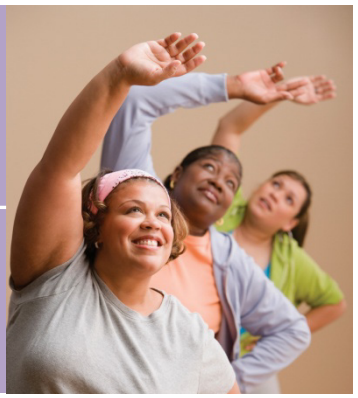
Be a health champion.

2014 Outreach Packet

Take charge of your health; inspire others to do the same.



Family, work, and other duties make moving more and eating better a challenge for all of us. But improving our health is worth the effort, and having someone to get us started can help! We all need a role model in our community or family to be a health champion and show us that healthy habits can be part of our daily routine.

How can I be a health champion?

You can be a health champion, and the Weight-control Information Network (WIN) can help. In this outreach packet, we provide a variety of resources and strategies to help you educate people about how to control their weight through healthy eating and physical activity.

Use the e-cards, Facebook posts, flyer, and Twitter tweets on your social media and website pages, in your newsletters, and at your office, gym, or place of worship.

Health Champion Facebook Posts

Cut and paste the text of these posts onto your or your organization's Facebook page to share physical activity and healthy eating tips. There is one post for each week in January, February, and March, but most can be used all year.

You can also opt to comment on WIN's Facebook page, tag us, or share posts directly from our page with your own followers. To share the posts, just visit WIN's Facebook page *https://www.facebook.com/win.niddk.nih.gov* after 10 a.m. each Thursday, and click the share button.

- What does your healthy look like? Start a conversation with your friends and family about your health goals this year and how you plan to get there. For more tips about healthy eating and physical activity, check out our flyer *Commit Today to Being a Health Champion for Family, Friends, and Yourself! http://1.usa.gov/loBTa2*

- With the holidays behind us, now is a perfect time to focus on being a health champion for others. Help your family, friends, and neighbors start new healthy eating habits. Host a potluck dinner and have everyone bring their tastiest healthy foods to share. Read other healthy eating tips in *Better Health and You* at *http://1.usa.gov/1dAMdJM*.

- Be a health champion. Inspire others this year through healthy eating and physical activity. Read WIN's *Just Enough for You* brochure for ideas about how you can make your favorite recipes healthier. *http://1.usa.gov/1a48HLf*

- Step up your health champion efforts. Start your own health champion Facebook group and share healthy recipes or how people have made old family favorites healthier by cutting down on fat, sugar, and salt. Or share them on the WIN Facebook page. For more ideas about how to be a health champion, see *http://1.usa.gov/loBTa2*.

- Don't fall for fad diet claims. Read WIN's *Weight-loss and Nutrition Myths* to get the facts about the safest ways to control your weight. *http://1.usa.gov/1cv2haZ*

- Grab a friend, get active, and be healthy. When you inspire your friends and family to get moving, you are a health champion. *Walking . . . A Step in the Right Direction*, a brochure from WIN, can help you start a walking club with your coworkers, neighbors, or loved ones. *http://1.usa.gov/1ezXyXM*

- Be a healthy role model. Ask a friend or loved one to be your workout buddy, join you for a walk, or try a new exercise class with you. Show them how easy and fun it is to get more physical activity. Check out WIN's *Tips to Help You Get Active* for more ideas to start and keep moving. *http://1.usa.gov/1aYmtTm*

- Be a health champion and show your commitment in your daily activities. Go for a walk in a local park. Or take the stairs instead of the elevator. (Make sure you are in safe and well-lit places.) For more tips about how you can be a health champion, see *http://1.usa.gov/loBTa2*.

