



The Private Business Sector—An Important Partner

Working together to build healthy communities—making the healthy choice the easy choice for kids.

THE PROBLEM:

- 1 in 3 Canadian children is overweight or obese – and 50% of obese children will become obese adults
- Weight or size is NOT the issue – the concern is that obesity increases the risk of developing serious chronic diseases such as type 2 diabetes, high blood pressure, and even cancer
- For the first time ever, children and youth may live shorter lives than their parents and grandparents

Why? Because in most communities, the healthy choice is not the easy choice for kids...

Live 5-2-1-0 is a simple, easy to remember message for kids and families

We know that hearing a consistent message supported by a healthy community environment is important. By bringing community stakeholders together, Live 5-2-1-0 helps build partnerships and opportunities to create healthy environments where the healthy choice is the easy choice for kids.

- Enjoy at least 5 vegetables and fruits per day
- Power down after no more than 2 hours of screen time a day
- Play actively for at least 1 hour each day
- Choose healthy liquids – pick zero sugar sweetened beverages

There are two parts to Live 5-2-1-0: awareness and action. Sharing the Live 5-2-1-0 message increases awareness, however supporting the message (by making changes to practices, policies and environments so it's easier for kids to live the message) is also necessary.

It takes a community to raise a healthy child...

The key to success of Live 5-2-1-0 is getting the entire community involved in creating healthy environments through partnerships with local decision-makers and stakeholders who shape the environments in which families live, learn, and play.

Why should businesses get involved?

Businesses are an integral part of a community and have an influential role in the choices that are available to the local residents who are their customers and employees. The choices, products, information and opportunities that businesses offer can shape the daily choices that local residents are able to make. Businesses have a unique opportunity to raise awareness of Live 5-2-1-0, and to help create an environment that supports families to live healthy and active lives. By being a Live 5-2-1-0 supporter, businesses demonstrate to their customers, employees, and community partners, their commitment to investing in shared priorities with the broader community.

What can businesses do?

Even if your business is not focused on children, everyone can help build a Live 5-2-1-0 community! Below are some suggestions on how businesses can help share and support Live 5-2-1-0:

- ☐ Share the Live 5-2-1-0 message in your business (e.g. display Live 5-2-1-0 posters, banners, fact sheets, 52 Weekly Tips poster)
- ☐ Share Live 5-2-1-0 resources as part of your company's wellness program
- ☐ Support local Live 5-2-1-0 initiatives by providing monetary or in-kind assistance (e.g. printing promotional materials, providing equipment for Playboxes)
- ☐ Support Live 5-2-1-0 by hosting family-friendly employee events that promote healthy eating and physical activity (e.g. Christmas skating party, healthy food & drink options)
- ☐ Support healthy policies in the workplace and in the community (e.g. incentives/rebates for physical activity programs, removing vending machines with unhealthy choices)
- ☐ Support Live 5-2-1-0 by examining the choices and products your business provides/promotes to customers and how they can better align to support the 5-2-1-0 behaviours



For more information:

Live 5-2-1-0 Resources available at live5210.ca/resources

Contact information at live5210.ca/contact-us/

COMMUNITY EXAMPLE

How are businesses in Chilliwack helping to share & support Live 5-2-1-0?

- In Chilliwack, the local radio station 89.5 The Drive supports the local Live 5-2-1-0 initiative by helping to share and promote the message. Through in-kind support, the radio station helped to record more than 50 different spots that share tips for how families can Live 5-2-1-0, and provides ongoing airtime to share these promotional spots twice a day Monday through Friday.
- The Chilliwack Sports Academy provides annual funding to help restock equipment in the three Live 5-2-1-0 Playboxes that were installed in parks throughout Chilliwack.
- ACE Signs helped to provide banners and signage to promote Live 5-2-1-0, including the production of a fun spinning wheel featuring the 5-2-1-0 graphics that is used for games and prize draws at community events.
- The local Chamber of Commerce helped to promote the local Healthy Kids Initiative and Live 5-2-1-0 by including a feature article in their members' newsletter.

