

Salud America!

The RWJF Research Network to
Prevent Obesity Among Latino Children

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Salud America! Takes Community Quarterbacking to the Nation



Like a football quarterback who calls plays to get a team working together to win a game, the community quarterback unites local groups to work for the good of the community.

Salud America! is excited to take the “community quarterback” concept—championed by the [Investing in What Works for America's Communities project](#)—to a national level for holistic Latino health.

How?

Salud America! understands the value of community quarterbacks, and is working to develop a cadre of such quarterbacks across the nation.

We call them [Salud Heroes](#). A *Salud Hero* is a person, organization, company, or coalition that has made an effort to develop a healthy change in a Latino community in one of six areas: sugary drinks, healthier marketing, active play, active spaces, better food in neighborhoods and healthier school snacks.

Take, for example, Shape Up San Francisco (Shape Up SF).

Shape Up SF, a community quarterback/*Salud Hero* model, is a public-private health partnership led by the city's health department and involving more than 50 community groups and city and school partners. The coalition aims to address the epidemic of chronic disease through primary prevention and environmental strategies, with an emphasis on physical activity and nutrition, among Latino and other minority populations.

Salud America! is putting a national spotlight on the work of Shape Up SF by developing *Salud Heroes* stories about the coalition's work.

Our [first *Salud Hero* story](#) shows how Shape Up SF worked with school and other officials to boost the quality and quantity of physical education (P.E.) for local students. Responding to research that many schools don't get enough P.E. time, partners worked together to train 38 teachers in the district to become P.E. specialists and expand P.E. opportunities.

Our [second *Salud Hero* story](#) shows how Shape Up SF, local Latino and black

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Robert Wood Johnson Foundation

Salud America! The RWJF Research Network to Prevent Obesity Among Latino Children 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, visit www.salud-america.org. The *Salud America!* E-newsletter is distributed quarterly to its national membership network.



Director's Corner

Letter to members from Dr. Amelie Ramirez

The media and the film industry know it. Public health officials know it. Do you know it?

Our [Salud America! Salud Heroes video series](#) is making a big impact in educating and inspiring people to make healthy changes in their communities.

The video series is:

- **Part of a new KSAT-TV news series**, “Making Awesome Changes,” which features *Salud Heroes* on the evening news in San Antonio, Texas;
- **Recognized** by the American Public Health Association (APHA); and
- Winner of more than **40 awards** from the film and communication industries.

The series is rooted in our Policy Contribution Spectrum, a [scientific model](#) that breaks down the important steps that contribute to policy development and change.

Each *Salud Heroes* video shows steps toward change made by kids, parents, teachers, city leaders, activists—how they learned about a problem, had an idea for a change, mobilized support, got a change enacted or implemented,



and monitored it for equity, and so on.

But human interest is really the driving force.

Rick Carrillo, *Salud America!* TV producer/director, captures the passion of each *Salud Hero* to create a story that can motivate viewers to mimic healthy changes.

Carrillo himself was recently named a **finalist** for the “Best in Show: YouTube” award from WEGO Health, which recognizes “exceptional health activists who make a difference in the lives of patients and caregivers.”

We are humbled by all this recognition, and hope people continue to watch and learn from *Salud Heroes* and begin to make healthy changes in their communities.

Learn more at our [website](#), and watch the [Salud Heroes videos!](#)

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](#).

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](#)

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youth, and other local health leaders stepped up against the sugary drink industry with a counter-marketing campaign called the [Open Truth](#). In 2013, beverage companies spent \$866 million to advertise sugary drinks in ways associated with feelings of fun and happiness, many targeting youth of color. The Open Truth campaign used poems and messages from minority youth to expose the truth about the ways in which sugary drink companies market, and encourage other minority youth to take action against those companies' targeting mechanisms.

Salud America! shares these *Salud Hero* stories nationally on our [Growing Healthy Change](#) website and on our social media (@SaludToday).

In this way, we're becoming a clearinghouse of *Salud Heroes*/community quarterbacks who have each partnered in some way to drive change in their community. Visitors to our site, in turn, see these stories and become inspired to make their own partnerships and changes, essentially building a pipeline of future community quarterbacks.

With holistic approaches like these we can help win the game against childhood obesity and improve Latino health.

Salud Heroes

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



Complete Streets: A Path to Health

Pedestrians and cyclists will now have safer streets and walkways thanks to the implementation of the citywide Complete Streets policy in San Antonio, Texas.



Teens Push for School Fitness Trails

Teens involved in the 20-20 Leadership program at JC Harmon High School in Kansas City, Kan., learned about the county's high obesity rates—and they decided to do something about it.



Youth Get Healthier Dining Options

Jóvenes SANOS, a youth advocacy and leadership group in Watsonville, California, works to prevent and raise awareness about childhood obesity. With almost half of children in the city overweight or obese, the youth of Jóvenes SANOS knew they had to help their small city get healthier. They pushed their city leaders for improved neighborhood food/dining options.



Research

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



Kids' Healthy Habits Decline During Summer; Latino Parents Most Concerned

This summer, many kids will spend many sunny days indoors staring at a screen, getting little exercise and reaching for lots of sugary drinks, according to the YMCA's Family Health Snapshot survey of 1,200 parents, [Today.com reports](#).

