Tips and Tools to Recruit
Choose Health Action Teens

Being a Choose Health Action Teen is a great opportunity for teens. They can gain leadership and teaching skills, learn about healthy eating and active play, and have fun with other teens and younger children.

But before teens can benefit from the CHAT experience, we have to find and convince teens to be a CHAT. This takes responsibility and a commitment of time.

Recruitment Tips
In addition to existing 4-H teens, you may want to recruit other youth who aren’t already part of 4-H. To do this, you’ll want to identify key individuals who have ready access to teens and who can influence them to be interested in being a CHAT. These might include: high school principals, assistant principals for instruction, guidance staff, teachers of health-related subjects, participation-in-government teachers, and so forth.

Agency staff that serve teens such as Youth Bureaus, teen workforce development programs, the Boys and Girls Club, YMCA, YWCA, faith-based programs, etc. may also help identify and recruit CHATs. Some educators have partnered with high school-based after-school programs to recruit CHATs who then teach younger youth in the same school district.

Recruitment Tools
Recruitment tool templates are provided (as shown on the right) to make it easier for you to publicize your need for teens.

As with any recruitment effort, however, nothing can replace face-to-face persuasion, and word-of-mouth is often the most effective publicity strategy. For instance, you might try calling or meeting with some of the key individuals identified above. Plan how you will use these strategies in addition to tools in this guide.

CHAT Recruitment Tools
In this section you will find the following recruitment tools:

Teen Tools (In green headings to match CHAT Handouts):

- CHAT Job Description
- CHAT Application
- CHAT Contract

CHAT and CHFFF Flyers:

- CHAT flyer directed toward interested teens
- CHAT flyer directed toward Health, Physical Education, and Family and Consumer Science teachers
- CHAT flyer directed toward Service Learning Educators
- Choose Health: Food, Fun, and Fitness flyer

Samples:

- Sample News Release
- Sample Newsletter Article
- Sample Letter to School Personnel
### Getting Started with Teen Recruitment

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<tr>
<th>When</th>
<th>Questions to answer</th>
<th>Resources</th>
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<tbody>
<tr>
<td>3 or more months before CHAT Teen Training</td>
<td>Will we recruit teens to be ready to roll when we find program site(s)? Or will we recruit program site(s) first so we can present a concrete schedule to potential CHATs? How many teens do we need to recruit (with the plan of at least two teens co-facilitating each lesson and understanding that all teens may not be available for each lesson)? Will we look mostly to traditional 4-H Audiences, or will we seek teens not previously connected to 4-H by connecting with schools, home-schoolers, or other community agencies? What’s our tentative CHAT training schedule? Have we reserved space? Have we checked school, community, and 4-H calendars to avoid scheduling conflicts?</td>
<td>Partnership Agreement (page 3)</td>
</tr>
<tr>
<td>2 or more months before CHAT Training</td>
<td>How will we reach the teens we target? Which recruitment tools will we use? Are we ready to respond to teen questions? Where will we advertise? (4-H Newsletter, local media, schools, personal visits with school personnel, etc.) Have we provided CHAT applications and job descriptions to interested teens, adding relevant local information to the provided template?</td>
<td>CHAT Recruitment Flyers <strong>CHAT Guide, CHFFFF Educator Training and Update Conference Call Notes</strong> Sample news release / newsletter articles / personal contact letter <strong>CHAT Application and Job Description</strong></td>
</tr>
<tr>
<td>1 month before CHAT Training</td>
<td>Do we need to re-advertise and/or make personal appeals to teens or adults who may refer teens to become CHATs? Have we reviewed applications and set up interviews? Have we interviewed interested teens, asking them what skills they already have and what skills they hope to develop as a CHAT? Have we asked teens and their parents to sign the CHAT contract outlining responsibilities? Have we helped CHATs get acquainted even before the training, discussing availability, transportation, etc.? Have we scheduled training when most teens can attend? Or do we need to revise our training schedule to accommodate the teens we want most?</td>
<td>CHAT Recruitment Flyers / personal contacts <strong>Life Skills Model</strong> <strong>CHAT Contract</strong></td>
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CHAT Job Description

