



How Will Statewide Media Support You Locally?

Wednesday, April 6, 2016

Champions for Change *Be Better* Campaign

The concept of a healthy life becomes achievable when it is broken down into steps the average family can take in their day-to-day life.



By making small changes each day, we enjoy the cumulative effects of healthier living and feel better overall.

Champions for Change *Be Better* Campaign

When we understand that we don't have to strive for the unattainable goal of "perfection," we embrace the concept that we do have the ability and means to "just be better."



Champions for Change *Be Better* Campaign

Play Better

help kids get 60 minutes of activity a day



CaChampionsForChange.net

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



Champions for Change *Be Better* Campaign

Nourish Better
make half your plate fruits
and vegetables



CaChampionsForChange.net

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



Champions for Change *Be Better* Campaign

Anotarás los mejores goles

ayuda a tus niños hacer 60 minutos de actividad física diaria



CampeonesDelCambio.net

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



Champions for Change *Be Better* Campaign

**Algo mejor
para desayunar
come fruta fresca**



CampeonesDelCambio.net

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



Champions for Change *Be Better* Campaign



frame 1



frame 2



frame 3



frame 4



end frame

Champions for Change *Be Better* Campaign



Champions for Change *Be Better* Campaign



frame 1



frame 2



frame 3



frame 4



end frame

Champions for Change *Be Better* Campaign



Champions for Change *Be Better* Campaign

FEMALE ACTOR 1:

You know...life isn't about being perfect. I am definitely *not* perfect. So many times I've tried to drink more water or be more active with my family...only to fall short of "perfect" and quit.

Then I realized I was being too hard on myself. I work full time, have three kids...I don't have to be perfect...just better. And better is something I *can* do.

At cachampionsforchange.net we found all kinds of ways to be better...like how to make family time active time and recipes that taste good and are good for us, too.

Being more active as a family gives me more energy to work full time, the weight is staying off, and the kids are doing better in school. And the best part is...we don't have to be perfect. Just better.

ANNOUNCER:

Small healthy changes you make today can make a big difference in how you and your family feel *and* live, and may prevent obesity, high blood pressure and Type 2 diabetes. Visit cachampionsforchange.net



FEMALE ACTOR 1:

...and just be better.

ANNOUNCER:

A message from the California Department of Public Health. Funded by U-S-D-A SNAP-Ed, an equal opportunity provider and employer.

Champions for Change *Be Better* Campaign

SPANISH

SFX: MUSIC UNDER THROUGHOUT

WOMAN: Si hay algo que he aprendido en esta vida es que nadie es perfecto. Y yo definitivamente no lo soy. Si supieras las veces que me había propuesto tomar más agua, o hacer más ejercicio en familia... pero si no lo hacía todo perfecto, luego luego me daba por vencida.

Al fin que me di cuenta de que lo importante no es ser perfecta, sino ser mejor.

En el sitio web de Campeones del Cambio encontré un montón de cambios pequeños que me han ayudado a ser mejor; por ejemplo, aprendí que si le pongo tantita fruta al agua, los niños se la toman de volada; también aprendí que el ejercicio los ayuda a estar más enfocados en la escuela.

VO: Los pequeños cambios saludables que haces hoy pueden marcar una gran diferencia en tu vida, ya que pueden ayudar a reducir el riesgo de la obesidad, la presión alta y la diabetes tipo 2. Visítanos en CampeonesDelCambio.net...

WOMAN: ... y aprende a ser mejor....

VO: Mensaje del Departamento de Salud Pública de California. Financiado por SNAP-Ed del USDA, un proveedor y empleador que ofrece oportunidades equitativas.

ENGLISH

SFX: MUSIC UNDER THROUGHOUT

WOMAN: If there's something I've learned about life is that nobody's perfect. And I am definitely not perfect. I can't tell you how many times I've tried to drink more water, or doing more exercise as a family... only to fall short of "perfect" and quit.

Finally, I realized the important thing is not to be perfect...just better.

On the Champions for Change website I found a whole bunch of small changes that have helped me be better; for example, I learned that if I put a little bit of fruit in the water, my kids drink it up in a flash; I also learned that exercise keeps them more focused at school.

VO: Small healthy changes you make today can make a big difference in your life, because they can help reduce the risk of obesity, high blood pressure and type 2 diabetes. Visit us at CampeonesDelcambio.net ...

WOMAN: ...and learn how to be better...

