



## Who is a Champion Mom?

- We encourage you to recruit moms already involved in local *Network* programs, as these are women that are already passionate about the cause. However, please note, any mom is capable of being a Champion Mom and involvement in a *Network* program is not required.
- Recruit moms in your region who will have an ongoing commitment to advancing the *Network's* messages of consuming fruits and vegetables, being physically active, increasing food security and preventing chronic disease.
- Select moms that have made bigger, broader changes (i.e. went to child's school and got healthy food in the cafeteria) or habit change (i.e. cooks healthier meals for their family).
- Recruit moms that best reflect your region's community members (ethnicity, language spoken, etc.).
- Utilize LIAs/local partners when recruiting moms, as they are out in the community and know who the moms are that are making healthy, sustainable changes in their lives.
- Champion Moms should be healthy and active and should "walk the walk" through leading a healthy lifestyle.



## How do you Recruit a Champion Mom?

- Confirm your targeting data sources....
  - \_\_\_ Census Tract Data
  - \_\_\_ Free/Reduced Price Meal %
  - \_\_\_ Food Banks
  - \_\_\_ Food Pantries
  - \_\_\_ Food Stamp Offices
  - \_\_\_ Public Housing
  - \_\_\_ Shelters/Temporary Housing
  - \_\_\_ Soup Kitchens
  - \_\_\_ TANF Job Readiness
  - \_\_\_ WIC Offices
- Solicit Recommendations from....
  - \_\_\_ Local Collaborative members
  - \_\_\_ Local Partners
  - \_\_\_ Local Incentive Awardees (LIA)
- Discuss recruiting information and guidelines in your Collaborative meetings, newsletters, email distribution lists, monthly staff meetings, etc.
- Set up interview preferably in-person to make a personal connection with potential Champion Moms or phone her if more appropriate to discuss screener.
- Convene screener review team.
- Select and contact Champion Moms.



## How do you Keep your Champion Mom Engaged?

- Train Champion Moms (i.e. spokesperson training, event schedule, expectations).
- Establish regular communication with Champion Moms.
- Document Champion Moms activity and involvement.
- It is important to remember your 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 you to recruit as many moms as you and your partners /LIAs/contractors feel you can support and engage so at least one of your region's moms is able to participate in scheduled events.
- Provide your Champion Moms with a schedule of events you are able to anticipate in the future so they are able to fit these into their schedules where possible and appropriate.
- 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.
- After you have completed your interview with your Champion Mom, develop a story about her that you can share with the local media. Chances are the local media, particularly the local ethnic newspapers will be very interested in placing her story, along with her picture in the Health section or Community section of the newspaper. Obviously your Champion Mom, her family and friends will be thrilled to read her story in the local newspaper.

*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.*