



HAMPIONS

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Champion Alliance Program

Champion Alliance Program Overview

- Champion Alliance Program (CAP)
- Initiative designed to help recruit new Champions for Change and promote SNAP-Ed messages
- Establishment of community alliances with ethnically and geographically diverse organizations already working with SNAP-Ed target audience
- Will partner with Funded Partners to deliver SNAP-Ed in their surrounding communities.
- Will launch in FFY 2016



What is the Goal of CAP?

- Grow and sustain a pool of motivated, trained and available Champions
- Year 1 tentative goal for CAP:
 - 20 Champions to serve Latino community
 - 10 Champions to serve African-American community
 - 10 Champions to serve Asian community



What is a CAP Partner?

- A CAP partner is an organization that has an agreement with NEOPB to recruit and train a specific number of new and available Champions to help educate their community on the importance of healthy eating and daily physical activity.



How Can CAP Partners Help Funded Partners?

- **Can Funded Partners Work Directly with CAP Partners?**
 - CAP partners will be encouraged to work with as many Funded Partners as necessary to complete their SOW activities.
 - CAP partners will respond to Funded Partner requests on a case by case basis to ensure activities align with their SOW.
 - CAP SOW activities can include:
 - Community Presentations
 - Community Event Participation
 - Social Media Engagement
 - Electronic newsletters





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Who Are The CAP Partners?

Chinatown Public Health Center

- Founded in 1929 to serve the Chinese community and those who are socioeconomically disadvantaged and/or culturally isolated.
- CPHC is one of twelve San Francisco Department of Public Health Community clinics.
- Commits to recruiting 4 motivated and diverse Champions for Change per year to serve the Chinese community.
- Participates in one Champion Alliance Workshop event per year.
- Provides nutrition education training to Champions for Change.
- Partners with local health departments for community event outreach.



Fresno Center for New Americans

- Founded in 1991 to provide health, employment, and naturalization services to the Southeast Asian communities in the Central Valley region of California.
- Commits to recruiting 4 motivated and diverse Champions for Change per year to serve the Hmong community.
- Participates in one Champion Alliance Workshop event per year.
- Provides nutrition education training to Champions for Change.
- Partners with local health departments for community event outreach.



Vietnamese Community of Orange County

- Founded in 1979 as a refugee resettlement support agency. With some 15 social service programs, VNCOC has touched the lives of tens of thousands of people and has come to be regarded as a real institution in the Vietnamese-American community.
- Commits to recruiting 4 motivated and diverse Champions for Change per year to serve the Vietnamese community.
- Participates in one Champion Alliance Workshop event per year.
- Provides nutrition education training to Champions for Change.
- Partners with local health departments for community event outreach.



Latino Coalition for a Healthy California

- Founded in 1992 to improve the health of all Latinos in California through legislative advocacy, community education, training and research.
- In 2014 LCHC expanded our Regional Network to include 9 regions across the state comprised of community members, representatives from local community-based organizations, and local providers of health services.
- Recruit and train at least 20 Spanish-speaking Champions in Year One to promote Champions for Change messages.
- Participate in regional Champion Alliance Workshops annually.



California Black Women's Health Project

- Founded in 1994, CABHWP is a statewide organization that focuses on empowering Black women and girls in California to take personal responsibility for their own health and to advocate for changes in systems and policies that adversely affect Black women's health status.
- The organization works in partnership with the Los Angeles County Office of Women's Health and the Los Angeles Urban League to conduct presentations on the data findings identified in the County's 2013 report entitled "Health Indicators For Women in Los Angeles County: Highlighting Disparities by Ethnicity and Poverty Level."
- Additional initiatives include collaborative programs geared at conducting outreach and education about Domestic/Intimate partner violence, Affordable Care Act/Covered California eligibility, HIV testing, as well as mental health awareness.



Pastors Working Together/International Faith Based Coalition

“A Collaboration For the Greater Good of Our Community.”

- PWT unites faith leaders to collaborate, strategize and align on health and other issues in order to build a safer and healthier African-American community.
- Organization has the capacity and support of approximately 53 African-American churches within the Sacramento area.
- From 2012 - 2014 championed a nutrition campaign in collaboration with Alere Vitality Health and the California Black Health Network to encourage African Americans to adopt healthy behaviors including eating healthier foods, increasing physical activity, and drinking more water.
- Additional programs include initiatives targeting Black infant mortality and the implementation of California’s Prop 47.

Next Steps for CAP

- Year 1 launch is October 1.
- Connect and collaborate with CAP Partner in your service area.



Thank You

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