Introducing the Champions for Change *Be Better* Field Guide

What is this guide?

To assist you in obtaining media coverage, this Champions for Change *Be Better* Field Guide is designed to serve as an additional resource to inspire you, our Funded Partners to bring *Be Better* campaign messages into the great work you are already doing and to help you amplify the *Be Better* campaign messages both to your local media and to your community in general.

Why a Field Guide?

This Field Guide was created as a result of brainstorming sessions held with Funded Partners throughout the state who wanted to be more connected with the statewide advertising efforts and connect it to their local promotional efforts. A Field Guide was developed as a solution. Moving forward, field guides will share on-the-ground public relations and marketing strategies and tactics as well as template materials that align with and support statewide *Champions for Change* media and communications campaigns.

How to use it?

The ideas and supporting materials in this *Be Better* Field Guide are designed to be used either as standalone activities, or can easily be incorporated into existing community events and programs. It is your choice — feel free to use the ideas and supporting materials in this Field Guide that are most relevant for your community, at any time of the year!

Where to find items?

The *Be Better* local-level promotions in this Field Guide are grouped under themes that align with the Nutrition Education Obesity Prevention Branch's (NEOPB) objectives of increasing fruit and vegetable consumption, increasing daily physical activity and increasing water consumption. The promotions you will find in this guide are titled:

- ***Eat Better***
- ***Play Better***
- ***Refresh Better* and Rethink Your Drink**

Each of these promotions has multiple activities you can choose from along with a set of accompanying template media materials that can be used to invite media coverage.

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Message Points

This guide contains message points that can be used as talking points by spokespeople to communicate *Be Better* messages. Ethnic targeted message points also are included specific to African American, Asian, and Latino audiences.

Social Media Tips

To assist you in determining how to use the enclosed promotions and materials in your social media channels, a section about social media with some helpful tips is included.

Media Documents

Media documents are included for the *Eat Better, Play Better,* and *Refresh Better* and Rethink Your Drink sections. Specifically included are:

- **Media Overview –** provides ideas about how to interest media in covering specific Field Guide promotions.
- **Backgrounder –** includes general information about *Eat Better, Play Better,* and *Refresh Better* and Rethink Your Drink promotions.
- **Event and Media Planning Guide and Timeline –** provides bullet points with steps to follow when planning events, along with general timeline information to use when pitching media.

Template media materials are included in both English and Spanish. These materials can be adapted to any of the promotions with blanks that are to be personalized with specific, local information. Template materials provided include:

- **Pitch Letter –** provides a framework to customize media pitches to interest media outlets in any event or promotion.
- **Message Points –** contains messages that are specific to each of the promotions which can be used as talking points for spokespeople being interviewed, and can also be used when developing other written documents.
- **Event Media Advisory –** provides the basic and most compelling details about the event or promotion and is used to interest media in covering the event or promotion.
- **Event Press Release –** includes comprehensive information about the event or promotion in the format of an article that is used to give media a more complete version of the event or promotion.
- **Social Media Posts –** includes sample Facebook and Twitter posts to personalize for the event or promotion.

Table of Contents

Eat Better **–** is the promotional theme for activities conducted to **increase fruit and vegetable consumption**. Remember, when we eat better, we can also feel and look better. Use the activities in this section as fun ways to engage with your community and share that fruits and vegetables not only taste great, they are low-calorie sources of fiber, vitamins, and minerals, and they also help lower our risk of obesity and other serious health problems.

Eat Better Media Pitching Overview

Tip Sheets

- *Eat Better* from Your Garden
- *Eat Better* by Making Produce Last
- *Eat Better* by Planning Meals

Fun Food Demonstrations

- Recipe 1 – Mango and Black Bean Salad
- Recipe 2 – Asian Chicken Lettuce Cups
- Recipe 3 – Two Bean and Corn Salad
- Recipe 4 – Make Your Own Smoothie
- Recipe 5 – Ranchero Dip With Veggies and Baked Chips

Eat Better Media Template Materials

- *Eat Better* pitch letter (English and Spanish)
- Event press release (English and Spanish)
- Event media advisory (English and Spanish)
- Message points (English and Spanish)
- Backgrounder
- Social media posts (English and Spanish)
- Event and media planning guide and timeline

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Play Better **–** is the promotional theme for activities conducted to promote **daily physical activity**. For better health, adults need 150 minutes a week and kids need 60 minutes of active play every day. Use the activities in this section to motivate your community to start taking steps toward better health and to turn their exercise into play!

Play Better **Media Pitching Overview**

Be Better **Community Playbook Creation Guide** (with *Be Better* Community Playbook Template)

Get Active, Drink Water…Feel Better! Infographic

Be Better **Fun and Games: Digital Instruction Cards**

- How to Play Zombie Tag
- How to Play Hopscotch
- How to Play Superhero Rescue
- How to do Simple and Fun Yoga Poses – Cat Cow
- How to do Simple and Fun Yoga Poses – Downward Facing Dog
- How to do Simple and Fun Yoga Poses – Warrior

Play Better **Media Template Materials**

- *Play Better* pitch letter (English and Spanish)
- Event press release (English and Spanish)
- Event media advisory (English and Spanish)
- Message points (English and Spanish)
- Backgrounder
- Social media posts (English and Spanish)
- Event and media planning guide and timeline

***Refresh Better* and Rethink Your Drink –** is the promotional theme for activities conducted to promote the **drinking of water instead of sugary drinks**. Water is vital for our health and is the best option for keeping the body hydrated. Use the activities in this section to encourage your community to choose water instead of sugary beverages and to share the many ways water can be made fun and tasty.

Refresh Better and Rethink Your Drink Media Pitching Overview

Guide to *Refresh Better* with Water Week – incorporates various activities and ideas highlighting water as the beverage of choice

Tip Sheets

- Refresh Better with Water and Rethink Your Drink
- Flavored Water Recipes
- Decorating with Infused Water

Water of Life – targets the faith-based community and positions water from a spiritual perspective. Messaging includes helpful biblical references to water as one of the primary building blocks of life.

- Proposed Activities for Congregations
- Messages for Church Bulletins
- Scriptural References for Sermons

Refresh Better with Water Week and Rethink Your Drink Media Template Materials

- *Refresh Better* and Rethink Your Drink pitch letter (English and Spanish)
- Event press release (English and Spanish)
- Event media advisory (English and Spanish)
- Message points (English and Spanish)
- Backgrounder
- Social media posts (English and Spanish)
- Event and media planning guide and timeline

Message Points

Social Media Tips

Resources

Eat Better Media Pitching Overview*

Eat Better is the promotional theme for activities conducted to **increase fruit and vegetable consumption**. Remember, when we eat better, we also feel and look better. Many of the activities in the Eat Better section of the Field Guide can be pitched as a story to local media and/or promoted in a way that media would be interested in covering. We have provided many ideas below. Also, included in this section are template media materials, available in both English and Spanish, which can be adapted to work with any of the promotions.

Eat Better Media Opportunities

Below are several ideas about how you can use Eat Better activities in this section to attract media interest and coverage of your promotions.

Gardening Tips

- Offer an interview with a *Champion* who is skilled at gardening to do a live news segment on container gardening tips, or invite a reporter to the *Champion's* home to learn how she/he gardens in small spaces. In your pitch, be sure to emphasize clever visuals like gardening in unusual containers or taking advantage of small or unusual spaces.
- If a *Champion* has a plot to grow fruits and vegetables, suggest making a visit to a community garden. Also, consider coordinating with University of California Cooperative Extension Master Gardener Program to explore issues of using public land for urban agriculture.
- Identify a specific neighborhood (perhaps where a *Champion* lives and/or one with many apartment dwellers) to start container vegetable gardens. Media can be invited at various points of the process, including *planting day* and a designated *harvesting day*, when many of the vegetables will be ready to pick. Tell reporters about the unique or behind-the-scenes opportunities they will have when they arrive, like visiting a community food garden if one exists, touring the apartments to see the different containers, or helping a family prepare a meal using vegetables from their garden.
- Coordinate a surprise guest to visit the garden, like a local elected official or popular chef that the community would recognize. Invite media to tour the gardens with the guest.

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- Organize a community gathering at a time when many of the vegetables are ready to harvest. Invite neighbors to contribute surplus vegetables or dishes using ingredients from, or inspired by, their container garden. Share a story of community members coming together in the name of better health with local media. Line up opportunities for media to talk with community members and leaders about the container garden project and the many benefits to individuals and the community.

- Choose an unusual time to pitch a story about container gardens, like in the fall or winter when gardening is less expected. Invite a *Champion* to appear on a local TV show or invite a reporter to the *Champion's* home to see the garden and get tips on how to grow any time of the year.

- Pitch a story on businesses, service organizations, or others who donate equipment, supplies and time to create or upkeep community gardens.

Meal Planning Tips

- Offer an interview with a *Champion* or an expert from your staff (or both) to share meal planning tips as a segment for local news. In your pitch, include a little about the *Champion's* personal story and healthy changes along with the tips that would be shared in the interview. This interview could happen in studio, in the *Champion's* home, or even at a retail location.
    - A build on this idea is to give the *Champion* a challenge of a certain dollar amount and then have him/her "report" back on how they planned their meals, their shopping list, how they prepped the food, etc.

- Work with a local school or community group on an activity where kids plan their family's meals for a week. Create a pretend grocery store where the kids can shop, or if resources allow, coordinate a field trip to the grocery store where kids can learn how to help shop for healthy foods.* You can also look at the environment of the store to consider shelf arrangements and product placements of healthy and unhealthy snacks. Involve youth leaders for this type of activity, e.g., providing healthy nutrition items, and point of sales space for a healthy checkout lane. Invite a local reporter to be a part of the process with the kids and offer the opportunity to talk to parents and kids about the experience, what they learned, and their best tips. You can also work with the kids to assemble their tips into a list that can be pitched along with this story or separately.

- Using Field Guide materials, prepare a brief print-ready article highlighting tips and tools families can use to have healthy meals on the table every day. Include a byline (who wrote the article) from a local *Champion* or expert (for example, a nutritionist).

**In northern California SaveMart will help facilitate these types of activities with in-store educators and may even include healthy food gifts for the kids. For more information, contact them at storetours@savemart.com.*

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Keeping Produce Fresh

- Offer an interview with a *Champion* or expert, such as a staff nutritionist or produce manager from a retail partner, for a segment on proper storage of fruits and vegetables. A fun twist on this story would be to focus on ethylene gas and how fruits and vegetables that emit this gas can either "play well" with others by helping them ripen, or not, by making them deteriorate quickly. The demonstration can include actual fruits and vegetables or before-and-after photos.*
- The content for the segment above can also be turned into a print-ready article to submit to local newspapers or to publish on your organization's blog. Be sure to include plenty of tips and images to illustrate proper storage techniques. Online articles can link to *Champions for Change* videos.
- Invite a reporter to shop with a *Champion* and learn about the life span of fresh fruits and vegetables (in the fridge or freezer), shopping strategies, as well as storage techniques once you get home. Create a "*Champion* fridge" visual of what a refrigerator might look like at the beginning of the week, stocked with prepped and ready-to-eat fruits and vegetables. Work with the news station to invite viewers to post their storage and prep tips to the station's social media channels with *Champions for Change* hashtags.

Food Demonstrations

- Offer an interview and food demonstration with a *Champion* and/or staff expert to do various food demonstrations that align with times of the year and which incorporate Harvest of the Month fruits and vegetables. For example:
  - Provide healthy twists on traditional recipes for Juneteenth or Latino Health Awareness Month celebrations.
  - Help kids eat better with lunch and after-school snack recipes, and lunch-packing tips for fruits and vegetables.
  - Offer healthy holiday side dishes using *Champions for Change* cookbook recipes. Include tips on steering clear of unhealthy foods and beverages at holiday parties and family gatherings.
  - Showcase recipes so easy that even kids can make them. Pair a *Champion* with one of their children for a segment on kids helping to make meals for the family.

Eat Better from Your Garden

Grow a Better Vegetable Garden

Eat Better from Your Garden

When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems. You can be better today by eating a rainbow of color and flavor from fresh, frozen, canned, and even dried fruits and vegetables.

Have you ever considered growing your own veggies? Not only is gardening at home a great way to get more fresh veggies into your daily snacks and meals, it is a fun physical activity that the whole family can do together. Starting a garden is easier than you might think.

Grow in Containers

Container gardening allows you to grow produce where space is limited, and also provides an opportunity to move plants from one place to another. You can use many different household items as containers for your garden, just be sure that there are holes in the items so that excess water can drain out (you can drill holes if necessary).

When considering containers to use, let your imagination soar – you can use flower pots, but even hanging baskets, empty coffee cans, old colanders, plastic milk jugs cut in half, window boxes, plastic storage tubs, or even an old chest of drawers will work. Remember, you will need to drill holes into containers that do not have any.

Choosing the Best Container

Determine the size of your container based on what you want to grow. Plants like herbs and lettuce only need 6-8 inches of depth. Carrots, bell peppers, and spinach need 8-9 inches of soil to grow. Beans, cucumbers, or tomatoes will need at least 16 inches for healthy roots.

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THIS PIECE CAN BE USED AS A COMMUNITY-FACING DOCUMENT

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- Coordinate a surprise guest to visit the garden, like a local elected official or popular chef that the community would recognize. Invite media to tour the gardens with the guest.
- Organize a community gathering at a time when many of the vegetables are ready to harvest. Invite neighbors to contribute surplus vegetables or dishes using ingredients from, or inspired by, their container garden. Share a story of health and unity with local media. Line up opportunities for media to talk with community members and leaders about the container garden project and the many benefits to individuals and the community.
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Which Vegetables to Plant

Vegetables that work best in containers include lettuce, carrots, tomatoes, cucumbers, green beans, spinach, radishes, bell peppers, and squash. Herbs also grow well in containers and can be grouped together in one large pot.

You can grow vegetables from seeds, or use starter plants. Vegetables like lettuce, beets, radishes and peas grow easily from seeds. However, some plants such as tomatoes, cucumbers, and zucchini are better planted in the form of small starter plants as they take longer to germinate from seed.

Soil and Fertilizer

To ensure your plants grow well, use potting soil rather than topsoil from the ground. Unlike topsoil, potting mix contains a balance of nutrients that are ideal for plants. It is also lightweight and allows air to get to the roots of the plants to help them grow. For the best growth, fertilize the plants regularly. Use fish emulsion or seaweed fertilizers that are free of chemicals.

How to Plant

In addition to the container and soil, you also need a trowel (small shovel used to dig a hole), either seeds or small seedlings, and water. Follow these instructions:

1. Add about 1-2 inches of large pebbles to the bottom of the container to assist with drainage.
2. Add potting soil to the container so it is about two-thirds full.
3. Find out how much room your plant will need when it is fully grown and add either the seeds or seedlings to the container far enough apart to make sure they will have enough room when fully developed.
4. Cover the seeds or seedlings with about 1-2 inches of additional potting soil.
5. Water thoroughly.

How Much Sun

Where to place your containers depends upon how much sunlight the specific type of plant needs to grow. Most vegetables and herbs thrive with six or more hours of direct sunlight each day, but some, such as leafy greens and herbs, grow best in just four hours of sunlight daily.

Where to Grow

Containers can be placed in most any space that is available. They can sit on a deck or porch, or in small areas of your yard. You can even place containers in a sunny spot near a window inside your home. If you choose to plant in the ground, consider using raised beds so the plants do not get trampled when the kids are playing.

When to Water

Plants growing in containers tend to dry and wilt more quickly than plants in the ground. But be careful about how much or how little you water them. It is unhealthy for plants to sit in too much water as it may cause the roots to rot. Check the soil by feeling about an inch from the top. If it is dry, it is time to water. Or if you begin to see the first sign of wilting, be sure to water. Water the soil until you see water flowing from the drainage holes.

Enjoy Your Harvest

Once your vegetables are ready for harvest, enjoy them right away. They are fresh and delicious directly from the garden; just wash them and start snacking. You can also use them in your favorite dishes. You can find many great recipes to use by visiting CaChampionsForChange.net.

If your plants produce too much at one time for you to use, consider freezing or canning them for later use. Organize a garden swap with neighbors to share everyone's extras and benefit from the variety of the different bounties of fruits and vegetables.

Come mejor con verduras de tu cosecha

Come mejor, siéntete mejor

Cuando comemos mejor, también nos sentimos y nos vemos mejor. Las frutas y verduras saben deliciosas, son fuentes de fibra, vitaminas, y minerales de bajas calorías, y te proporcionan combustible para tu día activo. También ayudan a disminuir tu riesgo de la obesidad y otros serios problemas de salud. Tú puedes estar mejor hoy comiendo un arcoíris de color y sabor de frutas y verduras frescas, congeladas, enlatadas y hasta secas.

¿Alguna vez has pensado en cultivar tus propias verduras? Cultivar en casa no es sólo una excelente manera de tener más verduras frescas para tus bocadillos y comidas diariamente, también es una actividad física divertida que todos pueden hacer en familia, y es más fácil de lo que piensas.

Cultiva en recipientes

Los recipientes te permiten cultivar verduras cuando el espacio es limitado, y también te dan la oportunidad de mover las plantas de un lugar a otro. Puedes utilizar una variedad de artículos para el hogar como recipientes para tus verduras, sólo asegúrate de que tengan agujeros para drenar el exceso de agua (puedes hacer agujeros si es necesario).

Cuando consideres qué recipientes debes utilizar, deja volar tu imaginación. Puedes utilizar macetas, e incluso cestas colgantes, latas de café vacías, coladores viejos, galones de leche plásticos cortados por la mitad, macetas de balcón, baldes de almacenamiento plásticos, o hasta una vieja cómoda con cajones podría funcionar. Recuerda, tendrás que hacer agujeros en recipientes que no los tengan.

Cómo elegir el mejor recipiente

Determina el tamaño de tu recipiente basándote en lo que quieres cultivar. Las plantas como hierbas y lechugas sólo necesitan de 6 a 8 pulgadas de profundidad. Las zanahorias, los pimientos y la espinaca necesitan de 8 a 9 pulgadas de tierra para crecer. Los frijoles, pepinos o tomates necesitarán al menos 16 pulgadas para poder tener raíces saludables.

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Cuáles verduras puedes plantar

Las verduras que mejor funcionan en recipientes incluyen lechugas, zanahorias, tomates, ejotes, espinaca, rábanos, pimientos, y calabazas. Las hierbas también se cultivan bien en recipientes y pueden ser agrupadas en una maceta grande.

Puedes cultivar verduras utilizando semillas o plantas pequeñas. Las verduras como lechugas, betabeles, rábanos y chícharos se pueden cultivar fácilmente con semillas. Sin embargo, en el caso de algunas plantas como tomates, pepinos y calabacita es mejor empezar con plantas pequeñas porque las semillas tardan más en germinar.

Tierra y fertilizantes

Para asegurarte de que las plantas crezcan bien, usa tierra para macetas en lugar de la capa superficial del suelo. A diferencia de la capa superficial del suelo, la tierra para macetas contiene una mezcla balanceada de nutrientes que son ideales para las plantas. También es ligera y permite que el aire llegue a las raíces de las plantas para ayudarles a crecer. Para un mejor crecimiento, fertiliza las plantas regularmente. Utiliza emulsión de pescado o algas fertilizantes libres de productos químicos.

Cómo plantar

Además del recipiente y la tierra, también necesitas una pala de jardinería (una pequeña pala que se utiliza para cavar un hoyo), ya sea semillas o una plántula, y agua. Sigue estas instrucciones:

1. Coloca alrededor de 1 a 2 pulgadas de piedras grandes en el fondo del recipiente para ayudar con el drenaje.
2. Llena el recipiente con tierra para macetas hasta dos tercios de su capacidad.
3. Averigua cuánto espacio necesitará tu planta cuando crezca y añade ya sea las semillas o las plántulas al recipiente lo suficientemente separadas para que tengan el espacio necesario cuando se desarrollen completamente.
4. Cubre las semillas o plántulas con alrededor de 1 a 2 pulgadas adicionales de tierra para macetas.
5. Riégalas plenamente.

Cuánto sol

Decidir dónde colocar tus recipientes depende de cuánto sol necesitan tus plantas para crecer. La mayoría de verduras y hierbas crecen con seis horas o más de luz directa del sol cada día, pero algunas, tales como verduras de hoja y hierbas, crecen mejor con sólo cuatro horas de luz directa del sol diariamente.

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Dónde cultivar

Los recipientes pueden ser colocados en casi cualquier lugar que esté disponible. Puedes ponerlos en la terraza, en el porche o en pequeños lugares de tu jardín. Incluso puedes colocar los recipientes en un lugar soleado cerca de una ventana dentro de tu hogar. Si decides plantar en la tierra, puedes utilizar un bancal elevado para que las plantas no sean aplastadas cuando los niños estén jugando.

Cuándo regar

Las plantas que crecen en recipientes tienden a secarse y a marchitarse más rápido que las plantas que crecen en el suelo. Pero ten cuidado con lo mucho o lo poco que las riegas. Regar las plantas demasiado es perjudicial ya que esto puede causar que las raíces se pudran. Revisa la tierra tocando alrededor de una pulgada de la parte superior. Si está seca, es hora de regarla. O si empiezas a ver la primera señal de marchitez, asegúrate de regarla. Riega la tierra hasta que veas que el agua fluye de los agujeros de drenaje.

Disfruta tu cosecha

Cuando tus verduras estén listas para la cosecha, disfrútalas inmediatamente. Son frescas y deliciosas directamente de tu jardín; sólo lávalas y cómelas. También puedes utilizarlas en tus platillos favoritos. Puedes encontrar muchas recetas sabrosas visitando CampeonesDelCambio.net.

Si tus plantas producen demasiadas verduras a la vez, puedes congelarlas o enlatarlas para utilizarlas luego. Organiza un intercambio con tus vecinos para compartir las verduras que les sobren a todos y sacarle provecho a la variedad de diferentes cosechas de frutas y verduras.

CDPH California Department of PublicHealth
calfresh
Para información sobre CalFresh, llame al 1-888-9-COMIDA.
Financiado por SNAP-Ed del USDA, un proveedor y empleador que ofrece oportunidades equitativas.
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Eat Better by Making Produce Last

Best Ways to Store Produce

Eat Better by Making Produce Last

As they ripen, many fruits and vegetables give off ethylene gas, a natural gas that you cannot see or smell, which changes the fruit or vegetable over time and will also change other fruits and vegetables stored near them. This natural process can be used to speed up ripening, for example, placing a banana and an avocado in a paper bag will shorten the time it takes for the avocado to soften. But much of the time, this process makes our food ripen too fast – before we have the chance to enjoy it.

The life of fruits and vegetables also depends on where they are stored in your kitchen. Some fruits and vegetables need to be refrigerated, while others do best at room temperature. To eat better by keeping produce fresh, use the following tips, and you will get the most from your fruits and vegetables.

Eating better means adding more fruits and vegetables to your meals and snacks. They taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.

Fruits and vegetables are best in the first couple of days after they are picked or purchased, but it is not always possible to enjoy them that quickly. Too often, delicious fruits and vegetables end up being thrown away because they become too wilted, overripe, moldy, or spoiled to eat. You can reduce the amount of food that goes to waste, and increase the amount of healthy foods you eat, by learning how to properly prepare, and store fruits and vegetables.

Keep Them Fresh Longer By…

Not washing fruits and vegetables until you use them. The extra moisture from washing can invite mold to grow.

Keeping fruits and vegetables whole. Even pulling the stems off apples, or the blooms off of strawberries and tomatoes disrupts the skin which creates an opportunity for mold to start.

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- The content for the above segment idea can also be turned into a print-ready article to submit to local newspapers or to publish on your organization's blog. Be sure to include plenty of tips and images to illustrate proper storage techniques. Online articles can link to *Champions for Change* videos.
- Invite a reporter to shop with a *Champion* and learn about the life span of fresh fruits and vegetables (in the fridge or freezer), shopping strategies, as well as storage techniques once you get home. Create a "*Champion* fridge" visual of what a refrigerator might look like at the beginning of the week, stocked with ready-to-eat fruits and vegetables. Work with the news station to invite viewers to post their storage and prep tips to the station's social media channels with *Champions for Change* hashtags.

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Best Ways to Store Produce

Eat Better by Making Produce Last

Eating better means adding more fruits and vegetables to your meals and snacks. They taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.

Fruits and vegetables are best in the first couple of days after they are picked or purchased, but it is not always possible to enjoy them that quickly. Too often, delicious fruits and vegetables end up being thrown away because they become too wilted, overripe, moldy, or spoiled to eat. You can reduce the amount of food that goes to waste, and increase the amount of healthy foods you eat, by learning how to properly prepare, and store fruits and vegetables.

As they ripen, many fruits and vegetables give off ethylene gas, a natural gas that you cannot see or smell, which changes the fruit or vegetable over time and will also change other fruits and vegetables stored near them. This natural process can be used to speed up ripening, for example, placing a banana and an avocado in a paper bag will shorten the time it takes for the avocado to soften. But much of the time, this process makes our food ripen too fast – before we have the chance to enjoy it.

The life of fruits and vegetables also depends on where they are stored in your kitchen. Some fruits and vegetables need to be refrigerated, while others do best at room temperature. To eat better by keeping produce fresh, use the following tips, and you will get the most from your fruits and vegetables.

Keep Them Fresh Longer By...

Not washing fruits and vegetables until you use them. The extra moisture from washing can invite mold to grow.

Keeping fruits and vegetables whole. Even pulling the stems off apples, or the blooms off of strawberries and tomatoes disrupts the skin which creates an opportunity for mold to start.

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Where to Store

Keep produce that is most sensitive to ethylene gas away from each other. For example, do not store onions near potatoes as they will spoil faster next to each other.

Most produce is best stored in cold temperatures to slow ripening. For produce to last longer in the refrigerator, it also needs to breathe. Store fruits and vegetables in separate refrigerator drawers and in separate bags. Poke a few holes in those bags to allow air to circulate.

Herbs and asparagus stay fresh longest when stored in a glass of water in the refrigerator (like flowers in a vase). Cover the tops with a plastic bag.

Some produce lasts longer, and tastes better, when stored at room temperature. For example, tomatoes are at their best when stored in a bowl on the counter. They keep their flavor and texture much better that way.

What to Refrigerate

Produce that is at its best when refrigerated includes:

Produce	Store no longer than…
Apples	3-4 weeks
Artichokes	1 week
Asparagus	3-4 days
Beets	2 weeks
Berries (Strawberries, Blackberries, Blueberries, Raspberries)	2-3 days
Broccoli	3-5 days
Brussels Sprouts	3-5 days
Carrots	3-4 weeks
Cauliflower	1 week
Celery	1-2 weeks
Cherries	4-7 days
Corn	1-2 days
Cucumbers	1 week
Grapes	1 week
Green Beans	3-5 days
Leafy Vegetables (Lettuce, Kale, Spinach, Cabbage)	3-5 days
Mushrooms	1-2 days
Okra	2-3 days
Peas	3-5 days
Plums	3-5 days
Radishes	10-14 days
Squash (Summer, Yellow, Zucchini)	4-5 days

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What to Store at Room Temperature

Produce that is best stored at room temperature includes:

- Bananas
- Basil
- Citrus (Grapefruit, Lemons, Limes, Oranges)
- Eggplant
- Garlic
- Jicama
- Mangoes
- Onions
- Papaya
- Peppers
- Persimmons
- Pineapple
- Plantains
- Pomegranates
- Potatoes
- Pumpkins
- Squash (Acorn, Butternut, Spaghetti, Winter)
- Tomatoes
- Watermelon

Get the Most Out of What You Buy

When picking your meals for the week, plan to use fruits and vegetables that can spoil quickly earlier in the week, and save longer-lasting produce for later in the week. Eat asparagus, broccoli, and strawberries first. Snack on cucumbers, grapes, and zucchini all week. Bell peppers, blueberries, cauliflower, tomatoes, and watermelon can last until the end of the week if properly stored.

Tips to Keep it Fresh

- Lettuce and other leafy vegetables, like kale, spinach, and cabbage can be kept fresh longer by wrapping unwashed leaves in a paper towel to absorb moisture, and by keeping each variety in a separate plastic bag.
- When lettuce and herbs start to wilt, quickly refresh them by placing them in a large bowl of ice water for a few minutes.

- To keep bananas fresh longer, separate each banana from the bunch and wrap each stem in plastic. Bananas can be kept in the refrigerator to stay fresh. Although the skin will turn brown, the fruit inside will be fine.
- Keeping celery fresh is easy! Just rinse the stalk, wrap it in a dry paper towel followed by aluminum foil.
- If you have extra fruits and vegetables you cannot use, consider freezing them for future use. To prepare for freezing, blanch them (briefly dip in boiling water, then immerse in ice water), drain, chop, and freeze. Produce that freezes well includes bell peppers, green beans, broccoli, Brussels sprouts, cabbage, celery, cucumbers, onions, eggplant, mushrooms, strawberries, blueberries, and bananas. Tomatoes and bananas do not need to be blanched before freezing.

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Make Munching on Fruits and Vegetables Easier

You can increase your success at eating better by having healthy snacks ready and available. Some fruits and vegetables can be prepared and stored ready-to-eat, such as sliced bell peppers, carrots, jicama, and celery. If stored correctly, these healthy snacks can be fresh and available for your family to enjoy for several days. Fruits and vegetables that can be cut and stored in plastic bags or sealed containers for a few days include:

- Bell peppers
- Broccoli
- Cantaloupe
- Carrots
- Celery
- Cherry tomatoes (washed and stored whole outside the refrigerator)
- Grapes
- Green beans
- Honeydew melon
- Jicama
- Oranges
- Pineapple
- Snap peas
- Watermelon

Come mejor haciendo que tus frutas y verduras duren más

Las mejores formas de almacenar frutas y verduras

Come mejor, siéntete mejor

Comer mejor significa agregar más frutas y verduras a tus comidas y bocadillos. Saben deliciosas, son fuentes de fibra, vitaminas, y minerales de bajas calorías, y te proporcionan combustible para tu día activo. También ayudan a disminuir tu riesgo de la obesidad y otros serios problemas de salud.

Las frutas y verduras están en su mejor momento en los primeros dos días de ser cosechadas o compradas, pero no siempre es posible disfrutarlas en esos momentos. Con demasiada frecuencia, frutas y verduras deliciosas terminan siendo desechadas porque se vuelven demasiado marchitas, demasiado maduras, adquieren moho, o están muy dañadas para comerlas. Puedes reducir la cantidad de comida que se desperdicia, y aumentar la cantidad de alimentos saludables que comes, al aprender cómo preparar y almacenar frutas y verduras adecuadamente.

A medida que maduran, muchas frutas y verduras emiten gas etileno, un gas natural que no se puede ver ni oler, que cambia las frutas o verduras con el tiempo y que también cambia otras frutas y verduras almacenadas cerca de ellas. Este proceso natural se puede utilizar para acelerar la maduración; por ejemplo, la colocación de un plátano y un aguacate en una bolsa de papel acortará el tiempo que tarda el aguacate para madurar. Pero la mayor parte del tiempo, este proceso hace que nuestra comida madure demasiado rápido, antes de que tengamos la oportunidad de disfrutarla.

La vida de las frutas y verduras también depende del lugar donde se encuentren almacenadas en tu cocina. Algunas frutas y verduras necesitan refrigeración, mientras que otras están mejor a temperatura ambiente. Para comer mejor y mantener tus productos frescos, utiliza los siguientes consejos y le sacarás el mayor provecho a tus frutas y verduras.

Mantenlas más frescas por más tiempo haciendo lo siguiente:

No laves las frutas y verduras hasta que las vayas a utilizar. La humedad adicional del lavado puede crear un crecimiento de moho.

Mantén las frutas y verduras enteras. Incluso, quitarle las ramas a las manzanas, o las flores a las fresas y tomates afecta la piel y crea una oportunidad para que empiece a crecer el moho.

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Dónde almacenar

Mantén las frutas y verduras que son más sensibles al gas etileno lejos las unas de las otras. Por ejemplo, no guardes las cebollas cerca de las papas porque cuando están juntas se echan a perder más rápido.

Es mejor almacenar la mayoría de frutas y verduras en temperaturas frías para reducir la velocidad de la maduración. Para que las frutas y verduras duren más en el refrigerador, también necesitan respirar. Almacena las frutas y verduras en compartimentos y bolsas separadas dentro del refrigerador. Hazle unos cuantos agujeros a las bolsas para dejar que circule el aire.

Las hierbas y los espárragos se mantienen frescos por más tiempo cuando los almacenas en un vaso de agua en el refrigerador (como flores en un jarrón). Cubre la parte de arriba con una bolsa plástica.

Algunas frutas y verduras duran más, y saben mejor, cuando son almacenadas a temperatura ambiente. Por ejemplo, los tomates están en su mejor momento cuando los almacenas en un tazón sobre el mostrador. Conservan su sabor y textura mucho mejor de esa manera.

Qué refrigerar

Las frutas y verduras que están en su mejor momento cuando son refrigeradas incluyen:

Frutas y verduras	Almacena durante no más de…
Manzanas	3 a 4 semanas
Alcachofas	1 semana
Espárragos	3 a 4 días
Remolachas	2 semanas
Moras (Fresas, zarzamoras, arándano azul, frambuesas)	2 a 3 días
Brócoli	3 a 5 días
Col de Bruselas	3 a 5 días
Zanahorias	3 a 4 semanas
Coliflor	1 semana
Apio	1 a 2 semanas
Cerezas	4 a 7 días
Maíz	1 a 2 días
Pepinos	1 semana
Uvas	1 semana
Ejotes	3 a 5 días
Verdura de hoja (lechuga, col rizada, espinaca, repollo)	3 a 5 días
Champiñones	1 a 2 días
Ocra	2 a 3 días
Chícharos	3 a 5 días
Ciruelas	3 a 5 días
Rábanos	10 a 14 días
Calabaza (de verano, amarilla, calabacita)	4 a 5 días

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Qué almacenar a temperatura de ambiente

Las frutas y verduras que están en su mejor momento cuando son almacenadas a temperatura ambiente incluyen:

- Plátanos
- Albahaca
- Cítricos (toronja, limones, limas, naranjas)
- Berenjena
- Ajo
- Jícama
- Mangos
- Cebollas
- Papaya
- Pimientos
- Pérsimo
- Piña
- Plátano macho
- Granadas
- Papas
- Calabazas (de diferentes tipos)
- Tomates
- Sandía

Sácale el mayor provecho a lo que compras

Cuando estés escogiendo las comidas para la semana, planea utilizar las frutas y verduras que se echan a perder rápidamente al principio de la semana, y guarda las frutas y verduras que duran más para el final de la semana. Come los espárragos, el brócoli y las fresas primero. Haz bocadillos con pepino, uvas y calabacita durante toda la semana. Los pimientos, arándanos azules, coliflor, tomates y sandía pueden durar hasta el final de la semana si se almacenan adecuadamente.

Consejos para mantenerlas frescas

- Las lechugas y otras verduras de hoja como la col rizada, la espinaca y el repollo pueden permanecer frescas por más tiempo si envuelves las hojas sin lavar en un papel toalla para absorber la humedad, y mantienes cada variedad en una bolsa de plástico separada.
- Cuando la lechuga y las hierbas empiezan a marchitarse, refréscalas rápidamente poniéndolas en un tazón grande con agua helada por unos cuantos minutos.

- Para mantener los plátanos frescos por más tiempo, separa cada plátano del racimo y envuelve cada tallo en plástico. Los plátanos pueden ser guardados en el refrigerador para que se mantengan frescos. Aunque la piel se tornará color marrón, la fruta en la parte de adentro estará bien.
- ¡Mantener el apio fresco es fácil! Sólo enjuaga el tallo, envuélvelo en un papel toalla seco, seguido por papel de aluminio.
- Si tienes frutas y verduras extras que no puedes utilizar, puedes congelarlas para utilizarlas en el futuro. Para prepararlas para la congelación, escáldalas (sumérgelas brevemente en agua hirviendo, luego sumérgelas en agua con hielo), drénalas, córtalas y congélalas. Algunas frutas y verduras que se congelan bien incluyen pimientos, ejotes, brócoli, col de Bruselas, repollo, apio, pepinos, cebollas, berenjena, champiñones, fresas, arándano azul y plátanos. Los tomates y los plátanos no necesitan ser escaldados antes de la congelación.

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Cómo hacer que sea más fácil disfrutar las frutas y verduras

Puedes aumentar tus posibilidades de comer mejor teniendo bocadillos saludables ya listos y a la mano. Algunas frutas y verduras pueden ser preparadas y almacenadas para que estén listas para comer, tales como rebanadas de pimientos, zanahorias, jícama y apio. Si las almacenas correctamente, estos bocadillos saludables pueden estar frescos y disponibles para que tu familia pueda disfrutarlos durante varios días. Las frutas y verduras que pueden ser cortadas y almacenadas en bolsas plásticas o envases sellados por unos cuantos días incluyen:

- Pimientos
- Brócoli
- Melón
- Zanahorias
- Apio
- Tomates cherry (lavados y almacenados enteros, fuera del refrigerador)
- Uvas
- Ejotes
- Melón honeydew
- Jícama
- Naranjas
- Piña
- Chícharo en vaina
- Sandía

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Eat Better by Planning Meals

Meal Planning Made Easy

Eat Better by Planning Meals

Why Plan Meals?

Setting time aside to create a plan for meals and snacks for the week will help your entire family eat better all week, and also save you time and money.

Planning ahead will also help you take advantage of in-season fruits and vegetables, which cost less and taste the best.

With a meal plan in place, you will save time shopping by using a list focusing on items needed for the specific meals you will eat. Planning meals for each day will also help you save money by buying fewer impulse items and lessening the chance of various fruits and vegetables from spoiling.

When we eat better, we feel better. Eating better means adding more fruits and vegetables to daily meals and snacks. Not only do they taste great, they are also low-calorie sources of fiber, vitamins, and minerals and fuel you for your active days. Fruits and vegetables also help lower the risk of obesity and other serious health problems.

Meal planning also removes stress around meal times – since meals are already chosen, you will know what your family will eat for breakfast, lunch, and dinner before the time sneaks up on you.

Post your family's weekly plan where everyone can see it so everyone can be excited about the delicious and healthy meals ahead.

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THIS PIECE CAN BE USED AS A COMMUNITY-FACING DOCUMENT

Try it now!

- Offer an interview with a *Champion* or an expert from your staff (or both) to share meal planning tips as a segment for local news. In your pitch, include a little about the *Champion's* personal story and healthy changes along with the tips that would be shared in the interview. This interview could happen in studio, in the *Champion's* home, or even at a retail location.
- A build on this idea is to give the *Champion* a challenge of a certain dollar amount and then have him/her "report" back on how they planned their meals, their shopping list, how they prepped the food, etc.
- Work with a local school or community group on an activity where kids plan their family's meals for a week. Create a pretend grocery store where the kids can shop, or if resources allow, coordinate a field trip to the grocery store where kids can learn how to help shop for healthy foods.
- Playing off the above idea, you can also look at the environment of the store to consider shelf arrangement and product placements of healthy and unhealthy snacks. Involve youth leaders for this type of activity, for example, providing healthy nutrition items and point of sale space for a healthy checkout lane. Invite a local reporter to be a part of the process with the kids and offer the opportunity to talk to parents and kids about the experience, what they learned, and their best tips. You can also work with the kids to assemble their tips into a list that can be pitched along with this story, or separately.
- Using Field Guide materials, prepare a brief print-ready article highlighting tips and tools families can use to have healthy meals on the table every day. Include a byline (who wrote the article) from a local *Champion* or expert (for example, a nutritionist).

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Tips for Planning Meals

Choosing Healthy Recipes

- **Pick recipes your family likes to eat.** Be sure to choose recipes that sound tasty to the whole family. Kids enjoy helping to plan meals – especially lunches for school – and having them join in provides another opportunity for you to teach them about the benefits of eating better.
- **Find inspiration online.** You can find an abundance of ideas, recipes, and tips online. Visit sites like yummly.com to find delicious recipes. You can use tools like Pinterest to find and save meals and recipes that match your tastes. Consider downloading free mobile meal planning apps, including Pepperplate and Ziplist, for inspiration and help with organizing your plan.
- **Eat in season.** By planning your meals around fruits and vegetables that are in season, your meals will be tastier and you will save money. In season fruits and vegetables are at the height of their flavor, and because they are more plentiful, they can be purchased at their lowest price. Also, keep an eye out for produce that is on sale and plan recipes around those items.

Start Planning

- **Start a calendar.** Keeping your recipes organized is easier when you use a calendar. You can write them into a blank calendar, or use a digital version such as a Google calendar, which can be set to remind you of what is planned each day. You can also find meal planning templates on Pinterest and meal tracking tools on ChooseMyPlate.gov.
- **Check what you already have and make your list.** After you have planned what you will be eating for the week, and before you start your shopping list, check your refrigerator and pantry to see what you have and what you will need.
- **Choose a day to shop.** Pick a day for food shopping and stick to the items on your list. You will get your shopping done faster and avoid buying things not on your list.
- **Do not overstock your pantry or refrigerator.** Unless you are planning to make an entire week's worth of food at one time, resist the urge to buy too much at one time. Food can go to waste if you cannot see it, or forget to use it before it spoils.

Tips for Better Meals

- **Breakfast –** People who eat breakfast are more likely to eat the recommended amounts of fruits and vegetables each day and are less likely to fill up on unhealthy snacks. Make sure your meal plan has a healthy start to help your family be better every day.
- **Lunch –** Make lunch fun! Kids like things they can put together themselves, like dipping veggies, or stacking cheese, meat, and crackers into mini sandwiches. They also like food that is carved into shapes like triangles, circles, and squares. Have the kids help you prepare these fun snacks.
- **Dinner –** Families who eat dinner together develop healthy eating habits. They have more control over what they are eating and eat more fruits and vegetables. Be sure to put a big pitcher of water on the table to enjoy with your meal.

What to Eat

- Choose My Plate – Fill half your plate with fruits and vegetables at each meal, split the other half between whole grains and lean protein. For more information about food choices and portion size, visit ChooseMyPlate.gov.
- **Give family members an opportunity to plan –** Allowing each family member a chance to choose the menu once a week makes everyone feel part of meal planning and more likely to eat healthier.
- **Recipes to try –** For ideas on healthy recipes for breakfast, lunch, dinner, snacks, and beverages, along with healthy twists on culturally traditional dishes, visit CaChampionsforChange.net.

