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5-2-1-0 Mantra in Battle Against Childhood Obesity

People battling childhood obesity in Abbotsford have adopted a new mantra: 5-2-1-0.

Five: Is the number of servings of fruit and vegetables that children should get each day.

Two: Is the maximum hours of “screen time” a child should have each day, be it television, computer, console games, etc. Presently, the Canadian average is 5-6 hours of screen time per day on weekdays, rising to 6-7.5 hours on weekends.

One: Every child should have at least an hour of physical activity every day.

Zero: Children should not be drinking any beverages that use sugar as a sweetener.

“The evidence shows these four factors mean a lot in childhood obesity,” said Laura

Loudon, who is best known as the community coordinator for Healthy Abbotsford. She also coordinates SCOPE – Sustainable Childhood Obesity Prevention through Community Engagement – a provincial initiative aimed at children.

Two pilot communities for SCOPE were announced in May – Abbotsford and Prince George. This week, organizers launched a new website, www.scopebc.ca, and adopted the 5-2-1-0 message.

Loudon said 5-2-1-0 is a great rallying cry for SCOPE.

“It keeps it nice and simple, and we can focus our message on that. We can start looking at activities we can do to promote those guidelines.”

SCOPE may eventually be a province-wide initiative,

the government is watching progress in Abbotsford and Prince George.

Loudon said 23 per cent of children in the eastern Fraser Valley, including Abbotsford, are considered overweight or obese. Worse, 74 per cent are not sufficiently active, according to the Health Canada’s recommendation of a minimum of 90 minutes of physical activity each day. These numbers are in line with national trends that have health care providers alarmed.

Dr. Shazhan Amed, pediatric diabetes specialist at Children’s Hospital and SCOPE leader, noted that preventing obesity will also prevent Type 2 diabetes. Formerly known as “adult onset” diabetes, she notes it “was unheard of in children before the 1980s,” and



is one of the serious effects of obesity.

She said the 5-2-1-0 guideline is also used by the American Academy of Pediatrics and the Let's Move national awareness campaign in the U.S.,

championed by First Lady Michelle Obama.

"We want the message to resonate with the community," she said.

Schools, daycares, parents, grocery stores and restaurants

are just some of the places SCOPE will bring the message.

"Everyone gets the opportunity to be part of the solution," she said.

"We would like the community as a whole to stand behind it."

For more information on SCOPE, visit our website at www.scopebc.ca

Or contact us at info@scopebc.ca or 604-875-2000 ext 5519

A healthy community for children is one where the healthy choice the easy choice! SCOPE is working to create a future where children eat healthy and are physically active, supported by a healthy community environment

SCOPE

SUSTAINABLE
CHILDHOOD OBESITY PREVENTION
THROUGH COMMUNITY ENGAGEMENT