



LiveWell Moms Ambassador Program – Welcome to the Movement

In late May, LiveWell Colorado launched a statewide Culture Change campaign focused on educating Coloradans on small changes they can make that will have a significant impact on their health and the health of their families. We believe moms like you are a critical part of this campaign as you play the most consistent and active role in your family's health. As such, we are looking to you to help us spread the word and inspire your friends and family to think differently about the issue of obesity and what they can do to address it – at home and in the world.

What responsibilities will I be expected to fulfill as a LiveWell Mom?

Your role as a LiveWell Mom is to be a champion for living a healthy, balanced lifestyle with your family, and to spread your knowledge, struggles and successes, tricks and tips, issues and information, and new resources to your networks as part of the LiveWell Colorado campaign. As such, LiveWell Moms are expected to reach out to their social networks a minimum of three times a month to help spread the word on ways Colorado families can be healthier.

LiveWell Moms will be asked to share a wide variety of campaign information, mainly found on the LiveWell Colorado website and the LiveWell Colorado Facebook page, including, but not limited to:

- Exercise and nutrition information and tips
- Informative videos on healthy living
- Family-friendly recipes, shopping strategies, nutrition information
- Photos, videos, stories and challenges about the healthy changes your family is making
- Ways for others to get involved in the campaign
- Health and wellness activities/happenings around the state

LiveWell Colorado will contact you roughly twice a month with new ideas and content to share with your networks. In addition, the LiveWell Colorado website (www.livewellcolorado.org) and the LiveWell Colorado Facebook page (<http://www.facebook.com/pages/LiveWell-Colorado/197134780301163>) will always be sources of fresh information.

It is up to each LiveWell Mom to determine the methods of communication that work best for their circle of peers and influencers. LiveWell Colorado asks that each time you post, you use at least two delivery methods (e.g., Facebook and email or Twitter and a blog post, etc.). Posting your thoughts and updates on the LiveWell Colorado Facebook page will also count as a distribution method and we ask that you do this at least once a month.



All online posts must direct readers to www.livewellcolorado.org and the LiveWell Colorado Facebook page for more information. Facebook posts should tag LiveWell Colorado (tags are easily added by “Liking” the LiveWell Colorado page and adding the @ symbol before typing LiveWell Colorado to automatically link to the organization’s page). Tweets must be tagged with the #livewellCO hashtag and a shortened URL to the LiveWell Colorado website. Bit.ly offers a simple, free URL shortening service.

What are the benefits of being a LiveWell Mom?

LiveWell Colorado will empower its LiveWell Moms to become credible resources within their own peer groups—and hopefully beyond—to ensure Coloradans have positive motivation and hands-on mentorship that is needed to inspire and educate them about healthy living.

LiveWell Moms will also have the opportunity to earn a LiveWell Mom badge through participation in the program for display on their blog, Facebook avatar and/or email signature. The purpose of this badge will be to celebrate the collective achievements of all the LiveWell Mom ambassadors and encourage your peers to take notice of your commitment to health in Colorado and hopefully in turn, get them involved as well. LiveWell Mom badges will be available to LiveWell Moms who are active in the program after their first month of participation.

Lastly, LiveWell Colorado will sporadically provide LiveWell Moms with thank you gifts.

Who do I contact with questions

LiveWell Colorado representative Tracy Boyle is available to answer any questions you may have throughout your participation in the program. Tracy can be reached at tracyboyle@livewellcolorado.org.

LiveWell Colorado appreciates your support and enthusiasm for helping inspire families across Colorado to make small changes towards a healthy lifestyle!