Here are some key findings:

About 64% of parents said their kids spend three or more hours a day online, playing video games or watching TV during the summer. That's 30% more screen time than during the school year.

While produce consumption rises during the summer months, many kids still don't eat the recommended amount of vegetables.

Only 26% of kids spend more than an hour each day reading a book for fun during the summer.

About 75% of kids consume sugary drinks at least weekly during the summer, and 25% of kids average one or more

sugary drinks a day or nearly daily.

Latino and black parents were far more concerned than white parents about ensuring their kids eat healthy foods during the summer (47% vs. 32%) and preventing learning loss (46% vs. 33%).

To give parents help and raise awareness of the "summer slide," YMCA launched a national campaign, [Hop the Gap](#).

"Our job is to help families recognize they have the power to keep their kids healthy and ready to learn by keeping them focused, encouraging them to eat healthy, exercise and trading their tablets for books," said Dr. Sandra G. Hassink, president of the American Academy of Pediatrics.

Find more resources on healthy lifestyles [here](#).



Summer Campaigns

Tell Six Flags: Post Nutritional Info Online

Six Flags theme parks offer family fun in the sun—but their web pages have no nutritional facts. They list churros, nachos, pizza, and fried chicken as nutritious, and only have vague references to healthy options, like salad. The parks' 26 million annual visitors deserve better. [Tell Six Flags to list and describe its specific healthy menu options and add nutritional information to its website so families can make plans to eat healthy while at the theme parks!](#) For example, 9 of the 10 foods claimed as "nutritious" at Six Flags Fiesta Texas in Latino-majority San Antonio are not actually that nutritious if prepared traditionally, according to a dietician—they're high in cholesterol, sodium and saturated fat. Most chain restaurants already post nutritional information online. Six Flags can do more to help families make the healthy choice the easy choice in its parks by following the example of countless restaurants and posting nutritional information online.



Healthy, Kid-Friendly Recipes for Summer

Junk food consumption peaks during the summer months, reports show. To help change that, [Salud America!](#) and San Antonio Chef Johnny Hernandez (@IamChefJohnny) are partnering to launch #SaludSummer, a social media recipe-sharing campaign to promote healthy—and fun—eating for families during the summer. Starting on July 1, the campaign will use #SaludSummer to share on social media one new healthy, kid-friendly recipe by Chef Johnny. Chef Johnny is a media-recognized "Top-5 Hispanic Chef" and a guest judge on TV's *Top Chef*. People also can use #SaludSummer to tag their own photos of healthy food on social media,

which will enter their social media handle in a random drawing for a grand prize—a Jawbone fitness tracker. Follow [Salud America!](#) @SaludToday on [Twitter](#), [Facebook](#) and [Instagram](#), and @IamChefJohnny on [Twitter](#) and [Instagram](#).



Making Healthier Communities

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



Hospital Stops Serving Sugary Drinks to Patients, Visitors

With 3 city proposals to reduce resident's consumption of sugary drinks, sugary drinks have been a hot issue in San Francisco (15.1% Latino) recently.

Now San Francisco General Hospital and Trauma Center has announced that it will **no longer advertise, sell or provide sugar-sweetened beverages.**

This applies to vending machines, gift shops, cafeterias, patient meals and food trucks.

For example, juice in children's meals must now be 100% fruit juice.

Sugar-sweetened beverages are linked to obesity, diabetes and other chronic diseases. Latino children are disproportionately burdened by advertisements of sugar-sweetened beverages and face disproportionate rates of obesity and diabetes. 13.2% of Latino infants and 47.0% of Latino toddlers were fed sweetened fruit-flavored drinks, compared to non-Latino infants (5.4%) and toddlers (29.5%). The percentage of Latino children who are overweight or obese between the



ages of 2-5 is nearly 30%, compared with only 21% of non-Latino white children.

Hospital officials say removing sugar-sweetened beverages is an important step in reducing sugar consumption and preventing negative health outcomes in children.

How to Get Kids More Outdoor Activity

Colorado is known for its large mountains, hiking trails, and outdoor beauty.

But how well do Colorado's kids know the benefits of living in this naturally beautiful state

Great Outdoors Colorado (GOCO) and the Greenway Foundation are growing healthy change for the future of their kids by providing more outdoor experiences through their Inspire Initiative.

This 5 year \$25 million grant program aspires to help 15 Colorado communities connect to the wild



outdoors through close-to-home trails, parks, rivers, and woods.

Gov. John Hickenlooper stated, in a news article, his vision is that in 20 years – within one generation – every resident in Colorado is a

10-minute walk from “vibrant green space.”

How will they do this?

By providing close areas to home with the backwoods through lottery funded efforts, grants and filling in the gaps of already paved trails.

Census reports show Latino families comprise 21.1% of Colorado's population.

New movement toward connecting families to the outdoors may help Latino kids connect to healthier lives by enjoying outdoor activities.

Video Roundup

Click on the images to see the associated video.

Recap: Winners of *Salud* Heroes Video Voting Contests!



Winner: April 2015, A Salad Rap



Winner: March 2015, Run, Chicago, Run



Winner: January 2015, Biking to and from School



Winner: February 2015, Teens Help Advertise the Good Stuff at Corner Stores



Winner: December 2014, Grocery Stores tag healthy foods in California

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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