



Salud America!

Using Digital Advocacy Strategies to
Promote Public Health & Health Equity



Let's talk...

1

Our Team

2

11 Health Equity Trends for Latino Kids/Families

3

Salud America!: A Latino Health Equity Revolution

4

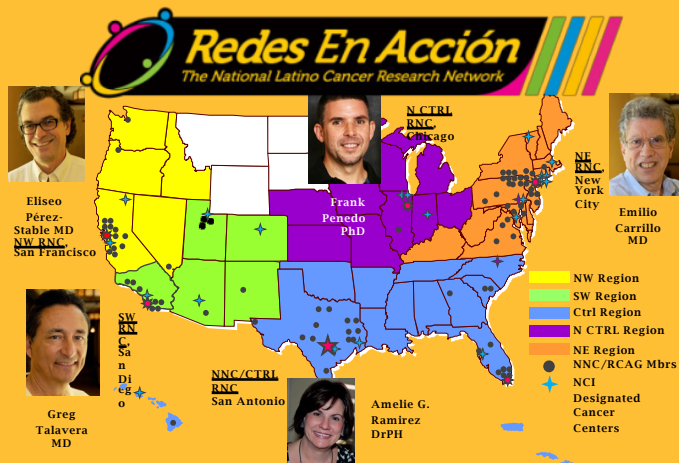
The Effect of Our Digital Strategies

The Institute for Health Promotion Research (IHPR) at UT Health San Antonio

Study causes of and solutions to the unequal impact of cancer, disease, obesity, tobacco in S.A. & nationally



Research



Training



Outreach





Let's talk...

1

Our Team

2

11 Health Equity Trends for Latino Kids/Families

3

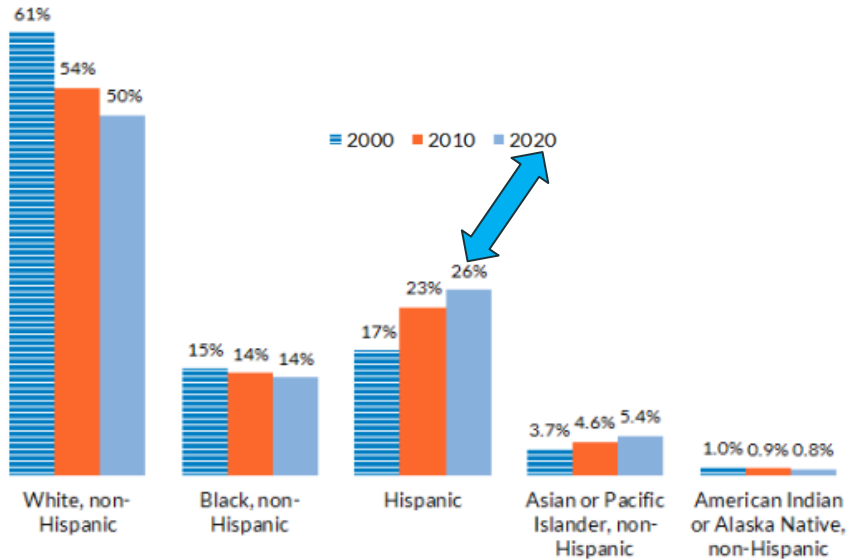
Salud America!: A Latino Health Equity Revolution

4

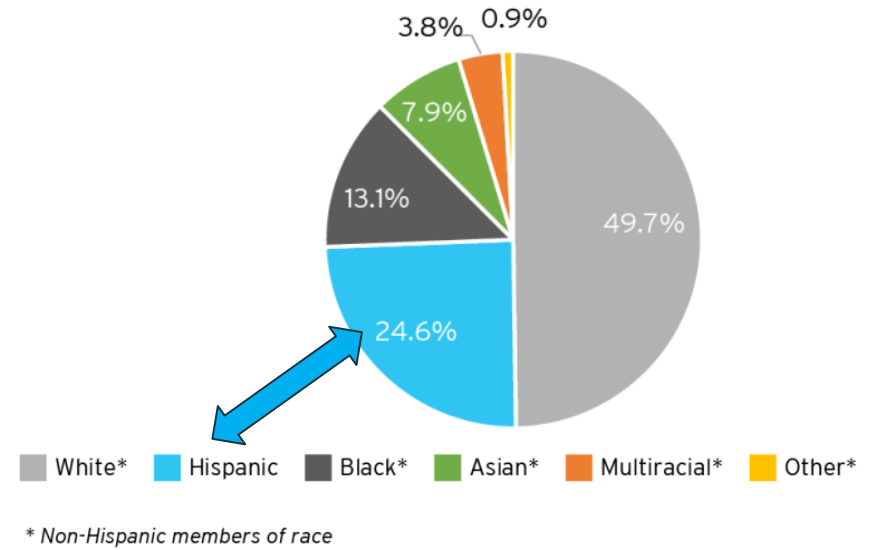
The Effect of Our Digital Strategies

The Latino Population is Here

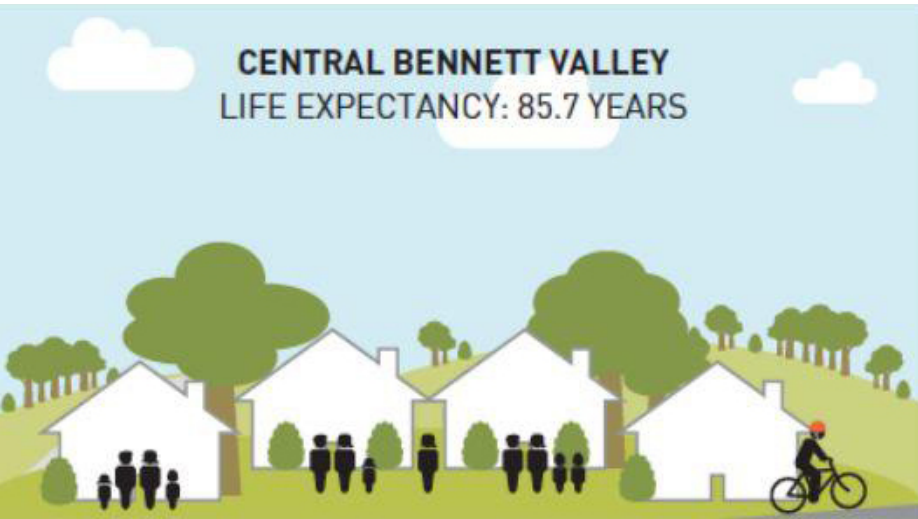
Latinos ages 0-18 will comprise 26% of current child population by 2020