VO: A message from the California Department of Public Health. Funded by USDA SNAP-Ed, an equal opportunity provider and employer.



FFY 2016 Added Value

- Digital/Online Assets
- Grocery Giveaway
- Radio Vignettes
- Radio Remotes/Community Booths

Radio Remotes

- Marketing set-up
- On-air talent
- Prerecorded Call-ins from the event
- Pre-event promotional announcements
- Gift cards for bicycles
- First come, first serve



www.ChampionsForChangeRequestForm.com





RADIO REMOTE & COMMUNITY BOOTH REQUEST



[Contact Us](#)

User Name:

Password:

Log In

[Forgot Password?](#)

[Register new user](#)



[Login](#)

[Contact Us](#)

RADIO REMOTE & COMMUNITY BOOTH REQUEST REGISTRATION



Please complete the following fields to register a new user.

User Name:

EmilyRSE *

Password:

●●●●●●●● *

Full Name:

_____ *

Email Address:

_____ *

Phone:

_____ *

Submit



RADIO REMOTE & COMMUNITY BOOTH REQUEST



[Contact Us](#)

User Name:

Password:

Log In

[Forgot Password?](#)

[Register new user](#)



RADIO REMOTE & COMMUNITY BOOTH REQUEST



[Contact Us](#)

Please enter the Email Address from your registration and click Submit

Email Address:

Submit

[Register new user](#)



RADIO REMOTE & COMMUNITY BOOTH REQUEST FORM



Welcome Emily [Logout](#) [Profile](#) [New Request](#) [Request List](#) [Contact Us](#)

Radio Remote Request Instructions

Please fill out all fields in order to request a radio station remote or radio station event. If you would like to request a booth at a community event sponsored by a local radio station (i.e. Cinco de Mayo, Dia de la Familia, Fiestas Patrias, etc.) please click [HERE](#). Please include your event name, date and radio station in your email.

When

Event date: *



Requests must be entered **three** weeks prior to the event. [Please contact us if your event is in less than three weeks.](#)

Start Time:

End Time:

Specify the 2 hour block preferred for the remote. If your radio remote request is for longer than 2 hours, please note in **SPECIAL REQUEST** field on next page.

Where

Location Name: *

Address:

City:

State:

Zip:

Select a County: *

Select a Language: *

Station choice is not guaranteed

First Station Choice: *

Next

* Required Fields



**CHAMPIONS
for CHANGE™**

RADIO REMOTE & COMMUNITY BOOTH REQUEST PROFILE



[Welcome](#)

[Logout](#)

[New Request](#)

[Request List](#)

[Contact Us](#)

Users:

Administrator-admin-1

User Name:

admin *

Full Name:

Administrator *

Email Address:

randycurran@currantec.com *

Phone:

(805) 750-9643 *

Administrator:

Yes *

Old Password:

*

New Password:

*



RADIO REMOTE & COMMUNITY BOOTH REQUEST FORM



[Welcome Emily](#) [Logout](#) [Profile](#) [New Request](#) [Request List](#) [Contact Us](#)

Radio Remote Request Instructions

Please fill out all fields in order to request a radio station remote or radio station event. If you would like to request a booth at a community event sponsored by a local radio station (i.e. Cinco de Mayo, Dia de la Familia, Fiestas Patrias, etc.) please click [HERE](#). Please include your event name, date and radio station in your email.

When

Event date: *

Requests must be entered **three** weeks prior to the event. [Please contact us if your event is in less than three weeks.](#)

Start Time:

End Time:

Specify the 2 hour block preferred for the remote. If your radio remote request is for longer than 2 hours, please note in **SPECIAL REQUEST** field on next page.

Where

Location Name: *

Address:

City:

State:

Zip:

Select a County: *

Select a Language: *

Station choice is not guaranteed

First Station Choice: *

Second Station Choice: *

Third Station Choice: *

* Required Fields



RADIO REMOTE & COMMUNITY BOOTH REQUEST FORM



[Welcome Emily](#) [Logout](#) [Profile](#) [New Request](#) [Request List](#) [Contact Us](#)

What

The following fields will be used by the radio station to promote your event on air with promotional radio spots as well as on-site with radio station call-ins. Please include this information to ensure that your event will be promoted prior to your event. This information can be pulled from your Media Advisory.

