



**JUMP UP
& GO!**

Parent Brochure

A program to help kids get healthy and grow strong.



MASSACHUSETTS

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What Parents Should Know About Children's Health

The benefits of good nutrition and physical activity include:

- Promoting normal physical growth and development
- Preventing childhood and adolescent health problems like becoming overweight, dental cavities, iron deficiency anemia, and even diabetes
- Providing nutrients important for brain development, immunity, growth, healthy skin and eyes, and other body functions
- Lowering the risk of future chronic disease such as heart disease, diabetes, osteoporosis, and some cancers

Healthy eating and active living help your child with learning by:

- Providing nutrients for brain development
- Stimulating brain cells to make connections and grow
- Stimulating motor development necessary for reading and spelling
- Stimulating hand-eye coordination for reading and writing
- Increasing alertness

Watching more than two hours of TV is associated with:

- Increasing likelihood of becoming overweight
- More chances for unhealthy snacking
- Increasing exposure to fast-food advertising, sugared breakfast cereals, and unhealthy snacks
- Spending less time being physically active and other healthy activities

At Blue Cross Blue Shield of Massachusetts, we understand that by eating healthy and being physically active, children will gain countless health benefits. We created Jump Up & Go! to give families the resources to make eating right and being physically active fun.

The Jump Up & Go! program is centered on the message of **5-2-1**—a simple standard for daily behaviors that will help your child develop healthy habits that will last a lifetime.

5: Five a day is the healthy way.

Eat five or more servings of fruits and vegetables every day for optimal health.

2: Two or less for success.

Limit television, video games, and recreational computer time to two hours a day so that there is more time for other healthy activities.

1: One or more builds a strong core.

Get one hour a day of physical activity to grow strong and stay healthy.

What Parents Can Do

Encourage your children to have healthy eating habits and get regular physical activity to help them grow strong and healthy.

Use kid-friendly language to explain the benefits of being physically active and eating healthy foods. You can say they:

- Can be fun
- Will help build a strong heart, bones, muscles, and joints
- Can brighten your mood and build a positive self-image
- Help maintain a healthy weight
- Improve your ability to learn and keep your brain working well

Help your child achieve the Jump Up & Go! **5-2-1** goals:

- Serve a colorful plate with at least one serving of fruit or vegetables at every meal
- Don't let your children have a TV in their bedroom
- Plan physical activities like walking, bicycling, and/or games that will get them moving
- Have your child take the *Are You a Healthy Kid?* quiz and track his/her progress with the Weekly Log
- Work with your children's school to create a healthy and active environment
- Don't allow your child to drink more than one sugar-sweetened beverage a week. Daily consumption of a 12 oz., sugar-sweetened beverage is associated with an increase in the risk of becoming overweight.

For more nutrition and physical activity tips and resources, check out our Jump Up & Go! website at www.bluecrossma.com/jumpupandgo.





Are You a Healthy Kid?

Kids, take this quiz and learn how strong and healthy you are. For each of the following questions, please answer “Yes” or “No.”

- | | | |
|--|-----|----|
| 1. Do you eat five or more servings of fruits and vegetables each day? | Yes | No |
| 2. Do you have a favorite fruit— or something that you’d eat every day, if you could? | Yes | No |
| 3. Do you eat breakfast every day? | Yes | No |
| 4. Do you watch less than two hours of television (or movies) each day? | Yes | No |
| 5. Do you play video games for less than two hours per day? | Yes | No |
| 6. Do you take a physical education class or participate in sports three or more times per week? | Yes | No |
| 7. Do you participate in sports or dance programs outside of school? | Yes | No |
| 8. Do you have a favorite sport or physical activity that you love to do? | Yes | No |
| 9. Do you eat dinner at the table, with all your family members, at least once a week? | Yes | No |
| 10. Do you drink more than one soda, juice, or other sugar-sweetened drink a week? | Yes | No |

Bonus Question:

- | | | |
|-----------------------------------|-----|----|
| Do you keep a TV in your bedroom? | Yes | No |
|-----------------------------------|-----|----|

Kid’s Scoring for Jump Up & Go! Questionnaire

For questions 1–10:

For every Yes answer, give yourself 10 points. Number of points _____

Bonus question:

Subtract 20 points for Yes and add 20 points for No. Number of points _____

Total Score _____

Rating

- 80 or more:** Keep up the healthy habits!
- 50–70:** Good work, but what else can you do?
- Below 50:** Talk to your parents and teachers about what you can do to improve your score.

Making Changes in Your Life

Experts agree that you can make more effective changes in your lifestyle when you create goals that:

- can be accomplished in a series of steps
- are “do-able”
- are short and straightforward
- include a specific time frame

Use this activity sheet as a guide to create a plan to achieve the **5-2-1** goals with your child.

The Goals

5: Five a day is the healthy way.

For the best health, eat five or more servings of fruits and vegetables every day, and limit sugar-sweetened drinks to one a week.

2: Two or less for success.

Limit your television, video game, and recreational computer time to two hours a day so that you’ll have time for other healthy activities.

1: One or more builds a strong core.

Get one hour a day of physical activity to grow strong and stay healthy.

Achieving Your Goals

Complete each of the following sentences to help you and your family achieve your goals.

Five a day is the healthy way.

