

*Small Steps: Eat Well, Play Together, Sleep More* is a community-informed and evidence based obesity prevention campaign that provides messages for caregivers to help establish healthy routines related to healthy eating, physical activity, sleep and screen time for young children.

## **Who developed Small Steps: Eat Well, Play Together, Sleep More?**

*Small Steps* was developed through the collaborative efforts of child obesity prevention experts at Tufts University and the Shape Up Under 5 Committee, a multisector group of early childhood professionals and advocates from Somerville, Massachusetts. The illustrations and graphics used in the campaign were created by Nate Padavick. Use of these materials is coordinated by Tufts University and partner organizations represented on the Shape Up under 5 Committee.

## **Is *Small Steps* trademarked?**

No, the campaign name is not trademarked. However, the fonts, colors, and illustrations are licensed exclusively to Tufts University and partner organizations represented on the Shape Up Under 5 Committee.

## **Can I use the Small Steps campaign materials in my community?**

Yes! We hope you will find the materials useful in your community. They are all available for download from the Somerville Hub ([somervillehub.org/downloads](http://somervillehub.org/downloads)) or from the Friedman School at Tufts University ([nutrition.tufts.edu/suu5](http://nutrition.tufts.edu/suu5)).

## **Can I purchase professionally printed copies of the Small Steps materials?**

None of the campaign materials are available for commercial sale. If you live in or around Somerville, please contact [ShapeUpUnder5@somervillema.gov](mailto:ShapeUpUnder5@somervillema.gov), to see if there are any printed resources available at the Cummings School within the Somerville Public School System. If you live outside the Somerville area, please contact [ShapeUpUnder5@tufts.edu](mailto:ShapeUpUnder5@tufts.edu) to see about accessing printed materials in your area.

## **Can I add my logo to your materials? (Can we co-brand)?**

Yes, we are happy to help you co-brand the materials, using your own logo along with the Shape Up Under 5 logo. We can also adjust the resource links or email address specific to your community or region.

While we do not distribute original illustration files, we do have high-quality PDFs, and can help you co-brand the materials. If you are interested in adding your logo or resources, please email us at [ShapeUpUnder5@tufts.edu](mailto:ShapeUpUnder5@tufts.edu).

## **Can I use the content of your materials to create my own resources?**

No. The *Small Steps* materials were created very intentionally, using the most current evidence base for promoting healthy growth in early childhood. The messages that are displayed within each resource item (e.g.: poster, brochures, talking points) are meant to be used together, to promote development of healthy habits in all aspects of a young child's life.