



Who is a Champion for Change?

Champions for Change are vital to the Champions for Change Program and the statewide movement for healthy change. They help to demonstrate that change is possible in every home and every community, no matter the obstacles. Through their stories and experiences, Champions for Change inspire, inform and empower others to follow their lead in making small changes that add up to big health improvements.

This document details the important roles Champions for Change play in helping the Champions for Change Program achieve its goals and also outlines responsibilities and expectations of the Champions for Change in their capacity as ambassadors for healthy living.

☐ **Champions for Change are Role Models**

- Champions for Change talk the talk and walk the walk. A Champion makes good health a priority for themselves and their family by eating healthy and being active every day. They make healthy choices for their family, like including plenty of fruits and vegetables at every meal and choosing water over sugary drinks. They also model healthy behaviors outside their home like shopping smart at the local grocer and sharing healthy recipes with neighbors.

As a role model, Champions for Change are expected to:

- ✓ *Strive to eat healthy and be physically active every day*
- ✓ *Serve healthy meals to their families*
- ✓ *Show through their actions how it is possible for others to be healthy and active*

For example:

- A Champion can be a role model to others by bringing healthy team snacks such as carrots, oranges or water bottles to a soccer game.
- A Champion can be a role model to grandchildren by going for a walk around the neighborhood instead of sitting on the couch and watching TV.
- A Champion can be a role model to other peers by choosing a salad for lunch with co-workers.

☐ **Champions for Change are Advocates**

- Champions for Change speak up for healthy change in their communities. They identify needs in their neighborhoods, like improving lighting on walking paths or increasing access to fruits and vegetables. They work with other community leaders and policy makers to make the changes in their community that will help everyone live healthier, more active lives.

As an advocate, Champions for Change are expected to:

- ✓ *Be a local voice for the statewide movement*
- ✓ *Recognize obstacles in their community that stand in the way of good health*
- ✓ *Work with community and business leaders and policy makers to create change*

For example:

- A Champion can speak up for hydration stations in schools.
- A Champion can attend community meetings to speak up for Farmer's Markets or community gardens.
- A Champion can invite neighbors, coworkers, friends and family to join the movement of healthy lifestyle changes.

☐ Champions for Change are Brand Ambassadors

- Champions for Change share their stories to inspire and empower others. They speak at Champions for Change Program events and also participate in media interviews. Champions for Change look for opportunities to tell their stories and share their knowledge with family, friends, neighbors and members of their community in informal and formal settings, as well as through social media. These individuals are proud to be Champions for Change and encourage others to join them in the movement for healthy change.

As a brand ambassador, Champions for Change are expected to:

- ✓ *Work with the Champions for Change Program to highlight their inspirational story*
- ✓ *Receive spokesperson training*
- ✓ *Participate in local educational and advocacy activities*
- ✓ *Promote Champions for Change messages through traditional and social media*

For example:

- A Champion can take part in an in-studio media interview and food demonstration to promote local Champions for Change events.
- A Champion can contribute their story to a Champions for Change Program newsletter.
- A Champion can visit the Champions for Change Facebook page often and share posts with their own Facebook friends.

☐ Champions for Change are Educators

- Champions for Change encourage others to make healthy changes and also show them how to do it. In coordination with Champions for Change Program staff, Champions for

Change demonstrate healthy recipes as part of events at grocery stores, schools and worksites. Champions for Change also lead physical activity demonstrations to show fun, low-cost and no-cost ways to stay active. Champions for Change look for opportunities to share tips and ideas with others.

As an educator, Champions for Change are expected to:

- ✓ *Lead food and/or physical activity demonstrations*
- ✓ *Share tips, recipes and ideas through Champions for Change Program communication channels like Facebook*

For example:

- A Champion can demonstrate a healthy food recipe at a PTA meeting.
- A Champion can encourage parents to take part in national nutrition and physical activity campaigns such as Public Health Week and Walk to School Week.
- A Champion can post tips for other parents on the Champions for Change Facebook page.

As role models, advocates, brand ambassadors and educators, Champions for Change do not make healthy eating habits and physical activity an option, but instead a priority within their households, and communities. They do this to fight against obesity, Type 2 diabetes and other diseases associated with inactivity and poor eating habits. As mothers and fathers, teachers, farmers, pastors, as children and coaches, employers, athletes and grandparents, Champions for Change are joining the movement in making healthy changes in eating habits and physical activity, together one step at a time.



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