



Healthy Choices Count!

ACTION GUIDE

• WORKPLACES •

HELPING IOWANS GET – AND STAY – HEALTHY!

www.iowaHealthiestState.com/5210

WHY 5-2-1-0 IN THE WORKPLACE?

5-2-1-0 Healthy Choices Count! started as a health-focused movement to bring education and resources about the importance of healthy lifestyles to Iowa kids. This was done by bringing the message to schools, doctors' offices, early care sites and out-of-school programs.

Now we have the opportunity to continue to support these efforts by bringing the messaging to adults in the workplace. By spreading the 5-2-1-0 Healthy Choices Count! message across multiple sectors and age groups, we can create a comprehensive initiative that can benefit Iowans of all ages.

This proven, scientific method helps focuses on four numbers:

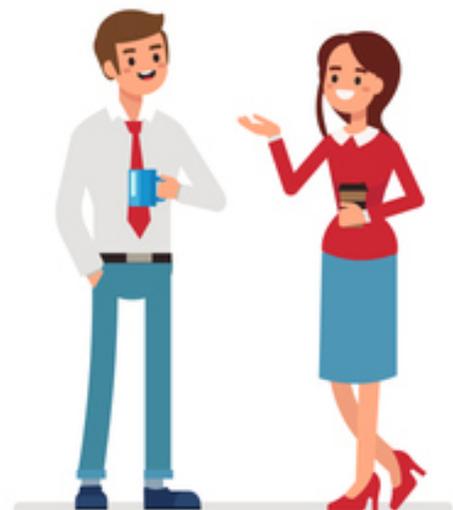


BENEFITS OF BECOMING A REGISTERED WORKPLACE:

Becoming a 5-2-1-0 Healthy Choices Count! Registered Workplace is free and easy. The process gives your organization an opportunity to evaluate your policies, systems and environments to support a healthy lifestyle.

In addition, registering gives your workplace access to exclusive resources, recognition and technical assistance:

- Quarterly 5-2-1-0 registered workplace newsletter
- Free resources to start or enhance an existing workplace wellness initiative
- Connect with other sectors in your community (schools, health care clinics, etc.) to share a common message
- Participate in a statewide initiative to exchange knowledge and share tools, ideas, and strategies to create healthy environments
- Receive the following recognition for your commitment to making Iowa the healthiest state in the nation:
 - Listed on the Healthiest State Initiative's 5-2-1-0 Healthy Choices Count! website and [online map](#)
 - Identified as a workplace focused on supporting employees overall health and well-being at statewide events
 - Window cling to display at your workplace
 - Opportunity to apply for Healthiest State Initiative's annual workplace award



EAT WELL. MOVE MORE. FEEL BETTER.

The concepts of 5-2-1-0 Healthy Choices Count can be integrated into the lives of lowans of any age. For 5-2-1-0 in the workplace, we’ve broken the categories down to reflect the overarching goals of **Eat Well**, **Move More**, and **Feel Better**.

As you go through the registration process you will be asked a variety of evidence-based questions based on the [CDC Change Tool](#) methodology and [5-2-1-0 Let’s Go! Maine](#) model for workplaces. This table highlights the rationale behind each action item in the three categories:

5-2-1-0 Healthy Choices Count! Workplace Questions and Rationale/Evidence

KEY CONCEPT	ACTION ITEM	EXPERT RECOMMENDATION	SCIENTIFIC RATIONALE
Eat Well	Provide safe, unflavored drinking water at no charge to all staff.	Evidence suggests that sugar sweetened beverage consumption contributes to the epidemic of obesity in the U.S.	Individuals should decrease consumption of, or altogether avoid, sugar-sweetened beverages. Water is a healthy alternative. ^{1*}
Eat Well	Offer on-site opportunities to purchase/receive fresh produce. <i>(Examples: Salad bar, on-site garden, CSA drop-off site, farm stand.)</i>	Individuals should consume 2½ cup equivalents of vegetables and 2 cups of fruit per day.	Foods close to their original source provide maximum nutritional benefit. ^{2*}
Eat Well	Institute healthy food and beverage options at company sponsored meetings and events, vending machines, on-site cafeteria and food venues.	Individuals should consume 2½ cup equivalents of vegetables and 2 cups of fruit per day.	Foods close to their original source provide maximum nutritional benefit. ^{2*}

