



# Steps to a Healthier Salinas

by

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# Initiative Overview

- HHS Initiative from President Bush's *HealthierUS* goal
- FY 2003, \$13.6 million allocated for communities
- FY 2004, \$35.8 million allocated for communities



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# Steps to a Healthier Salinas

- \$8 million for 5 years, 2003 – 2008
- Focus on Latinos and low income communities in the City of Salinas
- Primary, secondary, and tertiary prevention strategies focusing on organizational change and policy development to address diabetes, obesity and asthma



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# Our Strategy

- Integration of chronic disease prevention and health promotion efforts
- Support for adoption of environmental changes to promote behavior change and healthy lifestyles through sustainable activities



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# Intervention Channels

- Health care providers
- Community
- Schools
- Taquerias
- Agricultural employers
- Faith based organizations



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# Partners

- Technical Partners

Stanford University  
Public Health Institute

- Community Partners

MCOE	NMC	EMS
ALACC	United Way	YMCA
CCAH	MCHD clinics	CSVS
WIC	Diabetes Care Center	
SVMH	Prevention Institute	



# Digital Stories

## DEFINITION:

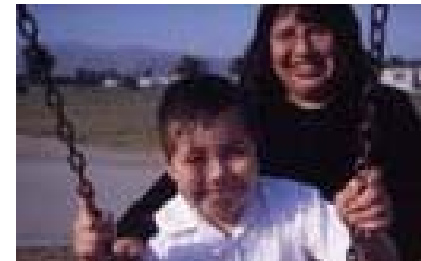
Digital Stories are short (three-to-five minutes) multi-media movies that integrate recorded voiceover narrations and music with visual montages of images, photographs, graphics, film clips, art and memorabilia to tell compelling personal stories.

A 3-day digital storytelling workshop teaches participants with little to no computer and/or multimedia/video production experience how to combine elements of creative writing, oral history, and digital media manipulation into short digital movies.



# Digital Stories

Individuals in the community developed their own Digital Stories to share their experiences, to prompt discussion about issues related to asthma, obesity and/or diabetes, and to put forth their own prevention messages in a personal and meaningful way.



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# Digital Stories

- Workshop participants felt empowered and engaged, and developed a personal connection to the initiative.
- In addition to personal growth, they want to stay involved and volunteer as local spokes people.
- Throughout the campaign, additional individuals will be asked to share their story.



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# Digital Stories

The completed *Digital Stories* are used as the foundation to develop other social marketing materials

They are posted on the website, used as part of the printed materials, and shown at community events and presentations



Rosa - Asthma



Marvin - Diabetes



# Community Narrowcast Program

Narrowcasting works as a strategy to deliver highly targeted and relevant information to individuals in their daily environment.

Narrowcast methodology places program materials in “public private spaces” such as restrooms, waiting areas and treatment rooms.

*“Effective community programs involve people in their homes, worksites places of worship and entertainment, civic organizations, and other public places.” (CDC, Healthy People 2010)*

These strategic placements are within community venues where individuals from a priority population are alone and thereby uniquely receptive to educational preventative information.



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# Community Narrowcast Program

Displays are placed within community venues where individuals from a priority population are alone and thereby uniquely receptive to educational preventative information.

## Focus on East Salinas

- Churches
- Social service venues
- Personal service venues
- Community-based organizations
- Clinics and healthcare providers
- Employers
- General merchandise and markets



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# Community Narrowcast Program

**OBESIDAD**  
**ASTHMA**



*Back and her son, Attwale*

*"My husband, my three sons and I all suffer from asthma. After my son had an asthma attack at school I took responsibility to educate others about asthma."*

This publication is supported by the Steps to a Healthier U.S. Cooperative Agreement Program of the U.S. Department of Health and Human Services. While the contents do not necessarily represent the official view of HHS.

**MY FIRST STEP**  
Education

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

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

**Every Step Counts!**



**OBESIDAD**  
**DIABETES**



*Marvin, 81*

*"For 22 years I controlled my diabetes without having to take drugs or insulin shots!"*

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**MY FIRST STEP**  
Staying Active

The truth is, diabetes can cause blindness, stroke, heart attack, kidney failure, amputations and early death. Many people in Salinas don't know that they have diabetes.

Staying active, eating healthy, quitting smoking, and informing yourself and others about diabetes are important first steps to protecting yourself and the ones you love.

**Every Step Counts!**



**DIABETES**  
**OBESIDAD**



*"Por muchos años yo fui yo-yo con respecto a mi peso."*

Este publicación está patrocinada por el Programa de Acuerdo Cooperativo del Departamento de Salud y Servicios Humanos (HHS) de los Estados Unidos. "Pasos para un Salinas más Saludable". Este contenido no representa necesariamente el punto de vista oficial del HHS.

**MÍ PRIMER PASO**  
comer sano

La verdad es que en Salinas muchos adultos y niños están pasados de peso o son obesos / no saben que están en riesgo creciente de tener enfermedades peligrosas como la diabetes tipo 2, problemas del corazón y derrames cerebrales.

Mantenerse activo, comer saludablemente, dejar de fumar, informarse e informar a los demás sobre la obesidad son los primeros pasos importantes para protegerse uno y a los que uno ama.

**¡Cada paso cuenta!**



- Three posters in English and Spanish focused on Asthma, Diabetes and Obesity.
- Corresponding take-away brochures.