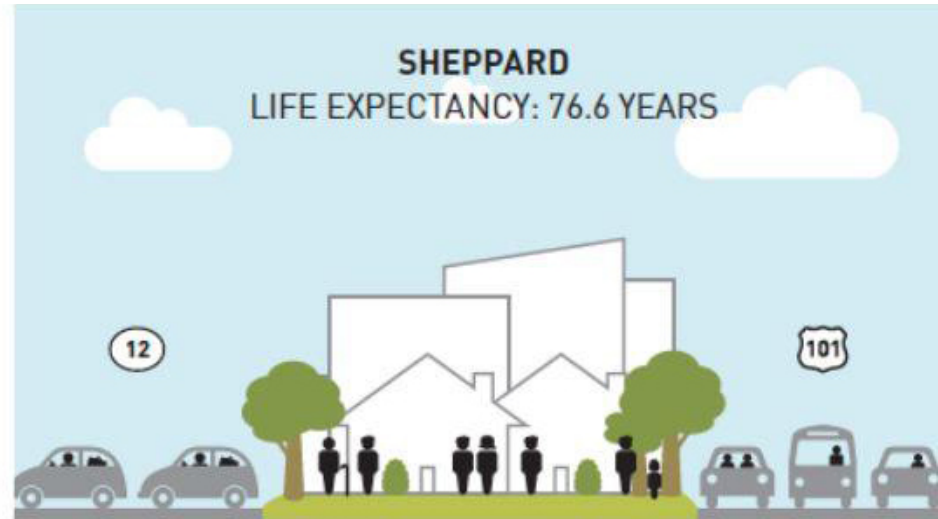
Latinos will comprise 25% of population by 2045; U.S. will be “minority White”



A Tale of 2 Neighborhoods

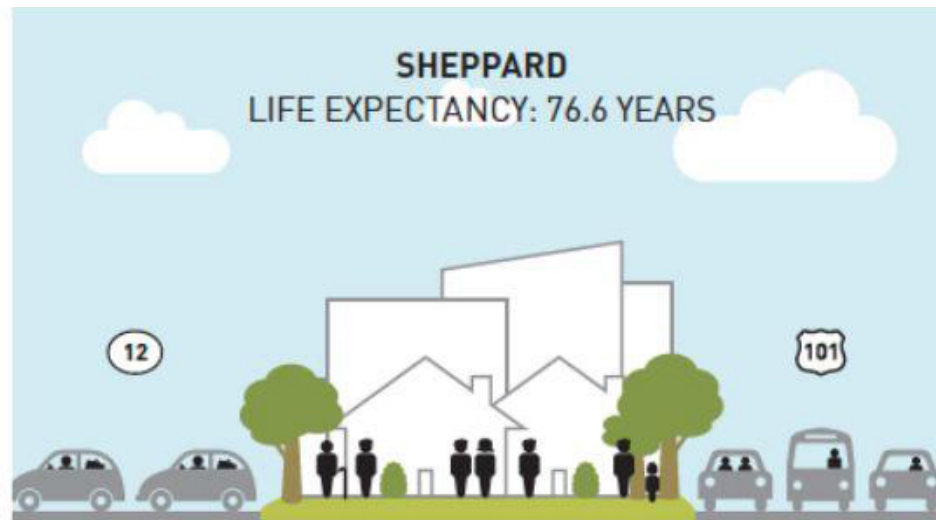
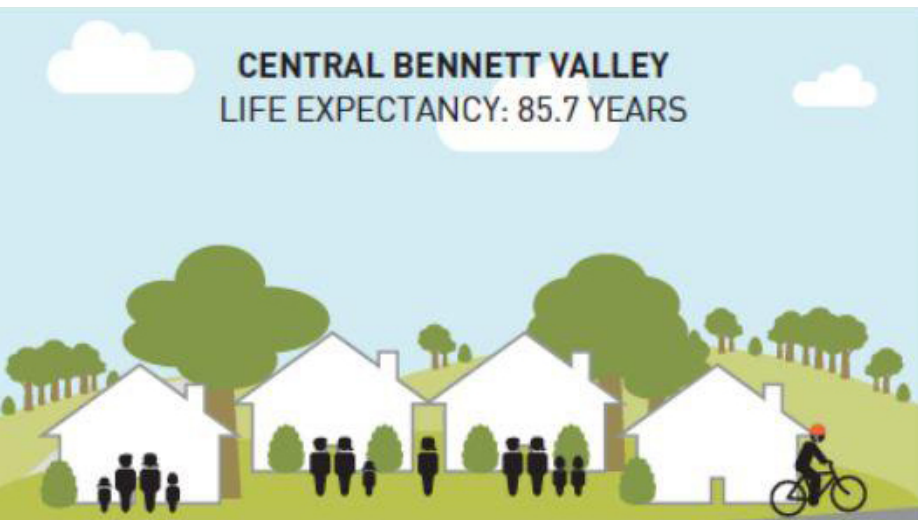


- **6.6%** living in poverty
- **extensive** parks and green space
- **40.8%** at least bachelor's degree
- **\$44,564** median personal earnings



- **18.7%** living in poverty
- **limited** parks and green space
- **8.2%** at least bachelor's degree
- **\$22,068** median personal earnings

A Tale of 2 Neighborhoods



**WHERE YOU LIVE MATTERS
TO YOUR HEALTH**



Ernesto



1

High Poverty



Our Research: salud.to/famsupport

1 in 3 U.S. Latino families live in poverty.
2 in 3 earn less than \$15/hour (vs. 39%
of workers overall).





