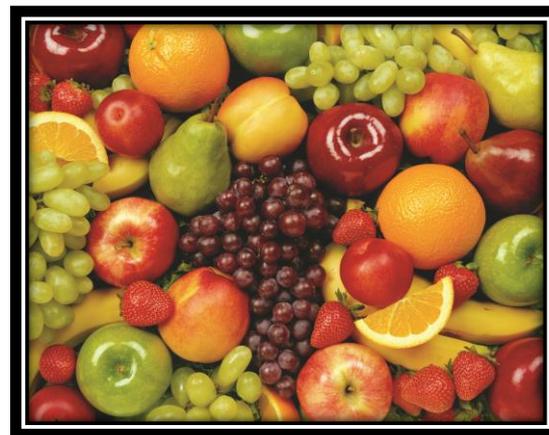
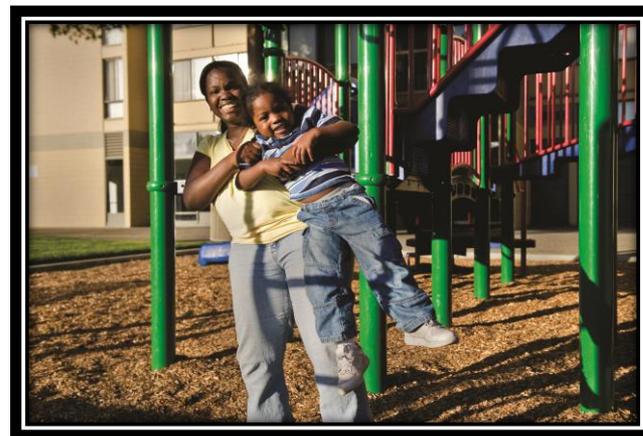




Where to Find Champions for Change Resources

Available Resources

- Photos
- Logos
- Branding Guidelines
- Messaging Points
- Templates for Flyers, Brochures, Certificates, PowerPoints, etc.
- Campaign-Specific Media Materials
- Media Relations Tools
- Champions for Change Recruitment Kit
- Current Advertisements
- Funding Statements and Releases
- Nutrition and Physical Activity Tips
- Recipes
- Tracking Tools
- And More!



Two Separate Locations:

Communications Resource Library

www.cdph.ca.gov/programs/cpns/RL/Pages/default.aspx

Champions for Change Website

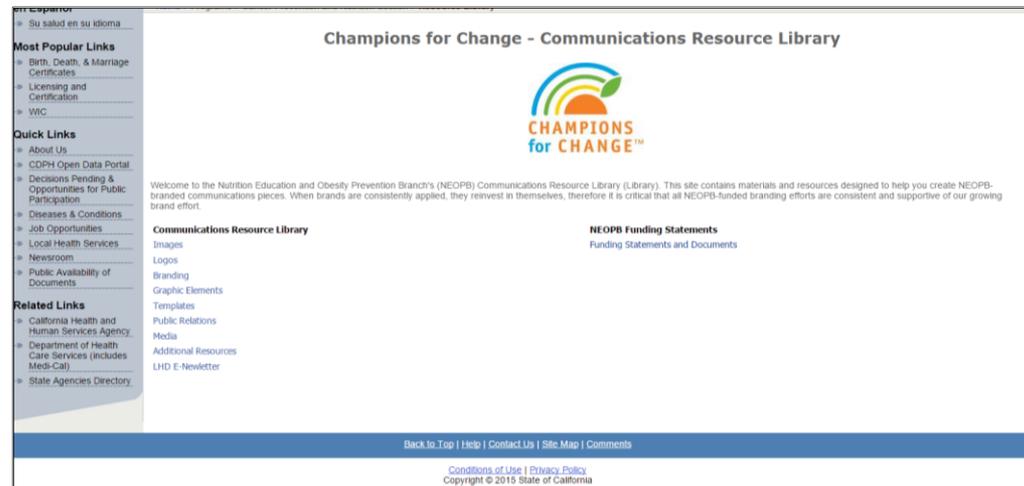
www.cachampionsforchange.cdph.ca.gov



Communications Resource Library

Contents

- Images
- Logos
- Branding
- Graphic Elements
- Templates
- Public Relations
- Media (Current Ads)
- Additional Resources
- LHD E-Newsletters
- NEOPB Funding Statements & Other Documents



