



A Healthy Lifestyle Message for Childhood Obesity Prevention
The Consortium to Lower Obesity in Chicago Children (CLOCC)

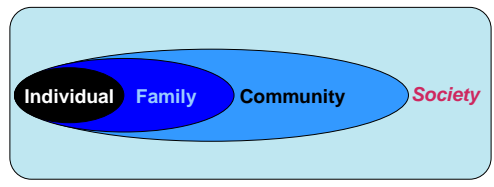
Overview of CLOCC

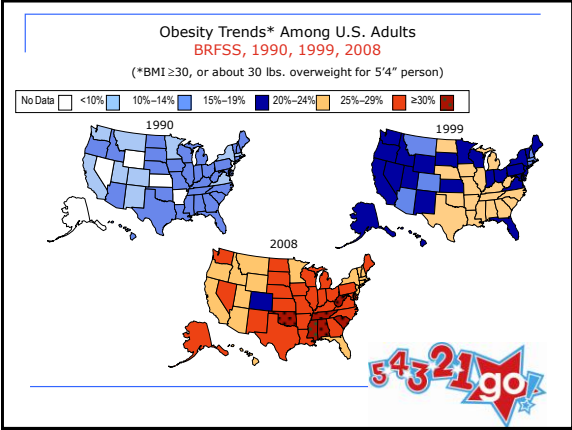
- ★ Created in response to the increasing rate of obesity in Chicago children
- ★ Our work is science-based, health-focused and community-led
- ★ Foster and facilitate connections between:
 - ☆ Childhood obesity prevention researchers, public health advocates and practitioners, children, families, and communities





Addressing Childhood Obesity

An ecologic approach is required







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- 5 servings of fruits and vegetables a day
 - 4 servings of water a day
 - 3 servings of low-fat dairy a day
 - 2 hours or less of screen time a day
 - 1 hour or more of physical activity a day
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Why 5-4-3-2-1 Go!?

- ★ Clear, concise, easy to remember
- ★ Science-based
- ★ Useful in a variety of settings
- ★ Suitable for all children; healthy even for adults
- ★ Emphasizes positive behaviors
- ★ Used city-wide



Healthy for All

- ★ Suitable for children of all sizes
- ★ Geared toward young children, but appropriate for the whole family
- ★ Clear instructions for behavior



Incorporating the Message into a Program

- ★ Teaching
 - ☆ Lesson about the vitamins in citrus fruit
 - ☆ Lesson about how calories are burned during physical activity
- ★ Modeling
 - ☆ Keeping fruit on your desk
 - ☆ Implementing scheduled water breaks
- ★ Doing
 - ☆ Preparing a healthy fruit snack as a group
 - ☆ Running a relay race



Fruits and Vegetables *Ideas for Your Program*

- ★ Serve fruits and veggies as snacks (*modeling*)
- ★ Expose kids to new fruits and veggies through taste tests and log popular favorites (*doing*)
- ★ Prepare simple healthy snacks together (*doing*)
- ★ "Travel around the world" to learn about fruits and veggies from different countries (*teaching*)
- ★ Help kids log their fruit and veggie intake and set group goals (*doing*)



Water *Ideas for Your Program*

- ★ Provide water instead of other beverages (*modeling*)
- ★ Taste test calorie-free flavored waters (*doing*)
- ★ Provide information about the benefits of hydration and the effects of dehydration (*teaching*)
- ★ Allow time for water breaks (*modeling*)
- ★ Distribute and encourage the use of water bottles and ask parents to pack water (*modeling*)



Low-Fat Dairy *Ideas for Your Program*

- ★ Gradually replace whole or 2% milk with low-fat or skim milk (*modeling*)
- ★ Taste test different varieties of low-fat flavored milk and yogurt (*doing*)
- ★ Make smoothies with low-fat yogurt and fruit (*doing*)
- ★ Provide information about the role of calcium in maintaining healthy bones and teeth (*teaching*)



Screen Time

Ideas for Your Program

- ★ Brainstorm a list of 101 things to do instead of watching TV (*doing*)
- ★ Provide healthy snacks during screen time (*modeling*)
- ★ Teach media literacy - discuss the power of advertising and foster critical-thinking skills (*teaching*)



Physical Activity

Ideas for Your Program

- ★ Teach the benefits of physical activity (*teaching*)
- ★ Incorporate 15 minutes of exercise between lessons/activities (*modeling*)
- ★ Encourage kids to walk to and from school and to out-of-school programs (*doing*)
- ★ Adapt lessons to include more active learning and movement (*doing*)
- ★ Set group goals for physical activity skills building (*doing*)



Resources on CLOCC Website

Visit www.clocc.net for:

- ★ 5-4-3-2-1 Go! customizable flyers in English, Spanish, Polish & Chinese
- ★ Individual presentations on 5, 4, 3, 2, and 1 in English and Spanish
- ★ New resources – check back often!