



## Champions Resource Guide

This Resource Guide was developed to provide local partners with information and materials needed to support local Champions who are making a difference in their communities. Champions, as well as local partners, can access these healthy living resources in both English and Spanish on the Make Every Day Healthy Snack Day and/or Rethink Your Drink Day websites.

### Local Partner Resources

1. [Champions Program Overview](#): Presentation slides that provide a summary of how Champions can support their local communities.
2. [Champions Application and Questionnaire](#): Sample application and guidelines for becoming a Champion. A welcome letter can be sent to the Champions after the application has been received and approved. The letter can include suggestions on how to plan or volunteer for an online workshop such as a Virtual Day of Action, distribute promotional materials, and determine how to best leverage the resource guide.
3. [Champions Activities Photo Collage](#): In the past, Champions hosted or volunteered for a Statewide Day of Action (now known as a Virtual Day of Action), participated in media interviews, posted on social media channels, and distributed materials at food banks, schools/colleges, and health/wellness centers.
4. [Authentic Champions Voice Project Video](#): This video featured a day of networking and training with California Department of Public Health Statewide Champions, who are passionate about making a difference in their communities.

### Champion Resources

1. Video Orientation Guides: These guides in English and Spanish are designed to help Champions create pre-recorded videos for social media platforms. The guides include sample videos that focus on water-specific health tips and suggestions on recording videos, from writing the content to capturing sounds and visuals.
  - a. [Champion Orientation Guide for Creating Social Media Videos in English](#)

- b. [Champion Orientation Guide for Creating Social Media Videos in Spanish](#)
2. Social Media Materials: These resources were developed to support Champions with their social media efforts. Champions are also encouraged to visit the [CalFresh Healthy Living website](#) and [CalFresh Healthy Living Facebook page](#) for additional content, suggestions and recipes.
- a. Social Media Videos: Sample videos on Facebook and/or Instagram highlight the benefits of choosing water over sugar-sweetened beverages.
    - i. Example Videos
      - [Rethink Your Drink - English 1](#)
      - [Rethink Your Drink - English 2](#)
      - [Rethink Your Drink - Spanish 1](#)
      - [Rethink Your Drink - Spanish 2](#)
    - ii. Statewide Champion Videos
      - [Watermelon and Basil Water](#)
      - [Sandía y Albahaca](#)
  - b. Social Media Templates - Sample social media posts for Facebook and/or Instagram.
    - i. [Sample Social Media posts \(English\)](#)
    - ii. [Sample Social Media posts \(Spanish\)](#)
  - c. [Social Media Webinar \(slide presentation\)](#) - A training workshop to provide best practices on using social media channels.
3. Make Every Day Healthy Snack Day: Resources for Champions who want to coordinate Virtual Days of Action or support their communities by providing nutrition education materials.
- a. [Healthy Snack Day Resources](#): These resources include materials in English and Spanish that can be used for virtual events as supplementary materials or distributed in local communities.
  - b. [Frequently Asked Questions about Healthy Snack Day](#)
  - c. [Personal Recipe Finder](#)
4. Make Every Day Rethink Your Drink Day: Resources for Champions who want to coordinate Virtual Days of Action or support their communities by providing materials about healthy beverages.
- a. [Rethink Your Drink Day Resources](#): These resources include materials in English and Spanish that can be used for virtual events as supplementary materials or distributed in local communities.
  - b. [Frequently Asked Questions about Rethink Your Drink Day](#)
  - c. [Beverage Breakdown](#)

5. Webinars: The webinar presentations below provide Champions with the information and training they need to plan and host Virtual Days of Action. Each presentation addresses what resources are available, steps to take when coordinating Virtual Days of Action, suggestions on how to use and/or distribute materials, and ideas for promoting messages via social media platforms.

- a. [Hosting a Virtual Day of Action in 2021 Webinar](#)
- b. [Rethink Your Drink Day 2020 Kickoff Webinar](#)
- c. [Healthy Snack Day 2019 Kickoff Webinar](#)
- d. [Healthy Snack Day 2019 Step-by-Step Webinar](#)

### **Contact Information**

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The California Department of Public Health is a public health effort working with hundreds of partners and organizations to empower Californians to live healthier lives through good nutrition and physical activity. Funding is from USDA SNAP. USDA is an equal opportunity provider and employer. For important nutrition information, visit [www.CalFreshHealthyLiving.org](http://www.CalFreshHealthyLiving.org).