- Being a health champion doesn't take a costly gym membership or a lot of special equipment. Learn how you can be active in your home or neighborhood with WIN's *The World Around You: Use What You Have to Stay Healthy and Fit* brochure. *http://1.usa.gov/18H2Lfi*

- Spring is almost here—do you know where your New Year's resolutions are? By March, many people stop new healthy habits they started with the New Year. In your journey to stay on track with healthy eating and physical activity, you may run into roadblocks, but you can get past them. Check out WIN's *Changing Your Habits* for tips about how to stay healthy when time, money, and energy are short. *http://1.usa.gov/1ifbw6i*

- Stay focused on helping your loved ones stay healthy this year with physical activity and healthy eating tips from WIN. Read *Energize Yourself and Your Family!* for ideas about how to involve your whole family in the effort to stay healthy. *http://1.usa.gov/18H3CfR*

- Make your health and the health of others a team effort. Share words of support with your friends and loved ones. Meet up for fun, active events like hikes, basketball games, and dance parties. Read these tips and more in WIN's health champion flyer. *http://1.usa.gov/loBTa2*

- Be a health champion all year. WIN has a variety of resources to help you stay at a healthy weight through physical activity and healthy eating habits. Check out our library of materials here: *http://1.usa.gov/1ifc6kr*.

Health Champion Outreach E-card

Copy and paste this image into an email and send it to your contact lists to share tips about how to start healthy eating and physical activity habits.

Download it here: *http://www.win.niddk.nih.gov/champion/images/hc_ecard.jpg.*

Health Champion Flyer

Print the flyer (*http://www.win.niddk.nih.gov/publications/PDFs/health_champion.pdf*) and hand it out at your workplace, gym, community center, or place of worship to inspire others to be health champions.

You can also email the link to the flyer to your contact lists, or share it on your website or social media channels.

Health Champion Tweets

Cut and paste the text of these tweets into your Twitter feed to inspire others to practice healthy eating and physical activity habits. There is one post for each week in January, February, and March, but most can be used all year.

Use the hashtag #HealthChampion in any content that highlights your efforts to be a health champion.

- What does your healthy look like? For healthy eating and physical activity tips see *http://1.usa.gov/loBTa2*. #HealthChampion
- Be a #HealthChampion; help your family, friends, and neighbors start new healthy eating habits. *http://1.usa.gov/1dAMdJM*
- Inspire others this year through healthy eating and physical activity. See *http://1.usa.gov/1a48HLf* for #HealthChampion ideas.
- Start your own #HealthChampion Facebook group and share healthy recipes. For more healthy ideas, see *http://1.usa.gov/loBTa2*.
- Read WIN's *Weight-loss and Nutrition Myths* to get tips about ways to control your weight. *http://1.usa.gov/1cv2haZ* #HealthChampion
- Grab a friend, get active, and be a #HealthChampion. This brochure can help you start a walking club. *http://1.usa.gov/1ezXyXM*
- Be a healthy role model. Check out this brochure for ideas to help you start and keep moving. *http://1.usa.gov/1aYmtTm* #HealthChampion

- Be a #HealthChampion by adding more movement to your daily life. For tips about how to be more active, see *http://1.usa.gov/IoBTa2*.

- A #HealthChampion knows getting more physical activity doesn't take a costly gym membership or special equipment. *http://1.usa.gov/18H2Lfi*

- Keep it up! Read these #HealthChampion tips about how to stay healthy when time, money, and energy are short. *http://1.usa.gov/1ifbw6i*

- Help your loved ones stay healthy this year with physical activity and healthy eating tips. *http://1.usa.gov/18H3CfR* #HealthChampion

- Make your health and the health of others a team effort as a #HealthChampion. Share WIN's health champion flyer. *http://1.usa.gov/IoBTa2*

- Be a #HealthChampion all year. WIN has plenty of resources to help you control your weight at *http://1.usa.gov/1ifc6kr*.

Thank you for your efforts to help WIN reduce overweight and obesity. By taking charge of your health and inspiring others to do the same, you are a health champion!

Where can I get more information?

If you are interested in WIN's brochures, fact sheets, and other content, contact us:
1 WIN Way, Bethesda, MD 20892–3665
Phone: 202–828–1025
Toll-free number: 1–877–946–4627
Fax: 202–828–1028
Email: *win@info.niddk.nih.gov*
Internet: *http://www.win.niddk.nih.gov*
Facebook:
http://www.facebook.com/win.niddk.nih.gov