

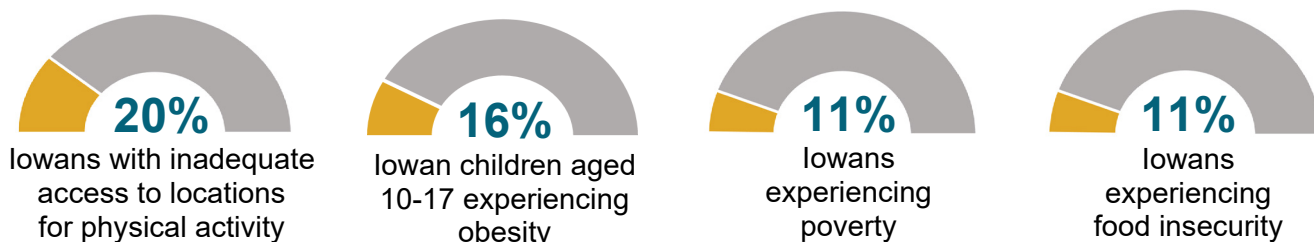
5-2-1-0 Healthy Choices Count!

5-2-1-0 Healthy Choices Count! (5-2-1-0) is a nationally recognized, evidence-based framework to promote the daily recommendations of 5 servings of fruits and vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity and 0 sugary drinks.¹ The goal of 5-2-1-0 is to work with parents, teachers, child care providers, health care providers and business leaders to increase physical activity and healthy eating through policy and environmental changes. Since 2017, Iowa Department of Health and Human Services (Iowa HHS) has provided funding and technical assistance to support multi-sector community coalitions in making improvements to the healthy eating and physical activity environments in early care and education, school and community sectors using 5-2-1-0 strategies.

5-2-1-0 PROJECTS AIM TO

- 1) Increase access to physical activity opportunities for Iowa children and families.
- 2) Increase healthy behaviors among youth, families and staff.
- 3) Increase access to healthier food and beverage choices for Iowa children and families.

In 2025, 13 Iowa communities received funding to implement evidence-based strategies within locations such as local schools, community centers and parks. Many of these communities are in counties with higher rates of inadequate access to places for physical activity,² as well as poverty³ and food insecurity⁴ when compared to state averages. Iowa is also ranked 23rd out of all U.S. states in childhood obesity with an obesity rate of 16%.⁵



In 2025, 5-2-1-0 grantees



reached
84,413
individuals



including
40,492
youth



engaged
76
partnerships



implemented
44
projects



reached
13
communities

¹ hhs.iowa.gov/programs/programs-and-services/healthy-eating-active-living/5-2-1-0

² countyhealthrankings.org/health-data/iowa

³ data.census.gov

⁴ map.feedingamerica.org/county/2020/overall/iowa

⁵ stateofchildhoodobesity.org/state-data

5-2-1-0 Projects to Increase Physical Activity

In 2025, communities worked to increase physical activity by implementing projects increasing access, promoting active recess, providing indoor and outdoor play for children, providing quality physical education for students and installing signage or prompts.



Engaged **2,400** residents with nearly **500** minutes of physical activity classes, each



Purchased more than **500** pieces of physical activity equipment



Purchased **98** pieces of playground equipment



Disseminated **3,000** trail maps to 24 community locations



Delivered **540** minutes of quality physical education to middle and high school students



Purchased **6** tricycle helmets used for more than **4,600** minutes of active play projects in daycare settings



Purchased signage for active friendly routes for pedestrians and cyclists

“The kids were absolutely in love with all of the new equipment! The two biggest successes would be the gaga ball pit, which was a hit at every grade level, and the grade-level ball bags which included soccer balls, basketballs, footballs and volleyballs.”

– 5-2-1-0 Coordinator



“The vegetables planted are in the process of growing. The food grown will be distributed to families and children in need when it is able to be harvested later in the season.”

– 5-2-1-0 Coordinator

5-2-1-0 Projects to Encourage Healthy Eating

In 2025, communities worked to encourage healthy eating by implementing projects including promoting healthy food and beverage environments, installing community and school gardens and implementing a nutrition incentive program to help residents purchase more fresh, local produce.



Purchased and installed **8** water bottle filling stations and drinking fountains, filling more than **1,400** water bottles



Provided more than **1,100** minutes of nutrition education and gardening lessons



Implemented a nutrition incentive program, distributing **213** vouchers with all redeemed for **\$2,130** worth of fresh produce



Planted more than **20** type of produce in community and school gardens



Purchased **299** pieces of gardening equipment to be used in community and school gardens



Purchased **15** pieces of equipment to enhance a mobile food pantry's capacity to store and distribute healthy foods