

# Guidelines



## Guidelines for use of Nemours' 5-2-1-Almost None materials

### Purpose

These guidelines specify who may use the products and copyrighted materials created by Nemours Health and Prevention Services (NHPS) for the 5-2-1-Almost None healthy lifestyle message. NHPS may periodically update these guidelines and expand allowable uses in the future.

### Background

NHPS is taking a lead role to help people understand the causes and health implications of childhood overweight and the best ways to promote healthy lifestyles among children and families. NHPS recommends children aged two and up follow the 5-2-1-Almost None formula for a healthy lifestyle. The message components are:

- Eat five or more servings of fruits and vegetables per day
- Spend no more than two hours a day in front of a screen (TV, video games, computer, etc)
- Get at least one hour of physical activity per day
- Drink almost no sugary beverages (like soda and sports drinks)

### General Guidelines

Any public or private organization or group may use the following 5-2-1-Almost None materials to support public educational programs for children and families, in accordance with these guidelines:

- Posters
- Handouts for children and parents
- Brochures
- Bulletin boards and associated graphics
- Placemats
- Fact Sheets
- Backpack Training Materials
- Other materials with permission

Any public or private organization or group interested in educating the public to improve healthy eating and physical activity for children and families may reproduce the above listed 5-2-1-Almost None materials without modifications or additions for distribution to the public without charge, for charitable educational purposes only.

5-2-1-Almost None materials may not be used in any way as an endorsement of any product, service, organization, or company, or in any way to increase the profitability or revenue of any individual or entity.

The 5-2-1-Almost None logo may not be used on print materials or any website without prior approval by NHPS, and must be accompanied by explanatory text provided by NHPS.

Any use of 5-2-1-Almost None materials that does not conform to these guidelines may constitute a violation of NHPS copyright and other rights applicable to 5-2-1-Almost None materials, unless NHPS has granted specific written permission for such use. Inquiries for special use permission may be directed to —

Nemours Health and Prevention Services  
Attn: Regulatory Compliance  
252 Chapman Road, Suite 200  
Newark, DE 19702

We welcome your feedback! All users of 5-2-1-Almost None materials are encouraged to share with NHPS how the materials were used. Success stories, photos, testimonials, news clippings and brief summaries are welcomed. Please mail to NHPS at the above address, Attn: 5-2-1-Almost None Materials Feedback.

