



# Champions for Change

## *Be Better* Field Guide:

### An introduction

# What is the *Be Better* Field Guide?

- Designed as a resource to help Funded Partners incorporate *Be Better* campaign messages into existing work.
- Comprehensive tool kit created to help implement local-level promotions that are consistent with the way the brand and campaign are presented in statewide efforts.
- Compilation of new, media-friendly ideas to help amplify *Be Better* campaign messages to:
  - Local media
  - Your community
- Moving forward, field guides will share on-the-ground public relations and marketing strategies and tactics as well as template materials that align with and support statewide Champions for Change media and communications campaigns.

# Why a *Be Better* Field Guide?

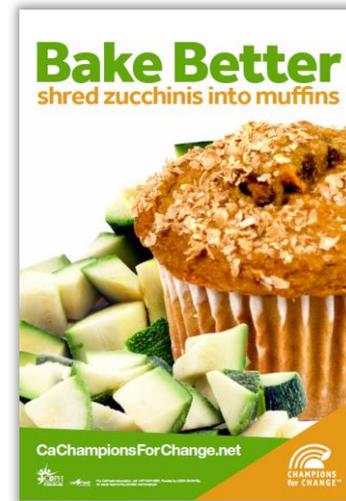
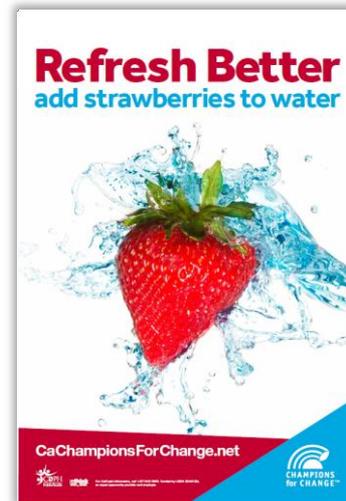
- Designed as a result of brainstorming sessions held with Funded Partners throughout the state.
- Funded Partners wanted:
  - **Asbury, does your team have this information?**

# How to use the *Be Better* Field Guide

- **Ideas and supporting materials designed to be used:**
  - As standalone activities
  - Incorporated into existing events and programs
  
- **It is your choice!**
  - Can be used at any time of year
  - Use what works best for your community
  - Feel free to adapt ideas to make them work better for you

# How is the *Be Better* Field Guide Organized?

- *Be Better* local-level promotions are grouped under themes that align with the Nutrition Education Obesity Prevention Branch's objectives of increasing:
  - Fruit and vegetable consumption
  - Daily physical activity
  - Water consumption
- Promotions titled:
  - Eat Better
  - Play Better
  - Refresh Better and Rethink Your Drink



# How is the *Be Better* Field Guide Organized?

## Eat Better

- Promotional activities to increase fruit and vegetable consumption.
- Use Eat Better activities as fun ways to engage with your community about the importance of healthy eating and fruit and vegetable consumption.



“When we eat better, we can also feel and look better. Fruits and vegetables not only taste great, they are low-calorie sources of fiber, vitamins, and minerals. They also help lower the risk of obesity and other serious health problems.”

# How is the *Be Better* Field Guide Organized?

## Play Better

- Promotional activities to promote daily physical activity.
- Use Play Better activities to motivate your community to start taking steps toward better health and turn their exercise into play.



“For better health, adults need 150 minutes a week and kids need 60 minutes of active play every day.”

# How is the *Be Better* Field Guide Organized?

## Refresh Better and Rethink Your Drink

- Promotional activities to promote drinking water instead of sugary beverages.
- Use Refresh Better activities to encourage your community to choose water instead of sugary beverages.