Event Name: *

3rd Annual Farmers' Market Opening

Event Description / What's Happening At Your Event:

Celebrate the start of our farmers' market season with live entertainment, the chance to win a free bicycle, physical activity games for children, booths with tips and information on healthy eating, and an array of fruits and vegetables to purchase from our certified farmers! The Farmers' Market gladly accepts both Senior and WIC coupons, and EBT and Market Match is also available for families eligible families receiving EBT benefits.

Event Purpose:

Provide access to fresh affordable fruits and vegetables to the community and to many surrounding communities along with resources to keep families healthy and active.

Special Requests (i.e. sound permit, power, length of radio remote, etc.):

No power outlets, please bring generator!

Additional Information (Co-promotion, giveaways, samples, etc.):

We will have collateral for distribution and talking points on site for the station host. We will also be giving away bicycles given to us from iHeart Media and handing out free smoothie samples.

[Previous](#)

[Next](#)

* Required Fields

Web Development by Curran Technology Consulting, Inc.



RADIO REMOTE & COMMUNITY BOOTH REQUEST FORM



[Welcome Emily](#)

[Logout](#)

[Profile](#)

[New Request](#)

[Request List](#)

[Contact Us](#)

Contacts

Please complete the LHD and event contact below. Two bicycle gift cards will be sent via FedEx about 3 - 5 business days prior to event day to the region contact.

Region Contact Name: *

(Gift cards will be sent to this address.)

Elias Muniz

If event contact is different from LHD contact, please fill out both LHD and Event Contact information fields.

Address:

1234 Farmers Market Lane

City:

Sacramento

State:

CA

Zip:

95811

Email: *

test@test.net

Work Phone:

Cell Phone: *

(555) 555-5555

Event Contact Name:

Address:

City:

State:

Zip:

Email: *

Work Phone:

Cell Phone: *

[Previous](#)

[Submit Request](#)

* Required Fields

Web Development by Curran Technology Consulting, Inc.



RADIO REMOTE & COMMUNITY BOOTH REQUEST FORM

[Welcome Emily](#)[Logout](#)[Profile](#)[New Request](#)[Request List](#)[Print](#)[Contact Us](#)

Thank you for submitting your Remote Radio & Community Booth Request. Someone representing *Nutrition Education Obesity Prevention Branch (NEOPB)* will be in contact with you shortly to confirm the details of your request.

Radio Remote Request Instructions

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When

Event date: *

 

Requests must be entered **three** weeks prior to the event. [Please contact us if your event is in less than three weeks.](#)

Start Time:

End Time:

Specify the 2 hour block preferred for the remote. If your radio remote request is for longer than 2 hours, please note in **SPECIAL REQUEST** field on next page.

Where

Location Name: *

Address:

City:

State:

Zip:

Select a County: *

Select a Language: *

What

The following fields will be used by the radio station to promote your event on air with promotional radio spots as well as on-site with radio station call-ins. Please include this information to ensure that your event will be promoted prior to your event. This information can be pulled from your Media Advisory.

Event Name: *

Test

Event Description / What's Happening At Your Event:

Test

Event Purpose:

Test

Special Requests (i.e. sound permit, power, length of radio remote, etc.):

Test

Additional Information (Co-promotion, giveaways, samples, etc.):

Test

Contacts

Please complete the LHD and event contact below. Two bicycle gift cards will be sent via FedEx about 3 - 5 business days prior to event day to the region contact.

Region Contact Name: *

(Gift cards will be sent to this address.)

Test

If event contact is different from LHD contact, please fill out both LHD and Event Contact information fields.

Address:

Test

City:

Test

State:

Test

Zip:

Test

Email: *

Test

Work Phone:

Cell Phone: *

(555) 555-5555

Event Contact Name:

Test

Address:

Test

City:

Test

State:

Zip:

Email: *

Test

Work Phone:

(555) 555-5555

Cell Phone: *

(555) 555-5555

[Submit Changes](#)



RADIO REMOTE & COMMUNITY BOOTH REQUEST FORM



Thank you for submitting a request for a radio remote or booth! In the next week, someone will be in contact with you to confirm that your event has been approved. If you have any questions or concerns, please feel free to contact Elias Muniz, Nutrition Education Obesity Prevention Branch (NEOPB), at Elias.Muniz@cdph.ca.gov.

