



Guidelines for using *Let's Go!* logo, 5-2-1-0 message and branded materials.

Q: Can I use the 5-2-1-0 message in my community?

A: Yes! We encourage you to adopt the message as is or adapt it for your local needs. We ask that you credit *Let's Go!* in the following way:

- “This message is adopted from *Let's Go!* www.letsgo.org.”
- “This message is adapted from *Let's Go!* www.letsgo.org.”

Example of adopting the message:

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Q: Can I use *Let's Go!* in my community

A: No. *Let's Go!* is a federally recognized trademark. 5-2-1-0 is not trademarked and available for use.

Q: Can I use 5-2-1-0 graphics?

A: Yes! We have various 5-2-1-0 graphics you can use and they are accessible for download on our website. When using *Let's Go!*'s 5-2-1-0 graphics, we ask that you credit *Let's Go!* in the following way: “This graphic is adopted from *Let's Go!* www.letsgo.org.”

Q: Can I use *Let's Go!* materials, such as the resources in the toolkits?

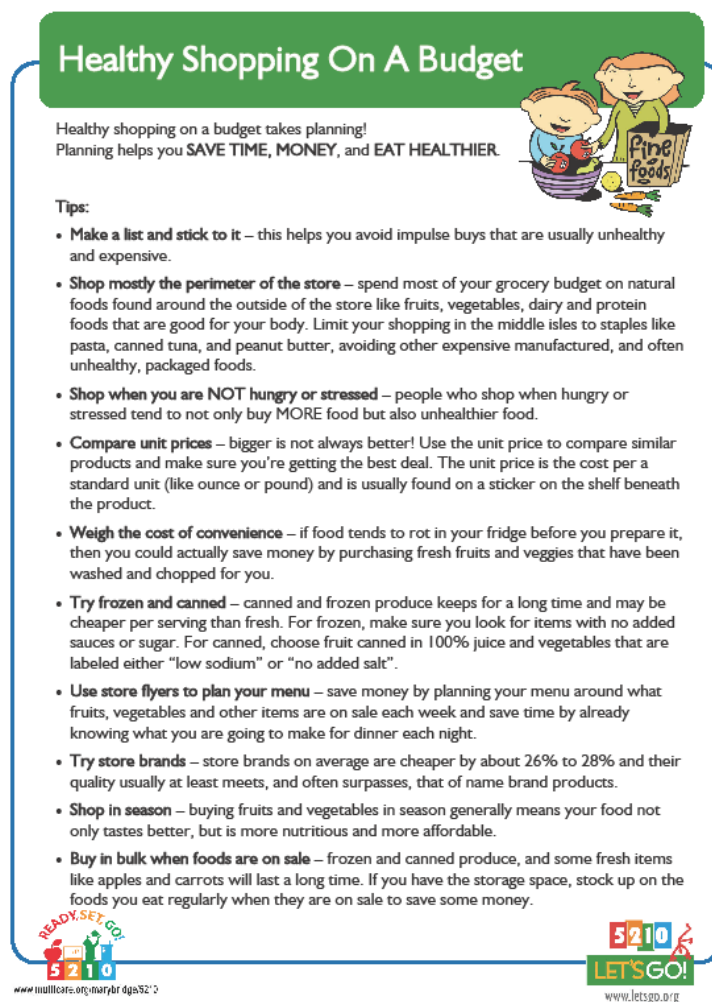
A: Yes! Please feel free to use and distribute any of our materials. You can download and print the materials from the website for free. Materials are not for re-sale. Materials may not be altered in any way.

Q: Can I purchase professionally printed copies of your toolkits?

A: Yes! Please visit www.letsgotoolkits.com to purchase toolkits. Materials are not for re-sale.

Q: Can I add my logo to your materials? i.e. Can we co-brand?

A: Yes! Please feel free to add your logo to any of our existing handouts. We do not distribute original design files but high resolution PDF's are available to download for free. You'll need special software, such as Adobe Professional, to insert your logo. Please do not manipulate content or remove the *Let's Go!* logo. Example of a co-branded *Let's Go!* resource:



Healthy Shopping On A Budget

Healthy shopping on a budget takes planning!
Planning helps you **SAVE TIME, MONEY, and EAT HEALTHIER.**

Tips:

- **Make a list and stick to it** – this helps you avoid impulse buys that are usually unhealthy and expensive.
- **Shop mostly the perimeter of the store** – spend most of your grocery budget on natural foods found around the outside of the store like fruits, vegetables, dairy and protein foods that are good for your body. Limit your shopping in the middle aisles to staples like pasta, canned tuna, and peanut butter, avoiding other expensive manufactured, and often unhealthy, packaged foods.
- **Shop when you are NOT hungry or stressed** – people who shop when hungry or stressed tend to not only buy MORE food but also healthier food.
- **Compare unit prices** – bigger is not always better! Use the unit price to compare similar products and make sure you're getting the best deal. The unit price is the cost per a standard unit (like ounce or pound) and is usually found on a sticker on the shelf beneath the product.
- **Weigh the cost of convenience** – if food tends to rot in your fridge before you prepare it, then you could actually save money by purchasing fresh fruits and veggies that have been washed and chopped for you.
- **Try frozen and canned** – canned and frozen produce keeps for a long time and may be cheaper per serving than fresh. For frozen, make sure you look for items with no added sauces or sugar. For canned, choose fruit canned in 100% juice and vegetables that are labeled either "low sodium" or "no added salt".
- **Use store flyers to plan your menu** – save money by planning your menu around what fruits, vegetables and other items are on sale each week and save time by already knowing what you are going to make for dinner each night.
- **Try store brands** – store brands on average are cheaper by about 26% to 28% and their quality usually at least meets, and often surpasses, that of name brand products.
- **Shop in season** – buying fruits and vegetables in season generally means your food not only tastes better, but is more nutritious and more affordable.
- **Buy in bulk when foods are on sale** – frozen and canned produce, and some fresh items like apples and carrots will last a long time. If you have the storage space, stock up on the foods you eat regularly when they are on sale to save some money.

READY, SET, GO!
5 2 1 0
www.letsgo.org

5210
LET'S GO!
www.letsgo.org

Q: Can I use some of the content of your handouts to create my own resources?

A: Yes! Please remove (or do not include) the *Let's Go!* logo and simply credit *Let's Go!* in the following way: "This resource is adapted from *Let's Go!* materials. www.letsgo.org."