

SaludableOmaha

Latino Health Movement through Youth
Advocacy, Multimedia & Partnerships

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Project Supported by RWJF Active Living Research

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Designed to develop youth activists to enhance community readiness to address childhood obesity in Omaha's Latino community.

Empower families to make healthy choices and create an environment that is conducive to healthy lifestyles.

It is youth driven and community participatory. Community ownership and sustainability of change are key.

Marriage of art, mass media, and science.

The goal is to catalyze a social movement about Latino health.

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Shooting of a film (think docu-drama meets reality TV) that follows the making and progress of SaludableOmaha and the stories of Latino youths and families touched by it.

Creative Director Catherine Stewart from UK.

Local cinematographers and soundman recruited from Omaha Film Festival.

Project is accompanied by qualitative and quantitative measures of norms and community readiness.

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Recruitment of youth started in Spring 2011 & intervention began Summer 2011.

In partnership with South Omaha Community Care Council, Omaha South Arts Magnet High School, local businesses, neighborhood associations, arts organizations, Me to We, and other interest groups.

Youths trained in health knowledge, team building, social justice, advocacy and communication skills, marketing, and how to be in front of camera.

Youths developed branding and launch strategies.

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Attitude

Balance

Leadership

Energy

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Branding included name and logo, website, social media, videos, art collaterals, original song, launch events.

First launch included a large neighborhood mural and street fair.

Second launch was a formal dinner for families and community leaders sponsored by Levy Group.

Brand officially launched end of July 2011.



LATINO HEALTH MOVEMENT

Next Phase

Finalization of website: SaludableOmaha.com

Enhanced social media and peer networking.

Membership drive (businesses and individuals) & incentives.

Partnering with Live Well Omaha locally and national Programs (horizontal and vertical synergy).

Launch graduate, after-school, parent clubs.

Follow and film the evolution and penetration of [SaludableOmaha](http://SaludableOmaha.com) in the community.

Build footage library with metadata.

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SaludableOmaha.com