



FOR IMMEDIATE RELEASE

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Jones County to host 5-2-1-0 Healthy Choices Count! kick-off *Event is part of ongoing community health improvement efforts*

JONES COUNTY, IA – Jones County Public Health will be hosting a “5-2-1-0 Healthy Choices Count!” kick-off event for health care providers, educators, and business leaders at 9a.m. on August 17, 2021, at Calkin’s Barn, Wyoming, IA, with speakers from the Iowa Healthiest State Initiative and the Iowa Department of Public Health (IDPH).

5-2-1-0 Healthy Choices Count! is a nationally recognized and evidence-based prevention framework to promote healthy habits that was adopted by Iowa in 2017. The goal is to increase physical activity and healthy eating through policy and environmental change.

5-2-1-0 focuses on the importance of four simple daily health habits:

- 5 or more servings of fruits and vegetables
- 2 hours or less of recreational screen time
- 1 hour or more of physical activity
- 0 (or reduce) sugar-sweetened beverages - drink more water!

Learn more about 5-2-1-0 and access free resources at: www.iowahealthieststate.com/5210/

“5-2-1-0 Healthy Choices Count! provides a simple, easy-to-remember message that can easily be plugged into existing community health efforts,” said Jami Haberl, executive director of the Healthiest State Initiative. “We are excited for Jones County residents to start incorporating the 5-2-1-0 healthy habits into their everyday lives.”

This event is part of ongoing community health improvement efforts led by Jones County Public Health (JCPH). Every five (5) years, JCPH is required by IDPH to complete a Community Health Needs Assessment and Community Health Improvement Plan (CHNA & HIP). JCPH has adopted a “Policy, Systems and Environmental” approach to best meet the needs of everyone who lives, works, and plays across the county using years of evidence and research regarding the methods used for conducting such assessments and creation of plans for the long-term.

The Jones County Public Health Work Group has been established with community partners to review existing data and efforts, and to identify the needs of the community. As the committee continues the systematic action of moving toward a cohesive effort for achievement and success across Jones County, the public will have periodic opportunities to engage in the process and review the findings of the committee, current steps to address issues, and committee plans for future action. "Knowing what systems and policies we currently have in place and determining where our county would like to improve allows us to build the roadmap to get there," said Jess Wiedenhoff, community health specialist with Jones County Public Health. "5-2-1-0 Healthy Choices Count! is a great resource for the early care providers, schools and workplaces in Jones County to help us achieve our community health goals."

The steering committee strives to bring positive cohesive actions for short and long-term goals through collaboration, a common language between professionals with clear meaning for the public, consistency, reduction in duplication, and building a sustainable system to support the well-being and continued development of our community in areas such as: Education, Child Health, Oral Health, Drinking Water, Unintentional Injuries, Older Adults, Mental Health and Addictive Behaviors. To learn more about the Jones County CHNA & HIP and to see a full list of categories and focus areas, visit www.jonescountyiowa.gov/public_health and click on "Community Health Needs".

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