



# Recruitment & Orientation Guide

Prepared For:  
Local Implementing Agencies  
and Community Partners

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# Welcome!

Dear Local Implementing Agencies and Community Partners:

On behalf of the California Department of Public Health's (CDPH) SNAP-Ed Program we want you to know how excited we are to have you on board as a member of the *Champions for Change* team! We look forward to a fruitful year ahead.

The *Champions for Change Program* aims to increase the consumption of fruits and vegetables and physical activity as preventative measures to childhood obesity. We encourage and empower low-income families to make healthy changes where they live, work, shop, worship, and play.

Too many Californians suffer from preventable chronic diseases, such as type 2 diabetes, hypertension and obesity. That's the bad news. The good news is that these conditions can often be prevented by making healthier eating choices and being physically active every day. This is where the *Champions for Change Program* comes in to empower our communities with the knowledge and resources to positively impact their health and quality of life.

Helping others improve their eating and physical activity habits is not an easy task. It takes hard work and a great group of dedicated people such as yourself to get it done. As Local Implementing Agencies (LIAs), you are part of the backbone of the *Champions for Change Program*. You are the force that brings our mission to make California a healthier place a reality. We cannot do this without you.

The *Champions for Change* Recruitment Training and Orientation Guide contains information along with some basic tools and resources to help you recruit and onboard future *Champions for Change*.

All the Best,

Carmen Heredia, Chief  
State Media and Public Relations Section



# **Part 1 -- Training Guide for *Champions for Change* Recruitment Training**

For use in training community partners  
and/or LIA staff about how to  
recruit *Champions for Change*.

# How to Use the Recruitment Training Guide

Within the following pages you'll find three different sections:

- Information about how to plan a training for community partners and/or LIA staff who are responsible for recruiting *Champions for Change*.
- The training presentation itself, along with notes about how to deliver the training.
- Resources that can be used as handouts for training participants and for *Champions for Change* recruits.

## It's As Easy As 1-2-3!

### 1. **Who** should take the training?

This training is designed for LIA representatives and their community partners who are recruiting local *Champions for Change*.

### 2. **What** is this training about?

The training is designed to help LIAs and their community partners recruit and promote *Champions for Change* in their local communities.

### 3. **Why** is this training important?

This training is important because it helps LIAs and their community partners clearly understand how to recruit more *Champions for Change* who are vital in demonstrating to others that change is possible in every home and community, no matter the obstacles.

## About the Training Presentation

**How Much Time Will it Take?** – Please plan on setting aside two to three hours to complete the training.

**What is Included?** – After completing the training, participants should be able to:

- Discuss the evolution and types of *Champions for Change*.
- Explain *Champion* and LIA responsibilities.
- Describe the partnerships and infrastructure needed to support *Champions for Change*.
- Identify *Champions for Change* Recruitment resources.

**What You'll Need** – To conduct the training, please note the suggested room set-up and supplies:

- Suggested Room Set-up:
  - Tables with eight seats
  - Sign-in table at entrance
  - Table for laptop and projector
  - Table for water, cups, and snacks (as needed)
- Materials Needed:
  - *Champions for Change* Recruitment PowerPoint presentation
  - Laptop
  - Projector
  - Speakers
  - One copy of *Champions for Change* Recruitment and Orientation Guide; components to include:
    - Who is a *Champion for Change*?
    - *Champions for Change* Recruitment Questionnaire
    - *Champions for Change* Welcome Letter
    - *Champions for Change* Sample Message Points
    - *Champions for Change* Profile and Profile Template
    - *Champions for Change* Success Story and Success Story Template

# Preparing for and Conducting a Training

## Before the Training

**Create a Training Preparation Timeline** – To ensure you set aside enough time to organize an effective training, prepare a timeline listing the action steps that will be needed.

### ***SAMPLE TRAINING PREPARATION TIMELINE***

<b>Action Step</b>	<b>Time from Training Date</b>
Secure location and identify date for training.	2 months prior
Send notice and calendar HOLD for internal staff.	2 months prior
Create list of invited agencies with estimated number of participants.	2 months prior
Send Save-the-Date announcement.	3 weeks prior
Develop participant binders.	3 weeks prior

**Create a Training Preparation Checklist** – Start planning for the *Champions for Change* Recruitment training at least two months before it takes place to allow LIAs and their partners plenty of time to make travel arrangements and plan accordingly. This checklist should include a general list of necessary tasks to be completed for a successful training. Although not all tasks will be required for each and every training, the majority of items will remain consistent across all *Champions for Change* recruitment trainings.

## SAMPLE TRAINING PREPARATION CHECKLIST

<b>TRAINING PREPARATION CHECKLIST</b>	
<b>Action</b>	<b>Completed</b>
Secure Training Date/ Time	
<b>Confirm Local Health Departments (LHDs)</b>	
Work with LHDS to determine roster of participants for training.	
Create invitation and share with participants. Include any pre-training instructions.	
Collect attendee RSVPs.	
Create name tags.	
<b>Training Room Equipment</b>	
Ensure room is easy for participants to locate (for example, make signs, if necessary)	
Set-up sign-in table with sign-in sheet and name tags.	
Ensure all audio-visual (A/V) needs are in the room and properly set up. (If a video will be played, provide speakers, a DVD player or internet access, laptop, LCD projector and screen.)	
Prepare to point out items such as restrooms, coffee and water.	
Ensure lighting is appropriate for activities such as note taking and viewing of audio-visual aids.	
Ensure any sounds or distractions are eliminated or minimized.	
Ensure temperature is comfortable for participants and cool enough for equipment.	
Arrange furniture to allow all participants to see the trainer and audio-visual aids.	
<b>Materials</b>	
Prepare the agenda.	
Photocopy handouts including agenda, PowerPoint presentation, and evaluation. Include extra copies.	
Arrange handouts in order of use.	
Ensure any posters are taped in the locations desired.	
Ensure visual aids are visible from the back of the room.	

**Prepare the Training for Specific Audiences** – There are several things you should keep in mind when planning a training, including:

- **Travel Costs** – When asking *Champions* to attend large events (for example, workshops, conferences, etc.), LIAs should cover the *Champions'* travel costs, such as food and overnight accommodations.
- **Champion Expenses** – If possible, LIAs should provide a stipend to *Champions* when requesting they attend large events or multi-day activities. The stipend can help cover childcare expenses and lost wages due to missing work. It is recommended that the stipend also cover mileage and parking costs if needed. (Be sure to include money for this in your next CDPH SNAP-Ed Program budget submission or budget adjustment revision. If it is not possible to cover these costs through SNAP-Ed funding, LIAs should find a local partner willing to cover the cost.)
- **Time** – Be respectful of the *Champions* and their time. Remember, many are volunteers; some work two jobs to make ends meet. LIAs should give the *Champions* plenty of notice in advance of an event or activity when their attendance is requested.

When tailoring trainings for non-English speaking *Champions*, keep these tips in mind:

- **Simplicity** – Materials developed for *Champions* should be written at a primary level. There are multiple tools and free resources available online that can be used to gauge the reading level of materials intended for *Champions*. Flesch-Kincaid is a helpful tool found in Microsoft Word.
- **Jargon** – Avoid using jargon, including acronyms commonly used in health (for example, BMI). In addition, the information provided in materials developed for *Champions* should be written in short, concise sentences to ensure the information is easy to understand.
- **In-Language** – LIAs should identify staff members or partners who can communicate with all recruited *Champions* in their preferred language. This should be considered before recruiting begins. The ability to use a common language is key to establishing sustainable relationships.
- **Translations and Translators** – Allow time for the translation of all materials developed for recruited *Champions*. Keep in mind, the timeline for translation of any materials can vary depending on the translator's workload and number of materials requiring translation. LIAs need to obtain a project timeline from the designated translator to ensure translated materials will be ready when needed. If conducting the training in English, in-language interpreters should be made available for non-English speakers.

## During the Training

**Review Objectives** – Begin each training by establishing the objectives:

- Help LIAs and their partners understand the history and evolution of *Champions for Change*.
- Outline the partnerships and infrastructure needed to support *Champions for Change*.
- Identify the elements of the *Champions for Change* Recruitment resources and how to properly use them.

**Review the Agenda** – Each training should allow time for introductions, the actual presentation, and review of the Recruitment resources. A sample class agenda is provided below. Feel free to use the time allotments outlined in the sample agenda as a guide. The actual time allotments should be based on the amount of time available to deliver the training and how many LIA representatives and/or community partners are scheduled to attend.

### SAMPLE TRAINING AGENDA

<b>Training</b>	<i>Champions for Change</i> Recruitment	
<b>Date:</b>		
<b>Location:</b>		
<b>Time:</b>	<b>Activity</b>	<b>Who</b>
5 minutes	Welcome and Introduction	
45 minutes	Presentation	
60 minutes	Recruitment Toolkit Review	
10 minutes	Conclusion and Evaluation	

**How Was the Training Received?** – Each training should conclude with time allotted for participants to complete an evaluation, which should take no longer than 10 minutes. These evaluations allow trainers to gather feedback to evaluate the overall training, providing the opportunity to identify additional needs for future technical assistance and trainings.

The evaluation can be included in the training handouts provided to participants at the beginning of the day. Be sure to mention the evaluation at the beginning of the training while explaining all of the handouts and advise participants to fill it out before departing.

The training evaluation can also be provided following the training by using a Survey Monkey account, which can be created for free online at [www.surveymonkey.com](http://www.surveymonkey.com). The evaluation questions can easily be entered into Survey Monkey where results can be further analyzed. If Survey Monkey is used for the evaluation following the training, ensure it is distributed to participants no more than two days after the training so the participants recall what they learned and can provide appropriate feedback.

Several evaluation questions and comments are written as a Likert-type scale (i.e., Strongly Disagree, Disagree, Neither Agree Nor Disagree, Agree, Strongly Agree). If the evaluation is provided as part of the handouts at the training, ensure the scale and possible responses are inserted in a way that makes it easy for participants to circle a response. If Survey Monkey will be used to administer the evaluation after the training, its features will allow for Likert scale formatting.