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# Community Narrowcast Program

## ASTHMA

### STEP 1 Know the Facts

**IN MONTEREY COUNTY**  
 25,000 adults suffer from asthma. Many more have not been diagnosed or seen a doctor.  
 • 15% of children 0-14 years were hospitalized for asthma in 2002.  
 • 14.2% of adults smoke.

Asthma is a breathing condition that leads to coughing, wheezing, trouble catching your breath, and a chest that feels tight. Even chest pains, dizziness, and always having to clear your throat can be signs of asthma. Asthma is a serious, potentially life-threatening illness and any symptoms should be checked out by a doctor.

An asthma attack can feel like trying to suck air in and push it out through a straw!

**Triggers that can cause an asthma attack include**

- Having a cold, excitement or stress
- Smoking and secondhand smoke
- Outdoor air pollution and pollen
- Food Allergies
- Indoor dust, mold, air fresheners, cleaning products, cosmetics, hair products, detergent, paint, glue, fireplaces, and pets

### STEP 2 Be Prepared

1. Anyone in your family with asthma should have an Asthma Action Card with information about what to do and who to contact during an attack with them at all times.
2. Share it with your child's teacher, the school nurse, the principal, parents of your child's friends and anyone else that may look after your child from time to time.

Sample card from the Asthma and Allergy Foundation of America: [www.aafa.org/AsthmaActionCardStudent.pdf](http://www.aafa.org/AsthmaActionCardStudent.pdf)

One or all of the following can be warning signs of an asthma attack

- Coughing or wheezing
- Hunched or leaning over
- Trouble completing a sentence without pausing for breath
- The lips or fingertips turn blue
- Problems moving around normally

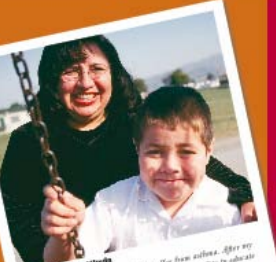
What to do during an asthma attack

- 1 Do not panic and stay calm
- 2 Check if the person has an asthma action plan
- 3 Administer recommended medications
- 4 Call the person's physician and/or parents if it's a child
- 5 Do not hesitate to seek emergency care if there is any question of a life-threatening emergency

### MY FIRST STEP

Staying Active  
Eating Healthy  
Staying Informed  
Quitting Smoking

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



**Black and her son, Alfredo**  
 "My husband, my three sons and I all suffer from asthma. After my son had an asthma attack at school I took responsibility to educate others about asthma."

Brochure Front

## STEP 3 Stay Active

Getting regular physical activity can improve your breathing, and lead to fewer asthma attacks.

Just remember to follow these tips.

- Ease into it and take breaks
- Try not to exercise alone
- Avoid triggers. Help out your airways by breathing through your nose instead of your mouth.

## STEP 4 Know Your Rights

Students with asthma are protected under Title II of the American Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973.

The Individuals with Disabilities Education Act (IDEA) provides funds to help schools serve these students, when schools follow specific requirements.

In California, students are allowed to carry lifesaving asthma medications.

For more information contact the Department of Education: Office for Civil Rights: 1-800-421-3481.

## STEP 5 Contact these Resources

**American Lung Association of the Central Coast-Monterey/Piedra**  
 Phone: 831.373.7908 or 1.800.LUNG.USA  
[www.alzcoast.org](http://www.alzcoast.org)

The Proactive Families Against Asthma (PFAA) program offers free at-home asthma management services to families with children under the age of five who have asthma.

**Allergy & Asthma Network Mothers of Asthmatics (AANMA)**  
[www.aanma.org](http://www.aanma.org) or 1.800.378.4423  
 District staff members answer AANMA's toll-free help line Mon-Fri from 6 am to 3 pm.

**Clinica de Salud del Valle de Salinas (CSVS)**  
 831.757.8885 / 440 Argon Blvd, Salinas  
 Services include: family health care, family planning, well child, adolescent and adult care, nutrition and health education, obesity and weight management, immunizations and more (Services open to everyone).



**Alisal Health Center**  
 831.766.8600 / E Alisal St, Suite 201, Salinas  
 Services include: prenatal and postpartum care, screening and treatment of sick and well children and adults, sports physicals, immunizations, program testing and family planning services (Services open to everyone).

**Laurel Street Clinics**  
 831.750.4123 / 1441 Constitution Blvd, Bldg 200, Salinas  
 Services include: prenatal and postpartum care, screening and treatment of sick and well children and adults, sports physicals, immunizations, program testing and family planning services (Services open to everyone).

**California Smokers' Helpline**  
 1.800.NoButts (1.800.662.6887)  
 Contact the Monterey County Health Department's Tobacco Cessation Program for additional local resources: [www.salinas.ca.gov/Health/Smoking/quit.htm](http://www.salinas.ca.gov/Health/Smoking/quit.htm)

**National Heart, Lung and Blood Institute**  
 202.292.8675 or [www.hhs.gov/nhlbi](http://www.hhs.gov/nhlbi)  
 Find out: How Asthma Friendly is your school?  
[www.nhlbi.gov/asthmafriendly](http://www.nhlbi.gov/asthmafriendly)

**Centers for Disease Control and Prevention (CDC)**  
[www.cdc.gov/asthma](http://www.cdc.gov/asthma)

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# Application of Steps

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

Thank You

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