Cooking Tips

- **Plan a day to cook in bulk –** Use a day over the weekend to cook several meals; freeze family-sized portions, then thaw, and heat up on evenings when time is tight.
- **Try the slow cooker –** Use the slow cooker to your advantage when you have a busy day. Combine ingredients in the morning and let your meal cook during the day so it is ready when you get home. Or you can also use the slow cooker to cook meals overnight; refrigerate it in the morning and serve it for dinner in the evening.

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Come mejor planificando tus comidas

Come mejor, siéntete mejor

Cuando comemos mejor, nos sentimos mejor. El comer mejor es agregar más frutas y verduras a tus comidas diarias y a tus bocadillos. No sólo saben deliciosas, sino que también son fuentes de fibra, vitaminas, y minerales de bajas calorías, y te proporcionan combustible para tu día activo. También ayudan a disminuir tu riesgo de la obesidad y otros serios problemas de salud.

¿Por qué planificar las comidas?

Apartar tiempo para crear un plan de comidas y bocadillos para la semana ayudará a que toda la familia coma mejor durante toda la semana, y también te ahorrará tiempo y dinero.

La planificación también te ayudará a sacarle provecho a las frutas y verduras de temporada, las cuales cuestan menos y saben mejor.

Con un plan de comidas ahorrarás tiempo a la hora de hacer las compras si usas una lista que contenga los ingredientes que necesitas para las comidas que vas a preparar. Planificar comidas para cada día también te ahorrará dinero porque comprarás menos cosas impulsivamente, y así evitarás que se echen a perder varias frutas y verduras.

La planificación de comidas también elimina el estrés a la hora de las comidas; como las comidas ya están escogidas, sabrás exactamente lo que tu familia comerá para el desayuno, el almuerzo, y la cena, sin que se te eche encima el tiempo.

Comparte el plan semanal con tu familia en un lugar donde todos puedan verlo para que se emocionen con las deliciosas y nutritivas comidas que van a comer en los próximos días.

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Consejos para planificar comidas

Cómo escoger recetas saludables

- **Escoge recetas que le gusten a tu familia.** Asegúrate de escoger recetas que suenen deliciosas para toda la familia. A los niños les gusta ayudar a planificar comidas, especialmente los almuerzos para la escuela, y hacer que ellos participen te da otra oportunidad para enseñarles sobre los beneficios que tiene el comer mejor.
- **Encuentra inspiración en la red.** Puedes encontrar una gran cantidad de ideas, recetas y consejos en línea. Visita sitios como yummly.com (sólo en inglés) para encontrar recetas deliciosas. Puedes utilizar herramientas como Pinterest para encontrar y guardar comidas y recetas que te gusten. Puedes descargar aplicaciones móviles gratuitas para planificar comidas, incluyendo Pepperplate y Ziplist (ambas sólo en inglés), para obtener inspiración y ayuda con la organización de tu plan.
- **Come lo que esté en temporada.** Si planeas tus comidas teniendo en cuenta las frutas y verduras que están en temporada, tus comidas serán más sabrosas y ahorrarás dinero. Las frutas y verduras de temporada están en su mejor momento de sabor, y como abundan, puedes comprarlas a los precios más bajos. Además, mantente pendiente de las frutas y verduras que están en venta especial y planifica recetas teniendo en cuenta esos ingredientes.

Empieza a planificar

- **Crea un calendario.** Mantener tus recetas organizadas es más fácil cuando utilizas un calendario. Puedes escribirlas en un calendario en blanco, o utilizar una versión digital como Google calendar, el cual puedes programar para recordarte lo que tienes planificado para cada día. También puedes encontrar plantillas para planificar comidas en Pinterest y herramientas para darle seguimiento a las comidas en ChooseMyPlate.gov/multilanguage-spanish.
- **Revisa lo que ya tienes y haz tu lista.** Ya que hayas planificado lo que vas a comer durante toda la semana, y antes de empezar a crear tu lista de compras, revisa tu refrigerador y despensa para ver lo que ya tienes y lo que te hace falta.
- **Escoge un día para ir de compras.** Escoge un día para ir de compras y limítate a comprar sólo los artículos que tienes en tu lista. Así terminarás de hacer las compras más rápido y evitarás comprar cosas que no están en tu lista.
- **No almacenes demasiadas cosas en tu despensa o refrigerador.** Al menos que estés planificando hacer las comidas para toda una semana a la misma vez, resiste la tentación de comprar demasiado. Los alimentos pueden echarse a perder si no los puedes ver, o si olvidas utilizarlos.

Consejos para hacer mejores comidas

- **Desayuno –** Las personas que comen desayuno tienen más posibilidades de comer las cantidades recomendadas de frutas y verduras cada día y tienen menos posibilidades de llenarse con bocadillos poco saludables. Asegúrate de que el plan de tus comidas empiece de forma saludable para ayudar a que tu familia esté mejor cada día.
- **Almuerzo –** ¡Haz que el almuerzo sea divertido! A los niños les gustan las cosas que ellos pueden preparar por sí solos, como sumergir verduras en salsas, o apilar queso, carne, y galletas saladas para crear mini sándwiches. También les gustan los alimentos cortados en formas de triángulos, círculos, y cuadrados. Haz que los niños te ayuden a preparar estos divertidos bocadillos.
- **Cena –** Las familias que cenan juntas desarrollan hábitos alimenticios saludables. Tienen más control de lo que están comiendo y comen más frutas y verduras. Asegúrate de colocar un jarrón de agua grande en la mesa para disfrutar con la comida.

Qué comer

- **Escoge Mi Plato –** Llena la mitad de tu plato con frutas y verduras en cada comida, y la otra mitad divídela entre granos enteros y proteína magra. Para más información sobre las opciones de alimentos y tamaños de porciones, visita ChooseMyPlate.gov/multilanguage-spanish.
- **Da a los miembros de tu familia la oportunidad de planificar –** Permitir que cada miembro de la familia escoja el menú una vez a la semana hace que todos se sientan parte de la planificación de las comidas y con más ánimos para comer de forma más saludable.
- **Recetas que puedes probar –** Para obtener ideas sobre recetas saludables para el desayuno, almuerzo, cena, bocadillos y bebidas, además de ideas para preparar platillos tradicionales de forma más saludable, visita CampeonesDelCambio.net.

Consejos para cocinar

- **Planea un día para cocinar en grandes cantidades –** Utiliza un día durante el fin de semana para cocinar varias comidas; congela porciones tamaño familiar, luego descongélalas y caliéntalas durante la noche cuando sea conveniente para ti.
- **Cocina con una olla de cocción lenta –** Sácale provecho a la olla de cocción lenta cuando tengas un día muy ocupado. Combina ingredientes en la mañana y deja que tu comida se cocine durante el día para que esté lista cuando llegues a casa. O también puedes utilizar la olla de cocción lenta para cocinar comidas durante la noche; refrigérala en la mañana y sírvela en la cena de esa noche.

CDPH California Department of PublicHealth
calfresh
Para información sobre CalFresh, llame al 1-888-9-COMIDA.
Financiado por SNAP-Ed del USDA, un proveedor y empleador que ofrece oportunidades equitativas.

CAMPEONES del CAMBIO™

Demonstrating Mango and Black Bean Salad*

Try it now!

Use this food demonstration as a tool to attract media attention.

Pitch to media:

An interview and food demonstration with a *Champion* and/or staff expert conducting a food demo that aligns with special times of the year and incorporates Harvest of the Month fruits and vegetables. For example, media pitches could focus on the following:

- Helping kids eat better for back-to-school with lunch and after-school snack recipes and lunch-packing tips for fruits and vegetables.
- Creating healthy holiday side dishes using *Champions for Change* cookbook recipes. Include tips on steering clear of unhealthy foods and beverages at holiday parties and family gatherings.
- Trying recipes so easy that even kids can make them. Pair a *Champion* with one of their children for a segment on kids helping make meals for the family.

CHAMPIONS for CHANGE™

*THIS DOCUMENT IS FOR INTERNAL USE ONLY

Demonstrating Mango and Black Bean Salad

When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.

Food demonstrations provide a fun opportunity for people to taste a variety of fruits and vegetables, either alone or by incorporating them into recipes.

The Mango and Black Bean Salad recipe from the *Champions for Change* "Flavors of My Kitchen" cookbook is one of the most popular recipes to demonstrate.

In this guide you will find the Mango and Black Bean Salad recipe and a shopping list of ingredients for preparing it. Also included are instructions on:

- Where to hold a demonstration
- How much space you will need
- How to set up a demonstration
- Supplies to bring to prepare for and conduct the demonstration
- Talking points to use during the demonstration

CHAMPIONS for CHANGE™

Mango and Black Bean Salad

This Mango and Black Bean Salad is a great example of how healthy twists on traditional recipes can be both delicious and good for you. The protein-filled black beans mixed with sweet mangoes, crunchy bell peppers, and onion make this salad a satisfying meal by itself, but it can also be served as a side dish or an after-school snack for the kids.

Ingredients and Instructions

5 (15 oz.) cans of black beans, rinsed and drained

10 cups peeled, pitted and diced fresh mangoes (about 10 small mangoes)

1 ¼ cup sliced green onion

1 ¼ cup chopped bell pepper (use red bell pepper to add more color)

10 tablespoons fresh lime juice

10 tablespoons 100% orange juice

5 tablespoons chopped fresh cilantro

2 ½ teaspoons chili powder

1 ¼ teaspoon ground cumin

Mix together all ingredients in a large bowl.

Salad may be served right away but is best if covered and chilled for at least one hour for flavors to blend.

Slicing A Mango – Mangoes have a long, slender pit in the center, so slice them from top to bottom, to avoid the pit. You will be left with three slices, two larger "halves" and a thin middle slice that includes the pit. Put the larger halves skin side down and cut the fruit flesh down to the skin horizontally, and then vertically, so you are left with a pattern of squares. Turn the skin inside out, so the squares "pop" out. Slice the squares into a bowl, away from the skin.

Shopping List

- 5 (15 oz.) cans of black beans
- 10 small mangoes
- 5 bunches of green onions
- 3 bell peppers (use red bell pepper to add more color)
- 5 limes
- 1 pint fresh squeezed orange juice or 5 oranges
- 2 bunches fresh cilantro
- Chili powder
- Ground cumin

Preparation time: 10 minutes

Serving size: 1/4 cup (Recipe is based on 60 servings. If more or fewer servings are needed, adjust the ingredients to fit your needs by using the Ingredient Quantities Calculator.)

Tip: If possible, prepare this recipe ahead and refrigerate before serving. The salad can be kept cold in a cooler when transported to the food demonstration. The cooler also can be used to keep extra quantities of the salad in the cooler while conducting the demonstration.

Tip: Rinse the cans of black beans prior to opening so dirt from the lid does not get in the food.

CHAMPIONS for CHANGE™

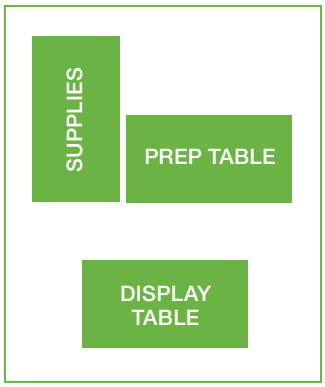
Demonstration Instructions

Preparing for the demonstration:
Before beginning the food demonstration, check with the appropriate local authority to determine whether a food handler certification is necessary.

Where to hold a demonstration:
Secure a spot to hold a food demonstration. Make sure it is in an area populated with people so they can see what you are doing and stop by for a taste. Consider areas such as a spot in the produce section of a grocery store, or a table among other exhibitors at a community event.

How much space is needed:
For the comfort of the presenter, either three 6-foot or 8-foot tables would work best. One table can be used for the presenter's supplies, another to prepare the food, while the third table is used for distributing the samples and displaying *Champions for Change* materials.

How to set up the tables:
Try to arrange your area so the supplies and preparation tables are together and the display table is somewhat set apart (see diagram).



Supplies to bring:
Bring two to three storage bins and a cooler, pre-packed with the supplies you will need for food preparation and serving, as well as the ingredients you will need for your recipe.

Preparation:

- Three tablecloths to provide a cover for the tables (both to look pleasant and to make the demonstration more sanitary). Check with your Project Officer about where and how to purchase branded tablecloths.
- *Champions for Change* aprons for presenters
- 2 preparation bowls
- 2 covered storage bowls or resealable bags (for leftovers)
- 2 large serving bowls
- 2 large serving spoons
- Utility knives (bring enough for everyone who will help prepare food on site)
- 2 plastic cutting boards
- Hand-held can opener
- Spatulas
- Hats or hairnets for food preparers
- Plastic gloves for food preparers
- Hand sanitizer or disinfecting wipes
- 1 roll of paper towels
- Coolers (to carry ingredients that need to stay cold)
- Ice packs
- Cleaning spray
- Scissors

Serving:

- Sample cups or plates can be purchased in bulk, online, or locally, at Smart & Final or other restaurant supply stores
- Small plastic forks or spoons (as appropriate for the sample)
- Cocktail size napkins
- Recipe cards, cookbooks, or handouts appropriate for audience

CHAMPIONS for CHANGE™

Food Demonstration Talking Points

- When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.
- I am here today as part of the *Champions for Change Program*. For better health, we encourage you to fill half your plate with fruits and vegetables at each meal.
- It is easy to add fruits and veggies to meals and snacks, and they are delicious when served alone or in recipes. You can be better each day by rocking a rainbow of color and flavor from fresh, frozen, canned, and even dried fruits and vegetables.
- Mangoes are a terrific source of vitamin C and vitamin A and also contain potassium and fiber.
- Black beans are packed with protein and fiber, which makes them a filling ingredient in any dish.
- Colorful bell peppers offer a range of nutrients, including vitamins C, A, and K.
- Traditional Latino recipes can be even healthier when more fruits and vegetables are added to them. Today I am demonstrating a good example of this with the Mango and Black Bean Salad from the *Champions for Change* "Flavors of My Kitchen" cookbook. The protein-filled black beans mixed with sweet mangoes, crunchy bell peppers and onion, make this salad a satisfying meal by itself, but it can also be served as a side dish or an after-school snack for the kids.
- After tasting it, I think you will agree that it is not only good for you, it is delicious too!
- You can find this recipe and other delicious ways to make healthy twists to traditional recipes by adding more fruits and vegetables and using healthier cooking methods on the *Champions for Change* website: CaChampionsForChange.net.

Demonstrating Asian Chicken Lettuce Cups*

Try it now!

Use this food demonstration as a tool to attract media attention.

Pitch to media:

An interview and food demonstration with a *Champion* and/or staff expert conducting a food demo that aligns with special times of the year and incorporates Harvest of the Month fruits and vegetables. For example, media pitches could focus on the following:

- Helping kids eat better for back-to-school with lunch and after-school snack recipes and lunch-packing tips for fruits and vegetables.
- Creating healthy holiday side dishes using *Champions for Change* cookbook recipes. Include tips on steering clear of unhealthy foods and beverages at holiday parties and family gatherings.
- Trying recipes so easy that even kids can make them. Pair a *Champion* with one of their children for a segment on kids helping make meals for the family.

CHAMPIONS for CHANGE™

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Demonstrating Asian Chicken Lettuce Cups

When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.

Food demonstrations provide a fun opportunity for people to taste a variety of fruits and vegetables, either alone or by incorporating them into recipes.

The Asian Chicken Lettuce Cups, one of the most popular recipes to demonstrate, can be found on the CaChampionsForChange.net website.

In this guide, you will find the Asian Chicken Lettuce Cups recipe and a shopping list of ingredients for preparing it. Also included are instructions on:

- Where to hold a demonstration
- How much space you will need
- How to set up a demonstration
- Supplies to bring to prepare for and conduct the demonstration
- Talking points to use during the demonstration

CHAMPIONS for CHANGE™

Asian Chicken Lettuce Cups

The Asian Chicken Lettuce Cups recipe is a great example of how healthy twists on traditional dishes can be just as delicious and also better for you. The lettuce cups are quick to make either as a meal or an afternoon snack for adults and kids.

Ingredients and Instructions

5 cups chopped, cooked chicken breast (without skin)

1 ½ cups thinly sliced green onions (green parts only)

2 ½ cups finely chopped water chestnuts (or can substitute 1 ¾ cups chopped celery instead)

2 ½ cups frozen peas and carrots mix, thawed

10 tablespoons light Asian or Sesame dressing

40 iceberg lettuce leaves (cup-shaped)

In a large bowl, mix chicken, green onions, water chestnuts (or celery), peas and carrots, and dressing. Stir well.

Microwave chicken mixture for one minute to warm. (Can skip this step if served cold.)

Scoop ¼ cup of the chicken mixture onto one-half of each lettuce leaf. For faster preparation, use a measuring cup or ice cream scoop.

Serve immediately.

Shopping List

- 5 large boneless, skinless chicken breasts
- 4 bunches of green onions
- 3 (8 oz.) cans of sliced water chestnuts (or one large bunch of celery if substituting)
- 3 (16 oz.) bags of frozen carrots & peas mixture
- 1 (10 oz.) bottle of light Asian salad dressing
- 5-6 heads of iceberg lettuce (enough to yield approximately 40 leaves to serve as cups)

Preparation time: 15 minutes

Serving size: 1/4 cup chicken mixture plus one-half of a lettuce leaf. (Recipe is based on 80 servings. If more or fewer servings are needed, adjust the ingredients to fit your needs by using the Ingredient Quantities Calculator.)

Tip: If possible, prepare the chicken mixture and separate the lettuce leaves ahead of time, then refrigerate them or store them in a cooler. To prevent lettuce leaves from wilting wrap a paper towel around them and seal in a plastic bag. Make a few small holes in the bag to allow air to circulate. A cooler can also be used to keep extra quantities of the recipe while conducting the demonstration.

CHAMPIONS for CHANGE™

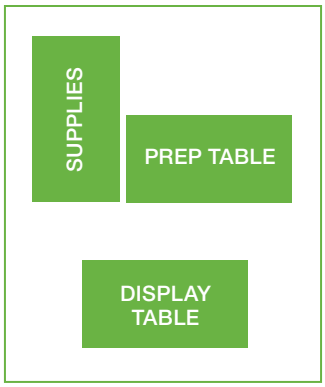
Demonstration Instructions:

Preparing for the demonstration:
Before beginning the food demonstration, check with the appropriate local authority to determine whether a food handler certification is necessary.

Where to hold a demonstration:
Secure a spot to hold a food demonstration. Make sure it is in an area populated with people so they can see what you are doing and stop by for a taste. Consider areas such as a spot in the produce section of a grocery store, or a table among other exhibitors at a community event.

How much space is needed:
For the comfort of the presenter, either three 6-foot or 8-foot tables would work best. One table can be used for the presenter's supplies, another to prepare the food, while the third table is used for distributing the samples and displaying *Champions for Change* materials.

How to set up the tables:
Try to arrange your area so the supplies and preparation tables are together and the display table is somewhat set apart (see diagram).



Supplies to bring:
Bring two to three storage bins and a cooler chest, pre-packed with the supplies you will need for food preparation and serving, as well as the ingredients you will need for your recipe.

Preparation:

- Three tablecloths to provide a cover for the tables (both to look pleasant and to make the demonstration more sanitary). Check with your Project Officer about where and how to purchase branded tablecloths.
- *Champions for Change* aprons for presenters
- 2 preparation bowls
- 2 covered storage bowls or resealable bags (for leftovers)
- 2 large serving bowls
- 2 large serving spoons
- Utility knives (bring enough for everyone who will help prepare food on site)
- 2 plastic cutting boards
- Can opener
- Measuring cups
- Spatulas
- Hats or hairnets for food preparers
- Plastic gloves for food preparers
- Hand sanitizer or disinfecting wipes
- 1 roll of paper towels
- Coolers (to carry ingredients that need to stay cold)
- Ice packs
- Cleaning spray
- Scissors

Serving:

- Sample cups or plates can be purchased in bulk, online, or locally, at Smart and Final or other restaurant supply stores
- Small plastic forks or spoons (as appropriate for the sample)
- Cocktail size napkins
- Recipe cards, cookbooks, or handouts appropriate for audience

CHAMPIONS for CHANGE™

Food Demonstration Talking Points:

- When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.
- I am here today as part of the *Champions for Change Program*. For better health, we encourage you to fill half your plate with fruits and vegetables at each meal.
- It is easy to add fruits and veggies to meals and snacks, and they are delicious when served alone or in recipes. You can be better each day by rocking a rainbow of color and flavor from fresh, frozen, canned, and even dried fruits and vegetables.
- The peas and carrots in this recipe provide a powerhouse of vitamins A and K.
- Water chestnuts are actually vegetables, not nuts. They are low in calories and provide a good amount of B vitamins, fiber, and potassium.
- Green onions, also called scallions, are low calorie sources of vitamins A, C and K.
- Traditional Asian recipes can be even healthier when more fruits and vegetables are added to them. Today I am demonstrating a good example of this with Asian Chicken Lettuce Cups. The lettuce cups are easy to prepare and can work either as part of a meal or could be served to kids as an after-school snack. After tasting it, I think you will agree that it is not only good for you, it is delicious too!
- Be sure to serve this dish with a big glass of water for everyone!
- You can find this recipe and other delicious ways to make healthy twists to traditional recipes by adding more fruits and vegetables and using healthier cooking methods on the *Champions for Change* website: CaChampionsForChange.net.

Demonstrating Two Bean and Corn Salad*

Try it now!

Use this food demonstration as a tool to attract media attention.

Pitch to media:

An interview and food demonstration with a *Champion* and/or staff expert conducting a food demo that aligns with special times of the year and incorporates Harvest of the Month fruits and vegetables. For example, media pitches could focus on the following:

- Helping kids eat better for back-to-school with lunch and after-school snack recipes and lunch-packing tips for fruits and vegetables.
- Creating healthy holiday side dishes using *Champions for Change* cookbook recipes. Include tips on steering clear of unhealthy foods and beverages at holiday parties and family gatherings.
- Trying recipes so easy that even kids can make them. Pair a *Champion* with one of their children for a segment on kids helping make meals for the family.

CHAMPIONS for CHANGE™

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Demonstrating Two Bean and Corn Salad

When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.

Food demonstrations provide a fun opportunity for people to taste a variety of fruits and vegetables, either alone, or by incorporating them into recipes.

The Two Bean and Corn Salad recipe is from the *Champions for Change* "Soulful Recipes" cookbook and is one of the most popular recipes to demonstrate.

In this guide, you will find the Two Bean and Corn Salad recipe and a shopping list of ingredients for preparing it. Also included are instructions on:

- Where to hold a demonstration
- How much space you will need
- How to set up a demonstration
- Supplies to bring to prepare for and conduct the demonstration
- Talking points to use during the demonstration

CHAMPIONS for CHANGE™

Two Bean and Corn Salad

This salad is a great example of how healthy twists on traditional recipes can be both delicious and good for you. It can be served as a side dish and can also be used as a condiment on grilled fish and chicken dishes. It is filled with protein from two types of beans and has a nice variety of veggies to add extra vitamins and minerals. As a bonus, the protein in the salad helps keep you full longer.

Ingredients and Instructions

1 cup vegetable oil

4 tablespoons balsamic vinaigrette

2 teaspoons cumin

2 (15 oz.) cans of black beans, rinsed and drained

2 (15 oz.) cans Great Northern beans, rinsed and drained

6 stalks celery, chopped

4 cups frozen corn, thawed

2 medium red bell peppers, chopped

2 cups chopped red onion

2/3 cup chopped fresh cilantro

4 small jalapeño peppers, seeded and chopped (optional)

In large bowl, whisk oil, vinegar, and cumin.

Add remaining ingredients and toss to coat.

Serve immediately or refrigerate for up to one hour to allow flavors to blend.

Shopping List:

- 1 (16 oz.) bottle of vegetable oil
- 1 small bottle balsamic vinaigrette
- 1 small jar cumin
- 2 (15 oz.) cans black beans
- 2 (15 oz.) cans Great Northern beans
- 1 large stalk celery
- 2 (16 oz.) bags frozen corn
- 2 medium red bell peppers
- 2 large red onions
- 2 large bunches cilantro
- 4 small jalapeño peppers (optional)

Preparation time: 10 minutes

Sample size serving: 1/4 cup (Recipe is based on eighty servings. If more or fewer servings are needed, adjust the ingredients to fit your needs by using the Ingredient Quantities Calculator.)

Tip: If possible, prepare this recipe ahead of time and refrigerate before serving. The salad can be kept cold when transported in a cooler to the food demonstration. The cooler also can be used to hold extra quantities of the salad while conducting the demonstration.

Tip: Rinse the cans of black beans prior to opening so dirt from the lid does not get in the food.

CHAMPIONS for CHANGE™

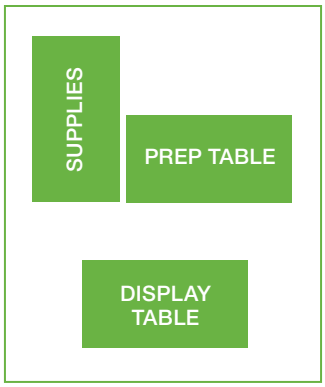
Demonstration Instructions:

Preparing for the demonstration:
Before beginning the food demonstration, check with the appropriate local authority to determine whether a food handler certification is necessary.

Where to hold a demonstration:
Secure a spot to hold a food demonstration. Make sure it is in an area populated with people so they can see what you are doing and stop by for a taste. Consider areas such as a spot in the produce section of a grocery store, or a table among other exhibitors at a community event.

How much space is needed:
For the comfort of the presenter, either three 6-foot or 8-foot tables work best. One table can be used for the presenter's supplies, another to prepare the food, while the third table is used for distributing the samples and displaying *Champions for Change* materials.

How to set up the tables:
Try to arrange your area so the supplies and preparation tables are together and the display table is somewhat set apart (see diagram).



Supplies to bring:
Bring two to three storage bins and a cooler chest, pre-packed with the supplies you will need for food preparation and serving as well as the ingredients you will need for your recipe.

Preparation:

- Three tablecloths to provide a cover for the tables (both to look pleasant and to make the demonstration more sanitary). Check with your Project Officer about where and how to purchase branded tablecloths.
- *Champions for Change* aprons for presenters
- 2 preparation bowls
- 2 covered storage bowls or resealable bags (for leftovers)
- 2 large serving bowls
- 2 large serving spoons
- Utility knives (bring enough for everyone who will help prepare food on site)
- 2 plastic cutting boards
- Measuring cups
- Spatulas
- Hats or hairnets for food preparers
- Plastic gloves for food preparers
- Hand sanitizer or disinfecting wipes
- 1 roll of paper towels
- Coolers (to carry ingredients that need to stay cold)
- Ice packs
- Cleaning spray
- Scissors

Serving:

- 4 oz. paper cups
- Small plastic forks
- Cocktail size napkins
- Recipe cards, recipe books, or handouts appropriate for audience

CHAMPIONS for CHANGE™

Food Demonstration Talking Points:

- When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.
- I am here today as part of the *Champions for Change Program*. For better health, we encourage you to fill half your plate with fruits and vegetables at each meal.
- It is easy to add fruits and veggies to meals and snacks, and they are delicious when served alone or in recipes. You can be better each day by rocking a rainbow of color and flavor from fresh, frozen, canned, and even dried fruits and vegetables.
- Traditional African American recipes can be even healthier when more fruits and vegetables are added to them. Today I am demonstrating a good example of this with the Two Bean and Corn Salad from the *Champions for Change* "Soulful Recipes" cookbook. It can be served as a side dish or as a condiment on grilled fish and chicken dishes.
- The salad is filled with protein, iron, and fiber from two types of beans and has a nice variety of veggies to add extra vitamins and minerals. As a bonus, the protein in the salad helps keep you full longer. After tasting it I think you will agree that it is not only good for you, it is delicious too!
- Colorful bell peppers offer a range of nutrients, including vitamins C, A, and K.
- You can find this recipe and other delicious ways to make healthy twists to traditional recipes by adding more fruits and vegetables and using healthier cooking methods on the *Champions for Change* website: CaChampionsForChange.net.

Demonstrating "Make Your Own Smoothie"*

Try it now!

Use this food demonstration as a tool to attract media attention.

Pitch to media:

An interview and food demonstration with a *Champion* and/or staff expert conducting a food demo that aligns with special times of the year and incorporates Harvest of the Month fruits and vegetables. For example, media pitches could focus on the following:

- Helping kids eat better for back-to-school with lunch and after-school snack recipes and lunch-packing tips for fruits and vegetables.
- Creating healthy holiday side dishes using *Champions for Change* cookbook recipes. Include tips on steering clear of unhealthy foods and beverages at holiday parties and family gatherings.
- Trying recipes so easy that even kids can make them. Pair a *Champion* with one of their children for a segment on kids helping make meals for the family.

CHAMPIONS for CHANGE™

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Demonstrating “Make Your Own Smoothie”

When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.

Food demonstrations provide a fun opportunity for people to taste a variety of fruits and vegetables, either alone or by incorporating them into recipes.

The Smoothie recipe can be found on the *Champions for Change* website and is one of the most popular recipes to demonstrate.

In this guide, you will find the Make Your Own Smoothie recipe from the “Kids…Get Cookin’!” cookbook, available on CaChampionsForChange.net and a shopping list of ingredients for preparing it. Also included are instructions on:

- Where to hold a demonstration
- How much space you will need
- How to set up a demonstration
- Supplies to bring to prepare for and conduct the demonstration
- Talking points to use during the demonstration

CHAMPIONS for CHANGE™

Make Your Own Smoothie

Smoothies can be prepared in five minutes or less so they are a perfect choice for breakfast when time is limited. Smoothies are also a healthy and filling snack any time of day.

Kids and adults alike love the creamy deliciousness of smoothies. They taste great and are packed with vitamins and minerals. Since smoothies are blended with nonfat/low fat milk or yogurt, they also include a blast of protein that keeps you feeling satisfied longer.

By adding the type of fruits you prefer, from sweet to tart, smoothies can be adapted to most any taste preference. For a boost of vitamins and minerals, greens like spinach or kale also can be blended into smoothies and besides turning the drink green, no one will be able to taste them.

Ingredients and Instructions

4 cups 100% fruit juice, such as orange, pineapple or grape

6 cups unsweetened, frozen fruit, such as strawberries, mixed berries, mangoes, or peaches

2 ½ cups of nonfat or low fat (1%) milk or yogurt

Combine all ingredients and place them in a blender and cover with a tight fitting lid. (Put half of the combined ingredients into the blender so it is not too full.)

Blend until smooth.

Pour into small tasting cups and serve.

Shopping List

- 100% fruit juice of your choice to equal four cups (orange, pineapple, grape, etc.)
- Unsweetened frozen fruit of your choice (strawberries, mixed berries, mangoes, peaches, etc.)
- 20 ounces (less than one quart) either nonfat or low fat milk, or yogurt

Tip: Stores like Smart and Final and Costco carry large-sized bags of frozen fruit and even pre-mixed "smoothie blends," which will save you time and money.

Preparation time: 5 minutes

Serving size: 1/4 cup (Recipe is based on forty servings. If more or fewer servings are needed, adjust the ingredients to fit your needs by using the Ingredient Quantities Calculator.)

Tip: For the best taste, smoothies should be prepared on site at the demonstration. Be sure to bring the ingredients to the location of your demonstration in a cooler with ice packs so they stay cold/frozen until you need to use them.

Tip: If possible, consider conducting the demonstration using a "smoothie bike" (also offered under the Fender Blender brand). The bikes add energy and excitement to your demonstration, not to mention the added benefit of getting the audience physically active. If you do not have a bike, find out if your county or neighboring county has a bike you can borrow. You can also rent or purchase a Fender Blender. Check this website for more information: rockthebike.com/fender-blender-pro-rentals.

Tip: For decoration, consider topping each sample with a small slice of one of the different kinds of fruit that is featured in the recipe.

CHAMPIONS for CHANGE™

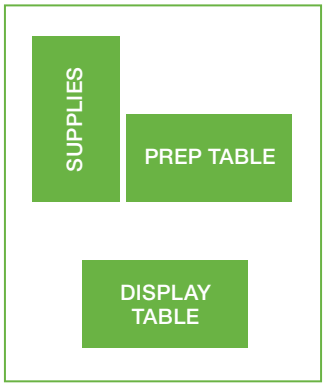
Demonstration Instructions

Preparing for the demonstration:
Before beginning the food demonstration, check with the appropriate local authority to determine whether a food handler certification is necessary.

Where to hold a demonstration:
Secure a spot to hold a food demonstration. Make sure it is in an area populated with people so they can see what you are doing and stop by for a taste. Consider areas such as a spot in the produce section of a grocery store, or a table among other exhibitors at a community event.

How much space is needed:
For the comfort of the presenter, either three 6-foot or 8-foot tables work best. One table can be used for the presenter's supplies, another to prepare the food, while the third table is used for distributing the samples and displaying *Champions for Change* materials. You will need an additional space that is at least 5 feet by 8 feet for a smoothie bike.

How to set up the tables:
Try to arrange your area so the supplies and preparation tables are together and the display table is somewhat set apart (see diagram).



Supplies to bring:
Bring two to three storage bins and a cooler chest, pre-packed with the supplies you will need for food preparation, serving and the ingredients you will need for your recipe.

Preparation:

- Three tablecloths to provide a cover for the tables (both to look pleasant and to make the demonstration more sanitary). Check with your Project Officer about where and how to purchase branded tablecloths.
- *Champions for Change* aprons for presenters
- 2 preparation bowls
- 2 covered storage bowls or resealable bags (for leftovers)
- 2 large serving bowls
- Utility knives (bring enough for everyone who will help prepare food on site)
- 2 plastic cutting boards
- Measuring cups
- Spatulas
- Hats or hairnets for food preparers
- Plastic gloves for food preparers
- Hand sanitizer or disinfecting wipes
- 1 roll of paper towels
- Coolers (to carry ingredients that need to stay cold)
- Ice packs
- Cleaning spray
- Scissors

Serving:

- 4 oz. paper cups
- Cocktail size napkins
- Recipe cards, recipe books, or handouts appropriate for audience

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Food Demonstration Talking Points

- When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.
- I am here today as part of the *Champions for Change Program*. For better health, we encourage you to fill half your plate with fruits and vegetables at each meal.
- It is easy to add fruits and veggies to meals and snacks, and they are delicious when served alone or in recipes. You can be better each day by rocking a rainbow of color and flavor from fresh, frozen, canned, and even dried fruits and vegetables.
- Today I am demonstrating how to make your own smoothie. Kids and adults alike love the creamy deliciousness of smoothies. They taste great and are packed with vitamins and minerals. If your smoothies are blended with nonfat/low fat milk or yogurt, they also include a blast of protein that keeps you feeling satisfied longer, and calcium to keep your bones strong.
- Smoothies can be prepared in five minutes or less so they are a perfect choice for breakfast when time is limited. Smoothies are also a healthy and filling snack any time of day.
- Especially for those of us who like sweets, smoothies are a healthy choice that will satisfy everyone's "sweet tooth." By adding the type of fruits you prefer, from sweet to tart, smoothies can be adapted to most any taste preference.
- For a boost of vitamins and minerals, greens like spinach or kale can also be blended into smoothies and besides turning the drink green, no one will be able to taste them.
- You can find this recipe and other delicious recipes, including ways to make healthy twists to traditional recipes by adding more fruits and vegetables and using healthier cooking methods, on the *Champions for Change* website: CaChampionsForChange.net.

Demonstrating Ranchero Dip with Vegetable Sticks and Baked Chips*

Try it now!

Use this food demonstration as a tool to attract media attention.

Pitch to media:

An interview and food demonstration with a *Champion* and/or staff expert conducting a food demo that aligns with special times of the year and incorporates Harvest of the Month fruits and vegetables. For example, media pitches could focus on the following:

- Helping kids eat better for back-to-school with lunch and after-school snack recipes and lunch-packing tips for fruits and vegetables.
- Creating healthy holiday side dishes using *Champions for Change* cookbook recipes. Include tips on steering clear of unhealthy foods and beverages at holiday parties and family gatherings.
- Trying recipes so easy that even kids can make them. Pair a *Champion* with one of their children for a segment on kids helping make meals for the family.

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Demonstrating Ranchero Dip with Vegetable Sticks and Baked Chips

When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.

Food demonstrations provide a fun opportunity for people to taste a variety of fruits and vegetables, either alone or by incorporating them into recipes.

The recipe for Ranchero Dip with Vegetable Sticks and Baked Chips can be found at CaChampionsForChange.net. The dip is a healthy snack for kids and is a good choice to serve to them after school. It is also one of the most popular recipes to demonstrate.

In this guide you will find the Ranchero Dip with Vegetable Sticks and Baked Chips recipe and a shopping list of ingredients for preparing it. Also included are instructions for:

- Where to hold a demonstration
- How much space you will need
- How to set up a demonstration
- Supplies to bring to prepare for and conduct the demonstration
- Talking points to use during the demonstration

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Ranchero Dip with Vegetable Sticks and Baked Chips

The Ranchero Dip with Vegetable Sticks and Baked Chips can be prepared in five minutes or less. The dip is tasty and is packed with protein. Paired with veggie sticks and baked chips it is nutritionally balanced providing vitamins and minerals that provide long-lasting energy.

Ingredients and Instructions

4 (15 oz.) cans of low fat or vegetarian refried beans

1 ½ cups salsa or pico de gallo

8 Tbsp. light sour cream

1 Tsp. hot sauce (optional)

16 cups vegetable sticks such as carrots, celery, cucumber, zucchini, pea pods, green beans, jicama, and bell pepper

8 cups baked tortilla chips

Spoon beans into a medium bowl.

Add salsa, sour cream, and hot sauce (optional) to beans. Stir well.

To serve: Place a small bowl filled with bean dip into the middle of a plate. Put the vegetable sticks and chips around the bowl. Serve immediately.

Shopping List

4 (15 oz.) cans of either low-fat or vegetarian refried beans

2 cups salsa or pico de gallo

1 (8 oz.) container light sour cream

1 small bottle hot sauce (optional)

Vegetables of choice (to total 16 cups), such as: carrots, celery, cucumber, zucchini, jicama, pea pods, green beans, bell pepper, etc.

2-3 large bags baked tortilla chips

Preparation time: 5 minutes

Serving size: 1/4 cup dip, 1/8 cup baked chips, 1/4 cup vegetables (Recipe is based on 64 servings. If more or fewer servings are needed, adjust the ingredients to fit your needs by using the Ingredient Quantities Calculator.)

Tip: Prepare the veggies and baked chips ahead of time and demonstrate making the dip on site. Consider making extra dip in advance as well so you can have some on hand in case the crowds are large.

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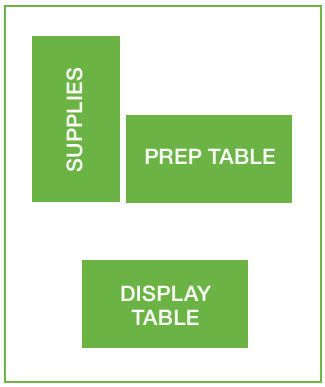
Demonstration Instructions

Preparing for the demonstration:
Before beginning the food demonstration, check with the appropriate local authority to determine whether a food handler certification is necessary.

Where to hold a demonstration:
Secure a spot to hold a food demonstration. Make sure it is in an area populated with people so they can see what you are doing and stop by for a taste. Consider areas such as a spot in the produce section of a grocery store, or a table among other exhibitors at a community event.

How much space is needed:
For the comfort of the presenter, either three 6-foot or 8-foot tables work best. One table can be used for the presenter's supplies, another to prepare the food, while the third table is used for distributing the samples and displaying *Champions for Change* materials.

How to set up the tables:
Try to set up the tables so the supplies and preparation tables are together with the display table somewhat set apart (see diagram).



Supplies to bring:
Bring two to three storage bins and a cooler chest, pre-packed with the supplies you will need for food preparation and serving as well as the ingredients you will need for your recipe.

Preparation:

- Three tablecloths to provide a cover for the tables (both to look pleasant and to make the demonstration more sanitary). Check with your Project Officer about where and how to purchase branded tablecloths.
- Aprons for presenters
- Hats or hairnets for presenters
- Plastic gloves for presenters
- Hand sanitizer or wipes
- Paper towels
- Coolers (to carry ingredients that need to stay cold)
- Ice packs
- Measuring cups
- Measuring spoons
- Large mixing bowl
- Large serving spoon
- Hand-held can opener
- Spatulas
- Containers with sealable lids for leftovers
- Cleaning spray

Serving:

- Sample cups or plates can be purchased in bulk, online, or locally, at Smart and Final or other restaurant supply stores
- Small plastic forks or spoons (as appropriate for the sample)
- Cocktail size napkins
- Recipe cards, cookbooks, or handouts appropriate for audience

Food Demonstration Talking Points

- When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.
- I am here today as part of the *Champions for Change Program*. For better health, we encourage you to fill half your plate with fruits and vegetables at each meal.
- It is easy to add fruits and veggies to meals and snacks, and they are delicious when served alone or in recipes. You can be better each day by rocking a rainbow of color and flavor from fresh, frozen, canned, and even dried fruits and vegetables.
- Today I am demonstrating how to make the delicious Ranchero Dip that both kids and adults love. It goes very well with cut-up vegetables or baked tortilla chips. I have some for each of you to try today.
- This dip takes only five minutes to prepare and it keeps well in the refrigerator so you can always have it on hand for snacking. It is an especially good snack to serve kids after school.
- The dip includes beans so it has a lot of protein which keeps you feeling full longer, plus lots of iron and fiber.
- The Ranchero Dip tastes great when served with many types of fresh veggies. You can cut up carrots, celery, cucumbers, peppers, zucchini, or jicama. You can even use fresh pea pods or green beans to scoop some dip.
- Veggies are great sources of vitamins and minerals that help kids grow in a healthy way. Eating a rainbow of colors of vegetables ensures kids are getting a good variety of vitamins and minerals.
- Keeping cut-up veggies like these available in the refrigerator is a good thing to do because kids naturally reach for whatever is easiest for them to find when they are hungry. Having the veggies pre-cut and ready to eat encourages kids to snack healthier.
- If you want to serve the dip with chips, try baked tortilla chips instead of the traditional fried kind. I have some baked chips with me today in case you would like to sample them. You can easily make them yourself by cutting tortillas and baking them at 275 degrees for about 20 minutes, or until they start to turn golden brown.
- You can find Ranchero Dip and other delicious recipes, including ways to make healthy twists to traditional recipes by adding more fruits and vegetables and using healthier cooking methods, on the *Champions for Change* website at CaChampionsForChange.net.