* — Adapted from Maine Health Let’s Go and CDC Change Tool Worksite Sector

KEY CONCEPT	ACTION ITEM	EXPERT RECOMMENDATION	SCIENTIFIC RATIONALE
Eat Well	Provide refrigerator access, microwave access and sink with water faucet access for staff to prepare food and a seating area for all staff to eat.	Offer a comfortable, clean space for employees to prepare food they have brought from home.	Children and adults who eat fast food are at an increased risk of weight gain, overweight, and obesity, particularly when one or more fast food meals are consumed per week. ^{3*}
Move More	Promote an active workplace by using prompts to increase movement throughout the day (walking path, walking meeting, stairwell, standing desk, etc.)	Adults should move throughout the day and minimize sitting.	Health benefits are gained by adults when any amount of moderate-vigorous activity. ^{4*}
Move More	Offer flexible scheduling to allow for physical activity before, after or throughout the day.	For substantial health benefits, adults should do at least 150 minutes to 300 minutes a week of moderate-intensity, or 75 to 150 minutes a week of vigorous-intensity aerobic physical activity, or an equivalent combination of moderate- and vigorous-intensity aerobic activity. Preferably, aerobic activity should be spread throughout the week.	Regular activity is associated with reduced cardiovascular risk, reduced risk of metabolic syndrome, and improved weight control. ^{4*}
Move More	Encourage active commuting (bike rack, bike share, public transportation, facility shower/ changing room).	Walking or biking to work can increase the amount physical activity throughout the day.	Regular activity is associated with reduced cardiovascular risk, reduced risk of metabolic syndrome, and improved weight control. ^{4*}

* — Adapted from Maine Health Let's Go and CDC Change Tool Worksite Sector

KEY CONCEPT	ACTION ITEM	EXPERT RECOMMENDATION	SCIENTIFIC RATIONALE
Move More	Provide access to safe physical activities and amenities (on-site or subsidized in the community).	Creating an environment that is safe, simple and affordable can increase opportunity for physical activity.	Regular activity is associated with reduced cardiovascular risk, reduced risk of metabolic syndrome, and improved weight control. ^{4*}
Feel Better	Offer and promote EAP or identified resources available to staff.	Employees have emotional health needs too. Offering services can help them be more focused at work.	Employees who utilized EAP services when needed report more reduced problems with both presenteeism, absenteeism, and increased job satisfaction. ⁵
Feel Better	Institute tobacco free and nicotine free policy, access to tobacco and nicotine cessation services and products (insurance, Quitline, etc.)	Supporting employees in their efforts to quit using tobacco and nicotine can improve the overall health of your company.	Using proven methods to mitigate nicotine and tobacco use can improve health outcome and lower healthcare costs. ⁶
Feel Better	Offer opportunities for staff interaction and social support to create a more supportive workplace culture (team building, company picnics, celebrations, etc.)	Coworkers can build trusting work relationships, improve morale and create a supportive workplace culture through a variety of non-work-related activities.	Workplace culture has an impact on employee performance. ⁷
Feel Better	Offer staff education and trainings for personal and professional development.	Offer professional development and continuing education training opportunities to staff.	Staff retention and satisfaction can improve when professional development opportunities are available. ⁸

* — Adapted from Maine Health Let's Go and CDC Change Tool Worksite Sector

KEY CONCEPT	ACTION ITEM	EXPERT RECOMMENDATION	SCIENTIFIC RATIONALE
Feel Better	Demonstrate and encourage community involvement (volunteerism, community initiatives, boards, public office).	Offer staff opportunities to volunteer in the community both off and on company time, if possible.	Employees will feel more connection and respect for their employer and have increased career satisfaction. ⁹
Feel Better	Designated safe and comfortable space for staff's personal needs (lactation, shower/changing room, quiet room).	Provide safe, clean, comfortable areas for staff's personal needs.	Federal law requires employers to provide adequate time and space for lactation needs. ¹⁰

Additionally, you will be asked a variety of questions related to **Leadership & Commitment**, and communications that will help to ensure your site's wellness efforts are supported and that you are able to share your healthy messages with partners in your community and across the state.