Position Title: Choose Health Action Teen (CHAT)

Purpose: To promote healthy eating and encourage increased physical activity among 8-12-year-olds

Time Commitment:
- 1 year minimum: 10-40 hours training plus teaching time

Responsibilities:
- Attend training sessions
- Co-teach (with an adult partner and/or other teens) up to 6 lessons from the Choose Health: Food, Fun, and Fitness curriculum
- Model and encourage healthy eating and increased levels of physical activity
- Promote the CHAT project by recruiting other teens to serve as CHATs

Qualifications:
- Teens between the ages of 14-19
- An interest in learning about healthy eating and the benefits of an active lifestyle
- The ability to communicate the value of healthy eating and increased physical activity
- Strong public speaking skills

Benefits:
- Enhanced leadership skills
- Opportunities to meet and share ideas with other teens and adult volunteers
- Involvement in Choose Health programs at county, district and state levels
- Opportunity to explore career options of teaching and/or nutrition education

Resources:
- Ongoing support from your county Cornell Cooperative Extension staff

(Insert a copy of job description in CHAT Handouts Notebook.)
Name: ___________________________________________ Home Phone: ____________________________

Street Address: ________________________________ Cell Phone: ________________________________

City, State, Zip: ________________________________ Email: ______________________________________

Age: _______ Grade: _________ Name of School: ____________________________________________

Being a Choose Health Action Teen will require you to volunteer after-school and/or during school vacations. Check days during the school year when you are usually available after school.

Monday _______ Tuesday _______ Wednesday _______ Thursday _______ Friday _______

Please describe times you might not be available (sports practice/games, school play, other activities, etc.):

____________________________________________________________________________________

____________________________________________________________________________________

Please describe your interest in being a Choose Health Action Teen.

____________________________________________________________________________________

____________________________________________________________________________________

Please describe any experience you have working with younger children aged 8-12 (baby-sitter, camp counselor, tutor, big brother/big sister, etc.)

____________________________________________________________________________________

____________________________________________________________________________________

Please describe any experience or training you have had with public speaking.

____________________________________________________________________________________

____________________________________________________________________________________

Signed: Teen CHAT Applicant Date Signed: Parent or Guardian

___________________________________________ ______________________________

Signed: Teen CHAT Applicant Date Signed: Parent or Guardian

___________________________________________ ______________________________

Please return to: ______________________________ By (date): ______________________________
CHAT Contract

Agreement between: Choose Health Action Teen: ____________________________,
Cornell Cooperative Extension of ________________ County, and
Teen’s Parent or Guardian: ________________________________

I, _____________________________, as a Choose Health Action Teen, agree to:
  • Arrive on time and participate fully in all CHAT training sessions
  • Learn and prepare to teach Choose Health: Food, Fun, and Fitness (CHFFF) lessons
  • Follow the curriculum and lesson guides, using my own words to deliver CHFFF messages
  • Teach or co-teach the number of CHFFF lessons as agreed at the end of CHAT Training
  • Alert my adult mentor/partner at least 6 hours ahead of time if I am unable to meet the
    commitment for teaching that I have agreed to
  • Arrive for each teaching assignment at least 15 minutes prior to the time a lesson is scheduled
    to be taught
  • Conduct myself professionally and politely as a guest of the program where teaching; follow
    program rules
  • Leave program space cleaner than I find it
  • Thoughtfully engage in CHAT evaluation with my adult mentor/partner and for the statewide
    CHAT program evaluation

Cornell Cooperative Extension Educators/Adult Mentors/Partners agree to:
  • Provide CHAT training to adequately prepare CHATs to succeed
  • Arrange teaching opportunities and schedule CHATs to fulfill those opportunities
  • Provide materials and equipment – or request that the program provides certain items such as
    table, sink, stove (if available), play equipment, food ingredients, and so forth.
  • Support CHATs with timely feedback and coaching, child supervision, and back-up as needed

Parents agree to:
  • Provide transportation so CHATs can participate in training and teaching opportunities
  • Support healthy eating and active living goals set by their teen(s)

__________________________________________________  ____________________________
Signed Date
(Cornell Cooperative Extension Educator)

(Choose Health Action Teen)

__________________________________________________  ____________________________
Signed Date
(Parent or Guardian)

(Insert a completed copy of contract in CHAT Handouts Notebook.)
For Teens Who Care About Health

Be a Choose Health Action Teen!