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Eat Better Template Pitch Letter

Pitch or "sell" your media event ideas to editors at daily and weekly newspapers, online news sites, television stations, and news and/or talk radio stations. This pitch letter can be adapted for use with any of the Eat Better promotions. As an example, pitching a spokesperson to demonstrate meal planning tips is included in the below letter. However, you can feel free to change the copy to tailor it for any pitch you choose.

Dear [INSERT FIRST NAME or EDITOR],

Alarmingly, in California, more than eight million adults and adolescents were estimated to be obese in 2014. That means that more than 25 percent of adults, and almost 15 percent of teens, are affected.[1] And while the prevalence is high among all Californians, obesity disproportionately affects people of color and of low income.[2] In fact, in [INSERT CITY or COUNTY], [INSERT SENTENCE WITH COUNTY STATS].

This [INSERT DATE], [INSERT FUNDED PARTNER] will be [INSERT ACTIVITY] to raise awareness about the importance of eating better by adding more fruits and vegetables into each meal as a way to help lower the risk of obesity and other serious health problems.

[INSERT A BRIEF PARAGRAPH WITH MORE DETAIL ABOUT YOUR PITCH.]

AN EXAMPLE FOR MEAL PLANNING: When families plan what they will eat for the week, not only do they eat healthier, but they also save money by not letting food go to waste. [NAME OF CITY/AREA] *Champion for Change* [INSERT NAME] would like to help your viewers eat healthier every day by demonstrating [HIS/HER] meal planning tips, including:

- Involve the whole family. Kids are more likely to eat fruits and vegetables they like, so be sure to include them when making the grocery list, or take them to the store to pick what to eat.
- Check what you have before you buy more. Use your cookbooks or visit websites like CaChampionsForChange.net to find recipes that build on what you have in the house.
- Use any calendar or create one on a piece of paper and write down what you will serve at each meal during the week. Be sure to add plenty of fruits and vegetables every day.
- Store food so it lasts until you need it. Proper storage will ensure fruits and vegetables do not go to waste before you can eat them.

I will follow up [WHEN], but in the meantime, please feel free to contact me at [INSERT PHONE NUMBER] for more information.

Best regards,

[INSERT NAME]

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[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.

[2] Wolstein, J., Babey, S. H., & Diamant, A. L. (2015). *Obesity in California.* Los Angeles, CA: UCLA Center for Health Policy Research.

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This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

Muestra de carta promocional de Comer Mejor

Promocione o "venda" sus ideas sobre eventos para medios a los editores de periódicos diarios y semanales, sitios de noticias en línea, estaciones de televisión, y estaciones de radio. Esta carta puede ser adaptada para ser utilizada con cualquiera de las promociones Comer Mejor. Por ejemplo, en la siguiente carta incluimos cómo promocionar a un portavoz para mostrar la planificación de comidas. Sin embargo, siéntase libre de cambiar el texto para adecuarlo a cualquier promoción que escoja.

Estimado(a) [INSERTAR EL NOMBRE O "EDITOR"],

De manera alarmante, en California se estimó que más de ocho millones de adultos y adolescentes eran obesos en 2014. Eso significa que más del 25 por ciento de los adultos y casi el 15 por ciento de los adolescentes se han visto afectados.[1] Y mientras que la prevalencia es alta entre todos los californianos, la obesidad afecta de manera desproporcionada a las personas de bajos ingresos.[2] De hecho, en [INSERTAR CIUDAD o CONDADO], [INSERTAR ORACIÓN CON ESTADÍSTICAS DEL CONDADO].

Este [INSERTAR FECHA], [INSERTAR ALIADO FINANCIADO] estará en [INSERTAR ACTIVIDAD] para crear conciencia sobre la importancia de comer mejor añadiendo más frutas y verduras en cada comida como una forma de ayudar a reducir el riesgo de la obesidad y otros serios problemas de salud.

[INSERTAR UN PÁRRAFO BREVE CON MÁS DETALLES SOBRE SU PROPUESTA.]

UN EJEMPLO DE PLANIFICACIÓN DE COMIDAS: Cuando las familias planean lo que van a comer durante la semana, no solo comen más saludable, sino que también ahorran dinero al no dejar que los alimentos se echen a perder. El/La *Campeón/Campeona del Cambio* [INSERTAR NOMBRE] de [NOMBRE DE CIUDAD/ÁREA] quiere ayudar a su público a comer más saludable todos los días mostrando sus consejos de planificación de comidas, incluyendo:

- Involucre a toda la familia. Los niños son más propensos a comer las frutas y verduras que les gustan, así es que asegúrese de incluirlos cuando haga la lista de compras o llévelos a la tienda para que ellos mismos escojan lo que van a comer.
- Revise lo que tiene antes de comprar más. Utilice sus libros de recetas o visite sitios web tales como CampeonesDelCambio.net para encontrar recetas que le permitan utilizar lo que ya tiene en casa.
- Utilice cualquier calendario o cree uno en un pedazo de papel y escriba lo que servirá en cada comida durante la semana. Asegúrese de añadir bastante frutas y verduras cada día.

[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.
[2] Wolstein, J., Babey, S. H., & Diamant, A. L. (2015). *Obesity in California.* Los Angeles, CA: UCLA Center for Health Policy Research.

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- Almacene los alimentos para que duren hasta que los necesite. El almacenamiento apropiado evita que las frutas y verduras se echen a perder antes de que las pueda comer.

Me pondré en contacto con usted el [CUÁNDO], pero mientras tanto, no dude en contactarme al [INSERTAR NÚMERO TELEFÓNICO] para más información.

Saludos cordiales,

[INSERTAR NOMBRE]

CHAMPIONS for CHANGE™

FOR IMMEDIATE RELEASE
[DATE]
CONTACT: [INSERT NAME]
[INSERT PHONE NUMBER]
[INSERT EMAIL ADDRESS]

[FUNDED PARTNER] AND *CHAMPIONS FOR CHANGE* HOST [EVENT TITLE] TO ENCOURAGE [RESIDENTS] TO EAT BETTER

[INSERT ONE LINE SUMMARY OF EVENT FOCUS, SUCH AS: "Meal Planning and Prepping Activities Help Shoppers Improve Health and Save Money"]

([CITY], Calif.) – Community leaders and families joined [FUNDED PARTNER] today for [NAME OF EVENT] to show [RESIDENTS] how to eat better by adding more fruits and vegetables into each meal to help lower the risk of obesity and other serious health problems. As a part of the statewide *Be Better* campaign from *Champions for Change*, [ADDITIONAL INFORMATION ON THE PROMOTION, SUCH AS:]

> [FUNDED PARTNER] and [RETAILER] partnered for a special Eat Better promotion to encourage shoppers to add more fruits and vegetables to their meals and snacks. The promotion featured a variety of demonstrations on meal planning and proper food storage from experts, including nutritionists and [RETAILER'S produce manager]. Shoppers also received free *Champions for Change* cookbooks and sampled healthy recipes like Asian Chicken Lettuce Cups and Two Bean and Corn Salad.
>
> [FUNDED PARTNER] and [COMMUNITY PARTNER] hosted an Eat Better promotion to encourage residents to grow their own fruits and vegetables to eat healthier. Local *Champions for Change* demonstrated how to create gardens in a variety of containers, such as pots, empty milk cartons, and cans, and also showed off their community garden plots. Attendees received instructions and seed packets to take home and also sampled recipes from *Champions for Change* cookbooks, featuring freshly picked fruits and vegetables from the [COMMUNITY GARDEN].

[INSERT QUOTE FROM YOUR ORGANIZATION RELATED TO EVENT, SUCH AS: "Meal prepping increases the amount of fruits and vegetables families eat every day and it also can save money," said [SPOKESPERSON NAME, TITLE, ORGANIZATION]. "Today we offered tools and hands-on learning to help moms and dads make small changes and good choices that will stretch the food they buy into a week's worth of healthy meals for their families."]

In California, more than eight million adults and adolescents were estimated to be obese in 2014. That means that more than 25 percent of adults and almost 15 percent of teens are affected.[1] Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes.[2] By

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providing tools like [INSERT REFERENCE RELATED TO EVENT, SUCH AS: how to plan meals] along with other ways to eat better, [FUNDED PARTNER] and *Champions for Change* continue to stem the obesity epidemic by giving residents the tools they need to make good health a priority.

[INSERT DETAILS RELATED TO EVENT GOAL, SUCH AS: During the event, [NAME] provided these tips to eat better through meal planning:

- Involve the whole family. Kids are more likely to eat fruits and vegetables they like, so be sure to include them in making the grocery list or take them to the store to pick what to eat.
- Check what you have before you buy more. Use your cookbooks or visit websites like www.CaChampionsForChange.net to find recipes that build on what you have in the house.
- Use any calendar or create one on a piece of paper and write down what you will serve at each meal during the week. Be sure to add plenty of fruits and vegetables every day.
- Store food so it lasts until you need it. Proper storage will ensure fruits and vegetables do not go to waste before you can eat them.

[INSERT QUOTE FROM EVENT ATTENDEE, SUCH AS: "I've heard about meal planning services, and they look like a great way to make healthier meals, but they just aren't in my budget. Today I got some simple ideas that I started using right away to get ready for the week," said [SHOPPER'S NAME], a mother of three children from [CITY]. "I even let my kids pick fruits they like for lunch and after-school snacks, which will make lunch packing in the morning that much easier!"

The CaChampionsForChange.net website features stories about families like [NAME JUST MENTIONED] who are finding ways to be better every day, including eating healthier, getting active, and drinking water instead of sugary drinks. [NICKNAME FOR LOCAL RESIDENTS] can also follow *Champions for Change* on Facebook, Pinterest, and Instagram for tons of creative ideas, helpful resources, and delicious recipes to support families on the path to better health.

For more information about the California *Champions for Change* campaign, or to learn how to become a *Champion for Change*, visit www.CaChampionsForChange.net

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[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.

[2] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine,155(5),* 292-299.

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PARA PUBLICACIÓN INMEDIATA
[INSERTAR FECHA]

CONTACTO: [INSERTAR NOMBRE]
[INSERTAR TELÉFONO]
[INSERTAR CORREO ELECTRÓNICO]

[ALIADO FINANCIADO] Y *CAMPEONES DEL CAMBIO* PRESENTAN [NOMBRE DEL EVENTO] PARA ANIMAR A LOS [RESIDENTES] A COMER MEJOR

[INSERTAR UN RESUMEN DE UNA LÍNEA SOBRE EL ENFOQUE DEL EVENTO, POR EJEMPLO: "La planificación y preparación de comidas ayuda a los compradores a mejorar su salud y a ahorrar dinero"]

([CIUDAD], Calif.) – Líderes comunitarios y familias se unieron a [ALIADO FINANCIADO] hoy en [NOMBRE DEL EVENTO] para mostrar a los [RESIDENTES] cómo comer mejor añadiendo más frutas y verduras en cada comida para ayudar a reducir el riesgo de la obesidad y otros serios problemas de salud. Como parte de la campaña publicitaria *Ser Mejor* de Campeones del Cambio, [INFORMACIÓN ADICIONAL SOBRE LA PROMOCIÓN, POR EJEMPLO:]

> [ALIADO FINANCIADO] y [MERCADO] colaboraron en la promoción especial Comer Mejor para exhortar a los compradores a añadir más frutas y verduras a sus comidas y bocadillos. La promoción incluyó una variedad de demostraciones sobre la planificación de comidas y la forma correcta de almacenar alimentos, con la participación de expertos incluyendo nutriólogos y [el gerente del departamento de frutas y verduras del MERCADO]. Los compradores también recibieron libros de recetas de *Campeones del Cambio* gratuitos y probaron recetas saludables como Rollitos de Pavo con Aguacate y Ensalada Rallada de Fruta Fresca.
>
> [ALIADO FINANCIADO] y [COLABORADOR COMUNITARIO] presentaron la promoción Comer Mejor para animar a los residentes a cultivar sus propia frutas y verduras para comer más saludable. *Los Campeones del Cambio* mostraron cómo crear jardines en una variedad de recipientes vacíos tales como ollas, cartones de leche y latas, y también presumieron sus huertos comunitarios. Los participantes recibieron instrucciones y paquetes con semillas para llevar a casa y también probaron recetas de los libros de recetas de Campeones del Cambio preparadas con frutas y verduras recién cosechadas del [HUERTO COMUNITARIO].

[INSERTAR CITA DE SU ORGANIZACIÓN RELACIONADA AL EVENTO, POR EJEMPLO: "La preparación de comidas aumenta la cantidad de frutas y verduras que las familias comen cada día y también puede ahorrar dinero," dijo [NOMBRE, TÍTULO Y ORGANIZACIÓN DEL PORTAVOZ]. "Hoy ofrecimos herramientas

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y aprendizaje práctico para ayudar a madres y padres a hacer cambios pequeños y a tomar buenas decisiones que harán rendir los alimentos que compran para poder crear comidas saludables para sus familias por toda una semana.”]

En California se estimó que más de ocho millones de adultos y adolescentes eran obesos en 2014. Eso significa que más del 25 por ciento de los adultos y casi el 15 por ciento de los adolescentes se han visto afectados.[1] Las investigaciones han indicado que tener un peso normal reduce significativamente el riesgo de desarrollar la diabetes tipo 2.[2] Proporcionando herramientas como [INSERTAR REFERENCIA RELACIONADA AL EVENTO, POR EJEMPLO: cómo planificar comidas] además de otras ideas para comer mejor, [ALIADO FINANCIADO] y *Campeones del Cambio* continúan deteniendo la epidemia de la obesidad, proporcionando a los residentes las herramientas que necesitan para hacer que la buena salud sea una prioridad.

[INSERTAR DETALLES RELACIONADOS CON LAS METAS DEL EVENTO, POR EJEMPLO: Durante el evento, [NOMBRE] proporcionó estos consejos para comer mejor mediante la planificación de comidas:

- Involucre a toda la familia. Los niños son más propensos a comer las frutas y verduras que les gustan, así es que asegúrese de incluirlos cuando haga la lista de compras o llévelos a la tienda para que ellos mismos escojan lo que van a comer.
- Revise lo que tiene antes de comprar más. Utilice sus libros de recetas o visite sitios web tales como CampeonesDelCambio.net para encontrar recetas que le permitan utilizar lo que ya tiene en casa.
- Utilice cualquier calendario o anote en un pedazo de papel y escriba lo que servirá en cada comida durante la semana. Asegúrese de añadir bastante frutas y verduras cada día.
- Almacene los alimentos para que duren hasta que los necesite. El almacenamiento apropiado evita que las frutas y verduras se echen a perder antes de que las pueda comer.

[INSERTAR CITA DE PERSONA QUE ESTUVO PRESENTE EN EL EVENTO, POR EJEMPLO: “Yo he oído hablar sobre los servicios de planificación de comidas, y parece que son excelentes opciones para preparar comidas más saludables, pero simplemente no están dentro de mi presupuesto. Hoy me dieron ideas simples que empecé a utilizar inmediatamente para estar lista para la semana,” dijo [NOMBRE DE LA COMPRADORA], madre de [NUMBERO DE NINOS] niños de [CIUDAD]. “¡Hasta dejé que mis niños escogieran las frutas y verduras que les gustan para el almuerzo y para los bocadillos después de la escuela, y por eso sé que ahora será más fácil empacar el almuerzo por las mañanas!”

El sitio web CampeonesDelCambio.net incluye historias sobre familias como [NOMBRE ANTES MENCIONADO] que están encontrando maneras para ser mejor todos los días, incluyendo comer más saludable, hacer actividad física, y tomar agua en vez de bebidas azucaradas. Los [RESIDENTES] también pueden seguir a *Champions for Change* en Facebook y Pinterest para obtener un montón de ideas creativas, útiles recursos y deliciosas recetas para apoyar a las familias que desean emprender el camino hacia una salud mejor.

Para más información sobre el programa *Campeones del Cambio* de California, o para aprender cómo convertirse en un *Campeón del Cambio*, visite CampeonesDelCambio.net.

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[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.
[2] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine,155(5),* 292-299.

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CHAMPIONS for CHANGE™

CONTACT: [INSERT NAME]
[INSERT PHONE NUMBER]
[INSERT EMAIL ADDRESS]

MEDIA ADVISORY

[FUNDED PARTNER] AND *CHAMPIONS FOR CHANGE* HOST [EVENT TITLE] TO ENCOURAGE [RESIDENTS] TO EAT BETTER

[INSERT ONE LINE SUMMARY OF EVENT FOCUS, SUCH AS: "Meal Planning and Prepping Activities Help Shoppers Improve Health and Save Money"]

WHAT: Community leaders and families joined [FUNDED PARTNER] today for [NAME OF EVENT] to show [RESIDENTS] how to eat better by adding more fruits and vegetables into each meal to help lower the risk of obesity and other serious health problems. [ADDITIONAL INFORMATION ON THE PROMOTION, SUCH AS: [RETAILER] will help with a special Eat Better promotion to encourage shoppers to add more fruits and vegetables to their meals and snacks. The promotion features a variety of demonstrations on meal planning and proper food storage from experts, including, nutritionists and [RETAILER'S] produce manager. Shoppers also will receive free *Champions for Change* cookbooks and sample healthy recipes.

VISUALS: Adults and children taking part in meal planning and cooking activities, including: [THREE TO FOUR BULLETS LIKE EXAMPLES BELOW]

- Learning how to:
  - Choose and plan meals for a week.
  - Shop for and choose the right amount of food.
  - Prepare food for meals.
  - Best ways to store food to prevent spoilage and make it last.
- Participating in cooking demonstrations and sampling healthy recipes.
- Taking home cookbooks, recipe cards, and other healthy giveaway items.

WHEN: [DATE]
[TIME – including best time for media to attend if event is being held over several hours]

WHERE: [LOCATION NAME]
[ADDRESS]
[PARKING INFORMATION]

WHO: [BULLETED LIST OF SPEAKERS, PROMINENT FIGURES, AND/OR ORGANIZATIONS ATTENDING EVENT AND AVAILABLE FOR INTERVIEWS]

WHY: Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes.[1] [INSERT REFERENCE RELATED TO EVENT, SUCH AS: as a result of sharing meal planning tips] along with other ways to eat better, [FUNDED PARTNER] and *Champions for Change* continue to stem the obesity epidemic by giving residents the tools they need to make good health a priority.

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[1] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine, 155(5),* 292-299.

CDPH California Department of PublicHealth

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CAMPEONES del CAMBIO™

CONTACTO: [INSERTAR NOMBRE]
[INSERTAR TELÉFONO]
[INSERTAR CORREO ELECTRÓNICO]

AVISO DE MEDIOS

[ALIADO FINANCIADO] Y *CAMPEONES DEL CAMBIO* PRESENTAN [NOMBRE DEL EVENTO] PARA ANIMAR A LOS [RESIDENTES] A COMER MEJOR

[INSERTAR UN RESUMEN DE UNA LÍNEA SOBRE EL ENFOQUE DEL EVENTO, POR EJEMPLO: "La planificación y preparación de comidas ayuda a los compradores a mejorar su salud y a ahorrar dinero"]

QUÉ: Líderes comunitarios y familias se unieron a [ALIADO FINANCIADO] hoy en [NOMBRE DEL EVENTO] para mostrar a los [RESIDENTES] cómo comer mejor añadiendo más frutas y verduras en cada comida para ayudar a reducir el riesgo de la obesidad, la presión alta y la diabetes tipo 2. [INFORMACIÓN ADICIONAL SOBRE LA PROMOCIÓN, POR EJEMPLO: Mediante la promoción especial Comer Mejor, [MERCADO] animará a los compradores a añadir más frutas y verduras a sus comidas y bocadillos. La promoción incluye una variedad de demostraciones sobre la planificación de comidas y la forma correcta de almacenar alimentos, y cuenta con la participación de expertos incluyendo nutriólogos y el gerente del departamento de frutas y verduras de [MERCADO]. Los compradores también recibirán libros de recetas de *Campeones del Cambio* gratuitos y probarán recetas saludables.

IMÁGENES: Adultos y niños participando en la planificación de comidas y actividades de cocina, incluyendo: [DE TRES A CUATRO PUNTOS COMO EN LOS SIGUIENTES EJEMPLOS]

- Aprendiendo a:
  - Escoger y planificar comidas para la semana.
  - Ir de compras y escoger la cantidad de comida adecuada.
  - Preparar los alimentos para las comidas.
  - Almacenar los alimentos para evitar que se echen a perder y hacer que duren más.
- Participando en demostraciones de cocina y probando recetas saludables.
- Llevando a casa libros de recetas, tarjetas de recetas y otros artículos gratuitos sobre la salud.

CUÁNDO: [FECHA]
[HORA – incluyendo el mejor momento para que los medios estén presentes si el evento dura varias horas]

DÓNDE: [NOMBRE DEL LUGAR]
[DIRECCIÓN]
[INFORMACIÓN SOBRE ESTACIONAMIENTO]

QUIÉN: [LISTA DE ORADORES, FIGURAS PROMINENTES, Y/O ORGANIZACIONES QUE ASISTIRÁN AL EVENTO Y ESTARÁN DISPONIBLES PARA DAR ENTREVISTAS]

CDPH California Department of PublicHealth

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PORQUÉ: Las investigaciones han indicado que tener un peso normal reduce significativamente el riesgo de desarrollar la diabetes tipo 2.[1] [INSERTAR REFERENCIA RELACIONADA AL EVENTO, POR EJEMPLO: Compartiendo consejos para planificar comidas] además de otras ideas para comer mejor, [ALIADO FINANCIADO] y *Campeones del Cambio* continúan deteniendo la epidemia de la obesidad, proporcionando a los residentes las herramientas que necesitan para hacer que la buena salud sea una prioridad.

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[1] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine, 155(5),* 292-299.

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CHAMPIONS for CHANGE™

EAT BETTER [CITY/COUNTY/AREA]
MESSAGE POINTS

Message 1 – *What are you doing?*

- Eat Better is part of *Be Better [CITY/COUNTY/AREA]*, a new statewide campaign from the California *Champions for Change* program that delivers a simple message on healthy living: "You don't have to be perfect, just be better." The *Be Better* campaign is designed to inspire and motivate individuals and families to adopt small changes today for a healthier tomorrow.

- Today [FUNDED PARTNER] is raising awareness here in [CITY/COUNTY/AREA] about the importance of eating better by adding more fruits and vegetables into each meal by [INSERT HOW EAT BETTER IS BEING CELEBRATED]. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and provide energy for our bodies to help us stay active each day. They also help lower the risk of obesity and other serious health problems.

Message 2 – *What is Be Better about?*

- We know change is hard, and that is why with *Be Better [CITY/COUNTY/AREA]* we are encouraging everyone to not worry about being perfect, and instead just try to be better. Making small changes day by day can soon add up to big health improvements. At today's event we are helping [NICKNAME FOR LOCAL RESIDENTS] get started with ways to be better every day, like eating healthier, getting active, and drinking water instead of sugary drinks.

Message 3 – *What are some of the ways to Be Better?*

- Remember, it's not about perfection; it's about trying your best to make better, healthier choices for your family every day. Start the day by walking your kids to school. Instead of chips for your afternoon snack, munch on crunchy carrots and celery. For dinner, why not put a big pitcher of fruit-infused water on the table for everyone to enjoy? Day by day, these small changes will add up to help you reach your health goals.

Message 4 – *Where can I get more information?*

- We have even more creative ideas, helpful resources, and delicious recipes at www.CaChampionsForChange.net.

CDPH California Department of PublicHealth

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COMER MEJOR [CIUDAD/CONDADO/ÁREA]

MENSAJES CLAVE

Mensaje 1 – *¿Qué estás haciendo?*

- Comer Mejor es parte de *Ser Mejor [CIUDAD/CONDADO/ÁREA]*, una nueva campaña publicitaria del programa Campeones del Cambio de California que comunica un simple mensaje para vivir una vida saludable: "No tienes que ser perfecto, sino ser mejor". La campaña *Ser Mejor* está diseñada para inspirar y motivar a individuos y familias a adoptar pequeños cambios hoy para una mañana más saludable.

- Hoy [ALIADO FINANCIADO] está creando conciencia aquí en [CIUDAD/CONDADO/ÁREA] sobre la importancia que tiene el comer mejor, añadiendo más frutas y verduras en cada comida [AGREGAR CÓMO ESTÁN CELEBRANDO COMER MEJOR]. Las frutas y verduras son deliciosas, son una fuente de fibra, vitaminas y minerales baja en calorías, y proporcionan energía para que nuestros cuerpos nos ayuden a mantenernos activos cada día. También ayudan a reducir el riesgo de la obesidad, la presión alta y la diabetes tipo 2.

Mensaje 2 – *¿De qué se trata Ser Mejor?*

- Nosotros sabemos que hacer cambios no es fácil, y por esa razón con Ser Mejor [CIUDAD/CONDADO/ÁREA] estamos animando a todos a que no se preocupen por ser perfectos, sino que simplemente traten de ser mejor. Realizando pequeños cambios día a día pronto resultan en grandes mejoras de salud. En el evento de hoy estamos ayudando a los [RESIDENTES] a dar un inicio con distintas ideas para ser mejor cada día, como comer más saludablemente, ser activo y tomar agua en vez de bebidas azucaradas.

Mensaje 3 – *¿Cuáles son algunas maneras de Ser Mejor?*

- Recuerda, no se trata de perfección; lo más importante es hacer todo lo posible para tomar mejores decisiones para tu salud y para la de tu familia, todos los días. Empieza tu día caminando con tus hijos a la escuela. En vez de papitas para tu bocadillo en la tarde, come pepinos o sandia. Para la cena, ¿por qué no pones en la mesa un jarrón grande de agua con infusión de fruta para que todos la disfruten? Día a día, estos pequeños cambios se suman para ayudarte a realizar tus metas de salud.

Mensaje 4 – *¿Dónde puedo obtener más información?*

- Tenemos aún más ideas creativas, útiles recursos y deliciosas recetas en CampeonesDelCambio.net.

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Eat Better Backgrounder*

The *Be Better* campaign from the California *Champions for Change Program* is part of an ongoing effort to improve the health of families and communities in California, especially those that are at greater risk of obesity, high blood pressure, and type 2 diabetes.[1] Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes. *Be Better* was created to inspire and motivate individuals and families to adopt small changes for a healthier tomorrow through a simple message: "You don't have to be perfect, just be better."

Eat Better is the promotional theme for activities conducted to **increase fruit and vegetable consumption**. Remember, when we eat better, we also feel and look better. Use the activities in the Eat Better section of the field guide as fun ways to engage with your community and share that fruits and vegetables not only taste great, they are also low-calorie sources of fiber, vitamins, and minerals. They also help lower our risk of obesity and other serious health problems.

Californians can visit CaChampionsForChange.net or follow *Champions for Change* on Facebook, Twitter, Pinterest, and Instagram to read stories about families who are leading healthier lives with the *Be Better* approach, and for creative ideas, helpful resources, and delicious recipes to support families on the path to better health.

The Champions for Change *Be Better* campaign was created and produced for the California Department of Public Health, Nutrition Education and Obesity Prevention Branch (NEOPB) with funding provided by the United States Department of Agriculture Supplemental Nutrition Assistance Program-Education (SNAP-Ed), known in California as CalFresh. Since 1997, *Champions for Change* has focused on improving health among low-income Californians who are at greater risk of obesity and other serious health problems. For more information, visit CaChampionsForChange.net.

[1] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine,* 155(5), 292-299.

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CHAMPIONS for CHANGE™

EAT BETTER SOCIAL MEDIA POST RECOMMENDATIONS

Hashtags: #CAChampionsForChange #BeBetter #EatBetter

CHANNEL	POST
FACEBOOK/ INSTAGRAM	You don't have to be perfect, just be better! Join us on [DATE] to learn how to eat better with more fruits and vegetables. You will learn lots of tips like [INSERT REFERENCE TO FOCUS OF EVENT SUCH AS: how to plan meals] to eat better and save money. Get all the information here: [INSERT LINK TO CALENDAR OR REGISTRATION PAGE]. #CAChampionsForChange #BeBetter #EatBetter [INCLUDE IMAGE OF FAMILY EATING FRUITS AND VEGETABLES]
	Even small changes can add up to big health benefits, like eating better with fruits and vegetables at each meal. Come learn more on [DATE] at [EVENT]. [INSERT LINK TO CALENDAR OR REGISTRATION PAGE] #CAChampionsForChange #BeBetter #EatBetter [INCLUDE PHOTO OF MYPLATE SHOWING FRUITS AND VEGETABLES]
	Did you know some fruits and vegetables stay fresh longer if they are not stored near each other? Learn about how to make produce last and other tips to eat better for better health. For more tips, visit [INSERT WEBSITE]. #CAChampionsForChange #BeBetter #EatBetter [INCLUDE PHOTO OF KEEPING PRODUCE FRESH TIP SHEET]
	Growing fruits and vegetables is easier than you think. Produce can be grown in small spaces, when planted in small containers. For tips about how to grow your own produce, visit [INSERT WEBSITE]. #CAChampionsForChange #BeBetter #EatBetter [INCLUDE PHOTO OF FAMILY GARDENING, OR PHOTO OF VEGETABLES GROWING IN CONTAINERS]
	Join us today at [INSERT LOCATION] from [INSERT TIME RANGE] to sample [NAME OF RECIPE] and learn how to add more fruits and vegetables to each meal. In season fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals, and provide energy for our bodies to help us stay active each day! #CAChampionsForChange #BeBetter #EatBetter

CDPH California Department of PublicHealth

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EAT BETTER SOCIAL MEDIA POST RECOMMENDATIONS

Hashtags: #CAChampionsForChange #BeBetter #EatBetter

	[INCLUDE PHOTO OF THE RECIPE BEING SAMPLED]
TWITTER	Ready to #EatBetter by adding more fruits & veggies to each meal? Come & learn tips about eating better with [INSERT FOCUS OF EVENT SUCH AS: meal planning]. [LINK TO FUNDED PARTNER'S CALENDAR FOR EAT BETTER EVENT]. #CAChampionsForChange
	Small changes add up to big health benefits. #EatBetter by adding fruits & veggies to each meal. [LINK TO PRESS RELEASE] [INCLUDE PHOTO OF MYPLATE SHOWING FRUITS AND VEGETABLES]
	Learn great ways to #EatBetter by growing your own produce – even in small spaces. [LINK TO STARTING A GARDEN TIP SHEET]. #CAChampionsforChange #BeBetter
	Make your produce last longer by learning how to store fruits and vegetables for freshness. [LINK TO KEEPING PRODUCE FRESH TIP SHEET]. #CAChampionsforChange #BeBetter #EatBetter
	Rock a rainbow of fruits and veggies for color, flavor, and nutrition! More #EatBetter tips: [LINK TO WEBSITE] #CAChampionsForChange #BeBetter [INCLUDE IMAGE OF RAINBOW MADE WITH FRUITS AND VEGGIES OR PLATE OF COLORFUL FRUITS AND VEGGIES]

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RECOMENDACIONES DE MENSAJES SOBRE COMER MEJOR PARA LAS REDES SOCIALES

Etiquetas: #CampeonesDelCambio #SerMejor #ComerMejor

CANAL	MENSAJE
FACEBOOK/ INSTAGRAM	Acompáñanos el [FECHA] para aprender cómo comer mejor con más frutas y verduras. Aprenderás muchos consejos tales como [INSERTAR REFERENCIA AL ENFOQUE DEL EVENTO, POR EJEMPLO: cómo planificar comidas] para comer mejor y ahorrar dinero. Obtén toda la información aquí: [INSERTAR ENLACE AL CALENDARIO O PÁGINA DE INSCRIPCIÓN]. #CampeonesDelCambio #SerMejor #ComerMejor [INCLUIR IMAGEN DE FAMILIA COMIENDO FRUTAS Y VERDURAS]
	Hasta los cambios pequeños pueden crear grandes beneficios de salud, tales como comer mejor con frutas y verduras en cada comida. Ven a aprender el [FECHA] en [EVENTO]. [INSERTAR ENLACE AL CALENDARIO O PÁGINA DE INSCRIPCIÓN]. #CampeonesDelCambio #SerMejor #ComerMejor [INCLUIR FOTO DE MIPLATO MOSTRANDO FRUTAS Y VERDURAS]
	¿Sabías que algunas frutas y verduras permanecen frescas por más tiempo si no las almacenas cerca unas de las otras? Aprende cómo hacer que las frutas y verduras duren más y obtén otros consejos para comer mejor y así tener mejor salud. Para más consejos, visite [INSERTAR SITIO WEB]. #CampeonesDelCambio #SerMejor #ComerMejor [INCLUIR FOTO DE HOJA DE CONSEJOS SOBRE CÓMO MANTENER FRESCAS LAS FRUTAS Y VERDURAS]
	Cultivar frutas y verduras es más fácil de lo que piensas. Puedes hacer que crezcan en lugares pequeños si las plantas en contenedores pequeños. Para obtener consejos sobre cómo cultivar tus propias frutas y verduras, visita [INSERTAR SITIO WEB]. #CampeonesDelCambio #SerMejor #ComerMejor [INCLUIR FOTO DE FAMILIA HACIENDO JARDINERÍA, O FOTO DE VERDURAS CRECIENDO EN CONTENEDORES]

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RECOMENDACIONES DE MENSAJES SOBRE COMER MEJOR PARA LAS REDES SOCIALES

Etiquetas: #CampeonesDelCambio #SerMejor #ComerMejor

	Acompáñanos en [INSERTAR LUGAR] de [INSERTAR INTERVALO DE TIEMPO] para probar [NOMBRE DE RECETA] y aprender cómo añadir más frutas y verduras a cada comida. ¡Las frutas y verduras de temporada son deliciosas, son una fuente de fibra, vitaminas y minerales baja en calorías, y proporcionan energía para que nuestros cuerpos nos ayuden a mantenernos activos cada día! #CampeonesDelCambio #SerMejor #ComerMejor [INCLUIR FOTO DE PERSONAS PROBANDO RECETA]
TWITTER	¿Lista para #ComerMejor con más frutas y verduras en cada comida? Ven a aprender cómo en: [ENLACE AL CALENDARIO DEL ALIADO FINANCIADO PARA EVENTO DE COMER MEJOR]. #CampeonesDelCambio
	Para #ComerMejor añade frutas y verduras en cada comida. [ENLACE A COMUNICADO DE PRENSA] [INCLUIR FOTO DE MIPLATO MOSTRANDO FRUTAS Y VERDURAS]
	Aprende excelentes maneras de #ComerMejor cultivando tus propias frutas y verduras. [ENLACE A CARTILLA SOBRE CÓMO EMPEZAR UN JARDÍN DE VERDURAS]. #CampeonesDelCambio #SerMejor
	Haz que tus frutas y verduras duren más. Aprende a almacenarlas. [ENLACE A CARTILLA CON CONSEJOS SOBRE CÓMO MANTENER FRESCAS LAS FRUTAS Y VERDURAS]. #CampeonesDelCambio #SerMejor #ComerMejor
	¡Come un arcoíris de frutas y verduras! Más ideas en: [ENLACE AL SITIO WEB] #CampeonesDelCambio #SerMejor #ComerMejor [INCLUIR IMAGEN DE ARCOÍRIS HECHO DE FRUTAS Y VERDURAS O PLATO DE FRUTAS Y VERDURAS COLORIDAS]

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Champions for Change *Be Better* Field Guide Event and Media Planning Timeline*

Planning Your Event

2-3 Months Prior to Event

- Determine event concept and the following:
  - Event activities
  - Approximate number of people who will attend
  - Potential event location(s)
- Decide upon possible event partners and contact them to define interest/roles.
- Visit potential event location(s) to decide where to hold event.
- Develop event budget.
- Determine potential need for outside vendors and contact for quotes.
- Determine people's roles at event.
- Invite specific individuals to handle specific roles at event.

1 Month Prior to Event

- Reconfirm event venue and conduct site visit to verify logistics.
- Reconfirm the roles of vendors and individuals at event; send them event timing/location, speaking points, etc.

Suggested Media Distribution Calendar

4-6 Weeks Prior to Your Event

Schedule Social Media Posts

- Approximately 4-6 weeks before your event, determine which social media channels you will use and schedule when you will post on those channels. For example, determine how often you will post on specific channels and which posts you will use. Consider creating a social media calendar and plan when you will post your copy, including the time and the image that will accompany the text and the hashtags.

2 Weeks Prior to Your Event

Distribute Media Advisory

- Two weeks before your event, send your media advisory to the following local media outlets:
  - Daily Newspapers – Send to City Desk or Managing Editor. Also send to Health or Local News Reporter, if one exists.
  - Weekly Newspapers – Send to Managing Editor or News Editor. Also send to Health or Local News Reporter, if one exists.
  - Online News Sites – Send to Editor or Health Reporter.
  - Television Stations – Send to Assignment Desk Editor and Health Reporter and/or Health Producer, if one exists.
  - News and/or Talk Radio Stations – Send to Assignment Desk Editor and Health Reporter, if one exists.

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1 Week Prior to Your Event

Make Media Follow-up Calls and Redistribute Media Advisory if Necessary

- One week before your event, call the specific editors and/or reporters you targeted with the media advisory to ensure they have information about your event.
  - Ensure that you succinctly highlight the most newsworthy things taking place at the event when you speak with them to interest them in covering your event.
- Be prepared to redistribute the media advisory to them if necessary.
- If you do not reach them by phone, leave a 30-second or less voicemail message noting the top-line points about your event and mention that you will be re-sending them the media advisory so they can easily find it in their email inbox. Then resend the media advisory with the notice "Following Up" inserted prior to the headline copy you had in the subject line.

1 Day Prior to Your Event

Make Media Follow-up Calls and Redistribute Media Advisory if Necessary

- One day before your event, again call the specific editors and/or reporters you targeted with the media advisory to find out if they have decided to cover your event.
- If you do not reach them by phone, leave a 30-second or less voicemail message noting the top-line points about your event and mention that you will be resending them the media advisory so they can easily find it in their email inbox. Then resend the media advisory with the notice "EVENT TOMORROW" inserted prior to the headline copy you had in the subject line.

Event Day

Make Last Minute Media Follow-up Calls and Redistribute Media Advisory if Necessary

- On the morning of your event, again call the specific editors and/or reporters you targeted with the media advisory to find out if they have decided to cover your event.
- If you do not reach them by phone, you may choose to leave a brief voicemail message noting the top-line points about your event and mention that you will be resending them the media advisory so they can easily find it in their email inbox. Then resend the media advisory with the notice "EVENT TODAY" inserted prior to the headline copy you had in the subject line.

Be Prepared to Assist Reporters Who Attend Your Event

- Have copies of your press release on hand (preferably in an envelope or folder with your business card) to provide to reporters or camera operators who cover your event. If available, include print outs of important supporting materials, including a fact sheet, event program, and list of speakers and spokespeople.
- Reporters are on tight deadlines and do not have a lot of time in the field, so have spokespeople prepared and easy to access for interviews with reporters.

Have Event Photos and Captions Ready to Send to Reporters

- Assign someone to take photos at your event (using a digital camera), and prepare them in advance with a "shot list," a list of the types of photos you would like them to take. Choose one or two photos that best convey the spirit of your event to send to reporters who could not attend but may be interested in publishing your press release or photo with caption.

- Have a template caption ready to send to the reporter along with the photo. You can typically use the information contained in the first paragraph of the press release to begin the caption, and leave a space to insert the names of the people in the picture you send (which you should make sure to indicate and list from left to right).
- Sometimes reporters require photos on the same day of the event and other times they need them the following day. Be prepared to turn these photos around quickly by email so you do not miss out on media opportunities.

1 Day After Your Event

Send Event Photos and Captions to Weekly Newspapers and Online News Sites

- Call editors at weekly newspapers to ask if they would like to receive a photo from your event. If so, either use the photo you sent to news sites the day before, or choose a new one that is specific to their coverage area (possibly featuring someone from a specific community) to send along with a caption.

Play Better Media Pitching Overview*

Play Better is the promotional theme for activities conducted to promote **daily physical activity**. For better health, adults need 150 minutes a week and kids need 60 minutes of active play every day. Many of the activities in the Play Better section of the Field Guide can be pitched as a story to local media and/or promoted in a way that media would be interested in covering. We have provided many ideas below. Also included in this section are template media materials, available in both English and Spanish, which can be adapted to work with any of the promotions.

Play Better Media Opportunities

Below are several ideas about how you can use the Play Better activities in this section to attract media interest and coverage of your promotions.

Community Playbook

Pitch the community-wide creation of the Playbook, including ideas such as:

- Partner with local elected officials and community leaders to lead community members on a walking tour of local landmarks. Include maps of the route along with photos and history of the landmarks in the Playbook. You can also turn this into a scavenger hunt challenge for families to see how many of the landmarks they can find without a map.
- Coordinate a community cleanup of neighborhoods or parks to increase the number of safe places to play referenced in the Playbook.
- Match local firefighters or police officers with afterschool program kids to create fun, safety-themed obstacle courses that test skills and get the heart pumping. Create a "how-to" sheet on the obstacle course to put in the Playbook.
- Encourage residents to create and use walking routes for your community on websites like MapMyWalk.com. Using this free app, members can simply walk the route and then upload their map, images, and even comments to the website where other residents can find them.
- As part of Juneteenth celebrations, and Latino Health Awareness Month in September, hold free traditional dance clinics at a local park. Include instructions and photos on how to perform the dance in the Playbook and direct readers to classes or online videos to learn more.

Below are six distinct promotions, or "plays" that Funded Partners can use to promote physical activity.

Play #1 – 30 for 30

- This could also be turned into a media-worthy community challenge. Funded Partner could send out a call for people to submit their routes and 30 will be selected and included. Challenge would work best on social media channels using free mobile apps since the sharing function is often built in to the program.
- Submit a list of the most interesting or notable routes created and/or found in your community to local media. For example, the five top spots in [CITY] to [WALK YOUR DOG, WALK WITH A STROLLER or CLIMB STAIRS]. Other examples include, top ten [CITY] landmarks or best views for your 30-minute walk.

