Letter from
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Ready, Set, Go! 5210 has been making big strides since the program was introduced to the community in October 2011. Physicians, teachers, nurses, community centers, parents, cooks, farmers markets, and other numerous organizations have adopted the 5210 message and have implemented programs that support healthy eating and active living. Communities throughout Pierce, Kitsap and South King counties are coming together with the help of organizations that serve children and families in all sectors where they live, work and play. Children, teens and adults are beginning to choose healthy alternatives based on the 5210 recommendations and professionals from every sector are stepping up to advocate for change.

I am happy to share with you our 2012 annual report highlighting some of the great successes happening across Pierce, Kitsap and South King counties, and some goals for next year. Together we can continue to improve the health of children, teens and adults in our community.

Present & Future
Ready, Set, Go! 5210 is a collective impact effort started in the Greater Tacoma area of Washington State, with plans to spread state-wide. During the 2013 program year, Ready, Set, Go! 5210 collaborated with numerous dissemination partners across 3 counties. As there are still kids who need us to continue to make it easy to find healthy food and move more, Ready, Set, Go! continues to be dedicated to using collective impact to create healthy environments for families to live.

For More Information:
http://www.multicare.org/marybridge/5210

5210 Community Partners:
Franciscan Health System
Healthy Communities of Pierce County
Kitsap County Cities and Towns
Kitsap County Health Department
MultiCare Health System/ Mary Bridge Children’s Hospital
Pierce County Cities and Towns
Safe Streets
South King County Cities and Towns
Tacoma Farmers Market
Tacoma-Pierce County Health Department
United Way of Pierce County
YMCA of Pierce and Kitsap Counties
And many school districts and schools in our region

Who We Are
Ready, Set, Go! 5210 is an initiative to promote healthy lifestyle choices for children, youth and families through the 5210 message: 5 Fruits and vegetables per day, 2 hours or less of recreational screen time, 1 hour or more of physical activity, and 0 sugary beverages. Modeled after a very successful community-wide program (Let’s Go! Maine), our mission is to increase physical activity and healthy eating among each of the six sectors (Schools, After School, Early Childhood, Health Care, Workplace, Community) that influence youth and families.
Ready, Set, Go! 5210 in Washington started in the Greater Tacoma area, with hopes to spread throughout the state. During the 2012 program year Ready, Set, Go! 5210 collaborated with 12 dissemination partners and 3 counties. Collective impact depicts how “large scale social change requires broad cross-sector coordination.” This approach requires all six sectors to work together through a long-term commitment utilizing the following five essentials:

- **Common Agenda**
  - Healthy eating and active living for all children and families
  - Shared measurement strategy
  - Environmental and policy change to promote 5210 behaviors and decrease obesity prevalence
  - Mutually reinforcing activities
  - Support of the 10 Let’s Go! strategies for success
  - Continuous communication
  - Trust across staff and between partners with regular communication
  - Backbone support organization

Ready, Set, Go! 5210 dedicates staff and resources to help all Ready, Set, Go! 5210 partners implement the program in their local communities. Ready, Set, Go! 5210 provides leadership, creates urgency for change and uses innovative techniques and programs to respond quickly to the communities we serve.

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**Impact Total to Date**

Over 132,745 Individuals Reached!

**Highlights Include:**

1. Partnerships with Early Childhood Education and Assistance Program (ECEAP) and Head Start.
2. Presence at family health fairs in local elementary schools such as Millennium, Meadow Ridge, Lake Wilderness, and Kent Elementary.
3. Participation in school presentations at numerous locations including Kentlake High School, Millcreek Middle School, Kent Elementary, and Neely O’Brien Elementary.
4. Partnership with MultiCare Mobile Immunization Clinics.

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**10 Strategies for Change**

1. Provide healthy snack choices for celebrations, limit unhealthy options.
2. Provide water and low-fat milk, limit sugary beverages.
3. Provide non-food rewards.
4. Provide opportunities for increased physical activity.
5. Limit recreational screen time.
6. Engage community partners to support and promote healthy eating and active living.
7. Collaborate with nutrition programs to offer healthy options in schools, early childhood care, after school care, healthcare, workplaces, and within the community.
8. Implement a staff wellness program that includes healthy eating and active living in local workplaces.
9. Participate in and advocate for local, state and national initiatives that promote healthy eating and active living.
10. Partner with local nutrition programs to educate our local families to adopt healthier eating and more active lifestyles.

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**Breaking News!**

Elementary Students at West Hill, Cottonwood, and Minter Creek in Pierce and Kitsap counties Reported Positive Behavior Changes in each of the 5210 categories below!

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**Collective Impact**

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**School Sector:**

Will be working on spreading the 5210 message to 38 new schools in Pierce County this coming year, and is hoping to continue to spread the message to the afterschool and early learning programs that partner with these schools.

**Health Care Sector:**

Exciting work in the health care sector is being done to spread the 5210 message and talking points for the EPIC Electronic Health Record. These prompts will remind providers to spread the 5210 message and allow them to document important healthy lifestyle conversations with patients. Ready, Set, Go! 5210 is also working with hospital cafeterias in Pierce and Kitsap counties to spread the program’s message and to transform the food made available to patients, staff, and visitors to include more healthy options.

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**Community Sector:**

Ready, Set, Go! 5210 will be featured in Healthy Living Magazine of Washington reaching 300,000 households 4 times per year. Other highlights for this year include: Increased presence at farmers markets; plus encouraging increased activity and vegetable consumption through workplace and community challenges.