SPECIAL CIRCUMSTANCES FOR CROSS-SECTOR REGISTRATION:

All Iowa employers are welcome to register as a workplace. These resources can benefit all Iowa employees, but there are a couple of situations that are special.

Here are the details:

K-12 schools, early care, out-of-school or health care sites:

Please consider registering as an education or health care sector site prior to, or in addition to, a workplace site. If you want a deeper dive into the workplace elements, consider registering as both!

HOW TO IMPLEMENT 5-2-1-0

Now that you know what 5-2-1-0 is, you're probably wondering how to get started. Don't worry – there is a five-step process to make implementation easy!

This 5-2-1-0 Healthy Choices Count! Action Guide will walk you through the process, help you assess your site and provide the resources and tools for you to create and implement an Action Plan to meet your unique goals.

STEP 1:

Engage

Identify a 5-2-1-0 Champion and team members. This can be an existing wellness committee.



STEP 2:

Register

Sign-up online to become a 5-2-1-0 Registered Site.



STEP 3:

Implement

Identify your goals and turn them into action.



STEP 4:

Share

Spread the word about how you're making #HealthyChoicesCount



STEP 5:

Check-In

Get recognized for making the healthy choice the easy choice.



STEP 1: ENGAGE

5-2-1-0 Healthy Choices Count Champion

All workplaces should identify a Champion to lead their site through the five-step process. The Champion should be someone who is at the site daily and is familiar with and can help influence the healthy eating and physical activity practices. 5-2-1-0 Healthy Choices Count Champions are leading the way to improve the health of lowans!

As the Healthy Choices Count Champion, you are leading the positive changes at your workplace. Your role as the Champion includes:

- Registering your workplace [online](#)
- Meeting with your team and creating an Action Plan around what your site wants to achieve that year
- Ensuring that all staff are aware of and, if possible, included in the work
- Being responsible for sharing the 5-2-1-0 message and resources with staff
- Recertifying your site each August

Role of the Healthy Choices Count Team

Workplaces are encouraged to gather a team to help support the 5-2-1-0 efforts. We encourage you to build a team that is representative of your workplace's demographics and includes representatives from all staff levels and departments. How often a team meets is dependent on the goals of the group and the availability of the team members. We realize that not all workplaces have the ability to form a team — it is OK for one person, for example a workplace with only a handful of employees, to serve the role of Champion and team.



STEP 2: REGISTER

Why Become a 5-2-1-0 Registered Workplace?

An integral step to becoming actively involved with 5-2-1-0 Healthy Choices Count! is to register through the Healthiest State Initiative website. Becoming a 5-2-1-0 Registered Workplace demonstrates that your organization values health and wellness for all Iowans. The recognition serves to highlight all of the great work happening across Iowa and connect you with like-minded workplaces.

Registration is free and easy!

Register online: www.iowaHealthiestState.com/5210Register

What to expect:

The registration survey guides you through an assessment of what your workplace is currently doing to make the healthy choice the easy choice. At the end of the survey, you will choose which of the four areas (**Eat Well, Move More, Feel Better, Leadership & Commitment**) you would like to focus on in the upcoming year.

Going through the registration process is a great activity for you and/or your team because it will help you identify the areas where your workplace is already excelling and pinpoint areas for improvement. We encourage you to download a copy of the registration to review prior to starting the online registration so you have the opportunity to compile any needed information.



STEP 3: IMPLEMENT

You are a 5-2-1-0 Registered Site ... now what?

The site registration survey helps you become more aware of what you are already doing to improve health and wellness at your workplace, as well as opportunities to continue to improve your policies, practices and environment. The survey will ask you to review the four focus areas (**Eat Well, Move More, Feel Better, Leadership & Commitment**) and identify which strategies you'd like to focus on in the upcoming year. We recommend choosing one or two — small steps can take you far!

How to create an Action Plan:

Now that you know which area(s) you are focusing on, create goals and an Action Plan. We recommend one or two goals per focus area for a total of one to four goals to accomplish each year.

