

May 3, 2016

FLORIDA DEPARTMENT OF HEALTH IN INDIAN RIVER COUNTY HOSTS EVENT FOR EVERY KID HEALTHY WEEK



Contact:

Stacy Brock, Public Information Officer

Stacy.Brock@flhealth.gov

772-794-7479

Indian River County, Fla.— During the week of April 25-29, the Florida Department of Health in Indian River County hosted an event at Fellsmere Elementary in Fellsmere to promote and celebrate their school's wellness achievements. Last week, local health offices statewide partnered with schools to host events related to nutrition, physical activity and learning.

"The simple message of 5210 is accessible to all families, no matter what their goal. Whether it's watching a little less TV or moving a little more each day, the 5210 strategy can be useful to any family trying to live a healthier life", said Peter Benincasa, Florida Department of Health 5210 Coordinator.

Launched nationally by Action for Healthy Kids in 2013, [Every Kid Healthy Week](#) is an annual observance held in the last week of April that shines a spotlight on the great efforts schools are making to improve the health and wellness of their students. The observance also provides an opportunity for everyone in the country to get involved by supporting sound nutrition, regular physical activity and health-promoting programs in schools.

The Florida Department of Health in Indian River County 5210 coordinator, along with faculty, students, and administrator donned the famed fruit and veggie costumes for a morning rally on April 27th. Information on healthy living and physical activity was passed out to parents as they dropped their children off at school. The 5210 coordinator continued this message of healthy living into the classrooms during the week.

Unhealthy weight puts children at risk for a variety of health complications and chronic diseases. Evidence shows students who eat right and are physically active in school learn healthy lifelong habits and are better equipped to succeed academically.

Teachers, parents, and individuals who want to learn and get involved can visit <http://www.healthiestweightflorida.com/activities/every-kid.html> and [Every Kid Healthy Week](#).

About Action for Healthy Kids®

Action for Healthy Kids is the nation's leading nonprofit and volunteer network fighting childhood obesity and undernourishment by helping schools become healthier places where kids learn to eat right, be active every day, and better prepared to learn and succeed academically. Action for Healthy Kids reaches nearly 12.9 million students in 29,000 schools with the help of 80,000

volunteers and champions. Learn more at www.ActionforHealthyKids.org, on [Facebook](#) and on [Twitter](#).

About Healthiest Weight Florida

Healthiest Weight Florida is a public-private collaboration bringing together state agencies, not-for-profit organizations, businesses and entire communities to help Florida's children and adults make consistent, informed choices about healthy eating and active living. To learn more about how to be active and make nutritious food choices, visit <http://www.healthiestweightflorida.com/>.

About 5210

5-2-1-0 is a healthy lifestyle campaign to help county residents attain optimal health. This social marketing campaign is an evidenced based community-wide strategy for improving a child's health by promoting healthy behaviors. This message communicates four key behaviors (5-2-1-0) that promote healthy weight and overall good health: 5 or more fruits and vegetables a day, 2 hours or less of screen time (TV, computer, smart phones, video games, or tablets), 1 hours or more of physical activity, and 0 sweet drinks. To learn more about 5210 Let's Go! Program, visit <http://www.5210letsgo.com/>

About the Florida Department of Health

The department, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

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