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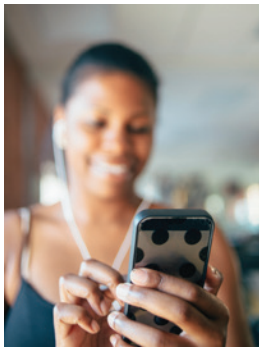
Play #2 – The In or Out

- Consider partnering with a retailer such as SaveMart or Walmart to organize an inside (or inside and out) walk for community members before the store opens, or at a time it is the least busy (for example, an hour before the store opens to the public or, the hour after it closes). Create a route such as a 3.2 K Walk (equal to 2 miles) and post mile markers within the store to measure how far participants walk. Give healthy goodie bags to those who complete the walk. Invite media representatives to participate in the walk and, at the same time, pitch the event to the media.

- Submit a list of top indoor places to walk and maps of the routes to local media. Offer an interview with *Champions for Change* and retailers who participated in creating the list.

- Consider organizing a bike ride to a local farmers market and invite the media to cover the community taking strides toward both physical activity and nutrition.

Play #3 – There Is An App for That



- Contact local media and offer a *Champion* or staff expert for an interview or in-studio demonstration about how to turn your smartphone into a personal trainer using free apps. Have a *Champion* demonstrate how to use the fitness apps that show how to log steps, check heart rate, track miles, calories, etc. (whichever functions are available with the app being utilized).

- The above content could also be used to create a print-ready article.

Play #4 – Fun and Games

- Coordinate with a community partner and local *Champions* to hold a "Kids Play Better" morning or afternoon where local children (and their parents) are invited to learn these fun games (Zombie Tag, Hopscotch, Superhero Game, and Yoga). During the event they can sign a big poster filled with their ideas on how to "play better." Encourage kids and families to come in costume.

- Invite media to attend and learn from *Champions* and their kids about how families can play together to get their daily amount of physical activity.

- Take photos and submit them to media after the event with a press release and captions containing your key message points.

Play #5 – Smartphone Scavenger Hunt

- Invite local media to attend a smartphone scavenger hunt organized at a community center, school, or workplace. Kids, co-workers, or families use smartphones to take photos of things on a list that can be found along a specified route, within a specified amount of time, all to get them moving and playing better. Players take selfies with the item(s) to show they found it. The more unique the setting or the players, the better the story and the more likely media will be interested in the activity.

Play #6 – Safe Routes to School

- Walk to School Day in October and Bike to School Day in May are great media moments to showcase the commitment to the health and safety of our children. Offer media the opportunity to interview local *Champion* families about the event and to follow them as they walk or bike to school, including how they organize their morning to get ready for school, eat a healthy breakfast and get out of the door with enough time to enjoy the walk or bike ride to school.

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Get Active, Drink Water…Feel Better! Infographic

- Post the infographic on your website and promote it through your social media channels.
- Write a press release about the infographic and submit it to your local media. Within the press release, include the message points about adult's and children's needs for physical activity and the specific points that are highlighted in the infographic. Also include examples of how people in your community are engaging in physical activity.

Fun and Games Digital Cards

Includes How to Play Zombie Tag, How to Play Hopscotch, How to Play Superhero Game, and How to do Simple and Fun Yoga Poses.

- Post the digital game cards on your website and promote them through your social media channels.
- Create a family-based fun and games event in a park ("Family Fun Day"), community center, or other public place. Give families copies of the cards and instruct them about how to play the games. Enlist community partners to attend. Invite media to cover. Even invite media members to participate by bringing their families.
- Create an unexpected event like a "Play Better" family day at a major local employer where employees are encouraged to bring their kids for healthy food and activities like these games. Offer media interviews with employers and employees on their commitment to the health of their employees and communities.

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Guide to *Be Better* Community Playbook*

Try it now!

Use this Community Playbook as a tool to attract media attention.

Pitch to media:

- The creation of the guide
- Some of the interesting "plays" such as:
  - The top 10 best views while getting your 30-minute walk
  - Your community's Smartphone Scavenger Hunt
  - A Safe Routes to School Day event

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Guide to *Be Better* Community Playbook

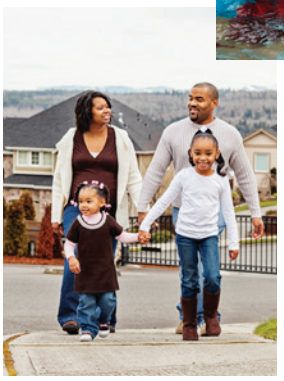
This guide is designed to help Funded Partners develop a *Be Better* Community Playbook, a compilation of the best strategies or "plays" to help adults and kids in your community be more physically active. The Playbook can be made available as a series of digital files/links or it can be printed and bound or placed in a three-ring binder for ease of use.

The *Be Better* Community Playbook is intended to be a manual for those in your community to learn specific ways in which they can be active and have fun every day – right in their own neighborhoods. Whether it is sharing games and activities that can be enjoyed anywhere, mapping safe walking routes to school, or learning about other free resources, the Playbook will be the go-to manual for everyday play for people of all ages in your area.

The process of creating the playbook should be motivating and fun for the entire community, and provide opportunities to spotlight *Champions* and all those who are embracing healthy changes. Their personal stories and contributions to the Playbook can be promoted through local media and on social media to bring messages to an even broader audience.

Why a Community Playbook?

Just like sports teams gather their best strategies on the field into a playbook they use for games, your *Be Better* Community Playbook will be a continuously growing physical activity guide filled with ideas, resources, maps, tips, and much more. The information should represent your best strategies for becoming active and healthy throughout your neighborhoods, cities, and counties.



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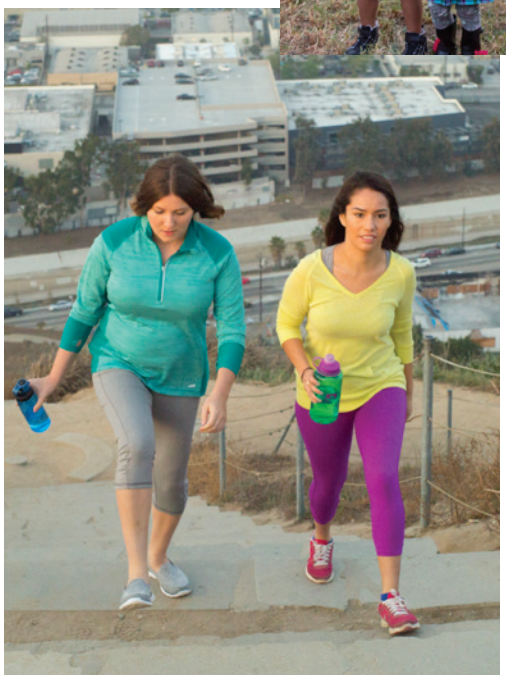
How to Build Your Community Playbook

The Playbook is a guide to becoming active in your local neighborhoods. It should include ideas from a variety of sources (including community members) on free and low-cost ideas for physical activity. The Playbook can grow as more "plays" are added. You can enlist the help of local *Champions*, community members, and staff to identify or create new ways to be active in your community.

Step 1

Collect information you may already have that would be appropriate to include, such as:

- Maps of local parks and playgrounds (including school playgrounds open to the public)
- Maps of walking, hiking, or biking paths in and within a few miles of your community or within a pre determined mile range
- List of local facilities that offer free or low-cost exercise classes (e.g., YMCA, YWCA)
- List of free or low-cost afterschool activities, programs, and summer camps that encourage kids to be physically active
- Map of safe routes to local schools (gathered from Walk to School Day)



Step 2

Talk to your colleagues, local *Champions for Change*, partners, and community members to gather ideas on other items that would be useful to include in your Playbook. Find out if these materials are available from other sources or make a plan for creating the materials. Ideas on who to check with while collecting or brainstorming content for the Playbook include:

- Parks and recreation departments for the county and local municipalities
- School administrators, teachers, and coaches
- Faith leaders, including youth ministry leaders
- Directors and staff of local afterschool and summer programs
- Community center leaders and staff
- Major employers in your area
- Elected officials and their staff, particularly those focused on recreation
- Firefighters, police officers, and other city workers who know the community well
- Business leaders, including Chambers of Commerce, economic and business development groups, neighborhood councils, etc.
- Local gyms, fitness centers, and sporting goods retailers
- Community based organizations and local non-profits that support or encourage physical activity
- Local colleges or universities that have physical education and/or health programs
- Local professional sports teams that have community outreach and support departments

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Step 3

Invite members of the community to submit ideas. Social media is a great way to involve the community in the creation of the Playbook. Fans and followers of your social media channels can be encouraged to contribute ideas via posts or photos directly to your accounts or using hashtags like #BeBetter #CommunityPlaybook, and #PlayBetter. You can also ask for ideas at events where you have a booth, like public health fairs or health screenings. Use the opportunity to ask residents specific questions, such as, "What is your favorite route to walk in this area?" or "Which games do your kids love to play outdoors or at the park?"

Step 4

Download the *Be Better* Community Playbook templates available on the Communications Resource Library to guide you in your development. Available templates include "plays" that can be done in any community in California, but can be easily customized to your community. Featured ideas include:

- Play #1 – 30 for 30
- Play #2 – The In or Out
- Play #3 – There Is An App for That
- Play #4 – Fun and Games
- Play #5 – Smartphone Scavenger Hunt
- Play #6 – Safe Routes to School
- Play #7 – Instant Recess

These templates include placeholders for photos and maps as well as copy for your community.

Step 5

Hold special events that bring together partners and community members to create content for the Playbook. Here are just a few ideas for events that will get the community involved, create content for the Playbook, and attract media attention, which will promote messages to a broader audience:

- Partner with local elected officials and community leaders to lead community members on a walking tour of local landmarks. Include maps of the route along with photos and history of the landmarks in the Playbook. You can also turn this into a scavenger hunt challenge for families to see how many of the landmarks they can find without a map.
- Coordinate a community cleanup of neighborhoods or parks to increase the number of safe places to play in the Playbook.
- Match local firefighters or police officers with afterschool program kids to create fun safety-themed obstacle courses that test skills and get the heart pumping. Create a "how-to" sheet on the obstacle course to put in the Playbook.
- Encourage residents to populate walking routes for your community on websites like MapMyWalk.com. Using this free app, members can simply walk the route and then upload their map, images, and even comments to the website where other residents can find them.
- As part of Juneteenth celebrations, and Latino Health Awareness Month in September, hold free traditional dance clinics at a local park. Include instructions and photos on how to perform the dance in the Playbook and direct readers to classes or online videos to learn more.

Step 6

Compile electronic materials into a digital Playbook that can be posted on your website or shared via email. You can also print out materials and place them in three-ring binders that can be shared with community members at events and presentations. Allow room for the Playbook to expand as you find and develop new resources and ideas.

Be Better Community Playbook Template

Be Better Community Playbook: A Guide To Get Active In [City/County]

Welcome to the *Be Better* Community Playbook created for [NICKNAME OF RESIDENTS] to help you get out and be physically active in our community. The [FUNDED PARTNER] is excited to share with you the many resources and opportunities available throughout our community to help you and your family do the daily physical activity you need to be healthy. This Playbook includes information for children and adults alike, because when we make exercise play, the minutes fly by! Remember, when it comes to getting healthy, you do not have to be perfect, just be better. Take a look at the ideas here and be sure to check out our website and social media page for more great tips.

[INCLUDE URLS FOR WEBSITE AND SOCIAL CHANNELS, IF APPLICABLE]

How Much Physical Activity Do You Need?

Being physically active each day has great health benefits. It helps us maintain a healthy weight and helps us to avoid diseases such as high blood pressure and type 2 diabetes. It is also a fun way to connect with family and friends! For better health, adults need 150 minutes of physical activity per week and kids need 60 minutes of active play per day.

Being physically active in [CITY/COUNTY/AREA] just became a lot easier because of the many great ideas included in this Community Playbook!

Our community has come together to create this Playbook by adding the ideas you will find in the following pages. All of these ideas have the [FUNDED PARTNER] stamp of approval as they are activities we have experienced ourselves.

What is Included?

Inside this Playbook you will find helpful documents, including:

- Maps of local parks and playgrounds
- Maps of area walking, hiking, and biking paths
- List of places to sign up for group exercise classes
- List of after-school activities, programs, and summer camps where kids can be physically active
- Map of safe walking and biking routes to local schools
- [INSERT OTHER RESOURCES YOU IDENTIFIED IN YOUR PROCESS]

We also have worked with members of the community to create new ideas and tools, including:

- The best places to walk a mile – both outdoors and indoors
- How to measure a mile and how many steps are in a mile
- Creative ways to play better with your kids
- [INSERT OTHER PLAYS CREATED BY YOUR COMMUNITY]

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About the Playbook

The *Be Better* Community Playbook is the result of many individuals and groups who united to contribute ideas about fun, free, or low-cost ways to play better every day. Many thanks go to the following individuals and organizations who contributed:

[ADD NAMES AND ORGANIZATIONS HERE]

Do You Have an Idea to Share?

The *Be Better* [CITY/COUNTY/AREA] Community Play Book is a work in progress and we want it to continue to grow. We are always looking for more ideas to add to it and welcome your contributions. If you have resources, tips, or activities you would like to share, please contact [FUNDED PARTNER] at [EMAIL ADDRESS] or [PHONE NUMBER].

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NOTE TO FUNDED PARTNERS: Following are the template "plays" that can serve as inspiration for the Champions and other community members who develop and submit local, community "plays" for the local Be Better Community Playbook.

Playbook "Plays"

PLAY #1 – "30 for 30"

INTERNAL INSTRUCTIONS: Enlist community members to create 30-minute (approximately two-mile) walking routes in your community. Volunteers can use free mobile apps like MapMyWalk.com to aid in calculating the routes and provide maps that can be easily included in materials. Encourage the volunteers to come up with fun routes that incorporate area landmarks, offer interesting views or places to see that are stroller, kid, and/or pet friendly, etc. You can also use the app to plan routes that make a design on the map. You can make diamonds, flowers, or even humming birds. The goal is to inspire Playbook users to explore new ways to reach their physical activity goals.

COPY FOR PLAYBOOK: Did you know that walking 30 minutes a day over five days is all you need to reach your weekly goal of 150 minutes of physical activity? We asked community members to map out 30 different 30-minute walks in [CITY/COUNTY] and share fun facts and tips about each route. Check them out and let us know when you have enjoyed your walk by emailing photos to [CONTACT] or sharing photos on social media using the hashtags #BeBetter #PlayBetter #CommunityPlaybook.

[INCLUDE MAPS, IMAGES AND DETAILS ON THE 30 ROUTES]

PLAY #2 – "The In or Out"

INTERNAL INSTRUCTIONS: The aim of this play is to inspire people to find new places to walk and not limit themselves to traditional notions of where to walk. This play also takes advantage of many of the lists and resources that already exist in the community. Create some fun angles by having staff, partners, and community members map out routes of varying lengths at places that the public can access like indoor or outdoor malls, or inside individual stores like SaveMart or Walmart.

COPY FOR PLAYBOOK: Treadmills are great for exercise, but if you do not have one or are just looking to get off the machine and out in the world, we have great ideas for you on where to get in your daily number of steps in our community – indoors and outdoors. We compiled these helpful lists and links for every activity level. Take your pick between "In" or "Out" and get moving! Keep us posted on your progress on our social media channels.

Outside

- Local parks with hiking and biking trails (include easy to moderate levels)
  - [List local parks with what they provide (hiking/biking trails, fitness equipment, etc.)]
  - [List specific routes along with mile markers and visual highlights within parks]
- Schools and campuses with tracks or paths open to the public
  - [List applicable schools]
- Stadiums to walk around; or if inside a stadium, consider climbing the stairs
  - [List applicable stadiums]
- Best places to walk your dog
  - [List dog-friendly areas such as dog parks, beaches, trails, etc.]
- Beaches with walking/biking trails (if applicable)
  - [List biking trails and walking paths available at beaches (including lakes)]

Inside

- Indoor malls – Tip: Leave your wallet locked inside your car so you are not tempted to buy while walking through the mall
  - [List applicable malls]
- Large-format stores like SaveMart, Walmart, and Target – i. e., walk every aisle of the store for 2,000 steps
- Government, university buildings or large offices – Tip: Walk the halls *and* climb the stairs for an added workout
  - [List applicable buildings]
- Sheltered paths or indoor tracks
  - [List applicable facilities]

PLAY #3 – "There is an App for that"

INTERNAL INSTRUCTIONS: Most community members now carry smartphones with them at all times, giving them access to many free mobile apps devoted to healthier living. This simple play points to some of the better apps available (below). We encourage funded partners to try these and other apps to provide reviews and tips on how they can help local residents become active and keep moving. This is also a great opportunity to engage *Champions* to "test drive" each app.

COPY FOR PLAYBOOK: In addition to wearable fitness devices, there are many free mobile applications (apps) that smartphone users can utilize to help track the number of steps taken, distance walked each day, or to plan and log routes. Some of these apps include:

- MapMyWalk Mapmywalk.com
  - [INCLUDE REVIEW AND TIPS ON HOW TO USE IT]
- Trails Trails.io/en
  - [INCLUDE REVIEW AND TIPS ON HOW TO USE IT]
- LiveTrekker Livetrekker.com
  - [INCLUDE REVIEW AND TIPS ON HOW TO USE IT]
- Glympse Glympse.com
  - [INCLUDE REVIEW AND TIPS ON HOW TO USE IT]

PLAY #4 – "Fun and Games"

INTERNAL INSTRUCTIONS: We have created instructional cards of four games for families to play together that were inspired by the *Be Better* television commercial. Template cards are available as part of the Playbook templates and can be dropped into your Playbook, or printed and distributed.

COPY FOR PLAYBOOK: Help your kids get 60 minutes of play per day, and also work in your own physical activity for the day, by trying out some fun, new *Be Better* games. These games can be played with just the family, or the whole neighborhood, in your backyard, on a playground, or anywhere it is safe to run around.

[ZOMBIE TAG - DROP IN IMAGES AND INSTRUCTIONS]

[HOPSCOTCH - DROP IN IMAGES AND INSTRUCTIONS]

[SUPERHERO RESCUE - DROP IN IMAGES AND INSTRUCTIONS]

[YOGA CAT COW POSE - DROP IN IMAGES AND INSTRUCTIONS]

[YOGA DOWNWARD FACING DOG POSE - DROP IN IMAGES AND INSTRUCTIONS]

[YOGA WARRIOR POSE - DROP IN IMAGES AND INSTRUCTIONS]

PLAY #5 – "Smartphone Scavenger Hunt"

INTERNAL INSTRUCTIONS: The scavenger hunt idea can be scaled for a variety of groups. A family could play this during an afternoon outing at the park, but you can also hold similar hunts at worksites (a great team building activity), at group functions, or at community gatherings. The idea is to be inspired by the community around you and the time limit is to ensure that everyone moves quickly and gets their heartrate up while hunting objects. The description below can be easily adapted for adult audiences.

COPY FOR PLAYBOOK: Combine your kids' love of smartphones with a traditional scavenger hunt and you get a heart-pumping game of discovery and fun. Create a list of items that would be easy to find in whatever environment you are in. If you are in a park, for example, your list might include finding things like a purple flower, a rock the size of your fist, or a puddle of mud. Include at least 10 items on the list. Hand your kids your smartphone and tell them they need to take selfies with all the items on the list and return the phone to you within 15 minutes. They will need to move fast to win the hunt. The photos ensure all objects were found (and not disturbed) and you will also have great memories of the fun!

[INSERT SAMPLE LISTS FOR DIFFERENT ENVIRONMENTS AND SAMPLE SELFIES]

PLAY #6 – "Safe Routes to School"

INTERNAL INSTRUCTIONS: Walk to School Day in October, and Bike to School Day in May, are great opportunities for getting the community walking and biking to school as well as engaging the community in helping map safe routes to school. Coordinate with school partners and *Champions* to develop teams throughout the community who can offer maps, photos, and information on safe routes to each of your local schools, and then include them in the Playbook. This is great information for schools and Parent Teacher Associations (PTA) to redistribute to teachers and parents. You can offer additional motivation by providing information on the benefits for students and parents in starting the day with physical activity.

COPY FOR PLAYBOOK: Walk to School Day is celebrated each October, while Bike to School Day is observed each May. These annual events encourage communities to safely walk or bike with their children to school in the hopes that the activity continues regularly throughout the school year. Walking or biking with your child to school is not only a great way to work in the recommended amount of physical activity minutes into each day, but also provides a wonderful opportunity for families to connect with each other while doing something fun. Find safe routes to your school in the maps provided in the Playbook so you can start walking or biking to school every day.

[List how families can get involved with these events and encourage them to designate at least one day each week to carry on the activity throughout the school year and into the summer months.]

PLAY #7 – "Instant Recess"

INTERNAL INSTRUCTIONS: The intent of this play is to utilize "Play Stencils" kits to promote physical activity and movement in areas without additional resources. The kits can be used in parking lots of office buildings, schools, or universities to encourage participants to find new ways to reach their recommended amount of daily or weekly activity. Ensure the kits are used during times when the parking lot is not being used, for example, after working hours or on weekends. Additionally, make sure to check with the building's business office to obtain permission to use a portion of the parking lot.

COPY FOR PLAYBOOK: Playing better can take place anywhere, and reaching your daily and weekly amount of recommended physical activity can be filled with all sorts of fun activities and movements, even in a parking lot! Use the existing Play Stencil kit and guide to design and create playgrounds for instant recess fun. The attached guide and instruction sheet is filled with tips to turn an open space into an active space. Use your creativity and let us know how you stay active by emailing photos to [CONTACT] or sharing photos on social media using the hashtags #BeBetter #PlayBetter #CommunityPlaybook.

Guía Comunitaria *Ser Mejor* para Mantenerse Activo*

¡Úselo ya!

Utilice esta Guía Comunitaria como una herramienta para atraer la atención de los medios de comunicación.

Propuesta a los medios:

- El desarrollo de la Guía, o
- Algunas estrategias interesantes como:
  - Los 10 mejores panoramas con un paseo de 30 minutos
  - La Búsqueda con celular en su comunidad
  - Un evento para festejar el Día de Rutas Seguras a la Escuela

CAMPEONES del CAMBIO™

* ESTE DOCUMENTO ES SÓLO PARA USO INTERNO

Guía Comunitaria *Ser Mejor* para Mantenerse Activo

Esta guía fue diseñada para que los Aliados Financiados puedan desarrollar su propia Guía Comunitaria *Ser Mejor* para Mantenerse Activo, una recopilación de las mejores estrategias para niños y adultos para que estén más activos en su comunidad. Esta Guía Comunitaria está disponible como una serie de archivos/enlaces digitales, se puede imprimir y encuadernar o puede ser colocada en una carpeta de tres anillos para facilidad de uso.

La Guía Comunitaria *Ser Mejor* para Mantenerse Activo es un manual desarrollado para que su comunidad pueda aprender específicamente cómo pueden estar activos y divertirse todos los días – ahí mismo donde viven. Ya sea el compartir juegos y actividades que pueden ser disfrutados en cualquier lugar, trazar rutas seguras para caminar a la escuela o aprender acerca de otros recursos gratuitos, esta Guía Comunitaria se convertirá en el manual preferido de juego cotidiano en su área para personas de toda edad.

El proceso para crear la guía debe de ser motivador y divertido para toda la comunidad, y proveer oportunidades para destacar a los Campeones y a todos aquellos que estén realizando cambios saludables y viviendo el mensaje de "*Ser Mejor*". Sus historias personales y sus contribuciones a la Guía Comunitaria pueden ser promovidas a través de los medios de comunicación locales y las redes sociales para difundir los mensajes a un público más extenso.

¿Por qué desarrollar la Guía Comunitaria para Mantenerse Activo?

Asi como los equipos deportivos reúnen sus mejores estrategias de la cancha en un manual para sus juegos, su Guía Comunitaria *Ser Mejor* para Mantenerse Activo se convertirá en una guía de actividad física creciente y llena de ideas, recursos, mapas, consejos y mucho más. La información debe representar las mejores estrategias para estar activo y saludable en todos sus vecindarios, ciudades y condados.

CAMPEONES del CAMBIO™

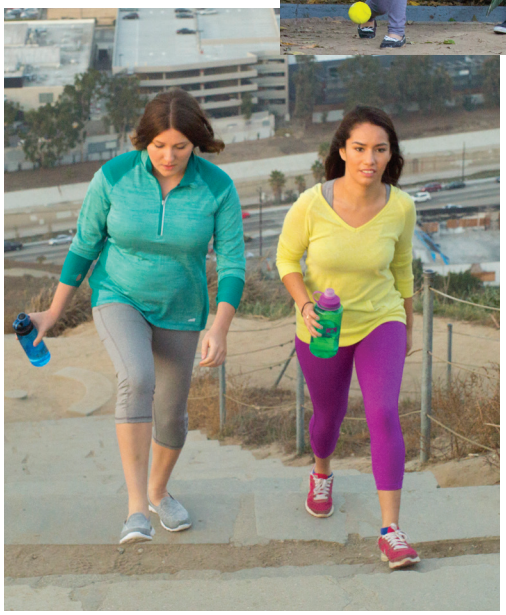
Cómo desarrollar la Guía Comunitaria

La Guía Comunitaria para Mantenerse Activo es una guía para poder estar activo en sus vecindarios. Debe incluir ideas de una variedad de fuentes comunitarias (incluyendo miembros de la comunidad) con ideas de actividad física gratuitas y de bajo costo. La Guía puede ir creciendo según se le agreguen más ideas. Usted puede pedir ayuda a sus Campeones, a los miembros de la comunidad y al personal para que identifiquen o desarrollen nuevas maneras de estar activos en su comunidad.

1er Paso

Recopile información que ya pueda tener y que sea adecuada para incluir, como:

- Mapas de parques y zonas para jugar (incluyendo zonas escolares abiertas al público)
- Mapas de senderos para caminar o montar en bicicleta a unas millas de su comunidad o dentro de un área designada
- Lista de instalaciones locales que ofrecen clases de ejercicio gratuitas o de bajo costo (por ejemplo, la YMCA, YWCA)
- Lista de actividades y programas extracurriculares gratuitos o de bajo costo y campamentos de verano que animan a que los niños estén físicamente activos
- Mapa de rutas seguras a escuelas locales (recolectadas de Walk to School Day [Día para caminar a la escuela])



2º Paso

Hable con sus colegas, sus Campeones del Cambio, colaboradores y miembros de la comunidad para reunir ideas que podrían ser útiles en su Guía Comunitaria. Averigüe si estos materiales están disponibles de otras fuentes o desarrolle un plan para crear los materiales. Algunas ideas de quién contactar mientras recolectan o piensan en el contenido para la Guía incluyen:

- Departamentos de parques y recreación del condado y municipios locales
- Directores de escuela, maestros y entrenadores
- Líderes de la fe, incluyendo líderes del ministerio juvenil
- Directores y personal de programas extracurriculares y programas de verano
- Líderes y personal de centros comunitarios
- Negocios principales de su área
- Funcionarios y su personal, particularmente aquellos enfocados en la recreación
- Bomberos, policías y otros trabajadores de la ciudad que conocen bien a la comunidad
- Líderes de negocios, incluyendo las Cámaras de Comercio, grupos para el desarrollo económico y de negocios, concilios del vecindario, etc.
- Gimnasios y tiendas de artículos deportivos
- Organizaciones comunitarias y sin fines de lucro que apoyan y animan hacer actividad física
- Universidades que ofrecen programas de educación física y/o de salud
- Equipos deportivos profesionales con departamentos de alcance y apoyo comunitario

CAMPEONES del CAMBIO™

3er Paso

Invite a miembros de la comunidad para que sometan ideas. Las redes sociales son una forma estupenda para involucrar a la comunidad en el desarrollo de la Guía Comunitaria. Los seguidores de sus redes sociales pueden contribuir ideas a través de mensajes o fotos directamente a sus cuentas o usando etiquetas como #SerMejor #GuíaComunitaria y #JugarMejor. También puede solicitar ideas en eventos donde usted tenga un puesto, como en ferias de salud pública o eventos donde se hagan chequeos de salud. Utilice estas oportunidades para preguntar a los residentes preguntas específicas como, "¿Cuál es su ruta favorita para caminar en esta área?" o "¿Cuáles son los juegos que les gusta a sus hijos jugar al aire libre o en el parque?"

4º Paso

Descargue las plantillas del la Guía Comunitaria *Ser Mejor* para Mantenerse Activo que están disponibles en el Communications Resource Library para guiarlo con su desarrollo. Las plantillas incluyen estrategias que pueden llevarse a cabo en cualquier comunidad de California, pero que también pueden ser adecuadas fácilmente a su comunidad. Algunas ideas destacadas incluyen:

- Juego #1 – 30 por 30
- Juego #2 – Adentro o afuera
- Juego #3 – Eso tiene un app
- Juego #4 – Diversión y juegos
- Juego #5 – Juego de búsqueda con celular
- Juego #6 – Rutas seguras a la escuela
- Juego #7 – Recreo instantáneo

Estas plantillas incluyen espacios reservados para fotografías y mapas asi como información detallada para su comunidad.

5º Paso

Invite a colaboradores y miembros de la comunidad a eventos para desarrollar el contenido de la Guía Comunitaria. A continuación ofrecemos algunas ideas para eventos que pueden involucrar a la comunidad, crear contenido para la Guía y atraer la atención de los medios de comunicación, lo cual permite promover mensajes a un público más extenso:

- Colabore con funcionarios y líderes comunitarios para dirigir a miembros de la comunidad en un recorrido de lugares de interés. Incluya mapas de la ruta junto con fotografías y los antecedentes del lugar de interés en la Guía. También puede convertir esto en un juego de búsqueda retando a familias para ver cuántos de los lugares de interés pueden localizar sin un mapa.
- Coordinar una limpieza de vecindarios o parques con la comunidad para aumentar la cantidad de lugares seguros para jugar en la Guía.
- Utilice recursos comunitarios como bomberos o policías para crear divertidos cursos de obstáculos. Desarrolle una página con instrucciones prácticas del curso de obstáculos para integrar a la Guía.
- Anime a los residentes a que agreguen rutas para caminar de su comunidad en sitios web como MapMyWalk.com (sólo en inglés). Cuando los miembros utilizan esta aplicación gratuita, pueden simplemente caminar la ruta y luego subir su mapa, imágenes y comentarios al sitio web para que otros puedan tener acceso a ello.
- Durante el Mes de la Salud Latina en el mes de septiembre, puede patrocinar clínicas de baile gratuitas en un parque local. Incluya instrucciones y fotografías en la Guía sobre cómo desempeñar el baile y ofrezca clases o videos en línea a los lectores para que puedan aprender más.

6º Paso

Reúna todos los materiales electrónicos en una Guía Comunitaria digital que puede ser compartida en su sitio web o por medio de correo electrónico. También puede imprimir los materiales y colocarlos en carpetas de tres aros que se pueden compartir con miembros de la comunidad en eventos y presentaciones. Permita que haya suficiente lugar en la Guía para que pueda continuar creciendo según vaya descubriendo y desarrollando nuevos recursos e ideas.

CAMPEONES del CAMBIO™

Plantilla *de la Guía Comunitaria Ser Mejor* para Mantenerse Activo

Guía Comunitaria para *Ser Mejor*: Una guía para mantenerse activo en [Ciudad/Condado]

Bienvenido a la Guía Comunitaria *Ser Mejor* para Mantenerse Activo desarrollada para los [RESIDENTES] para ayudar a que salgan al aire libre y estén físicamente activos en nuestra comunidad. El [ALIADO FINANCIADO] está entusiasmado por compartir con usted los muchos recursos y oportunidades que están disponibles en su comunidad para ayudar a que usted y su familia puedan hacer la actividad física diaria que necesitan para estar saludables. Esta Guía incluye información para niños y adultos, porque cuando hacemos del ejercicio un juego ¡los minutos se pasan rápido! Recuerde, cuando se trata de ser saludable, usted no tiene que ser perfecto, sino ser mejor. Revise las ideas que hay aquí y asegúrese de visitar nuestro sitio web y nuestra página de las redes sociales para ver muchos más consejos.

[DE SER NECESARIO, INCLUYA DIRECCIONES WEB PARA SITIOS Y REDES SOCIALES]

¿Cuánta actividad física se necesita?

El estar físicamente activo cada día brinda grandes beneficios de salud. Nos ayuda a mantener un peso saludable y nos ayuda a evitar enfermedades como la presión alta y la diabetes tipo 2. ¡También es una forma divertida de conectar con familia y amistades! Para estar más saludables, los adultos necesitan 150 minutos de actividad física a la semana y los niños necesitan 60 minutos de juego activo cada día.

¡Estar físicamente activo en *[CIUDAD/CONDADO/ÁREA]] ahora es más fácil debido a las excelentes ideas incluidas en esta Guía Comunitaria!*

Nuestra comunidad se ha unido para crear esta Guía Comunitaria agregando ideas que encontrará en las páginas que siguen. Todas estas ideas han sido aprobadas por el [ALIADO FINANCIADO] puesto que son actividades que nosotros mismos hemos comprobado.

¿Qué está incluido?

Dentro de esta Guía Comunitaria usted encontrará útiles documentos, incluyendo:

- Mapas de parques y áreas de recreo
- Mapas de áreas con senderos para caminar o montar en bicicleta
- Lista de lugares para inscribirse en clases de ejercicio
- Lista de actividades y programas extracurriculares y campamentos de verano donde los niños puede estar físicamente activos
- Mapa de rutas seguras para caminar o montar en bicicleta a las escuelas locales
- [AGREGUE OTROS RECURSOS QUE IDENTIFICÓ DURANTE SU PROCESO]

CAMPEONES del CAMBIO™

También hemos colaborado con miembros de la comunidad para crear nuevas ideas y herramientas, incluyendo:

- Los mejores lugares para caminar una milla – tanto bajo techo o al aire libre
- Cómo medir una milla y cuántos pasos hay en una milla
- Maneras creativas de jugar mejor con sus hijos
- [AGREGUE OTROS JUEGOS CREADOS POR SU COMUNIDAD]

Acerca de la Guía Comunitaria para Mantenerse Activo

La Guía Comunitaria *Ser Mejor* para Mantenerse Activo es el resultado de muchos individuos y grupos que se unieron para contribuir ideas que son divertidas, gratuitas o de bajo costo acerca de cómo jugar mejor cada día. Agradecemos muchísimo a los siguientes individuos y organizaciones que contribuyeron:

[AGREGUE NOMBRES Y ORGANIZACIONES AQUÍ]

¿Tiene una idea que compartir?

La Guía Comunitaria *Ser Mejor* para Mantenerse Activo de [CIUDAD/CONDADO/ÁREA] está en desarrollo continuo y queremos que continúe creciendo. Siempre estamos buscando más ideas y agradecemos sus contribuciones. Si usted tiene recursos, consejos o actividades que quisiera compartir, por favor contacte a [ALIADO FINANCIADO] en [CORREO ELECTRÓNICO] o al [NÚMERO TELEFÓNICO].

NOTA PARA ALIADOS FINANCIADOS: En seguida se encuentran las plantillas de varias ideas que pueden servir como inspiración a los Campeones y a otros miembros de la comunidad para que desarrollen y sometan ideas y juegos para la Guía Comunitaria Ser Mejor.

"Juegos" de la Guía Comunitaria

JUEGO #1 – "30 por 30"

INSTRUCCIONES: Pida a miembros de su comunidad que desarrollen rutas para caminatas de 30 minutos (aproximadamente dos millas) en su comunidad. Los voluntarios pueden utilizar aplicaciones para móvil gratuitas como MapMyWalk.com (sólo en inglés) para ayudar a calcular las rutas y proveer mapas que pueden ser incluidos fácilmente en los materiales. Anime a los voluntarios a que piensen en rutas divertidas que incluyan lugares de interés del área, que ofrezcan panoramas o lugares interesantes donde se pueda caminar con niños, carriolas y/o mascotas, etc. También se puede usar la aplicación para planear rutas que queden trazadas en el mapa. Usted puede dibujar un diamante, flores o hasta colibrís. La meta es inspirar a los usuarios de la Guía para que descubran nuevas formas de realizar sus metas de actividad física.

TEXTO PARA LA GUÍA: ¿Sabía que caminando 30 minutos al día por cinco días es todo lo que necesita para realizar su meta semanal de 150 minutos de actividad física? Le hemos pedido a miembros de la comunidad que desarrollen 30 caminatas de 30 minutos cada una en nuestra [CIUDAD/CONDADO] y que compartan información y consejos divertidos para cada ruta. Revíselos y háganos saber si disfrutó de su caminata mandando fotos por correo electrónico a [CONTACTO] o compartiendo fotos en las redes sociales usando las etiquetas #SerMejor #Guía Comunitaria.

[INCLUYA MAPAS, IMÁGENES Y DETALLES DE LAS 30 RUTAS]

JUEGO #2 – "Adentro o afuera"

INSTRUCCIONES: El objetivo de este juego es inspirar a que las personas descubran nuevos lugares para caminar y que no se limiten a las nociones tradicionales de donde poder caminar. Este juego también se aprovechó de muchas listas y recursos que ya existían en la comunidad. Desarrolle divertidas perspectivas pidiendo al personal, colaboradores y miembros de la comunidad que diseñen rutas de variada duración en lugares donde el público puede entrar, como centros comerciales interiores o del exterior, o dentro de tiendas individuales como Costco o Walmart.

TEXTO PARA LA GUÍA: Las máquinas caminadoras son excelentes para el ejercicio, pero si no tiene una o simplemente quiere bajarse de la máquina y salir al aire libre, le ofrecemos muy buenas ideas donde usted puede realizar su meta de pasos diarios en nuestra comunidad – ya sea adentro o afuera. Hemos recopilado estas útiles listas y enlaces para todo nivel de actividad. Seleccione "adentro" o "afuera" y ¡empiece a moverse! Manténganos informados de su progreso a través de nuestros canales de redes sociales (Facebook, Pinterest y Twitter).

Afuera

- Parques locales y senderos para caminar o montar en bicicleta (incluya niveles de fácil a moderado)
  - [Lista de parques locales y qué ofrecen (senderos para caminar o montar en bicicleta, equipo para hacer ejercicio, etc.)]
  - [Lista de rutas específicas junto con marcadores de kilometraje y vistas dentro de los parques.]
- Escuelas y campus universitarios con pistas o senderos abiertos al público
  - [Lista de escuelas]
- Estadios para caminar; o si dentro de un estadio, piense en subir las escaleras
  - [Lista de estadios]
- Los mejores lugares para caminar al perro
  - [Lista de áreas para perros como parques de perros, playas, senderos, etc.]
- Playas con senderos para caminar o montar en bicicleta (si los hay)
  - [Lista de senderos para caminar o montar en bicicleta en playas (incluyendo lagos)]

Adentro

- Centros comerciales interiores – Consejo: Deje su bolsa bajo llave dentro de su coche para que no tenga tentación de comprar mientras esté caminando en el centro comercial.
  - [Lista de centros comerciales]
- Tiendas grandes como Costco, Walmart y Target – por ejemplo, camine cada pasillo de Costco ¡hasta llegar a los 2,000 pasos!
- Grandes edificios de gobierno, instalaciones universitarias u oficinas – Consejo: Camine los pasillos y también suba las escaleras para hacer más ejercicio
  - [Lista de edificios]
- Senderos o pistas bajo techo
  - [Lista de instalaciones]

JUEGO #3 – "Eso tiene un app"

INSTRUCCIONES: La mayoría de los miembros en la comunidad cargan con sus celulares todo el tiempo, lo cual les da acceso a muchas aplicaciones para móvil gratuitas dedicadas a vivir saludablemente. Esta idea sencilla recomienda algunas de las mejores aplicaciones que están disponibles (ver abajo). Animamos a los aliados financiados a experimentar con éstas y otras aplicaciones en español con el fin de dar evaluaciones y consejos sobre cómo pueden ayudar a los residentes a ser y mantenerse activos. Esto también es una gran oportunidad para que los Campeones pongan a prueba cada aplicación.

TEXTO PARA LA GUÍA: Aparte de los accesorios como el *fitbit*, existen muchas aplicaciones (apps) para móvil gratuitas que los usuarios de sus celulares pueden utilizar para ver cuántos pasos han caminado, la distancia que han caminado cada día o para planear y anotar sus rutas. Algunas de estas aplicaciones incluyen:

- Trails Trails.io/es
  - [INCLUYA EVALUACIÓN Y CONSEJOS ACERCA DE CÓMO USARSE]
- MapMyWalk Mapmywalk.com (sólo en inglés)
  - [INCLUYA EVALUACIÓN Y CONSEJOS ACERCA DE CÓMO USARSE]
- LiveTrekker Livetrekker.com (sólo en inglés)
  - [INCLUYA EVALUACIÓN Y CONSEJOS ACERCA DE CÓMO USARSE]
- Glympse Glympse.com (sólo en inglés)
  - [INCLUYA EVALUACIÓN Y CONSEJOS ACERCA DE CÓMO USARSE]

JUEGO #4 – "Diversión y juegos"

INSTRUCCI0NES: Hemos desarrollado tarjetas educativas de cuatro juegos que fueron inspiradas por el comercial de televisión *Ser Mejor* para que las familias puedan jugar juntos. Las plantillas para las tarjetas están disponibles como parte de las plantillas de la Guía Comunitaria y pueden integrarse a su Guía, o bien imprimirlas y distribuirlas.

TEXTO PARA LA GUÍA: Ayude a que sus hijos realicen 60 minutos de juego cada día y también haga usted su propia actividad física durante el día jugando unos nuevos juegos de *Ser Mejor*. Estos juegos puede llevarse a cabo con sólo la familia o con todo el vecindario, en su patio trasero, en un área de recreo o en cualquier lugar donde se pueda correr con seguridad.

[ESCÁPATE DEL ZOMBI – INCLUYA IMÁGENES E INSTRUCCIONES]

[EL AVIÓN - INCLUYA IMÁGENES E INSTRUCCIONES]

[RESCATE DEL SUPERHÉROE - INCLUYA IMÁGENES E INSTRUCCIONES]

[YOGA: GATO VACA - INCLUYA IMÁGENES E INSTRUCCIONES]

[YOGA: PERRO HACIA ABAJO - INCLUYA IMÁGENES E INSTRUCCIONES]

[YOGA: GUERRERO - INCLUYA IMÁGENES E INSTRUCCIONES]

JUEGO #5 – "Búsqueda con celular"

INSTRUCCIONES: La idea de la búsqueda puede ser modificada para una variedad de grupos. Una familia podría jugar este juego durante una tarde en el parque, pero usted también puede patrocinar búsquedas similares en su lugar de trabajo (una actividad excelente para integrar equipos), en ceremonias de grupo o en reuniones comunitarias. La búsqueda tiene un límite de tiempo para que todo mundo se mueva rápidamente mientras buscan los objetos. La descripción que sigue puede ser adaptada fácilmente para un público adulto.