- At the top of your Action Plan, write the focus area and goal.
- For each goal, create action steps and a timeline to reach your goal.
- Include who is responsible for the action step and if funding or partnerships are needed.
- Check-in with your Action Plan on a regular basis (weekly, monthly) and make adjustments.
- Leverage your team (if applicable) and partnerships so that more than one person is responsible for the Action Plan.

TIP: Consider aligning your goals and actions with other policies, such as the company wellness plan or policy.

See Pages 12-13 for examples.

STEP 3: IMPLEMENT

****ACTION PLAN TEMPLATE****

Focus area:

Goal:

ACTION STEPS	WHO IS RESPONSIBLE?	FUNDING/ PARTNER NEEDS?	DUE DATE	DONE

STEP 3: IMPLEMENT

SAMPLE ACTION PLAN

Focus area: Leadership & Commitment

Goal: Create a policy on employer-sponsored volunteering.

ACTION STEPS	WHO IS RESPONSIBLE?	FUNDING/ PARTNER NEEDS?	DUE DATE	DONE
Develop and administer a survey of all staff to determine interest level for volunteering opportunities at work.	HR Representative	No	September	
Analyze survey results to determine if interest level is high enough to create a policy and program.	Wellness Committee	No	October	
<i>(Assume positive response from survey.)</i> Research volunteer opportunity policies from other similarly sized companies	2 Wellness Committee members	No	November	
Research volunteer needs in the community.	2 Wellness Committee members	No	November	
Meet with administrators to present results from survey, research, and recommendations for consideration.	Wellness Committee members	No	December	
Create policy based on outcome of meeting with administration.	Administration and Wellness Committee	No	January-February	
Launch policy through staff email and post opportunities on employee intranet.	Wellness Champion	No	March	
Track hours spent volunteering and staff attitude toward opportunities.	Wellness Champion	No	March through January	
Survey staff to see if continuing a volunteering program through the workplace continues to be a priority.	HR Representative	No	Every January	

STEP 4: SHARE

Now that you've started putting 5-2-1-0 Healthy Choices Count! into action at your workplace, it's time to start sharing all of your hard work with staff members. There are already some great resources available on IowaHealthiestState.com/5210/Resources to help you do this:

Spread the word

Distribute the 5-2-1-0 ["Message to Employees."](#) This gives a quick overview of what the 5-2-1-0 Healthy Choices Count! initiative can bring to a company and how integrating this messaging can benefit whole communities.

Posters

The Healthiest State Initiative has created a variety of environmental prompts encouraging employees to take the stairs, drink water or choose a healthy snack, including the 5-2-1-0 message and logo. [Download and print here.](#)

T-shirts

Generate excitement with your staff. This 100% cotton T-shirt has the 5-2-1-0 Healthy Choices Count! logo on the front chest. Cost varies on order quantity. [Place your order here.](#)



5-2-1-0 Logo

You can add the 5-2-1-0 logo to any internal or external materials that support the 5-2-1-0 message. Download our [logo](#) and [follow these brand guidelines.](#)

Social Media

Social media is a great way to let the public know your workplace supports healthy choices. Spread the 5-2-1-0 message by using the hashtag #HealthyChoicesCount. Download these [social media graphics](#) to share.

More Resources

Looking for more resources to put your plans and strategies into action? Visit IowaHealthiestState.com/5210 to access resources, organized by sector.

STEP 5: CHECK-IN

Every August, each workplace will be contacted via email with a link to update their registration. You will be provided with a copy of your registration from last year. The questions will be the same, so recertification will be quick and easy.

Once you have submitted your updated survey letting us know about the progress you have made, you will receive an email notifying you of your level – **Registered, Silver or Gold** – and if you are eligible to apply for a Healthiest State Annual Award.

All sites who complete the registration survey will receive their window cling, welcome letter, and will be listed on the [online map](#) within 6 weeks of completing the registration survey.