### ***SAMPLE TRAINING EVALUATION SURVEY***

Below are samples of content that can be used to create an evaluation.

Thank you for participating in the *Champions for Change* Recruitment Training. Please take a moment to complete the evaluation below.

1. In general, this training was:

- Poor
- Below Average
- Average
- Above Average
- Excellent

2. Please rate the components of the training based on a scale of one to five (one being the lowest, and five being the highest possible score). Include the components such as presentation, materials review, and exercises.

3. Please indicate the extent to which you agree or disagree with the following statements regarding the content of the training. [Insert scale: Strongly Disagree, Disagree, Neither Agree Nor Disagree, Agree, Strongly Agree]

- The training met or exceeded my expectations.
- The training provided useful information.
- The training was presented clearly and logically.
- The training provided ample opportunities to practice techniques.

4. Please indicate the extent to which you agree or disagree with the following statements regarding the presenter(s). [Insert scale: Strongly Disagree, Disagree, Neither Agree Nor Disagree, Agree, Strongly Agree]

- The presenter(s) was effective in communicating the information.
- The presenter(s) kept my interest throughout the training.

5. What did you think of the amount of information provided in the training?

- Too little information was provided.
- The amount of information was just right.
- Too much information was provided.

6. Please rate your comfort level in recruiting *Champions for Change* after the training. [Insert scale: Very Uncomfortable, Uncomfortable, Neither Comfortable Nor Uncomfortable, Comfortable, Very Comfortable]

7. Please select the statement that best describes how you feel after participating in the training:

- I am ready to recruit *Champions for Change*.
- I need more training before I will feel ready to recruit *Champions for Change*.
- I do not want to recruit *Champions for Change*.

8. What was the most important thing you learned at the *Champions for Change* Recruitment training?

9. Do you have suggestions for improvements we can make to future trainings?

# The Training Presentation

The training presentation is broken into four key parts:

- 1. Evolution and Types of *Champions for Change*** – Explains how the *Champions for Change Program* has evolved over the years and the types of *Champions* being recruited.
- 2. *Champion* and LIA Responsibilities** – Identifies the roles and responsibilities of both recruited *Champions for Change* and LIAs.
- 3. Partnerships and Infrastructure** – Focuses on the types of partnerships and the local infrastructure needed to support *Champions for Change*.
- 4. *Champions for Change* Recruitment and Orientation Guides**– Outlines all elements of the Recruitment and Orientation Guides and how to use them.

## Key Points to Remember

- The presentation can be given to LIA staff, subcontractors, and/or community partners as an in-person training or via a webinar.
- If you conduct it via a webinar, consider using the webinar's polling feature to add interaction. Consider poll questions similar to these:
  - How does your organization recruit future *Champions for Change*?
  - How have you worked with *Champions for Change* in the past?
- The presentation consists of 20 slides and should take approximately one hour to present (including the exercises on Slides 6 and 11).
  - Slide 6 provides training participants the opportunity to strategically think about the responsibilities they will have in recruiting *Champions for Change* and also consider what responsibilities the *Champions* will have.
  - Slide 11 can be customized and used as an interactive exercise to get training participants thinking about the types of partnerships that can be utilized to recruit local *Champions*.
- Prior to presenting the slides, begin the presentation by providing inspiring examples of changes that *Champions for Change* have already made either locally or in other counties. Review the *Champions for Change* Profile and Success Story format guides (included in the Resources and Handouts section) to draft compelling stories featuring the accomplishments of *Champions* from your own local area.

## Slide 1



*Trainer's Note: Before beginning the presentation, provide inspiring examples of changes that Champions for Change have already made. This will grab the participants' attention and keep them engaged from the beginning.*

Good morning/afternoon,

Welcome to our *Champions for Change* Recruitment training. We hope you enjoyed these stories about *Champions for Change* and hope they will inspire you throughout the day and after you leave to recruit more *Champions* in your local areas. *Champions for Change* is a program of the CDPH SNAP-Ed program.

This training is designed to help you recruit and promote *Champions for Change* in your local communities.

Before we get started, let's discuss who *Champions for Change* really are. Many of you might already understand this, but we want to ensure we're all on the same page before moving forward.

*Champions for Change* are moms, dads, grandparents, clergy, healthcare workers and even store owners. They are individuals who overcome barriers to make sure their families and their communities are provided with the tools and resources they need to be healthy. We'll get into this more during the presentation today but it's important to understand that *Champions for Change* are role models who talk the talk and walk the walk; they are advocates who speak up for healthy changes in their communities; they are brand ambassadors who share their stories at *Champions for Change Program* events; and they are educators who teach others how to make healthy changes.

## Slide 2

### Training Objectives

- When we're done, you'll be able to:
  - Understand the evolution and types of *Champions for Change*.
  - Explain *Champion* and Funded Partners responsibilities.
  - Describe the partnerships and infrastructure needed to support *Champions for Change*.
  - Identify the elements of the *Champions for Change* Recruitment and Orientation Guides.

Through this presentation today, you will learn about the evolution of *Champions for Change*, the types of partnerships and infrastructure needed to support and recruit *Champions* at the local level and be able to identify and learn how to use components of the *Champions for Change* Recruitment and Orientation Guide.



## Slide 3

### Evolution of *Champions*



But let's first take a look back to 2007 when *Champions for Change* were first introduced so you can get a sense of how this program has grown over time. In 2007, the program started with only 11 *Champion* moms from across California. These moms were overcoming barriers and making healthy changes for themselves and their families. They were recruited as part of the statewide mass media campaign and were featured on billboards and television advertisements in select media markets throughout the state.

The 11 original *Champion* moms are pictured here at the *Champions for Change* brand unveiling event in May 2007. Some of these *Champion* moms are still involved in the program today.

## Slide 4

### Evolution of *Champions*



There are now hundreds of *Champions* who are empowering others and creating enthusiasm across California who will impact the way we all think about health. This photo was taken at a *Champions for Change* Summit in 2013. These are just some of the *Champions* now involved in the program but you can see how large the group has grown from only 11 back in 2007.

And that's really why we are here today. To learn about how to recruit more *Champions* to participate in the program. As leaders in your communities, it is up to you and your local partners to help this program continue to grow. Because together, with all of these *Champions*, we can create healthy change in California.

*Champions* are vital to the *Champions for Change Program*. They help to demonstrate that change is possible in every home and every community, no matter the obstacles. Through their stories and experiences, *Champions* inspire, inform and empower others to follow their lead in making small changes that add up to big health improvements. Like Aracely Rosas, a *Champion* mom who started her journey toward better health by replacing her family's sugary drinks with water and lemon slices and now serves as a primary spokesperson for the *Champions for Change Program*!

## Slide 5

### Types of Champions

Campaign, Program or Initiative	Type of Champion
Health Equity Campaigns Media and Advertising Campaigns	Mom (includes dads and grandparents)
Youth Engagement	Youth
Retail Program	Retailer
Worksite Program	Farmer
Provider Initiative	Provider (Physician or Dentist)
Faith Initiative	Pastor



We talked about *Champions for Change* originally being moms. However, now the program has grown beyond just *Champion* moms. As you can see from this list, there are now many different types of *Champions* being recruited throughout California. The types of *Champions* you should consider recruiting may have ties with other *Champions for Change* projects and campaigns you are already coordinating in your communities. For example, you can recruit *Champion* Youth from your Youth Engagement initiative, *Champion* Pastors from a local faith initiative and *Champion* Providers from the Provider initiative. Many are often *Champions* you are currently working with! They don't consider themselves *Champions* but the reality is that they are!

*Trainer's Note: At this point, ask if there are any questions and/or any examples participants want to share about their experiences in recruiting different types of Champions.*

## Slide 6

### Champion and Funded Partner Responsibilities

- Exercise
  - Identify two responsibilities that a *Champion* might have and two responsibilities you as a local health department might have as part of the *Champions for Change* Program.



Now that you have a better understanding of the evolution and types of *Champions*, let's stop and do a simple exercise to get us thinking about the different responsibilities you and these *Champions* have in helping to create change within your local communities.

On a piece of paper, jot down two specific responsibilities that you think *Champions* might have in your area. In addition, jot down two responsibilities you as a LIA might have.

*Trainer's Note: The above exercise can also be done as a small group activity. Examples for Champion responsibilities could include attending local promotional events, serving as a media spokesperson, and/or teaching nutrition education classes. For LIA responsibilities, an example might be finding community partners to assist in Champion recruitment efforts. Allow about 10 minutes for participants to think about these responsibilities. Then have 2 – 3 participants share the responsibilities they identified with the rest of the group.*

## Slide 7

### Champion Responsibilities

- Make healthy eating and physical activity a priority.
- Assist at local events and activities.
- Attend large events or multi-day workshops and/or statewide conferences.
- Participate in media spokesperson training and media interview opportunities.



It should be noted, this is not an exhaustive list of *Champion* responsibilities as many of their responsibilities will vary depending on your community's needs as well as how available your *Champions* are. Some *Champions* might be able to fulfill all of these responsibilities, while others might be able to only fulfill a few. What's important to remember is that *Champions* are volunteers. Don't stretch any one of them too thin but make sure to give all of them opportunities to participate.

**Make healthy eating and physical activity a priority.** A recruited *Champion* should believe in the *Champions for Change Program* mission and goals and, therefore, make healthy eating and physical activity a priority for themselves, their families and their communities.

**Assist at local events and activities.** For example, they can attend one of the events you put on, help distribute food samples, or help hand out smoothies at one of the booths.

**Attend large events or multi-day workshops and/or statewide conferences.** For example, stage a panel discussion at a CDPH SNAP-Ed Program statewide meeting and ask your *Champions* to speak about their experiences making healthy changes. In addition, *Champions for Change* hosts multi-day (1.5 – 2 day) workshops that *Champions* should attend. These workshops provide *Champions* with training opportunities to build their leadership skills and allows them to network with one another.

**Participate in media spokesperson training and media interview opportunities.** Not every *Champion* will feel comfortable serving as a media spokesperson. However, those who do feel comfortable will be required to participate in a media/message training. As an LIA, the CDPH SNAP-Ed Program can provide you with the tools and resources (i.e. message points, presentation, etc.) needed to present this training to your *Champions* or LIA staff can provide the training.