2

Lack of Health Care



Our Research: salud.to/famsupport

More Latinos have no healthcare coverage (15.1%) than any other group. 27% also report having no usual health care provider.

A grayscale photograph of a young girl with dark hair sitting in a dental chair. She is looking up at a pair of white-gloved hands, likely belonging to a dentist, which are positioned near her face. The background is dark and out of focus.

3

Lack of Dental Care



salud.to/dentalequity

Latino kids have 2x as many untreated cavities as their white peers. Latino kids have first dentist visit at age 16 (others at age 7).





4

Lack of Early Ed



Our Research: salud.to/famsupport

42% of kids live in “child care deserts.” Only 40% of Latinos participate in preschool; face a 25-percentage-point cognitive gap vs. Whites.



A grayscale background image showing a weathered, single-story house with a porch. To the right, a basketball hoop is visible. The scene appears to be in a low-income neighborhood.

5

Unstable Housing



Our Research: salud.to/healthequity

Latinos who are “housing burdened” rose from 42.4% in 2000 to 56.9% in 2015. 54% of Latino household heads rent homes (28% of Whites).



6

Unsafe Transit



Our Research: salud.to/healthequity

27% of Latinos use public transit daily/weekly, and have long commutes. More Latino homes have no car (12%) than Whites (6.5%)



7

Food Swamps



Our Research: salud.to/foodaccess

Latinos tend to live in neighborhoods with few supermarkets; but with an abundance of fast food, sugary drinks, and targeted marketing.



8

No Play Space



Our Research: salud.to/ActiveSpaces

19% of Latino neighborhoods have access to a recreational facility (62% of Whites).
Even if they do have a facility, access is low.



9

Toxin Exposure



salud.to/toxicissues

44% of Latinos live with poor air quality (25% non-Latinos). Latinos also are more likely to work jobs that use paints, pesticides, etc.



10

Trauma Exposure



salud.to/earlychildhooddevelopment

78% of Latino kids suffer at least one adverse childhood experience (ACE), such as poverty, neglect. 28% suffer 4+ ACEs.



11

Racism/Bias Exposure



Our Research: *Coming 2020!*

Current anti-immigrant rhetoric, bias, moral disengagement, lack of social cohesion, parental separation, etc. ... harms Latino health.





Latino Health Disparities



Let's talk...

1

Our Team

2

11 Health Equity Trends for Latino Kids/Families

3

Salud America!: A Latino Health Equity Revolution

4

The Effect of Our Digital Strategies

SO WHAT ARE WE DOING?

Salud America! informs & inspires its large digital network of advocates to push healthy community change and health equity for Latinos and all people using tailored content, data, tools & actions.





We did research to find data and policy/practice solutions for the 10 Latino health equity areas (and more)



- Affordable Housing
- Transportation
- Green/Active Spaces
- **Healthy Food/Water**
- Air Quality/Toxins



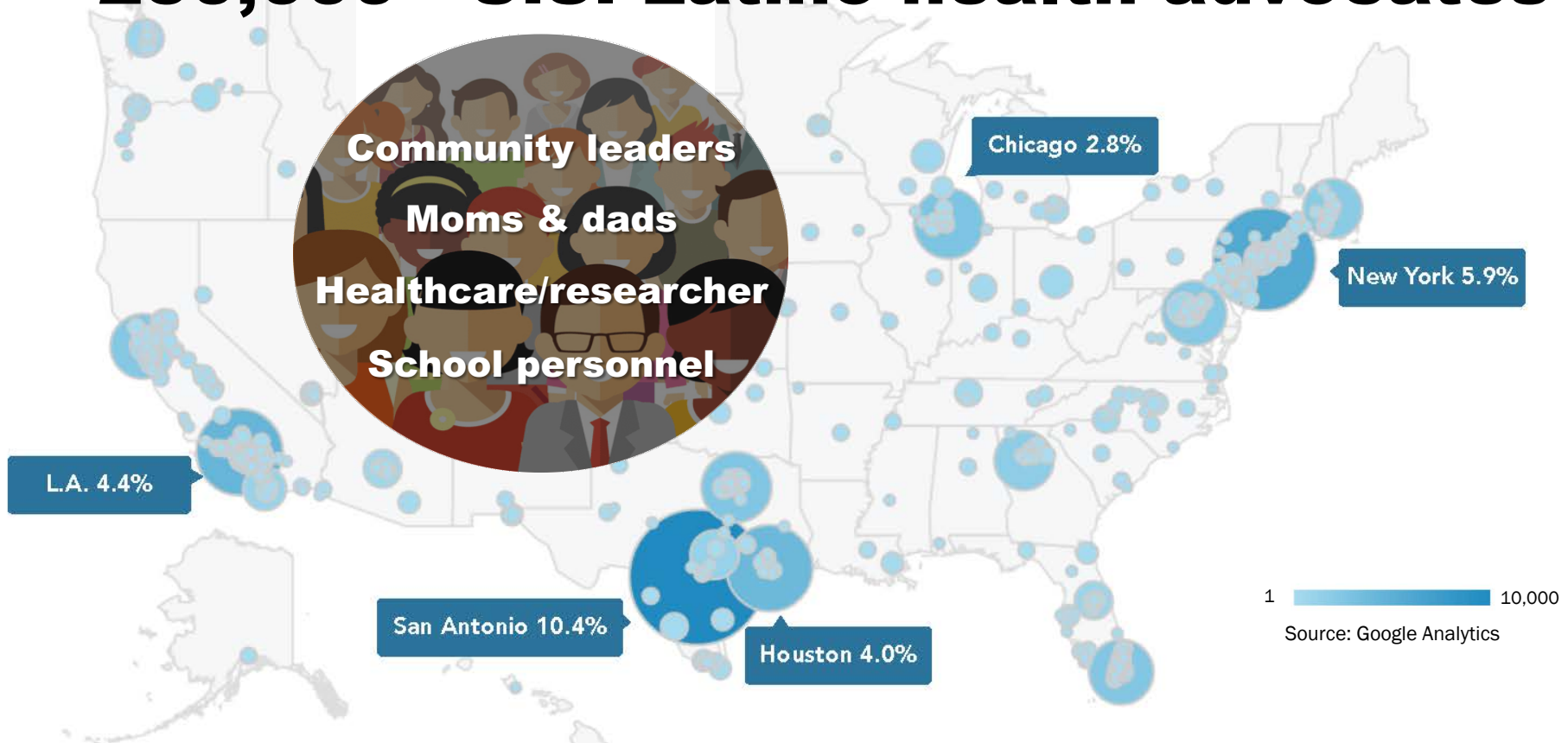
- Maternal/Child Health
- Healthcare Access
- Mental Health
- Childhood Trauma
- Education



