland Regional Health and Department of Health in Polk County. 31 providers are participating at 11 locations throughout Polk.

###

Building a Healthier Polk is a group of community partners brought together by Polk Vision working towards the goal of reducing the obesity rate in Polk County. For more information about this initiative visit www.polkvision.com

The Building a Healthier Polk Initiative includes three Polk Vision LEAD teams: Worksite Wellness, School Health; and Primary Care.

Their goal is to reduce the obesity (BMI > 30) rate in Polk County to less than the state average (2013 Data: Polk 36.9%, State 26.4%) by 2030.