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New Latino-Focused Campaign: *Juntos, We Can Stop COVID-19!*

The #JuntosStopCovid campaign has culturally relevant fact sheets, role model videos, and infographics to help Latino families take action to slow the spread of COVID-19

(Sept. 1, 2020)—COVID-19 continues to disproportionately impact Latinos, killing over 33,000 and hospitalizing many more of our mothers, fathers, children, and grandparents.

That is why *Salud America!* at UT Health San Antonio today is launching the “*Juntos, We Can Stop COVID-19*” digital communication campaign to inform and urge Latino families to take action to help slow the spread of coronavirus, especially among those with underlying illnesses.

The campaign features culturally relevant fact sheets, infographics, and video role model stories—all united with the hashtag #JuntosStopCovid.

See and share the #JuntosStopCovid campaign: salud.to/juntosstopcovid

“As Latinos, we are resilient. But part of our resiliency requires action,” said Amelie G. Ramirez, DrPH, campaign organizer and director of *Salud America!* and the Institute for Health Promotion Research at UT Health San Antonio. “COVID-19 infection prevention measures work, and Latinos and all people can immediately change habits and interactions to slow the spread.”

The #JuntosStopCovid campaign centers on three main preventive actions:

1. Wear a face mask—and care for it properly.
2. Avoid public places, or at least get together safely, *familia*.
3. Know what to do if you’re exposed, or test positive.

Latinos represent 20.2% of U.S. COVID-19 deaths, despite being 18.5% of the population. Also, on Aug. 26, 2020, CDC reported 94% of people who died from COVID-19 had a pre-existing condition, like diabetes, which disproportionately impacts Latinos.

“We all have someone we love and care about whose health is at greater risk if they get COVID-19. That’s why we created this campaign,” Ramirez said. “We want to encourage families and communities all over to take action and spread the word about these important safety measures with family, friends, and co-workers. Let’s save our families.”

Share the campaign: salud.to/juntosstopcovid

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About Salud America!

Salud America! is a national Latino health equity program that creates culturally relevant and research-based stories, videos, and tools to inspire people to start and support healthy changes to policies, systems, and environments where Latino children and families can equitably live, learn, work, and play. *Salud America!* and its award-winning communications help our digital network—over 300,000 parents, providers, and community leaders—push for healthy changes in communities for Latino and all families. *Salud America!* is led by health disparities researcher Dr. Amelie G. Ramirez and supported by a passionate team of communicators at UT Health San Antonio, with funding from the Robert Wood Johnson Foundation. Visit *Salud America!* at salud-america.org or on social @SaludAmerica.