Healthy Eating on Franklin Blvd Objective:

To improve the health of residents in Franklin Blvd District by educating restaurant owners and community members, and training them to advocate for healthy food in their community. We hope to improve health knowledge and health advocacy skills of restaurants and community members. By coming together to learn about diet-related disease and being trained to be self-sufficient in improving their community, we hope to begin changing the health environment with these residents

Restaurant receives special training in marketing their healthy menu items.



Residents receive special training in identifying healthy menu items in their community.







Residents and restaurants learn about the current health of their community and how to improve health through healthy eating. They make a commitment to support one another.





(2) Restaurant

Latino-owned restaurant owner & chef becomes trained about healthy eating and its importance to the community. Learns to design healthy menu items to meet the needs of local residents.

Local restaurant improves menu to serve as a local healthy eating resource.





Residents receive stipends to purchase healthy menu items from local restaurants. Restaurant business increases. demonstrating a financial incentive to continue serving healthy food.

(3) Consumers

Local residents commit to improving how they eat. They make their local restaurant one option in their healthy diet by supporting the restaurant and ordering healthy menu items.





BOULEVARD



(5) Outcome

Increases business and strengthens local economy, affirming healthy eating as a smart economic decision.





(4) Local Tourism

Community members from outside Franklin Blvd are targeted through marketing to patronize Franklin Blvd restaurants with healthy menu items.





Healthier residents! Overall Outcome: Neighborhood is economically healthy AND physically healthy!