

Inside This Issue

Page 2: Director's Corner,
News & Funding

Page 3: *Salud* Heroes

Page 4: Research

Page 5: Making Healthier
Communities

Page 6: Video Roundup

Find Us Online



Got a News Item?

Send news items, story
ideas and suggestions to
saludamerica@uthscsa.edu.

New Research: The Best Ways to Tackle Latino Childhood Obesity



**Better Food in the
Neighborhood**



Active Spaces



Healthier Schools



**Healthy Weight by
Kindergarten**



Sugary Drinks

Salud America! has released several new packages of research materials to highlight obesity issues and how to address them among Latino children.

Each package includes a research review with the latest science and policy recommendations, an issue brief that summarizes the scientific review, an animated video narrated by Latino children, and several infographics on these topics:

- [Better Food in the Neighborhood](#) (Dec. 8, 2015);
- [Active Spaces](#) (Jan. 12 2016);
- [Healthier Schools](#) (Jan. 19 2016);
- [Healthy Weight by Kindergarten](#) (Jan. 26, 2016); and

- [Sugary Drinks](#) (to be released in 2016).

Researchers, decision makers, community leaders, school officials, parents and youths are invited to download, share, and use these research materials to learn about the problems related to Latino childhood obesity, and what can be done about them.

You can also [get involved in our network](#) and help create solutions.

“It will take leaders at all levels working together to truly create healthier communities and schools for Latino children,” said Dr. Amelie G. Ramirez, director of *Salud America!*, based at the Institute for Health Promotion Research at The UT Health Science Center at San Antonio.





Director's Corner

Letter to members from Dr. Amelie Ramirez

The Internet is crazy huge. So, how can health communicators reach the right people with the right health messages?

For **SaludToday**, the IHPR's social media campaign on Latino health, we use "digital content curation" to raise awareness of the health issues that disproportionately burden Latinos, as well as promote solutions and build people's capacity to change these issues.

Check out our new [scientific article that explains how we "curate."](#)

Curation is an emerging strategy that uses a systematic, refined process to create tailored health messages and prevent mixed messaging and information overload for an audience.

With massive amounts of content created across the Internet every minute, our digital health curation model and three-step approach—collect—craft—connect—identifies and brings our audience to targeted, relevant and engaging content that has the potential to affect people's knowledge of and attention to Latino health issues.

In other words, we work hard to highlight the latest real-life stories, research, and news on different aspects of Latino health, including cancer, obesity, and health equity, because we want to help people understand Latino health issues and emerging solutions, and empower



people to drive healthy change.

Please follow our curated [blog](#), [Facebook](#), [Twitter](#), [YouTube](#), and [Instagram](#)!

Amelie G. Ramirez, Dr.P.H.

Director, *Salud America!*
Director, Institute for Health Promotion Research
UT Health Science Center at San Antonio



News Briefs

How Engaged Are You with *Salud America!*?

Salud America! has a national online network of more than 50,000 parents, teachers, academics, and community leaders. The higher those network members' engagement with *Salud America!* and its content, the greater the members' collective-advocacy efficacy (defined as the confidence in organized group advocacy as a way of advancing policies to reduce Latino childhood obesity), according to [new survey results](#) published in *Health Promotion Practice*. The online survey of 148 *Salud America!* network members also found that this sense of collective-efficacy moderately predicted intentions to engage in advocacy behaviors. *Salud America!* engagement levels were less strongly associated with members' confidence in their personal ability to be an effective advocate, yet this sense of self-efficacy was a very strong predictor of a behavioral intention to advocate. Based on these findings, new online applications aimed at increasing self- and collective-efficacy through peer modeling are being developed by *Salud America!* to help individuals interested in Latino childhood obesity prevention to connect with each other and with opportunities for concerted local actions in their communities.