I will add _____ fruits and vegetables to my diet and my child’s diet each day.

I will limit my child’s soda, juice, sport drink, and other sugar-sweetened beverages to _____ a week.

To achieve your goal, what three things might you do? *Example: Serve a vegetable with dinner each night for one week.*

1 _____

2 _____

3 _____

Two or less for success.

I will limit my child’s TV and other screen time to _____ hours a day.

To achieve this goal, what three things might you do? *Example: I will sit down with my child and plan the week’s television viewing.*

1 _____

2 _____

3 _____

One or more builds a strong core.

I will increase my child’s physical activity to _____ hours per day.

To achieve this goal, what three things might you do? *Example: I will take a 15- to 30-minute walk with my child three times each week.*

1 _____

2 _____

3 _____

Choose one of these as your priority for one month. Track your progress on the attached Jump Up & Go! Weekly Log. It will be fun for you and your child to see how far you’ve come from week to week.

Your Weekly Log



Growing Up Healthy and Strong Is as Easy as 5-2-1!

- 5**—Record the servings of fruits and veggies you eat each day. **5 or more** each day is the healthy way.
- 2**—Limit your screen time; try not to guess—you'll be a success if it's **2 hours or less**.
- 1**—Add up your time to get the activity score—get **1 hour or more** to build a strong core.



Track your progress every day. Record each amount in the chart below and show when you drink soda and other sugar-sweetened beverages.

Family Member Name _____

Week of _____

5

2

1

	Monday Date:	Tuesday Date:	Wednesday Date:	Thursday Date:	Friday Date:	Saturday Date:	Sunday Date:
Fruits and Veggies	1 _____ 2 _____ 3 _____ 4 _____ 5 _____	1 _____ 2 _____ 3 _____ 4 _____ 5 _____	1 _____ 2 _____ 3 _____ 4 _____ 5 _____	1 _____ 2 _____ 3 _____ 4 _____ 5 _____	1 _____ 2 _____ 3 _____ 4 _____ 5 _____	1 _____ 2 _____ 3 _____ 4 _____ 5 _____	1 _____ 2 _____ 3 _____ 4 _____ 5 _____
Screen Time	<input type="checkbox"/> 2 hrs or less <input type="checkbox"/> Over 2 hrs Describe: _____ _____	<input type="checkbox"/> 2 hrs or less <input type="checkbox"/> Over 2 hrs Describe: _____ _____	<input type="checkbox"/> 2 hrs or less <input type="checkbox"/> Over 2 hrs Describe: _____ _____	<input type="checkbox"/> 2 hrs or less <input type="checkbox"/> Over 2 hrs Describe: _____ _____	<input type="checkbox"/> 2 hrs or less <input type="checkbox"/> Over 2 hrs Describe: _____ _____	<input type="checkbox"/> 2 hrs or less <input type="checkbox"/> Over 2 hrs Describe: _____ _____	<input type="checkbox"/> 2 hrs or less <input type="checkbox"/> Over 2 hrs Describe: _____ _____
Physical Activity	<input type="checkbox"/> 1 hr or more <input type="checkbox"/> 30 minutes or more Describe: _____ _____ _____	<input type="checkbox"/> 1 hr or more <input type="checkbox"/> 30 minutes or more Describe: _____ _____ _____	<input type="checkbox"/> 1 hr or more <input type="checkbox"/> 30 minutes or more Describe: _____ _____ _____	<input type="checkbox"/> 1 hr or more <input type="checkbox"/> 30 minutes or more Describe: _____ _____ _____	<input type="checkbox"/> 1 hr or more <input type="checkbox"/> 30 minutes or more Describe: _____ _____ _____	<input type="checkbox"/> 1 hr or more <input type="checkbox"/> 30 minutes or more Describe: _____ _____ _____	<input type="checkbox"/> 1 hr or more <input type="checkbox"/> 30 minutes or more Describe: _____ _____ _____

Sugar-Sweetened Beverages—Soda, Juice, Sport Drink						
_____	_____	_____	_____	_____	_____	_____

Completed by participating family member _____

Confirmed by another family member _____

Get Healthy. Grow Strong.

5

a day is the healthy way.

Eat five or more servings of fruits and veggies every day.

2

or less for success.

Don't watch more than two hours of screen time a day.

1

or more builds a strong core.

Be active for an hour or more every day.



Building a Healthier Future for Kids in Massachusetts

Jump Up & Go! is a multidimensional health and wellness initiative designed to help children, their families, and their communities become more physically active and develop lifelong healthy behaviors. This program was initiated in 1998, in response to the growing trend that children's participation in physical activity was in significant decline and childhood overweight and obesity were on the rise.

Between 1998 and 2008, Blue Cross Blue Shield of Massachusetts invested more than \$12 million dollars in Jump Up & Go! These investments support school-based and community-based grants, clinical intervention programs, free educational materials for parents, teachers, and clinicians, as well as a multidimensional public awareness campaign.

Blue Cross Blue Shield of Massachusetts has been recognized for its leadership in developing Jump Up & Go! and in supporting strategies to address childhood obesity in school, clinical, and community settings that are now national models.



For more information or questions on Jump Up & Go!,
call (617) 246-4649, email jumpupandgo@bcbsma.com, or
visit our website at www.bluecrossma.com/jumpupandgo



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