<http://www.cdph.ca.gov/programs/cpns/RL/Pages/default.aspx>

Communications Resource Library

Images

- ✓ The site includes hundreds of images
- ✓ Available to use at no charge
- ✓ Representative of diversity

Note – to access any of the photos/documents in this library, click on the hyperlinked word “topic” to the left (see below)

<http://www.cdph.ca.gov/programs/cpns/RL/Pages/Images.aspx>

Includes:

- Champions for Change
- Fruits and Vegetables
- Physical Activity
- Line Art
- Retail-Related
- Farmers’ Markets
- Harvest Heroes
- Recipes

The screenshot shows the CDPH website's 'Images' page. The header includes the CDPH logo and navigation tabs for Home, Programs, Services, Health Information, Certificates & Licenses, Publications & Forms, and Data. The main content area is titled 'Images' and contains instructions for downloading high-resolution images. A table lists several images, with the first one, 'Topic (original) : Children Moon (96)', circled in red. Other images listed include 'Topic (original) : Cornucopia (6)', 'Topic (original) : Farmer's Market (13)', 'Topic (original) : Fruits (29)', and 'Topic (original) : Fruits and Vegetables (Adult) (13)'.

Communications Resource Library

Logos

Includes:

- California Department of Public Health
- Champions for Change
- Harvest of the Month
- PowerPlay!
- Rethink Your Drink

<http://www.cdph.ca.gov/programs/cpns/RL/Pages/Logos.aspx>

The screenshot shows the California Department of Public Health (CDPH) website's Resource Library page for Logos. The page features a navigation menu with options like Home, Programs, Services, Health Information, Certificates & Licenses, Publications & Forms, and Data. A sidebar on the left contains sections for 'en Español', 'Most Popular Links', and 'Quick Links'. The main content area displays a list of logos with columns for Name, Format, Language, Color Scale, and Thumbnail. The logos listed are: California Department of Public Health Logo (16), Champions for Change (44), Harvest of the Month Logo (60), Power Play Logo (15), and Rethink Your Drink Logo (15).

Communications Resource Library

Branding

<http://www.cdph.ca.gov/programs/cpns/RL/Pages/Branding.aspx>

The screenshot displays the CDPH website's 'Branding' page. The header includes the CDPH logo and navigation tabs for Home, Programs, Services, Health Information, Certificates & Licenses, Publications & Forms, and Data. The main content area is titled 'Branding' and lists several resource categories:

- NEOPB Branding Guidelines**
 - [Branding Guidelines Manual \(PDF\)](#)
 - [Writing Style Guide \(PDF\)](#)
- Supporting Message Guidance**
 - [Eat Healthy. Be Active. Supporting Message Guidance \(PDF\)](#)
- Design Resources**
 - [Design Checklist \(PDF\)](#)
 - [Template Tip Sheet \(PDF\)](#)
 - [Web Site Guide \(PDF\)](#)
- NEOPB Funding Statements**
 - [Jan_2014 - NEOPB SNAP-Ed Acknowledgements \(Link\)](#)
 - [NEOPB CalFresh Acknowledgements \(PDF\)](#)
- Brand Tour Presentations**
 - [Importance of Branding \(PowerPoint\)](#)
 - [Design Basics & Network Branding Guidelines Manual \(PowerPoint\)](#)
 - [Communications Resource Library \(PowerPoint\)](#)
 - [Technical Assistance Samples \(PowerPoint\)](#)

Includes:

- Branding Guidelines
- Supporting Message Guidance
- Funding Statements
- Brand Tour Presentations

Communications Resource Library

Templates

Includes:

