



II. Health Champions

A CORNERSTONE OF NPHW 2010 is to create and recognize Health Champions, individuals in our communities who are:

- Committed to creating a healthier America.
- Aware of what constitutes a healthy community.
- Aware of public health issues and preventive approaches.
- Examples of the benefits of physical activity and a positive attitude.
- Advocating, organizing, encouraging and inspiring health improvements and an overall healthy lifestyle for themselves, their communities and our nation.

How to Start the Community Discussion

Everyone can become a public health champion and join our cause. No matter how small the change, it brings us one step closer to building a community of individuals committed to building a healthier nation. In neighborhoods of all sizes, in ways big and small, we can help create a healthier America one community at a time.

To start the discussion about what it takes to champion public health, invite others to join the conversation about what a healthier America means to **YOUR** community. To do this, post fliers around town; e-mail, text or call your friends; post Facebook or Twitter messages or make an announcement at a local meeting or place of worship.

Form a Health Champions committee to help you identify other Health Champions in your community. Figure out whom — there's no limit — should be recognized and refer to the celebratory activities in the event planning section of the toolkit for more tips on spreading the word.

As you plan your activities, think of ways to showcase Health Champions who are committed to making changes to improve the health of themselves, their families or their communities.

For example, consider highlighting people who are starting small:

Quit smoking or using tobacco products.

Wearing a seatbelt.

Got an **HIV test**.

Got a **flu shot**.

Recycling.

Planted a tree.

Became more physically active.

Carpooling.

Covering their sneeze or cough and remembering to wash their hands.



A Healthier America: ONE COMMUNITY AT A TIME

National Public Health Week • April 5-11, 2010

Or, thinking big:

Organized volunteers for a **community clean-up day**.

Educating others about good **nutrition** habits.

Lead a low-impact exercise class at a local senior center.

Visiting **Capitol Hill or your state capital** and demanding better public health programs.

Fundraising for a **free clinic** in your community.

Working with local gyms to provide reduced-cost or free workout time for lower-income families and individuals.

Started an organic **food co-op**.

Started an **alternative transportation program** to help those who need assistance with accessing health and other services.

Planned a health fair.

Quotes from famous Health Champions

“The first wealth is health.” *Ralph Waldo Emerson, Author*

“When elected officials abandon our environment and ruin our natural resources, public health is endangered. I know the importance of providing a clean environment for our children; I have attended more than one funeral for a child who has died from an asthma attack.” *Gwen Moore, U.S. Representative (D-WI)*

“Of all the forms of inequality, injustice in health care is the most shocking and inhumane.”
Dr. Martin Luther King, Jr., Activist

“He who has health, has hope. And he who has hope, has everything.” *Arabian Proverb*

“The physical and emotional health of an entire generation and the economic health and security of our nation is at stake. This isn’t the kind of problem that can be solved overnight, but with everyone working together, it can be solved.” *Michelle Obama, First Lady of the United States of America*

“My family is not here with me today, at least not in person, because of preventable diseases. While I can’t change my family’s past, I can be a voice in the movement to improve our nation’s health care and our nation’s health for the future.” *Dr. Regina Benjamin, Surgeon General of the United States of America*