

HEALTH AMBASSADOR PROGRAM



Program Overview

The **Akwesasne Health Ambassador Program** is a winter wellness initiative designed to promote healthy living, motivation, and community engagement through positive peer influence. From **December 2025 through March 2026**, selected community members will serve as **Health Ambassadors**, working with a **health coach** to set and achieve personal wellness goals.

Ambassadors will share their progress and participate in weekly challenges focused on fitness, nutrition, and overall well-being. The program aims to inspire healthy habits throughout Akwesasne by showcasing relatable, community-driven role models.

Program Goals

1. Encourage healthy lifestyle changes during the winter months.
2. Increase community engagement and visibility around wellness initiatives.
3. Provide individualized support through access to health coaching.
4. Create local role models to motivate others to prioritize health.
5. Collect feedback and media (photos/testimonials) to support future health promotion campaigns.

How It Works

Recruitment

- The program will **hire Health Ambassadors** from the Akwesasne community.
- Applications will open in **November 2025** via social media, email, and community outreach.
- Selected participants will represent a mix of ages, backgrounds, and wellness goals to reflect community diversity.

Onboarding & Orientation

- Each Ambassador will meet with a **Personal Trainer**, for baseline assessments utilizing the Styku machine, outlining 1–3 defined and achievable goals for the winter (e.g., changes body composition, overall weight loss, fat percentage loss, muscle gain).
- Participants will sign a participation agreement outlining expectations, consent for photo sharing, and confidentiality.

Program Components

- **Weekly Health Challenges:** Ambassadors will receive small, themed challenges each week (e.g., “Complete 30 squats” “Take a 30-minute walk 3x this week”). Ambassadors can post their photos or videos in the Facebook group and we will add promotional graphics on to them to share within the community. Of the week’s participants, we will chose one winner for a prize.
- **Check-ins:** Ambassadors will have optional check-ins with their health coach to track progress and adjust goals. One mandatory check-in will occur in March to determine if goal(s) were met.
- **Incentives:**
 - Weekly participation prizes (gift cards, wellness items, etc.)
 - Recognition posts on social media featuring participant stories and photos
 - Completion reward for achieving or maintaining goals at the end of March

Community Engagement

- Ambassadors will be encouraged to share photos, updates, and reflections throughout the program.
- These stories will be highlighted on **social media** and newsletters to inspire others to get involved in health promotion activities.

Remuneration

- Ambassadors will receive \$100 CAD per goal met (for up to 3 goals) upon final check-ins in March 2026.