- Embracing Immigrants
- Reducing Poverty
- Reducing Bias
- Civic Engagement



We built nat'l digital network of 250,000+ U.S. Latino health advocates





We built a multimedia digital communication infrastructure with a website, social media, and emails framed around our equity data and solutions

salud-america.org

@SaludAmerica



Issues Success Stories Take Action News About

Tell FDA: We Need Safe Sunscreen

[COMMENT NOW!](#)

By The Numbers ▶

84

PERCENT
OF LATINO PARENTS
SUPPORT PUBLIC FUNDING
FOR AFTERSCHOOL
PROGRAMS

28

PERCENT
OF LATINO KIDS SUFFER
FOUR OR MORE ADVERSE
CHILDHOOD EXPERIENCES
(ACES)

50

PERCENT
OF BIG US CITIES HAVE A
LOCAL BOARD OF HEALTH

How can you make a difference for Latinos?

IDEAS FOR

TO HELP

[SUBMIT](#)



New Action Pack: How to Start a School Food Pantry

[Take Action ▶](#)

Californians: Help
Ban Nail-Care
Products That Can
Cause Pregnancy
Complications

[Take Action ▶](#)

Report: Record
Rise in Dangerous
Roads, Pedestrian
Deaths in U.S.

[Research ▶](#)



Social and Emotional Learning
Leads to 64% Drop in
Expulsions

[Change ▶](#)



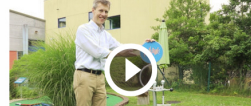
The Road Diet that Can Curb
Transportation Gluttony

[Change ▶](#)



**Game Changer: San Antonio
Police to Notify Schools...**

[Salud Heroes ▶](#)



**How a Children's Museum
Morphed into a Latino...**

[Salud Heroes ▶](#)



Via this communications infrastructure, we seek to increase network members' efficacy to advocate for grassroots policy change

Self Efficacy

Collective Efficacy





We create **Latino-focused content**, videos, tools, campaigns, and actions using “digital content curation”

Collect

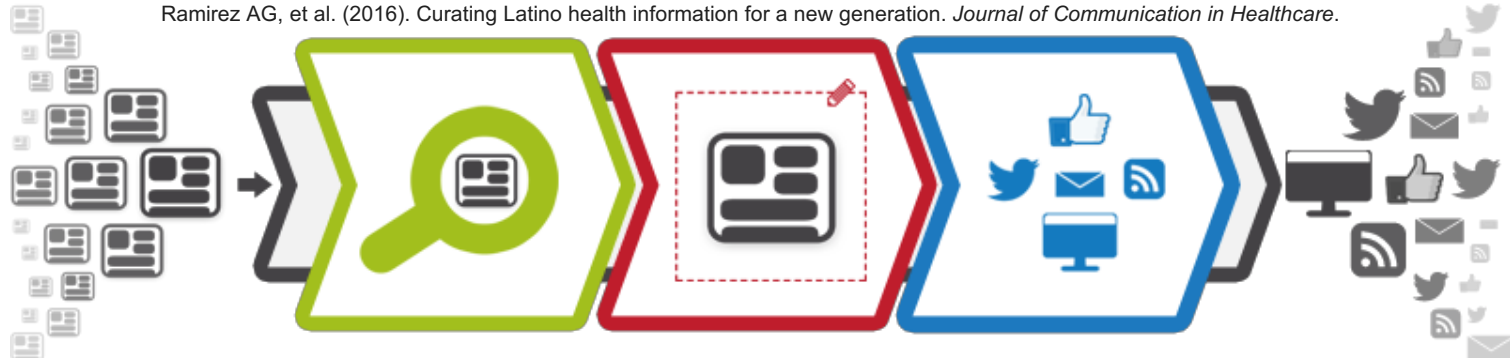
Our 4 curators search for content by research topics

