



# How Leaders 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<sup>+</sup>**

**1 or more hours of physical activity**

**0 sweetened beverages**

*<sup>+</sup> review guidelines on parenting strategies to ensure quality screen time (AAP, 2015)*

5210 Healthy Children can benefit greatly from partnerships with leaders in the local community. Leaders can use their positions and connections to garner attention and create support for the campaign and to help the various targeted sectors network with one another and the greater community. With that in mind, the resources assembled in this toolkit are designed to help leaders promote and support the 5210 message.

The following materials are available for leaders:

1. **Tips for Leaders handout** – targets leaders and provides them with tips to help children in their community increase fruit and vegetable consumption, closely monitor and limit screen time, increase physical activity, and decrease sweetened beverage consumption.
2. **Tips for Leaders posters** – include enlarged versions of the Tips for Leaders handout that 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 Messaging** – lists quick, short, and long health messages that may be embedded into various communications.

We recommend hanging the poster in highly visible locations in the community, for example in municipal and government buildings. In addition, we advise distributing the handouts in locations where they are likely to be seen and used by community leaders. Digital versions of all materials are available and may be inserted into newsletters or emails and uploaded to workplace websites and via social media.

For more information, visit 5210 online at [www.5210.psu.edu](http://www.5210.psu.edu) or email us at [5210@psu.edu](mailto:5210@psu.edu). We will be happy to answer your questions!