

Salud America!

The RWJF Research Network to
Prevent Obesity Among Latino Children

Volume 7, Issue 1, Fall, 2014

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
despres@uthscsa.edu.

Who Are the NEW 'Salud Heroes'? Watch Now!



Do you know what a *Salud* Hero looks like?

Find out by watching the new [Salud America! Salud Heroes YouTube](#) channel to see how people across the country are pushing for healthy changes—in nutrition, physical activity, and marketing—for Latino kids in their community.

You'll see *Salud* Heroes are all around you.

They're teachers. Doctors. Activists.

They're schools. Nonprofit groups. Entire cities and health districts.

They're even your own children!

Watch the steps these *Salud* Heroes take, from learning about the issue of obesity, to getting an idea, to building support, and generating long-term change.

Just like the school food director in Cutler-Orosi, Calif., who went **above and beyond** to ensure that, while kids were at school, they had water on every desk.

Then visit our [Salud America! Growing Healthy Change](#) website and enter your address into our map to see current policies in your area. Then **find resources** that can help support changes.

Pretty soon, YOU too can be a *Salud* Hero!



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

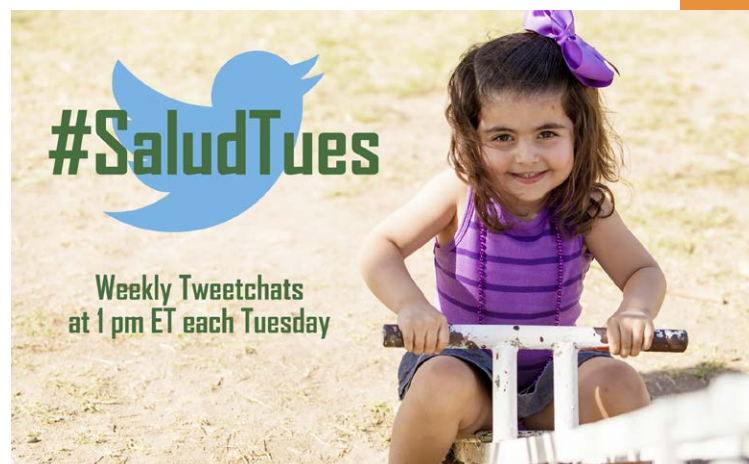
We thought Twitter needed a good dose of *salud* (health) every week.

So we recently launched the #SaludTues (*Salud* Tuesday) Tweetchat series, which takes place at 1 p.m. ET every Tuesday to spotlight different aspects of Latino health.

#SaludTues tweetchats are hosted by @SaludToday—the Latino health social media campaign directed by *Salud America!* and the team at the Institute for Health Promotion Research (IHPR) at The UT Health Science Center at San Antonio—and co-hosted by two organizational or individual topic experts. Anyone with a Twitter handle is welcome to join the chat. Just tag your Tweets with the hashtag #SaludTues to join and follow the conversation on Twitter.

Tweetchat covers Latino obesity, nutrition and physical activity, cancer, heart health, mental health, access to health care, education, culture of health, and more topics.

So far, the series is averaging more than 10 million impressions on Twitter, which is connecting people to resources and developing new relationships for healthy changes.



Please join our **upcoming Tweetchats!**

And if you're interested in co-hosting a chat with us, email saludamerica@uthscsa.edu.

Amelie G. Ramirez, Dr.P.H.

Director, *Salud America!*

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



News Briefs

Report: Obesity Rates Still High; Highest among Latinos

Adult obesity rates did not decrease in any states, increased in six states, and now exceed 35% for the first time in two states, and are not below 21% in any, according to a new report from the Trust for America's Health (TFAH) and the Robert Wood Johnson Foundation (RWJF).

Furthermore, significant disparities persist, especially among Latinos:

- About 38.9% of Latino children were obese or overweight, more than Blacks (32.5%) and Whites (28.5%).
- About 77.9% of Latino adults were obese or overweight, more than Blacks (76.2%) and Whites (67.2%).

The report, *The State of Obesity: Better Policies for a Healthier America*, partnered with *Salud America!* to help identify more effective strategies for implementing obesity-prevention policies in Latino communities.