TEXTO PARA LA GUÍA: Combine el amor que le tienen sus hijos a los celulares con un juego de búsqueda tradicional y podrá ver que tiene un juego divertido y vigorizante y lleno de descubrimientos. Desarrolle una lista de artículos que serían fáciles de encontrar en cualquier lugar donde esté. Por ejemplo, si está en un parque su lista podría incluir encontrar cosas como una flor morada, una piedra del tamaño de su puño o un charco lleno de lodo. Incluya por lo menos 10 artículos en la lista. Use un celular y dígale a sus hijos que necesitan tomarse fotos junto a todos los artículos en la lista y que regresen dentro de 15 minutos. Ellos se tendrán que movilizar rápidamente para ganar el juego. Las fotos aseguran que todos los objetos fueron encontrados (y dejados en su lugar) y ¡así también tendrá lindas memorias de la diversión!

[AGREGUE EJEMPLOS DE LISTAS PARA DISTINTOS ENTORNOS Y EJEMPLOS DE FOTOS]

JUEGO #6 – "Rutas seguras a la escuela"

INSTRUCCIONES: El Día de Caminar a la Escuela en octubre y el Día de Montar en Bicicleta a la Escuela en mayo son estupendas oportunidades para que la comunidad camine y monte en bicicleta a la escuela. También sirve para involucrar a la comunidad para que ayuden a planear rutas seguras a la escuela. Coordine con colaboradores de la escuela y con Campeones para desarrollar equipos en la comunidad que puedan ofrecer mapas, foto e información acerca de rutas seguras a cada una de las escuelas locales y luego incluirlas en la Guía Comunitaria. Esta información es excelente para que la escuela y las asociaciones de padres de familia (PTA por sus siglas en inglés) la distribuyan a maestros y padres de familia. Usted puede aportar motivación adicional dando información a estudiantes y padres de familia acerca de los beneficios de empezar el día con actividad física.

TEXTO PARA LA GUÍA: El Día de Caminar a la Escuela se festeja cada mes de octubre, mientras que el Día de Montar en Bicicleta a la Escuela se celebra cada mes de mayo. Estos eventos anuales animan a las comunidades a que caminen o monten en bicicleta con sus hijos a la escuela con seguridad y con el fin de que la actividad continúe rutinariamente durante todo el año escolar. Caminando o montando en bicicleta a la escuela con su hijo no solo es una gran manera de realizar la cantidad recomendada en minutos de actividad física diaria, sino también proporciona una excelente oportunidad para que las familias se conecten mientras comparten algo divertido. Busque rutas seguras a su escuela con los mapas que se encuentran en la Guía Comunitaria para que pueda empezar a caminar o montar en bicicleta a la escuela todos los días.

[Anote una lista de cómo las familias se pueden involucrar con estos eventos y anímelos a escoger por lo menos un día cada semana donde lleven a cabo la actividad durante todo del año escolar incluyendo los meses de verano.]

JUEGO #7 – "Recreo instantáneo"

INSTRUCCIONES: El objetivo de este juego es poder utilizar el kit de "Pintada de Patios de Recreo" para promover la actividad física y movimiento en áreas donde no existen recursos adicionales. Los kits pueden ser utilizados en estacionamientos de oficinas, escuelas o universidades para animar a los participantes a que piensen en nuevas maneras de realizar la cantidad recomendada de actividad diaria o semanal. Asegure que los kits sean utilizados cuando no estén en uso los estacionamientos, por ejemplo después de las horas de trabajo o durante fines de semana. Por otro lado, asegúrese de averiguar con la oficina de la instalación para obtener permiso para usar una parte del estacionamiento.

TEXTO PARA LA GUÍA: Jugar mejor puede llevarse a cabo en cualquier lugar y realizar su cantidad recomendada de actividad física diaria o semanal puede incluir todo tipo de actividades y movimientos divertidos, ¡hasta en un estacionamiento! Utilice el kit "Pintada de Patios de Recreo" y la guía de diseño para crear áreas de recreo que son divertidas e instantáneas. La guía y hoja de instrucción que se adjunta contiene consejos para saber cómo convertir un espacio abierto en un espacio activo. Use su creatividad y háganos saber cómo se mantiene activo mandando fotos a [CONTACTO] o compartiendo fotos en las redes sociales utilizando las etiquetas #SerMejor #JugarMejor #Guía Comunitaria.

Benefits of Being Active

Get Active, Drink Water...Feel Better! Infographic

THIS PIECE CAN BE USED AS A COMMUNITY-FACING DOCUMENT

Try it now!

- Post the infographic on your website and promote it through your social media channels.
- Write a press release about the infographic and submit it to your local media. Within the press release, include the message points about adult's and children's needs for physical activity and the specific points that are highlighted in the infographic. Also include examples of how people in your community are engaging in physical activity.

CHAMPIONS for CHANGE™

Get Active, Drink Water... Feel Better!

Start Moving

Regular physical activity can improve your health, maintain a healthy weight and help prevent chronic diseases.

60 minutes a day

Children and teens, ages 6-17, need to be active at least 60 minutes every day. This includes muscle and bone strengthening 3 times a week.

150 minutes a week

Adults need 150 minutes of activity a week and should do muscle and bone strengthening 2 times a week.

- Active kids tend to become active adults.
- Active kids do better in school.

Muscle and bone strengthening includes weight bearing activities like jumping and running.

10 minutes at a time is fine! 150 minutes a week sounds like a lot, but you don't have to do it all at once. You can break it up during the day by doing 10 minutes at a time.

Be Active at the Park

- Ride your bike or walk to the park
- Run and do workouts along a park path
- Play soccer or football with your kids and their friends

- Check out park and rec leagues for you and your kids
- Bring lunch and plan a day of activities and games

Drink More Water

Drink water before, during and after activities

8 - 12

Drink 8 to 12 cups of water every day
(1 cup is 8 ounces)

Fill up a water bottle at home and take it with you to the park, work, or on walks

When passing a water fountain, stop, take a drink and fill up your water bottle

Use a refillable water bottle

Drinking water helps control your body temperature during active play.

Find new ideas for being active at

CaChampionsForChange.net

CDPH California Department of PublicHealth

For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer.

CHAMPIONS™ for CHANGE

300435

Sé activo, toma agua... ¡siéntete mejor!

Empieza a moverte

La actividad física habitual puede mejorar tu salud, mantener un peso saludable y ayudar a prevenir enfermedades crónicas.

- Los niños activos tienden a convertirse en adultos activos.
- Los niños activos se desempeñan mejor en la escuela.

60 minutos al día

Niños y adolescentes de 6 a 17 años de edad necesitan estar activos por lo menos 60 minutos cada día. Esto incluye fortalecimiento de músculos y huesos 3 veces a la semana.

150 minutos a la semana

Los adultos requieren 150 minutos de actividad a la semana, y deberían fortalecer músculos y huesos 2 veces a la semana.

Fortalecimiento de músculos y huesos incluye actividades en las que se carga con el peso del cuerpo, como saltar y correr.

¡10 minutos a la vez está bien! 150 minutos a la semana suena a mucho, pero no lo tienes que hacer todo a la vez. Puedes hacerlo en sesiones de 10 minutos cada vez a lo largo del día.

Sé activo en el parque

- Monta tu bici o camina al parque
- Corre y haz ejercicio a lo largo de un sendero en el parque
- Juega fútbol con tus hijos y sus amistades

- Busca ligas de recreación en parques para tí y tus hijos
- Lleva almuerzo y planea un día de juegos y actividades

Toma más agua

8 - 12

Toma agua antes, durante y después de hacer actividades

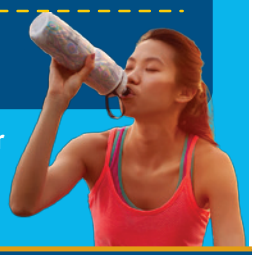
Toma de 8 a 12 vasos de agua todos los días *(1 vaso es 8 onzas)*

Llena una botella de agua en casa y llévatela al parque, al trabajo o en caminatas

Cuando pases por una fuente de agua, para y toma agua y llena tu botella nuevamente

Toma tu agua en una botella reusable

Tomar agua ayuda a controlar la temperatura de tu cuerpo durante el juego activo.



Descubre nuevas ideas para estar activo en

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CAMPEONES del CAMBIO™

How to Play Zombie Tag

THIS PIECE CAN BE USED AS A COMMUNITY-FACING DOCUMENT

Try it now!

- Post this digital game card on your website and promote it through your social media channels.
- Create a family-based fun and games event in a park ("Family Fun Day"), community center, or other public place. Give families copies of this card and instruct them about how to play the game. Enlist community partners to attend. Invite media to cover. Even invite media members to participate by bringing their families.
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CHAMPIONS for CHANGE™

Zombie Tag

Good for indoor or outdoor play

What You Will Need:

- Open play area
- Humans
- Zombies

For better health, adults need 150 minutes of physical activity a week and kids need 60 minutes of active play each day. Turning exercise into play makes the minutes quickly add up! Play Zombie Tag with your kids and you'll have a great time!

Object of the game – Be the last remaining human!

1. Choose one person to be a zombie. If you are a zombie, you can keep your eyes open to spot humans, but you cannot run.
2. The remaining players are human. If you are a human, you can run, but must stay within the designated play area.
3. Everyone has a 10-second head start to run away; after that the zombie starts searching for humans in the designated play area.
4. If you are tagged, you join the zombie team.
5. The last person to remain on the human team wins and the game ends.
6. The last remaining human selects the next person to be the original zombie.

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Diversión y Juegos para Ser Mejor

Escápate del Zombi

Se puede jugar al aire libre o bajo techo

Lo que necesitas:

- Un área de juego amplia
- Humanos
- Zombis

Para estar más saludables, los adultos necesitan 150 minutos de actividad física a la semana y los niños necesitan 60 minutos de juego activo cada día. ¡Transformar el ejercicio en juego hace que los minutos se sumen rápidamente! ¡Juega a la Roña Zombi con tus niños y la pasarán muy bien!

Objetivo del juego: ¡Ser el último humano que queda!

1. Elige a una persona que sea el zombi. Si tú eres el zombi, puedes permanecer con los ojos abiertos para encontrar a los humanos, pero no puedes correr.
2. Los demás jugadores son humanos. Si tú eres humano, puedes correr, pero debes permanecer dentro del área de juego designada.
3. Todos tienen una ventaja de 10 segundos para salir corriendo; después de eso el zombi empieza a buscar humanos en el área de juego designada.
4. Si te tocan, te unes al equipo de los zombis.
5. La última persona que quede en el equipo de humanos gana y el juego termina.
6. El último humano que queda selecciona a la próxima persona para que sea el zombi original.

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CAMPEONES del CAMBIO™

How to Play Hopscotch

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CHAMPIONS for CHANGE™

Hopscotch

Good for indoor or outdoor play

What You Will Need:

- Open play area
- Chalk or masking tape
- Small pebble for marker
- Hopping skills

For better health, adults need 150 minutes of physical activity a week and kids need 60 minutes of active play each day. Turning exercise into play makes the minutes quickly add up! Play Hopscotch with your kids and you'll have a great time!

Object of the game – Be the first person to complete the hopscotch course with your pebble on each square!

1. Draw a hopscotch board on the ground using chalk. The traditional pattern is 10 squares, but you can use any shape you like, just be sure to number each. If you are indoors, use masking tape to create the design.
2. Stand at the start and throw a small stone or pebble into one of the squares on the board.
3. Hop from the beginning of the board to the end with only one foot landing in each square, skipping the square with your pebble.
4. Hop from the end of the board back to the beginning, stopping to pick up your pebble.
5. If you step on a line, have more than one foot in the square, or don't pick up the pebble, you lose your turn. The first person to make their way through the hopscotch course with their pebble on each square wins!

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CHAMPIONS for CHANGE™

El Avión

Se puede jugar al aire libre o bajo techo

Lo que necesitas:

- Un área de juego amplia
- Gis
- Una piedra pequeña para marcar
- La habilidad de saltar

Para estar más saludables, los adultos necesitan 150 minutos de actividad física a la semana y los niños necesitan 60 minutos de juego activo cada día. ¡Transformar el ejercicio en juego hace que los minutos se sumen rápidamente! ¡Juega al Avión con tus niños y la pasarán muy bien!

Objetivo del juego: ¡Ser la primera persona en completar el trayecto del avión con tu piedra en cada cuadrado!

1. Dibuja el avión en el piso con un gis. El patrón tradicional consiste de 10 cuadrados, pero puedes utilizar la forma que quieras, sólo asegúrate de numerar cada una. Si estás bajo techo, utiliza cinta de enmascarar (masking tape) para crear el diseño.
2. Párate donde empieza el avión y tira una piedra pequeña dentro de uno de los cuadrados.
3. Salta desde el comienzo hasta el final del avión en un solo pie, parando en cada cuadrado, menos en el que tiene tu piedra.
4. Salta de regreso hasta llegar al principio de nuevo, y detente para recoger tu piedra.
5. Si pisas una de las rayas, tienes más de un pie en el cuadrado, o no recoges la piedra, pierdes tu turno. ¡La primera persona que termine el trayecto del avión con su piedra en cada cuadrado, gana!

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CAMPEONES del CAMBIO™

How to Play Superhero Rescue

Be Better Fun and Games

Superhero Rescue

Good for indoor or outdoor play

What You Will Need:

- Open play area
- Small toy or article of clothing
- Superhero capes and masks are optional

For better health, adults need 150 minutes of physical activity a week and kids need 60 minutes of active play each day. Turning exercise into play makes the minutes quickly add up! Play this Superhero game with your kids and you'll have a great time!

Object of the game – Superheroes rescue the stolen treasure before the villains steal the superheroes' secret identity from their lair!

1. Gather at least six people and separate into two teams (superheroes and villains) and divide the playing area in half. (The playing area could be as large as a soccer field, or smaller, whatever you have available.) Each team should designate part of their side to be a jail.
2. Villains have five minutes to hide their stolen treasure in their half of the playing area and superheroes hide their secret identity in their own half of the playing area. Use any toy or article of clothing to represent the treasure or secret identity. Hide the items behind a tree, under a rock, etc.
3. When the game starts, players try to capture the other team's item and take it back to their playing area. The first team to return with the item wins.
4. If you are in the opposite team's playing area and are tagged by your opponent, you are put in their jail. You can be released from jail if your own team member tags you.
5. Remember to protect your treasure or identity!

Visit **CaChampionsForChange.net** for healthy tips.

CHAMPIONS for CHANGE™

THIS PIECE CAN BE USED AS A COMMUNITY-FACING DOCUMENT

Try it now!

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CHAMPIONS for CHANGE™

Superhero Rescue

Good for indoor or outdoor play

What You Will Need:

- Open play area
- Small toy or article of clothing
- Superhero capes and masks are optional

For better health, adults need 150 minutes of physical activity a week and kids need 60 minutes of active play each day. Turning exercise into play makes the minutes quickly add up! Play this Superhero game with your kids and you'll have a great time!

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Diversión y Juegos para Ser Mejor

Rescate del Superhéroe

Se puede jugar al aire libre o bajo techo

Lo que necesitas:

- Un área de juego amplia
- Un juguete pequeño o pieza de ropa
- Las capas y máscaras de superhéroes son opcionales

Para estar más saludables, los adultos necesitan 150 minutos de actividad física a la semana y los niños necesitan 60 minutos de juego activo cada día. ¡Transformar el ejercicio en juego hace que los minutos se sumen rápidamente! ¡Juega este Juego de Superhéroes con tus niños y la pasarán muy bien!

Objetivo del juego: ¡Los superhéroes rescatan el tesoro robado antes de que los villanos les roben la identidad secreta a los superhéroes de su guarida!

1. Reúne al menos seis personas y crea dos equipos (superhéroes y villanos) y divide el área de juego en dos. (El área de juego puede ser tan grande como una cancha de fútbol, o más pequeña, lo que esté disponible.) Cada equipo debe designar parte de su lado de juego para ser utilizada como una cárcel.
2. Los villanos tienen cinco minutos para esconder el tesoro robado en su mitad del área de juego y los superhéroes esconden su identidad secreta en su mitad del área de juego. Utiliza cualquier juguete o pieza de ropa para representar el tesoro o la identidad secreta. Esconde los artículos detrás de un árbol, debajo de una piedra, etc.
3. Cuando el juego empieza, los jugadores tratan de capturar los artículos del otro equipo y llevarlos a su área de juego. El primer equipo que regrese con el artículo, gana.
4. Si estás en el área de juego del equipo opuesto y tu oponente te toca, te pueden meter en su cárcel. Puedes salir de la cárcel si los miembros de tu equipo te tocan.
5. ¡Recuerda que debes proteger tu tesoro o tu identidad!

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CAMPEONES del CAMBIO™

How to Do Yoga Cat Cow Pose

THIS PIECE CAN BE USED AS A COMMUNITY-FACING DOCUMENT

Try it now!

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CHAMPIONS for CHANGE™

Yoga – Cat Cow

Good for indoor or outdoor play

What You Will Need:

- Yoga mat or towel
- Small area to spread mat or towel
- Comfortable clothing

For better health, adults need 150 minutes of physical activity a week and kids need 60 minutes of active play each day. Turning exercise into play makes the minutes quickly add up! Try simple and fun yoga poses with your kids and you'll have a great time!

Build up your strength and flexibility by practicing yoga poses!

1. Start on your hands and knees.
2. Breathe in and arch your back by pressing your tummy toward the floor and look up.
3. Breathe out, round out your back, drop your head and look for your belly button.
4. Return to the start position.

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CHAMPIONS for CHANGE™

Yoga – Gato Vaca

Se puede hacer al aire libre o bajo techo

Lo que necesitas:

- Una colchoneta de yoga o una toalla
- Un área pequeña para extender la colchoneta o toalla
- Ropa cómoda

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¡Aumenta tu fuerza y flexibilidad practicando estas posturas de yoga!

1. Empieza por ponerte sobre tus manos y rodillas.
2. Inhala y arquea tu espalda, presionando tu estómago hacia el piso, y mira hacia arriba.
3. Exhala, redondea tu espalda, baja tu cabeza y mira hacia tu ombligo.
4. Vuelve a la posición inicial.

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CAMPEONES del CAMBIO™

How to Do Yoga Downward Facing Dog Pose

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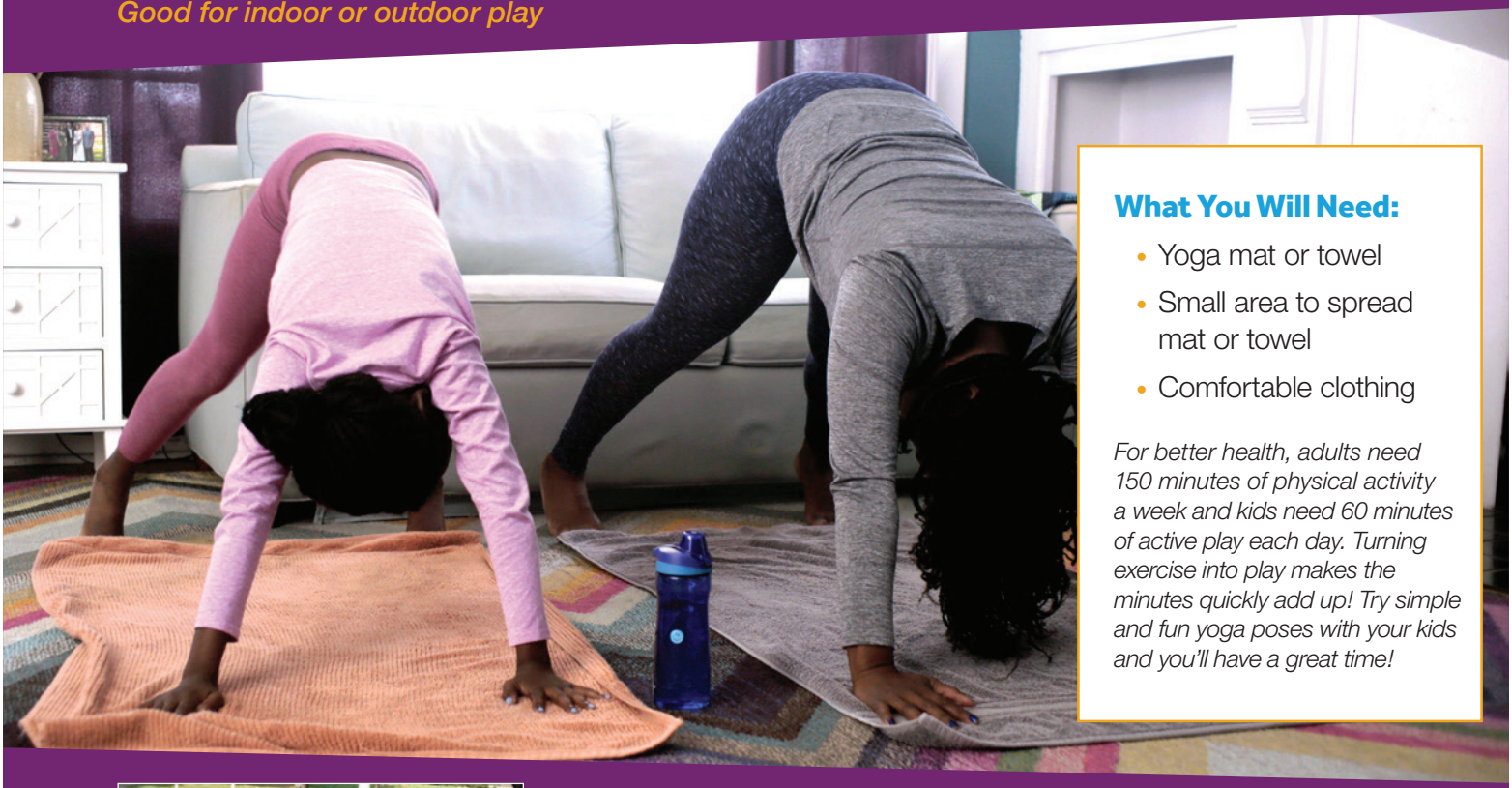
- Create an unexpected event like a "Play Better" family day at a major local employer where employees are encouraged to bring their kids for healthy food and activities. Offer media interviews with employers and employees on their commitment to the health of their employees and communities.

CHAMPIONS for CHANGE™

Yoga – Downward Facing Dog

Good for indoor or outdoor play



What You Will Need:

- Yoga mat or towel
- Small area to spread mat or towel
- Comfortable clothing

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Build up your strength and flexibility by practicing yoga poses!

1. Start on your hands and knees and take a deep breath in.
2. Curl your toes under and press them against the floor.
3. Breathe out and lift your tailbone into the air.
4. Straighten your knees and try to press your heels down toward the floor.
5. Allow your head to drop so that it lines up with your spine.

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Yoga – Perro hacia abajo

Se puede hacer al aire libre o bajo techo

Lo que necesitas:

- Una colchoneta de yoga o una toalla
- Un área pequeña para extender la colchoneta o toalla
- Ropa cómoda

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¡Aumenta tu fuerza y flexibilidad practicando posturas de yoga!

1. Empieza por ponerte sobre tus manos y rodillas e inhala profundamente.
2. Gira los dedos de tus pies hacia adentro y presiónalos contra el suelo.
3. Exhala, y levanta tus caderas hacia arriba.
4. Endereza tus rodillas y trata de presionar tus talones contra el piso.
5. Permite que tu cabeza cuelgue para que se alinee con tu columna vertebral.

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How to Do Yoga Warrior Pose

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CHAMPIONS for CHANGE™

Yoga – Warrior

Good for indoor or outdoor play

What You Will Need:

- Yoga mat or towel
- Small area to spread mat or towel
- Comfortable clothing

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Build up your strength and flexibility by practicing yoga poses!

1. Stand with your feet wide apart and pointing forward.
2. Turn your right foot out to the side about 90 degrees
3. Breathe in and raise your arms to shoulder height out to your sides. Your arms will make a straight line across your body.
4. Breathe out, look over your right hand then bend your right knee to lower yourself into a lunge position.
5. Hold this position for two breaths.
6. Straighten your knees and return to the starting position.
7. Repeat on your left side.

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CHAMPIONS for CHANGE™

Yoga – Guerrero

Se puede hacer al aire libre o bajo techo

Lo que necesitas:

- Una colchoneta de yoga o una toalla
- Un área pequeña para extender la colchoneta o toalla
- Ropa cómoda

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¡Aumenta tu fuerza y flexibilidad practicando posturas de yoga!

1. Párate con tus pies extendidos, apuntando hacia el frente.
2. Gira tu pie derecho hacia el lado, como a unos 90 grados.
3. Inhala y levanta los brazos a la altura de tus hombros y hacia los lados. Tus brazos harán una línea recta a lo largo de tu cuerpo.
4. Exhala, mira hacia tu mano derecha y luego dobla tu rodilla derecha para bajarte a una posición de desplante.
5. Mantén esta posición durante dos respiraciones.
6. Endereza tus rodillas y vuelve a la posición inicial.
7. Repite en tu lado izquierdo.

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Play Better Template Pitch Letter

Pitch or "sell" your media event ideas to editors at daily and weekly newspapers, online news sites, television stations, and news and/or talk radio stations. This pitch letter can be adapted for use with any of the Play Better promotions.

Dear [INSERT FIRST NAME or EDITOR],

Alarmingly, in California, more than eight million adults and adolescents were estimated to be obese in 2014. That means that more than 25 percent of adults and almost 15 percent of teens are affected.[1] And while the prevalence is high among all Californians, obesity disproportionately affects people of color and of low income.[2] In fact, in [INSERT CITY or COUNTY], [INSERT SENTENCE WITH COUNTY STATS].

This [INSERT DATE], [INSERT FUNDED PARTNER] will be [INSERT ACTIVITY] to raise awareness about the importance of playing better each day. According to the American Heart Association, about 50 percent of U.S. adults and 65 percent of adolescents do not currently get the recommended amount of daily physical activity.[3] For better health, adults need 150 minutes a week and kids need 60 minutes of active play every day.

[INSERT BRIEF PARAGRAPH(S) WITH MORE DETAIL ABOUT YOUR PITCH. FOR EXAMPLE IN REGARD TO THE COMMUNITY PLAYBOOK:] Our community is turning exercise into play with the creation of the [CITY/COUNTY/AREA] Community Playbook. With more than [NUMBER] "plays," [NICKNAME FOR LOCAL RESIDENTS] will have a variety of fun ways to be active and play better each day, including:

[LIST A FEW PLAYS HERE, SUCH AS:]

- 30 for 30 – Thirty of the best routes in [CITY/AREA] for a 30-minute walk.
- Smartphone Scavenger Hunt – Snap photos while being active outdoors.
- Fun and Games – Simple and fun games for kids and families to play.

You are invited to play with our community at the [NAME OF PROGRAM/ACTIVITY] on [DATE] at [TIME] where we will demonstrate many of the ideas from this community-created Be Better Community Playbook.

I will follow up [WHEN], but in the meantime, please feel free to contact me at [INSERT PHONE NUMBER] for more information.

Best regards,

[INSERT NAME]

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[1] UCLA Center for Health Policy Research. AskCHIS 2014. Body mass index 4-level (adult only) and Body mass index 4-level (teen only). Retrieved April 20, 2016 from http://ask.chis.ucla.edu.
[2] Wolstein, J., Babey, S. H., & Diamant, A. L. (2015). Obesity in California. Los Angeles, CA: UCLA Center for Health Policy Research.

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[3] American Heart Association, Inc. (2013, October 18). Unlocking school playgrounds and gyms encourages physical activity [News story]. Retrieved from http://news.heart.org/unlocking-school-playgrounds-and-gyms-encourages-physical-activity/

Muestra de carta promocional de Jugar Mejor

Promocione o "venda" sus ideas sobre eventos para medios a los editores de periódicos diarios y semanales, sitios de noticias en línea, estaciones de televisión, y estaciones de radio. Esta carta puede ser adaptada para ser utilizada con cualquiera de las promociones Jugar Mejor.

Estimado(a) [INSERTAR EL NOMBRE O "EDITOR"],

De manera alarmante, en California se ha estimado que en 2014 más de ocho millones de adultos y adolescentes eran obesos. Eso significa que más del 25 por ciento de los adultos y casi el 15 por ciento de los adolescentes se han visto afectados.[1] Y mientras que la prevalencia es alta entre todos los californianos, la obesidad afecta de manera desproporcionada a las personas de bajos ingresos.[2] De hecho, en [INSERTAR CIUDAD o CONDADO], [INSERTAR ORACIÓN CON ESTADÍSTICAS DEL CONDADO].

Este [INSERTAR FECHA], [INSERTAR ALIADO FINANCIADO] estará en [INSERTAR ACTIVIDAD] para crear conciencia sobre la importancia de jugar mejor cada día. De acuerdo con la Asociación Americana del Corazón, alrededor del 50 por ciento de los adultos y el 65 por ciento de los adolescentes estadounidenses actualmente no hacen la cantidad recomendada de actividad física diaria.[3] Para una mejor salud, los adultos necesitan 150 minutos de juego activo a la semana y los niños necesitan 60 minutos cada día.

[INSERTAR UN PÁRRAFO BREVE CON MÁS DETALLES SOBRE SU PROPUESTA. POR EJEMPLO, SOBRE LA GUÍA COMUNITARIA PARA MANTENERSE ACTIVO:] Nuestra comunidad está convirtiendo el ejercicio en juego con la creación de la Guía Comunitaria para Mantenerse Activo de [CIUDAD/CONDADO/ÁREA]. Con más de [NÚMERO] estrategias, [RESIDENTES] tendrán una variedad de maneras divertidas para hacer actividad física y jugar mejor cada día, incluyendo:

[ENUMERAR ALGUNOS JUEGOS AQUÍ, POR EJEMPLO:]

- 30 por 30 – Treinta de las mejores rutas en [CIUDAD/ÁREA] para hacer una caminata de 30 minutos.

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[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.

[2] Wolstein, J., Babey, S. H., & Diamant, A. L. (2015). *Obesity in California.* Los Angeles, CA: UCLA Center for Health Policy Research.

[3] American Heart Association, Inc. (2013, October 18). Unlocking school playgrounds and gyms encourages physical activity [News story]. Retrieved from http://news.heart.org/unlocking-school-playgrounds-and-gyms-encourages-physical-activity/

Este material fue producido por la Rama de Educación en Nutrición y Prevención de la Obesidad del Departamento de Salud Pública de California con fondos del *Supplemental Nutrition Assistance Program-Education* del Departamento de Agricultura de los EE.UU. (USDA, por sus siglas en inglés), conocido en California como CalFresh. CalFresh provee asistencia a gente con bajos ingresos y puede ayudar a comprar comida nutritiva para una mejor salud. Para información sobre CalFresh, llame al 1-888-9-COMIDA. Para información nutricional, visite www.CampeonesDelCambio.net.

- Juego de búsqueda con celular – tome fotos mientras hace actividad física al aire libre.
- Diversión y juegos – Juegos simples y divertidos para niños y familias.

Le invitamos a jugar con nuestra comunidad en [NOMBRE DE PROGRAMA/ACTIVIDAD] el [FECHA] a la/s [HORA] donde mostraremos muchas de las ideas de la Guía Comunitaria *Ser Mejor* para Mantenerse Activo creado por la comunidad.

Me pondré en contacto con usted el [CUÁNDO], pero mientras tanto, no dude en contactarme al [INSERTAR NÚMERO TELEFÓNICO] para más información.

Saludos cordiales,

[INSERTAR NOMBRE]

FOR IMMEDIATE RELEASE
[INSERT DATE]

CONTACT: [INSERT NAME]
[INSERT PHONE NUMBER]
[INSERT EMAIL ADDRESS]

[FUNDED PARTNER] AND *CHAMPIONS FOR CHANGE* PROMOTE PLAYING BETTER TO IMPROVE HEALTH

[INSERT BRIEF OVERVIEW, SUCH AS: "Community Creates [NAME OF CITY/COUNTY/AREA] Community Playbook — A Customized Guide for Turning Exercise Into Play"]

([CITY], Calif.) – [INSERT WHO, SUCH AS: More than 100 community members, including parents, children, and city employees] worked with [FUNDED PARTNER] to create the Be Better [CITY/COUNTY/AREA] Community Playbook, a guide containing more than [NUMBER] fun, free, or low-cost ways for people of all ages to get physical activity into each day.

[INSERT QUOTE RELATED TO PROGRAM, SUCH AS: "Just like football teams gather their best moves on the field into a playbook they use for games, our [CITY/COUNTY/AREA] community playbook is filled with great resources [NICKNAME FOR LOCAL RESIDENTS] can use to find fun, free, or low-cost ideas about how to play better each day," said [SPOKESPERSON NAME, TITLE, ORGANIZATION].

[INSERT SOME EXAMPLES OF 'PLAYS,' SUCH AS: A few of the more than [NUMBER] "plays" include:

- 30 for 30 – Thirty of the best routes in [CITY/AREA] for a 30-minute walk.
- Smartphone Scavenger Hunt – Snap photos while being active outdoors.
- Fun and Games – Simple and fun games for kids and families to play.

The *Champions for Change Program* wants to inspire and motivate Californians to be better by adopting small changes today for a healthier tomorrow. [INSERT REFERENCE TO PROGRAM SUCH AS: turning exercise into play] is a step you can take on the road to better health.

In California, more than eight million adults and adolescents were estimated to be obese in 2014. That means that more than 25 percent of adults and almost 15 percent of teens are affected.[1] And while the prevalence is high among all Californians, obesity disproportionately affects people of color and of low income.[2] In fact, in [INSERT CITY or COUNTY], [INSERT SENTENCE WITH COUNTY STATS].

Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes.[3] By providing tools like [INSERT REFERENCE RELATED TO PROGRAM, SUCH AS: the Play Better [CITY/COUNTY/AREA] Community Playbook] along with other ways to play better, [FUNDED PARTNER], and *Champions for Change* continue to stem the obesity epidemic by giving residents the tools they need to make good health a priority.

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

“When I first decided that it was time for me and my family to be healthier, I thought I had to change everything all at once and I almost gave up before I even started,” admits [NAME], a local *Champion* for *Change* from [CITY]. “That’s why it’s so important to me to help others find the little ways to be better each day. In addition to [INSERT REFERENCE RELATED TO PROGRAM, SUCH AS: turning exercise into play], we take the stairs instead of the elevator, keep a bowl of fruit on the table for after school snacks, and we stopped buying sugary drinks.”

The www.CaChampionsForChange.net website features stories about families like [NAME JUST MENTIONED] who are finding ways to be better every day, including eating healthier, being active, and drinking water instead of sugary drinks. [NICKNAME FOR LOCAL RESIDENTS] can also follow *Champions for Change* on Facebook, Pinterest, and Instagram for tons of creative ideas, helpful resources, and delicious recipes to support families on the path to better health.

For more information about the California *Champions for Change Program*, or to learn how to become a *Champion for Change*, visit www.CaChampionsForChange.net.

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[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.

[2] Wolstein, J., Babey, S. H., & Diamant, A. L. (2015). *Obesity in California.* Los Angeles, CA: UCLA Center for Health Policy Research.

[3] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine,155(5),* 292-299.

PARA PUBLICACIÓN INMEDIATA
[INSERTAR FECHA]

CONTACTO: [INSERTAR NOMBRE]
[INSERTAR TELÉFONO]
[INSERTAR CORREO ELECTRÓNICO]

[ALIADO FINANCIADO] Y *CAMPEONES DEL CAMBIO* PROMUEVEN JUGAR MEJOR PARA MEJORAR LA SALUD

[INSERTAR UN RESUMEN BREVE, POR EJEMPLO: "La comunidad crea la Guía Comunitaria para Mantenerse Activo de [NOMBRE DE CIUDAD/CONDADO/ÁREA] — Una guía de actividades personalizada para convertir el ejercicio en juego"]

([CIUDAD], Calif.) – [AGREGAR QUIÉN, POR EJEMPLO: Más de 100 miembros de la comunidad, incluyendo padres, niños y empleados de la ciudad] trabajaron con [ALIADO FINANCIADO] para crear la Guía Comunitaria *Ser Mejor* para Mantenerse Activo de [CIUDAD/CONDADO/ÁREA], una guía que contiene más de [NÚMERO] maneras divertidas, gratis o a bajo costo para que las personas de todas las edades se mantengan activas físicamente todos los días.

[AGREGAR CITA RELACIONADA AL PROGRAMA, POR EJEMPLO: "Al igual que los equipos de fútbol reúnen sus mejores jugadas en la cancha en un libro de jugadas que utilizan para los partidos, nuestra Guía Comunitaria para Mantenerse Activo de [CIUDAD/CONDADO/ÁREA] está lleno de excelentes recursos que los [RESIDENTES] pueden utilizar para encontrar ideas divertidas, gratis o a bajo costo para jugar mejor cada día," dijo [NOMBRE, TÍTULO Y ORGANIZACIÓN DEL PORTAVOZ].

[AGREGAR ALGUNOS EJEMPLOS DE JUEGOS, TALES COMO: Algunos de los más de [NÚMERO] juegos incluyen:

- 30 por 30 – Treinta de las mejores rutas en [CIUDAD/ÁREA] para hacer una caminata de 30 minutos.
- Juego de búsqueda con celular – tome fotos mientras hace actividad física afuera.
- Diversión y juegos – Juegos simples y divertidos para niños y familias.

El *Programa Campeones del Cambio* quiere inspirar y motivar a los californianos a ser mejor, adoptando pequeños cambios hoy para una vida más saludable. [AGREGAR REFERENCIA DEL PROGRAMA POR EJEMPLO: Convertir el ejercicio en juego] es un paso que puede tomar hacia una mejor salud.

En California se estimó que más de ocho millones de adultos y adolescentes eran obesos en 2014. Eso

Este material fue producido por la Rama de Educación en Nutrición y Prevención de la Obesidad del Departamento de Salud Pública de California con fondos del *Supplemental Nutrition Assistance Program-Education* del Departamento de Agricultura de los EE.UU. (USDA, por sus siglas en inglés), conocido en California como CalFresh. CalFresh provee asistencia a gente con bajos ingresos y puede ayudar a comprar comida nutritiva para una mejor salud. Para información sobre CalFresh, llame al 1-888-9-COMIDA. Para información nutricional, visite www.CampeonesDelCambio.net.

significa que más del 25 por ciento de los adultos y casi el 15 por ciento de los adolescentes se han visto afectados.[1] Y mientras que la prevalencia es alta entre todos los californianos, la obesidad afecta de manera desproporcionada a las personas de color y bajos ingresos.[2] De hecho, en [AGREGAR CIUDAD o CONDADO], [AGREGAR ORACIÓN CON ESTADÍSTICAS DEL CONDADO].

Las investigaciones han indicado que tener un peso normal reduce significativamente el riesgo de desarrollar la diabetes tipo 2.[3] Proporcionando herramientas como [AGREGAR REFERENCIA RELACIONADA AL EVENTO, POR EJEMPLO: la Guía Comunitaria para Mantenerse Activo] de [CIUDAD/CONDADO/ÁREA] además de otras maneras de jugar mejor, [ALIADO FINANCIADO] y *Campeones del Cambio* continúan deteniendo la epidemia de la obesidad, proporcionando así a los residentes las herramientas que necesitan para hacer que la buena salud sea una prioridad.

"Cuando decidí que ya era hora de que mi familia y yo estuviéramos más saludables, pensé que tenía que cambiar todo al mismo tiempo y casi me doy por vencida antes de empezar," admite [NOMBRE], una *Campeona del Cambio* de [CIUDAD]. "Por eso es tan importante para mi ayudar a otras personas a descubrir pequeñas maneras de ser mejor cada día. Además de [AGREGAR REFERENCIA RELACIONADA AL PROGRAMA, POR EJEMPLO: convertir el ejercicio en juego], tomamos las escaleras en vez del elevador, mantenemos un tazón de fruta en la mesa para el bocadillo después de la escuela, y dejamos de comprar bebidas azucaradas."

El sitio web CampeonesDelCambio.net incluye historias sobre familias como [NOMBRE ANTES MENCIONADO] que están encontrando maneras para ser mejor todos los días, incluyendo comer más saludable, hacer actividad física, y tomar agua en vez de bebidas azucaradas. Los [RESIDENTES] también pueden seguir a *Champions for Change* en Facebook y Pinterest para obtener un montón de ideas creativas, útiles recursos y deliciosas recetas para apoyar a las familias que desean emprender el camino hacia una salud mejor.

Para más información sobre el *Programa Campeones del Cambio* de California, o para aprender cómo convertirse en un *Campeón del Cambio*, visite CampeonesDelCambio.net.

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[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.

[2] Wolstein, J., Babey, S. H., & Diamant, A. L. (2015). *Obesity in California.* Los Angeles, CA: UCLA Center for Health Policy Research.

[3] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine,155(5),* 292-299.

CHAMPIONS for CHANGE™

CONTACT: [INSERT NAME]
[INSERT PHONE NUMBER]
[INSERT EMAIL ADDRESS]

MEDIA ADVISORY

[FUNDED PARTNER] AND *CHAMPIONS FOR CHANGE* HOST [EVENT TITLE] TO PLAY YOUR WAY TO GOOD HEALTH

[INSERT BRIEF OVERVIEW SUCH AS: "Event to Celebrate Launch of [NAME OF CITY/COUNTY/AREA] Community Playbook — A Customized Activity Guide for Turning Exercise Into Play"]

WHAT: Community leaders and local families will join the [FUNDED PARTNER] and *Champions for Change* for [NAME OF EVENT] to celebrate the [INSERT DESCRIPTION OF EVENT, SUCH AS: launch of the [CITY/COUNTY/AREA] Community Playbook.] [INSERT BRIEF BACKGROUND, SUCH AS: The physical activity guide for turning exercise into play was created by more than [NUMBER] parents and children from [CITY/COUNTY/AREA] and is filled with more than [NUMBER] fun, free, or low-cost ways for people of all ages to be physically active every day.] During the event, [INSERT BRIEF DESCRIPTION SUCH AS: local *Champions for Change* will demonstrate fun, easy, free or low-cost ways to play your way to good health.]

