



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
- 50% of obese children will become obese adults
- Obesity increases the risk of developing 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 is also necessary.** The key to the 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 influence and shape the environments in which children live, learn and play.

Local governments play a key role in making a community healthier for kids

Local governments can be strong supporters of the Live 5-2-1-0 message. They are well positioned to help build healthy choices into the fabric of the community. Governments and city planners can help ensure there are safe, healthy outdoor places for children and families to play and be physically active, make sure free, clean drinking water is easily accessible for everyone, and make health a priority in plans and budgets—there are lots of ideas to work on. Turn this page over for more suggestions for action and examples from other Live 5-2-1-0 communities!

Partner with Live 5-2-1-0 and SCOPE and join the movement to raise healthy kids

SCOPE is an initiative that partners with communities across BC to promote healthy weights among children. SCOPE endorses the evidence-based Live 5-2-1-0 message, and provides the expertise, support and tools local decision-makers need to make the healthy choice the easy choice for children. By helping to build and strengthen the connections between people and communities, SCOPE encourages new communities and individuals to ‘adapt and adopt’ our work and build on the experiences from other communities to create change where they live.

For more information:

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

Contact information at live5210.ca/contact-us/



What can your local government do?

The checklist below can help to guide actions and assess progress for municipalities interested in supporting childhood obesity prevention and making the healthy choice the easy choice for kids.

- ☐ Share the Live 5-2-1-0 message in government buildings (*by displaying Live 5-2-1-0 posters, banners, fact sheets for people to take home, 52 Weekly Tips poster, etc*)
- ☐ Share the Live 5-2-1-0 logo and information (i.e. explaining the message) on the City's website and/or newsletters and public communications where appropriate
- ☐ Support Live 5-2-1-0 by participating in the creation of a multi-sector Community Action Plan to achieve healthier childhood weights (*i.e. outlining common goals, conducting an environmental scan and needs assessment, and planning priorities for action*)
- ☐ Support Live 5-2-1-0 by making community health a priority in plans and budgets
- ☐ Support Live 5-2-1-0 by ensuring health is considered in planning for built environments
- ☐ Support Live 5-2-1-0 by enacting bylaws and policies that promote and support physical activity, such as:
 - safe routes for active transportation
 - access to safe spaces for active outdoor play
 - access to recreation centres and programs for low-income families, etc
- ☐ Support Live 5-2-1-0 by enacting bylaws and policies that promote and support healthy eating, such as:
 - increasing access to healthy food
 - building and supporting community gardens
 - conducting community food assessment
 - restricting unhealthy food and beverage marketing in all settings frequented by children, such as libraries, recreation centres, and parks
 - enacting healthy food and beverage sale policies for recreation centres, public buildings, and vending machines

CASE STUDY COMMUNITY EXAMPLE: ABBOTSFORD

How did the City of Abbotsford promote healthy weights using Live 5-2-1-0?

- The City of Abbotsford launched Healthy Abbotsford (HA), a city-wide initiative focused on improving residents' health
- Through partnership with SCOPE, the City of Abbotsford and HA identified promoting healthy weights as a priority, including it in the City's Strategic Plan and dedicating a supported staff position to coordinating this work
- Community stakeholders from multiple sectors partnered with HA to create a collaborative Community Action Plan (available at <http://www.live5210.ca/resources/city-hall/>)
- Abbotsford **shares** the Live 5-2-1-0 message through posters and brochures displayed in City Hall, information on the HA website, and Live 5-2-1-0 in school planners for the District's elementary school students
- Abbotsford **supports** Live 5-2-1-0 through several policies and initiatives, including the creation and installation of Live 5-2-1-0 Play Boxes in city parks which provide free access to games and sports equipment that can be used by families at any time to make active play the 'easy choice'