Do You Like To …

• Play with younger kids?
• Lead games and activities?
• Make and eat healthy snacks?
• Help others learn?
• Practice leadership skills?
• Make a difference?

Are You …

• 14-19 years old?
• Looking for ways to build your skills and your resume?
• Available after school?

Be a Choose Health Action Teen!

What Does a Choose Health Action Teen Do?

• Attend fun training sessions with other teens where you’ll learn how to help younger kids have fun while they learn about health, nutrition, and fitness!
• Teach about healthy eating and active play in after-school or other programs with an adult partner
• Lead active games with kids
• Make and eat healthy snacks with kids
• Help kids think about what they eat (sugar in drinks, fat in fast foods, and more!)
• Have fun and learn leadership skills!

The Details

Attach label here
with local contact information,
program/training dates, etc.

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Choose Health Action Teens

Please help us recruit teens to teach nutrition, health, and fitness to younger children in out-of-school settings!

Teens can influence elementary students in ways adults can’t – and your students will apply knowledge and skills they learned in your classroom!

What Choose Health Action Teens Do

- Attend 10-40 hours training to learn how to help younger kids have fun while they learn about health, nutrition, and fitness!
- Co-teach a new Cornell curriculum focused on key behaviors that research shows prevent childhood obesity (in out-of-school programs with an adult partner)
- Lead active games with kids
- Make (and eat) healthy snacks with kids
- Help kids think about what they eat (sugar in drinks, fat in fast foods, and more!)
- Have fun and learn leadership skills!
- Encourage the availability of healthier choices for children in out-of-school time!

Meets Learning Standards including:

- Know components of personal wellness…establish fitness/wellness goals…
- Apply knowledge of food choices to plan a balanced diet …
- Make physical activity an important part of life …
- Demonstrate competence in leading and participating in group activities.
- Recognize influences that affect health choices and behaviors.
- Demonstrate necessary knowledge and skills to promote healthy development into adulthood.
- And more!

For More Information:

Attach label with local contact information here.

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Choose Health Action Teens

Please help us recruit teens to teach nutrition, health, and fitness to younger children in out-of-school settings!

Being a Choose Health Action Teen can be part of a great service-learning project for your students. Once they get a taste for the rewards of volunteering with children, who knows how far they might go?

What Choose Health Action Teens Do

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- Encourage the availability of healthier choices for children in out-of-school time!

Meets Learning Standards

- Career Development and Occupational Studies: integrated learning, universal foundation skills
- Health, Physical Education, Family and Consumer Science: personal health and fitness, resource management
- Mathematics, Science, and Technology: interdisciplinary problem solving
- Social Studies: civics, citizenship, and government

For More Information:

Attach label with local contact information here.

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Choose Health: Food, Fun, and Fitness

Healthy Eating and Active Living for 8-12 Year-Olds

Six Hands-On, Interactive Lessons with Food and Games:
1. Drink Low Fat Milk and Water instead of Sweetened Drinks
2. Eat a Rainbow! Eat More Vegetables and Fruits
3. Read it Before You Eat It! The Nutrition Facts Label
4. Make Half Your Grains Whole! Eat More Whole Grains
5. Healthier Foods – Fast: Eat Fewer High-Fat, High Sugar Foods
6. Power Up Your Day: Eat Breakfast

Cornell Cooperative Extension 4-H and Division of Nutritional Sciences, Cornell University

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Teens Needed to Teach Healthy Eating and Active Living to 8-12-Year-Olds in New 4-H Program

“Teens have a great opportunity to participate in a 4-H nutrition and fitness education program called Choose Health: Food, Fun, and Fitness,” says _________________________, Cornell Cooperative Extension Educator. Choose Health Action Teens or CHATs get training in nutrition and active living, and then use those skills to teach healthy habits to younger children.