Event Name: Test
Event Date: 4/30/2015 from 4:00 PM to 6:00 PM

Location: Test
Address: Test Test, Test Test
County: Los Angeles

Language: English
Stations Requested: KRRL-FM KRRL-FM

Event Description: Test
Event Purpose: Test
Special Request: Test
Additional information: Test

Region Contact Name: Test
Address: Test Test, Test Test
Work Phone:
Cell Phone: (555) 555-5555
Email: Test

Region Contact Name: Randy Curran
Address: 123 Main Burbank, CA 98765
Work Phone: (888) 555-5111
Cell Phone: (888) 555-2222
Email: randy@test.com

Event Contact Name: Someone Else
Address: 876 Main St Hermosa Beach, CA 90254
Work Phone: (555) 222-3333
Cell Phone: (999) 333-4444
Email: randycurran@currantec.com
Created By: Administrator



RADIO REMOTE & COMMUNITY BOOTH REQUEST FORM



Your Remote Radio Request & Community Booth has been approved.

Please note that you can expect to receive your two (2) gift cards for bicycles 3-5 business days prior to the event.

Event Name: Test of Updates
Event Date: 4/29/2015 from 4:00pm to 7:00pm

Notes: These are some Approval Notes

Location: Test of Changes
Address: 1234 Main Burbank, CA 90344
County: Los Angeles

Language: English
Stations Requested: KJLH-FM KRRL-FM

Event Description: This is a test
Event Purpose: Purpose test
Special Request: Special Request Test
Additional information: Additional Info Test

Region Contact Name: Randy Curran
Address: 123 Main Burbank, CA 98765
Work Phone: (888) 555-5111
Cell Phone: (888) 555-2222
Email: randy@test.com

Event Contact Name: Someone Else
Address: 876 Main St Hermosa Beach, CA 90254
Work Phone: (555) 222-3333
Cell Phone: (999) 333-4444
Email: randycurran@currantec.com
Created By: Administrator



RADIO REMOTE & COMMUNITY BOOTH REQUEST FORM



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Event date: *

 

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Start Time:

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Where

Location Name: *

Address:

City:

State:

Zip:

Select a County: *

Select a Language: *

Station choice is not guaranteed

First Station Choice: *

[Next](#)

* Required Fields

Web Development by Curran Technology Consulting, Inc.



RADIO REMOTE & COMMUNITY BOOTH REQUEST LIST



[Welcome Emily](#) [Logout](#) [Profile](#) [New Request](#) [Report](#) [Contact Us](#) Display:

3 of 3 Events Displayed

	Status	Event Name	Location	Event Date	Time	Language	County	Station1	Station2	Station3	User Name
Select	For Approval	sample request	SAMPLE REQUEST	04/14/2015	2-4	English	Los Angeles	KDAY-FM	KHHT-FM		Emily
Select	For Approval	test test	sample	04/30/2015	8:00-9:00	English	Sacramento	KHYL-FM	KHHM-FM		Emily
Select	For Approval	Test	Test	04/30/2015	4:00 PM-6:00 PM	English	Los Angeles	KRRL-FM	KRRL-FM		Emily



RADIO REMOTE & COMMUNITY BOOTH REQUEST LIST



[Welcome Emily](#)
[Logout](#)
[Profile](#)
[New Request](#)
[Report](#)
[Contact Us](#)
[Display](#)

- <ALL>
- <ALL>
- For Approval
- Approved
- Fulfilled
- Language

3 of 3 Events Displayed

	Status	Event Name	Location	Event Date	Time	Language	County	Station1	Station2	Station3	User Name
Select	For Approval	sample request	SAMPLE REQUEST	04/14/2015	2-4	English	Los Angeles	KDAY-FM	KHHT-FM		Emily
Select	For Approval	test test	sample	04/30/2015	8:00-9:00	English	Sacramento	KHYL-FM	KHHM-FM		Emily
Select	For Approval	Test	Test	04/30/2015	4:00 PM-6:00 PM	English	Los Angeles	KRRL-FM	KRRL-FM		Emily

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1234 Farmers Market Lane

City:

Sacramento

State:

CA

Zip:

95811

Email: *

test@test.net

Work Phone:

Cell Phone: *

(555) 555-5555

Event Contact Name:

Address:

City:

State:

Zip:

Email: *

Work Phone:

Cell Phone: *

Submit Changes



RADIO REMOTE & COMMUNITY BOOTH REQUEST



[Contact Us](#)

User Name:

Password:

Log In

[Forgot Password?](#)

[Register new user](#)

For questions, please contact Elias
Muniz:

Elias.Muniz@cdph.ca.gov