

Guidelines for Licensed Use of CLOCC's 5-4-3-2-1 Go!® Message

These guidelines specify who may be licensed to use 5-4-3-2-1Go! and the requirements for this usage. These guidelines may be modified by CLOCC periodically.

Background: The Consortium to Lower Obesity in Chicago Children (CLOCC) has provided leadership in childhood obesity prevention since 2002 and developed the 5-4-3-2-1 Go! message, products, and copyrighted, trademarked materials. The 5-4-3-2-1 Go! message is currently accessed by organizations in 49 states and in at least 12 countries to promote healthy lifestyles and obesity prevention in children aged 3 and above and their families and caregivers. The message is science-based and data-driven.

The Message: 5-4-3-2-1 Go!®

- ★ 5 servings of fruits and vegetables a day
- ★ 4 servings of water a day
- ★ 3 servings of low-fat dairy a day
- ★ 2 hours or less of screen time a day
- ★ 1 or more hours of physical activity a day

Guidelines for the Licensed Use of the 5-4-3-2-1 Go! Message and Materials:

- The 5-4-3-2-1 Go! message, logo, and/or materials may only be used with prior written approval from CLOCC and a licensing agreement,
- These materials are for distribution to the public for charitable, healthy lifestyle educational programs for children and families only,
- The 5-4-3-2-1 Go! message, logo, and/or materials may not be modified, without written approval,
- Additional information may be utilized and presented in conjunction with the message as long as it is approved by CLOCC in advance, in compliance with these guidelines, and does not contradict any portion of the message,
- 5-4-3-2-1 Go! may not be used in any way as an endorsement of any company, product, service, or organization,
- 5-4-3-2-1 Go! may not be used, in any way, by a for-profit company or for any for-profit activities, sponsorships, and/or in conjunction with a corporate-company name and/or logo,
- 5-4-3-2-1 Go! may not be used as part of a grant application or to increase the profitability or revenue of any individual, organization, or entity without prior consultation and written approval from CLOCC,
- 5-4-3-2-1 Go! materials may not be disseminated to third parties EXCEPT through delivery of the message as agreed to by CLOCC.
- For-profit companies, or non-profit companies that are collaborating with for-profit companies, that wish to utilize the 5-4-3-2-1 Go! message, must enter into a separate license agreement with CLOCC and obtain written approval from CLOCC for any proposed activity.

Attribution: The following attribution must always be included in a highly visible location in all uses of 5-4-3-2-1 Go!

- It must be clearly printed, in at least 10pt Arial typeface, so as to be easily seen and understood along with the rest of the information.
- It must be on each page of print, social, and online material:

“This message was created by the Consortium to Lower Obesity in Chicago Children (CLOCC). 5-4-3-2-1Go!® is a registered trademark and Copyright © 2004 Ann & Robert H. Lurie Children’s Hospital of Chicago. All rights reserved. www.clocc.net”

Questions-Special Requests: Any use of 5-4-3-2-1 Go! that does not conform to these guidelines is not authorized and constitutes a violation of the licensing agreement.

Requests for license and/or inquiries for special use, permission, materials review, etc., should be directed to:

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