[Get more engaged here!](#)

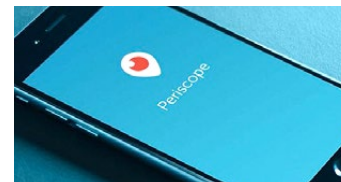
***Salud America!* Gets \$1.3M to Expand Content**

Salud America! has received a one-year, \$1.3 million grant from the Robert Wood Johnson Foundation to develop new, culturally tailored educational content that empowers people to work toward policy changes for the health of Latino children. The new funding will allow *Salud America!* to expand its network and engage members with enhanced educational content, including multimedia role model stories, social media

events (like the [#SaludTues weekly tweetchat](#)), online resources, [geo-located healthy policy changes](#), digital action campaigns, and tailored marketing. "We are excited by RWJF's ongoing support, which will help us continue to push the boundaries of communication to empower Latinos to develop healthy changes in their schools and communities," said Dr. Amelie G. Ramirez, director of *Salud America!*, based at the Institute for Health Promotion Research at The UT Health Science Center at San Antonio.

***SaludToday* Expands Campaigns, Win Awards**

Now you can be more connected with Latino health issues with [#SaludLive](#), a new bilingual live show produced on the Periscope livestreaming



mobile app by *Salud America!*'s [SaludToday](#) social media campaign. The show airs live every Tuesday at 11 a.m. ET on Periscope and Twitter. The show augments *SaludToday*'s continuing weekly [#SaludTues](#) (*Salud* Tuesday) Tweetchat series on Twitter, which takes place at 1 p.m. ET every Tuesday to spotlight different aspects of Latino obesity and health alongside organizational or individual topic experts.

SaludToday also recently won a trio of Web Health Awards for its online Latino health efforts from the Health Information Resource Center, which gives awards twice annually for online health information. *SaludToday* earned a "gold" award for [Twitter](#), a "silver" for the [Salud America! website](#), and a "bronze" for the *Salud* Heroes video "[Wild About Health](#)."

Salud Heroes



Learn more about **Salud Heroes** at the **Salud America!** website

How Berkeley, Calif., Got Nation's 1st Sugary Drink Tax

How did Berkeley, Calif., become the nation's first city to pass a sugary drink tax in 2014, after many other larger cities had failed? Because Latino children are heavily targeted by sugary drink and junk food advertisements, this issue was especially important to Berkeley's 11% Latino community. In the end, it took passionate advocates (including Latino leaders like Xavier Morales), a well-organized campaign for a sugary drink tax, and national attention to eventually bring sweet victory for public health advocates in Berkeley.



How to Get a Latino-Majority City Moving

How do you get an entire city of people to get up and moving? Build them lots of new trails and places to walk. That's what happened when El Paso, Texas, city officials and several community groups joined forces. In just a few years after they cobbled together a small budget and launched Move! El Paso Fitness Trails, the team brought more than a dozen new walking trails to the community, expanding the opportunities for people to walk, get moving, and reduce obesity.



How to Start a Farmers' Market in Your Neighborhood

Farmers' markets are a great place to find fresh fruits and vegetables. If your neighborhood doesn't have one or a local grocery store with fresh fruits and vegetables—are you just plain out of luck? Find out how Latina school teacher turned healthy food activist Michelle Griego was inspired by her friend to start a farmers' market in her neighborhood in San Antonio, Texas, so neighbors could not only have better access to fresh fruits and vegetables, but learn how to cook tasty dishes that make healthy eating a delicious way of life.



Research

Find the latest research and reports in Latino childhood obesity at the [Salud America!](#) website



Report: Food Companies Target Latino Kids with Unhealthy Food Ads

Nearly 70% of food ads on Spanish-language TV viewed by Latino kids and teens promoted fast-food and other restaurants, candy, sugary drinks, and snacks, according to a report released by the Rudd Center for Food Policy & Obesity at the University of Connecticut, the African American Collaborative Obesity Research Network and *Salud America!*

Only 3% of food ads promoted yogurt, other dairy, 100% juice, water, fruits, or vegetables.

The report reviewed public statements and market research data from 26 companies (and 267 of their brands) that spent at least \$100,000 in advertising in 2013.

Latino-focused results include:

Heavy spending on Spanish TV. Three companies spent more than \$65 million in Spanish-language TV advertising: McDonald's, Mars, and General Mills. Yum! Brands, Kellogg, Kraft Foods, and Hershey each spent between \$46-49 million.

Big budgets on Spanish TV. Mars, which spent \$71 million on Spanish TV ads, invested almost 25% of its TV advertising budget to the medium. Six more companies allocated a relatively high 10% or more of their TV advertising budgets to Spanish TV (compared with 8.5% on average): Dr Pepper Snapple Group, Post Foods, Kraft Foods, Wendy's, Kellogg, and Burger King.