VISUALS: Adults and children taking part in fun "plays" from the Community Playbook, including: [THREE TO FOUR BULLETS LIKE EXAMPLES BELOW]

- "Smartphone Scavenger Hunt"
- Simple and fun games for families, like Zombie Tag and Superhero vs. Villains
- How to use free apps to map interesting and scenic local routes for walking and biking

WHEN: [DATE]
[TIME – including best time for media to attend if event is being held over several hours]

WHERE: [LOCATION NAME]
[ADDRESS]
[PARKING INFORMATION]

WHO: [BULLETED LIST OF SPEAKERS, PROMINENT FIGURES, AND/OR ORGANIZATIONS ATTENDING EVENT AND AVAILABLE FOR INTERVIEWS]

WHY: Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes.[1] By providing tools like [INSERT REFERENCE RELATED TO EVENT SUCH AS: the [CITY/COUNTY/AREA] Community Playbook] along with other ways to play better,

CDPH California Department of PublicHealth

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[FUNDED PARTNER] and *Champions for Change* continue to stem the obesity epidemic by giving residents the tools they need to make good health a priority.

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[1] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine, 155(5),* 292-299.

CAMPEONES del CAMBIO™

CONTACTO: [INSERTAR NOMBRE]
[INSERTAR TELÉFONO]
[INSERTAR CORREO ELECTRÓNICO]

AVISO DE MEDIOS

[ALIADO FINANCIADO] Y *CAMPEONES DEL CAMBIO* PRESENTAN [NOMBRE DEL EVENTO] PARA JUGAR A GANAR LA BUENA SALUD

[INSERTAR UN RESUMEN, POR EJEMPLO: "Evento celebrará el lanzamiento de la Guía Comunitaria para Mantenerse Activo de [NOMBRE DE CIUDAD/CONDADO/ÁREA] – Una guía de actividades personalizada para convertir el ejercicio en juego"]

QUÉ: Líderes comunitarios y familias se unirán a [ALIADO FINANCIADO] y a *Campeones del Cambio* en [NOMBRE DEL EVENTO] para celebrar el [AGREGAR DESCRIPCIÓN DEL EVENTO, POR EJEMPLO: lanzamiento de la Guía Comunitaria para Mantenerse Activo de [CIUDAD/CONDADO/ÁREA]. [AGREGAR DATOS BREVES, POR EJEMPLO: La guía de actividad física para convertir el ejercicio en juego fue creada por más de [NÚMERO] padres y niños de [CIUDAD/CONDADO/ÁREA] y está llena de más de [NÚMERO] maneras divertidas, gratis o a bajo costo para que las personas de todas las edades se mantengan activas físicamente todos los días.] Durante el evento, [AGREGAR DESCRIPCIÓN BREVE, POR EJEMPLO: los *Campeones del Cambio* mostrarán maneras divertidas, fáciles, gratis o a bajo costo.]

IMÁGENES: Adultos y niños participando en juegos divertidos de la Guía Comunitaria para Mantenerse Activo, incluyendo: [DE TRES A CUATRO PUNTOS COMO EN LOS SIGUIENTES EJEMPLOS]

- Juego de búsqueda con celular
- Juegos simples y divertidos para familias como el Escápate del Zombi y Rescate del Superhéroe
- Cómo utilizar aplicaciones gratuitas para encontrar rutas pintorescas para caminar o montar bicicleta

CUÁNDO: [FECHA]
[HORA – incluyendo el mejor momento para que los medios estén presentes si el evento dura varias horas]

DÓNDE: [NOMBRE DEL LUGAR]
[DIRECCIÓN]
[INFORMACIÓN SOBRE ESTACIONAMIENTO]

QUIÉN: [LISTA DE ORADORES, FIGURAS PROMINENTES, Y/O ORGANIZACIONES QUE ASISTIRÁN AL EVENTO Y ESTARÁN DISPONIBLES PARA DAR ENTREVISTAS]

CDPH California Department of PublicHealth

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PORQUÉ: Las investigaciones han indicado que tener un peso normal reduce significativamente el riesgo de desarrollar la diabetes tipo 2.[i] Proporcionando herramientas como [INSERTAR REFERENCIA RELACIONADA AL EVENTO, POR EJEMPLO: la Guía Comunitaria para Mantenerse Activo de [CIUDAD/CONDADO/ÁREA]] además de otras maneras de jugar mejor, [ALIADO FINANCIADO] y Campeones del Cambio continúan deteniendo la epidemia de la obesidad, proporcionando a los residentes las herramientas que necesitan para hacer que la buena salud sea una prioridad.

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[1] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine, 155(5),* 292-299.

CHAMPIONS for CHANGE™

PLAY BETTER [CITY/COUNTY/AREA]
MESSAGE POINTS

Message 1 – *What are you doing?*

- Play Better is part of Be Better *[CITY/COUNTY/AREA]*, a new statewide campaign from the California *Champions for Change Program* that delivers a simple message on healthy living: "You don't have to be perfect, just be better." The *Be Better* campaign is designed to inspire and motivate individuals and families to adopt small changes today for a healthier tomorrow.

- For better health, adults need 150 minutes a week and kids need 60 minutes of active play every day. Today, [FUNDED PARTNER] is here in [CITY/COUNTY/AREA] to encourage everyone to be better by having fun while getting active. Today's [INSERT NAME OF ACTIVITY] is a good example of how [INSERT EXAMPLE of type of physical activity turned into play] can get the heart pumping, muscles working, and make the minutes fly by!

Message 2 – *What is Be Better about?*

- We know change is hard, and that's why through Be Better *[CITY/COUNTY/AREA]* we are encouraging everyone to not worry about being perfect, and instead just try to be better. Making small changes day by day can soon add up to big health improvements. At today's event, we are helping [NICKNAME FOR LOCAL RESIDENTS] get started with ways to be better every day, like eating healthier, getting active, and drinking water instead of sugary drinks.

Message 3 – *What are some of the ways to Be Better?*

- Remember, it's not about perfection; it's about trying your best to make better, healthier choices for your family every day. Start the day by walking your kids to school. Instead of chips for your afternoon snack, munch on crunchy carrots and celery. For dinner, why not put a big pitcher of fruit-infused water on the table for everyone to enjoy? Day by day, these small changes will add up to help you reach your health goals.

Message 4 – *Where can I get more information?*

- We have even more creative activity ideas, helpful resources, and delicious recipes at: www.CaChampionsForChange.net

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JUGAR MEJOR [CIUDAD/CONDADO/ÁREA]
MENSAJES CLAVE

Mensaje 1 – *¿Qué estás haciendo?*

- Jugar Mejor es parte de *Ser Mejor* [CIUDAD/CONDADO/ÁREA], una nueva campaña publicitaria del programa Campeones del Cambio de California que comunica un simple mensaje para vivir una vida saludable: "No tienes que ser perfecto, sino ser mejor." La campaña *Ser Mejor* está diseñada para inspirar y motivar a individuos y familias a adoptar pequeños cambios hoy para un mañana más saludable.

- Para tener mejor salud, los adultos necesitan 150 minutos de juego activo a la semana y los niños necesitan 60 minutos todos los días. Hoy [ALIADO FINANCIADO] está aquí en [CIUDAD/CONDADO/ÁREA] para animar a todos a ser mejor, divirtiéndose al hacer actividad física. ¡La [AGREGAR NOMBRE DE ACTIVIDAD] de hoy es un buen ejemplo de cómo [AGREGAR EJEMPLO de un tipo de actividad física convertida en juego] puede acelerar el corazón, poner los músculos a trabajar y hacer que los minutos vuelen!

Mensaje 2 – *¿De qué se trata Ser Mejor?*

- Nosotros sabemos que hacer cambios no es fácil, y por esa razón con Ser Mejor *[*CIUDAD/CONDADO/ÁREA*]* estamos animando a todos a que no se preocupen por ser perfectos, sino que simplemente traten de ser mejor. Realizando pequeños cambios día a día pronto resultan en grandes mejoras de salud. En el evento de hoy estamos ayudando a los [RESIDENTES] a dar un inicio con distintas ideas para ser mejor cada día, como comer más saludablemente, ser activo y tomar agua en vez de bebidas azucaradas.

Mensaje 3 – *¿Cuáles son algunas maneras de Ser Mejor?*

- Recuerda, no se trata de perfección; lo más importante es hacer todo lo posible para tomar mejores decisiones para tu salud y para la de tu familia, todos los días. Empieza tu día caminando con tus hijos a la escuela. En vez de comer papitas para tu bocadillo de la tarde, come pepinos o sandía. Para la cena, ¿por qué no pones en la mesa un jarrón grande de agua con infusión de fruta para que todos la disfruten? Día a día, estos pequeños cambios se suman para ayudarte a realizar tus metas de salud.

Mensaje 4 – *¿Dónde puedo obtener más información?*

- Tenemos aún más ideas creativas sobre actividad, útiles recursos y deliciosas recetas en CampeonesDelCambio.net.

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Play Better Backgrounder*

The *Be Better* campaign from the California *Champions for Change Program* is part of an ongoing effort to improve the health of families and communities in California, especially those that are at greater risk of obesity, high blood pressure, and type 2 diabetes. Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes.[1] *Be Better* was created to inspire and motivate individuals and families to adopt small changes for a healthier tomorrow through a simple message: "You don't have to be perfect, just be better."

Play Better is the promotional theme for activities conducted to promote **daily physical activity.** For better health, adults need 150 minutes a week and kids need 60 minutes of active play every day. Use the activities in the Play Better section of the *Be Better* Field Guide to motivate your community to start taking steps toward better health and to turn their exercise into play!

Californians can visit CaChampionsForChange.net or follow *Champions for Change* on Facebook, Twitter, Pinterest, and Instagram to read stories about families who are leading healthier lives with the *Be Better* approach, and for creative ideas, helpful resources, and delicious recipes to support families on the path to better health.

The Champions for Change *Be Better* campaign was created and produced for the California Department of Public Health, Nutrition Education and Obesity Prevention Branch (NEOPB) with funding provided by the United States Department of Agriculture Supplemental Nutrition Assistance Program-Education (SNAP-Ed), known in California as CalFresh. Since 1997, *Champions for Change* has focused on improving health among low-income Californians who are at greater risk of obesity and other serious health problems. For more information, visit CaChampionsForChange.net.

[1] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine,* 155(5), 292-299.

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PLAY BETTER SOCIAL MEDIA POST RECOMMENDATIONS

Hashtags: #CAChampionsForChange #BeBetter #PlayBetter

CHANNEL	POST
FACEBOOK/ INSTAGRAM	You don't have to be perfect, just be better! Join us on [DATE] to learn how to play better in [CITY/COUNTY/AREA]. Try one of [INSERT NUMBER] fun, free or low cost ways to turn exercise into play for better health. Get all the information here: [INSERT LINK TO COMMUNITY PLAYBOOK]. #CAChampionsForChange #BeBetter #PlayBetter [INCLUDE IMAGE OF COMMUNITY PLAYBOOK]
	Discover the [INSERT NUMBER] free or low-cost places to [INSERT ACTIVITY SUCH AS WALK OR BIKE RIDE] in [INSERT CITY/COUNTY/AREA]. For more information about how to #PlayBetter, visit [INSERT LINK TO COMMUNITY PLAYBOOK]. #CAChampionsForChange #BeBetter [INCLUDE RELATED PHOTO SUCH AS FAMILIES WALKING OR BIKE RIDING]
	For better health, adults need 150 minutes a week and kids need 60 minutes of active play every day. Teach kids fun and easy ways to turn exercise into play with these: [INSERT LINK TO DIGITAL GAME CARDS]. #CAChampionsForChange #BeBetter #PlayBetter [INCLUDE IMAGE OF ONE OF THE GAME CARDS]
	Use your smartphone to #PlayBetter. Try our Smartphone Scavenger Hunt or one of the many apps to map routes for walking and biking. There are tips like these and more in the Be Better [CITY/COUNTY/AREA] Community Playbook. Visit [INSERT LINK TO PLAYBOOK]. #CAChampionsForChange #BeBetter [INCLUDE PHOTO OF SMARTPHONE OR PLAYBOOK COVER]

CDPH California Department of PublicHealth

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

CHAMPIONS for CHANGE™

PLAY BETTER SOCIAL MEDIA POST RECOMMENDATIONS

Hashtags: #CAChampionsForChange #BeBetter #PlayBetter

	Join us today at [INSERT LOCATION] from [INSERT TIME RANGE] to celebrate the launch of the Play Better [CITY/COUNTY AREA] Community Playbook. It is filled with [INSERT NUMBER] free and low-cost ways to turn exercise into play for better health right here in [COMMUNITY]. #CAChampionsForChange #BeBetter #PlayBetter [INCLUDE PHOTO OF FAMILIES BEING ACTIVE]
TWITTER	Turn exercise into play for better health. Check out [INSERT NUMBER] ways to #PlayBetter: [LINK TO COMMUNITY PLAYBOOK]. #CAChampionsForChange #BeBetter
	Small changes add up to big health benefits. #PlayBetter by turning exercise into play. [LINK TO PRESS RELEASE] [INCLUDE PHOTO OF FAMILIES BEING ACTIVE]
	Have 15 minutes? Why not get out and get active by walking a mile in [CITY/COUNTY/AREA]. Discover new routes here: [LINK TO COMMUNITY PLAYBOOK]. #CAChampionsforChange #BeBetter #PlayBetter
	Zombie Tag delivers heart-pumping fun for the family! [LINK TO DIGITAL GAME CARDS]. #CAChampionsforChange #BeBetter #PlayBetter
	Check out these free smartphone apps to help you #PlayBetter today: [INSERT LINK TO PLAYBOOK] #CAChampionsForChange #BeBetter [INCLUDE IMAGE OF PLAYBOOK]

CDPH California Department of PublicHealth

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RECOMENDACIONES DE MENSAJES SOBRE JUGAR MEJOR PARA LAS REDES SOCIALES

Etiquetas: #CampeonesDelCambio #SerMejor #JugarMejor

CANAL	MENSAJE
FACEBOOK/ INSTAGRAM	Acompáñanos el [FECHA] para aprender cómo jugar mejor en [CIUDAD/CONDADO/ÁREA]. Prueba una de las [AGREGAR NÚMERO] maneras divertidas, gratis o a bajo costo de convertir el ejercicio en juego para una mejor salud. Obtén toda la información aquí: [AGREGAR ENLACE A LA GUÍA COMUNITARIA PARA MANTENERSE ACTIVO]. #CampeonesDelCambio #SerMejor #JugarMejor [INCLUIR IMAGEN LA GUÍA COMUNITARIA PARA MANTENERSE ACTIVO]
	Descubre los [AGREGAR NÚMERO] lugares gratis o a bajo costo para [AGREGAR ACTIVIDAD COMO CAMINAR O MONTAR BICICLETA] en [AGREGAR CIUDAD/CONDADO/ÁREA].]. Para más información sobre cómo #JugarMejor, visita [AGREGAR ENLACE A LA GUÎA COMUNITARIA PARA MANTENERSE ACTIVO]. #CampeonesDelCambio #SerMejor [INCLUIR FOTO RELACIONADA COMO FAMILIAS CAMINANDO O MONTANDO BICICLETA]
	Para tener mejor salud, los adultos necesitan 150 minutos de juego activo a la semana y los niños necesitan 60 minutos todos los días. Enséñale a tus niños maneras divertidas y fáciles de convertir el ejercicio en juego, como estas: [AGREGAR ENLACE A TARJETAS DE JUEGO DIGITALES]. #CampeonesDelCambio #SerMejor #JugarMejor [INCLUIR IMAGEN DE UNA DE LAS TARJETAS DE JUEGO]
	Utiliza tu teléfono inteligente para #JugarMejor. Prueba nuestro Juego de búsqueda con celular o una de las muchas aplicaciones para encontrar rutas para caminar y montar bicicleta. Hay consejos como este y más en la Guía Comunitaria Jugar Mejor para Mantenerse Activo de [CIUDAD/CONDADO/ÁREA]. Visita [AGREGAR ENLACE A LA GUÍA COMUNITARIA PARA MANTENERSE ACTIVO]. #CampeonesDelCambio #SerMejor #JugarMejor

Este material fue producido por la Rama de Educación en Nutrición y Prevención de la Obesidad del Departamento de Salud Pública de California con fondos del *Supplemental Nutrition Assistance Program-Education* del Departamento de Agricultura de los EE.UU. (USDA, por sus siglas en inglés), conocido en California como CalFresh. CalFresh provee asistencia a gente con bajos ingresos y puede ayudar a comprar comida nutritiva para una mejor salud. Para información sobre CalFresh, llame al 1-888-9-COMIDA. Para información nutricional, visite www.CampeonesDelCambio.net.

RECOMENDACIONES DE MENSAJES SOBRE JUGAR MEJOR PARA LAS REDES SOCIALES

Etiquetas: #CampeonesDelCambio #SerMejor #JugarMejor

	[INCLUIR IMAGEN DE TELÉFONO INTELIGENTE O PORTADA DE LA GUÍA COMUNITARIA PARA MANTENERSE ACTIVO]
	Acompáñanos hoy en [AGREGAR LUGAR] de [AGREGAR INTERVALO DE TIEMPO] para celebrar el lanzamiento la Guía Comunitaria Jugar Mejor para Mantenerse Activo de [CIUDAD/CONDADO/ÁREA]. Está lleno de [AGREGAR NÚMERO] maneras gratis y a bajo costo de convertir el ejercicio en juego para una mejor salud aquí en [COMUNIDAD]. #CampeonesDelCambio #SerMejor #JugarMejor [INCLUIR FOTO DE FAMILIAS HACIENDO ACTIVIDAD FÍSICA]
TWITTER	Convierte el ejercicio en juego para una mejor salud. Revisa [AGREGAR NÚMERO] maneras de #JugarMejor: [AGREGAR ENLACE A LA GUÍA COMUNITARIA PARA MANTENERSE ACTIVO]. #CampeonesDelCambio #SerMejor
	Los cambios pequeños crean grandes beneficios de salud. Ideas para #JugarMejor aquí: [ENLACE A COMUNICADO DE PRENSA] [INCLUIR FOTO DE FAMILIAS HACIENDO ACTIVIDAD FÍSICA]
	Camina por 15 minutos. Descubre nuevas rutas aquí: [ENLACE A LA GUÍA COMUNITARIA PARA MANTENERSE ACTIVO]. #CampeonesDelCambio #SerMejor #JugarMejor
	¡Bailar en la cocina acelera el corazón de toda la familia! [ENLACE A TARJETAS DE JUEGO DIGITALES]. #CampeonesDelCambio #SerMejor #JugarMejor

Este material fue producido por la Rama de Educación en Nutrición y Prevención de la Obesidad del Departamento de Salud Pública de California con fondos del *Supplemental Nutrition Assistance Program-Education* del Departamento de Agricultura de los EE.UU. (USDA, por sus siglas en inglés), conocido en California como CalFresh. CalFresh provee asistencia a gente con bajos ingresos y puede ayudar a comprar comida nutritiva para una mejor salud. Para información sobre CalFresh, llame al 1-888-9-COMIDA. Para información nutricional, visite www.CampeonesDelCambio.net.

Champions for Change *Be Better* Field Guide Event and Media Planning Timeline*

Planning Your Event

2-3 Months Prior to Event

- Determine event concept and the following:
  - Event activities
  - Approximate number of people who will attend
  - Potential event location(s)
- Decide upon possible event partners and contact them to define interest/roles.
- Visit potential event location(s) to decide where to hold event.
- Develop event budget.
- Determine potential need for outside vendors and contact for quotes.
- Determine people's roles at event.
- Invite specific individuals to handle specific roles at event.

1 Month Prior to Event

- Reconfirm event venue and conduct site visit to verify logistics.
- Reconfirm the roles of vendors and individuals at event; send them event timing/location, speaking points, etc.

Suggested Media Distribution Calendar

4-6 Weeks Prior to Your Event

Schedule Social Media Posts

- Approximately 4-6 weeks before your event, determine which social media channels you will use and schedule when you will post on those channels. For example, determine how often you will post on specific channels and which posts you will use. Consider creating a social media calendar and plan when you will post your copy, including the time and the image that will accompany the text and the hashtags.

2 Weeks Prior to Your Event

Distribute Media Advisory

- Two weeks before your event, send your media advisory to the following local media outlets:
  - Daily Newspapers – Send to City Desk or Managing Editor. Also send to Health or Local News Reporter, if one exists.
  - Weekly Newspapers – Send to Managing Editor or News Editor. Also send to Health or Local News Reporter, if one exists.
  - Online News Sites – Send to Editor or Health Reporter.
  - Television Stations – Send to Assignment Desk Editor and Health Reporter and/or Health Producer, if one exists.
  - News and/or Talk Radio Stations – Send to Assignment Desk Editor and Health Reporter, if one exists.

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1 Week Prior to Your Event

Make Media Follow-up Calls and Redistribute Media Advisory if Necessary

- One week before your event, call the specific editors and/or reporters you targeted with the media advisory to ensure they have information about your event.
  - Ensure that you succinctly highlight the most newsworthy things taking place at the event when you speak with them to interest them in covering your event.
- Be prepared to redistribute the media advisory to them if necessary.
- If you do not reach them by phone, leave a 30-second or less voicemail message noting the top-line points about your event and mention that you will be re-sending them the media advisory so they can easily find it in their email inbox. Then resend the media advisory with the notice "Following Up" inserted prior to the headline copy you had in the subject line.

1 Day Prior to Your Event

Make Media Follow-up Calls and Redistribute Media Advisory if Necessary

- One day before your event, again call the specific editors and/or reporters you targeted with the media advisory to find out if they have decided to cover your event.
- If you do not reach them by phone, leave a 30-second or less voicemail message noting the top-line points about your event and mention that you will be resending them the media advisory so they can easily find it in their email inbox. Then resend the media advisory with the notice "EVENT TOMORROW" inserted prior to the headline copy you had in the subject line.

Event Day

Make Last Minute Media Follow-up Calls and Redistribute Media Advisory if Necessary

- On the morning of your event, again call the specific editors and/or reporters you targeted with the media advisory to find out if they have decided to cover your event.
- If you do not reach them by phone, you may choose to leave a brief voicemail message noting the top-line points about your event and mention that you will be resending them the media advisory so they can easily find it in their email inbox. Then resend the media advisory with the notice "EVENT TODAY" inserted prior to the headline copy you had in the subject line.

Be Prepared to Assist Reporters Who Attend Your Event

- Have copies of your press release on hand (preferably in an envelope or folder with your business card) to provide to reporters or camera operators who cover your event. If available, include print outs of important supporting materials, including a fact sheet, event program, and list of speakers and spokespeople.
- Reporters are on tight deadlines and do not have a lot of time in the field, so have spokespeople prepared and easy to access for interviews with reporters.

Have Event Photos and Captions Ready to Send to Reporters

- Assign someone to take photos at your event (using a digital camera), and prepare them in advance with a "shot list," a list of the types of photos you would like them to take. Choose one or two photos that best convey the spirit of your event to send to reporters who could not attend but may be interested in publishing your press release or photo with caption.

- Have a template caption ready to send to the reporter along with the photo. You can typically use the information contained in the first paragraph of the press release to begin the caption, and leave a space to insert the names of the people in the picture you send (which you should make sure to indicate and list from left to right).
- Sometimes reporters require photos on the same day of the event and other times they need them the following day. Be prepared to turn these photos around quickly by email so you do not miss out on media opportunities.

1 Day After Your Event

Send Event Photos and Captions to Weekly Newspapers and Online News Sites

- Call editors at weekly newspapers to ask if they would like to receive a photo from your event. If so, either use the photo you sent to news sites the day before, or choose a new one that is specific to their coverage area (possibly featuring someone from a specific community) to send along with a caption.

Refresh Better and Rethink Your Drink Media Pitching Overview*

Refresh Better and Rethink Your Drink is the promotional theme for activities conducted to promote the **drinking of water instead of sugary drinks.** Water is vital for our health and is the best option for keeping the body hydrated. Many of the activities in the Refresh Better and Rethink Your Drink section of the Field Guide can be pitched as a story to local media and/or promoted in a way that media would be interested in covering. We have provided many ideas below. Also included in this section are template media materials, available in both English and Spanish, which can be adapted to work with any of the promotions.

Refresh Better and Rethink Your Drink Media Opportunities

Below are several ideas about how you can adapt the Refresh Better and Rethink Your Drink activities and position them to be of interest to media.

Refresh Better with Water Week

- Pick the most interesting or unique event from the week of activities to invite media to attend. Offer interviews with local *Champions* to share inspirational stories and demonstrate recipes.
- Highlight water week participants (churches, schools, workplaces, farmers' markets, etc.) to media with individual story ideas. Provide media with background information about the spokespeople they can expect to talk to, and prepare spokespeople to explain why they are participating, and about the benefits of drinking more water, to their congregants, students, employees, etc.

Flavored Water Contest

- Leverage the stories of the people who have entered the flavored water contest, especially if you invite local chefs and/or bartenders to participate in the contest.
  - Arrange for them to demonstrate their flavor creation live on the air during a local newscast and even encourage them to allow media to choose the winning creation on the air.
  - Invite media to witness the judging portion of your flavored water competition, or to be a part of the judging panel. Possibly even offer to name the winning creation after a prominent local media representative, such as "Chuck's Cranberry Fizz."

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Flavored Water Tasting Event

- Invite media to an event coordinated at a local school where students will make flavored water creations from a fruit and vegetable buffet, which will be taste-tested by a panel of students, teachers, and administrators. Include other fun and even quirky water-related activities to celebrate drinking water, like blind taste-tests of different bottles of water compared to water from the tap, fountain, or school hydration station.

Creating a Collection of Flavored Water Recipes

- Enlist the community to develop a city-wide list of the best flavored water recipes.
  - Provide the list to local media and offer a local *Champion* or expert for an on-camera demonstration of some of the recipes, particularly those with unique local character or with an inspiration or amusing back story.
  - Offer local *Champions* or staff experts to demonstrate flavored water "mocktails" as alternatives for holiday parties and include a beautiful water display for the party. The pitch can be tied in to the winter holidays, graduation parties, and summer barbeques. Content can be turned into a print-ready article from a local *Champion* or from one of the experts who participated in the flavored water contest.

Benefits of Water Infographic

- Post the infographic on your website and promote it through your social media channels.
- Write a press release about the infographic and submit it to your local media. Within the press release, include the message points about everyone's need to stay properly hydrated along with the benefits water has on the human body. Also, include examples of how people in your community have switched to drinking water instead of sugary beverages and are feeling healthier.

Decorating with Infused Water

- Use the approach of not only is water the best way to refresh better, but infused water also can serve as a beautiful centerpiece when entertaining.
  - Create social media posts with tips and illustrations from the Field Guide.
  - Prepare a print-ready article with photos and tips from local *Champions*.
  - Pitch a lifestyle story about decorating with infused waters as an inexpensive and multi-purpose display for all types of parties. As noted above, this pitch can be connected to major holidays.

Water of Life

- Recruit places of worship to participate in Water of Life Sundays and work with them to identify appropriate activities to invite media to cover, or coordinate an interview with a *Champion* faith leader about their activities. The connection between water and faith may be a great story to pitch to writers at the local paper who focus on religion.
- Coordinate with the faith leader to prepare a print-ready article that can be shared through the church newsletter, social media channels, and/or submitted to local media.

Refresh Better with Water and Rethink Your Drink

Guide to Refresh Better with Water Week*

Try it now!

Use the Refresh Better with Water Week guide as a tool to attract media attention.

Pitch to media:

- The most interesting or unique event from the week of activities to invite media to attend. Offer interviews with local *Champions* to share inspirational stories and demonstrate recipes.
- Stories of the people who have entered the flavored water contest, especially if you invite local chefs and/or bartenders to participate.
- A flavored water tasting event at an interesting location with unique participants (such as a school with students making water creations from a fruit and vegetable buffet).

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Guide to Refresh Better with Water Week

This guide will help you develop a "Refresh Better with Water Week," a weeklong series of promotions to encourage community members to rethink their drink by choosing water instead of sugary beverages. The Refresh Better with Water Week can be held at any time during the year and can be adapted to work with any type of audience (e.g., employees, students, etc.). You can choose to use all of the ideas included in this guide, or just the ones that work best for the audience you are targeting.

Water is the gift of life. About 60 percent of our body is made up of water and we rely on having enough of it in our body to keep it working well. When we drink enough water, our muscles stay energized, we think more clearly, and our skin looks better.

Water is the best option to stay hydrated. No matter how you like it, ice cold, room temperature, or hot, there are lots of ways to enjoy water.

To educate people in your community about the benefits of water and about the many ways to enjoy it, you can choose to launch a Refresh Better with Water Week – a week filled with hydration-focused activities and promotions designed to celebrate the many benefits of water and encourage people to rethink their drink.

Planning

The Refresh Better with Water Week can be held for the entire community, or it can be specific to various portfolios, including workplaces, schools, places of worship, cultural centers, etc. You can choose to hold all of the suggested promotions, or just one or two, whatever works best for your community.

If you choose to implement several of the Refresh Better with Water Week activities to fill an entire week, you could consider implementing various activities on separate days of the week (as shown in the table below).

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Launch the Flavored Water Contest	Release creative ideas about infusing water on your social media channels	Hold a "Bling your Bottle" craft workshop	Hold a water tasting event	Hold a "Decorate with Flavored Water" craft workshop	Announce winners of the Flavored Water Contest	Release the collection of flavored water recipes

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Following are water-related promotions you can consider:

Hold a Flavored Water Contest

Get community members excited about drinking water by holding a Flavored Water Contest. Open it up to the entire community, or create an advanced-level competition among "experts," such as local chefs, mixologists, bartenders, or even staff from spas or gyms. Share the contest results and recipes publicly when the contest is finished.

Establish guidelines for the flavored water contest. Sample rules might include:

- Include at least one fruit or vegetable
- Do not use any artificial ingredients
- Limit to ¼ cup of 100% juice in one serving
- Do not use sugar or sweeteners
- Use tap, sparkling, or mineral water
- Give your creation a clever name
- Include a photo of the finished drink with garnish and/or in a decorative container

Include judging criteria in your guidelines so the contestants will know how their creation will be measured. Criteria may include taste, nutritional qualities, and appearance. As part of the entries, you can also ask contestants to share their inspiration or suggest the perfect place to enjoy the drink. For example, a "Mojito Mocktail," made with sparkling water and flavored with honeydew melon, lime, cucumber, and mint, is perfect for summer barbecues, days relaxing in the yard, etc.

Choose notable community members to judge the contest, such as elected officials, chefs, business owners, and community leaders. You can even include kids as judges or taste-testers. Consider inviting local news reporters or personalities to serve as judges (by including them, you will be more likely to obtain media coverage of your promotion).

Consider awarding first place, second place, and honorable mentions so you can recognize more contestants. Combine all qualifying entries into a recipe book to share with community members and promote widely on social media channels for everyone to enjoy. Prepare a press release about the winners, along with high-quality photos to share with local print and broadcast media.

Hold a Water-Tasting Event

Water-tasting events are fun for all ages and can be done in a variety of locations, from workplaces to schools to community centers. You also have a few options for how to conduct the event itself:

- Have a flavor buffet that gives your attendees the opportunity to make their own flavor creations. Start by offering water at different temperatures and including sparkling or flat water. Provide larger cups or jars to use for sample creations. Create a buffet of colorful fruits, vegetables, and herbs. Place recipe cards on the table for inspiration or encourage attendees to use their imaginations. When everyone is finished, attendees should pour samples of their water into smaller cups for everyone else to taste and discuss.

Or

- Have various types of flavored waters (as noted above) already made and invite participants to taste, but not necessarily create.

Create a flavored water tasting checklist with descriptive qualities associated with the water options so taste-testers can check off things that appeal to them and can make notes about things they like and do not like about each flavored water.

Consider having reusable water bottles (clear if possible) at the event for people to personalize with markers, paint, glitter, etc., so participants can take home some of their favorite water from the event.

Create a Collection of Flavored Water Recipes

Instead of holding a flavored water contest, you can enlist people to submit flavored water recipes that you can post online via Pinterest and promote through your other social media channels (Facebook, Twitter, etc.).

Using flyer templates available through the Communications Resource Library, you can create flyers highlighting great water recipes that can be handed out at events and other promotions.

Everything is Better and More Beautiful with Fruits and Vegetables – Decorating with Infused Water

During Refresh Better with Water Week, decorate areas used for promotions with the beauty of infused water. [See Decorating with Infused Water tip sheet and accompanying images for ideas.]

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Bling Your Bottle

To get people more excited about drinking water, consider holding a craft project in which they can decorate a reusable water bottle with "bling," like small plastic gems, glitter paint, stickers, etc. This is especially fun for families to do together. Consider including decorative, "bendy" straws that kids can use as well!

Rethink Your Drink

Refresh Better with Water Week is a great time to show your Rethink Your Drink display and hand out related materials. Pick a central location like the lobby of a community center, breakroom of a workplace, or main entry of a school to place the display. Designate a day to the topic and offer educational demonstrations. Hold a "soda swap" where people can trade in their sugary beverage for a glass of delicious fruit-infused water.

Take advantage of the materials available on the Champions for Change website.

Refresh Better with Water and Rethink Your Drink Infographic

Benefits of Drinking Water

Refresh Better with Water and Rethink Your Drink

Water is vital for your health and is the best option for keeping the body hydrated. Most sodas, energy, and sports drinks contain added sugar, increasing the amount of calories in your diet. Water hydrates your cells, making your whole body work better inside and out. Ice-cold or piping hot, with a slice of lemon or cucumber, in a bottle or from a drinking fountain, there are so many ways to enjoy water and refresh better today.

Since our bodies are mostly made of water, staying hydrated helps all the other systems in our bodies work well. Drinking water can also help you eat less. Often when you think you are hungry, you could actually be thirsty instead. Try drinking a glass of water before each meal to fill you up and help you eat fewer calories.

Drinking water has many other benefits for our bodies. Water:

Boosts energy. Not drinking enough water can make you feel tired, so drink water throughout the day to feel energized and alert.

Prevents headaches. Dehydration can cause headaches. Keeping hydrated can keep the pain at bay.

Fuels muscles. Tired muscles can be the result of losing water through sweat. Drink water when you exercise to stay strong.

Keeps skin clear. Water helps flush toxins out of our bodies which can cause clogged pores. Drink water to keep your skin clear.

Protects joints and cartilage. Since they are mainly made up of water, drinking water can keep your joints and cartilage functioning well.

Aids digestion and keeps things moving. Water adds fluid to the colon and keeps digestion running smoothly.

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THIS PIECE CAN BE USED AS A COMMUNITY-FACING DOCUMENT

Try it now!

- Post it on your website and promote it through your social media channels.
- Distribute as a handout at events, or among target audiences.
- Write a press release and submit it to your local media. (Within the press release, include the message points about everyone's need to stay properly hydrated, along with the benefits water has on the body. Include examples of how people in your community have switched to drinking water instead of sugary beverages and are feeling healthier.)

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Refresh Better with Water and Rethink Your Drink

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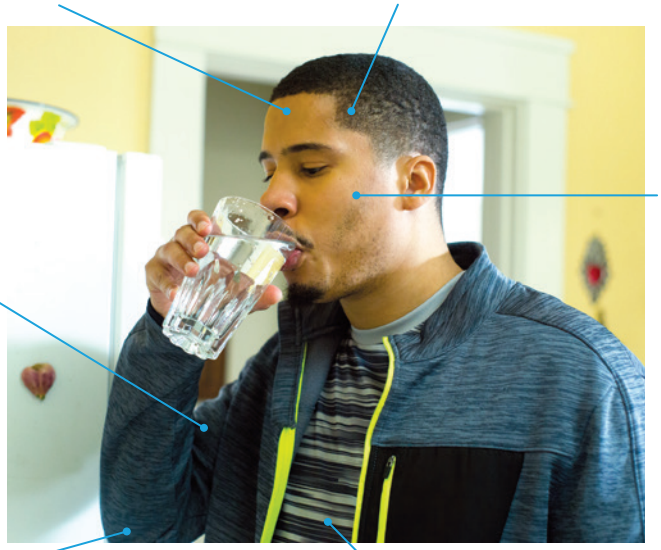


Fuels muscles. Tired muscles can be the result of losing water through sweat. Drink water when you exercise to stay strong.

Keeps skin clear. Water helps flush toxins out of our bodies which can cause clogged pores. Drink water to keep your skin clear.

Protects joints and cartilage. Since they are mainly made up of water, drinking water can keep your joints and cartilage functioning well.

Aids digestion and keeps things moving. Water adds fluid to the colon and keeps digestion running smoothly.

CDPH California Department of PublicHealth
rethink YOUR DRINK
For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer.
CHAMPIONS for CHANGE™

Refréscate mejor con agua y piensa bien lo que tomas

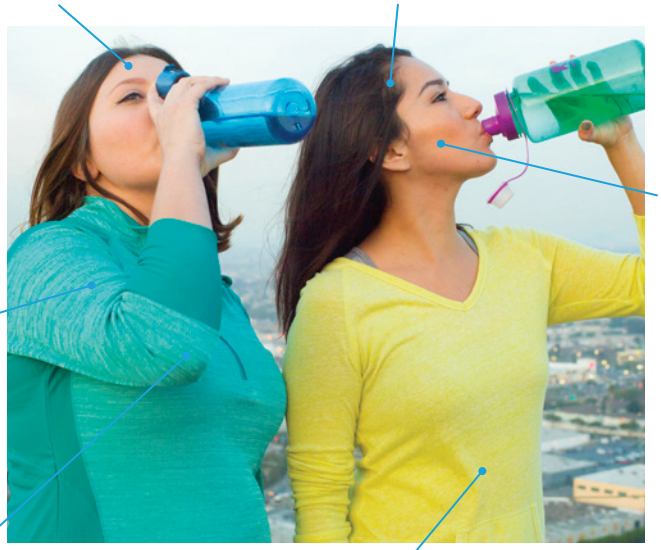
El agua es vital para tu salud y es la mejor opción para pensar bien lo que tomas y mantener tu cuerpo hidratado. La mayoría de refrescos, bebidas deportivas, y bebidas energéticas contienen azúcar agregado, lo cual aumenta la cantidad de calorías en tu dieta. El agua hidrata tus células, y esto hace que todo tu cuerpo funcione mejor por dentro y por fuera. Helada o bien caliente, con una rebanada de limón o pepino, en una botella reutilizable o de un bebedero, hay muchísimas maneras de disfrutar el agua y refrescarte mejor hoy.

Porque nuestros cuerpos están compuestos mayormente de agua, mantenerse hidratado ayuda a que todos los sistemas de nuestros cuerpos funcionen bien. Tomar agua también nos ayuda a comer menos. A menudo cuando piensas que tienes hambre, es posible que en realidad sólo tengas sed. Toma un vaso de agua antes de cada comida para sentirte lleno y comer menos calorías.

Tomar agua tiene muchos otros beneficios para nuestros cuerpos. El agua:

Aumenta la energía. No tomar suficiente agua puede hacerte sentir cansado, así es que toma agua durante todo el día para sentirte lleno de energía y alerta.

Previene dolores de cabeza. La deshidratación puede causar dolores de cabeza. Mantenerse hidratado puede prevenir el dolor.



Alimenta los músculos. Los músculos cansados pueden ser un resultado de la pérdida de agua cuando sudas. Toma agua cuando hagas ejercicio para mantenerte fuerte.

Mantiene la piel sana. El agua ayuda a eliminar las toxinas de nuestro cuerpo que pueden causar poros obstruidos. Toma agua para mantener tu piel sana.

Protege las coyunturas y el cartílago. Ya que están compuestos mayormente de agua, tomar agua puede hacer que tus coyunturas y cartílago funcionen bien.

Ayuda a la digestión y hace que todo fluya mejor. El agua añade líquidos al colon y hace que la digestión funcione sin problemas.

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Refresh Better with Water and Rethink Your Drink

Flavored Water Recipes

Flavored Water Recipes

Refresh Better with Water and Rethink Your Drink

How to Infuse

To infuse the flavors into the water, just cut the items you will use for flavoring into thin slices, or small cubes, and place them into a container filled with tap or filtered water. Let the container sit either at room temperature for up to two hours, or in the refrigerator for up to four hours, to become fully infused. After four hours, it is best to remove the fruits, vegetables, or herbs from the water. Infused water can be stored for up to three days in the refrigerator. If using room temperature water, make sure to refrigerate it after 3-4 hours so it stays fresh.

Water is vital for your health and is the best option for rethinking your drink and keeping the body hydrated. Most sodas, energy, and sports drinks contain added sugar, increasing the amount of calories in your diet. Water hydrates your cells, making your whole body work better inside and out. Ice cold or piping hot, with a slice of lemon or cucumber, in a bottle or from a drinking fountain, there are so many ways to enjoy your water and refresh better today.

Making the switch to drinking water instead of sugary beverages does not need to be flavorless. You can add fruits, vegetables, and even herbs to water to give it added flavor. The options are endless, from simply adding one fruit, or combining fruits, vegetables, and herbs together, there are countless ways to enjoy water! The naturally flavored water combination ideas below may help you lose weight, burn fat, and curb your sweet tooth.

Tip: If you like fizzy drinks, try using sparkling water instead of regular water.

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THIS PIECE CAN BE USED AS A COMMUNITY-FACING DOCUMENT

Try it now!

- Enlist the community to develop a city-wide list of the best flavored water recipes.
- Provide the list to local media and offer a local *Champion* or expert, particularly those with unique local character or with an inspirational or amusing back story, for an on-camera demonstration of some of the recipes.
- Offer local *Champions* or staff experts to demonstrate flavored water “mocktails” as alternatives for holiday parties and include a beautiful water display for the party. The pitch can be tied to winter holidays, graduation parties, and summer barbeques.
- Content can be turned into a print-ready article from a local *Champion* or from one of the experts who participated in the flavored water contest.

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Refresh Better with Water and Rethink Your Drink

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Tip: If you like fizzy drinks, try using sparkling water instead of regular water.