- Brochures
- Certificates
- Community Leader Profiles
- Flyers
- Letterhead
- Meeting Agendas
- News Bulletins
- PowerPoint Presentations
- Recipes
- Campaigns

CA.GOV California Department of Public Health CDPH

Home Programs Services Health Information Certificates & Licenses Publications & Forms Data

en Español
→ Su salud en su idioma

Most Popular Links
→ Birth, Death, & Marriage Certificates
→ Licensing and Certification
→ WIC

Quick Links
→ About Us
→ CDPH Open Data Portal
→ Decisions Pending & Opportunities for Public Participation
→ Diseases & Conditions
→ Job Opportunities
→ Local Health Services
→ Newsroom
→ Public Availability of Documents

Related Links
→ California Health and Human Services Agency
→ Department of Health Care Services (includes Medi-Cal)

Home > Programs > Cancer Prevention and Nutrition Section > Resource Library

Templates

These branded templates have been developed to ensure consistency and recognition. Directions for download: Right click on the graphic link and click on Save Target As.

Type	Edit	Name
Topic (original) : Brochures (2)		
Topic (original) : Certificates (8)		
Topic (original) : Community Leader Profile (1)		
Topic (original) : Flyers - Campaigns and Programs (1)		
Topic (original) : Flyers - General (18)		
Topic (original) : Flyers - Harvest of the Month (8)		
Topic (original) : Flyers - Power Play (14)		
Topic (original) : Letterhead (2)		
Topic (original) : Meeting Agenda (1)		

<http://www.cdph.ca.gov/programs/cpns/RL/Pages/Templates1.aspx>

Communications Resource Library

Public Relations

Includes:

- Campaign-Specific Media Materials
- Champions for Change Recruitment Tool Kit
- PR Resources

The screenshot shows the CDPH website's Public Relations page. The header includes the CDPH logo and navigation tabs for Home, Programs, Services, Health Information, Certificates & Licenses, Publications & Forms, and Data. The main content area is titled "Public Relations" and provides instructions on how to download materials. It lists several topics with their respective counts:

- Topic: Additional PR Materials (4)
- Topic: Black Health Awareness, Action and Advocacy Month (8)
- Topic: Champions for Change Recruitment Toolkit (18)
- Topic: Fruit and Veggie Fest Media Materials (FVF) (18)
- Topic: Living Billboard Join the Movement Media Materials (6)
- Topic: National Public Health Week Materials (NPHW) (8)
- Topic: Power Up Your Summer Media Materials (14)

On the left side, there are sections for "en Español", "Most Popular Links", "Quick Links", and "Related Links".

<http://www.cdph.ca.gov/programs/cpns/RL/Pages/PublicRelations.aspx>

Communications Resource Library

Public Relations



CONDUCTING SUCCESSFUL
**Nutrition Education and
Physical Activity Promotions**
AT COMMUNITY EVENTS

Includes:

- **Additional PR Materials:**
 - **CDPH Community Events Manual (pictured)**
 - **Webinars**
 - **Message Points**
 - **Media Distribution Calendar**



<http://www.cdph.ca.gov/programs/cpns/RL/Documents/CDPH-CommEventsManual-2015-v5.pdf>

Funded by USDA SNAP-Ed, an equal opportunity employer.



Communications Resource Library

Other Resources

Includes:

- NEOPB SNAP-Ed Acknowledgements

The screenshot shows the California Department of Public Health (CDPH) website. The header includes the C.A.GOV logo, the CDPH logo, and navigation links for Home, Programs, Services, Health Information, Certificates & Licenses, Publications & Forms, and Data. A search bar is located in the top right corner. The main content area displays the breadcrumb trail: Home > Programs > Cancer Prevention and Nutrition Section > Resource Library > NEOPB Funding. Below this, there is a 'Resources' section with a link to 'Resource Library Home'. The 'NEOPB Funding Statements' section contains a table with the following data:

Type	Name	Details
	NEOPB SNAP-Ed Acknowledgements 2015	This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from the U.S. Department of Agriculture's (USDA) Supplemental...