Ads on Spanish TV were for nutritionally poor products, which contribute to poor diets and health disparities, and few healthy items.

- Fast food and other restaurant brands spent \$244 million to advertise on Spanish TV; this amounts to one out of every three food-related advertising on these networks.
- Candy brands represented 16% of all food-related advertising on Spanish TV.
- Sugary drinks and snacks each contributed another 9% of food-related advertising spending on Spanish TV. Coca-Cola spent almost \$16 million in Spanish TV advertising, and 7Up did not advertise at all on English TV.

"This report highlights important disparities in the

Food advertising targets **Hispanic Youth** and contributes to health disparities.

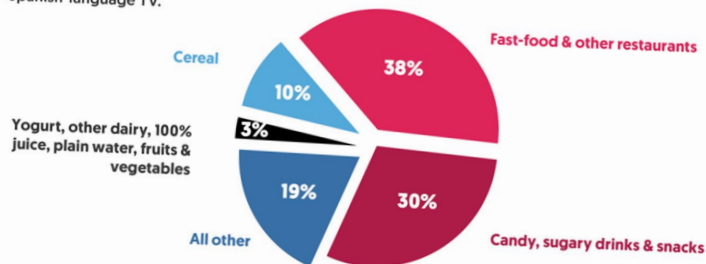
Food companies disproportionately target advertising for many of their least nutritious brands directly to **Hispanic consumers**.

Money spent to advertise on Spanish-language TV channels:



Two-thirds of the food ads seen by children on Spanish-language TV promote fast food, candy, sugary drinks and snacks

Proportion of TV food ads viewed by Hispanic children on Spanish-language TV.



Source: Nielsen, 2013 data

This research was funded by a grant from the Robert Wood Johnson Foundation.

Learn more at:
UConnRuddCenter.org/targeted-marketing



food and beverage industry's heavy marketing of unhealthy foods to Hispanic and black youth, and the corresponding lack of promotion of healthier options," said Dr. Amelie G. Ramirez, director of *Salud America!*, based at the Institute for Health Promotion Research at the University of Texas Health Science Center at San Antonio, the team behind SaludToday. "Given the role food marketing plays in influencing the diets of youth of color, there is increasing demand for heightened industry self-regulation and community-based action."

Go here to learn the latest in how to drive healthier food for Latinos.

Making Healthier Communities

Find the latest resources to create healthier communities at the [Salud America! website](#)



Creating Healthy Food Environments for Latino Kids

Lisa Ellis-Veraza, a digital content curator for *Salud America!*, [guest-blogged](#) for the National Farm to School Network about causes of and solutions to the lack of healthy food options in Latino-majority schools.

The piece explores Latino kids' greater exposure to unhealthy foods and drinks in schools and in neighborhoods, and the role of school food in students' diets and weight status.

Ellis-Veraza also features several emerging solutions, including how a Latina fifth-grader helped bring [hydration stations](#) to school in San Antonio, Texas, how a teen's summer school [cooking camp](#) is teaching how to grow and cook fresh food in California, how a [school garden](#) is growing nutrition and business skills in El Paso, Texas, and how a [teacher's own personal garden](#) inspired students to grow produce and distribute it to school and community



members in Austin, Texas.

“Healthy school food is a key component of growing a healthier next generation,” Ellis-Veraza wrote. “But offering nutritious food in schools is particularly vital for our growing population of Latino students, who face higher risks of obesity and diabetes than their peers.”

Healthy Food Financing Surges in NYC

In New York, six of 10 adults and one of three children have diet-related diseases due to unhealthy nutrition.

Since 2010, the New York Healthy Food Healthy Communities Fund has been a key leader in the healthy food financing movement, bringing together a \$30 million dollar public-private partnership, and helping New Yorkers with healthy food initiatives offering loans and grants for grocery stores, farmers markets and mobile markets in lower-income communities.

However, the funds will soon be depleted and more needs to be done for a comprehensive solution for the lack of access to healthy foods in New York State.

More than 30 of 62 New York neighborhoods still lack access to healthy foods, according to the United States Department of Agriculture.

