



National Public Health Week

April 6 – 12

California Department of Public Health
Nutrition Education & Obesity Prevention Branch



Theme for 2015

Healthiest Nation in One Generation



*Healthiest
Nation 2030*

April 6-12, 2015



Goals & Objectives

Goal

Rally Californians who are making healthy changes at home and in their communities to support the National Public Health Week theme of Healthiest Nation in One Generation by participating in events led by Local Health Departments during the week of April 6.

Objectives

- Increase LHD participation
- Garner media coverage
- Increase opportunities to recruit new Champions



HAMPIONS

r CH

Public Health Week Opportunities

Champions' Stories

Existing success stories about the changes local Champions for Change have made can be shared as inspirational examples of the commitment the community has made on the path to becoming one of the healthiest in California in one generation.

- Capture Champion stories in profile form and package for media pitch or print-ready article
- Include examples that showcase Champions who have developed creative, free or low-cost ways to incorporate physical activity into each day for themselves and their families.



Community Forum

Demonstrate community's commitment by organizing a discussion about how to make healthy living a priority.

- Open to the public or invite only
- Champions and experts share stories, ideas and tips
- Examples of panel discussions include:
 - Adding more fruits and vegetables
 - Incorporating daily physical activity
 - Improving quality of life through healthy changes
 - Healthy alternatives to traditional recipes
- Include a physical activity at end of forum
- Distribute a pledge form
- Leverage event to promote and recruit Champions



Community Walk



Walking is a great form of physical activity!

- Make the walk newsworthy
 - Organize a walk around a local landmark
 - Use walk as a way to identify potential barriers to activity
- Invite Champions to lead walk
- Invite community notables to participate
- Distribute pledge form
- Declare [Name of City's] Public Health Day
- Distribute list of local low-cost resources for physical activities
- Leverage event to promote and recruit Champions

It's Time to Move!

Make impact by engaging the community in a large-scale, simultaneous activity. It's Time to Move [Insert City] will encourage all individuals in the community to engage in 10 minutes of physical activity on the same day at the same time.

- Can engage local government offices, schools and businesses and provide examples of activities.
- Participants register by signing a daily activity pledge form.
- Champions for Change recruitment booths can be held at event sites.
- Media can be invited to participate as well as cover the activity.



Join the Movement Living Billboard



The Living Billboard is a reenactment of the Champions for Change “Join the Movement” advertising campaign

- Can be a stand-alone activity or part of the Community Forum, Community Walk or It’s Time to Move activities

Champion Recruitment



Be sure to bring information about how to become a Champion!

- Bring information packets
- Ask current Champions to recruitment new Champions at events:
 - Community Forum
 - Community Walk
 - It's Time to Move [City]
 - Living Billboard



Template Media Materials

Messages



What is National Public Health Week?

- During the first full week of April each year, the American Public Health Association (APHA) brings together communities across the United States to observe National Public Health Week as a time to recognize the contributions of public health and highlight issues that are important to improving the health of our nation.
- Currently, the U.S. spends more on healthcare than other comparable countries with numerous studies showing that we live shorter lives and struggle with more health issues such as obesity, infant mortality, diabetes, heart disease and more.
- This year's National Public Health Week theme is Healthiest Nation 2030 and the goal is to encourage individuals and communities to help make the U.S. the "Healthiest Nation in One Generation."

Messages



How can California be healthier in one generation?

- We are making great strides in California, but to achieve better health in one generation we need everyone — adults and children — to join the movement and to make eating healthy and being active every day a way of life.
- Physical activity plays a critical role in helping reduce our risk of obesity and other serious health problems like type 2 diabetes and heart disease; however studies show that only 20 percent of adults and approximately 25 percent of children get the recommended amount of daily physical activity.
- National Public Health Week is a perfect time for all of us to take steps toward better health. We encourage all Californians to add at least 30 minutes of physical activity into their daily routine. Here are some ways to get moving:
 - Take a walk after dinner, take the stairs instead of the elevator, or sign up for a local fitness class.
 - Here in [INSERT CITY] we have [INSERT SOME CITY PROGRAMS AND/OR PHYSICAL ACTIVITIES THAT LOCAL FAMILIES PARTICIPATE IN].