<http://www.cdph.ca.gov/programs/cpns/RL/Pages/NEOPBFunding.aspx>

Champions for Change Website Contents

- Nutrition Tips
- Activity Tips
- Weight Management Tool
- Physical Activity Tracker
- Rethink Your Drink Info.
- CalFresh Information
- Guide to Making Changes in the Community
- Helpful Websites
- Information for Kids



<http://cachampionsforchange.cdph.ca.gov/>

Champions for Change Website

Join the Movement

Champions for Change

Home | Contact Us | Site Map | Search

We're making healthier choices and healthier communities

Join the Movement!

CHAMPIONS for CHANGE™

Join the Movement | Eat Healthy | Get Moving | Rethink Your Drink | Tools for Change

Get Inspired and Learn How to Be a Champion

There's a movement going on! Champions for Change are making healthy changes in communities across California. The best way to learn how to become a Champion for Change is to learn how others did it.

Success!

Read these stories of success from everyday people, just like you. They started with a common goal and worked together to make it happen!

- [Bike Lanes Pave the Way](#)
- [Caring Youth and Adults in Diamond Neighborhood](#)
- [Farmers' Market Grows in West Fresno](#)
- [Food Stamps at Farmers' Market](#)
- [A Grocery Store in East Oakland](#)
- [Movement Toward Health](#)
- [A Safe Route to Healthy Food](#)

Connect With Others

As the saying goes, it takes a village to make healthy changes happen! Luckily, there are many groups in California who can help you get started today. Find people and groups in your area to connect with today. Check out our [Local Information page](#) and [join us on Facebook](#)

Getting Started

- **Talk to your family, friends, and neighbors.** Find out what they want to change. Then, decide what you all want to do together.
- **Start small.** Focus on one area – like getting healthier foods at your children's school or in your workplace. Then, work towards that goal until you make it happen.

Helpful Tools

- [Champions for](#)

Includes:

- Information about how to become a Champion
- Inspiring Champion stories
- Links to helpful websites for more information
- Links to Local Health Departments

<http://cachampionsforchange.cdph.ca.gov/Pages/getinspired.aspx>

Champions for Change Website

Eat Healthy

Includes:

- MyPlate Information and Links
- Helpful Hints to Balance Calories
- Tips for Kids
- Eating Healthy on a Budget
- Sample Menus
- Information about Produce
- Weight Management Info.
- BMI Calculator

The screenshot shows the website header with the title "Champions for Change" and a navigation menu with buttons for "Join the Movement", "Eat Healthy" (highlighted with a red circle), "Get Moving", "Rethink Your Drink", and "Tools for Change". Below the header is a banner image of a plate of food with the text "Make half your plate fruits and vegetables!". The main content area features the heading "Being Healthy Means Eating Healthy - Every Day!" and a section titled "Why Eat Healthy?" which explains the importance of eating fruits and vegetables. A "Healthy Hints" sidebar on the right provides additional tips such as "Balance Your Calories...", "Enjoy More...", and "Enjoy Less...".

