



5210+ is a clear and simple message that represents some of the most important steps families can take to help prevent childhood obesity. Palo Alto Medical Foundation's (PAMF) grant funding is supporting the expansion of this free, school-based program aimed at improving the health of children and their families using a social marketing message. It's focus is to encourage children and parents to:

- aim for 5 fruits and vegetables a day
- limit recreational screen time to 2 hours or less each day
- participate in 1 or more hours of daily active play
- drink 0 sweetened beverages
- get recommended age-appropriate levels of sleep each night
- begin with breastfeeding

The foundation work and success of the partnership between PAMF and El Camino Hospital provided the original impetus for this project plan. It draws upon the strength of well established partnerships within the Santa Cruz County Go For Health Collaborative community. All organizations in this community have embraced the overarching mission of **"Reducing Obesity by 10% by 2022"**. Organizations represented on the 5210+ Education Committee and that are committed to supporting the success of this project include the:

- Community Bridges Women, Infants, and Children Program (WIC)
- County of Santa Cruz Health Services Agency (HSA)
- CruzMed Foundation (CMF)
- Pajaro Valley Unified School District (PVUSD)
- Regional Diabetes Collaborative (RDC)
- Santa Cruz County Medical Society (SCCMS)
- Second Harvest Food Bank (SHFB)
- Santa Cruz County Breastfeeding Coalition (SCCBC)
- United Way of Santa Cruz County (UW)