

IOWA CoINN



Innovative Nutrition Workstream

GOAL:

Develop and implement the 5-2-1-0 Toolkit for use in Title V MCAH and WIC agencies to enhance education on improving nutrition, increasing physical activity and reducing screen time.



The Iowa Children's Healthy Weight CoINN team sought to address obesity among pregnant women as well as young children. Realizing that the childhood obesity prevention plan, 5-2-1-0, didn't include pregnant women or children up to the age of two, they set out to work on guidance in these areas. The team also leveraged the unique symbiosis between WIC and Title V in order to provide additional nutritional education through Title V to WIC clients who have been identified with high-risk nutrition needs.

PARTICIPANTS & PARTNERS

- American Academy of Pediatrics (AAP)
- American College of Obstetricians and Gynecologists (ACOG)
- Iowa Chapter of the American College of Obstetricians and Gynecologists
- Iowa Healthiest State Initiative
- Iowa Medical Society
- Title V
- University of Iowa Health Care
- WIC

TITLE V PROGRAM CONNECTION

- **Five** Title-V staff including the Director and CoINN Project Lead contributed to the project
- **Two** Title V members participated in the project design, needs assessment, and all meetings
- **Two** Title V members were trained through the project



“Improving nutrition, decreasing disease.”

METHODOLOGY

- Conducted a **needs assessment** and identified the use of 5-2-1-0 Healthy Choices Count Program by many of their partners in public health
- Reviewed the 5-2-1-0 Toolkit and identified the need for information for **pregnant women and children aged 0-2**, who comprise a substantial portion of clients served through WIC and Title V
- Developed a unique **public/private partnership** with experts in **pediatrics and obstetrics**
- Collected and included quality, **evidence-based information** in the 5-2-1-0 Toolkit
- Leveraged the beneficial connection between WIC and Title V Maternal Health in order to secure **additional nutrition counseling** through Title V for **moms assessed as high-risk** by WIC

RESULTS

- Created a **single toolkit** that serves as **one voice** for all Iowans
- The **partnership** developed between **public health agencies** and the **private sector** can serve as a success model for other states
- Electronic and print copies of the 5-2-1-0 Toolkit have been **distributed to public/private partners** for broad use and **consistent messaging**
- An additional stipend was awarded to the team to **train medical providers** and **translate** the materials into **Spanish**
- The 5-2-1-0 Toolkit has been **recognized and shared** outside of Iowa by notable leaders in maternal and child health
- The Toolkit enhancements align with Iowa's goals to **decrease obesity** and **expand the use of 5-2-1-0**