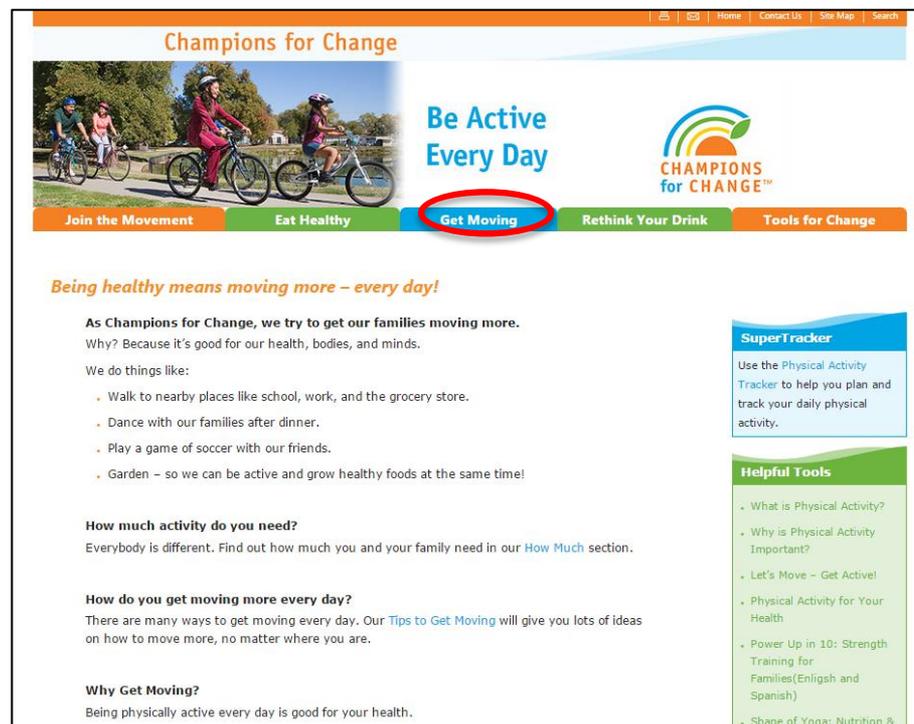
<http://cachampionsforchange.cdph.ca.gov/Pages/eathealthy.aspx>

Champions for Change Website

Get Moving

Includes:

- Helpful Tips About Physical Activity
- Tips to Get Moving
- Strength Training and Yoga Booklets
- Physical Activity Tracker
- Link to “Let’s Move” Site



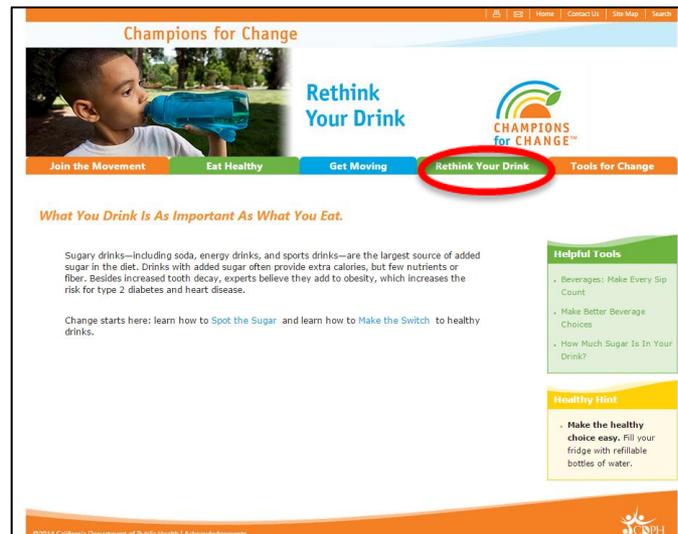
<http://cachampionsforchange.cdp.h.ca.gov/Pages/getmoving.aspx>

Champions for Change Website

Rethink Your Drink

Includes:

- Spot the Sugar
- Information About Sugar in Drinks
- Tips to “Make the Switch”



