

# Steps to a Healthier Salinas

*an initiative of the*  
**Monterey County Health Department**

**Elsa M. Mendoza, MPH**



# President's Healthier US Initiative

Help Americans take steps to improve personal health and fitness. Encourages all to:

- Be physically active each day
- Eat a nutritious diet
- Get preventive screening
- Make healthy choices, avoid risky behaviors



# Secretary's Steps to a HealthierUS Initiative

Envisions a healthy, strong U.S. supported by a health care system in which chronic diseases are:

- prevented when possible
- controlled when necessary
- treated when appropriate



# Cooperative Agreement Program

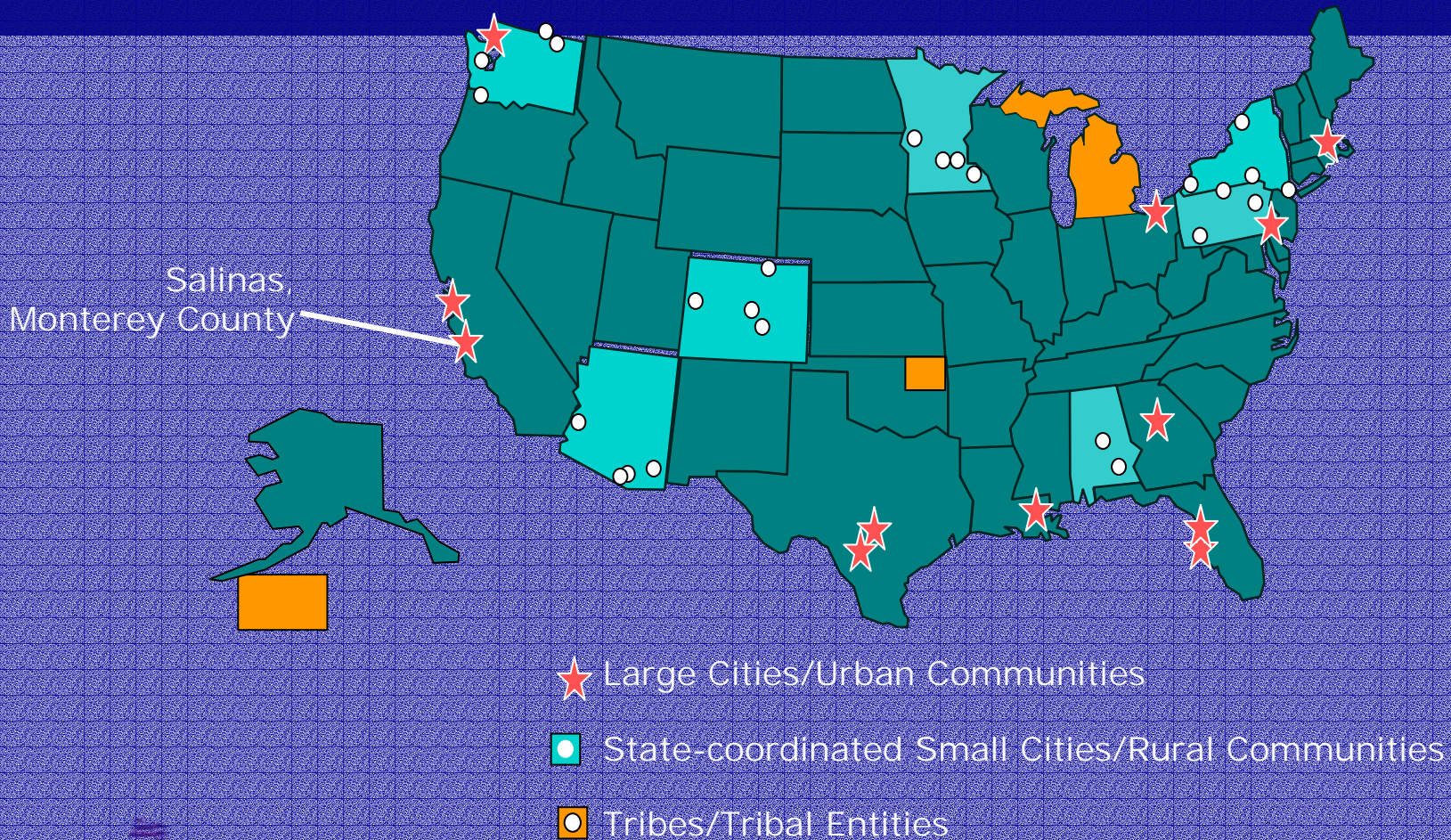
- 5 Year Initiative
- Funds Communities
  - State coordinated small cities and rural communities
  - Large cities and urban communities
  - Tribal consortium
- Steps Focus



