**Champions for Change**

**Recruitment Questionnaire**

**Recruiting Introduction**

The greatest assets within our Champions for Change movement are the individuals throughout California who are making good health a priority in their homes and communities. These individuals are champions for their families and experience tells us that many of them are also ready and willing to join the Champions for Change Program. This questionnaire is designed to help you identify and recruit Champions for Change in your community.

While this questionnaire is appropriate to provide to anyone who expresses interest in being a Champion, it is recommended that identified Champions have previously participated in Champions for Change Program activities, such as nutrition classes, or have familiarity with the Champions for Change Program and its objectives through events like Fruit and Veggie Fest.

Overall, Champions for Change should be individuals who are taking important steps to live healthier like making half their plate fruits and vegetables and getting regular physical activity. Ultimately, these are individuals who have overcome obstacles to secure good health for themselves and their family and can serve as role models for others in their community.

This questionnaire will help you learn a little more about these potential Champions for Change 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 community members about these changes?

Remember, these Champions are what make your efforts real and personal to your audience, so it’s important to recruit individuals who best represent your organization and healthy living. Document your Champion’s involvement and communicate with the Champions for Change Program’s Media and Communications Unit regarding Champions for Change recruitment and participation in activities. Good luck and please let us know if we can be of any assistance in this recruiting process!

For additional questions, please contact the Champions for Change Program at [networkcustomerservice@cdph.ca.gov](mailto:networkcustomerservice@cdph.ca.gov).

**CHAMPIONS FOR CHANGE CONTACT INFORMATION**

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| Full Name: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Address: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (Street) (Apt) |
| City: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ZIP Code: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Email Address: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Home Phone: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Cell Phone: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What is the best way to reach you? | Home phone  Cell phone  Email |
| What is the best time to reach you? | Morning (8 a.m. - Noon)  Afternoon (Noon - 4 p.m.)  Evening (4 p.m. - 8 p.m.)  Specific times: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**HOUSEHOLD INFORMATION**

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| How many adults live in your home? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| How many children live in your home? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| What are the ages of the children living in your home? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |

**EMPLOYMENT INFORMATION**

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| Are you currently working? | Yes  No |
| If yes, how many hours a week do you work? | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**ETHNICITY AND LANGUAGE**

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| Which of the following best describes your ethnicity? | American Indian  Asian  Black or African American  Latino, Hispanic or Spanish origin  Native Hawaiian  Native Alaskan  Pacific Islander  White or Caucasian  Multiracial/Biracial |
| Which languages do you speak? | English  Spanish  Chinese  Tagalog  Vietnamese  Korean  Armenian  Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What language do you prefer to speak? | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**PROGRAM INFORMATION**

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| How did you learn about the Champions for Change Program?  Check all that apply:  Through my child's school  At the local grocery store or supermarket  Through my employer  From an advertisement (TV, radio, billboard or online)  From a family member, neighbor or friend  At church or from a faith leader (e.g., pastor, minister, priest)  While attending a special event in my community  Through CalFresh (formerly the Food Stamp Program)  From a Champion for Change in my community  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Have you heard of CalFresh (formerly the Food Stamp Program)?  Have you or your family ever used CalFresh benefits?    Have you heard of the Women, Infants, and Children (WIC) Program?  Have you or your family ever used WIC benefits? | Yes  No  Yes  No  Yes  No  Yes  No |

**COMMUNICATION**

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| How often do you use the Internet?    What do you do online? Check all that apply | Daily  A few times a week  A few times a month  Never  Work email  Personal email  Search for information  Shop  Help my kids with homework  Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Do you use Facebook?    If you said yes, how often do you use Facebook?  Have you ever visited the Champions for Change Facebook page? | Yes  No  Every day  A few times a week  A few times a month  Yes  No |
| Do you use Twitter?    If you said yes, how often do you use Twitter?  What is your Twitter handle? | Yes  No  Every day  A few times a week  A few times a month  @\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

What types of things do you share on Facebook and Twitter?

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**The FOLLOWING QUESTIONS relate to the potential champion and their family**

1. What concerns you the most about your health? Do you feel that you get enough physical activity and that you eat enough fruits and vegetables?

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2. Do you or 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, please explain further.

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| Family Member | Age | Health Problems/Illnesses |
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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)?

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4. Have you made any recent changes in the way you make 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 make them. Why did you decide to make the change?

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5. What kinds of physical activities do you and your and family do (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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| Activity | How Often? | How Long? |
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6. Where do you get information on how to eat healthy and be active in your neighborhood?

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**The next set of questions refers to the potential champion’s community and/or worksite**

7. 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? Have you wanted to improve the places you can go to be active in your community?

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8. Have you ever tried to make the changes you listed above? If you have, what happened?

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**The next set of questions is about your willingness to share your experience**

9. Are you willing to speak with the media (e.g.TV, radio, newspapers) or other individuals, families and/or community members about the importance of eating healthy and being active?

Yes  No

10. Have you ever spoken to the media before? If yes, please describe.

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

Yes  No

12. 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

13. Do you work, need childcare or have other conflicts that might make it hard for you to participate?

Yes  No  If yes, please describe:

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

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15. Fill in the blank: “I’m a Champion for Change because…”:

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16. Comments:

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