

5-2-1-0 in Pittsburgh



Let's Move Pittsburgh is excited to launch its own **5-2-1-0** initiative for the Pittsburgh region. The local effort will be modeled after 5-2-1-0 Let's Go! in Maine. Let's Move Pittsburgh is dedicated to reaching children and families with consistent messages about healthy lifestyles in the places where they live, learn work and play. 5-2-1-0 is an easy way to remember four healthy habits that are supported by scientific research for their ability to increase healthful behaviors and improve weight status in children.

Beginning in 2016, Let's Move Pittsburgh will spread the 5-2-1-0 message through a media campaign with fun, colorful digital and print advertisements. Providers, families and children will also be reached through supporting materials and initiatives in early childcare, school, healthcare and homes and communities. Let's Move Pittsburgh hopes to expose all kids and families in Allegheny County to the 5-2-1-0 message and help them adopt the four healthy behaviors in their daily lives.

How to Get Involved

- Visit letsmovepittsburgh.org/5210 to read more about the 5-2-1-0 initiative in Pittsburgh. To learn about Let's Go! in Maine, please visit letsgo.org.
- Contact us to bring the 5-2-1-0 message to your early childcare center, school, healthcare clinic or community organization! Email us your inquiry at letsmove@phipps.conservatory.org.
- Promote 5-2-1-0 among your friends, family and colleagues! Please feel free to use any of the resources on our website.
- Apply for our Champion Schools grants to spread the 5-2-1-0 message in an early childcare center, pre-k or elementary school. Funding is available in the spring and fall. For more information, email us at letsmove@phipps.conservatory.org.
- Sign up for Let's Move Pittsburgh's monthly e-newsletter with tips for healthy living. Visit letsmovepittsburgh.org to sign up.
- Follow us on Facebook ([facebook.com/letsmovepittsburgh](https://www.facebook.com/letsmovepittsburgh)) and Twitter ([@letsmovepgh](https://twitter.com/letsmovepgh)) to receive 5-2-1-0 tips on our "5-2-1-0 Friday" campaign.