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Containers

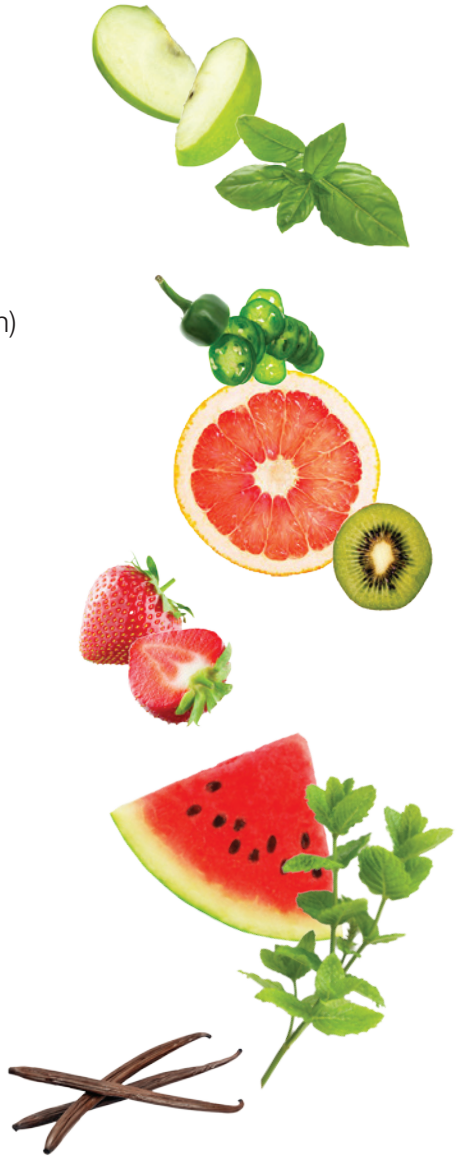
Almost anything will work – as long as it holds water. Since infused water is also very beautiful, you may want to use a clear container so the beauty of the fruits, vegetables, and herbs can also be enjoyed while you drink. Consider using clear pitchers or even canning jars to store the infused water.

Serving tip: To make your drink even more enjoyable, consider decorating the rim of your glass with a slice of the fruit, vegetable, or herb you are using.

Flavored Water Ideas

Try any of the following fruits or herbs for flavoring water and adding some extra nutrition:

- Apples
- Basil
- Blackberries
- Blueberries
- Cantaloupe
- Cinnamon sticks
- Cucumber
- Ginger root (fresh)
- Grapes
- Grapefruit
- Jalapeño
- Kiwi
- Lemon
- Lime
- Mango
- Mint
- Orange
- Papaya
- Peach
- Pineapple
- Raspberries
- Strawberries
- Watermelon
- Rosemary
- Sage
- Vanilla Bean



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Combinations

- Cucumber, lemon, and mint
- Strawberries and basil
- Orange and pineapple
- Lemon and mint
- Ginger and lime or lemon
- Pineapple and mango
- Orange and kiwi
- Papaya and mango
- Cucumber and rosemary
- Watermelon and jalapeño
- Apples and cinnamon sticks
- Blueberry and lime
- Orange and vanilla bean

Infusing Water on the Go

Making flavor-infused ice cubes ahead of time gives you a quick option for flavoring water at home or on the go. For strawberry infused ice cubes, start with an empty ice cube tray and fill half-way with water. Add some thinly sliced strawberries and fill any remaining space with water. When frozen, these flavored cubes will keep for several months. When making flavored ice cubes, you can also combine flavors.

Recipes to Try:

Berry Bubbly Water

- 6 cups sparkling water
- 1 cup raspberries
- 1 cup blackberries

Santa Cruz Sunset Water

- 6 cups water
- 1 cup sliced mango
- 1 cup sliced papaya
- 1 cup sliced cantaloupe
- Layer darkest orange to lightest orange and pour water over until full

Watermelon Rosemary Energizer

- 6 cups water
- 1 cup cubed seedless watermelon
- 2 sprigs fresh rosemary
- Add ice cubes to chill as desired

Cucumber Lemon Mint Refresher

- 6 cups water
- ¼ cup thinly sliced cucumber
- ½ cup thinly sliced lemon
- 2-3 sprigs of mint
- Add ice cubes to chill as desired

Refréscate mejor con agua y piensa bien lo que tomas

El agua es tu mejor opción

El agua es vital para tu salud y es la mejor opción para pensar bien lo que tomas y mantener tu cuerpo hidratado. La mayoría de refrescos, bebidas deportivas, y bebidas energéticas contienen azúcar agregado, lo cual aumenta la cantidad de calorías en tu dieta. El agua hidrata tus células, y esto hace que todo tu cuerpo funcione mejor por dentro y por fuera. Helada o bien caliente, con una rebanada de limón o pepino, en una botella reutilizable o de un bebedero, hay muchísimas maneras de disfrutar el agua y refrescarte mejor hoy.

Hacer el cambio de tomar agua en vez de bebidas azucaradas no tiene que ser algo sin sabor. Puedes añadir frutas, verduras, y hasta hierbas para darle sabor al agua. Las opciones son infinitas: desde simplemente añadir una fruta, hasta combinar frutas, verduras y hierbas, ¡hay un sinfín de maneras de disfrutar el agua! Las siguientes ideas para combinaciones de aguas con sabores naturales pueden ayudarte a perder peso, quemar grasa, y controlar tus antojos de comer dulces.

Cómo hacer infusiones

Para infundir los sabores en el agua, corta los ingredientes que vas a utilizar para dar sabor en rebanadas finas o cubos pequeños y colócalos en un envase lleno de agua de la llave o agua filtrada. Deja que el envase repose ya sea a temperatura ambiente por hasta dos horas o en el refrigerador por hasta cuatro horas para que realmente se cree la infusión. Después de cuatro horas, se recomienda remover las frutas, verduras o hierbas del agua. El agua con infusión puede ser almacenada por hasta tres días en el refrigerador. Si utilizas agua a temperatura ambiente, asegúrate de refrigerarla después de 3 a 4 horas para que se mantenga fresca.

Consejo: si te gustan las bebidas con burbujas, puedes utilizar agua mineral en lugar de agua regular.

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Envases

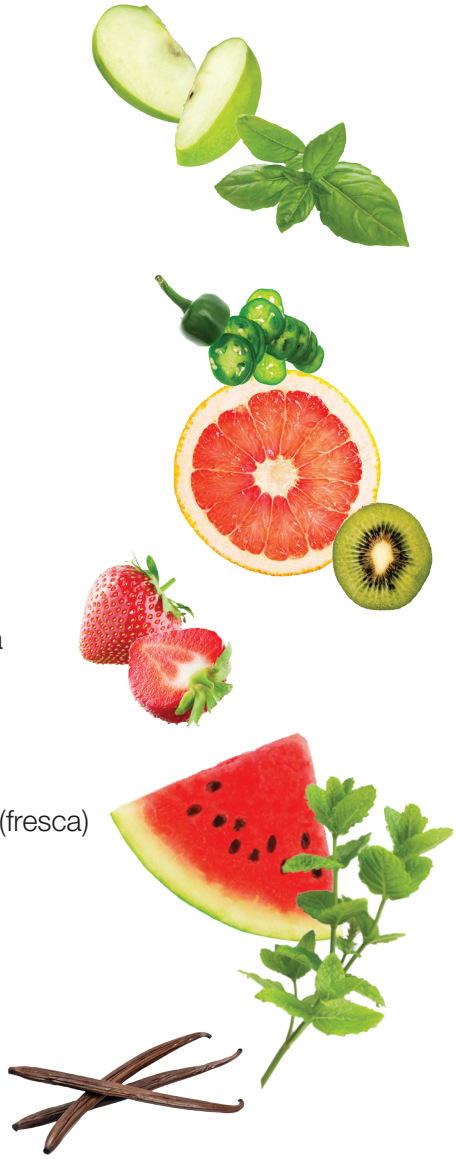
Casi cualquier cosa puede funcionar, siempre y cuando pueda retener agua. Como el agua con infusión también es bien bonita, es posible que quieras utilizar un envase transparente para que también puedas disfrutar la belleza de las frutas, verduras y hierbas mientras tomas el agua. Puedes utilizar jarrones transparentes o hasta frascos para conservas para almacenar el agua con infusión.

Consejo para servir: para hacer que tu bebida sea aún más agradable, puedes decorar el borde del vaso con una rebanada de la fruta, verdura o hierba que estás utilizando.

Ideas para aguas con sabor

Prueba cualquiera de las siguientes frutas o hierbas para dar sabor al agua y añadir más nutrición:

- Albahaca
- Arándano azul
- Durazno
- Frambuesas
- Fresas
- Jalapeño
- Kiwi
- Lima
- Limón
- Mango
- Manzanas
- Melón
- Menta
- Naranja
- Palitos de canela
- Papaya
- Pepino
- Piña
- Raíz de jengibre (fresca)
- Romero
- Salvia
- Sandía
- Toronja
- Uvas
- Vaina de vainilla
- Zarzamoras



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Combinaciones

- Pepino, limón, y menta
- Fresas y albahaca
- Naranja y piña
- Limón y menta
- Jengibre y lima o limón
- Piña y mango
- Naranja y kiwi
- Papaya y mango
- Pepino y romero
- Sandía y jalapeño
- Manzanas y palitos de canela
- Arándano azul y lima
- Naranja y vaina de vainilla

Cubitos de sabor

Hacer cubitos de hielo con infusiones de sabor por adelantado te da una opción rápida para añadirle sabor al agua dentro y fuera de casa. Para hacer cubitos de hielo con infusión de fresa, empieza con una bandeja para hacer cubitos de hielo que esté vacía y llénala con agua hasta la mitad. Añade fresas en rebanadas bien finas y llena cualquier espacio vacío con agua. Cuando se congelan, estos cubitos de hielo con sabor duran varios meses. Cuando hagas cubitos de hielo con sabor, también puedes combinar sabores.

Prueba estas recetas:

Agua burbujeante con moras

- 6 tazas de agua con gas
- 1 taza de frambuesas
- 1 taza de zarzamoras

Agua atardecer de Santa Cruz

- 6 tazas de agua
- 1 taza de rebanadas de mango
- 1 taza de rebanadas de papaya
- 1 taza de rebanadas de melón
- Coloca las frutas en capas; empieza con las de color naranja más oscuro y termina con las de color naranja más claro y échale agua hasta llenar el envase.

Reconstituyente de sandía y romero

- 6 tazas de agua
- 1 taza de sandía sin semillas cortada en cubos
- 2 ramitas de romero fresco
- Añade cubitos de hielo para helar a gusto

Bebida refrescante con pepino, limón y menta

- 6 tazas de agua
- ¼ de taza de pepino en rebanadas bien finas
- ½ taza de limón en rebanadas bien finas
- 2-3 ramitas de menta
- Añade cubitos de hielo para helar a gusto

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Refresh Better with Water and Rethink Your Drink

Decorating with Infused Water

Everything is Better and More Beautiful with Fruits and Vegetables

Decorating with Infused Water

Make a Beautiful Table Display

Another option is to have pitchers of water with different fruits and vegetables already prepared for everyone to sample. Consider making some of these combinations and show off your creations in jugs, pitchers, or even mason jars. As a bonus, the containers with their colorful contents make beautiful centerpieces for your table.

Combinations

- Cucumber, lemon, and mint
- Strawberries and basil
- Orange and pineapple
- Lemon and mint
- Ginger and lime or lemon
- Pineapple and mango
- Orange and kiwi
- Papaya and mango
- Cucumber and rosemary
- Watermelon and jalapeño
- Apples and cinnamon sticks
- Blueberry and lime
- Orange and vanilla bean

Create Your Own Water Bar

Water is the best option to stay hydrated. No matter how you like it, icy cold, room temperature, or hot, there are lots of ways to enjoy water.

Water can be flavored with fruits, vegetables, and herbs in endless combinations. Infused ice cubes also can be used to flavor water, or even different types of water can be served, including sparkling or even hot water.

Not only is water a delicious way to stay hydrated, creating a fruit and vegetable infused water bar can also liven up your table as a center piece or create a fun way to encourage everyone to make their own water creations. To create your own water bar, you can supply various types of water (ice cold, room temperature, sparkling, hot) and a variety of fruits, vegetables, and herbs that work well in water (see list below). Make a tasty glass of water for yourself, or create a pitcher that can be shared.

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THIS PIECE CAN BE USED AS A COMMUNITY-FACING DOCUMENT

Try it now!

- When pitching to the media, use the approach that water is not only the best way to refresh better, but infused water can also serve as a beautiful centerpiece when entertaining.
- Create social media posts with tips and illustrations from the Field Guide.
- Prepare a print-ready article with photos and tips from local *Champions*.
- Pitch a lifestyle story about decorating with infused waters as an inexpensive and multi-purpose display for all types of parties. This pitch can also be connected to major holidays.

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Decorating with Infused Water

Everything is Better and More Beautiful with Fruits and Vegetables

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- Strawberries and basil
- Orange and pineapple
- Lemon and mint
- Ginger and lime or lemon
- Pineapple and mango
- Orange and kiwi
- Papaya and mango
- Cucumber and rosemary
- Watermelon and jalapeño
- Apples and cinnamon sticks
- Blueberry and lime
- Orange and vanilla bean

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Everything is Better and More Beautiful with Fruits and Vegetables

Consider adding these fruits, vegetables, and herbs to water to create beautiful and tasty displays:

Fruits

- Apples
- Blackberries
- Blueberries
- Cantaloupe
- Grapes
- Grapefruit
- Kiwi
- Lemon
- Lime
- Mango
- Orange
- Papaya
- Peach
- Pineapple
- Raspberries
- Strawberries
- Watermelon

Vegetables and Herbs

- Basil
- Cucumber
- Cinnamon sticks
- Ginger root (fresh)
- Jalapeño
- Mint
- Rosemary
- Sage
- Vanilla Bean

For more ideas about how to "Rethink Your Drink" and stay hydrated with water, visit CaChampionsForChange.net.

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Cómo decorar usando agua con infusión

Todo es mejor y más hermoso con frutas y verduras

Crea tu propio bar de agua

El agua es la mejor opción para mantenerse hidratado. No importa cómo te guste, helada, a temperatura ambiente, o caliente, hay muchas maneras de disfrutar el agua.

Puedes agregarle sabor al agua con frutas, verduras, y hierbas en un sinfín de combinaciones. Los cubitos de hielo con infusión también pueden ser utilizados para añadir sabor al agua e incluso puedes servir diferentes tipos de agua incluyendo agua con gas o hasta agua caliente.

El agua es una manera deliciosa de mantenerse hidratado, y crear un bar de agua con infusión de frutas y verduras también puede embellecer el centro de tu mesa o crear una manera divertida para animar a los demás a hacer sus propias creaciones de agua. Para crear tu propio bar de agua, puedes surtirlo con varios tipos de agua (helada, al tiempo, agua mineral, caliente) y una variedad de frutas, verduras, y hierbas que funcionan bien en el agua (revisa la siguiente lista). Crea un delicioso vaso de agua para ti, o crea un jarrón que puedes compartir con los demás.

Haz un hermoso centro de mesa

Otra opción es tener jarrones de agua con diferentes frutas y verduras ya preparados para que todos los prueben. Considera la posibilidad de crear algunas de estas combinaciones y exhibe tus creaciones en jarras, jarrones, o hasta en tarros de cristal. Como beneficio adicional, los envases con sus coloridos contenidos crean hermosos centros de mesa para tu hogar.

Combinaciones

- Pepino, limón, y menta
- Fresas y albahaca
- Naranja y piña
- Limón y menta
- Jengibre y lima o limón
- Piña y mango
- Naranja y kiwi
- Papaya y mango
- Pepino y romero
- Sandía y jalapeño
- Manzanas y palitos de canela
- Arándano azul y lima
- Naranja y vaina de vainilla

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Todo es mejor y más hermoso con frutas y verduras

Puedes añadir frutas, verduras y hierbas al agua para crear hermosos y deliciosos centros de mesa:

Frutas

- Arándano azul
- Durazno
- Frambuesas
- Fresas
- Kiwi
- Lima
- Limón
- Mango
- Manzanas
- Melón
- Naranja
- Papaya
- Piña
- Sandía
- Toronja
- Uvas
- Zarzamoras

Verduras y hierbas

- Albahaca
- Jalapeño
- Menta
- Palitos de canela
- Pepinos
- Raíz de jengibre (fresco)
- Romero
- Salvia
- Vaina de vainilla

Para más ideas sobre cómo “Pensar bien lo que tomas” y mantenerte hidratado con agua, visita CampeonesDelCambio.net.

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Refresh Better with Water and Rethink Your Drink

Water of Life Activities, Messages, and Sermon Talking Points*

Try it now!

Use the Water of Life Activities, Messages, and Sermon Talking Points as a tool to attract media attention.

Pitch to media:

- A print-ready article that can also be shared through the church newsletter and your social media channels.
- An interview with a *Champion* faith leader about their activities. The connection between water and faith may be a great story to pitch to writers at the local paper who focus on religion.

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Water of Life

The Water of Life promotion specifically targets the faith-based community and positions water as the number one drink of choice for healthy living. We encourage our Funded Partners (FPs) to work with faith-based organizations to encourage congregations to create healthy habits in their everyday lives, and to Rethink Your Drink by replacing sugary beverages with water. The below messaging includes biblical references to water as one of the primary building blocks of life.

Following are promotional activities you can implement to partner with faith-based organizations to promote Water of Life activities. You can choose to implement all of these activities, or just one or two; whatever works best for your community.

Partner With Churches

Partner with churches located in targeted communities, especially those that have sponsored nutrition and physical activity promotions in the past. Designate the clergy leader as a *Champion for Change*. Co-host health-related events following services and provide members with information about replacing sugary beverages. Materials could also be distributed to the neighboring community.

Form a Healthy Living Committee

Work with an existing Healthy Ministry or convene a Healthy Living Committee to identify when sugary beverages are most often served (for example, following service, during Sunday school, at church-sponsored celebrations and events). If the Committee finds that there are vending machines filled with sugary beverages, encourage the church to make water an available option for purchase as well.

Rethink Your Drink

Provide congregations with Rethink Your Drink materials and post them in prominent places throughout the church.

Hold a Water of Life Sunday

Designate a special *Water of Life Sunday* promotion with select churches. Provide messages about the importance of drinking water to include in the day's sermon as well as in the church bulletin or newsletter. Prior to the *Water of Life Sunday,* invite church members to submit "recipes" for healthy water drinks using fruits and vegetables (for ideas, refer to the Flavored Water Recipes sheet). Offer prizes for the favorite drinks, and serve them following services on *Water of Life Sunday*. Distribute the winning recipes and Rethink Your Drink materials at the taste testing.

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Provide Information for Sermons

Provide churches with messages and scriptural references to use in sermons, church bulletins, or for participation in *Water of Life Sunday* events. Below are messages and scripture references:

Messages

- Because we care about your health, [CHURCH NAME] has partnered with the *Champions for Change Program* to bring you information about how you can make small changes to your everyday habits. One simple way to be better is to drink more water. We encourage you to replace at least one sugary beverage you drink during the day – such as soda or juice – with water. Small steps make a big difference!
- [CHURCH NAME] encourages you to be better about what you put into your body. Let us find ways to eat healthy and be active; like engaging in 30 minutes of physical activity each day, and by drinking water instead of sugary beverages. Small changes make a big difference.
- Treat your body like the temple it is! What you drink is as important as what you eat. Water is vital for your health and is the best option for keeping the body hydrated.
- Most sodas, energy, and sports drinks contain added sugar, increasing the amount of calories in your diet. Water hydrates your cells, making your whole body work better inside and out. Ice cold or piping hot, with a slice of lemon or cucumber, in a bottle or from a drinking fountain, there are so many ways to enjoy your water and refresh better today.
- Making the switch to drinking water instead of sugary beverages does not need to be flavorless. You can add fruits, vegetables, and even herbs to water to give it added flavor. The options are endless – from simply adding one fruit, or combining fruits, vegetables, and herbs together, there are countless ways to enjoy water! [CHURCH NAME] will be holding a [INSERT NAME OF PROGRAM SUCH AS, WATER OF LIFE SUNDAY] and we will give you a chance to taste many different types of fruit and vegetable infused waters.

- It is your season! Here are some easy ways that [CHURCH NAME] encourages you to be better by making healthier choices and helping reduce your risk of obesity and diabetes:
  - Drink plenty of water instead of sugary beverages
  - Drink fat free or low-fat (1%) milk
  - Avoid sports drinks and energy drinks because water is the best way to hydrate

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Scriptural References for Use in Sermons

Water is mentioned 722 times in the scriptures. The following scriptural references can be provided to churches and pastors for use in preparing sermons or speaking at community events about the biblical connection of water to health.

- "Come." Let anyone who hears this say, "Come." Let anyone who is thirsty come. Let anyone who desires drink freely from the water of life.
  ~ Revelations 22:17
- "But whoever drinks of the water that I will give him shall never thirst; but the water that I will give him will become in him a well of water springing up to eternal life."
  ~ John 4:14
- "Or do you not know that your body is a temple of the Holy Spirit within you, whom you have from God? You are not your own, for you were bought with a price. So glorify God in your body."
  ~ 1 Corinthians 6:19-20
- "It is because you must do everything for the glory of God, even your eating and drinking."
  ~ 1 Corinthians 10:31
- "Daniel then said to the guard whom the chief official had appointed over Daniel, Hananiah, Mishael, and Azariah, 'Please test your servants for ten days: Give us nothing but vegetables to eat and water to drink. Then compare our appearance with that of the young men who eat the royal food and treat your servants in accordance with what you see.' At the end of the ten days, they looked healthier and better nourished than any of the young men who ate the royal food."
  ~ Daniel 1:11-13, 15

Refresh Better Template Pitch Letter

Pitch or "sell" your media event ideas to editors at daily and weekly newspapers, online news sites, television stations, and news and/or talk radio stations. This pitch letter can be adapted for use with any of the Refresh Better promotions. As an example, pitching a spokesperson to demonstrate how to make healthy and beautiful infused water displays that can also be consumed is included in the below letter; however, feel free to change the copy to tailor it for any pitch you choose.

Dear [INSERT FIRST NAME or EDITOR],

Alarmingly, in California, more than eight million adults and adolescents were estimated to be obese in 2014. That means that more than 25 percent of adults and almost 15 percent of teens are affected.[1] And while the prevalence is high among all Californians, obesity disproportionately affects people of color and of low income.[2] In fact, in [INSERT CITY or COUNTY], [INSERT SENTENCE WITH COUNTY STATS].

This [INSERT DATE], [INSERT FUNDED PARTNER] will be [INSERT ACTIVITY] to raise awareness about the importance of refreshing better with water every day. Water is vital for your health and is the best option for keeping hydrated. Most sodas, energy, and sports drinks contain added sugar, increasing the amount of calories in your diet. Water hydrates your cells, making your whole body work better inside and out.

[INSERT BRIEF PARAGRAPH(S) WITH MORE DETAIL ABOUT YOUR PITCH. FOR EXAMPLE IN REGARD TO HYDRATING AND DECORATING WITH INFUSED WATER:] Eliminating sugary beverages does not mean that your drinks will be tasteless. Infusing water with fresh fruit and herbs gives water a punch of flavor and nutrition while also making it beautiful.

[NAME OF CITY/AREA] *Champion for Change* [INSERT NAME] is an infused water expert and will inspire your viewers to refresh better with tasty fruit and herb combinations that taste great and create stunning table displays. [SHE/HE] also has great tips for your viewers on:

- How to infuse water with fruits and herbs.
- Various containers that can be used for infusing.
- Which fruits and herbs taste best and look the most beautiful.
- How to create an infused water bar.

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[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.

[2] Wolstein, J., Babey, S. H., & Diamant, A. L. (2015). *Obesity in California.* Los Angeles, CA: UCLA Center for Health Policy Research.

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I will follow up [WHEN], but in the meantime, please feel free to contact me at [INSERT PHONE NUMBER] for more information.

Best regards,

[INSERT NAME]

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CAMPEONES del CAMBIO™

Muestra de carta promocional de Refrescarse Mejor

Promocione o "venda" sus ideas sobre eventos para medios a los editores de periódicos diarios y semanales, sitios de noticias en línea, estaciones de televisión, y estaciones de radio. Esta carta puede ser adaptada para ser utilizada con cualquiera de las promociones Refrescarse Mejor. Por ejemplo, en la siguiente carta incluimos cómo promocionar a un portavoz para mostrar cómo hacer hermosas y saludables presentaciones de agua con infusión que también se puede consumir. Sin embargo, siéntase libre de cambiar el texto para adecuarlo a cualquier promoción que usted escoja.

Estimado(a) [INSERTAR EL NOMBRE O "EDITOR"],

De manera alarmante, en California se estimó que más de ocho millones de adultos y adolescentes eran obesos en 2014. Eso significa que más del 25 por ciento de los adultos y casi el 15 por ciento de los adolescentes se han visto afectados.[1] Y mientras que la prevalencia es alta entre todos los californianos, la obesidad afecta de manera desproporcionada a las personas de color y de bajos ingresos.[2] De hecho, en [AGREGAR CIUDAD o CONDADO], [AGREGAR ORACIÓN CON ESTADÍSTICAS DEL CONDADO].

Este [FECHA], [ALIADO FINANCIADO] estará en [AGREGAR ACTIVIDAD] para crear conciencia sobre la importancia de refrescarse mejor todos los días. El agua es vital para su salud y es la mejor opción para mantenerse hidratado. La mayoría de refrescos y bebidas energéticas y deportivas contienen azúcares agregados, lo que aumenta la cantidad de calorías en su dieta. El agua hidrata sus células, haciendo que su cuerpo entero funcione mejor por dentro y por fuera.

[AGREGAR UN PÁRRAFO BREVE CON MÁS DETALLES SOBRE SU PROPUESTA. POR EJEMPLO, SOBRE LA HIDRATACIÓN Y LA PRESENTACIÓN DE AGUA CON INFUSIÓN:] Eliminar las bebidas azucaradas no significa que sus bebidas no tendrán sabor. Agregar una infusión de fruta fresca y hierbas le da al agua una explosión de sabor y nutrición y también se ve muy bonita.

El/La Campeón/Campeona del Cambio [AGREGAR NOMBRE] de [NOMBRE DE CIUDAD/ÁREA] es un/a experto/a sobre el agua e inspirará a su audiencia a refrescarse mejor con deliciosas combinaciones de frutas y hierbas que saben riquísimas y que también crean presentaciones impresionantes para la mesa. [EL/ELLA] también tiene excelentes consejos para su público sobre:

- Cómo hacer agua con infusión de frutas y hierbas.
- Varios envases que se pueden utilizar para hacer infusiones.
- Cuáles frutas y hierbas saben mejor y cuáles se ven más bonitas.
- Cómo crear un bar de agua con infusiones.

[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.

[2] Wolstein, J., Babey, S. H., & Diamant, A. L. (2015). *Obesity in California.* Los Angeles, CA: UCLA Center for Health Policy Research.

CDPH California Department of PublicHealth

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Me pondré en contacto con usted el [CUÁNDO], pero mientras tanto, no dude en contactarme al [AGREGAR NÚMERO TELEFÓNICO] para más información.

Saludos cordiales,

[INSERTAR NOMBRE]

FOR IMMEDIATE RELEASE
[INSERT DATE]

CONTACT: [INSERT NAME]
[INSERT PHONE NUMBER]
[INSERT EMAIL ADDRESS]

[FUNDED PARTNER] AND *CHAMPIONS FOR CHANGE* HOST [INSERT EVENT TITLE, SUCH AS: REFRESH BETTER WITH WATER WEEK]

[INSERT BRIEF OVERVIEW, SUCH AS: "[CITY/COUNTY/AREA] Community Says So-Long to Sugary Drinks During Water Week"]

([CITY], Calif.) – [NICKNAME FOR LOCAL RESIDENTS] joined together to kick the sugary-drink habit, and instead, refresh better with water during a special week created by [FUNDED PARTNER] and *Champions for Change* as part of the statewide *Be Better* campaign. "Refresh Better with Water Week" [OR OTHER EVENT NAME] included events at schools, churches, workplaces, and retailers across the community from [INSERT DATE RANGE], and rallied more than [INSERT NUMBER] residents to commit to drinking more water every day.

"Water is vital to our health and it is the best way to stay hydrated," said [SPOKESPERSON NAME, TITLE, ORGANIZATION]. "This fun celebration was designed to encourage [NICKNAME FOR LOCAL RESIDENTS] to switch and drink water instead of sugary drinks at least once each day because small steps like this quickly add up to big health benefits."

Most sodas, energy drinks, and sports drinks contain added sugar, increasing the amount of calories in many people's diets. Water hydrates the cells, making the whole body work better inside and out. Drinking water every day is a healthy behavior that may help in the fight against obesity, which in California, affects more than eight million adults and adolescents.[1] By providing healthy options like [INSERT REFERENCE RELATED TO PROGRAM, SUCH AS: tasty, nutritious, and beautiful options for flavoring water], [FUNDED PARTNER] and *Champions for Change* give residents the tools they need to make good health a priority.

[INSERT REFERENCE TO PROGRAM WITH SPECIFIC DATES, TIMES AND ACTIVITIES, SUCH AS: The Refresh Better with Water Week hydration-focused activities included:

- [DATE] -- Flavored Water Contest began – [INSERT BRIEF DESCRIPTION OF CONTEST]
- [DATE] – Bling Your Bottle craft workshop – [INSERT BRIEF DESCRIPTION OF WORKSHOP]

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- [DATE] – Flavored Water Tasting – [INSERT BRIEF DESCRIPTION OF EVENT]
- [DATE] – Decorate with Flavored Water workshop – [INSERT BRIEF DESCRIPTION OF WORKSHOP]

[INSERT SPECIFICS ABOUT FLAVORED WATER CONTEST WINNERS, SUCH AS: Several community members won honors for the fruit or herb-flavored water recipes they submitted.] For a list of the winning recipes, visit [INSERT LINK TO RECIPES POSTED ONLINE].

[INSERT A QUOTE FROM A LOCAL *CHAMPION* OR EVENT PARTICIPANT ABOUT THE IMPACT OF WATER WEEK AND THEIR COMMITMENT TO DRINKING MORE WATER EVERY DAY.]
[EXAMPLE: "I never realized how much sugar I was literally drinking all day long," said [NAME] from [IDENTIFY BY CITY OR EMPLOYER]. "I was really inspired by the spa water that we put out in the breakroom every day during water week, and now I sip on fruit-infused water all day instead of soda. I feel better already!"

The CaChampionsForChange.net website features stories about Californians like [NAME JUST MENTIONED] who are finding ways to be better every day, including eating healthier, getting active, and drinking water instead of sugary drinks. [NICKNAME FOR LOCAL RESIDENTS] can also follow *Champions for Change* on Facebook, Twitter, Pinterest, and Instagram for tons of creative ideas, helpful resources, and delicious recipes to support families on the path to better health.

For more information about the California *Champions for Change Program*, or to learn how to become a *Champion for Change*, visit CaChampionsForChange.net.

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[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.

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PARA PUBLICACIÓN INMEDIATA
[INSERTAR FECHA]

CONTACTO: [INSERTAR NOMBRE]
[INSERTAR TELÉFONO]
[INSERTAR CORREO ELECTRÓNICO]

[ALIADO FINANCIADO] Y *CAMPEONES DEL CAMBIO* PRESENTAN [INSERTAR TÍTULO DEL EVENTO, POR EJEMPLO: LA SEMANA PARA REFRESCARSE MEJOR CON AGUA]

[INSERTAR UN RESUMEN BREVE, POR EJEMPLO: "La comunidad de [CIUDAD/CONDADO/ÁREA] le dice adiós a las bebidas azucaradas durante la Semana del Agua"]

([CIUDAD], Calif.) – [APODO DE RESIDENTES LOCALES] se unieron para combatir el hábito de tomar bebidas azucaradas y en su lugar refrescarse mejor con agua durante una semana especial creada por [ALIADO FINANCIADO] y Campeones del Cambio como parte de la campaña publicitaria *Ser Mejor*. La "Semana para Refrescarse Mejor con Agua" [U OTRO NOMBRE DEL EVENTO] incluyó eventos en escuelas, lugares de trabajo, y empresas minoristas a través de la comunidad de [AGREGAR INTERVALO DE TIEMPO], y animó a más de [INSERTAR NÚMERO] residentes para que se comprometan a tomar más agua todos los días.

"El agua es vital para nuestra salud y es la mejor forma de mantenerse hidratado," dijo [NOMBRE, TÍTULO Y ORGANIZACIÓN DEL PORTAVOZ]. "Esta divertida celebración fue diseñada para animar a los [[RESIDENTES] a tomar agua en vez de bebidas azucaradas al menos una vez al día porque estos pequeños cambios se suman rápidamente y crean grandes beneficios de salud."

La mayoría de refrescos, bebidas energéticas, y bebidas deportivas contienen azúcares agregados, y esto aumenta la cantidad de calorías en la dieta de muchas personas. El agua hidrata las células, haciendo que el cuerpo funcione mejor por dentro y por fuera. Tomar agua todos los días es un hábito saludable que puede ayudar en la lucha contra la obesidad, lo cual afecta a más de ocho millones de adultos y adolescentes en California[1]. Proporcionando opciones saludables como [AGREGAR REFERENCIA RELACIONADA AL EVENTO, POR EJEMPLO: ideas deliciosas, nutritivas y hermosas para agregar sabor al agua], [ALIADO FINANCIADO] y *Campeones del Cambio* le dan a los residentes las herramientas que necesitan para hacer que la buena salud sea una prioridad.

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[AGREGAR REFERENCIAS AL PROGRAMA CON FECHAS, HORARIOS Y ACTIVIDADES ESPECÍFICOS, POR EJEMPLO: Las actividades enfocadas a una mejor hidratación durante la Semana para Refrescarse Mejor con Agua incluyeron:

- [FECHA] – Empezó el concurso de agua con sabor– [AGREGAR BREVE DESCRIPCIÓN DEL CONCURSO]
- [FECHA] – Taller para decorar su botella– [AGREGAR BREVE DESCRIPCIÓN DEL TALLER]
- [FECHA] – Degustación de agua con sabor– [AGREGAR BREVE DESCRIPCIÓN DEL EVENTO]
- [DATE] – Taller para decorar con agua de sabor– [AGREGAR BREVE DESCRIPCIÓN DEL TALLER]

[AGREGAR DETALLES ESPECÍFOS SOBRE GANADORES DEL CONCURSO DE AGUA DE SABOR, POR EJEMPLO: Varios miembros de la comunidad ganaron honores por sus recetas de agua con infusión de frutas o hierbas.] Para obtener una lista de las recetas ganadoras, visite [AGREGAR ENLACE A RECETAS EN LÍNEA].

[AGREGAR UNA CITA DE UN CAMPEÓN LOCAL O PARTICIPANTE DE EVENTO SOBRE EL IMPACTO DE LA SEMANA DEL AGUA Y SU COMPROMISO DE TOMAR MÁS AGUA TODOS LOS DÍAS.] [EJEMPLO: “Yo no sabía cuánta azúcar estaba tomando durante todo el día,” dijo [NOMBRE] de [IDENTIFICAR POR CIUDAD O EMPLEADOR]. “Me sentí muy inspirada por el agua de sabor que pusimos en nuestro cuarto de descanso todos los días durante la semana del agua, y ahora tomo agua con infusión de fruta todo el día en vez de refrescos. ¡Y ya hasta me siento mejor!”

El sitio web CampeonesDelCambio.net incluye historias sobre familias como [NOMBRE ANTES MENCIONADO] que están encontrando maneras para ser mejor todos los días, incluyendo comer más saludable, hacer actividad física, y tomar agua en vez de bebidas azucaradas. Los [APODO DE RESIDENTES LOCALES] también pueden seguir a *Champions for Change* en Facebook y Pinterest para obtener un montón de ideas creativas, útiles recursos y deliciosas recetas para apoyar a las familias que desean emprender el camino hacia una salud mejor.

Para más información sobre el programa *Campeones del Cambio* de California, o para aprender cómo convertirse en un Campeón del Cambio, visite CampeonesDelCambio.net.

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[1] UCLA Center for Health Policy Research. AskCHIS 2014. *Body mass index 4-level (adult only) and Body mass index 4-level (teen only).* Retrieved April 20, 2016 from http://ask.chis.ucla.edu.

CHAMPIONS for CHANGE™

CONTACT: [INSERT NAME]
[INSERT PHONE NUMBER]
[INSERT EMAIL ADDRESS]

MEDIA ADVISORY

[FUNDED PARTNER] AND *CHAMPIONS FOR CHANGE* HOST [INSERT EVENT TITLE, SUCH AS: REFRESH BETTER WITH WATER WEEK]

[INSERT BRIEF OVERVIEW, SUCH AS: "[CITY/COUNTY/AREA] Community Says So-Long to Sugary Drinks During Water Week"]

WHAT: Community leaders and local families will join the [FUNDED PARTNER] and *Champions for Change* for [NAME OF EVENT] to launch [INSERT NAME OF PROMOTION SUCH AS: Refresh Better with Water Week, a series of programs to celebrate the many benefits of drinking water]. During the event, [INSERT BRIEF DESCRIPTION, SUCH AS: several activities related to refreshing better with water will be held, including a make-your-own flavored water bar, beautiful examples of how to decorate with fruit and herb-infused water, and a bling-your-bottle craft area for kids.]

VISUALS: Adults and children taking part in Refresh Better with Water Week activities, including: [THREE TO FOUR BULLETS LIKE EXAMPLES BELOW]

- A make-your-own flavored water buffet.
- Workshops on creating table displays with fruit and herb-infused water.
- Decorating reusable water bottles at a bling-your-bottle craft area.
- Receiving flavored water recipes and handouts about the benefits of water.

WHEN: [DATE]
[TIME – including best time for media to attend if event is being held over several hours]

WHERE: [LOCATION NAME]
[ADDRESS]
[PARKING INFORMATION]

WHO: [BULLETED LIST OF SPEAKERS, PROMINENT FIGURES, AND/OR ORGANIZATIONS ATTENDING EVENT AND AVAILABLE FOR INTERVIEWS]

WHY: Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes.[1] By providing information about [INSERT REFERENCE RELATED TO EVENT, SUCH AS: the best ways to refresh better with water], [FUNDED PARTNER] *and Champions for Change* continue to stem the obesity epidemic by giving residents the tools they need to make good health a priority.

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[1] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine, 155(5),* 292-299.

CDPH California Department of PublicHealth

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CAMPEONES del CAMBIO™

CONTACTO: [INSERTAR NOMBRE]
[INSERTAR TELÉFONO]
[INSERTAR CORREO ELECTRÓNICO]

AVISO DE MEDIOS

[ALIADO FINANCIADO] Y CAMPEONES DEL CAMBIO PRESENTAN [AGREGAR TÍTULO DEL EVENTO, POR EJEMPLO: LA SEMANA PARA REFRESCARSE MEJOR CON AGUA]

[INSERTAR UN RESUMEN BREVE, POR EJEMPLO: "La comunidad de [CIUDAD/CONDADO/ÁREA] le dice adiós a las bebidas azucaradas durante la Semana del Agua"]

QUÉ: Líderes comunitarios y familias se unirán a [ALIADO FINANCIADO] y a *Campeones del Cambio* en [NOMBRE DEL EVENTO] para lanzar [AGREGAR NOMBRE DE LA PROMOCIÓN, POR EJEMPLO: la Semana para Refrescarse Mejor con Agua, una serie de programas para celebrar los múltiples beneficios de tomar agua]. Durante el evento, [AGREGAR DESCRIPCIÓN BREVE, POR EJEMPLO: tendremos varias actividades para refrescarse mejor con agua, incluyendo un bar donde usted puede crear su propia agua con sabores, hermosos ejemplos de cómo decorar con agua con infusión de frutas y hierbas, y un área de manualidades donde los niños pueden decorar botellas de agua.]

IMÁGENES: Adultos y niños participando en actividades de la Semana para Refrescarse Mejor con Agua, incluyendo: [DE TRES A CUATRO PUNTOS COMO EN LOS SIGUIENTES EJEMPLOS]

- Un buffet donde puede crear agua con sabor, a su manera.
- Talleres para crear presentaciones de mesa con frutas y agua con infusión de hierbas.
- Decorando botellas de agua reutilizables en un área de manualidades.
- Recibiendo recetas para aguas con sabores e información sobre los beneficios del agua.

CUÁNDO: [FECHA]
[HORA – incluyendo el mejor momento para que los medios estén presentes si el evento dura varias horas]

DÓNDE: [NOMBRE DEL LUGAR]
[DIRECCIÓN]
[INFORMACIÓN SOBRE ESTACIONAMIENTO]

QUIÉN: [LISTA DE ORADORES, FIGURAS PROMINENTES, Y/O ORGANIZACIONES QUE ASISTIRÁN AL EVENTO Y ESTARÁN DISPONIBLES PARA DAR ENTREVISTAS]

PORQUÉ: Las investigaciones han indicado que tener un peso normal reduce significativamente el riesgo de desarrollar la diabetes tipo 2.[1] Proporcionando información sobre [AGREGAR REFERENCIA RELACIONADA AL EVENTO, POR EJEMPLO: la mejor manera de refrescarse mejor con agua], [ALIADO FINANCIADO] y *Campeones del Cambio* continúan deteniendo la epidemia de la obesidad, proporcionando a los residentes las herramientas que necesitan para hacer que la buena salud sea una prioridad.

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[1] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine, 155(5),* 292-299.

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REFRESH BETTER [CITY/COUNTY/AREA]
MESSAGE POINTS

Message 1 – *What are you doing?*

- Refresh Better is part of Be Better *[CITY/COUNTY/AREA]*, a new statewide campaign from the California *Champions for Change* Program, that delivers a simple message on healthy living: "You don't have to be perfect, just be better." The *Be Better* campaign is designed to inspire and motivate individuals and families to adopt small changes today for a healthier tomorrow.

- Today [FUNDED PARTNER] is raising awareness here in [CITY/COUNTY/AREA] about how choosing to drink water instead of sugary beverages is the best choice to keep the body hydrated. Today's [INSERT NAME OF ACTIVITY] is a great example of how [INSERT EXAMPLE: people can drink water in many forms, including icy cold, room temperature, hot, and even sparkling. And, it can be flavored with fruit and herbs for added nutrition and taste].

Message 2 – *What is Be Better about?*

- We know change is hard, and that's why with Be Better *[CITY/COUNTY/AREA]* we are encouraging everyone to not worry about being perfect, and instead just try to be better. Making small changes day by day can soon add up to big health improvements. At today's event we are helping [NICKNAME FOR LOCAL RESIDENTS] get started with ways to be better every day, like eating healthier, being active, and drinking water instead of sugary drinks.

Message 3 – *What are some of the ways to* Be Better?

- Remember, it's not about perfection; it's about trying your best to make better, healthier choices for you and your family every day. Start the day by walking your kids to school. Instead of chips for your afternoon snack, munch on crunchy carrots and celery. For dinner, why not put a big pitcher of fruit-infused water on the table for everyone to enjoy? Day by day, these small changes will add up to help you reach your health goals.