## Slide 8

### Funded Partner Responsibilities

#### Foster sustainable relationships

- Identify partners to assist in recruitment efforts.
- Serve as primary point of contact for *Champions*.
- Provide support and technical assistance to *Champions*.



As an LIA, your primary responsibility is to foster sustainable relationships with recruited *Champions*. To keep this program growing, we must build long lasting relationships with *Champions*. Exactly how to do this will vary by community but these are some key responsibilities you will likely need to assume.

**Identify partners to assist in recruitment efforts.** We'll talk about this in more depth in a minute, but recruiting different types of *Champions* requires assistance from others within your local communities. This is where your partners might play a major role.

**Serve as primary point of contact for *Champions*.** Recruited *Champions* will turn to you for questions, concerns, and technical assistance. As the LIA and primary connection to the statewide *Champions for Change Program*, you should serve as the *Champions'* main point of contact.

**Provide support and technical assistance to *Champions*.** As the main point of contact for recruited *Champions*, you should provide them support as they need it. This is key in fostering sustainable relationships with these *Champions*. If you can't directly provide the support or technical assistance they need, you should work with your internal staff, CDPH SNAP-Ed Program staff and/or local partners to provide that support. For example, as we mentioned before, some *Champions* will serve as local spokespeople for the *Champions for Change Program*. Those *Champions* will need support in learning how to speak to the media and tell their stories. If you are unable to provide this support, the CDPH SNAP-Ed Program Media and Communications staff can provide it through media message trainings. It is your responsibility to coordinate these types of trainings for your *Champions* with CDPH SNAP-Ed staff.

In addition to these responsibilities, some tips to foster sustainable relationships with your recruited *Champions* include: holding regularly scheduled calls to find out what support they need; developing a monthly newsletter highlighting their tips for healthy, active living; acknowledging them at local conferences and meetings, and providing them with opportunities to tell their stories of healthy change through local media interviews and/or attending local events.

## Slide 9

### Recruitment and Partners

- Identify partners who serve your target community
- You may be able to use your SNAP partnership for this workgroup
- Identify existing projects and connect with those who already work in the area
- Ensure that geographic areas are appropriate for SNAP-Ed nutrition and PA work
- Gain buy-in and commitment



Connecting with your local partners can be critical when attempting to recruit new *Champions*. You might not have the budget or staff capability to foster sustainable relationships with multiple *Champions*. That's where your partners can come in and really add benefit to the recruitment efforts. They may have the ability to provide incentives, such as stipends for childcare or gas cards to help cover a *Champion's* travel to and from local events. Partners can also help overcome language barriers that LIA staff members might face with the *Champions*.

Do some research to find out what local organizations in the community might already be doing that aligns with the goals of the *Champions for Change Program*.

Think about what partners you have that are already working with community groups. Ask yourself if members of those community groups might be considered *Champions for Change*?

The partners you should consider working with to assist in recruiting *Champions for Change* should work with low-income audiences, have interests/goals that align with your *Champions for Change* goals and interests, and have the ability to provide support that you cannot through your SNAP-Ed funding.

We know some of you in the room today have already had much success in working with partners to identify and recruit local *Champions*. Would you mind sharing your thoughts and insights with the group? What local organizations have you partnered with and how has it worked?

## Slide 10

### Recruitment Strategies

- Announce *Champion* opportunities:
  - At community meetings, churches, and other social group gatherings.
  - On social media channels, such as Facebook and Twitter.
- Obtain ideas from well-established and connected community-based organizations to identify applicants.
- Obtain referrals from current *Champions*.
- Post fliers at shared community spaces, local recreational centers, municipalities, and health facilities.



To recruit new *Champions for Change*, staff members affiliated with LIA or Community Partner organizations can use the following strategies:

Announce *Champion* opportunities at community meetings, churches, and other social group gatherings, and on social media channels, such as Facebook and Twitter. You can also reach out to other well-established and well-connected community-based organizations to identify applicants. Often current *Champions* can provide referrals as well.

You can also post recruitment fliers at shared community spaces and places such as local recreational centers, municipalities, and health facilities.

## Slide 11

### Exercise

- Name two partners that fit the criteria we just mentioned and that you think you could work with to recruit *Champions*.



Take about 10 minutes to think about partners in your area that fit the criteria just mentioned. Consider the top two that you think would be willing and able to assist you in your *Champion* recruitment efforts.

*Trainer's Note: Allow about 10 minutes for participants to list these partners on a sheet of paper and discuss with a neighbor. Then have 2 – 3 participants share the partners they chose and why they chose those partners.*

## Slide 12

### Potential Partners

- School districts
- Head Start and Migrant Head Start
- First 5 Commission
- WIC
- YMCA
- Padres en Acción
- American Heart Association
- American Diabetes Association
- Community-Based Organizations
- Family Resource Centers
- Federally-Qualified Health Centers
- Promotores groups
- Non-traditional partners (private sectors)



Here are other partners that could be in your local area you may want to consider.

*Trainer's Note: At this time, ask participants if there are any questions or if others have comments, feedback, suggestions for their colleagues regarding recruitment.*

## Slide 13

### Champions for Change Recruitment and Orientation Guide

- The *Champions for Change* Recruitment and Orientation Guide includes:
- Who is a *Champion for Change*?
  - Recruitment Questionnaire
  - Welcome Letter
  - Message Points
  - Sample Profile and Profile Template
  - Success Stories and Story Template



Thank you all for your thoughts and sharing of ideas that have worked well for you.

Now, I want to take a few minutes to talk about the *Champions for Change* Recruitment and Orientation Guide and its components. How many of you are familiar with this guide? Great. For those of you who might not be aware of the guide, it is available on the CDPH website under the Programs tab in *Champions for Change* Resources and consists of several documents that can be used in not only recruiting *Champions for Change* but also to onboard *Champions* and promote them after you've recruited them. All of the documents are listed here and we'll discuss each of them in a bit more depth.

## Slide 14

### Champions for Change Recruitment and Orientation Guide

Who is a *Champion for Change*?

- Role Models
- Advocates
- Brand Ambassadors
- Educators



We discussed “who is a *Champion*” earlier in the presentation but there is an actual “Who is a *Champion for Change*?” document included in the Recruitment and Orientation Guide. This document details the important roles *Champions* play in helping the *Champions for Change Program* achieve its goals. It also outlines responsibilities and expectations of *Champions for Change* in their capacity as ambassadors for healthy living.

As it states in this slide, *Champions for Change* are role models. *Champions* make good health a priority for themselves and their families by eating healthy and being physically active every day. They make healthy choices for their families, like including plenty of fruits and vegetables at every meal, and choosing water over sugary drinks. They also model healthy behaviors outside their homes like shopping smart at the local grocer and sharing healthy recipes with neighbors.

*Champions for Change* are advocates. They identify needs in their neighborhoods, like advocating for safe parks and playgrounds for physical activity, 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.

*Champions for Change* are brand ambassadors. 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 communities in informal and formal settings, as well as through social media.

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

## Slide 15

### Champions for Change Recruitment and Orientation Guide

#### Recruitment Questionnaire

- Can assist in identifying and recruiting local *Champions for Change*.
- Available in both English and Spanish.



The Recruitment Questionnaire can assist you and your partners in identifying and ultimately recruiting local *Champions for Change*.

This questionnaire will help you learn a little more about these potential *Champions for Change* and their experiences when it comes to eating healthy and being physically active. What long term changes have they made to ensure they are taking the steps toward healthy change? Do they feel comfortable speaking to other community members about these changes?

The questionnaire is available in both English and Spanish. Although it can be provided via email to a potential *Champion* you are looking to recruit, we highly recommend you personally work with your potential *Champion* to fill it out. Remember, a huge part of recruitment is building relationships with these individuals. The more you get to know them and the more they get to know you, the more likely they will be engaged and willing to work with you to create sustainable change.

*Trainer's Note: Invite the trainees to review the recruitment questionnaire and discuss what (if any) challenges they envision having with Champions completing it.*

## Slide 16

### Champions for Change Recruitment and Orientation Guide

#### Champion Welcome Letter

- Welcomes and thanks *Champions for Change* for their interest and involvement with the *Champions for Change Program*.



The *Champions for Change* Welcome Letter is also available in both English and Spanish. It should be given to newly recruited *Champions*. Ideally, provide this letter to them within one week of their recruitment. The letter welcomes and thanks *Champions for Change* for their interest and involvement with the *Champions for Change Program*. Along with the letter, be sure to include *Champions for Change* profiles, success stories and message points that will help your newly recruited *Champions* become more familiar with the *Champions for Change Program*. We will talk more about them in a moment.

## Slide 17

### Champions for Change Recruitment and Orientation Guide

#### Sample Champion Message Points

- Being a *Champion for Change* means that I am a healthy role model for my family and community.
- My work with the *Champions for Change Program* has helped me to ... [Insert examples of how the *Champions for Change Program* has helped you.]
- Small, healthy changes can quickly add up to big differences. [Insert examples of small changes made in your home and/or community.]



As a *Champion for Change*, your local *Champions* may be interviewed by the media (TV, radio, or newspapers) or participate in a community event where they need to talk about the *Champions for Change Program*. The Sample *Champion Message Points* are available in both English and Spanish and will give them ideas on how to talk about being a *Champion for Change*.

You'll notice these message points are just templates and should be customized based on each *Champion's* different experiences. As a representative of the LIA, it is your responsibility to help your *Champions* customize these message points and be prepared to talk to the media and/or other community members about the *Champions for Change Program*, using personal stories of healthy change.

*Trainer's Note: If time allows, consider inviting trainees to try customizing message points for a possible event that a *Champion* might attend.*

## Slide 18

### Champions for Change Recruitment and Orientation Guide



This is an example of a *Champions for Change Profile* that is included in the Recruitment and Orientation Guide. The profiles tell stories of *Champions* who have made healthy changes for themselves and their families.

