



How Grocery Stores May Support 5210 Healthy Children

5210 Healthy Children is a community-wide plan to improve child health. It spreads a common message throughout children's communities, where families work, live, and play. The message represents four healthy behaviors children should achieve each day:



5 or more servings of fruits and vegetables

2 or fewer hours of recreational screen time*

1 or more hours of physical activity

0 sweetened beverages

** review guidelines on parenting strategies to encourage quality screen time (AAP, 2015)*

Grocery stores are a central part of a family's food environment because most food purchases are made at full-service supermarkets. Grocery stores can play an important role in supporting healthy eating and drinking in families. The resources assembled in this toolkit are designed to help commissaries promote fruit and vegetable consumption and decrease sweetened beverage intake (the "5" and the "0" of "5210").

The following materials are available for commissaries:

1. **Tips At Grocery Stores handout** – targets shoppers, and provides them with grocery store-specific tips to increase fruit and vegetable consumption and decrease sweetened beverage consumption.
2. **Tips At Grocery Stores posters** – enlarged versions of the Tips At Grocery Store handout are available in two sizes (27" x 40" and 38" x 56") to hang in highly visible locations.
3. **Definitions & Recommendations handout** – explains the 5210 message and its research basis.
4. **Healthy Shopping On A Budget handout** – provides shoppers with money-saving tips to make healthy food purchases.
5. **Healthy Brown Bag Lunches handout** – outlines a healthy lunch for each day in a week and includes a shopping list.
6. **Understanding Food Labels handout** – describes how to locate and make sense of the important information provided on food labels.
7. **To Have Fruits And Vegetables Year-Round, Add Frozen Or Canned handout** – lists some of the benefits of having frozen and canned produce available year-round, and includes ideas for use.
8. **Healthy Kids' Snacks handout** – provides shoppers who are parents with a list of healthy snacks they may purchase at the grocery store.
9. **Healthy Eating In A Hurry handout** – provides tips on ways to create quick, healthy meals on a busy schedule.

We recommend hanging the poster in highly-visible locations in the grocery store and placing the handouts at the customer service desk, on café tables, and in high-traffic areas in the store where they are likely to be seen and used. Digital versions are available and may be inserted into the grocery store newsletters and uploaded to the store's website and via social media.

For more information, visit 5210 online at www.5210.psu.edu or email us at 5210@psu.edu. We will be happy to answer your questions!