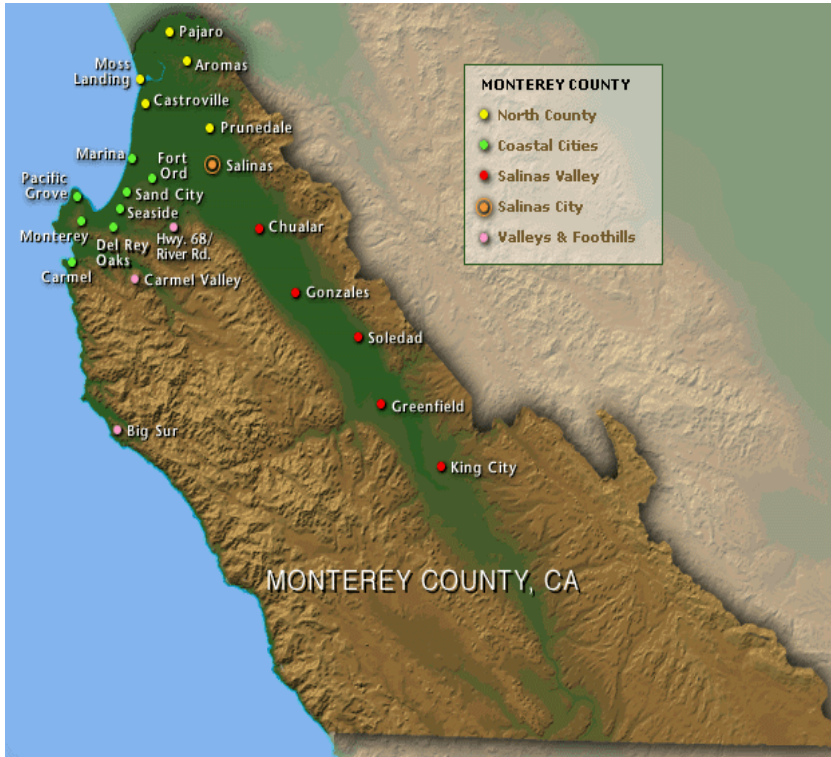
# Socio Ecological Model



# Cooperative Agreement Program



# Monterey County



• **Population: 420,000**

• **Square Miles: 3,224**

• **Average Home Prices:  
\$350,000 – \$700,000**

• **Farm Workers Annual  
Salary: \$25,000 and under**

# City of Salinas



- Population: 151,000
- 64% Latino population



# Steps to a Healthier Salinas

- Why was Monterey County chosen?
  - Department's commitment to health promotion
  - Partnership with academic institutions
  - Focus on Latino and low income communities in the City of Salinas
  - Relationships with CBOs
- \$8 million for 5 years, 2003 – 2008



# Our Strategy

- Multiple channels
- Organizational change
- Policy development
- Sustainable activities



# Evaluation

- Baseline data
- Result highlights
- Other data sources

# Council for a Healthier Salinas

- Membership
- Strategic Plan
  - School Wellness Policies
  - Built Environment
  - Worksite Wellness Policies
  - Access to local, fresh foods



# Journey to a Wellness Policy

- Distribute educational materials
- Link to community resources
- Provide onsite educational presentations
- Assist in formation of a walking club
- Formation of Wellness Committee

# Walking...it's for everyone



# School Wellness



# Business Worksite Wellness

- Agricultural Employers
- Salinas Valley Chamber of Commerce
- SUBA District
  - Corner Stores
  - Taquerias

# Worksite Wellness

**SALINAS VALLEY  
Chamber of Commerce**



# SUBA District Businesses



# Community Wellness



# Social Marketing

- Social marketing vs. Advocacy
- Social Norm
- Strategy

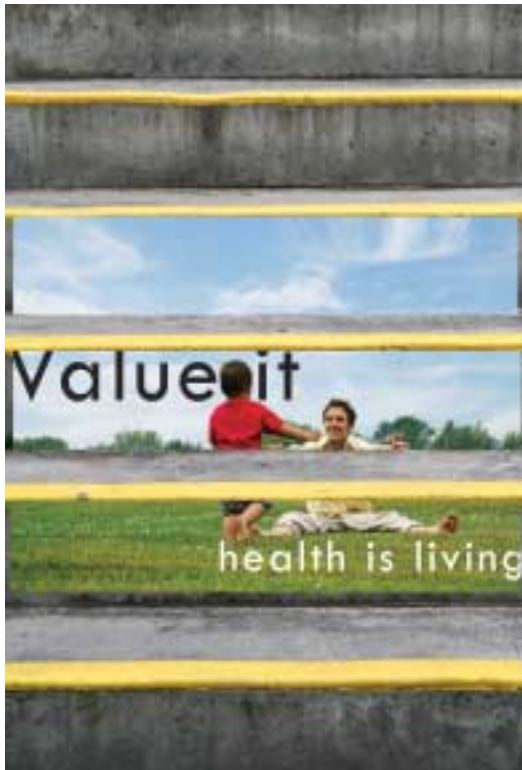
# Value it...it's the Steps We Take



# Marketing Mix

- Advertising
- Earned Media
- Outdoor Promotions
- Material Development

# Outdoor Promotions



# Digital Stories – Local Heroes

OBESITY  
**ASTHMA**

This poster is available in Spanish and Chinese. For more information, visit [www.steps2health.org](http://www.steps2health.org).

## MY FIRST STEP Education

**The truth is,** asthma is a life-threatening illness. Many people in Salinas don't know that they have asthma or what to do if someone is having an asthma attack.

Staying active, eating healthy, getting smoking and drinking alcohol and others about asthma are important first steps to protecting yourself and the ones you love.

**Every Step Counts!**



[www.steps2healthinsalinas.org](http://www.steps2healthinsalinas.org)

# Steps is a model that will affect how public health services and health care is delivered in Monterey County



# Partners

## Technical Partners

Stanford University

Public Health Institute, Department of Health BRFSS

Brown Miller Communications

## Community Partners

Office of Education

Lung Association

Salinas Valley Memorial

Diabetes Care Center

Natividad Medical Center

Central Coast Alliance - Medical Managed Care Agency

Clinical Services Division-HD

United Way

Prevention Institute

Clinica de Salud

YMCA



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