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Here's How Your School Can Add In-Class Physical Activity Policies



A teacher at Simon Middle School in Kyle, Texas, leads her students on a “brain break” in class.

Chicago, Illinois.

Kyle, Texas.

These are two very different settings: Big-city urban vs. small-town rural.

Yet school leaders in both areas grew so alarmed by student obesity and physical inactivity, especially among Latino students, they pushed for policies to get kids moving during class—demonstrating that, no matter how big or small, Salud Heroes can make change.

Simon Middle School principal Matt Pope helped launch innovative “brain breaks” and more activities at the 90% Latino school in Kyle.

Read or **watch** exactly how Pope got it done.

“The mission of Simon Middle School changed, and my mission as principal changed, because we have to change the lives of our students to live a healthy life where they have a healthy brain, a healthy body, and a healthy heart,” Pope said.

Meanwhile, Chicago Public Schools (CPS)

knew it would take more than just telling kids to be healthier—so they created an office of student health and wellness with a chief health officer.

They developed a new policy to make physical activity a daily part of the school day with P.E. classes, recess, in-class exercise, and after-school programs.

Read or **watch** exactly how CPS got it done.

“We engaged numerous stakeholders,” said Dr. Stephanie Whyte, CPS’s chief health officer for CPS. “Parents, students, experts from the field, community partners and asked, ‘How do we make this happen for our district?’”

Can you get it done in your area?

Check out how you can use Community Commons’ **maps and data** to highlight physical activity levels, state policy data, and access to recreation—which can help make the case to policymakers.

Also check out this great **fact sheet** and **resources** from Active Living Research.





Director's Corner

Letter to members from Dr. Amelie Ramirez

Latino children ages 2-19 are more obese/overweight (38.9%) than White (28.5%) and Black (35.2%) children, and they face many barriers to healthy lifestyles, studies show.

That's why I'm delighted to announce that *Salud America!* has received a one-year, \$1.3 million grant from the Robert Wood Johnson Foundation (RWJF) to develop new evidence and educational content that empowers people to drive healthy policy changes for Latino children.

The new funding allows us to expand our membership, which has recruited more than 10,000 parents, leaders, academics, and advocates.

We also will conduct research reviews and policy recommendations to guide anti-obesity efforts.

We also will enhance our award-winning [Salud America! Growing Healthy Change website](#) with: a revamped [policy map](#) where people can enter their address and see what's happening near them; new campaigns to engage people in reducing obesity; new multimedia [Salud Heroes](#) stories and videos of successful healthy changes; expanded social media ([@SaludToday](#)) interaction with [Tweetchats](#), contests, etc.; and much more.

We are extremely grateful that RWJF is enabling us to further expand our content-creation capabilities to



empower more people to make healthy changes.

Our website and content will continue to be used by individuals and groups who choose to push for evidence-based governmental and corporate policies addressing Latino health.

Join our network today!

Amelie G. Ramirez, Dr.P.H.

Director, *Salud America!*

Director, Institute for Health Promotion Research
UT Health Science Center at San Antonio



News Briefs

Join our Weekly #SaludTues Tweetchats on Latino Health



You're invited to join our #SaludTues (Salud Tuesday) Tweetchat series, which takes place at 1 p.m. ET every Tuesday to spotlight different aspects of Latino obesity and health. [#SaludTues tweetchats](#) are hosted by [@SaludToday](#)—the Latino health social media campaign directed by *Salud America!* and Dr. Amelie Ramirez' team at the Institute for Health Promotion Research (IHPR) at The UT Health Science Center at San Antonio—and co-hosted by organizational or individual topic experts. Use your Twitter handle to join our chats and follow the conversation by using the hashtag #SaludTues. Please see [upcoming Tweetchats](#) and [recaps of past chats](#).

Salud America! Leaders Get Communication Award

Dr. Amelie G. Ramirez and Mr. Kip Gallion, the leaders of *Salud America!* and the Institute for Health Promotion Research (IHPR) at The UT Health Science Center at San Antonio, were recently named co-recipients of the Everett M. Rogers Public Health Communication Award from the American Public Health Association (APHA). Working together for more than 20 years, Ramirez and Gallion have developed robust health communication models, research interventions, community outreach, public and scientific speaking engagements, and training of young minds—which have contributed to reduced cancer and disease among Latinos, including obesity prevention. The duo was recognized for "outstanding contribution to advancing the study and/or practice of public health communication" at the APHA's [142nd Annual Meeting](#) on Nov. 18, 2014.

Funding

Grant Listings

RWJF, the National Institutes of Health (NIH), and the National Collaborative on Childhood Obesity Research (NCCOR), have obesity-related funding opportunities that are seeking applications.

