



Community Champions

Did you know that community champions volunteer their time to share information, start conversations and connect people with support and opportunities?

Community Champions can be found in neighbourhoods, community groups, workplaces, schools, faith groups, sports clubs and many other settings. They often help bridge the gap between services and local communities, ensuring information reaches people in a way that is relevant and accessible.

Research shows that people are often more likely to trust information shared by someone they know. Community Champions help services understand what matters to local people while helping residents access support and opportunities available to them.

They can help to improve awareness of health and wellbeing information, reduce barriers to accessing support and services, encourage healthy lifestyle choices, increase community participation and social connection and provide valuable community insight and feedback.

By creating conversations, sharing trusted information and encouraging people to seek help when needed, Champions can make a difference to both individuals and the wider community's wellbeing.

Who makes a good Champion?

Anyone can make a good Champion.

They don't need a professional qualification, specialist knowledge or previous experience. Champions come from all walks of life and bring a wide range of experiences, skills and perspectives.

Some qualities that make a good Champion include:

- Being approachable and friendly.
- A willingness to listen to others.
- Caring about your community.
- Being reliable and trustworthy.
- An interest in health and wellbeing.
- A desire to help people access information and support.

Champions are people who want to make a difference. They are not a counsellor, healthcare professional, crisis support worker or someone who is expected to solve people's problems.

Instead, Champions help by listening, sharing information, encouraging conversations and signposting people towards appropriate support and services.

There are a variety of Champion programmes available across the county, allowing people to get involved in ways that match their interests, experiences and passions.

To see the various Community Champions opportunities across County Durham, please follow the links below:

- [County Durham Together Community Champions](#)
- [Suicide Prevention Champion](#)
- [Cancer Champions](#)
- [Better at Work Award Health Advocates](#)