There is a sample completed profile included in the Recruitment and Orientation Guide, as well as a template profile. You can use the completed profile as a guide and use the profile template to develop profiles for each one of your recruited *Champions for Change*. These profiles can then be provided to the *Champion's* family, friends, neighbors, and even to your local media outlets with the purpose of inspiring others to start making healthy changes.

## Slide 19

### Champions for Change Recruitment and Orientation Guide



This is an example of a *Champions for Change* Success Story. Success stories are similar to profiles in that they tell stories of *Champions* who have made healthy changes. However, success stories outline community level change and provide the steps necessary to create that same change in one's own community.

For example, the success story you see here highlights *Champion* Latonya F. and the healthy change she helped implement at her child's school. The steps she outlines include introducing yourself to the school principal as a *Champion for Change*, asking the principal what steps need to be taken to move forward with making the desired change, and speaking with parents to gain support.

There is a sample completed success story in the Recruitment and Orientation Guide, as well as a success story template. You can use the completed success story as a guide and use the success story template to develop stories for your recruited *Champions for Change* who have made community level changes. Like the profiles, these success stories can then be provided to the *Champion's* family, friends, neighbors, and your local media outlets with the purpose of inspiring others to implement healthy changes in their schools/worksites/places of worship.

## Slide 20

### Questions

- Insert CDPH SNAP-Ed Program staff member contact information here.







**Part 2 -- Training Guide for**  
***Champions for Change***  
**Orientation**

For use onboarding newly recruited  
*Champions for Change.*

# Who is a *Champion for Change*?

*Champions for Change* are real people such as moms, dads, grandparents, healthcare workers, clergy, and even store owners who have made healthy changes and who want to inspire others to make healthy changes for a better life. They help to demonstrate that change is possible in every home and community, no matter the obstacles. They are vital to the *Champions for Change Program*.

## ***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 physically active every day. 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 physically active.

## ***Champions for Change* are Advocates**

*Champions for Change* speak up for healthy change in their communities. They identify needs in their neighborhoods such as, improving lighting on walking paths or increasing access to fruits and vegetables. As an advocate, *Champions for Change* are expected to:

- Be a local voice for the statewide program.
- 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.

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

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

## **Champions for Change are Educators**

*Champions for Change* encourage others to make healthy changes and show them how to do it. In coordination with *Champions for Change Program* staff, Serv-Safe Certified *Champions* may demonstrate healthy recipes as part of events at grocery stores, schools and worksites. As an educator, *Champions for Change* are expected to:

- Share tips, recipes and ideas through *Champions for Change Program* communications channels, such as social media.

## **Champions for Change Presentations:**

While serving as a *Champion for Change*, the *Champions* can expect to share their stories with schools, community-based organizations, churches, consumers, and people attending special events, etc.

### **How:**

The LIAs will book the time and place for the presentation and will coordinate the *Champions'* appearances around their schedules. The LIAs will take care of all the details and will work with the *Champions* to help them prepare their stories, so all they will need to do is show up.

Consider training your *Champions* to teach lessons from the HEAL Toolkit which contains:

- Eat the MyPlate Way
- Choosing Healthy Beverages
- Get Physical

### **Why:**

Sometimes it is hard to make a change, even if it is to improve health. People are inspired by other's success stories and as a *Champion for Change*, the *Champions* have proven that by being better and making small changes, good health is within reach. The road to good health does not have to be overwhelming.

To inspire even more people, LIAs should also share their *Champions'* life stories in the form of *Champion Profiles* to:

- Inspire community members.
- Encourage organizations to partner with *Champions for Change*.
- Illustrate the work of *Champions for Change* to media and encourage them to cover the program.
- Feature in internal communications materials, such as newsletters.

# Champions for Change

## Do's and Don'ts

California *Champions for Change* are trusted members of the community who apply a unique understanding of the experience, language, and culture of the people they serve. As *Champions* work to raise health awareness in their communities, please make sure they keep a few Do's and Don'ts in mind.

### DO

- Provide culturally appropriate health education, information, and outreach in community settings such as homes, schools, clinics, shelters, local businesses, community centers and places of worship.
- Stay in close contact with their LIA and respond to emails and phone calls within 24 hours.

### DON'T

- Endorse or disparage any brand name products, retail stores, or fast food restaurants.
- Produce or distribute any written or visual material for purposes of lobbying or influencing Federal, State, or local officials to pass or sign legislation or to influence the outcomes of an election, referendum, or initiative.
- Produce or distribute any nutrition education and obesity prevention messages that are inconsistent with the current *Dietary Guidelines for Americans* and *MyPlate*.

# Champion Profiles

LIAs can write brief stories about how *Champions for Change* made healthy changes which have impacted their lives and the lives of their families. Below is a current *Champion Profile*:

## Chrystal Baker

*Champion for Change*  
Los Angeles, CA  
Languages: English



***“You don’t have to do everything at once. Incorporate small changes as they relate to your lifestyle. The only way I can learn a new habit is through conscious practice.”***

Chrystal Baker works as a culinary production team member for numerous television shows, commercials, and photo shoots. She is a recipe developer and also writes food and beverage content for web and print. Chrystal also maintains a food blog that features dishes influenced by family tradition, regional fare and worldly flavors.

Finding balance and sticking with “all things in moderation” has always been one of Chrystal’s personal challenges, resulting in weight fluctuations. Currently she is halfway to her weight-loss goal, and has found the easiest thing to focus on is maintaining a high level of exercise. Her workout regimen includes activities that she genuinely enjoys -- kickboxing, hiking, Zumba, spinning, walking, weight training, jogging, and yoga. Whenever possible,

she links up with like-minded friends who serve as accountability partners and shared company during these workouts. Knowing that nutrition also is a large part of a healthier lifestyle, Chrystal often prepares meals at home with a major focus on vegetables, protein, and healthy fats. She has recently discovered that weekend meal prep keeps her on track with healthy post-workout snacks and meals.

Chrystal has a strong interest in sharing information with others, as well as collaborative learning. She looks forward to working with *Champions for Change* and believes that anything you do, no matter how small, to improve eating habits and incorporate more activity in your day will make a difference over time.



This material was produced by the California Department of Public Health’s Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP, 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 1-877-847-3683. For important nutrition information, visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net).

# What is Needed From the *Champion*?

First, the *Champion* will need to supply the LIA with a few photos of him/herself and his/her family members (or others who have been impacted by the healthy changes they have made). Specifically they will need:

- Close-up photograph(s) of their face (taken from the shoulders up).
- One or two photos of him/her participating in an activity with friends or family members. (This could be preparing food, participating in physical activity, drinking water, etc.).

Below are some examples of each type of photo:



LIAs and CAP Partners will also need the *Champion's* story so it can be crafted into the *Champion* Profile format. Specifically, the *Champion* will need to answer the following questions:

- **WHAT** is his/her story? Was there a problem he/she wanted to overcome?
- **WHY** were they prompted to make a change? Was there a defining moment that inspired them?
- **WHAT** have they done to make a healthy change (either with their family or out in the community)?
- **HOW** did they make that change? What was the first step he/she took to try to make the change(s)?
- **WHAT** other steps were taken to make these changes?
- **HOW** does the *Champion* continue to be inspired to live a healthy life?
- **WHAT** would he/she tell someone who wants to achieve similar success?

(A worksheet with these questions is included in the “Resources and Handouts” section of this guide on page 66.) The *Champion* should be informed that they will have an opportunity to review their profile and make any changes before it is used.

# Tools Available to Help *Champions*

There are many tools that can help *Champions* learn more about the *Champions for Change Program*, its goals and initiatives.

## Trainings

Several different types of trainings have been offered to *Champions for Change* and others will be scheduled. To access prior trainings, please check the Communications Resource Library:

<https://archive.cdph.ca.gov/programs/cpns/RL/Pages/PublicRelations.aspx>

To see which trainings are coming up, and to register for them, please visit:

<https://archive.cdph.ca.gov/programs/NEOPB/Pages/SNAP-EdTrainingandEventsCalendar.aspx>

## Available Resources

There are several websites with information to assist *Champions*. Some of the resources available online include:

- Photos
- Logos
- Branding Guidelines
- Message 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 Media Releases
- Nutrition and Physical Activity Tips
- Recipes
- Tracking Tools
- And More!

Champion resources can be found through two separate websites:

## Communications Resource Library

<https://archive.cdph.ca.gov/programs/NEOPB/Pages/ChampionforChangeResources.aspx>

## Champions for Change Website

[www.CAChampionsForChange.net](http://www.CAChampionsForChange.net)



## Communications Resource Library\*

This site is managed by the California Department of Public Health and provides materials and resources designed to help you create branded communications pieces for promoting the *Champions for Change Program*. Materials and resources include photos, logos, message points, media materials, Be Better Field Guide documents, campaign tools, recipes and more. Additionally, all Champion Alliance Workshop PowerPoint presentations will be uploaded to this site.

<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/PublicRelations.aspx>

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



## Champions for Change Website\*

This site is managed by the CDPH State Media and Public Relations team and serves as the primary site for the public to obtain information about the *Champions for Change Program*. It includes links to an array of resources.

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

<http://campeonesdelcambio.cdph.ca.gov/es/index.html>

**\*Note** – New *Champions for Change* websites in English, Spanish, Hmong, Cantonese and Vietnamese are in development and will launch in the summer of 2017. Stay tuned for more information about these exciting new sites!

- English <http://www.cachampionsforchange.net>
- Spanish <http://www.campeonesdelcambio.net>
- Cantonese <http://www.cachampionsforchange.net/Chinese>
- Hmong <http://www.cachampionsforchange.net/Hmong>
- Vietnamese <http://www.cachampionsforchange.net/Vietnamese>

### **Champion Request Form**



There is an enthusiastic group of diverse *Champions* ready to work at community events and educational presentations. Request a *Champion* for your next event by filling out this survey:

<https://www.surveymonkey.com/r/requestforchampion>

### **2017 Statewide Media Placement**

The *Champions for Change* media plan Demographic Market Area (DMA) flowcharts highlight what each county receives in paid media. These include program details for TV and station specifics for radio; timing for TV, radio and out of home; and digital flights for English, Spanish and Asian language placements.