The hands-on, interactive program is designed to teach children in after-school or school-break programs about the importance of healthy eating and active play in their daily lives.

“Choose Health came out of a concern that many children have habits that could lead to overweight and chronic disease either in childhood or as they become adults,” explains _____________________________. “We want all kids to learn healthier habits – and have fun doing so!”

The hands-on lessons include opportunities for children to measure the amount of sugar in soda and other popular drinks, explore ways to eat more vegetables and fruits, learn to use Nutrition Facts Labels to determine sugar and fat content in foods as well as to choose more whole grain and high fiber foods, see the amount of fat in fast food meals, and plan ways to start their days with a healthy breakfast.

Active games and healthy snacks are part of every lesson, as is a family newsletter with recipes and ideas to help families be active.

Choose Health Action Teens will gain leadership and teaching skills, as well as a greater understanding of and commitment to healthy eating.

For more information about becoming a Choose Health Action Teen (CHAT) or about the Choose Health: Food, Fun, and Fitness program, call ______________________________.
Be a Choose Health Action Teen!

Do you like to lead games and activities with younger kids, make and eat healthy snacks, practice your own leadership skills, and make a difference in the lives of others?

Then becoming a Choose Health Action Teen (CHAT) might be for you!

As a CHAT, you’ll attend fun training sessions with other teens where you’ll learn how to help younger kids have fun while they also learn about health, nutrition, and fitness. You’ll teach about healthy eating and active living in after-school or school-break programs. You’ll lead active games and help kids make healthy snacks.

For a CHAT application and volunteer job description including time commitment, contact the Cornell Cooperative Extension Office at _______________________. Applications are due on _______________________.

CHAT Training is scheduled for _______________________.

Help younger children think about what they eat – sugar in drinks, fat in fast foods, and a lot more – while you have fun and learn leadership skills!
Date:

To: School Principals, Guidance Counselors, Health, Physical Education, Family and Consumer Science, and Service Learning Teachers and Advisors

About: Choose Health Action Teens

Please help us publicize a great opportunity for your students! We’re looking for teens, aged 14-19, with an interest in health, to become Choose Health Action Teens (CHATs).

CHATs will help adult educators teach lessons about healthy eating and active living to younger children in after-school or school-break programs using the Choose Health: Food, Fun, and Fitness curriculum developed by Cornell’s Division of Nutritional Sciences and the 4-H Youth Development Program.

4-H Youth Development is the youth arm of Cornell Cooperative Extension with a local office at ______________________. The mission is to help young people develop into responsible, self-directed, productive citizens through research-based, learn-by-doing education.

Choose Health: Food, Fun, and Fitness is aimed at 8-12 year-olds and targets behaviors that research shows are most associated with preventing childhood obesity and chronic disease. Lessons are fun and interactive with active games, food preparation of healthy snacks, and goal-setting to help all children develop healthy habits.

CHATs will receive training to teach lessons about replacing sweetened drinks with low-fat milk and water, eating more vegetables and fruits, using the Nutrition Facts Labels to choose more whole grain and high-fiber foods and fewer high-fat and high-sugar foods, reducing fast food, and eating healthy breakfasts. CHAT training includes useful leadership and teaching skills which teens will use as they lead active games and help younger children make and eat healthy snacks.

Being a CHAT may also qualify as mandated service learning for your students.

Please help us distribute the attached flyers to staff who can help identify teens and to teens themselves who may be interested in becoming a Choose Health Action Teen.

Thank you for your help! If you’d like more information, please feel free to contact me at ______________________.

Sincerely ______________________

5 Recruit Teens
Optional Interview Activity

Use the 4-H Targeting Life Skills model below to get to know potential CHATs and help them understand the role(s) that they will play. Ask CHAT applicants to circle the skills that they think they already have and put a star next to the skills they would like to develop while serving as a Choose Health Action Teen.

Then talk about how they can use existing skills and develop new ones as a CHAT.