**“Water is vital for our health and the best option for keeping the body hydrated. Share the many ways water can be made fun and tasty.”**

# Be Better Field Guide Materials

## Each piece has an introductory page:

- Information about how to use the piece to attract media attention
- Whether the piece is consumer-facing, or for internal use only

OPROW A BETTER VEGETABLE GARDEN TIP SHEET

### Eat Better from Your Garden



**Try it now!**

- Offer an interview with a Champion who is skilled at gardening to do a live news segment on container gardening tips.
- Invite a reporter to the Champion's home to learn how she/he gardens in small spaces. (Be sure to emphasize in your pitch clever visuals like gardening in unusual containers or taking advantage of small or unusual spaces.)
- Suggest making a visit to a community garden if a Champion has a plot to grow fruits and vegetables. Consider coordinating with a University of California Cooperative Extension's Master Gardener to explore issue of using public land for urban agriculture.
- Identify a specific neighborhood (perhaps where a Champion lives and/or one with many apartment dwellers) to start container vegetable gardens. Media can be invited at various points of the process, including *planting day* and a designated *harvesting day*, when many of the vegetables will be ready to pick. (Tell reporters about the unique or behind-the-scenes opportunities they will have when they arrive, like visiting a community food garden if one exists, touring the apartments to see the different containers, or helping a family prepare a meal using vegetables from their garden.)
- Coordinate a surprise guest to visit the garden, like a local elected official or popular chef that the community would recognize. Invite media to tour the gardens with the guest.
- Organize a community gathering at a time when many of the vegetables are ready to harvest. Invite neighbors to contribute surplus vegetables or dishes using ingredients from, or inspired by, their container garden. (Share a story of health and unity with local media. Line up opportunities for media to talk with community members and leaders about the container garden project and the many benefits to individuals and the community.)
- Choose an unusual time to pitch a story about container gardens, like in the fall or winter when gardening is less expected. Invite a Champion to appear on a local TV show or invite reporters to the Champions' home to see the garden and get tips on how to grow any time of the year.
- Pitch a story on businesses, service organizations or others who donate equipment, supplies and time to create or upkeep community gardens.

THIS PIECE CAN BE USED AS A COMMUNITY FACING DOCUMENT



WATER OF LIFE ACTIVITIES, MESSAGES AND SERMON TALKING POINTS

### Water of Life Activities, Messages and Sermon Talking Points

**Try it now!**

Use this food demonstration as a tool to attract media attention.

**Pitch to media:**

- An interview and on-air food demonstration with a Champion and/or staff expert with a food demo that aligns with times of the year and which incorporate Harvest of the Month fruits and vegetables.
- Healthy twists on traditional recipes for Latino Health Awareness Month.

THIS DOCUMENT IS MEANT FOR INTERNAL USE ONLY



# *Be Better* Field Guide Materials

## Consumer-Facing Pieces:

- Tip Sheets
- Infographics
- Digital Instruction Cards
- Template Play Better Community Playbook

## Internal Pieces:

- Fun Food Demonstrations
- Guides (Community Playbook and Refresh Better with Water Week)
- Water of Life
- Template media materials

# What else is in the *Be Better* Field Guide?

## You will also find....

- **Media Overview Ideas**
  - Ideas about how to engage media to cover the specific promotions and ideas contained in the *Be Better* Field Guide
- **Message Points**
  - To use as talking points for spokespeople
  - *Be Better* campaign message points
  - Culturally tailored message points
- **Social Media Tips**
  - Ideas to assist in using the promotions and materials
  - Social media tips for success



# *Be Better* Field Guide Sections

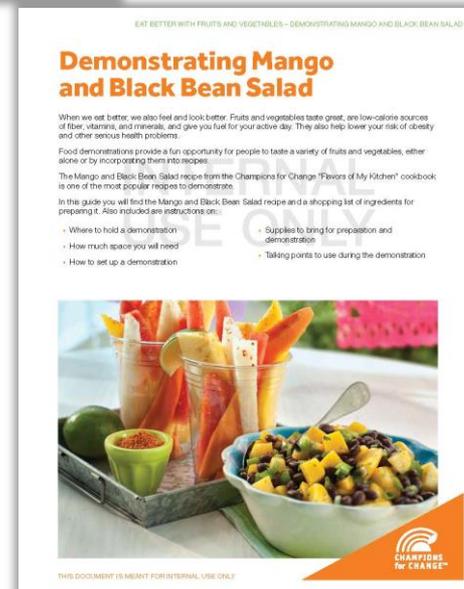
# Eat Better

## • Tip Sheets

- Eat Better from your Garden
- Eat Better by Making Produce Last
- Eat Better by Planning Meals