### **Mobile Text Program**

The *Champions for Change Program* statewide Mobile Text Program delivers weekly tips in both English and Spanish. Participants can opt-in via text or online, and can enter to win prizes throughout the year. To sign up for healthy tips via text in English, text BETTER to 25343, or text MEJOR to 25343 to receive tips in Spanish.

<http://pingmobile.mobi/rse/>

[http://pingmobile.mobi/rse\\_sp/](http://pingmobile.mobi/rse_sp/)



### **Radio Remotes and Community Events**

Starting in April 2017, radio remotes will be available as part of an added-value package from iHeart Radio. Radio remotes are an excellent way to promote your community event and include the presence of a local radio station at the event. They can also provide on air promotions leading up to the event, raffle prize, and on-site announcements. For 2017, the offering has been expanded to include more English- and Spanish-language stations throughout the state and allow counties who do not receive radio support to participate in a rural radio remote.

-- To access the radio remote site: [www.ChampionsForChangeRequestForm.com](http://www.ChampionsForChangeRequestForm.com).

-- To listen to the webinar showing how to use the site:

<https://attendee.gototraining.com/96wy7/recording/9136783678619128833>

### **Champions for Change Facebook Page**



Our *Champions for Change* Facebook site is updated regularly with useful and shareable information and tips.

<https://www.facebook.com/cachampionsforchange>



### **Champions for Change Twitter Handle @CACHamps4Change**

Users can follow *Champions for Change* on Twitter to see healthy recipes and healthy tips!

<https://twitter.com/CACHamps4Change>



### **Pinterest**

The *Champions for Change* Pinterest page has information and tips that can be easily used and shared by followers. Check out our fun and inspiring boards, such as easy recipes, after-school snacks, fitness ideas, and gardening fun!

<https://www.pinterest.com/cachampions/>



### **Champions for Change Social Media Challenge**

*Champions for Change* will launch a social media video challenge! Similar to the Ice Bucket Challenge, this challenge will promote and increase engagement for the *Champions for Change* brand online, and empower individuals to live a healthier lifestyle. With each hashtag post, individuals will be entered into a sweepstakes, with winners selected at random twice a month throughout September. Check your social media sites, and post your own video on your social media pages to enter and to win!



### **Made by Champions Social Engagement Package**

*Champions for Change* will begin rolling out a set of English and Spanish language social media digital assets. The goal is to gather and promote examples of the healthy behaviors and changes that *Champions* and other parents across California are making. Funded Partners and CDPH will have the opportunity to utilize a “Made By *Champions*” icon, hashtags, cover images, profile frames and sample posts across their social media channels. This turnkey product will help to highlight the authenticity of the brand.

[https://www.facebook.com/pg/cachampionsforchange/photos/?tab=album&album\\_id=1399799220055237](https://www.facebook.com/pg/cachampionsforchange/photos/?tab=album&album_id=1399799220055237)



### **Pandora Radio Stations**

The *Champions for Change* station generators have relaunched three branded channels for both English- and Spanish-language on this free internet music site. These stations provide background music for physical activities including cardio, yoga, lifting for English stations, as well as stretching, kickboxing and dancing for Spanish stations. In the *Champions for Change* branded station, listeners will also be provided with tips on how to be better through digital banners, audio spots and video spots.

[www.pandora.com/ChampionsforChangeCardio](http://www.pandora.com/ChampionsforChangeCardio)

[www.pandora.com/ChampionsforChangeYoga](http://www.pandora.com/ChampionsforChangeYoga)

[www.pandora.com/ChampionsforChangeLift](http://www.pandora.com/ChampionsforChangeLift)

[www.pandora.com/CampeonesDelCambioEstiramiento](http://www.pandora.com/CampeonesDelCambioEstiramiento)

[www.pandora.com/CampeonesDelCambioKickboxing](http://www.pandora.com/CampeonesDelCambioKickboxing)

[www.pandora.com/CampeonesDelCambioBailando](http://www.pandora.com/CampeonesDelCambioBailando)



## 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.

<http://www.choosemyplate.gov/>



## EatFresh.org

EatFresh.org is an online resource for CalFresh (SNAP, or food stamps) eligible individuals and families, but it is also a great resource for anyone who wants to improve their health. Learn healthy recipes, how to plan healthy meals, and information about CalFresh.

<http://www.eatfresh.org/>



## Centers for Disease Control and Prevention

The Centers for Disease Control and Prevention (CDC) offers many resources about health and nutrition including data, statistics, and links to programs and additional resources.

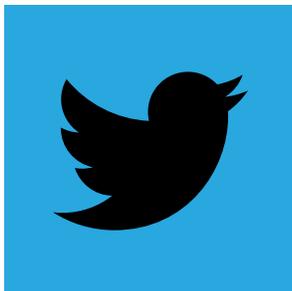
<http://www.cdc.gov/>

# Connect With Us!

The *Champions for Change Program* has several online social media channels with which *Champions* are encouraged to follow and engage. Following is information about how to access each of these social media channels:



[www.Facebook.com/CACHampionsForChange](http://www.Facebook.com/CACHampionsForChange)



[www.Twitter.com/CACHamps4Change](http://www.Twitter.com/CACHamps4Change)



[www.Pinterest.com/CACHampions](http://www.Pinterest.com/CACHampions)

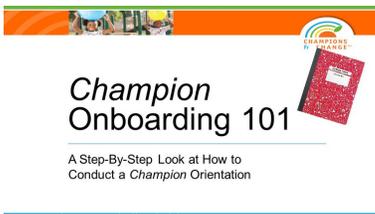
# The Orientation Presentation

## About the Orientation Presentation

This *Champion* orientation training is designed to provide new *Champions for Change* with background information about the *Champions for Change Program* and information they will need to use in their role as a *Champion*.

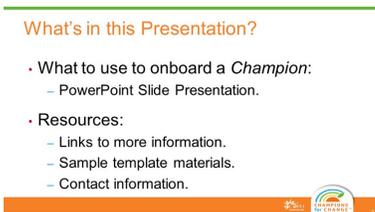
Please set aside about two to three hours to conduct this training. For more information about training logistics, evaluation, etc. please follow the guidelines on pages 7 - 14 of this guide.

### Slide 1



Good morning. Thank you for being here today. I am [INSERT NAME] with [INSERT ORGANIZATION] and I am excited to share with you a step-by-step guide to bringing new *Champions* on board. This is the same presentation you will use when you are onboarding your newly recruited *Champions*. In fact, I will be presenting it to you the same way you should present it to them.

### Slide 2



In this presentation, we will talk about the resources you should use to train a *Champion*, such as links to more information and sample template materials. We will also give you our contact information if you have any questions in the future.

# The Orientation Presentation

## Slide 3

### Outline of Training

- What is the *Champions for Change Program*?
- Who is a *Champion for Change*?
- What's the Role of a *Champion for Change*?
- *Champion Profiles: How to Tell the Champion's Story*
- Tools and Resources to Get You Started

During today's presentation you will learn about the *Champions for Change Program*; who *Champions for Change* are; their role; how to tell a *Champion's* story; and tools and resources available to help *Champions*.

Funded by USDA, SNAP, EBT. An equal opportunity provider/recipient.



## Slide 4



The following slides are the ones you can use to onboard your *Champions for Change*.

## Slide 5



The *Champions for Change Program* is a community of committed individuals who want to be change agents in their community by promoting healthy eating habits, moving more and drinking more water instead of sugary drinks. As you will hear later, anyone can be a *Champion for Change*.

# The Orientation Presentation

## Slide 6

How did California *Champions for Change* begin?



How did *Champions for Change* begin? *Champions for Change* were first introduced in 2007. The campaign started out with only 11 *Champion moms* from across California. These moms were overcoming barriers and making healthy changes for themselves and their families. They were recruited as part of the statewide mass media campaign and were featured on billboards and television advertisements in select media markets throughout the state.

The 11 original *Champion moms* are pictured here at the *Champions for Change* brand unveiling event back in May 2007. Some of these *Champion moms* are still involved in the program today. For example, Brenda Parker (pictured in the middle of the first row) is part of her city's (Rialto, CA) Wellness Committee where she coordinates weekly group walks with residents and organizes an annual family wellness festival.

## Slide 7

How has *Champions for Change* evolved?



There are now hundreds of *Champions* like Brenda who are empowering others and creating a movement across California that will impact the way we all think about health. This photo was taken at a *Champions for Change* Summit back in 2013. These are just some of the *Champions* now involved in the program but you can see how large the group has grown from only 11 in 2007.

*Champions for Change* like you are vital to the *Champions for Change Program*. You help to demonstrate that change is possible in every home and every community, no matter the obstacles. Through your 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. Like Aracely Rosas, a *Champion* mom who started her journey toward better health by replacing her family's sugary drinks with water and lemon slices and now serves as a primary spokesperson for the *Champions for Change Program*!

# The Orientation Presentation

## Slide 8

### What is the goal?

- *Champions for Change* has three key goals
  - To encourage individuals to:
    - Increase **daily physical activity**.
    - Eat more **fruits and vegetables**.
    - Drink **water** instead of sugary beverages.

What is the goal of a *Champion for Change*? *Champions* have three key goals: encourage people to do more physical activities, eat more fruits and vegetables, and drink water instead of sugary drinks. As a *Champion*, these goals should also mirror your own actions.



## Slide 9

### Who Does *Champions for Change* target?

- **All** Californians.
- Specifically people eligible for **CalFresh**.

*Champions for Change* messages are designed to reach all Californians but we do have a goal to specifically reach low-income families who might be eligible for Cal Fresh.



## Slide 10

### Why does it exist?



To empower you and your family to live life to the fullest.

Why does *Champions for Change* exist? It exists to empower you and your family to live life to the fullest.



# The Orientation Presentation

## Slide 11



Who is a  
*Champion for Change*?



A *Champion for Change* can be anyone with the desire to make a difference in their community.

## Slide 12

*Champions for Change* are....

- Real people such as...
  - Moms
  - Dads
  - Grandparents
  - Healthcare workers
  - Faith leaders
  - Grocers



*Champions for Change* are real people. Moms, dads, grandparents, healthcare workers, faith leaders, grocers and so on.