Craft

Tailored content featuring heroes, culture, geography

Connect

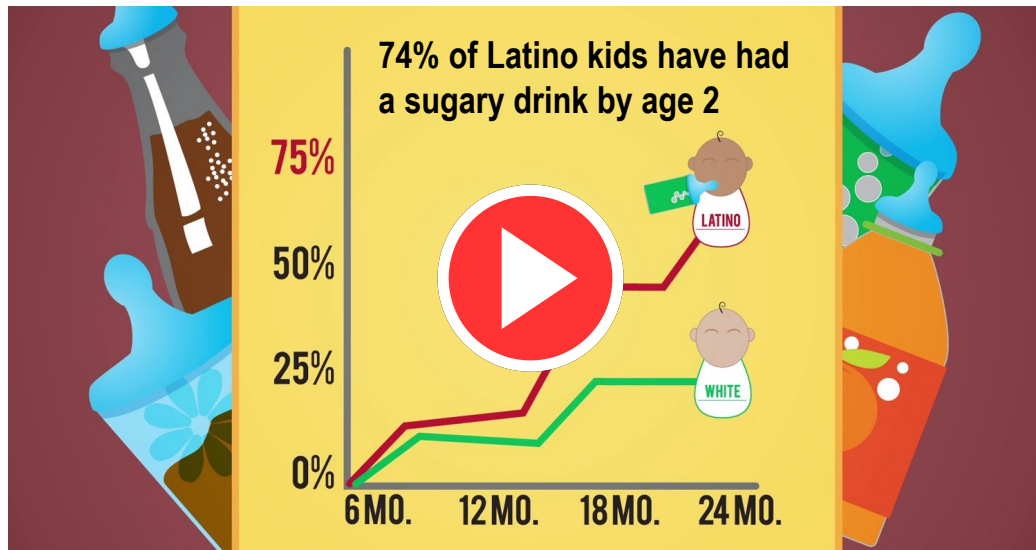
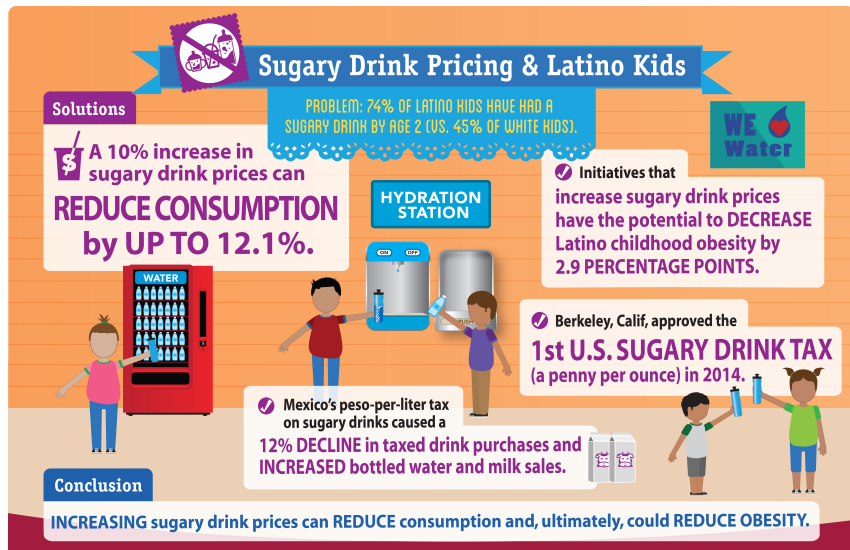
Disseminate content via web, email, social, meetings





We create **graphics** and **animated** videos on **equity data** and **solutions**

Sugary Drinks and Water



<http://salud.to/sugarresearch>



We create **Salud Hero stories** and videos featuring real **Latino grassroots-change role models**

Role model narratives increase self-efficacy by:

1. Mastery: Gaining experience when we take on a new challenge and succeed.
2. Social Modeling: Having a role model to emulate.
3. Social Persuasion: Motivated by what we see/hear.
4. Psychological Responses: Influenced by context.
5. Visualization: Imagining future success to build belief succeeding is possible.



Gaby Medina, a Salud Hero from Denver who promotes water over sugary drinks to help reduce obesity and cavities

salud.to/waterpromote



We create **Digital Action Packs** with **FAQs, template materials, customized model emails, to help advocates make on-the-ground healthy changes**

For each action pack, we provide technical assistance (via phone and online) from our curators who are experts on their topics

