

Working together to build healthy communities— making the healthy choice the easy choice for kids

SCOPE is an initiative that partners with communities across BC to promote healthy behaviours among children. SCOPE endorses and coordinates Live 5-2-1-0, and provides the expertise, support and tools that local decision-makers need to make the healthy choice the easy choice for children.

Live 5-2-1-0 is a simple, easy-to-remember message to help kids and families adopt healthy habits. We know that hearing a consistent message supported by a healthy community environment is important. By bringing community stakeholders together to share and support this common message, Live 5-2-1-0 helps build partnerships and create healthy environments where kids can eat well and be active every day.

Evidence shows that in order for health promotion & chronic disease prevention for children to be effective, ALL sectors of a community need to work together.

How can Live 5-2-1-0 help communities to work together?

- Promoting a **shared, consistent message** across a community engages stakeholders in every sector – everybody has a role in creating healthier community environments.
- Live 5-2-1-0 provides **clear goals** for kids and families to live healthy every day, AND provides a **framework of action** for local community leaders to make changes to their programs, policies, and environments so that it is easier for kids to achieve these goals.
- Live 5-2-1-0 **doesn't replace other local efforts and programs** – it provides a **common, over-arching message** that helps to tie them together across the community. Kids see a consistent message everywhere they go, and community partners become part of a collaborative local effort.

The Live 5-2-1-0 message is:

- Simple, clear and easy for kids to learn
- Evidence-based, and touches on all key behaviours that most physical activity and healthy eating programs promote
- Shareable by all partners in every sector of a community



Enjoy-
FIVE or more vegetables
& fruits every day

Power down-
no more than TWO hours
of screen time a day



Play actively-
at least ONE hour each day

Choose healthy-
ZERO sugar-sweetened drinks





SCOPE provides a hub to link together all BC communities that are sharing & supporting Live 5-2-1-0

Multiple communities across BC are sharing & supporting Live 5-2-1-0. This means that ideas, resources, tools, and strategies can be shared between communities – nobody has to start from scratch or reinvent the wheel! SCOPE provides the platform through which this sharing of knowledge can happen.

We don't duplicate programs that already exist – we help to promote these programs and resources to support kids in living 5-2-1-0. Local partners can take advantage of these existing resources and, when a gap is identified, work with SCOPE to collaborate on developing new ones.

Every community has different barriers, strengths and opportunities – so all of our resources and processes can be adapted to your unique community context. Also, when a community comes up with a new idea that fills a need, SCOPE can support that idea... and then share it with other communities across the province too!

SCOPE's website provides lots of examples of how communities have shared Live 5-2-1-0, and how they've changed policies and programs and implemented unique new ideas to support kids in living 5-2-1-0.

live5210.ca

Visit our website for more than 24 different community-generated, ready-made Live 5-2-1-0 tools and resources that you can download, adapt and use for free!

What have communities done so far?

- Community services, daycares and other local programs have coordinated to share the Live 5-2-1-0 message, and support it by making sure their policies limit screen time and sugary drinks, and offer healthy snacks and time for active play within their programs and facilities
- Local newspapers, radio stations, and other media partners have donated ad space to help to spread the Live 5-2-1-0 message across communities
- Family doctors & other health professionals are sharing the message in clinics, 'prescribing' Live 5-2-1-0 using prescription pads, and assessing kids' daily lifestyle habits and helping families to set goals and make changes during appointments
- Parks & Recreation departments have supported other local partners to install Live 5-2-1-0 Playboxes in city parks, so all families can easily access free games & sports equipment to help them play actively outside

...and there are many more examples!

Contact us for more information, and to learn how we can help you support Live 5-2-1-0 in your community!

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