## • Fun Food Demonstrations

- Mango and Black Bean Salad
- Asian Chicken Lettuce Cups
- Two Bean and Corn Salad
- Make Your Own Smoothie
- Ranchero Dip with Veggies and Baked Chips



# Play Better

- Community Playbook Creation Guide
- Get Active, Drink Water....Feel Better! Infographic
- *Be Better* Fun and Games Digital Instruction Cards

- Zombie Tag
- Hopscotch
- Superhero Rescue
- Simple and Fun Yoga Poses – Cat Cow
- Simple and Fun Yoga Poses – Downward Facing Dog
- Simple and Fun Yoga Poses – Warrior

**Get Active, Drink Water... Feel Better!**

**Start Moving**  
Regular physical activity can improve your health, maintain a healthy weight and help prevent chronic diseases.

- 60 Children and teens, ages 6-17, need to be active at least 60 minutes every day. This includes muscle and bone strengthening 3 times a week.
- 150 Adults need 150 minutes of activity a week and should do muscle and bone strengthening 2 times a week.

Muscle and bone strengthening includes weight bearing activities like jumping and running.

10 Minutes at a Time is Fine! 150 minutes a week sounds like a lot, but you don't have to do it all at once. You can break it up during the day by doing 10 minutes at a time.

**Be Active at the Park**

- Ride your bike or walk to the park
- Run and do workouts along park paths
- Play soccer or football with your kids and their friends
- Check out park and recreation for you and your kids
- Bring lunch and plan a day of activities and games

**Drink More Water**

- 8 Drink 8 to 12 cups of water every day (1 cup is 8 ounces)
- 12 Drink water before, during and after activities.

Fill up a water bottle at home and take it with you to the park, work, or on walks

When passing a water fountain, stop, take a drink and fill up your water bottle

Use a refillable water bottle

Drinking water helps control your body temperature during active play.

Find New Ideas for being active at [CaChampionsForChange.net](http://CaChampionsForChange.net)

Visit [CaChampionsForChange.net](http://CaChampionsForChange.net) for healthy tips

CHAMPIONS for CHANGE

**Be Better Fun and Games**

**Superhero Rescue**  
Good for indoor or outdoor play

**What You Will Need:**

- Open play area
- Small toy or article of clothing
- Superhero capes and masks are optional

For better health, adults need 150 minutes of physical activity a week and kids need 60 minutes of active play each day. Spring exercise into play makes the minutes count each day! Play this Superhero game with your kids and you'll have a great time!

**Object of the game – Superheroes rescue the stolen treasure before the villains steal the superhero's secret identity from their list!**

- Gather at least six people and separate into two teams (superheroes and villains) and divide the playing area in half. (The playing area could be as large as a soccer field, or smaller, whatever you have available.) Each team should designate part of their side to be a jail.
- Villains have five minutes to hide their stolen treasure in their half of the playing area and as superheroes hide their secret identity in their own half of the playing area. Use any toy or article of clothing to represent the treasure or secret identity. Hide the items behind a tree, under a rock, etc.
- When the game starts, players try to capture the other team's item and take it back to their playing area. The first team to return with the item wins.
- If you are in the opposite team's playing area and are tagged by your opponent, you are put in their jail. You can be released from jail if your own team member tags you.
- Remember to protect your treasure or identity!

Visit [CaChampionsForChange.net](http://CaChampionsForChange.net) for healthy tips

CHAMPIONS for CHANGE

# Refresh Better & Rethink Your Drink

- **Tip Sheets:**

- Benefits of Water Infographic
- Infused Water Recipes
- Decorating with Infused Water

- **Refresh Better with Water Week Activities**

- **Water of Life**

- Proposed Activities for Congregations
- Messages for Church Bulletins
- Scriptural References for Sermons



# Media Materials

- **Template Media Materials**
  - Media Overview
  - Event and Media Planning Guide and Timeline
  - Backgrounder
  - Available in English and Spanish:
    - Message Points
    - Press Release
    - Media Advisory
    - Social Media Posts