## Slide 13

*Champions for Change* are....

- People who...
  - Have made healthy changes.
  - Want to inspire others.



*Champions for Change* are people who have made healthy changes and want to inspire others to make healthy changes too.

# The Orientation Presentation

## Slide 14



What's the role  
of a  
*Champion for Change?*

What is the role of a *Champion for Change*?

## Slide 15



**What's the role of a *Champion*?**

*Champions for Change* .....  
• Are role models and brand ambassadors.  
• They talk the talk and walk the walk.  
• Make good health a priority for themselves and their family by striving to eat better and be active every day.

The role of a *Champion* is to talk the talk and walk the walk, meaning they do what they say. *Champions* are role models and brand ambassadors. They set a good example about healthy choices for themselves and their family by eating better and being more active every day.

## Slide 16



**What's the role of a *Champion*?**

*Champions for Change* are expected to .....  
• Strive to eat healthier and be physically active every day.  
• Serve healthier meals to their families.  
• Show through their own actions how it is possible for others to eat healthier and be more active.

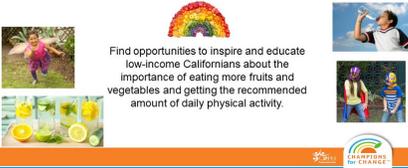
As a role model, they are expected to eat healthier and be more physically active, serve healthier meals for their families and show through their actions how it's easy for others to eat healthier and be more active too.

# The Orientation Presentation

## Slide 17

### *Champions for Change* are expected to:

Work with the Local Health Departments to:



*Champions* are expected to work with Local Implementing Agencies (LIAs) to find ways to inspire and teach low-income families about the importance of eating more fruits and vegetables and getting the recommended amount of daily physical activity.

## Slide 18

### *Champions for Change* are expected to:

Support LHD activities promoting:

- SNAP-Ed nutrition information.
- Physical activity information.



They are expected to work with the LIA to support any activities that promote SNAP-Ed nutrition education and physical activity for local communities.

## Slide 19

### *Champions for Change* are expected to:

Participate in community events by:

- Supporting healthy food demonstrations.
- Helping out with activities at booth.

(Materials and additional training will be provided by the LHD.)



They are expected to participate in LIA community events by supporting food demonstrations and booth activities.

# The Orientation Presentation

## Slide 20



Next we are going to talk about setting up your *Champion* profile and how to tell your story.

## Slide 21

### Champion Profiles

Champion Profiles are:

- Shared with community members to inspire them.
- Given to organizations to encourage them to partner with us.
- Provided to media as an example of our work and to encourage them to cover what we do.
- Featured in our newsletters.



Your *Champion* profile may be shared with community members to inspire them. It can be given to organizations to encourage them to partner with the LIA. Your profile can be shared with the media as an example of our work while encouraging them to consider a story about the many activities taking place in our community. And finally, your profile can be featured in our newsletters.

## Slide 22

### Telling Your Story



Sample *Champion* Profile



This is what a *Champion* profile looks like. It'll include basic information about yourself, your photo and your story to inspire your community.

# The Orientation Presentation

## Slide 23

### Telling Your Story

What we'll need from you:

- You will need to supply a few photos of yourself:
  - A close-up of you (from shoulders up).
  - One or two photos of you being active with friends or family members (preparing food, being active, drinking water, etc.).



Now we are going to talk about how to tell your own story. To start off, you'll need a few photos of yourself. One is a close-up (or a head shot) from the shoulders up. And, another showing you being active with friends or family members such as preparing food, being active or drinking water.

## Slide 24

### Telling Your Story

Share why and how you made healthy changes answering these questions:

- **WHAT** is your story? Was there a problem you wanted to overcome?
- **WHY** were you prompted to make a change? Was there a defining moment that inspired you?
- **WHAT** have you done to make a healthy change?
- **HOW** did you make that change? What was the specific obstacle(s) that you needed to overcome?
- **WHAT** was the first step you took to try to make the change(s)?
- **WHAT** other steps were taken to make these changes?
- **HOW** do you continue to be inspired to live a healthy life?
- **WHAT** would you tell someone who wants to achieve similar success?



Share why and how you made healthy changes by answering these questions (read the questions).

## Slide 25



Tools Available to  
Help You



Next we are going to show you some tools that are available to help you become successful as a *Champion*.

# The Orientation Presentation

## Slide 26

Website: [CaChampionsforChange.net](http://CaChampionsforChange.net)



This is the *Champions for Change* website. It has a lot of great information about the *Champions for Change Program* and includes tips about nutrition and activities. It has a weight management tool and a physical activity tracker along with physical activity videos. It has information about Rethink Your Drink and CalFresh. It also has a guide that shows how to make changes in the community and has links to other helpful websites and information for kids. The website is optimized so it works for both mobile devices and tablets. And it is available in five languages including: English, Spanish, Cantonese, Vietnamese, and Hmong.

## Slide 27

### Communications Resource Library

Includes online information to help you when preparing a presentation:

- Templates (flyers, newsletters, etc.)
- Program messages
- Photos
- Logos (and how to use them)
- Advertisements and more!



[www.cdph.ca.gov/programs/cpns/RU/Pages/ResourceLibrary.aspx](http://www.cdph.ca.gov/programs/cpns/RU/Pages/ResourceLibrary.aspx)

This is the Communications Resource Library and it will come in handy when you are preparing for a presentation. It contains information like flyer and newsletter templates, program messages, photos, logos, advertisements and much more.

## Slide 28

### Social Platforms

#### Connect Online!

We encourage you to follow and engage with *Champions for Change* on Facebook, Twitter and Pinterest.



We also encourage you to follow and engage with *Champions for Change* on our social media platforms. Our three main social media platforms are Facebook, Twitter and Pinterest.

# The Orientation Presentation

## Slide 29



This is the *Champions for Change* Facebook page. Make sure to like the page. There, you can find more information and photos, recipes and occasional sweepstakes like the *Champions for Change* Social Media Challenge to win free groceries or other prizes.

## Slide 30



This is the *Champions for Change* Twitter page. You will find information like healthy recipes and physical activity tips.

## Slide 31



This is the *Champions for Change* Pinterest page. Make sure to follow it as well for ideas about healthy dishes, snacks and fitness.

# The Orientation Presentation

## Slide 32



Next, we are going to talk about resources to help you get started.

## Slide 33

### Acronyms

What it really means...

SMPR Team	Statewide Media & Public Relations Team	LHD	Local Health Department
CAP	Champion Alliance Program	LIA	Local Implementing Agency
CAP-Program Manager	Champion Alliance Program-Program Manager (public relations sub-contractors to oversee CAP-Partners)	FFY	Federal Fiscal Year (i.e., October 1 through September 30)
CAP-Partner	Champion Alliance Program-Partner	RTYD	ReThink Your Drink
CAP-Champion	Champion Alliance Program-Champion	LHAM	Latino Health Awareness Month
		BHAM	Black Health Awareness Month
		FVF	Fruit and Veggie Fest
		PUYS	Power Up Your Summer

These are some acronyms that we would like you to become familiar with. In many of our materials, we may refer to just these acronyms, so you may wish to use this as your "cheat sheet."

## Slide 34

### Champions for Change Messages

- The *Champions for Change Program* with *Champions for Change* like me to provide us with the tips and resources we need to keep our families healthy and active.
- Being a *Champion for Change* means that I am a healthy role model for my family and community.
- My work with the *Champions for Change Program* has helped me to ... [Insert examples of how the *Champions for Change Program* has helped you].

These are the *Champions for Change* messages and I'd like to go over them with you. The *Champions for Change Program* works with *Champions for Change* like me to provide us with the tips and resources we need to keep our families more healthy and active. Being a *Champion for Change* means that I am a healthy role model for my family and community. My work with the *Champions for Change Program* has helped me to ... [Insert examples of how the *Champions for Change Program* has helped you.]

# The Orientation Presentation

## Slide 35

### Champions for Change Messages

- Healthy changes start at home. *[Insert examples of the healthy changes you have made].*
  - I changed the way I prepare our traditional dishes and began making healthier substitutions.
  - I stopped buying sugary drinks and began serving water with each meal.
  - I make it easy for my family to pick up healthy snacks by having plenty of ready-to-eat fruits and vegetables.
- Small, healthy changes can quickly add up to big differences. *[Insert examples of small changes made in your home and/or community].*



Healthy changes start at home. You can provide examples of the healthy changes that you have made. For example, I changed the way I prepare our traditional dishes and began making healthier substitutions. I stopped buying sugary drinks and began serving water with each meal. I make it easy for my family to pick up healthy snacks by having plenty of ready-to-eat fruits and vegetables on hand. Small, healthy changes can quickly add up to big differences. (Also provide examples of small changes that you have made in your home or community.)

## Slide 36

### Champions for Change Messages

- Making half your plate fruits and vegetables and being active can help us all live longer, healthier lives.
- Being active every day helps reduce the risk of obesity and other serious diseases.
  - In my family we like to *[insert examples of how your family stays active]*.



Making half your plate fruits and vegetables and being active can help us all live longer, healthier lives. Being active every day helps reduce the risk of obesity and other serious diseases. In my family we like to... then insert examples of how your family stays active.

## Slide 37

### Champions for Change Messages

- Every parent wants their family to be healthy. I hope my story will inspire others to be *Champions for Change* for their families and communities.
- The *Champions for Change Program* has free tools and tips to help you take charge of your family's health, like healthy twists on traditional foods.
- To learn more about *Champions for Change*, and for tips and free resources like healthy recipes, find them on [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net).



Every parent wants their family to be healthy. I hope my story will inspire others to be *Champions for Change* for their families and communities. The *Champions for Change Program* has free tools and tips to help you take charge of your family's health, such as healthy twists on traditional foods. To learn more about *Champions for Change*, and for tips and free resources like healthy recipes, find them on [CaChampionsForChange.net](http://CaChampionsForChange.net).