The **Latino section** includes:

- **Analysis:** Explore challenges and strategies for addressing Latino obesity;

- **Public Health Leader Interviews:**

Learn from Latino health experts around the country on challenges and promising strategies for addressing obesity;

- **Commentary by Rose Gowen of Brownsville, Texas:** *Tu salud si cuenta:*

How improving health benefits the entire community; and

Latino-focused policy recommendations include:

- Increased support at all levels;
- Use culturally sensitive communications;
- Grants to help minorities open grocery stores;
- Limit advertising for unhealthy foods;
- Increase access and use of *promotores*;
- Educate Latino parents about childhood obesity; and
- Partner with local communities.

"Going forward, we must spread what works to prevent obesity to every state and region, with special focus on those communities where rates remain the highest," said Dr. Risa Lavizzo-Mourey, RWJF president and CEO.

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](#)

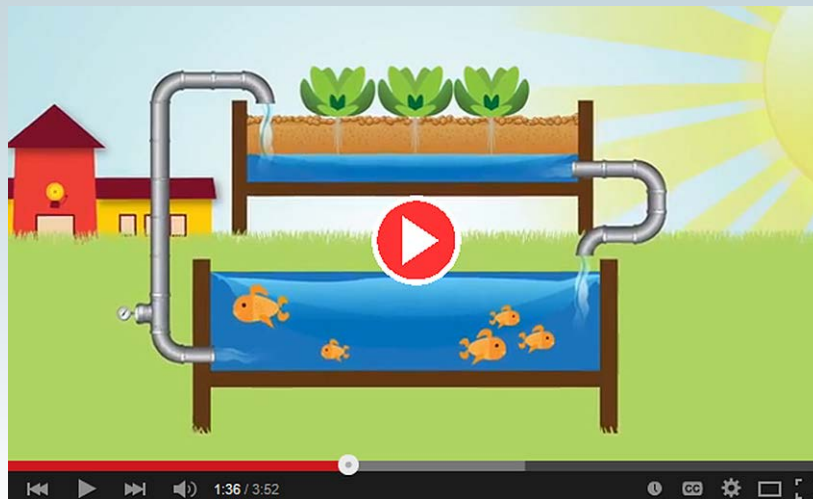
Salud Heroes



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

Aquaponics (Fish + Fresh Produce) = Healthier Food

In Santa Ana, Calif., a new high school that serves at-risk youth offers a first-period gardening class that started as a campus beautification project but ended in students growing healthy, nutritious food for their community in a unique, sustainable way, called “aquaponics.”



School Gardens Grow Health in Austin, Texas

Lonnie Sclerandi, a high-school teacher in Austin, Texas, took a small garden and created a big change to teach students about growing healthy produce.



Tending to Health in San Antonio, Texas

In San Antonio's Southtown neighborhood, Caesar Valdillez and a group of green-thumbed neighbors banded together and worked with landowners and city officials to seek a community garden that would bring healthier food options for their community.



Research

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



Report: Latino Millennials Value Health, Exercise More Than Non-Latinos

Latino millennials ages 18-34 rate their health more positively, define health as having a good diet, feeling good, and exercising, and report lower levels of stress compared to non-Latino Millennials, according to a new report, [MediaPost reports](#).

The report, [The Hispanic Millennial Project](#), was led by market researchers at ThinkNow Research and the ad agency Sensis to address Latino millennials' "motivators and mindsets around health, wellness, diet, exercise, adoption of health related technology, health care insurance knowledge and enrollment."

Foreign-born Hispanic Millennials are likely to define health as "having no physical problems." U.S. born Hispanic Millennials are likely to define health as "feeling good" or "being fit."

Here are some of the report's key findings about Latino millennials, via the [Latin Post](#):

- They are most worried about diabetes.
- They are more likely to resist seeing a doctor unless it's absolutely necessary and, when they do consult a doctor, they are more likely to get a second opinion.
- Only 2% of Hispanic millennials correlate "looking good" with being "healthy."
- 80% are likely to exercise to avoid health problems for the future (vs. 69% of non-Hispanic millennials).
- 57% exercise four times or more during the week (vs. 47% of non-Hispanic millennials).
- 50% search online for organic products before shopping (vs. 40% of non-Hispanic millennials).