REGISTERED	SILVER	GOLD
<p>Answered “Yes” to 0-10 survey questions</p> <p> Recognition:</p> <ul style="list-style-type: none"> Your information is saved in the 5-2-1-0 database. Your workplace is listed on the 5-2-1-0 online map along with your website address. You receive a 5-2-1-0 window cling for your site. 	<p>Answered “Yes” to 11-17 survey questions</p> <p> Recognition:</p> <p>ALL of the benefits of Registered status, plus:</p> <ul style="list-style-type: none"> Opportunity to apply for a Healthiest State Initiative Annual Workplace Award. 	<p>Answered “Yes” to 18+ survey questions.</p> <p> Recognition:</p> <p>ALL of the benefits of Silver status, plus:</p> <ul style="list-style-type: none"> Signed Certificate stating that you are a “Gold-Level” 5-2-1-0 Workplace.

CURRENT PARTNERS AND SPONSORS:

Thank you for helping to make the healthy choice the easy choice for all Iowans. We appreciate your partnership and support of 5-2-1-0 Healthy Choices Count!

If you have any questions about 5-2-1-0 or the use of this toolkit, please reach out via email: info@iowahealthieststate.com.

These organizations support using 5-2-1-0 Healthy Choices Count! to help make Iowa's future healthier. Find them each online and on social media for more tips, resources and 5-2-1-0 success stories.



Facebook: [Iowa Department of Public Health](#)

Twitter: [@IAPublicHealth](#)

Instagram: [@iadeptofpublichealth](#)

Website: www.idph.iowa.gov/5210



Facebook: [Healthiest State Initiative](#)

Twitter: [@HealthiestIowa](#)

Instagram: [@iowahealthieststate](#)

Website: www.iowahealthieststate.com/5210

Healthiest State
— INITIATIVE —

Special thanks to members of the 5-2-1-0 Healthy Choices Count! in the Workplace committee who helped in the development of this Action Guide and accompanying resources:

- Cerro Gordo County Department of Public Health
- City of Ames
- Hy-Vee
- RDG Planning & Design
- Scott County Health Department
- UnityPoint Health Grinnell Regional Medical Center
- WellKids of Central Iowa

REFERENCES:

1. The Obesity Society. Reduced Consumption of Sugar-Sweetened Beverages Can Reduce Total Caloric Intake. Silver Spring, MD; 2014. www.obesity.org/publications/position-and-policies/sugar-sweetened
2. U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015 – 2020 Dietary Guidelines for Americans. 8th Edition. December 2015. health.gov/dietaryguidelines/2015/guidelines/
3. Obbagy JE, Essery EV. U.S. Department of Agriculture, Center for Nutrition Policy and Promotion. The Food Environment, Eating Out, and Body Weight: A Review of the Evidence. Nutrition Insight, 49. www.cnpp.usda.gov/sites/default/files/nutrition_insights_uploads/Insight49.pdf
4. U.S. Department of Health and Human Services. 2018 Executive Summary Physical Activity Guidelines for Americans 2nd Edition. Washington (DC): U.S. Department of Health and Human Services; 2018. health.gov/paguidelines/second-edition/pdf/PAG_ExecutiveSummary.pdf
5. Chestnut Global Partners. (2019). Workplace Outcome Suite® (WOS) Annual Report 2018: Understanding EAP Counseling Use, Longitudinal Outcomes and ROI, and Profiles of EAPs that Collect WOS Data. White Paper. Bloomington, IL: Chestnut Global Partners (a Morneau Shepell company). www.eapassn.org/WOS
6. U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. www.hhs.gov/sites/default/files/consequences-smoking-exec-summary.pdf
7. Harter, Jim. (2016). Moneyball for Business: Employee Engagement Meta-Analysis. <https://www.gallup.com/workplace/236468/moneyball-business-employee-engagement-meta-analysis.aspx>. Accessed June 17, 2019.
8. Society for Human Resource Management. (2017). Making the case for professional development benefits. www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/pages/2017-employee-benefits-professional-development.aspx
9. Volunteer Iowa. (2014). The business case for employer volunteer programs. https://volunteeriowa.org/sites/default/files/documents/2015/08/business_case_for_employer_volunteer_programs.pdf
10. Office on Women's Health. (2018). Supporting nursing moms at work: what employers need to know. www.womenshealth.gov/supporting-nursing-moms-work/what-law-says-about-breastfeeding-and-work/what-employers-need-know