



What are your Roles & Responsibilities?

- All *Network*-funded projects are responsible for each Champion Mom they recruit. This means only recruiting the number and variety of moms the region is capable of supporting and engaging.
- A *Network* representative should be present at every interview, health fair, etc. the Champion Mom attends when she is representing the *Network*.
- All *Network*-funded projects will only recruit moms in their region at this time. While we understand many people (i.e. fathers, grandparents, etc.) can serve as Champions, moms are currently the *Network's* intended audience.
- All *Network*-funded projects should understand and respect the right of each Champion Mom to decline participation in an interview and/or event at any time. All *Network*-funded projects are responsible for reimbursing their Champion Moms for any related travel expenses.
- All *Network*-funded projects should meet with their Champion Moms to determine when/where she will be participating in events. *Network*-funded projects will assist in directing the message and providing *Network* materials when appropriate.
- *Network*-funded projects are responsible for keeping in contact with their Champion Moms regarding their schedules in order to maximize her role to the greatest extent possible.
- *Network*-funded projects are responsible for determining a review process system for choosing Champion Moms once screeners have been turned in. This includes setting up meetings with staff members or those appointed to assist in the review process.
- *Regional Networks* should include selected Champion Moms among their spokespersons and secure training accordingly (i.e. via *Regional Network* and/or State sponsored trainings).
- All *Network*-funded projects are responsible for providing a photo release form to their Champion Moms if planning to use any photographs for marketing purposes (i.e. photographs on the Web site, featured in newsletters, etc.).



- Champion Moms represent the *Network for a Healthy California* but are not employed by the *Network*.
- No Champion Mom should distribute *Network* materials unless they have been asked to do so at an event hosted/sponsored by the region, local partners, LIAs or other local contractors working with the *Network*.
- Any time a Champion Mom is distributing *Network* materials it should be at the *Network*-funded projects discretion and she must be accompanied by a *Network* staff member trained in the application of the materials (e.g., slide guides, etc.). This will ensure any questions related to nutrition education and physical activity can be appropriately addressed. There are no plans to change material allotments, so assess opportunities to partner with your Champion Moms that also address scope of work needs in the various campaigns and programs in your region (including Faith-based Projects and LIAs). In this way, the objectives of promoting FSNE-eligible Champions and completing scopes of work can be jointly met.
- It is important to remember the Champion Moms are volunteers and are not required to participate in any events/interviews that may conflict with their schedules or make them feel uncomfortable. To help minimize the issue of conflicting schedules, we encourage *Network*-funded projects to only recruit as many moms as can be supported and engaged so at least one of the region's moms is able to participate in scheduled events.
- Try to recruit a variety of Champion Moms recognizing that some individuals do well speaking to groups; some do well in smaller venues; some feel very comfortable speaking to the media. Engage each mom by using her in the areas she feels most comfortable.
- Provide Champion Moms with a schedule of planned activities so they are able to plan ahead and fit these into their schedules where possible and appropriate.



- Document Champion Moms activity and involvement. We suggest that *Network*-funded projects and *Regional Network* Project Directors communicate with one another regarding Champion Mom recruitment and participation in *Network* activities. **For example, in order to provide support for one another's efforts in the recruiting process, *Network*-funded projects participating should keep their *Regional Network* Project Director informed of the names and number of Champion Moms recruited and any scheduled activities taking place. In addition, after recruiting a Champion Mom, it is suggested *Network*-funded projects and *Regional Network* Project Directors communicate and provide one another with a copy of the completed screener. In this way, all parties involved in the recruiting process will have access to one another's Champion Moms helping to strengthen the Champion Mom program in your region.**
- Ensure Champion Moms are aware the information they provide in the screener could potentially be provided to other *Network* partners outside of your organization (i.e. state-level staff and/or other LIAs in the region).
- Provide an opportunity for Champion Moms to address the region's Collaborative, to meet with other *Network* partners and attend other *Network* meetings if they are so inclined. This will provide them an opportunity to learn more about the *Network* and to hopefully become more engaged. In addition, this represents a way to both recognize and give something back to your Champion Moms. They represent an enormous resource for the *Network*, and are acting as Change Agents in their local communities.
- All *Network*-funded projects should serve as a support group for the Champion Moms and should try to develop a personal, win-win relationship with the Champion Moms.

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.