# The Orientation Presentation

## Slide 38

### *Be Better Messages*

#### **Campaign Efforts**

The *Be Better* campaign from the *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. The *Be Better* campaign inspires and motivates individuals and families to start today to make small changes that can add up to big health improvements.



Now we are going to go over the *Be Better* Messages. (Read the message.)

## Slide 39

### *Be Better Messages*

#### **Real Champions**

*Champion for Change* ads always feature real Californians, not actors. The *Champions* in the *Be Better* campaign are real moms, dads and kids who despite the stresses of everyday life have committed to be better for themselves and their families by making time every day for small, healthy changes.



Read the message.

## Slide 40

### *Be Better Messages*

#### **Be Better Campaign Message**



The *Be Better* campaign inspires and motivates individuals and families to adopt small changes today for a healthier tomorrow. On [CaChampionsforChange.net](http://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.



Read the message.

# The Orientation Presentation

## Slide 41

### Be Better Messages

#### Empowerment Message

You don't 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.



Read the message.

## Slide 42

### Be Better Messages

#### Fruits and Vegetables Message

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 rocking a rainbow of color and flavor from fresh, frozen, canned and even dried fruits and vegetables.



Read the message.

## Slide 43

### Be Better Messages

#### Water Message

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.



Read the message.

# The Orientation Presentation

## Slide 44

### Be Better Messages



#### Physical Activity Message

According to the American Heart Association, about 50 percent of U.S. adults and 65 percent of adolescents do not currently get the recommended amounts of daily physical activity. For better health, adults need 150 minutes a week and kids need 60 minutes of active play a day. Turn exercise into play and you'll be surprised how quickly the minutes add up! Play your way to a better day by riding bikes in the park with your kids or dancing in the kitchen while you wait for the water to boil.



Read the message.

## Slide 45

### Constructing a *Champion* Profile Form



We're going to show you how to create a *Champion* profile yourself.

## Slide 46

### Media Release Form



These are examples of media release forms. We ask that all *Champions* sign this because your photo can and may make it into our materials, social media outlets or website.

# The Orientation Presentation

## Slide 47

### Contact Information

[insert contact information here]

If you have any questions about the *Champions for Change Program*, this is a list of names and numbers to contact.



## Slide 48



Questions?



Do you have any questions?

# Resources and Handouts

The following is helpful information for LIAs and *Champions for Change*. Included in this section you will find:

- **What it Really Means** – list of commonly used acronyms and what they stand for
- **Who is a *Champion for Change*?** – lists important roles and responsibilities of *Champions for Change*
- ***Champions for Change* Recruitment Questionnaire** – assists in identifying and recruiting *Champions for Change*
- ***Champions for Change* Welcome Letter** – to welcome new *Champions* into the program
- ***Champions for Change* Program Messages** – brief statements about the *Champions for Change* Program you can use as talking points for presentations and media interviews
- ***Be Better* Campaign Messages** – brief statements about the *Be Better* advertising campaign you can use as talking points for presentations and media interviews
- **Tell Your Story Worksheet** – a worksheet that will guide you with sharing how you made healthy changes
- ***Champion* Profile Format Guide** – a guide to assist with formatting *Champion* profiles
- ***Champion* Success Story Template** – to assist with compiling *Champion* success stories
- ***Champion for Change* Field Guide** – designed to serve as an additional resource to inspire LIAs to bring advertising campaign messages into their existing work
- **Media Release Form** – you will need to sign this form so we can share your story with interested media organizations
- **State Media and Public Relations Section Contact List** – provides contact information for each Media and Public Relations Section staff member

# What it Really Means

Often you will hear people associated with the *Champions for Change Program* use terms that you might not understand. Here's a guide that will help:

**SMPR Team** – State Media & Public Relations Team

**C4C** – *Champions for Change*

**CAP** – Champion Alliance Program

**CAP Partner Managers** – Champion Alliance Program–Partner Manager (public relations subcontractors to oversee CAP–Partners)

**CAP Partner** – Champion Alliance Program–Partner and community based organization

**CAP-Champion** – Champion Alliance Program–*Champion*

**LHD** – Local Health Department

**LIA** – Local Implementing Agency

**FP** – Funded Partner

**FFY** – Federal Fiscal Year (i.e., October 1 through September 30)

**SIA** – State Implementing Agency

# Who is a *Champion for Change*?

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

This document can be downloaded by clicking on this link:

<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/PublicRelations.aspx>



## 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 bottles filled with water 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 advocate for safe parks and playgrounds 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.

# Champion for Change Recruitment Questionnaire

This document assists LIAs and their associates in identifying and ultimately recruiting local *Champions for Change*. It will help users learn more about potential *Champions* and their experiences. Although it can be provided via email to a potential *Champion* being recruited, it is recommended that LIAs work in person with each potential *Champion* to complete the questionnaire, as a critical aspect of recruitment is building relationships with these individuals.

This document can be downloaded by clicking on this link:

<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/PublicRelations.aspx>



## Champions for Change Recruitment Questionnaire

### RECRUITING INTRODUCTION

The greatest assets within our *Champions for Change Program* are the individuals throughout California who are making good health a priority in their homes and communities. These individuals are champions for their families and experience tells us that many of them are also ready and willing to join the *Champions for Change Program*. This questionnaire is designed to help you identify and recruit *Champions for Change* in your community.

While this questionnaire is appropriate to provide to anyone who expresses interest in being a *Champion*, it is recommended that identified *Champions* have previously participated in *Champions for Change Program* activities, such as nutrition classes, or have familiarity with the *Champions for Change Program* and its objectives through events like Fruit and Veggie Fest.

Overall, *Champions for Change* should be individuals who are taking important steps to live healthier like filling half their plate with fruits and vegetables and being physically active on a regular basis. Ultimately, these are individuals who have overcome obstacles to secure good health for themselves and their family and can serve as role models for others in their community.

This questionnaire will help you learn a little more about these potential *Champions for Change* and their experiences when it comes to eating healthy and being active. What long term changes have they made to ensure they are taking the steps toward healthy change? Do they feel comfortable speaking to other community members about these changes?

Remember, these *Champions* are what make your efforts real and personal to your audience, so it's important to recruit individuals who best represent your organization and healthy living. Document your *Champion's* involvement and communicate with the *Champions for Change Program's* Media and Communications Unit regarding *Champions for Change* recruitment and participation in activities. Good luck and please let us know if we can be of any assistance in this recruiting process!

For additional questions, please contact the *Champions for Change Program* at [networkcustomerservice@cdph.ca.gov](mailto:networkcustomerservice@cdph.ca.gov).

# Champion for Change Welcome Letter

This document, available in English and Spanish, should be given to newly recruited *Champions* within one week of their recruitment. The letter welcomes and thanks *Champions* for their interest and involvement with the *Champions for Change Program*. Along with the letter, be sure to include *Champions for Change* profiles, success stories and message points.

This document can be downloaded by clicking on this link:

<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/PublicRelations.aspx>



[Month] XX, 2017

Dear *Champion for Change*:

Welcome and thank you for joining the *Champions for Change Program*! As a *Champion for Change* you join hundreds of individuals just like you throughout the state who are working to make California a healthier place to live. Together, our efforts will help bring an end to the obesity epidemic and ensure a healthy future for our children.

You were chosen as a *Champion for Change* because you have committed to making healthy changes in your home and in your community. You serve as a great role model to your family, friends and neighbors. You have the power to make a difference in the lives of other Californians and we are here to help you every step of the way.

Do you want to improve the lunch menu at your child's school? Or get your corner store to carry more fruits and vegetables? The *Champions for Change Program* has the resources, training and support you need to be successful.

To help you become more familiar with the *Champions for Change Program* your welcome packet includes the following documents:

- **Champions for Change Profiles** – stories of other *Champions*, the healthy changes they made and what inspired them to start making changes
- **Champions for Change Success Stories** – step-by-step guides from other *Champions* who have made big changes in their communities
- **Champions for Change Message Points** – as a *Champion for Change*, you may be interviewed by the media (TV, radio or newspapers) or participate in a community event where you need to talk about the *Champions for Change Program*. This document will give you ideas on how to talk about being a *Champion for Change*.

Throughout the year we will invite you to participate in community events and activities. Our team is here to help you at any time with questions or to give you new ideas on how to continue making healthy changes. Please feel free to contact [Insert name] [Insert title] by calling [insert number] or sending an email to [Insert email].

Thank you for being a *Champion for Change*!

Best wishes,

XXX



This material was produced by the California Department of Public Health with funding from USDA SNAP, 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 1-877-847-3683. For important nutrition information, visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net).

# Champions for Change

## Program Messages

Below are brief statements about the *Champions for Change Program* you can use as talking points for presentations and media interviews.

### About the *Champions for Change Program*:

- The *Champions for Change Program* works with *Champions for Change* like me to provide us with the tips and resources we need to keep our families healthy and physically active.
- Being a *Champion for Change* means that I am a healthy role model for my family and community.
- My work with the *Champions for Change Program* has helped me to ... **[Insert examples of how the *Champions for Change Program* has helped you.]**
- Healthy changes start at home. **[Insert examples of the healthy changes you have made. For example:**
  - **I changed the way I prepared our traditional dishes and began making healthier substitutions.**
  - **I stopped buying sugary drinks and began serving water with every meal.**
  - **I make it easy for my family to pick up healthy snacks by having plenty of ready-to-eat fruits and vegetables.]**
- Small, healthy changes can quickly add up to big health differences. **[Insert examples of small changes made in your home and/or community.]**
- Making half your plate fruits and vegetables and being active can help us all live longer, healthier lives.
- Being active every day helps reduce the risk of obesity and other serious diseases.
  - In my family we like to **[Insert examples of how your family stays active.]**
- Every parent wants their family to be healthy. I hope my story will inspire others to be *Champions for Change* for their families and communities.
- The *Champions for Change Program* has free tools and tips to help you take charge of your family's health, such as healthy twists on traditional foods.
  - To learn more about *Champions for Change*, and for tips and free resources like healthy recipes, visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net).

# Be Better Campaign Messages

Below are brief statements about the *Be Better* campaign that you can use as talking points for presentations and media interviews.