Meet Our Coaches



Stacy Cantu-Pawlik

Coaches on healthy food and mental health



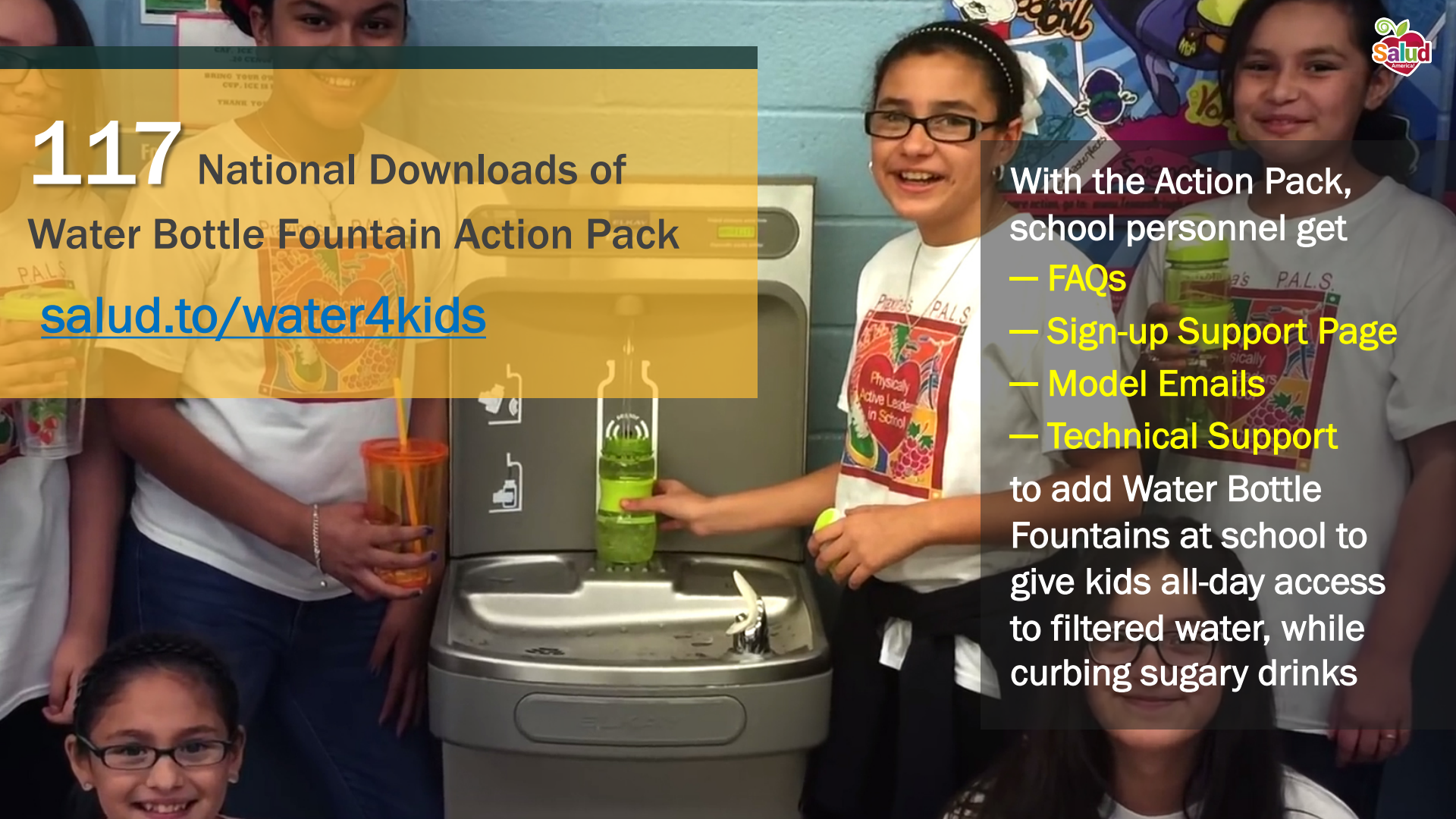
Amanda Merck

Coaches on active spaces and early childhood development and weight



Rosalie Aguilar-Santos

Coaches on overall Latino child health

A group of diverse school children are gathered around a modern, grey water bottle fountain. One girl is actively filling a green water bottle. Another child holds a clear cup with a straw. In the foreground, a girl with glasses smiles at the camera. The fountain has a digital display and a coin slot. The background shows a colorful wall with posters, including one for 'Salud America' and another with the text 'PALS' and 'Physically Active Leaders in School'.

117 National Downloads of Water Bottle Fountain Action Pack

salud.to/water4kids

With the Action Pack,
school personnel get

- FAQs
- Sign-up Support Page
- Model Emails
- Technical Support

to add Water Bottle
Fountains at school to
give kids all-day access
to filtered water, while
curbing sugary drinks

“ [For Comal ISD], the action pack served as a catalyst for change by accelerating a conversation...regarding adding water bottle fountains for students in schools. ”

623 National Downloads of
Trauma-Sensitive School Action Pack
salud.to/traumakit

With the Action Pack,
school personnel get

- **FAQs**
- **Template Materials**
- **Model Emails**
- **Technical Support**

to talk to superiors
about trauma, build
support, and craft a
system to ID / support
traumatized students.



A police officer in a dark uniform with a "POLICE" patch is smiling and interacting with a group of young children in a classroom. The officer is hugging a girl in a white shirt. Other children are visible in the foreground and background, some looking at the officer. Educational posters like "Days of the Week" and "Colors & Shapes" are on the wall.

471 National Downloads of
Handle With Care Action Pack
salud.to/handlewithcare

**With the Action Pack,
school and police get**

- FAQs**
- Template Materials**
- Model Emails**
- Technical Support**

**to enable police to
alert schools when
they encounter kids
at crime scenes, so
schools support kids**

724

National Downloads of
School Food Pantry Action Pack

salud.to/getapantry

With the Action Pack,
school personnel get

- **FAQs**
- **Template Materials**
- **Model Emails**
- **Technical Support**

to talk to superiors
about starting a
school food pantry at
the campus or
district-wide.



Salud America! members submitted...



73% of comments

HHS received to shape Physical Activity Guidelines (2018)



10% of comments

EPA received to keep groundwater safe from pollution (2019)



2,214 emails

to HHS to add trauma objectives to Healthy People 2030 (2019)



