Champions for Change

California Department of Public Health

Overview

Champions for Change is a social marketing campaign designed to promote fruit and vegetable consumption, physical activity, and food security. The goal of Champions for Change is to prevent obesity and other chronic diseases. This campaign is a recreation of the former California 5 a Day Campaign, and now reflects the new federal guidelines for health. **Target Behavior:** Healthy Eating, Physical Activity, Food Insecurity/Food Assistance  
**Intervention Type:** Social Marketing

Intervention Reach and Adoption

The Champions for Change website encourages healthy eating and active living in families and communities. It targets low-income mothers because mothers play a key role in their families' health. It also focuses on Hispanic and Latino Americans, but the campaign is applicable to other Americans as well. Additionally, the campaign was developed for residents of California, but could be extended to other parts of the United States. **Setting:** Community, School, Worksite  
**Target Audience:** All  
**Race/Ethnicity:** All

Intervention Components

Champions for Change provides a series of links for tips, tricks, and tools to help families move towards a healthier community. The helpful links are:

1. Eating Healthy.
3. Drinking more water and fewer sugary drinks.
4. Using CalFresh benefits to help buy healthier foods for your family.
5. Connecting with other Champions for Change!

The website provides information in both Spanish and English.
Intervention Materials

In addition to the series of links described above, the Champions for Change website provides the following materials at no cost:

- Brochures and Tips to Eat Healthy & Get Moving
- Guides to Help You Make Changes in Your Community
- Healthy Cookbooks
- Helpful Websites
- Materials for Children (including a Farm to Table “Adventure Book” and kid-friendly recipes)

The cookbooks are in both English and Spanish. Click this link to access the materials: http://cachampionsforchange.cdph.ca.gov/Pages/toolsforchange.aspx

Evidence Summary

The following includes evaluation studies from previous Champions for Change campaigns. In 2015, the Champions for Healthy Change (C4HC) evaluation study was conducted. C4HC is a 4-year cross-sectional and longitudinal study that surveys households with female CalFresh recipients and children (aged 5-17) present in the household. Interviews are conducted with a female caretaker and one of her children. Results from this analysis indicated:

- Over one-third (37.8%) of the sample demonstrated unaided ad recall.
- A significant relationship was found between awareness of ads from the campaigns and self-reported increases in physical activity among Latina, but not African American mothers.
- Analyses of the unaided and aided recall items found ad awareness was greatest among the target audiences: Latinas and African Americans.
- A significant increase in the proportion of mothers meeting the recommended level of physical activity a week was found among those with unaided ad recall in analyses that controlled for race/ethnicity, education, WIC usage, and receipt of free or reduced price school meals.
- Read more of the 2015 report here: https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/PublicationsandReports.aspx

Results from a 2013 evaluation study indicated that self-reported behaviors did not differ by levels of exposure to Champions for Change campaign messages across the 13 outcome variables assessed in the study:

- Campaign exposure was not related to changes in fruit and vegetable consumption, when examining intake of fruit, salad, carrots, and other vegetables separately or in combination; or in terms of meeting the recommended level for daily consumption.
- Eating at least half a plate of fruits and vegetables was also not related to recall of Campaign messages.
- The three measures of physical activity examined in this study, including participating in at least 150 minutes of physical activity per week, were also not related to Campaign exposure.
- Read more of the 2013 report here: https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/PublicationsandReports.aspx

Classification: Evidence-based
Evaluation Indicators

Based on the SNAP-Ed Evaluation Framework, the following outcome indicators can be used to evaluate intervention progress and success.

<table>
<thead>
<tr>
<th>Individual</th>
<th>Readiness and Capacity – Short Term (ST)</th>
<th>Changes – Medium Term (MT)</th>
<th>Effectiveness and Maintenance – Long Term (LT)</th>
<th>Population Results (R)</th>
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<tbody>
<tr>
<td>Environmental Settings</td>
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<td>Sectors of Influence</td>
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<td>MT12</td>
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Evaluation Materials

Currently, evaluation materials are not publicly available.

Additional Information

Website: The Champions for Change website (https://cachampionsforchange.cdph.ca.gov/en/Pages/default.aspx) includes resources and success stories for a healthier community. Contact Person(s): California Department of Public Health PO Box 997377, MS 0500 Sacramento, CA 95899-7377 Phone: (916) 558-1784 Email: C4Cinfo@cdph.ca.gov