[RWJF](#)

[NIH](#)

[NCCOR](#)

Salud Heroes



Learn more about Salud Heroes at the [Salud America! Growing Healthy Change website](#)

Biking/Walking to School in Fairfax

Parents in Fairfax, Va., helped push for new school district [transportation policies](#) to get safer routes for kids to walk and bike to school.

Note: this is the winning video in the January 2015 Salud America! Salud Heroes voting contest!



Mud Run for Kids in San Antonio

Elementary teachers Fred Bailon and John Soto started [mud run](#) for students to help fight obesity in San Antonio, Texas, which is mostly Latino.



Bike Club Kids Ride for Healthy Change in Kansas City

By bringing [bike clubs](#) to schools and facilities across Kansas City, Kan. with its growing Latino population, the nonprofit FreeWheels for Kids is helping kids stay active, fix bikes, map trails, and advocate for bike-friendly policies.



Research

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



Survey: Latinos Eat Fewer Fruits/Veggies, Drink More Sugary Sodas

Latinos consume fewer fruits/veggies and more sugary sodas, are less likely to have a usual source of health care, and worry more about care costs than blacks or whites, according to a new survey.

The new [bilingual survey](#), from the National Alliance for Hispanic Health, polled 846 Americans.

Key findings include:

Soda Consumption. About half (53%) of Latinos and blacks (51%) report drinking sugary soda daily or weekly compared to 37% of whites.

Fruits and Vegetables. Latinos (7%) and blacks (8%) are significantly less likely than whites (18%) to report eating 5 or more servings of fruits and vegetables on average each day.

Usual Source of Care. About one in four (27%) of Latinos report not having a usual place to go to when they are sick or need advice about health compared to 17% of blacks and 7% of whites.

Worry About Cost of Care. 40% of Latinos report that they would be very worried about affording care if they got sick or had an accident compared to 22% of blacks and 11% of whites.

“Latinos have the longest life expectancy but based on this poll we are at a tipping point in Latino health with risks on the horizon from drinking sugary sodas, not eating five or more servings of fruits and vegetables each day, and lack of access to health care,” said Jane Delgado, leader of the National Alliance for Hispanic Health, in a press release.



What can be done?

Visit the [Salud America! Growing Healthy Change website](#) to see how you can make a change in healthier marketing, improved access to healthy food, and physical activity options.

“You can input your own address to find what changes are happening in your own town or your children’s schools, whether it’s a new community garden that’s just getting underway or efforts to open a school playground to the public after class hours,” said *Salud America!* director Dr. Amelie Ramirez. “Or you can see what’s happening 1,000 miles away and how you might be able to make that happen in your area.”



Research Briefs

Study: Daily Exercise Associated with Lower Blood Pressure, Glucose Readings

Self-reported daily exercise—like a brisk walk—is associated with lower blood pressure and blood glucose levels, according to [a new study](#) with 33% Latino participants. The study by Kaiser Permanente reviewed electronic health records of 622,897 of the health care provider’s members in Southern California who were asked how many days per week they engage in moderate to strenuous exercise, and for how many minutes. The study found that women who were consistently or even irregularly active had lower systolic and diastolic blood pressure than

inactive women. Active men also had lower diastolic blood pressure. Study results should encourage physicians to recommend more exercise.

Study: Minority Women, Especially Latinas, Benefit from a Healthy Diet

A healthy diet appeared to lower risk for type 2 diabetes among women in all racial and ethnic groups, but Asian, Hispanic and black women appeared to reap the most benefit, according to a new study, *Endocrinology Adviser* [reports](#). The study, which examined 156,000 women, found nearly 11,000 cases of diabetes. When compared with the highest quartile of dietary diabetes risk reduction score, results associated a healthy diet with a 48% lower risk for diabetes in white women, 42% in Asian women, 55% in Hispanic women and 32% in black women, according to the study results.

Making Healthier Communities

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



Report: Mexico's Sugary Drink Tax is Working...Can it Work in U.S.?



Mexicans are guzzling fewer sugary drinks since a national sugary drink tax took effect one year ago, and U.S. health proponents say they hope this can help sway local voters to adopt similar measures,

the *International Business Times* [reports](#).

Studies indicate raising the price of sugary drinks can reduce consumption and potentially lower obesity and health risks.

U.S. Latino kids consume an above-average amount of sugary drinks (soft drinks, sports drinks, fruit-flavored drinks, and flavored milk), which contributes to increased rates of obesity, diabetes, and other health issues that disproportionately affect the Latino community.