Dozens of letters

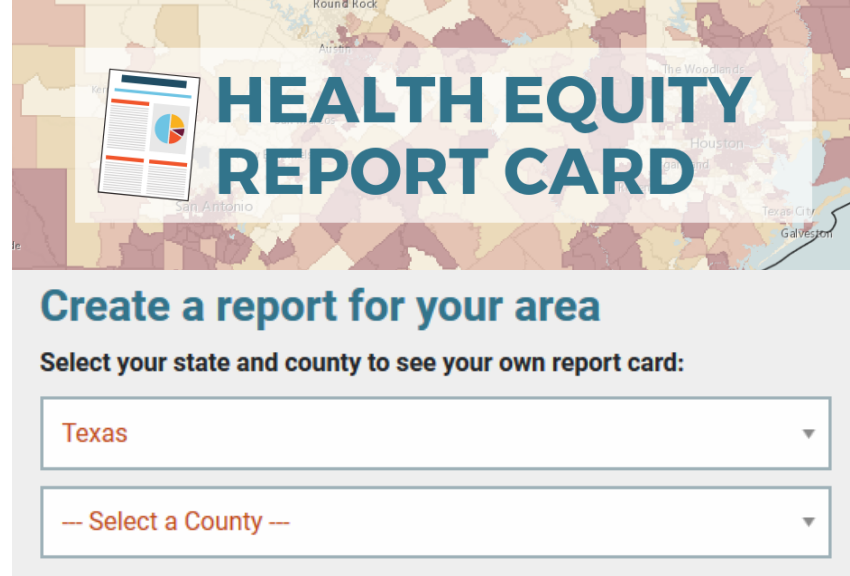
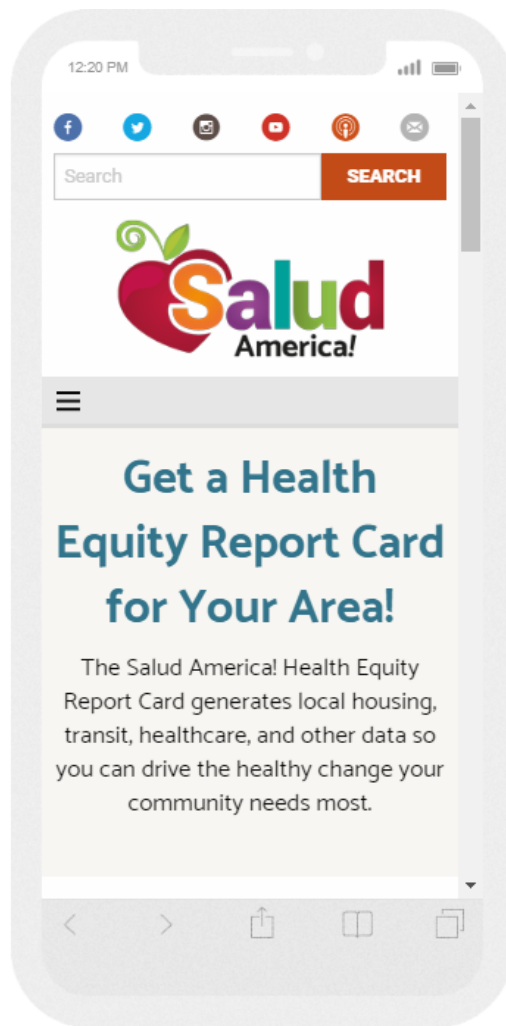
to TxDOT for safer streets; they adopted “zero fatality” goal (2019)

2,815

page visits to
Health Equity
Report Cards
w/ local health
data on:

- poverty
- housing
- transit
- health care
- environment
- food access
- healthcare
- schools

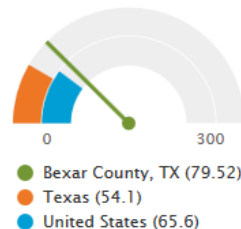
salud.to/equityreport



Access to Dentists Rate

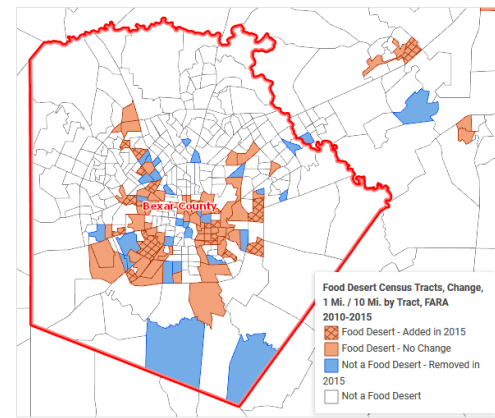
In Bexar County, there are 79.52 dentists per 100,000 population.

Dentists, Rate per 100,000 Pop.