- 25% play a team sport (vs. 14 of non-Hispanic millennials).
- 28% use mobile apps for health related purposes.

Here's the big takeaway, according to [MediaPost](#):

"Hispanic Millennials have nuanced and sophisticated attitudes about health. They are early adopters of health technology. And while they continue to live in two worlds when it comes to health, many of their traditional cultural influences are becoming more aligned with mainstream attitudes embraced by non-Hispanic Millennials."



Research Briefs

Study: Poor Body Size Judgment Can Lead to Tolerance of Obesity

Seven in every 10 obese adults underestimate how much someone weighs, according to a new study, [Health Canal](#) reports. The study, which analyzed the body image perceptions of 253 mothers and their children (82.2% of them Hispanic), found that mothers of overweight/obese children also underestimated their children's size. Overweight and obese children also often misjudged their own body size, and their obese mothers' size.

Study: U.S. Diets, Especially among Latinos, Show Modest Improvement

U.S. dietary quality has improved steadily over the past decade, but not among certain income and racial/ethnic groups, according to a new study. That's usually bad news for Latinos. But the study, led by Harvard School of Public Health, indicated that Mexican Americans actually had the best dietary quality due to dietary traditions and culture, [Medical News Today reports](#). Overall, U.S. dietary quality improved due to reduced trans-fat and sugary drink intake, and more whole fruit, whole grains, legumes and nuts.

Making Healthier Communities

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



Working Across Sectors to Solve Obesity

Promoting work across sectors to solve obesity is a key priority for the Institute of Medicine (IOM) Roundtable on Obesity Solutions, a group that engages leadership from multiple sectors (public health, health care, government, the food industry, education, philanthropy, the nonprofit sector, and academia) to address the obesity crisis.

The Roundtable's [new video](#) addresses the promise of innovative new collaborations to reverse the obesity epidemic in the United States.

Roundtable members discuss the importance of cross-sector work that engages sectors traditionally responsible for health promotion—such as health care providers and public health agencies—and nontraditional partners—such as city planners, members of the media, and business leaders—to work together to improve health.

Featured in the video are several Latino experts, including:

- Dr. Amelie G. Ramirez, director of the Institute for



Health Promotion Research at the UT Health Science Center at San Antonio, the team behind SaludToday and Salud America!

- Dr. Eduardo Sanchez, chief medical officer of the American Heart Association.

Watch the video and read the group recent [report on obesity](#).

3 Ways Digital Marketers Push Junk Food to Latino Kids

Latino youth are a prime target of junk food marketing because of their heavy consumption of digital media and use of mobile devices.

Check out this [new infographic](#), from our friends at the Center for Digital Democracy, that explains some of the reasons for this large food marketing push in Latino youth, some of the ways they are targeted, and what effect this marketing has on them.

The infographic suggests these top ways that food marketers use to get access to Latino youth: data mining; text-message and social-network infiltration; Hispanic-specific content to gain access to Latino youth.

[Go here](#) and find resources, stories, and videos of people and groups who are working to solve the issue across the country.



Video Roundup

Click on the images to see the associated video.

The New 'EmpowerMENT Challenge' Video Series

Check out the American Heart Association's new "EmpowerMENT Challenge" video series that urges people to make healthy lifestyle changes. The videos feature diverse families and Dr. Rachel Johnson, a nutrition professor at the University of Vermont, on these topics:



Empower your Glass – Make sugary drinks a thing of the past. Dr. Johnson shows parents and kids that they can still feel satisfied with a healthy beverage choice.



Empower your Cart – Is your family eating enough fruits and vegetables? Dr. Johnson explains why eating the rainbow is so important.



Empower your Taste – Aren't always sure how to approach sodium reduction? Dr. Johnson shows you how to feel confident when reading your nutrition label and shares things hidden sources of sodium.



Empower your Movement – Find it hard to get moving with your family? Dr. Johnson shares why physical activity should be a daily event for families of all ages.

Although the EmpowerMENT Challenge on Facebook is listed from Sept. 1-30, you can visit www.heart.org/healthierkids for free templates and activities for each of the four topics to continue healthy living throughout the year.



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.

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](#).