

CHAMPION ROLE



THE CHAMPION ROLE IS IMPORTANT FOR A SUCCESSFUL PROGRAM.

A champion is someone who is willing and able to commit to the BeWell program and is invested in sharing the program with others to engage them in the concepts and activities. Champions spend no more than 30 minutes/week supporting the program at your organization.

LEAD CONTACT / LEAD CHAMPION ROLE

This role is the primary decision maker for organizational Be Well implementation. In addition to the roles detailed under “Core Stakeholder Champion Role”, this individual will:

- Work with PCPH/PNM staff to develop plans for implementation.
- Distribute Be Well materials.
- Carries out Be Well activities.
- Disseminates evaluation materials to identified groups.
- Manages budget for Be Well activities and materials (if funds are available).

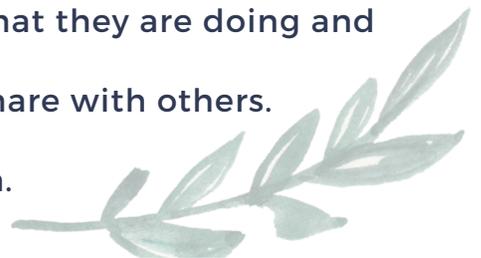
Suggestions for ongoing communication:

- **Set up easy systems.**
- **Have an online message chain where colleagues can share their activities, ideas, etc. (best to use what system(s) your site is already using)**
- **Share ideas at a staff or community meeting, or even the website page.**
- **Be creative, have fun!**

CORE STAKEHOLDER CHAMPION ROLE

This role should only take about 30 minutes per week - do this work as you see fit in your weekly schedule. In these 30 minutes, you will:

- Complete questionnaires or surveys as they become available.
 - Encourage colleagues to also complete questionnaires or surveys.
- Practice the activities associated with each Be Well concept during the scheduled month.
- Lead communication efforts
 - At the beginning of each practice month, share or talk about the practice with employees.
 - Support employees with their activities, as what they are doing and how it is going.
 - Ask employees to share stories, photos and share with others.
 - Share ideas with others.
 - Use the preferred method for communication.
- Have fun and encourage intentional practice.



TOGETHER WE CAN *build a better future!*