



## Champion Mom Recruitment Screener

### RECRUITING INTRODUCTION

One of the largest untapped resources available to our cause is the moms in our communities who are passionate about good nutrition and make sure their families are physically active. Experience tells us many of these moms are willing and able to speak on behalf of the *Network* joining the ranks of Champions for Change.

The purpose of this screener is to help guide you through the process of recruiting Champion Moms in your region. It is preferable that the Moms be women who have previously participated in *Network* activities (i.e. nutrition education classes, their children are students at a *Network* school, etc.) and/or are familiar with the *Network's* overall objectives. These Champion Moms should be individuals who can be examples of how to take important steps to incorporate more fruits, vegetables and physical activity into their lives. They are “Champions for Change” for their families and can empower people in their communities to live healthy, active lives. Ultimately, these are everyday moms who have overcome obstacles to secure good health for their family and can serve as role models for others in their community.

This screener should help you learn a little more about these potential Champion Moms 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 moms and/or the community about these changes?

Remember, these Champion Moms are what make your efforts real and personal to the intended audience, so it's important to recruit moms you feel will best represent your organization, the *Network* and healthy living. Document your Champion Moms involvement and communicate with your Regional partners regarding Champion Mom recruitment and participation in *Network* activities. In this way, all *Network*-funded partners in the region will be able to utilize the talented and diverse group of moms that are available. Good luck and please let us know if we can be of any assistance in this recruiting process! For additional questions, please contact XXXX at XXXX.



**PARTICIPANT INFORMATION**

Name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Cell phone or other Contact Number:  
\_\_\_\_\_

E-mail Address: \_\_\_\_\_

Please describe your race or ethnicity

- African American
- Asian/Pacific Islander
- Latino, English-Speaking
- Latino, Spanish-Speaking
- Multiracial/Biracial
- Caucasian

Best time to reach you: \_\_\_\_\_

What language does your family usually speak at home?  
\_\_\_\_\_

Number of people who live in your house (including yourself): \_\_\_\_\_

How old are you? \_\_\_\_\_

How many children or grandchildren under age 12 live in your home? \_\_\_\_\_

What are the ages of the other children or grandchildren living in your home: \_\_\_\_\_

Have you ever heard of the Food Stamp Program: Yes \_\_\_\_\_ No \_\_\_\_\_

Do you work (or student or both) part-time or full-time?  
\_\_\_\_\_

Insert Champion Mom Name



**THE FIRST SET OF QUESTIONS RELATE TO YOU AND YOUR FAMILY**

1. What concerns do you have about your own health such as weight, not eating enough healthy food or how much physical activity you get?

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2. Do you or does anyone in your family have any health problems or illnesses (such as high blood pressure, high cholesterol, diabetes, obesity, heart disease or cancer)? If so, which person or people in your family has a health problem or problems and what are they? (Please ask the respondent to include the age of the family member and his/her relation to the respondent.)

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3. Have you made any changes recently in the kinds of foods you buy and eat (such as buying more fruits and vegetables)? Have you made any recent changes in the way you prepare your food (such as baking instead of frying)? If yes, please describe the changes you have made in the kinds of foods you buy and eat, and/or how you prepare them. Why did you decide to make the change?

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Insert Champion Mom Name



4. What kinds of activities do you and your family do to get physical activity (such as bike riding, walking, dancing, going to the park to play)? How often do you and your family participate in these activities (twice a week, once a month)?  
When you do these activities, how long do you do them for (one hour, 30 minutes)?

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5. Where do you get information on how to eat healthy and get some exercise in your neighborhood?

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**THE NEXT SET OF QUESTIONS REFERS TO YOUR COMMUNITY AND/OR WORKSITE**

6. Have you wanted to do something in your community (neighborhood) to improve the kinds of foods available at your local market, where you work, or at your child's school or to improve the places you can go to exercise?

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Insert Champion Mom Name



7. Have you ever tried to make the changes you talked about? If you have then what happened in the end?

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**THE NEXT SET OF QUESTIONS IS ABOUT YOUR WILLINGNESS TO SHARE YOUR EXPERIENCE**

8. Are you willing to speak with the media or other moms, families and/or community members about healthy eating and physical activity during interviews?

Yes \_\_\_\_\_ No \_\_\_\_\_

9. Have you ever spoken to the media (TV, radio, newspapers) before? If yes, please describe.

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10. Would you be interested in participating in local community events in your area such as health fairs, healthy cooking demonstrations, etc.?

Yes \_\_\_\_\_ No \_\_\_\_\_

11. Are you willing to be videotaped and/or have your name and pictures used on media materials (like brochures and flyers) and our Website? Yes \_\_\_\_\_ No \_\_\_\_\_

Insert Champion Mom Name



12. Do you work, need childcare or have other things/commitments that might make it hard for you to participate? Yes \_\_\_\_\_ No \_\_\_\_\_

Please describe:

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13. What does “Champion Mom” and “Champions for Change” mean to you when you are thinking about eating healthy foods and being physically active?

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14. Fill in the blank: “I’m a Champion Mom and a Champion for Change because...”:

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Insert Champion Mom Name



15. COMMENTS:

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*This material was funded by USDA's Food Stamp Program through the California Department of Public Health's Network for a Healthy California. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For more information on the Food Stamp Program, call 1-888-328-3483.*

Insert Champion Mom Name