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5-2-1-0 Healthy Numbers for Kentucky Families

52 Weeks of Public Health Campaign Spotlight: Childhood Obesity Prevention

FRANKFORT, Ky. (September 20, 2017) – As part of the 52 Weeks of Public Health campaign, the Kentucky Department for Public Health (DPH) within the Cabinet for Health and Family Services (CHFS) is promoting **5-2-0-1 Healthy Numbers for Kentucky Families** in recognition of Childhood Obesity Awareness Month.

All Kentucky children deserve the start to a healthy life. As parents and grandparents, it is important that we help them form healthy habits during the early stages of childhood. These habits determine whether children can grow up to become healthy, productive Kentuckians. Unfortunately, many times children are in environments where sitting, playing video games and smartphones, eating junk food and guzzling sugary drinks is a regular part of everyday life. The consequences of these unhealthy habits put children at risk for childhood obesity and health problems once only seen in adults such as diabetes, high blood pressure and heart disease.

Role modeling is one of the most effective ways to nurture healthy behaviors and build a foundation for a strong, healthy future. Children learn by watching their families, teachers, and peers demonstrate healthy habits such as eating nutritious foods, exercising approximately 30 minutes per day and avoiding the use of tobacco. These habits place Kentucky children and adults on a path for reduced risk of heart disease, diabetes and high blood pressure.

The 5-2-0-1 Healthy Numbers for Kentucky Families campaign helps parents, healthcare professionals, and educators promote healthy eating and physical exercise. The campaign focuses on incorporating four simple behaviors into the daily routines of children by teaching them that healthy habits now, matter forever.

Five: Eat five or more servings of fruits and vegetables each day.

Fruits and vegetables supply vitamins and minerals necessary for growth and the immune system as well as fiber for our overall diet. We can support children in this healthy behavior by including fruits and vegetables at every meal and snack.

Two: Limit screen time to no more than 2 hours a day.

When children are engaged with a screen they are not being physically active. By creating time for activities that support physical activity and social interaction, we make it easier to limit screen time.

One: Be physically active at least 1 hour a day.

Children need at least one hour of physical activity daily. Physical activity help to develop gross motor skills as well as strong bones and muscles.

Zero: Don't drink sweetened beverages.

Sugary drinks include 100% juice, sports drinks, soda, fruit beverages and flavored milks. A child's body is made up of more than 50% water and needs water to thrive. Support children by offering water as a first choice outside of meals and keeping a water bottle handy for quick access.

The Kentucky Department for Public Health has developed multiple resources for families, caregivers and communities to promote the 5-2-1-0 message in places where children live, learn, and play. By supporting these behaviors, we as role models make it easier for every Kentucky child to grow up healthy.

To view, download and/or order resources, visit the [5-2-0-1 Healthy Numbers for Kentucky Families](#) webpage.

Throughout the 52 Weeks of Public Health Campaign, DPH will highlight the important work of public health professionals as well as spread awareness about statewide health issues. Additional information about the campaign is available on the [DPH website](#) as well as the [CHFS Facebook page](#) where Kentuckians are encouraged to like and share public health awareness posts.

The Cabinet for Health and Family Services is home to most of the state's human services and healthcare programs, including the Department for Medicaid Services, the Department for Community Based Services, the Department for Public Health, and the Department for Behavioral Health, Developmental and Intellectual Disabilities. CHFS is one of the largest agencies in state government, with nearly 8,000 full- and part-time employees located across the Commonwealth focused on improving the lives and health of Kentuckians.