



Value It! its the steps we take

Steps to a Healthier Salinas is working to reduce the burden of diabetes, asthma and obesity in the City of Salinas. The program promotes good nutrition, physical activity, and smoking cessation.

Give back to your community!

We have identified taquerías as one of the places in which small changes can have huge benefits for the health of the citizens of Salinas. By taking small steps, you can create an environment that supports healthy lifestyle choices in your taquería.

Promote healthy lifestyles in your taquería!

We can help you promote healthy options that you already have in your taquería, with signs and incentives for your customers. In addition, if you would like to learn more about how to make food healthier, we can offer you tips and support for making small changes. Examples of participation are:

- Create smoke-free entryways
- Distribute health education materials
- Promote the healthier options you already have in your taquería
- Introduce and promote new healthy practices in your taquería

You will get so much in return!

- Promotion of healthier options through signs, pictures, table tents, and brochures
- Participation in “Value it! It’s the steps we take” media campaign
- Gifts for staff and customers
- Recognition of your commitment to improve the health of your community

Join the Steps to a Healthier Salinas taquería program. It’s easy, fun and what’s more, you will be doing something good for your community. To participate in the program, or for more information, call Elan Bobay at: (831) 755-4625.

