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## Nemours Health and Prevention Services

5-2-1, Almost None Brochure

Produced in English and Spanish, this campaign introduced the iconic “5-2-1-almost none” graphic for Nemours’ daily prescription to fight childhood obesity: five fruits and veggies, only two hours of screen time, one hour of exercise and almost no sugary drinks. The package included the logo printed on a pull-out piece of unique material that uses static electricity to cling to any surface without adhesive. Parents love it because kids get a simple, graphic daily reminder that helps shape good habits.



### A Prescription for Health

The percentage of young people who are overweight has more than doubled in the last 20 years. About 35% of children in this region and the country are overweight or at risk for overweight.

Nemours has taken a lead role to help people understand the causes and health implications of obesity and the best ways to promote healthier lifestyles among children and families.

Our “prescription for health” is

**Five-Two-One-Almost None!**



**Five** stands for five or more servings of fruits and



vegetables per day. We encourage children and families to eat their greens, reds, yellows, oranges and purples for vision and heart health and a healthy immune system. Fruits and vegetables are packed with disease-fighting nutrients and give you energy, naturally.

**Two** stands for two or fewer hours of “screen time” per



day. We know that TV is tempting. The average American youth watches three hours of television a day. This doesn't even include the time children spend in front of computer screens. A number of studies show a correlation between watching television and obesity. Families are encouraged to keep the TV in a central location and limit their daily screen time to two hours or less.

**One** means one hour or more of physical activity daily.



Physical activity, especially when it gets your heart pumping faster, is vital to maintaining a healthy weight and overall good health. While many school-aged children are active, physical activity declines sharply in adolescence. Kids who are raised in active families tend to stay active as adults.

**Almost none** refers to almost no sugar-sweetened drinks



– two servings or less per week. That includes soft drinks, sports drinks and fruit drinks that are not 100% fruit juice. Over the last few decades, soda consumption has doubled for girls, tripled for boys. Water and low fat milk are much healthier choices.

