



Go Beyond Your Practice

In 2020, the COVID-19 pandemic significantly impacted our communities by leading to the shutdown of traditional spaces for physical activity and social interaction, such as schools and playgrounds. The pandemic exacerbated California's obesity crisis by limiting access to safe spaces for healthy activity, encouraging more sedentary and unhealthy lifestyle choices, and spurring anxiety and social isolation.

In 2021, Champion Provider Fellows and Local Health Departments (LHDs) came together to discuss concerns about the health of their communities. As a result of these discussions, this toolkit was created as a strategy to foster community dialogue and develop potential solutions for these emerging health issues.

VIDEO

Understand the Issue

Listen to our Champion Provider Fellows—pediatricians and dentists working on the frontlines of the childhood obesity epidemic—speak about the enormity of the issue and learn how the COVID-19 pandemic has exacerbated the need to find solutions.

- [Video](#)

TIPSHEET

Get Started

Figuring out where to start doesn't have to be overwhelming. Use this tip sheet to help identify potential community partners and establish shared goals and priorities. Refer to the listed resources and start creating and evaluating activities.

- [Tipsheet](#)

ENGAGE & FOLLOW UP

Keep the Conversation Going

Strides in reducing childhood obesity can only be made through multimodal approaches. Use this guide to learn how to initiate meaningful conversations with families, schools and community members. Lasting changes begin with a small first step.

- [Engage & Follow Up](#)

TALKING POINTS

Speak Up

With your professional credibility and esteemed reputation, you hold an invaluable position of influence in the community. Use these talking points to clearly and consistently communicate the issue.

- [Talking Points](#)
- [Sources](#)

SOCIAL MEDIA

Encourage Participation

You are a natural advocate for children's health. The social media tips and town hall announcement template can help you spread awareness in your community about obesity.

Sample

You're Invited

Join us at a Town Hall this (day) at (time)

For a presentation of the Champion Provider Fellowship's [video](#) about how the COVID-19 pandemic has contributed to rising trends in **childhood obesity** and a discussion of how **you can help address this issue**

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Template

- [InDesign Packaged File](#)
- [Canva Template](#)
- Brand guidelines:
 - Headline: Raleway Thin, 101 pt, HEX#122147
 - Sub Headline: Source Sans Variable Bold, 42 pt, HEX#122147
 - Basic Paragraph: Source Sans Variable Light, 25 pt, HEX#122147

Tips

Before you get started, check out these social media tips to understand how to maximize content for each social media platform:

- Facebook:
 - Share status updates with web links, images, text, video
 - Best time to post: 1-4 p.m. daily
 - Good for reaching middle-aged adults
 - Supports web links, photo albums, videos and groups but not hashtags
 - [Facebook guide](#)
- Instagram:
 - Share photos and short videos with expanded captions
 - Best time to post: Mondays at 11 a.m., Tuesdays and Wednesdays from 10 a.m.–1 p.m., Thursdays and Fridays 10 a.m.–11 a.m.

- Good for reaching teens and young adults
- Supports photos, videos and hashtags but not direct sharing of links
- [Instagram guide](#)
- Twitter:
 - Share updates, reminders and quick tips
 - 280 character limit
 - Best time to post: Monday-Thursday, from 9 a.m.-3 p.m.
 - Good for reaching young adults and middle-aged professionals
 - Supports web links, retweets and hashtags but not long text
 - [Twitter guide](#)

RESOURCES

- [Resources File](#)