**PLAY BETTER SOCIAL MEDIA POST RECOMMENDATIONS**  
 Hashtags: #CAChampionsForChange #BeBetter #PlayBetter

CHANNEL	POST
<b>FACEBOOK</b>	Join us on [DATE] to learn how to play better in [CITY/COUNTY/AREA]. Try one of the [INSERT NUMBER] fun, free or low-cost ways to turn exercise into play for better health. Get all the information here: [INSERT LINK TO COMMUNITY PLAYBOOK]. #CAChampionsForChange #BeBetter #PlayBetter
<b>INSTAGRAM</b>	[INCLUDE IMAGE OF COMMUNITY PLAYBOOK] Discover the [INSERT NUMBER] free or low-cost places to [INSERT ACTIVITY SUCH AS WALK OR BIKE RIDE] in [INSERT CITY/COUNTY/AREA]. For more information about how to #PlayBetter, visit [INSERT LINK TO COMMUNITY PLAYBOOK]. #CAChampionsForChange #BeBetter [INCLUDE RELATED PHOTO SUCH AS FAMILIES WALKING OR BIKE RIDING] For better health, adults need 150 minutes a week and kids need 60 minutes of active play every day. Teach kids fun and easy ways to turn exercise into play with these: [INSERT LINK TO DIGITAL GAME CARDS]. #CAChampionsForChange #BeBetter #PlayBetter [INCLUDE IMAGE OF ONE OF THE GAME CARDS] Use your smartphone to #PlayBetter. Try our Smartphone Scavenger Hunt or one of the many apps to map routes for walking and biking. There are tips like these and more in the Be Better [CITY/COUNTY/AREA] Community Playbook. Visit [INSERT LINK TO PLAYBOOK]. #CAChampionsForChange #BeBetter [INCLUDE PHOTO OF SMARTPHONE OR PLAYBOOK COVER]

The materials were produced by the California Department of Public Health, Division of Field Health Promotion, Division of Physical Activity and Public Health (CDPH) in partnership with the California Department of Education (CDE) and the California Department of Social Services (CDSS). These materials are available for use by other public health agencies and organizations. For more information, contact the California Department of Public Health, Division of Field Health Promotion, 1001 S. Street, Suite 1000, Sacramento, CA 95833. Email: [publichealth@cdph.ca.gov](mailto:publichealth@cdph.ca.gov) or [cdph@cdph.ca.gov](mailto:cdph@cdph.ca.gov).

**FOR IMMEDIATE RELEASE**  
 [DATE]

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

**[FUNDED PARTNER] AND CHAMPIONS FOR CHANGE PROMOTE PLAYING BETTER TO IMPROVE HEALTH**

**[INSERT BRIEF OVERVIEW, SUCH AS: "Community Creates [NAME OF CITY/COUNTY/AREA] Community Playbook – A Customized Guide for Turning Exercise into Play"]**

[CITY], Calif. – [INSERT WHO, SUCH AS: More than 100 community members, including parents, children and city employees] worked with [FUNDED PARTNER] to create the Be Better [CITY/COUNTY/AREA] Community Playbook, a guide containing more than [NUMBER] fun, free or low-cost ways for people of all ages to work physical activity into each day.

**[INSERT QUOTE RELATED TO PROGRAM, SUCH AS: "Just like football teams gather their best moves on the field into a playbook they use for games, our [CITY/COUNTY/AREA] community playbook is filled with great resources [NICKNAME FOR LOCAL RESIDENTS] can use to find fun, free, or low-cost ideas about how to play better each day," said [SPOKE/PERSON NAME, TITLE, ORGANIZATION].**

**[INSERT SOME EXAMPLES OF 'PLAYS,' SUCH AS: A few of the more than [NUMBER] "plays" include:**

- 30 for 30 – Thirty of the best routes in [CITY/AREA] for a 30-minute walk.
- Smartphone Scavenger Hunt – Snap photos while being active outdoors.
- Fun and Games – Simple and fun games for kids and families to play.

The Champions for Change program wants to inspire and motivate Californians to be better by adopting small changes today for a healthier tomorrow. [INSERT REFERENCE TO PROGRAM SUCH AS: turning exercise into play] is a step you can take on the road to better health.