Mexico's sugary drink tax, a reaction to the country's large sugary drink intake (3.6 million cans of soda each day) and high diabetes rates (one-sixth of the population), adds 1 peso, or 7 cents, per liter of sugary drink. It took effect Jan. 1, 2014.

Here are the results so far, according to the *International Business Times*:

A year later, preliminary data suggest consumption rates are falling, though it's too early to say precisely how much, said Barry Popkin, who teaches global nutrition at the University of North Carolina in Raleigh and is working with Mexico's National Institute of Public

Health to study the country's soda tax.

The institute's earliest results suggest in the first three months of 2014, purchases of sugary drinks dropped by 10 percent from the same period in 2013. "The results were pretty positive. In essence there was a reduction in sugary beverage intake, and there was some increase in healthier drinks, like water," Popkin said. Researchers should have more conclusive 2014 results on both consumption levels and related health impacts within a few months, he added.

In the meantime, there's the corporate data. Coca-Cola Femsá, Mexico's biggest soft drink bottler, saw its drink sales drop by 6.4 percent in the first half of last year, compared to the same period in 2013, in part due to the drink tax and other economic factors. Another Mexican Coke bottler, Arca-Continental, said its drink sales slipped by 4.7 percent in Mexico for the same period. And more than half of Mexicans last year said they had lowered their sugary drink intake compared to 2013, according to an August survey.

The results are inspiring similar taxes in Chile, Ecuador and Peru.

U.S. voters have rejected 30 tax efforts by cities and states. Only [Berkeley, Calif.](#), has enacted a 1-cent-per-ounce tax.

"If it's shown that Mexico's soft drink tax is effective in reducing soda consumption, and that in turn has an effect on Mexico's obesity rate, I think you've got a pretty good case," Michael Roberts of UCLA's Resnick Program for Food Law and Policy told the news outlet.

Report: Latino Kids Face Increased Sugary Drink Ads

Spanish-language TV advertising for sugary drinks and energy shots increased by 44% over the past few years, according to a new report.

The report, [Sugary Drink FACTS 2014](#), highlights industry progress but also indicates that companies still have a long way to go to improve their marketing practices and the nutritional quality of their youth-marketed products.

Some progress was made in marketing to Latino kids.

For example, on Spanish-language TV, Kraft Foods and Red Bull eliminated virtually all sugary drink advertising (both companies had spent approximately \$3 million in 2010). Coca-Cola also reduced its sugary drink advertising spending on Spanish-language TV by 38%.

But there was still plenty of bad news for Latino kids:

- Seven sugary drink and energy shot companies spent \$83 million to advertise on Spanish-language TV in 2013, on average 14% of their total TV advertising budgets.
- Hispanic preschoolers and children saw 23% and 32%

more unhealthy drink ads on Spanish-language TV in 2013 than in 2010.

- Several major companies significantly increased their advertising on Spanish-language TV in 2013. Pepsi spent over \$16 million advertising on Spanish-language TV in 2013, but did not advertise on Spanish-language TV in 2010. Dr Pepper Snapple Group also significantly increased its Spanish-language TV advertising, spending \$20 million to support 7UP and Dr Pepper regular sodas. 7UP, SK Energy, and Fuze iced tea only advertised on Spanish-language TV in 2013.
- In 2013, Hispanic youth were 93% more likely to visit all sugary drink company websites compared with all youth.
- Websites that attracted disproportionately high numbers of Hispanic youth included 7UP.com and Sprite.com.

Read the full report [here](#).



Video Roundup

Click on the images to see the associated video.

Video: What is Health Equity? (And 3 Main Ways to Achieve it)

What is health equity?

The answer to this question, which has strong implications for Latino and other minority populations, is part of a new [series of infographics](#) from the Health Equity Institute at San Francisco State University.

Health equity, defined as “efforts to ensure that all people have full and equal access to opportunities that enable them to lead healthy lives,” identifies a framework to show how social, economic, and environmental conditions affect health and health equity in a number of ways.

To achieve health equity, we must treat everyone equally and eliminate avoidable [health inequities](#) and [health disparities](#).

For example, Latinos are less likely to receive advice from a health provider to quit smoking than White adults, and smokers have 2-4 times greater odds of developing heart disease.

So what can we do?



There are [three main actions](#) needed:

- 1. ACCESS** to high quality healthcare.
- 2. PROVIDE** equal social and economic opportunities.
- 3. INVEST** in and revitalize low-income neighborhoods.

Learn [more](#) here or watch this [video](#).



Latino Kids Need Salud Heroes. Can You Step Up?



Share Your Story of Change

About the E-newsletter

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

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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](#).