Messages



What is California doing to support National Health Week?

- We are calling on all Champions for Change and everyone who is ready to make healthy changes to join us in supporting National Public Health Week by participating in events led by your local health departments during the week of April 6.
- Across the state, activities will bring communities together to promote and celebrate healthy and active lifestyles.
 - Here in [INSERT CITY], for example, we are [DESCRIBE PUBLIC HEALTH WEEK ACTIVITY].
 - You can get more information by [INSERT HOW TO LEARN MORE].

Messages



How can I join the movement for a healthy change?

- As a Champion for Change, you become part of a movement of millions of Californians who are making good health a priority in their homes and communities, and you play an important role in creating a healthier future for our state and our nation.
- The good news is anyone making healthy choices can join the movement for healthy change. Eat healthy and be active every day. Remember, small changes add up to big health improvements!
- To learn more about the California Champions for Change program and get tips and recipes, visit www.CaChampionsForChange.net

Advisory



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

[CITY] SETS GOAL TO BE THE HEALTHIEST CALIFORNIA COMMUNITY IN ONE GENERATION

[NAME OF GROUP/ORGANIZATION] to [INSERT ACTIVITY]
During National Public Health Week

WHAT: Taking strides to make [CITY] the healthiest community in California by 2030, more than [NUMBER] people will [INSERT ACTIVITY] in support of National Public Health Week, April 6-12, 2015. [ORGANIZATION] is supporting the nationwide Public Health Week goal to make the U.S. the "Healthiest Nation in One Generation."

TELL THE STORY IN TWO TO THREE SENTENCES. EXAMPLE BELOW

[NAME OF ORGANIZATION] organized the community forum to raise awareness about the changes people in [CITY] have taken to improve their health. Local Champions for Change including [NAME] and [NAME] will speak about simple ways to add more fruits and vegetables, water and physical activity into each day. At the end of the forum, attendees will be asked to sign a pledge form committing to making at least one healthy change per month for the entire year.

WHEN: [INSERT DAY OF WEEK], [INSERT MONTH AND DATE] at [INSERT TIME]

WHERE: [INSERT NAME OF LOCATION] – [INSERT ADDRESS, CITY, STATE]

WHO: [INSERT NAMES AND TITLE OF PEOPLE WHO WILL BE FEATURED SUCH AS:

Felice Juarez, Executive Manager, El Monte Public Health Department

Juanita Jones, Champion for Change, El Monte

Charles Marshall, Champion for Change, La Mirada]

[INSERT NAME OF SPOKESPERSON FROM YOUR ORGANIZATION]

WHY: [TELL THE STORY IN TWO TO THREE SENTENCES. EXAMPLE BELOW]

Currently, the U.S. spends more on healthcare than other comparable countries with numerous studies showing that we live shorter lives and struggle with more health issues such as obesity, infant mortality, diabetes, heart disease and more. In support of National Public Health Week [ORGANIZATION] is encouraging people from [CITY] who are making healthy changes in their homes to participate in the [NAME OF EVENT]. A healthier [CITY] begins when eating healthy and being active every day is a way of life for everyone and National Public Health Week is a perfect time for all of us to take steps toward better health by adding at least thirty minutes of physical activity into our daily routine.

VISUALS: Activities include: INSERT ANY ACTIVITIES SUCH AS:

- Individuals signing Public Health Week Healthy Changes pledge forms
- Healthy food cooking demonstration
- Community members participating in Zumba™ dance class

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

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.



Press Release



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



[CITY] SETS GOAL TO BE HEALTHIEST CALIFORNIA COMMUNITY IN ONE GENERATION
[NAME OF GROUP/ORGANIZATION] to [INSERT ACTIVITY]
During National Public Health Week

[INSERT CITY], Calif. [INSERT DATE] – Taking strides to make [CITY] the healthiest community in California by 2030, more than [NUMBER] people [INSERT ACTIVITY] today in support of Public Health Week, April 6-12, 2015. [ORGANIZATION] is supporting the nationwide Public Health Week goal to make the U.S. the "Healthiest Nation in One Generation."