In California, more than eight million adults and adolescents were estimated to be obese in 2014. That means that more than 25 percent of adults and almost 15 percent of teens are affected. And while the prevalence is high among all Californians, obesity disproportionately affects people of color and of low income. In fact, in [INSERT CITY or COUNTY], [INSERT SENTENCE WITH COUNTY STATS].

Research has indicated that having a normal weight significantly reduces the risk of developing type 2 diabetes. By providing tools like [INSERT REFERENCE RELATED TO PROGRAM, SUCH AS: the Play Better [CITY/COUNTY/AREA] Community Playbook] along with other ways to play better, [FUNDED

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# How to Use an “Internal” Document

## Mango and Black Bean Salad – Food Demonstration

- Introduction
- Where to hold a demonstration
- How much space is needed
- How to set up a demonstration
- Supplies to bring for preparation and demonstration
- Ingredients and Instructions
- Shopping List
- Demonstration Instructions
- Tips
- Talking points to use during the demonstration

# How to Use an “Internal” Document

EAT BETTER WITH FRUITS AND VEGETABLES - DEMONSTRATING MANGO AND BLACK BEAN SALAD

## Demonstrating Mango and Black Bean Salad

**Try it now!**  
Use this food demonstration as a tool to attract media attention.

**Pitch to media:**

- An interview and on-air food demonstration with a Champion for Change and/or staff expert with a food demo that aligns with times of the year and which incorporate Harvest of the Month fruits and vegetables.
- Healthy twists on traditional recipes for Latino Health Awareness Month.

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EAT BETTER WITH FRUITS AND VEGETABLES - DEMONSTRATING MANGO AND BLACK BEAN SALAD

## Demonstrating Mango and Black Bean Salad

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. Food demonstrations provide a fun opportunity for people to taste a variety of fruits and vegetables, either alone or by incorporating them into recipes.

The Mango and Black Bean Salad recipe from the Champions for Change “Seasons of My Kitchen” cookbook is one of the most popular recipes to demonstrate.

In this guide you will find the Mango and Black Bean Salad recipe and a shopping list of ingredients for preparing it. Also included are instructions on:

- Where to hold a demonstration
- How much space you will need
- How to set up a demonstration
- Supporting items for preparation and demonstration
- Talking points to use during the demonstration



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EAT BETTER WITH FRUITS AND VEGETABLES - DEMONSTRATING MANGO AND BLACK BEAN SALAD

## Mango and Black Bean Salad

This Mango and Black Bean Salad is a great example of how healthy tastes on traditional recipes can be both delicious and good for you. The protein-rich black beans mixed with sweet mangoes and crunchy bell peppers and onion make this salad a satisfying meal by itself, but can also be served as a side dish or an after-school snack for the kids.

**Ingredients and Measurements**

- 5 (15-oz) cans of black beans, rinsed and drained
- 10 cups pitted, sliced and skinned fresh mangoes (about 10 small mangoes)
- 5 bunches of green onions
- 1 1/2 cup sliced green onions
- 1 1/2 cup chopped bell peppers (use red bell pepper to add more color)
- 10 tablespoons fresh lime juice
- 10 tablespoons 100% orange juice
- 5 tablespoons chopped fresh cilantro
- 2 1/2 teaspoons chili powder
- 1 1/2 teaspoon ground cumin

**Shopping List:**

- 5 (15-oz) cans of black beans
- 10 small mangoes
- 5 bunches of green onions
- 3 bell peppers (use red bell pepper to add more color)
- 5 limes
- 1 pint fresh squeezed orange juice or oranges
- 2 bunches fresh cilantro
- 1/2 cup powder
- Ground cumin

**Preparation time:** 30 minutes

**Serving size:** 1/2 cup (Recipe is based on 120 servings. If more or fewer servings are needed, adjust the ingredients to suit your needs by using the EQUIVALENT GUIDE, available.)

**Tip:** If possible, prepare the recipe ahead and refrigerate before serving. The salad can be kept cold in a cooler when transported to the food demonstration. The cooler also can be used to keep extra quantities of the salad in the cooler until conducting the demonstration.

