

HEALTH CHAMPION TOOLKIT

Welcome to the Health Champions Toolkit, your comprehensive guide to becoming a catalyst for health and wellness in your community. Packed with valuable resources and expert advice, this toolkit equips you with everything you need to motivate and support your fellow community members. From promotional materials to tips on creating compelling testimonial videos, we've got you covered. Discover the expectations of being a health champion and learn strategies to engage community members and families. Together, let's inspire a healthier Texas.



WHAT IS A HEALTH CHAMPION

Health Champions are Community Challenge participants that educate, activate, and motivate others to get involved and stay engaged. They lead by example, posting their health actions to the Community Feed, encouraging others to check in to healthy destinations, and taking the initiative to organize or promote Group Activities. Health Champions educate their network and the wider community about the program, invite others to participate in the program and encourage their community to build off the momentum of Community Challenge to foster a workplace and greater community that prioritizes health.

WHAT IS EXPECTED OF A HEALTH CHAMPION

A key aspect of becoming an engaged Health Champion is willingness to promote the Community Challenge. See below for the steps to embodying what it means to be an effective and impactful Health Champion.



- ✓ TAKE THE PLEDGE
- ✓ BE AN EXAMPLE
- ✓ ENCOURAGE OTHERS
- ✓ BE INTENTIONAL
- ✓ TELL YOUR STORY

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TAKE THE PLEDGE

Individuals who are motivated to become Health Champions should submit the Health Champion Pledge. This can be found within the Community Challenge App and is a way to demonstrate your commitment to the cause.

ENCOURAGE OTHERS

A health champion uplifts and supports others on their health journey. Offer words of encouragement, share success stories, and provide a positive environment that fosters motivation and resilience.

BE AN EXAMPLE

Being a health champion starts with personal actions. Lead by example through consistent healthy choices in nutrition, physical activity, and self-care. Your lifestyle becomes a powerful motivation for others to follow suit.

BE INTENTIONAL

Prioritize self-care and community wellness. Set personal goals, contribute to community initiatives, and reflect on your progress. Your intentionality fosters a culture of well-being in the community challenge.



TELL YOUR STORY

One way to promote the Community Challenge is to record your success story or what motivates you to be a Health Champion – your “why”. To help you successfully record your story, we’ve included some tips for recording and some prompts to help you tell your story. Share your video with us so we can highlight your achievements and inspire others!

PROMPTS FOR STORYTELLING

- How has the Community Challenge helped you focus on your health?
- How has the Community Challenge encouraged your family to exercise more/eat more healthy foods/drink more water?
- Tell us the story of your health journey and how the Community Challenge has played a role. (Note: Avoid sharing any sensitive information like medical information).
- Who or what motivates you to continue the journey to improve your health? What’s your “why”?
- What’s your favorite part about being a Health Champion? Why?
- How has the Community Challenge encouraged your community to unite towards the goal of improved health?

SHARE YOUR STORY

1. Share on your social media
2. Tag us! @ItsTimeTX
3. Hashtag #ITTCCommunityChallenge

Bonus points for tagging your friends!

TIPS FOR RECORDING VIDEO

Choose an area to record yourself that is well-lit with indoor lighting or natural sunlight. Make sure that your light source is in front of you, not behind you.

Choose an area that is quiet and without background noise (like cars, people, or music).

Consider the background for your video. Don't record in front of a window or have other people in the background of your video. Use a background that is not distracting.

Set up your camera (or laptop or smartphone) on a steady surface at eye level. Don't hold the camera to avoid a shaky video.

Shoot vertically (also called portrait mode) for easy sharing. Keep recorded video to 3 minutes or less.

Look at the camera while you speak and keep your hand movements to a minimum.

Before you start recording your story, do a quick recording test to make sure you can hear and see yourself clearly.