[TELL THE STORY IN TWO TO THREE SENTENCES. EXAMPLE BELOW]
The [NAME OF ORGANIZATION] organized the community forum to raise awareness about the changes people in [CITY] have taken to improve their health. Local Champions for Change including [NAME] and [NAME] shared simple ways to add more fruits and vegetables, water and physical activity into each day. At the end of the forum, attendees signed a pledge committing to making at least one healthy change per month for the entire year.

According to the American Public Health Association (APHA), the U.S. spends more on healthcare than other comparable countries with numerous studies showing that Americans live shorter lives and struggle with more health issues such as obesity, infant mortality, diabetes, heart disease and more. [NAME OF ORGANIZATION] and many organizations throughout California embraced Public Health Week as an opportunity to discuss these issues and empower community members to make healthy changes.

[QUOTE FROM ORGANIZATION]
"Being on the frontlines of the obesity epidemic, we have worked with thousands of families in [CITY] and have been inspired by many who have seen real health improvements through the changes they've made," said [NAME, TITLE, ORGANIZATION]. "Our goal with today's forum was to empower even more families to join the movement and help make [CITY] the healthiest community in California by 2030, which is just one generation away."

Californians are making great strides in leading healthier and more active lifestyles, including eating more fruits and vegetables and getting more physically active than they were 10 year ago. [ORGANIZATION] wants to keep [NAME FOR LOCAL PEOPLE e.g. "Angelenos"] moving in the right direction because with every healthy choice they make for themselves and their families, like keeping active, cooking healthier meals and drinking more water, we all get one step closer to ending obesity.

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

###

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 1-877-547-3663. For important nutrition information, visit www.CaChampionsForChange.net.



Social Posts



#CAChampionsForChange
#NPHW
#HealthiestNation2030

CHANNEL	POST
FACEBOOK/ INSTAGRAM	It's time to move! Daily physical activity can help to reduce our risk of obesity and other serious health problems like type 2 diabetes. Join us in celebrating National Public Health Week by <u>getting active for 30 minutes today!</u> <u>[INSERT IMAGE OF PHYSICAL ACTIVITY]</u>
	[INSERT NAME OF LOCALS i.e. "Angelenos"] came together today to [EXAMPLE: create a living billboard from the Join The Movement campaign] to celebrate National Public Health Week. Learn how you can join the movement and help to create a healthier nation in one generation at www.CaChampionsForChange.net <u>[INSERT IMAGE FROM EVENT, SUCH AS LIVING BILLBOARD]</u>
TWITTER	Join CA Champions for Change & celebrate @NPHW – Retweet if you want to pledge to help create the Healthiest Nation in 1 generation!
	Celebrate #NPHW by adding at least 10 minutes of physical activity at least three times a day. #CAChampionsForChange #HealthiestNation2030

Healthiest Nation Pledge

Creating the Healthiest Nation Starts with Me! National Public Health Week April 6-12, 2015



- I want to live a long, healthy life free from injury and diseases like diabetes, obesity, cancer and heart disease that are reaching epidemic levels in the U.S.
- Creating a healthy me: I promise to eat well, exercise and get regular checkups. I will make healthy choices that improve my health and set an example for my family and friends.
- Creating a healthy we: I want my friends, family and neighbors to have the ability to make the same healthy choices. I support efforts to make the healthy choice the easy choice for everyone in my community.
- Change will happen when we come together. Today I join thousands of people who will create the healthiest nation in one generation.

Signature _____ Date _____



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.



Next Steps



TASK	DUE WEEK OF
NEOPB hosts webinar and distributes template materials to TRCs/LHDs	Feb 23
TRCs/LHDs submit all customized materials to NEOPB Project Officer for approval	March 9
NEOPB Project Officer provides approval of customized materials to TRCs/LHDs	March 16
Media pitching can begin upon approval of customized materials	March 16
Public Health Week begins	April 6
TENTATIVE DATE FOR NEXT WEBINAR – FRUIT & VEGGIE FEST	<i>March 23</i>

More Information/Assistance

Please contact:

Ian Tovar, NEOPB

State Media & Public Relations Manager

ian.tovar@cdph.ca.gov

Questions