The American Heart Association and American Stroke Association are teaming up to bring awareness for continued movement toward supporting healthy food financing initiatives in the state. They have worked together to create a report, [Healthy Food = Healthy Economy](#), as a resource for continued efforts in showing the improved economic vitality that healthy food initiatives can provide to the state.

The report shows that total obesity-related costs in the state are estimated at more than \$11.8 billion a year. Studies have shown that having



access to healthier foods increases the likelihood of consumers eating more fruits and vegetables.

With 1.9 million residents living in the lower-income communities within New York and having limited access to healthy foods, more is needed to ensure a healthier future for the state.

[Find out more about how to bring healthier food to neighborhoods.](#)

Video Roundup

WINNING VIDEO: How to Make Kids' Menus Healthy

Nuggets. Hot dogs. Grilled cheese.

Why don't kids' menus have healthier options?

In El Paso, a largely Latino city near the Texas-Mexico border that struggles with high rates of childhood obesity, Joy Leos and the city's healthy eating initiative works with restaurants to change kids' menus to add healthier options, smaller portions, and cook with healthier ingredients.

They won the *Salud America!* #SaludHeroes video voting contest in September 2015!

[Read their story](#) or [watch their winning video](#) about the steps they took to plan, mobilize support for, and implement the new kid menu program, which has made an impact at restaurants like Gonzalo's



G&R.

"Since we've had this program, my business has actually grown," said Patty Rangel, owner of Gonzalo's G&R.

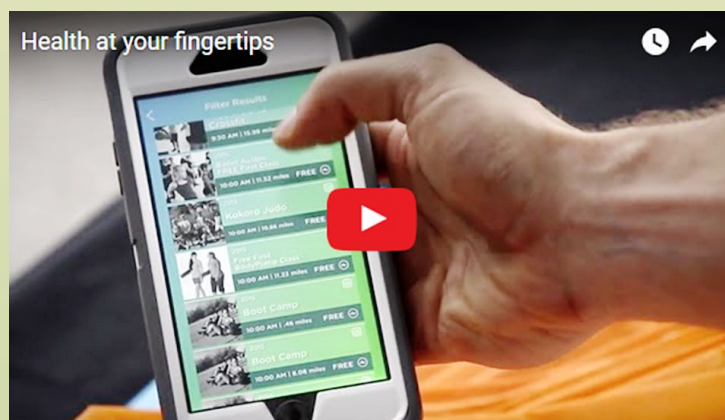
WINNING VIDEO: App Brings Fitness to Your Fingertips

Can your phone = fitness?

Yes, if you have the new Choose Healthier smartphone app, which geo-locates recreational facilities (parks, gyms, etc.) and real-time fitness opportunities (karate classes, Yoga groups, etc.) in Austin, Texas, thanks to IT'S TIME TEXAS and the Dell Children's Medical Center of Central Texas.

The app won the *Salud America!* #SaludHeroes video voting contest in October 2015!

[Read their story](#) or [watch their winning video](#) about the steps they took to plan, mobilize support for, design, and implement the free app, which can recognize a user's current location and allows them to filter by type of physical activity, time/date and location, and share their favorites on social media—all to help people make healthier choices.



"We really want to add new features and continue to develop the app, make it bilingual, add more and more resources inside the app," said Baker Harrell of IT'S TIME TEXAS. "We want to see improved health outcomes. We want to see a lowering of overweight and obesity and the rate of type 2 diabetes."

About the E-newsletter

This E-newsletter is produced quarterly by *Salud America!* Please send news items or story ideas to despres@uthscsa.edu.

Editor: Cliff Despres

Design: Jeffrey Heinke Design

Salud America! The RWJF Research Network to Prevent Obesity Among Latino Children
Principal Investigator,
Dr. Amelie G. Ramirez

The Institute for Health Promotion Research
The University of Texas Health Science Center
at San Antonio

(210) 562-6500 IHPR.uthscsa.edu

Salud America! is a national program of the Robert Wood Johnson Foundation. The program aims to unite and increase the number of Latino scientists engaged in research on childhood obesity among Latinos to seek environmental and policy solutions to the epidemic. The network is directed by the Institute for Health Promotion Research at The UT Health Science Center at San Antonio. For more information, [click here](#). To learn more about the Robert Wood Johnson Foundation's efforts to combat childhood obesity, [click here](#).