## **Overall Message**

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](http://CaChampionsForChange.net) for tips and recipes to turn today into a better day.

## **Be Better Campaign Message**

The *Be Better* campaign inspires and motivates individuals and families to adopt small changes today for a healthier tomorrow. On [CaChampionsforChange.net](http://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.

## **Empowerment Message**

You don't 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.

## **Fruits and Vegetables Message**

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 rocking a rainbow of color and flavor from fresh, frozen, canned, and even dried fruits and vegetables.

### **Water Message**

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.

### **Physical Activity Message**

According to the American Heart Association, about 50 percent of U.S. adults and 65 percent of adolescents do not currently get the recommended amounts of daily physical activity. For better health, adults need 150 minutes a week and kids need 60 minutes of active play a day. Turn exercise into play and you'll be surprised how quickly the minutes add up! Play your way to a better day by riding bikes in the park with your kids or dancing in the kitchen while you wait for the water to boil.

### **Local Message**

The *Be Better* **[INSERT CITY/COUNTY]** campaign is designed to inspire residents to make small changes that can add up to big health improvements. At the **[INSERT CITY/COUNTY AGENCY]**, we understand that change can be hard, but we know that many **[NICKNAME FOR LOCAL RESIDENTS]** are ready to make health a priority and we're here to help.

... Working with our partners at **[ORGANIZATION]** we are doing...

... At today's event we're demonstrating some of the ways...

... Our tools and resources can help you get started...

# Tell Your Story Worksheet

By answering the following questions, *Champions* will start to frame the healthy story they want to share with others. The *Champion* is encouraged to take a minute to write down their answers to each of the questions below:

My name is \_\_\_\_\_

I live in \_\_\_\_\_

I am originally from \_\_\_\_\_

My family includes \_\_\_\_\_

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Let me tell you a little about me (include whether you work, go to school and what you are involved in locally, such as):

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I am a *Champion for Change* because:

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My healthy story begins:

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Some of the healthy things I do in my home are:

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Some of the healthy things I do in my community are:

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I have faced challenges along the way, such as:

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Healthy change isn't always easy. I stay motivated by:

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If I can do it, you can too! You can be a *Champion for Change* by:

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I am proud to be part of the *Champions for Change Program* because:

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My final words of inspiration are:

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# Champion Profile Format

When creating a *Champion* profile, please use the following formatting guidelines to ensure the profile is consistent with others throughout the state

## First Name and Last Name

### Font: Arial 30, bold

*Champion for Change*

*City Name, CA* – Font: Arial 16, italicized, black

Languages: [List languages spoken here] -- Font: Ariel 10



***Direct quote from Champion for Change***

***Approx. 20 words***

***Use quotation marks***

***Font: Arial 14.5, bold, italicized, white***

***Champion for Change's story*** – approx. 350 words;  
font: Arial 12, black

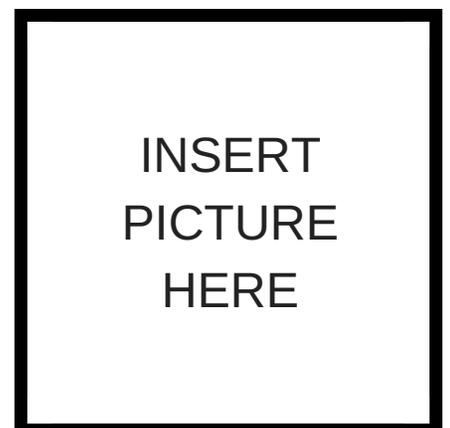
Questions to ask *Champion for Change* to create their profile:

- What got you to start making healthy changes?
- Tell me about the healthy changes you have made.
- What were the biggest challenges you faced in making these changes and how did you overcome them?
- What are you most passionate about when it comes to being healthy?

- How would you describe being a *Champion for Change* to someone who is interested in becoming involved?

Photo: Insert *Champion for Change's* image in the box to the right. Image size should be approximately the size of the box on the right. You may have to edit and resize image to fit.

Length: A *Champion* profile should be one page (approximately 300 words). This template is set so that the text will automatically wrap around the above text box and the inserted image.



Funding statement: The funding statement must appear on all *Champions for Change* profiles. (Funding statement can be found in the Communications Resource Library.)

# Champion Success Story Template

When creating a *Champion* Success Story, please use the following formatting guidelines to ensure the profile is consistent with others throughout the state.

## First Name and Last Name

### Font: Arial 30, bold

*Community Champion for Change*

*City Name, CA – Font: Arial 16, italicized, black*

Languages: [List languages spoken here] -- Font: Ariel 10



**Direct quote from Champion for Change**

**Approx. 20 words**

**Use quotation marks**

**Font: Arial 14.5, bold, italicized, white**

**Champion for Change's story – approx. 350 words; font: Arial 12, black**

Questions to ask *Champion for Change* to create their profile:

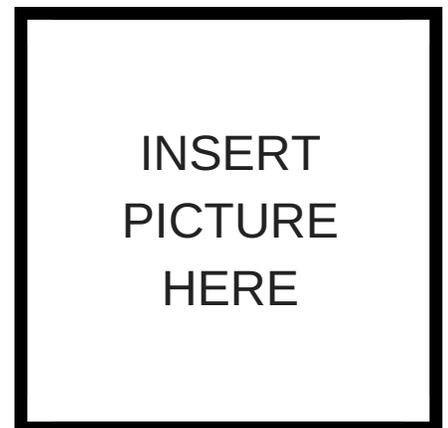
- What got you to start making healthy changes (in your community, school, etc.)?
- Tell me about the healthy changes you have made.
- What were the biggest challenges you faced in making these changes and how did you overcome them?
- What are you most passionate about when it comes to being healthy?

- How would you describe being a *Champion for Change* to someone who is interested in becoming involved?

Photo: Insert *Champion for Change's* image in the box to the right. Image size should be approximately the size of the box on the right. You may have to edit and resize image to fit.

Length: A *Champion* profile should be one page (approximately 300 words). This template is set so that the text will automatically wrap around the above text box and the inserted image.

Funding statement: The funding statement must appear on all *Champions for Change* profiles. (Funding statement can be found in the Communications Resource Library.)



INSERT  
PICTURE  
HERE

# Champions for Change Field Guide

## What is the Field Guide?

The Field Guide is designed to serve as an additional resource to inspire LIAs and Community Partners to bring the messages of the current advertising campaign into the great work that is already being done, and to amplify these messages to local media and the community in general.

## What is in the Field Guide?

The ideas and supporting materials in the Field Guide are designed to be used either as standalone activities, or can easily be incorporated into existing community events and programs.

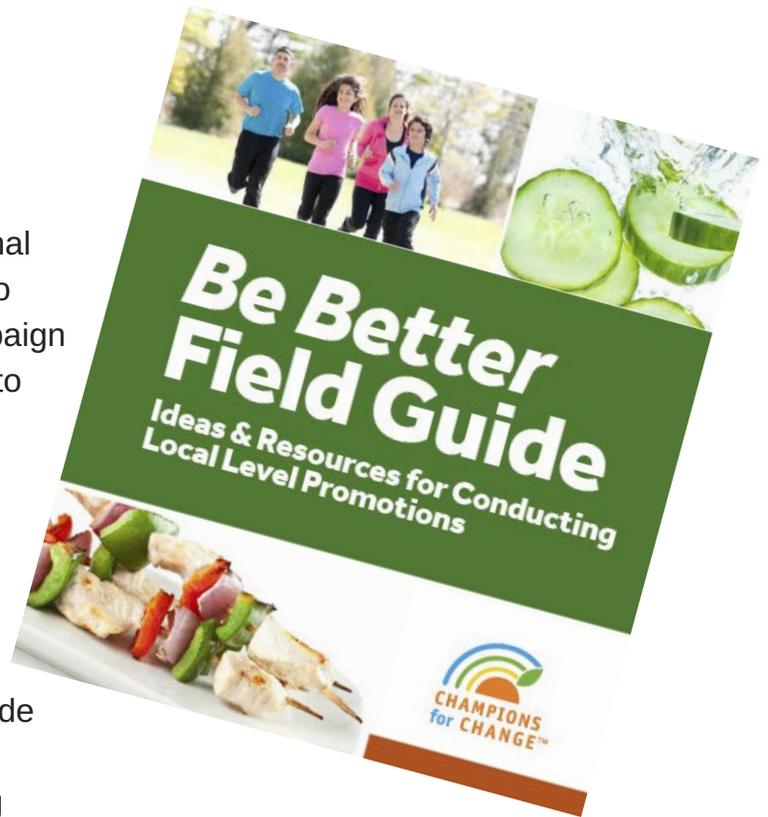
The local-level promotions in the Field Guide are grouped under themes that align with the CDPH SNAP-Ed Program's objectives of increasing fruit and vegetable consumption, increasing daily physical activity, and increasing water consumption.

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

## Where to download the Field Guide?

To access the Field Guide and download contents, visit:

<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/PublicRelations.aspx>



# Media Release Form



I hereby grant to the California Department of Public Health (CDPH) full and complete rights to use my likeness for Print/Outdoor/TV/Web/Radio communications.

I waive any and all claims for future payments or royalties for the use, reuse or republication of my photograph, picture, image or voice. I waive any right to inspect or approve the finished product.

I agree that all pictures, images, footage, recordings are owned by CDPH and if I receive any print or negative or copy, I shall not authorize its use by anyone else.

I understand the terms of usage stated above and agree to and authorize these terms with my signature below.

Signature of model \_\_\_\_\_

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Date \_\_\_\_\_

Witnessed by \_\_\_\_\_

Agent \_\_\_\_\_

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If the person signing is under 18, consent should be given by parent or guardian, as follows:

I, the undersigned, hereby warrant I am the parent/guardian of \_\_\_\_\_

\_\_\_\_\_, a minor, and have full authority to authorize

the above release which I have read and approved.

Signature of Parent or Guardian \_\_\_\_\_

Name (please print) \_\_\_\_\_

Witnessed by \_\_\_\_\_



This material was produced by the California Department of Public Health with funding from USDA SNAP, 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 1-877-847-3863. For important nutrition information, visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net).

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