Champions for Change

Champion Moms in the Orange County Region

Background:

In May 2007, the *Network for a Healthy California* introduced the Champions for Change campaign to empower low-income Californians to live better by eating more fruits and vegetables and being physically active. To spread the word, everyday moms were selected to help inspire other moms to overcome challenges and make healthy changes for their families, communities and state. These Champion Moms can be seen in advertising and at community events. They are role models, helping transform neighborhoods to make healthy eating and daily physical activity a way of life. This initiative is made possible thanks to funding from the USDA Supplemental Nutrition Assistance Program (SNAP) and support from the California Department of Public Health.

In Orange County

As of 2011, over 40 Champion Moms have been recognized locally. The Orange County Nutrition and Physical Activity Collaborative (NuPAC) implements the Parent Champions for Change initiative to increase the number of parents, especially low-income parents, who participate in school and community nutrition education efforts and subsequently advocate for improved access to nutritious, affordable food and active neighborhoods. They are inspiring and making healthy changes to help lower the risk of obesity and other serious health problems.

"Too many of our kids are becoming overweight and getting diabetes and other problems. Parents need to take charge of their children's health."

- Champion Mom Teresa