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### **Let's Move Pittsburgh Launches Local 5-2-1-0 Movement**

*Phipps expands programming to impact the health of children and families.*

**Pittsburgh, Pa.** — [Let's Move Pittsburgh](#), a program of [Phipps Conservatory and Botanical Gardens](#), is launching 5-2-1-0, a new movement that reinforces healthy lifestyle choices for the benefit of local kids. Modeled after a program developed by [Let's Go!](#), a national children's health initiative based in Maine, 5-2-1-0 promotes four key messages related to healthy eating, recreational screen time and physical activity.

#### **5-2-1-0 Key Messages**

- **5 or more servings of fruits and vegetables per day:** Incorporating more fruits and vegetables into meals and snacks goes a long way in improving nutrition and making healthier kids.
- **2 hours or less of recreational screen time per day:** Children who limit screen time not only sleep more soundly, but they also perform better in school and are less likely to face obesity.
- **1 hour or more of physical activity per day:** Research shows that physical activity can greatly improve kids' attention spans and attitudes, therefore making them more successful learners. Plus, physical activity is great for overall health.
- **0 sugary drinks and more water per day:** Overloaded with sugar, commercial juices, soda and energy drinks wreak havoc on developing bodies and should be replaced in the diet by water.

Let's Move Pittsburgh strives to enhance the wellbeing of our region's children by partnering with, and providing resources for, schools, early childcare centers, healthcare institutions, parents and community organizations. 5-2-1-0 will engage these sectors to catalyze change for families in the places where they live, learn work and play.

"By emphasizing these healthy habits, we can all help forge a brighter future for Pittsburgh's kids," says Mary Kathryn Poole, Let's Move Pittsburgh director of programming and operations. "We encourage everyone to get involved, and visit our website in the coming weeks for more resources and ways to lend a helping hand."

To learn more about Let's Move Pittsburgh and 5-2-1-0, please visit [letsmovepittsburgh.org](http://letsmovepittsburgh.org).

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**About Let's Move Pittsburgh:** Let's Move Pittsburgh, an initiative of Phipps Conservatory and Botanical Gardens supported in part by UPMC Health Plan, is a collaborative effort of organizations, healthcare providers, educators, parents and caregivers in southwestern Pennsylvania committed to leading children in the region toward a healthier future. The program is inspired by First Lady Michelle Obama's *Let's Move!* campaign to curb childhood obesity through raised awareness about the benefits of healthy foods, decreased screen time and increased physical activity for children.

**About Phipps:** Founded in 1893, Phipps Conservatory and Botanical Gardens in Pittsburgh, Pa. is a green leader among public gardens with a mission to inspire and educate all with the beauty and importance of plants; to

advance sustainability and promote human and environmental well-being through action and research; and to celebrate its historic glasshouse. Learn more: [phipps.conservatory.org](http://phipps.conservatory.org).