**Tip:** Rinse the cans of black beans prior to opening so dirt from the lid does not get in the food.




EAT BETTER WITH FRUITS AND VEGETABLES - DEMONSTRATING MANGO AND BLACK BEAN SALAD

### Demonstration Instructions

**Preparing for the demonstration:**  
Before beginning the food demonstration, check with the fund partner to determine whether a food handler certification is necessary.

**Where to hold a demonstration:**  
Secure a spot to hold a food demonstration. Make sure it is an area populated with people so they can see what you are doing and stop by for a taste. Consider areas such as a spot in the produce section of a grocery store, or a table among other exhibitors at a community event.

**How much space is needed:**  
For the comfort of the presenter, either three 6-foot or 8-foot tables would work best. One table can be used for the presenter's supplies, another to prepare the food, while the third table is used for distributing the samples and displaying Champions for Change materials.

**How to set up the tables:**  
Try to arrange your area so the supplies and preparation tables are together and the display table is somewhat set apart (see diagram).



**Supplies to bring:**  
Bring two to three storage bins and a cooler, pre-packed with the supplies you will need for food preparation, serving and the ingredients you will need for your recipe.

**Preparation:**

- Three tablecloths to provide a cover for the tables (both to look pleasant and to make the demonstration more sanitary)
- Champions for Change aprons for presenters
- 2 preparation bowls
- 2 covered storage bowls or reusable bags (for leftovers)
- 2 large serving bowls
- 2 sign-making records
- Utility knives (bring enough for those who will be helping prepare food on site)
- 2 plastic cutting boards
- Hand-held can opener
- Spatulas
- Hats or hairnets for food preparers
- Plastic gloves for food preparers
- Hand sanitizer or disinfecting wipes
- 1 roll of paper towels
- Coasters to carry ingredients that need to stay cold
- Ice packs
- Cleaning spray
- Scissors

**Serving:**

- Sample cups or plates can be purchased in bulk online or locally at Great 4 Food or other restaurant supply stores
- Small plastic bins or aprons (see appropriate for the recipe)
- Cocktail size napkins
- Recipe cards, cookbooks, or handouts appropriate for audience



EAT BETTER WITH FRUITS AND VEGETABLES - DEMONSTRATING MANGO AND BLACK BEAN SALAD

### Food Demonstration Talking Points

- When we eat better, we also feel and look better. Fruits and vegetables taste great, are low-calorie sources of fiber, contain vitamins and minerals, and give you fuel for your active day. They also help lower your risk of obesity and other serious health problems.
- I am here today as part of the Champions for Change program. For better health, we encourage you to fill half your plate with fruits and vegetables at each meal.
- It is easy to add fruits and veggies to meals and snacks, and they are delicious when served alone or in recipes. You can be better each day by making a sandwich or salad and filling from fresh, frozen, canned and even dried fruits and vegetables.
- Mangoes are a terrific source of vitamin C and vitamin A and also contain potassium and fiber.
- Black beans are packed with protein and fiber, which makes them a filling ingredient in any dish.
- Colorful food peppers offer a range of nutrients, including vitamins C, A and K.
- Traditional Latino recipes can be even healthier when more fruits and vegetables are added to them. Today I am demonstrating a good example of this with the Mango and Black Bean Salad from the Champions for Change “Seasons of My Kitchen” cookbook. The protein-rich black beans are mixed with sweet mangoes and crunchy bell peppers and onion make this salad a satisfying meal by itself, but can also be served as a side dish or an after-school snack for the kids.
- After tasting it, I think you will agree that it is not only good for you, it is delicious too!
- You can find the recipe and other delicious ways to make healthy meals to traditional recipes by adding more fruits and vegetable and using healthier cooking methods on the Champions for Change website [ChampionsforChange.org](http://ChampionsforChange.org)

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# *Be Better* Field Guide Delivery

- Provided in hard copy and digitally on the Communications Resource Library. Each Funded Partner will receive:
  - One hard copy
  - A flash drive containing all the contents
- Timing:
  - End of October

# Questions?

NEOPB State Media and PR

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# Thank You!

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