Message 4 – *Where can I get more information?*

- We have even more creative ideas, helpful resources and delicious recipes at www.CaChampionsForChange.net.

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CAMPEONES del CAMBIO™

REFRÉSCATE MEJOR [CIUDAD/CONDADO/ÁREA]

MENSAJES CLAVE

Mensaje 1 – *¿Qué estás haciendo?*

- Refrescarte Mejor es parte de *Ser Mejor* [CIUDAD/CONDADO/ÁREA], una nueva campaña publicitaria del programa *Campeones del Cambio* de California que comunica un simple mensaje para vivir una vida saludable: "No tienes que ser perfecto, sino ser mejor". La campaña *Ser Mejor* está diseñada para inspirar y motivar a individuos y familias a adoptar pequeños cambios hoy para una vida más saludable.

- Hoy [ALIADO FINANCIADO] está creando conciencia aquí en [CIUDAD/CONDADO/ÁREA] acerca de como el tomar agua en vez de bebidas azucaradas es la mejor opción para mantener el cuerpo hidratado. La/El [INSERTAR NOMBRE DE ACTIVIDAD] de hoy es un buen ejemplo de cómo [INSERTAR EJEMPLO: las personas pueden tomar agua en diferentes formas, incluyendo agua fría, al tiempo, y caliente. Y pueden añadirle sabor con frutas y hierbas para más nutrición y gusto.].

Mensaje 2 – *¿De qué se trata Ser Mejor?*

- Nosotros sabemos que hacer cambios no es fácil, y por esa razón con Ser Mejor *[*CIUDAD/CONDADO/ÁREA*]* estamos animando a todos a que no se preocupen por ser perfectos, sino que simplemente traten de ser mejor. Realizando pequeños cambios día a día pronto resultan en grandes mejoras de salud. En el evento de hoy estamos ayudando a los [RESIDENTES] a dar un inicio con distintas ideas para ser mejor cada día, como comer más saludablemente, ser activo y tomar agua en vez de bebidas azucaradas.

Mensaje 3 – *¿Cuáles son algunas maneras de Ser Mejor?*

- Recuerda, no se trata de perfección; lo más importante es hacer todo lo posible para tomar mejores decisiones para tu salud y para la de tu familia, todos los días. Empieza tu día caminando con tus hijos a la escuela. En vez de papitas para tu bocadillo en la tarde, come pepinos o sandía. Para la cena, ¿por qué no pones en la mesa un jarrón grande de agua con infusión de fruta para que todos la disfruten? Día a día, estos pequeños cambios se suman para ayudarte a realizar tus metas de salud.

Mensaje 4 – *¿Dónde puedo obtener más información?*

- Tenemos aún más ideas creativas, útiles recursos y deliciosas recetas en CampeonesDelCambio.net.

CDPH California Department of PublicHealth

Este material fue producido por la Rama de Educación en Nutrición y Prevención de la Obesidad del Departamento de Salud Pública de California con fondos del *Supplemental Nutrition Assistance Program-Education* del Departamento de Agricultura de los EE.UU. (USDA, por sus siglas en inglés), conocido en California como CalFresh. CalFresh provee asistencia a gente con bajos ingresos y puede ayudar a comprar comida nutritiva para una mejor salud. Para información sobre CalFresh, llame al 1-888-9-COMIDA. Para información nutricional, visite www.CampeonesDelCambio.net.

Refresh Better Backgrounder*

The *Be Better* campaign, from the California *Champions for Change Program*, is part of an ongoing effort to improve the health of families and communities in California, especially those that are at greater risk of obesity, high blood pressure, and type 2 diabetes. Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes.[1] *Be Better* was created to inspire and motivate individuals and families to adopt small changes for a healthier tomorrow through a simple message: "You don't have to be perfect, just be better."

Refresh Better is the promotional theme for activities conducted to promote the **drinking of water instead of sugary drinks**. Water is vital for our health and is the best option for keeping the body hydrated. Use the activities in the *Refresh Better* section of the *Be Better* Field Guide to encourage your community to choose water instead of sugary beverages and to share the many ways water can be made fun and tasty.

Californians can visit CaChampionsForChange.net or follow *Champions for Change* on Facebook, Twitter, Pinterest, and Instagram to read stories about families who are leading healthier lives with the *Be Better* approach, and for creative ideas, helpful resources, and delicious recipes to support families on the path to better health.

The Champions for Change *Be Better* campaign was created and produced for the California Department of Public Health, Nutrition Education and Obesity Prevention Branch (NEOPB) with funding provided by the United States Department of Agriculture Supplemental Nutrition Assistance Program-Education (SNAP-Ed), known in California as CalFresh. Since 1997, *Champions for Change* has focused on improving health among low-income Californians who are at greater risk of obesity and other serious health problems. For more information, visit CaChampionsForChange.net.

[1] Reis, J.P., Loria, C.M., Sorlie, P.D., Park, Y., Hollenbeck, A., & Schatzkin, A. (2011). Lifestyle factors and risk for new-onset diabetes in a large population-based prospective cohort study. *Annals of Internal Medicine,* 155(5), 292-299.

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REFRESH BETTER SOCIAL MEDIA POST RECOMMENDATIONS

Hashtags: #CAChampionsForChange #BeBetter #RefreshBetter

CHANNEL	POST
FACEBOOK/ INSTAGRAM	You don't have to be perfect, just be better! Join us on [DATE] at [TIME] to kickoff Refresh Better with Water Week at [LOCATION] where you'll learn lots of ways to flavor water – it is the best way to hydrate. Get all the information here: [INSERT LINK TO EVENT INFORMATION]. #CAChampionsForChange #BeBetter #RefreshBetter [INCLUDE IMAGE OF PEOPLE DRINKING WATER]
	Choosing to drink water instead of sugary beverages is the best way to stay hydrated and it doesn't need to be tasteless. Add nutritional value and flavor with fruits and herbs. Learn how at [INSERT LINK TO INFUSED WATER RECIPES TIP SHEET] #CAChampionsForChange #BeBetter #RefreshBetter [INCLUDE PHOTO OF INFUSED WATER]
	There are hundreds of ways to flavor water with fruits and herbs. Enter your best infused water recipe into the [INSERT NAME OF CITY/COUNTY/AREA] Flavored Water Contest for a chance to win honors as the best water chef in [CITY/COUNTY/AREA]. [INSERT LINK TO FLAVORED WATER CONTEST RULES]. #CAChampionsForChange #BeBetter #RefreshBetter [INCLUDE IMAGE OF PEOPLE DRINKING INFUSED WATER]
	Water is vital for your health and is the best option for keeping the body hydrated. Water hydrates your cells, making your whole body work better inside and out. Be sure to refresh better and drink water today! [INSERT LINK TO BENEFITS OF WATER INFOGRAPHIC]. #CAChampionsForChange #BeBetter #RefreshBetter [INCLUDE IMAGE OF BENEFITS OF WATER TIPSHEET]

CDPH California Department of PublicHealth

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

CHAMPIONS for CHANGE™

REFRESH BETTER SOCIAL MEDIA POST RECOMMENDATIONS

Hashtags: #CAChampionsForChange #BeBetter #RefreshBetter

	Water is the gift of life and is vital for your health. Treat your body like the temple it is! What you drink is as important as what you eat. #RefreshBetter with these tips: [INSERT LINK TO BENEFITS OF WATER INFOGRAPHIC] #CAChampionsForChange #BeBetter [INCLUDE PHOTO OF FAMILIES DRINKING WATER]
TWITTER	Choose drinking water instead of sugary drinks. It is the best way to stay hydrated. Learn about water's benefits: [LINK TO BENEFITS OF WATER INFOGRAPHIC]. #CAChampionsForChange #BeBetter #RefreshBetter
	Small changes add up to big health benefits. #RefreshBetter each day by serving water with meals instead of sugary beverages. [LINK TO FLAVORED WATER RECIPES TIP SHEET] [INCLUDE PHOTO OF FAMILY EATING A MEAL WITH PITCHER OF WATER ON TABLE]
	Cold, hot, sparkling, plain, or flavored with fruits or herbs, water is the best way to hydrate. Learn more: [LINK TO BENEFITS OF WATER INFOGRAPHIC]. #CAChampionsforChange #BeBetter #RefreshBetter
	Submit your best flavored water recipe in the [NAME OF CITY/COUNTY/AREA] Flavored Water Contest. Learn more: [LINK TO CONTEST INFORMATION]. #CAChampionsforChange #BeBetter #RefreshBetter
	Treat your body like the temple it is! Water is vital and is the best option for keeping the body hydrated. [INSERT LINK TO BENEFITS OF WATER INFOGRAPHIC] #CAChampionsForChange #BeBetter #RefreshBetter [INCLUDE IMAGE OF INFOGRAPHIC]

CDPH California Department of PublicHealth

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

RECOMENDACIONES DE MENSAJES SOBRE REFRESCARSE MEJOR

Etiquetas: #CampeonesDelCambio #SerMejor #RefrescarseMejor

CANAL	MENSAJE
FACEBOOK/ INSTAGRAM	Acompáñanos el [FECHA] a la(s) [HORA] para iniciar la Semana para Refrescarse Mejor con Agua en [LUGAR] donde aprenderás muchas maneras de ponerle sabor al agua – es la mejor forma de hidratarse. Obtén toda la información aquí: [INSERTAR AGREGAR ENLACE A INFORMACIÓN SOBRE EVENTO]. #CampeonesDelCambio #SerMejor #RefrescarseMejor [INCLUIR IMAGEN DE PERSONAS TOMANDO AGUA]
	Tomar agua en vez de bebidas azucaradas es la mejor forma de mantenerte hidratado y el agua no tiene que ser sin sabor. Añade valor nutricional y sabor con frutas y hierbas. Aprende cómo en [AGREGAR ENLACE A HOJA INFORMATIVA CON RECETAS DE AGUA CON INFUSIÓN] #CampeonesDelCambio #SerMejor #RefrescarseMejor [INCLUIR FOTO DE AGUA CON INFUSIÓN]
	Hay cientos de formas de añadir sabor al agua con frutas y hierbas. Envía tu mejor receta de agua con infusión al Concurso Agua con Sabor de [AGREGAR NOMBRE DE CIUDAD/CONDADO/ ÁREA] para tu oportunidad de ganar el honor de ser el mejor chef de agua en [CIUDAD/CONDADO/ ÁREA]. [AGREGAR ENLACE A LAS REGLAS DEL CONCURSO DE AGUA CON SABOR]. #CampeonesDelCambio #SerMejor #RefrescarseMejor [INCLUIR IMAGEN DE GENTE TOMANDO AGUA CON INFUSIÓN]
	El agua es vital para nuestra salud y es la mejor opción para mantenerse hidratado. El agua hidrata las células, haciendo que el cuerpo funcione mejor por dentro y por fuera. ¡Asegúrate de refrescarte mejor y tomar agua hoy! [AGREGAR INFOGRAFÍA DE LOS BENEFICIOS DEL AGUA]. #CampeonesDelCambio #SerMejor #RefrescarseMejor [INCLUIR IMAGEN DE HOJA INFORMATIVA SOBRE LOS BENEFICIOS DEL AGUA]

Este material fue producido por la Rama de Educación en Nutrición y Prevención de la Obesidad del Departamento de Salud Pública de California con fondos del *Supplemental Nutrition Assistance Program-Education* del Departamento de Agricultura de los EE.UU. (USDA, por sus siglas en inglés), conocido en California como CalFresh. CalFresh provee asistencia a gente con bajos ingresos y puede ayudar a comprar comida nutritiva para una mejor salud. Para información sobre CalFresh, llame al 1-888-9-COMIDA. Para información nutricional, visite www.CampeonesDelCambio.net.

RECOMENDACIONES DE MENSAJES SOBRE REFRESCARSE MEJOR

Etiquetas: #CampeonesDelCambio #SerMejor #RefrescarseMejor

	El agua es un regalo de vida y es vital para tu salud. ¡Trata a tu cuerpo como el templo que es! Lo que tomas es tan importante como lo que comes. Puedes #RefrescarteMejor con estos consejos: [INSERTAR INFOGRAFÍA DE LOS BENEFICIOS DEL AGUA] #CampeonesDelCambio #SerMejor [INCLUIR FOTOS DE FAMILIAS TOMANDO AGUA]
TWITTER	Toma agua en vez de bebidas azucaradas. Aprende más. [ENLACE A INFOGRAFÍA DE LOS BENEFICIOS DEL AGUA]. #CampeonesDelCambio #SerMejor #RefrescarseMejor
	Sirve agua con tus comidas en vez de bebidas azucaradas. [ENLACE A ENLACE A HOJA INFORMATIVA CON RECETAS DE AGUA CON INFUSIÓN] #RefrescarseMejor [INCLUIR FOTO DE FAMILIA COMIENDO, CON UN JARRÓN DE AGUA EN AL MESA]
	El agua es lo mejor para hidratarse. Más ideas: [ENLACE A INFOGRAFÍA DE LOS BENEFICIOS DEL AGUA]. #CampeonesDelCambio #SerMejor #RefrescarseMejor
	Envía tu receta al Concurso Agua con Sabor. Aprende más: [ENLACE A INFORMACIÓN SOBRE EL CONCURSO]. #CampeonesDelCambio #SerMejor #RefrescarseMejor
	Cuida bien de tu cuerpo. Toma agua. [ENLACE A INFOGRAFÍA DE LOS BENEFICIOS DEL AGUA] #CampeonesDelCambio #SerMejor #RefrescarseMejor [INCLUIR IMAGEN DE INFOGRAFÍA]

Este material fue producido por la Rama de Educación en Nutrición y Prevención de la Obesidad del Departamento de Salud Pública de California con fondos del *Supplemental Nutrition Assistance Program-Education* del Departamento de Agricultura de los EE.UU. (USDA, por sus siglas en inglés), conocido en California como CalFresh. CalFresh provee asistencia a gente con bajos ingresos y puede ayudar a comprar comida nutritiva para una mejor salud. Para información sobre CalFresh, llame al 1-888-9-COMIDA. Para información nutricional, visite www.CampeonesDelCambio.net.

Champions for Change *Be Better* Field Guide Event and Media Planning Timeline*

Planning Your Event

2-3 Months Prior to Event

- Determine event concept and the following:
  - Event activities
  - Approximate number of people who will attend
  - Potential event location(s)
- Decide upon possible event partners and contact them to define interest/roles.
- Visit potential event location(s) to decide where to hold event.
- Develop event budget.
- Determine potential need for outside vendors and contact for quotes.
- Determine people's roles at event.
- Invite specific individuals to handle specific roles at event.

1 Month Prior to Event

- Reconfirm event venue and conduct site visit to verify logistics.
- Reconfirm the roles of vendors and individuals at event; send them event timing/location, speaking points, etc.

Suggested Media Distribution Calendar

4-6 Weeks Prior to Your Event

Schedule Social Media Posts

- Approximately 4-6 weeks before your event, determine which social media channels you will use and schedule when you will post on those channels. For example, determine how often you will post on specific channels and which posts you will use. Consider creating a social media calendar and plan when you will post your copy, including the time and the image that will accompany the text and the hashtags.

2 Weeks Prior to Your Event

Distribute Media Advisory

- Two weeks before your event, send your media advisory to the following local media outlets:
  - Daily Newspapers – Send to City Desk or Managing Editor. Also send to Health or Local News Reporter, if one exists.
  - Weekly Newspapers – Send to Managing Editor or News Editor. Also send to Health or Local News Reporter, if one exists.
  - Online News Sites – Send to Editor or Health Reporter.
  - Television Stations – Send to Assignment Desk Editor and Health Reporter and/or Health Producer, if one exists.
  - News and/or Talk Radio Stations – Send to Assignment Desk Editor and Health Reporter, if one exists.

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1 Week Prior to Your Event

Make Media Follow-up Calls and Redistribute Media Advisory if Necessary

- One week before your event, call the specific editors and/or reporters you targeted with the media advisory to ensure they have information about your event.
  - Ensure that you succinctly highlight the most newsworthy things taking place at the event when you speak with them to interest them in covering your event.
- Be prepared to redistribute the media advisory to them if necessary.
- If you do not reach them by phone, leave a 30-second or less voicemail message noting the top-line points about your event and mention that you will be re-sending them the media advisory so they can easily find it in their email inbox. Then resend the media advisory with the notice "Following Up" inserted prior to the headline copy you had in the subject line.

1 Day Prior to Your Event

Make Media Follow-up Calls and Redistribute Media Advisory if Necessary

- One day before your event, again call the specific editors and/or reporters you targeted with the media advisory to find out if they have decided to cover your event.
- If you do not reach them by phone, leave a 30-second or less voicemail message noting the top-line points about your event and mention that you will be resending them the media advisory so they can easily find it in their email inbox. Then resend the media advisory with the notice "EVENT TOMORROW" inserted prior to the headline copy you had in the subject line.

Event Day

Make Last Minute Media Follow-up Calls and Redistribute Media Advisory if Necessary

- On the morning of your event, again call the specific editors and/or reporters you targeted with the media advisory to find out if they have decided to cover your event.
- If you do not reach them by phone, you may choose to leave a brief voicemail message noting the top-line points about your event and mention that you will be resending them the media advisory so they can easily find it in their email inbox. Then resend the media advisory with the notice "EVENT TODAY" inserted prior to the headline copy you had in the subject line.

Be Prepared to Assist Reporters Who Attend Your Event

- Have copies of your press release on hand (preferably in an envelope or folder with your business card) to provide to reporters or camera operators who cover your event. If available, include print outs of important supporting materials, including a fact sheet, event program, and list of speakers and spokespeople.
- Reporters are on tight deadlines and do not have a lot of time in the field, so have spokespeople prepared and easy to access for interviews with reporters.

Have Event Photos and Captions Ready to Send to Reporters

- Assign someone to take photos at your event (using a digital camera), and prepare them in advance with a "shot list," a list of the types of photos you would like them to take. Choose one or two photos that best convey the spirit of your event to send to reporters who could not attend but may be interested in publishing your press release or photo with caption.

- Have a template caption ready to send to the reporter along with the photo. You can typically use the information contained in the first paragraph of the press release to begin the caption, and leave a space to insert the names of the people in the picture you send (which you should make sure to indicate and list from left to right).
- Sometimes reporters require photos on the same day of the event and other times they need them the following day. Be prepared to turn these photos around quickly by email so you do not miss out on media opportunities.

1 Day After Your Event

Send Event Photos and Captions to Weekly Newspapers and Online News Sites

- Call editors at weekly newspapers to ask if they would like to receive a photo from your event. If so, either use the photo you sent to news sites the day before, or choose a new one that is specific to their coverage area (possibly featuring someone from a specific community) to send along with a caption.

Champions for Change *Be Better* Field Guide Message Points*

Following are message points that can be used by *Champions for Change* staff members and other spokespeople as they speak about the *Champions for Change Program* to the public or to media. There are different message points below including those targeted toward various ethnic groups. Specifically, you'll find the following message points in this section:

- *Be Better* campaign
- African American Community
- Asian Community
- Latino Community

These message points also can be found in the *Champions for Change* Communications Resource Library under the Public Relations link.

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Be Better Message Points

- Millions of Californians just like you are making choices every day for better health. They know that even small changes, like taking the stairs instead of the elevator, snacking on veggies and choosing water over soda, can add up to big improvements.
- Visit CaChampionsForChange.net for tips and recipes to turn today into a better day.
- The *Be Better* campaign inspires and motivates individuals and families to adopt small changes today for a healthier tomorrow.
- On CaChampionsForChange.net you can read about families who are finding ways to be better every day, including eating healthier, getting active and drinking water instead of sugary drinks. We have tons of creative ideas, helpful resources, and delicious recipes to support you and your family on the path to better health.
- You do not have to be perfect, just be better.
- Just try your best to make healthier choices for you and your family every day. Replace chips with crunchy carrots and celery for a healthy snack, walk your kids to school or put a big pitcher of water on the table with dinner.
- Day by day these small changes will add up to help you reach your health goals.

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African American Message Points

What is the *Champions for Change Program* and why is it important?

- The *Champions for Change Program* works with *Champions for Change* to help provide African Americans with the tips and resources needed to keep families healthy and active.
- One of the program's goals is to raise awareness among African Americans about the serious health disparities that put the community at greater risk of obesity and other health problems like type 2 diabetes, heart disease, stroke, and certain types of cancer.
- The *Champions for Change Program* is important because in California, more than 73 percent of African Americans are overweight with almost 37 percent reaching obesity.[1] Obesity can contribute to chronic diseases like type 2 diabetes, heart disease, and certain types of cancer.[2] African Americans suffer disproportionately from these conditions. By changing unhealthy traditions like eating deep fried foods and drinking sugary beverages, African Americans can create healthier traditions for their families.
- Some ways African Americans can begin to make healthy changes include increasing daily amounts of fruits, vegetables, eating fewer fried foods, and engaging in 30 minutes of physical activity each day.

How can African Americans make healthy change happen?

- African American families can take charge of their health, and the health of their families by making small, but important changes. For example, in a recent survey, 25 percent of African American adults in California reported eating deep fried foods the day before.[3] By reducing the amount of deep-fried foods eaten, and remembering to make half of the plate fruits and vegetables, African Americans can begin to create a legacy of health for their families.
- Pick healthier options like baked chicken or fish, instead of fried.
- Look at the nutrition label to find out how much sodium (salt) is in your food. Try to eat no more than 1,500 mg of sodium per day (half of a teaspoon is about 1,200 mg). Buy canned or frozen vegetables with no added salt. Try using herbs, lemon juice, or natural spices and seasonings to add more flavors.
- When you eat out, you can still eat right. Set a goal to limit the number of times your family eats out each week. This will save on calories and money. Pick lower calorie options on the menu. The amount of calories in each food item should be posted on the menu. If not, ask the restaurant for the information.
- Avoid buffets. But if you do go the all-you-can-eat route, eat a large salad with a little low fat dressing first. It will fill you up so you will not overdo it.
- Stay away from fried and fatty food at quick service restaurants. Instead, order grilled items and a salad or fruit on the side.
- Tools and resources like the "Soulful Recipes: Building Healthy Traditions," and "A Fresh Twist on Traditional Recipes" cookbooks are available that can help African Americans prepare traditional foods that not only taste good but are healthy too. For recipes and tips on healthy living, visit CaChampionsForChange.net.
- For more information, recipes, and healthy tips, visit CaChampionsForChange.net.

How can healthy eating become more affordable?

- Putting healthy foods on the table can be hard. According to a recent report, more than 46 percent of low-income African American adults in California cannot afford enough food.[4] CalFresh is a way for families to stretch their food budgets and put healthy food on their table. To find out how you can stretch your healthy food dollars, visit calfresh.ca.gov.

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Asian Message Points (Chinese, Hmong and Vietnamese)

What is the *Champions for Change Program* and why is it important?

- The *Champions for Change Program* works with *Champions* to provide tips and resources that are needed to keep families healthy and active.
- *Champions for Change* is important because a California study found the percentage of overweight Asian American children more than doubled between 1994 and 2003, from 7 percent to 15 percent.[5]
- Healthy changes start by increasing daily amounts of fruits and vegetables eaten, drinking fewer sugary beverages, and engaging in 30 minutes of physical activity each day.

How can Asian Americans make healthy change happen?

(Chinese)

- Healthy changes start at home. For example, to make healthier substitutions to traditional Chinese dishes, mix brown rice with white rice and fill half of each plate at every meal with fruits and vegetables.
- Sugar intake has increased in the Chinese population mainly through soft drinks and Boba drinks. Try serving tea with each meal instead of sugary beverages. Also try adding fruit slices to water as another healthy alternative.
- Instead of cooking food in hot oil or deep frying, try sautéing and steaming as a healthier alternate preparation method.

(Hmong)

- Small, healthy changes can quickly add up to big differences. For example, try mixing brown rice into white rice as a healthy alternative.
- Instead of cooking food in hot oil or deep frying, try sautéing and steaming as a healthier alternate preparation method.

(Vietnamese)

- Rice and meat dishes are common for Vietnamese families so for better health try to introduce more vegetables on the plate. Making half your plate fruits and vegetables at each meal and being active for at least 30 minutes each day can help us all live longer, healthier lives.
- Vietnamese diets include sugary drinks such as sweet teas or Boba drinks that pack many calories and grams of sugars in large serving sizes. Adding mint to warm water is a tasty way to drink water instead of sugary drinks.

How can healthy eating become more affordable?

(Chinese, Hmong, Vietnamese)

- Traditional Asian dishes make extensive use of a wide variety of many vegetables like cauliflower, cabbage, water cress, bok choy, carrots, onions, choy sum, and broccoli, which are associated with a reduced risk of various diseases.[6] Try growing your own vegetables or buy them at Asian grocery stores. Both are more affordable ways to get more vegetables on the plate.

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Latino Message Points

Why should California Latinos make healthy changes?

- More than 34 percent of California's Latino adults are obese[7] and among Latino adolescents, nearly 39 percent are either overweight or obese.[8]
- In fact, in [INSERT CITY or COUNTY], [INSERT SENTENCE WITH COUNTY STATS].
- One of the best ways parents can help their kids get healthy is by being good role models. Kids who regularly eat meals with their families are more likely to eat fruits and vegetables. Make half of everyone's plate fruits and vegetables and then take a few extra minutes to enjoy your healthy meal together.

How does sugar in beverages and foods contribute to obesity and related diseases?

- Sugar-sweetened beverages (SSBs), like sodas and energy drinks, represent the large sources of added sugar and are associated with increased rates of obesity and other chronic health conditions, such as type 2 diabetes.[9 10 11]
- Among California's adolescents, Latinos are more likely than other teens to drink sugar-sweetened beverages, with 48 percent drinking at least one per day.[12]
- [FUNDED PARTNER] is offering tools to help parents and grandparents take a stand against obesity to ensure healthier futures for their children and grandchildren by learning how to spot the many additional names for sugar in foods and beverages and encouraging them to switch to fruit-infused water, or fat-free or low-fat milk instead of SSBs.

How can I help protect my family from obesity and obesity-related diseases?

- It is estimated that 44 percent of Latino adults in California are pre-diabetic.[13]
- One of the best ways parents can help protect their children from obesity and obesity-related diseases like type 2 diabetes is to lead by example by eating healthy, making sure that half of every plate is filled with fruits and vegetables, and embracing daily physical activity.

How can having a normal weight improve my health?

- When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, vitamins, and minerals and they also help lower your risk of obesity and other serious health problems.
- In fact, studies show that having a normal weight reduces the risk of developing type 2 diabetes by 70 percent.[14]
- [FUNDED PARTNER] encourages all Latino families to take charge of their health and remember that small healthy changes can quickly add up to make a big difference in your family's health.

[1] Prevalence and trends data California 2012 Overweight and Obesity (BMI) Grouped by race. BRFSS http://apps.nccd.cdc.gov/brfss/race.asp?cat=OB&yr=2012&qkey=8261&state=CA Published 2012. Accessed April 2,2014

[2] Obesity: Halting the epidemic by making health easier at a glance 2011. http://www.cdc.gov/chronicdisease/resources/publications/AAG/obesity.htm Published May 26, 2011. Accessed April 2, 2014.

[3] Consumption of deep fried foods Trends 1993-2011. California Dietary Practices Survey Table 58. California Department of Public Health. http://cdph.ca.gov/programs/cpns/Pages/2011CDPSDataTables.aspx#High Published 2014. Accessed April 2, 2014.

[4] California Health Interview Survey. CHIS 2011-2012. Adult Public Use File. Los Angeles, CA: UCLA Center for Health Policy Research. http://www.healthpolicy.ucla.edu/chis/pages/default.aspx. Published 2012. Accessed April 3, 2014.

[5] Lu, W., Diep, C.S., & McKyer, E.L.J. (2015) Risk Factors for Childhood Obesity among Asian Americans: A Systematic Review of Literature and Recommendations for Health Care Research. Journal of Health Care for the Poor and Underserved.

[6] Asian Diets: Health Benefits and Risks, Asian Diabetes Prevention Initiative. http://www.asiandiabetesprevention.org/how-to-reduce-your-risk/asian-diets-benefits-risks

[7] UCLA Center for Health Policy Research. AskCHIS 2014. Body mass index (4 level, adult only). Available at http://ask.chis.ucla.edu. Exported on January 11, 2016.

[8] UCLA Center for Health Policy Research. AskCHIS 2014. Body mass index (4 level, teen only). Available at http://ask.chis.ucla.edu. Exported on January 11, 2016.

[9] U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary guidelines for Americans, 2010. 7th Edition, Washington, DC: U.S. Government Printing Office, 2010.

[10] Guthrie J. F., Morton J.F.. Food sources of added sweeteners in the diets of Americans. Journal of the American Dietetic Association, 100, 43-48,51, 2000.

[11] Babey, S.H., Wolstein, J, Goldstein, H. Still bubbling over: California adolescents drinking more soda and other sugar-sweetened beverages. Los Angeles: UCLA Center for Health Policy Research, 2013.

[12] Babey, S.H., Wolstein, J, Goldstein, H. Still bubbling over: California adolescents drinking more soda and other sugar-sweetened beverages. Los Angeles: UCLA Center for Health Policy Research, 2013.

[13] Babey, S.H., Wolstein, j, Diamant, A, Goldstein, H. Prediabetes in California: Nearly Half of California Adults on Path to Diabetes. Los Angeles: UCLA Center for Health Policy Research, 2016.

[14] Reis, JP, Loria, CM, Sorlie, PD, Park, Y, Hollenbeck, A, Schatzkin, A. Lifestyle Factors and Risk for New-Onset Diabetes in a Large Population-Based Prospective Cohort Study. Annals of Internal Medicine, 2011, 155(5): 292–299.

Champions for Change *Be Better* Field Guide Social Media Tips*

In addition to traditional media outlets, your organization's social media channels are some of the most impactful ways to promote *Champions for Change* messaging and content. In fact, many of the pieces in this Field Guide can be promoted and shared via your social media channels.

Use Visuals and Compelling Text

Social media sharing can have the same value as an in-person recommendation. When posting, keep in mind that content with visuals gets exponentially more views than text only, and content with visuals is much more likely to be shared on social media channels.

Make Content Sharable

To make the content you post more sharable, include interesting, colorful, or action oriented photos. Use succinct and interesting news headline copy that links to a site with more information, or feature copy that links to helpful resources like recipes or physical activity suggestions.

Here are some helpful tips to keep in mind when posting content on Facebook and Twitter:

Facebook Tips

- Include numbers
- Keep readability to the 5th grade level if possible
- Add value (top, best, most, how, why)
- Appeal to human interest
- Focus on the reader
- Less is more, 10 words are the most effective
- Call to action at beginning of post drives higher engagement

Use these words to promote sharing:

- Tell Us
- Comment
- Post
- Take
- Submit
- Inspire
- Where
- When

Twitter Tips

- Keep to 140 characters (less to allow retweets)
- Readability and retweetability
- Use proper punctuation
- Offer how-to stories
- Include links
- Deliver relevant, valuable, and helpful information
- Add a visual
- Use hashtag #CAChampionsForChange

Use these words to use to promote sharing:

- Post
- Help
- Free
- Check Out
- Tag
- Follow
- How to
- New Blog Post
- Great
- Media
- Top
- Please

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Sharing *Be Better* Field Guide Materials on Your Social Media Channels

Many of the materials found in this Field Guide can be promoted and shared on your social media channels. Below is a list of specific materials along with ideas about how to share them.

Eat Better

Tip Sheets:

- Eat Better From Your Garden
- Eat Better By Making Produce Last Longer
- Eat Better By Planning Meals
  - You can promote any of these tip sheets on your social media channels. If you choose to implement any of the promotional ideas to attract media coverage (listed in the Eat Better media overview guide), you can feature those promotions on your social media channels with links back to online registration pages, print-ready articles, and/or coverage stories.

    For example, you can choose to show "before" and "after" photos of fruits and vegetables stored together in the way that makes them last longer compared to those that are not stored properly and link to the *Eat Better By Making Produce Last Longer* tip sheet.

Fun Food Demonstrations

- Think about promoting upcoming food demonstrations on your social media channels. Capture video of one or two demonstrations, and use a cut of the footage as a teaser on social media to invite followers to link to the complete demonstration found on your website.

Play Better

Be Better Community Playbook

- Playbook Plays:
  - 30 for 30
  - The In or Out
  - There is an App for That
  - Fun and Games
  - Smartphone Scavenger Hunt
  - Safe Routes to School

  If you choose to invite the community to participate in creating your Play Better Community Playbook, your social media channels are the perfect way to invite people to add to it.

  You can promote any of the Playbook "plays" on social media. If you choose to implement any of the promotional ideas to attract media coverage (listed in the Play Better media overview guide), you can feature those promotions on your social media channels with links back to online registration pages, print-ready articles, and/or coverage stories.

  For example, if someone has created an interesting community walking route featuring local landmarks, upload information about that route on social media with links for more information.

  If you implement a "Smartphone Scavenger Hunt," (a walk in which participants use their smartphones to capture photos of themselves with specified landmarks), the cute selfies players take along their routes are likely to be wonderful images to feature on social media with links to your website for more physical activity ideas.

Being Active Infographic

- Infographics are interesting and compelling graphics that often are promoted on social media channels with links back to the actual infographic located on your website. If you chose to write a press release about the infographic, you can feature a compelling headline along with the image linked to your site for more information.

Be Better Fun and Games: Digital Instruction Cards

- These digital play cards are designed to be used on your social media channels, in fact, they were designed as pictures (.jpegs) to easily upload. Similar to the infographic, you can feature the digital play card on social media along with a link to your website for additional physical activity information.

Refresh Better and Rethink Your Drink

Refresh Better with Water Week activities:

- Flavored Water Contest
- Flavored Water Tasting Event
- Creating a Collection of Flavored Water Recipes
- Bling Your Bottle
- Rethink Your Drink
  - You can promote any of the Refresh Better with Water Week activities on your social media channels. If you choose to implement any of the promotional ideas to attract media coverage (listed in the Refresh Better media overview guide), you can feature those promotions on your social media channels with links back to online registration pages, print-ready articles, and/or coverage stories.
  - You can also choose one of the most interesting "Water Week" activities and chronicle it by posting interesting, action-oriented photos. Again, these can link to your website for people to obtain more information about future activities.
  - For example, you can post the stories of people who have entered the "Flavored Water Contest," along with photos of their colorful creations.

Tip Sheets:

- Benefits of Water Infographic
  - Infographics are interesting and compelling graphics that often are promoted on social media channels with links back to the actual infographic located on your website. If you chose to write a press release about the infographic, you can feature a compelling headline along with the image linked to your site for more information.
- Flavored Water Recipes
  - If local notables create interesting "mocktails" as part of the "creating a collection of community favorite flavored water recipes" activity, post pictures of the individual posing with their creation.
- Decorating with Infused Water
  - Using tips and illustrations, you can create social media posts that link back to the tip sheet on your website.
  - If you prepare a print-ready article with photos and tips from local *Champions*, you can tease it via your social media channels and link to more information on your website.

Water of Life

- Promote places of worship that are participating in the Water of Life programs by using some of the Water of Life related sermon talking points and messages, with links back to your website for registration information, or linking to a print-ready article about it.
- Promote upcoming events and share Water of Life messages on places of worship's social media channels.

Champions for Change
Be Better Field Guide Resources*

Following is more information about how to access *Champions for Change* information, resources, and social media channels, along with other useful resources.

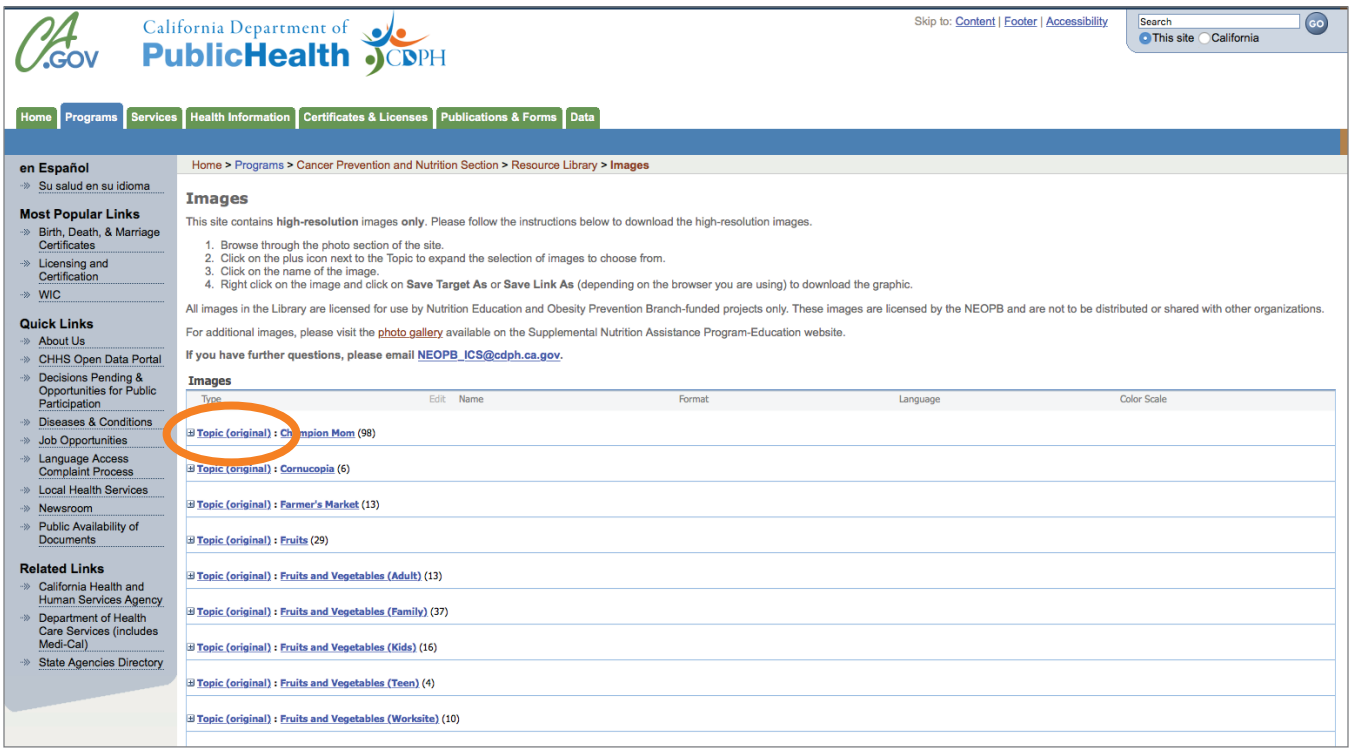
Communications Resource Library**

This site is managed by the Nutrition Education and Obesity Prevention Branch (NEOPB) and provides materials and resources designed to help you create NEOPB-branded communications pieces for promoting *Champions for Change* campaigns. Materials and resources include photos, logos, message points, media materials, campaign tools, recipes, and more. Additionally, all of the Champion Alliance Workshop PowerPoint presentations and other training presentations can be found here.

www.cdph.ca.gov/programs/cpns/RL/Pages/PublicRelations.aspx

www.cdph.ca.gov/programs/cpns/RL/Pages/ResourceLibrary.aspx

***Note** – to access any of the documents in this library, click on the hyperlinked word "topic" to the left (see below)*



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Champions for Change Website

This site is also managed by NEOPB and serves as the primary site for the public to obtain information about *Champions for Change Programs*. It includes information about all the *Champions for Change Programs* along with links to affiliated resources.
cachampionsforchange.cdph.ca.gov/Pages/default.aspx

Food Demonstration Ingredient Quantities Calculator

When planning your food demonstration, you will need to determine how many times you will need to prepare the recipe to provide samples for the number of people you are expecting. Individual serving sizes will vary from recipe to recipe (e.g., ¾ cup, half a pita, one wedge, or one skewer per serving). In general, one food demonstration sample is either two liquid ounces or about one fourth of your recipe's indicated serving size.

The table provided below is an example of how to calculate the number of times a recipe should be repeated if you expect to reach 250 people.

	Description	Example	Calculations
Step 1	Calculate the total number of samples the recipe produces. NOTE: A food demonstration sample is either two liquid ounces or about one fourth of your recipe's indicated serving size.	If a smoothie recipe makes 4 one-cup servings, it will make about 16 samples. One cup will make about 4 smoothie samples. Four samples x 4 servings in the recipe = 16 samples.	_____ x _____ = _____ # of samples/serving # of servings/recipe total samples/recipe
Step 2	Calculate the number of times the recipe needs to be prepared.	250 people ÷ 16 samples per recipe = 15.6 times the recipe needs to be repeated. Always round up and include one extra preparation to account for spillage. The recipe should be prepared 17 times to provide samples for 250 people.	_____ x _____ = _____ # of people to serve total samples/recipe # of times to make the recipe _____ + 1 = _____ # of times to make the recipe # of times to make the recipe for the demonstration

Ordering Recipe Demo Cards

Please order recipe cards for promotional events from the Office of State Publishing well in advance of your event.

Social Media Channels

Champions for Change Facebook Page

NEOPB's Facebook site is updated regularly with information and tips followers can use.
facebook.com/CAChampionsForChange

Champions for Change Twitter Handle @CAChamps4Change

Users can follow NEOPB on Twitter to see healthy recipes and healthy tips!
twitter.com/CAChamps4Change

Pinterest

NEOPB's *Champions for Change* Pinterest page has information and tips that can be easily used and shared by followers.
pinterest.com/CAChampions

Pandora Radio Stations

The *Champions for Change Program* has three branded channels for both English- and Spanish-language on this free internet music site that provide background music for physical activities including cardio, yoga, and lifting.
pandora.com/ChampionsForChangeYoga
pandora.com/ChampionsForChangeCardio
pandora.com/ChampionsForChangeLift

For Spanish-language channels:
pandora.com/CampeonesDelCambioEstiramiento
pandora.com/CampeonesDelCambioKickboxing
pandora.com/CampeonesDelCambioBailando

Additional Resources

Centers for Disease Control

The Centers for Disease Control (CDC) offers many resources about health and nutrition including data, statistics, and links to programs and additional resources.
cdc.gov

USDA's Choose MyPlate.gov

Sponsored by the US Department of Agriculture, this site provides information about nutrition and portion control, along with physical activity. It also houses tracking tools to assist in managing calories and weight.
ChooseMyPlate.gov

Let's Move

This site is sponsored by First Lady Michelle Obama and provides resources about how to get moving for a healthier lifestyle.
LetsMove.gov