

Let's Move Hampden County 5-2-1-0



Let's Move Hampden County 5-2-1-0 (LMHC 5-2-1-0) is a ten-year strong partnership of local community and governmental organizations that collaborate on numerous initiatives and projects to advocate for local healthy food access, nutrition and wellness.

The LMHC 5-2-1-0 message is potentially life changing! It provides a structure that helps families to adopt healthy eating and exercise habits to prevent childhood and adult diseases that have their roots in a poor diet and exercise program.

The LMHC 5-2-1-0 evidence-based *Healthy Living Plan*, available at <https://www.letsmovehampdencounty.org>, helps families set their own goals for lifestyle changes.

The diverse, growing 29-plus member network, which includes farmers markets, higher education, public schools, city government, community-based organizations, and advocacy groups, meets regularly. Strong partnerships enable us to reach more and more community members each year.

What is 5-2-1-0?

5 or more fruits and vegetables each day

1 hour of physical activity each day

2 hours or less of recreational screen time daily

0 sugar sweetened drinks

5-2-1-0 Partners

Ascentria Care Alliance
Boys and Girls Club of Greater Holyoke
CISA – Community Involved in Sustaining Agriculture
Enlace de Familias/Holyoke Family Network
Food Bank of Western MA
Hampden County Community-Wide Health Improvement Plan (CHIP)
Holyoke Board of Health
Holyoke • Chicopee • Springfield Head Start
Holyoke Chamber of Commerce
Holyoke Farmers Market
Holyoke Office of the Mayor
The Holyoke Food and Equity Collective
Holyoke Health Center
Holyoke Medical Center
Holyoke Public Schools

Greater Holyoke YMCA
City of Holyoke Office of Planning and Economic Development, Mass in Motion
Neighbor to Neighbor
Nuestras Raices
Nueva Esperanza
One Holyoke CDC
Project Bread
Safe Routes to School
Sodexo
Springfield Food Policy Council
UMass Amherst: School of Public Health
UMass: Nutrition Extension Department
Valley Opportunity Council
Holyoke/Chicopee WIC

LMHC 5-2-1-0 Impacts Food Insecurity



LMHC partners work together to elevate the 5210 message and make healthy food accessible to struggling community members. Our initiatives align with our mission to end food insecurity in all of its forms and promote healthy lifestyles throughout all of Hampden County.

Food insecurity is a very real issue in cities such as Holyoke and Springfield where one in three families live under the poverty line and rely on government assistance for food.

Our innovative Farmers Market “coach” model began at the Holyoke Farmers Market to assist families unfamiliar with shopping at a farmers market. The coach, a bicultural, bilingual member of the community, interacts patrons on all aspects of the farmers market and using SNAP/EBT and HIP to purchase fresh produce. The successful coach model at the Holyoke Farmers Market will soon be replicated in other Hampden County farmers markets.

We are grateful for generous funding from Fallon Health, The Charles H. Hall Foundation, (Bank of America, Trustee), Project Bread, and Feeding America that makes the LMHC 5-2-1-0 programming possible.

Key Initiatives

- Food vouchers to low-income families for year-round fresh fruits and vegetables at community Farmers Markets
- Food demonstrations, cardio hip hop classes, nutrition and recipe information, and incentives (frisbees, jump ropes, water bottles, etc.)
- Culturally-relevant, ethnic food at the Holyoke Farmers Market **(new)**
- Free transportation shuttle bringing residents to the Holyoke Farmers Market **(new)**
- A mobile farmers market that uses the coach model and sells fresh produce in neighborhoods throughout Holyoke **(new)**
- Digital, radio, and TV spots to promote SNAP/EBT and HIP
- Legislative advocacy to obtain more funding for farmer’s markets
- Promoting health and wellness within partnering school districts including the Safe Route to School Program
- Promoting and marketing partnering organization events throughout the region

Contact Us

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letsmovehampdencounty.org