<http://cachampionsforchange.cdph.ca.gov/Pages/rethinkyourdrink.aspx>

Champions for Change Website

Tools for Change



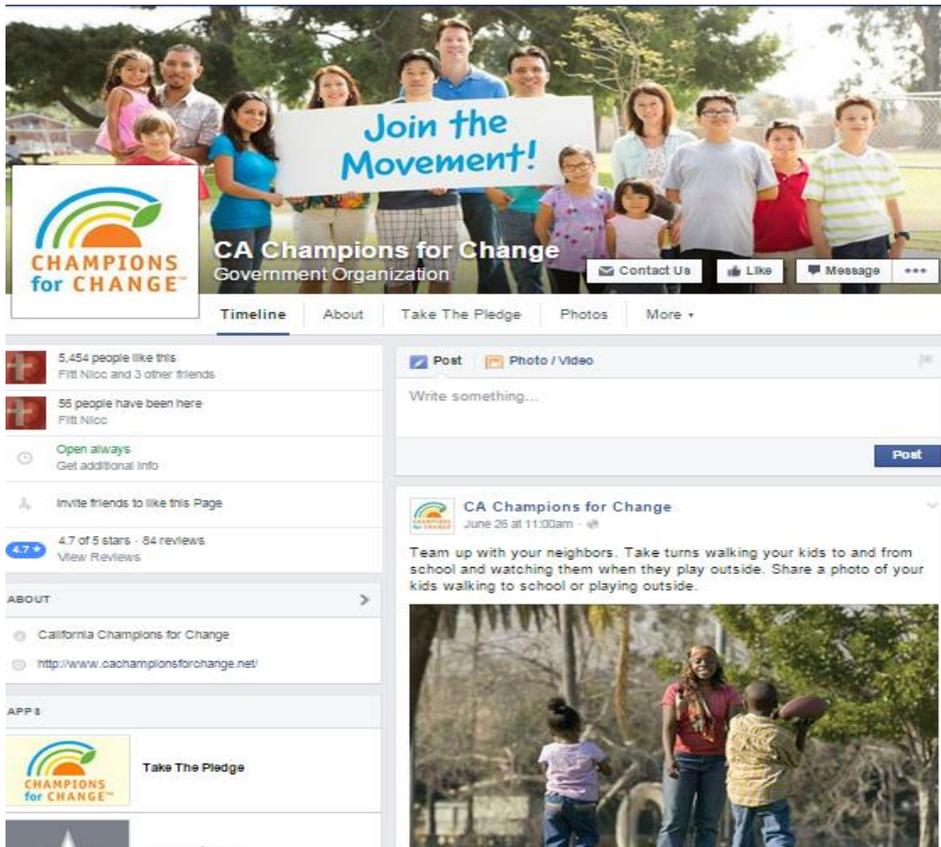
<http://cachampionsforchange.cdph.ca.gov/Pages/toolsforchange.aspx>

Includes:

- Brochures and Tips to Eating Healthy and Getting Moving
- Guides to Making Community Changes
- Links to Helpful Websites
- Information for Kids
- WIC and CalFresh Information

Facebook

- Encourage community to visit page: like, post and share content

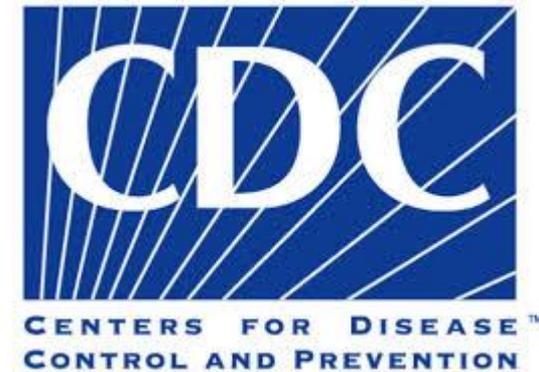
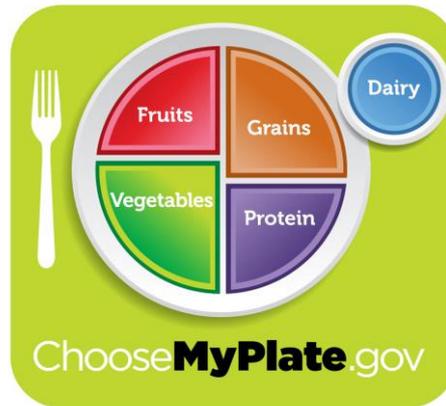


- Available on Facebook
 - Photos
 - Recipes
 - Take The Pledge Contest



Additional Websites

- Choose My Plate
- Let's Move
- USDA
- CDC



THANK YOU!

Funded by USDA SNAP-Ed, an equal opportunity employer.



Questions?