

North Coast and Cascades Training & Resource Center presents



Champions For Change Summit



North Coast and Cascades Training and Resource Center (TRC)

- A Program of the *Center for Healthy Communities* at California State University, Chico
- One of 7 regional programs funded by California Department of Public Health's Nutrition Education and Obesity Prevention (NEOP) Branch





What We Offer

- Training and technical assistance for local health departments and their community partners on NEOPB campaigns and programs
- Peer sharing, collaboration and networking opportunities
- Regional infrastructure to help advance nutrition education and obesity prevention in communities

Nutrition Education Obesity & Prevention Branch (NEOPB)

NEOPB funds Local Health Departments (LHD's) to create innovative partnerships that empower low-income Californians to:

- increase consumption and access to healthy foods and beverages
- reduce consumption of unhealthy foods and beverages
- increase physical activity

With goal of preventing obesity and other diet-related chronic diseases.

What is the Champions for Change Programs?

- A social marketing campaign
- Utilizes community members to promote healthy behaviors and support changes to improve health within the community.



Who Are Champions for Change

- People who choose to lead healthier, more active lives to prevent obesity and other serious health problems like type 2 diabetes, heart disease, stroke and certain types of cancer.
- People who are working for healthy changes in homes, schools, workplaces and neighborhoods across the state.
- Champions partner with their local health department to create healthier communities.

Champion for Change Recruitment Video

Four Roles of Champion?

- Role Model
- Advocate
- Brand Ambassador
- Educator



ROLE MODELS

As champions we:

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

Partner Question:

How are you a role model?



ADVOCATES

As advocates, Champions for Change:

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



Advocate for Fruits, Vegetables and Physical Activity in Your Community

- **Break into small groups of three:**
 - Review handout
 - Need a note taker and spokesperson for each group
 - Identify barriers to fruits and vegetable consumption and/or physical activity
 - Identify solutions
 - Share



BRAND AMBASSADORS

- Share your story
- Be a spokesperson
- Participate in local educational and advocacy activities
- Promote Champions for Change messages through traditional and social media



Question:

How can you be a brand ambassador?



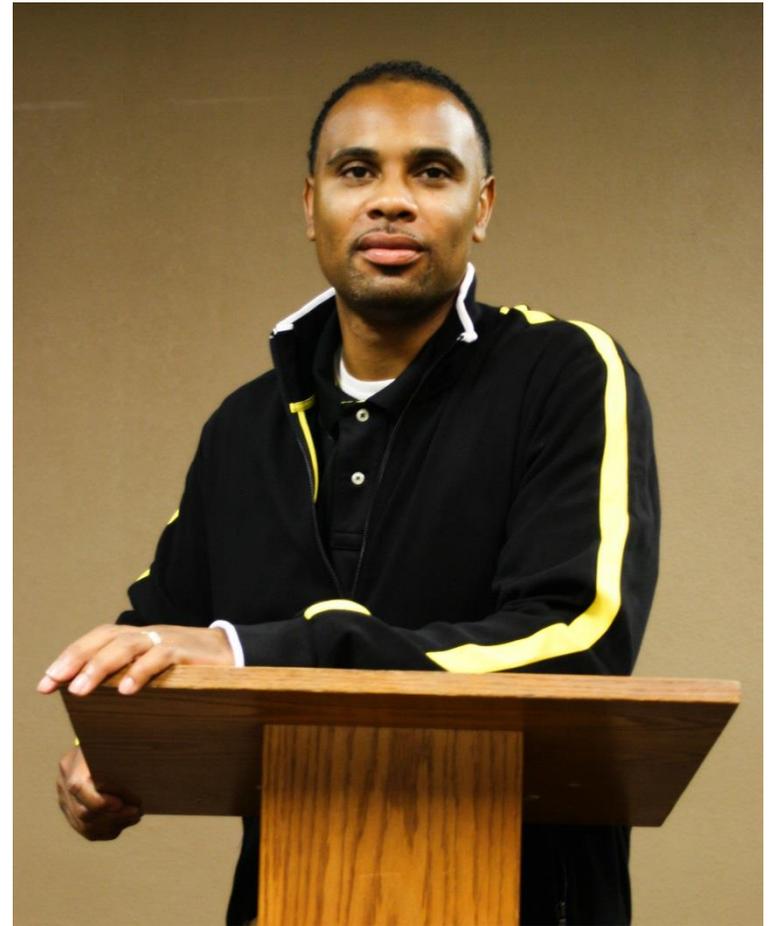
EDUCATORS

As an educator, Champions for Change can:

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

Partner Question:

How have you been an educator or how can you be one in the future?



4 C's of a Champion

COMMITMENT

- Advancing NEOPB messages of healthy eating and active living

COURAGE

- Make healthy changes
- Influence others
- Speak to groups/media

COMMUNITY REPRESENTATIVE

- You reflect your region's community members (ethnicity, language spoken, etc.)

CHOICE

- "Walk the walk" through leading a healthy lifestyle



WHERE CHAMPIONS BE ACTIVE



School events



Community events



Health fairs



Media events



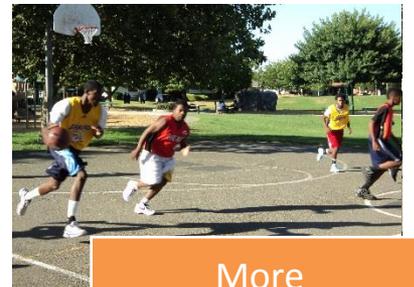
Guest speakers



Forums



Advisory boards



More



Activity

- List 3 things that you are already doing as champion for change?
- What are 3 activities that you could do to further your champion efforts?

Questions????