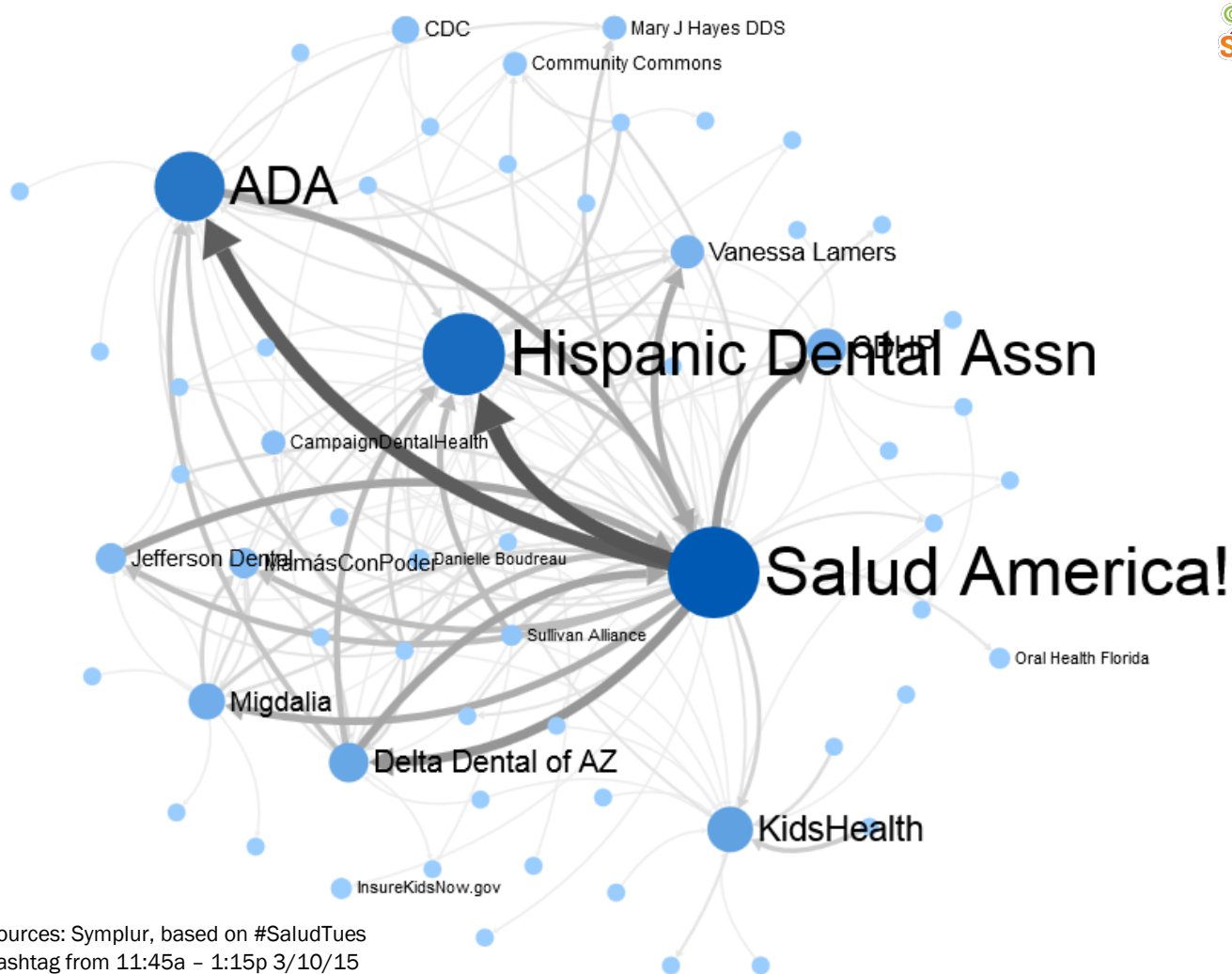
Food Desert

In Bexar County, 161 of census tracts are food deserts, meaning 978,453 people are living in food deserts.



#SaludTues
Tweetchats
average

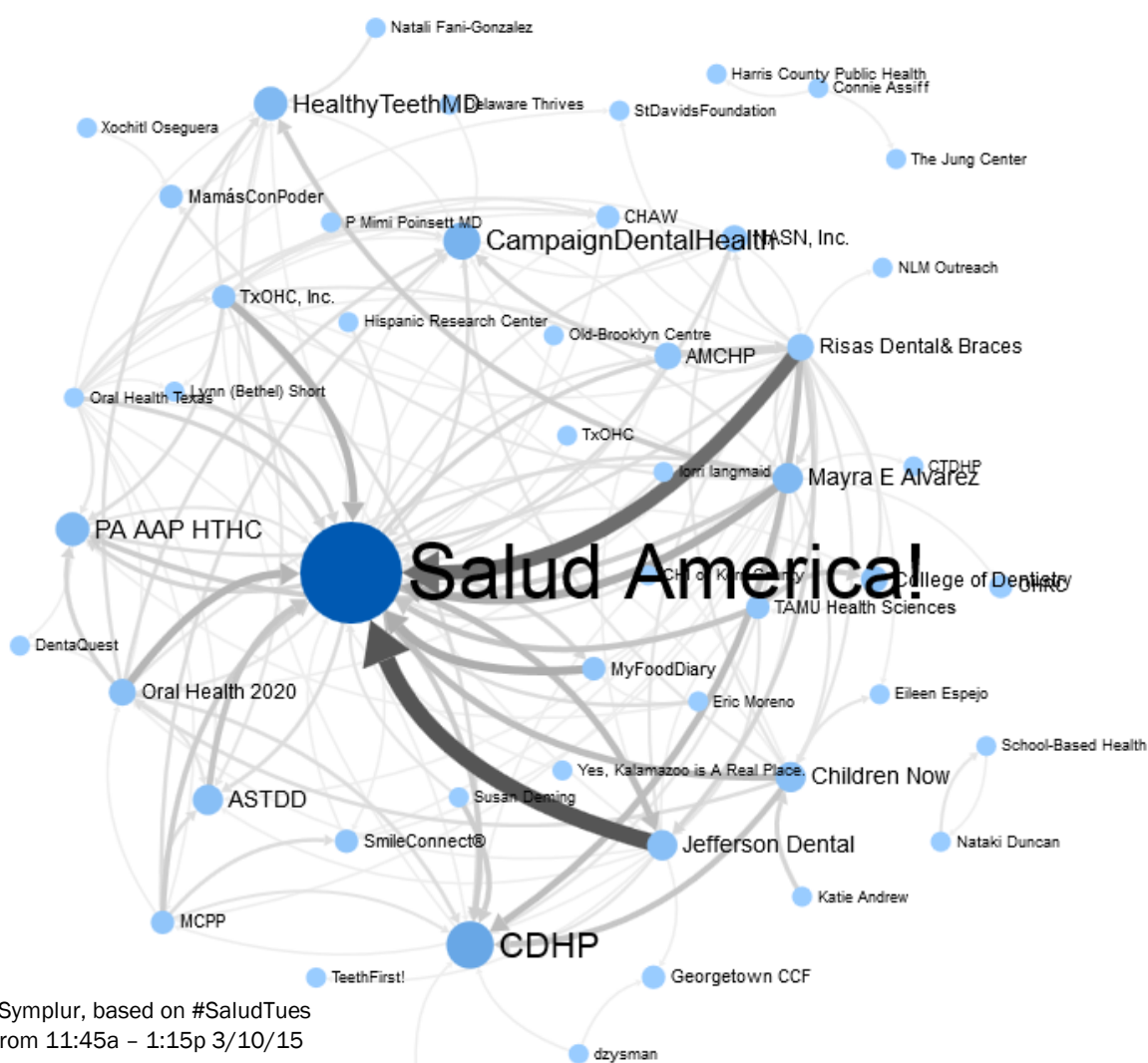
8
million
impressions
on Twitter in
1 hour every
week!



Sources: Sympur, based on #SaludTues
hashtag from 11:45a - 1:15p 3/10/15

8 million

8 million



Sources: Symplur, based on #SaludTues
hashtag from 11:45a – 1:15p 3/10/15



Let's talk...

1

Our Team

2

11 Health Equity Trends for Latino Kids/Families

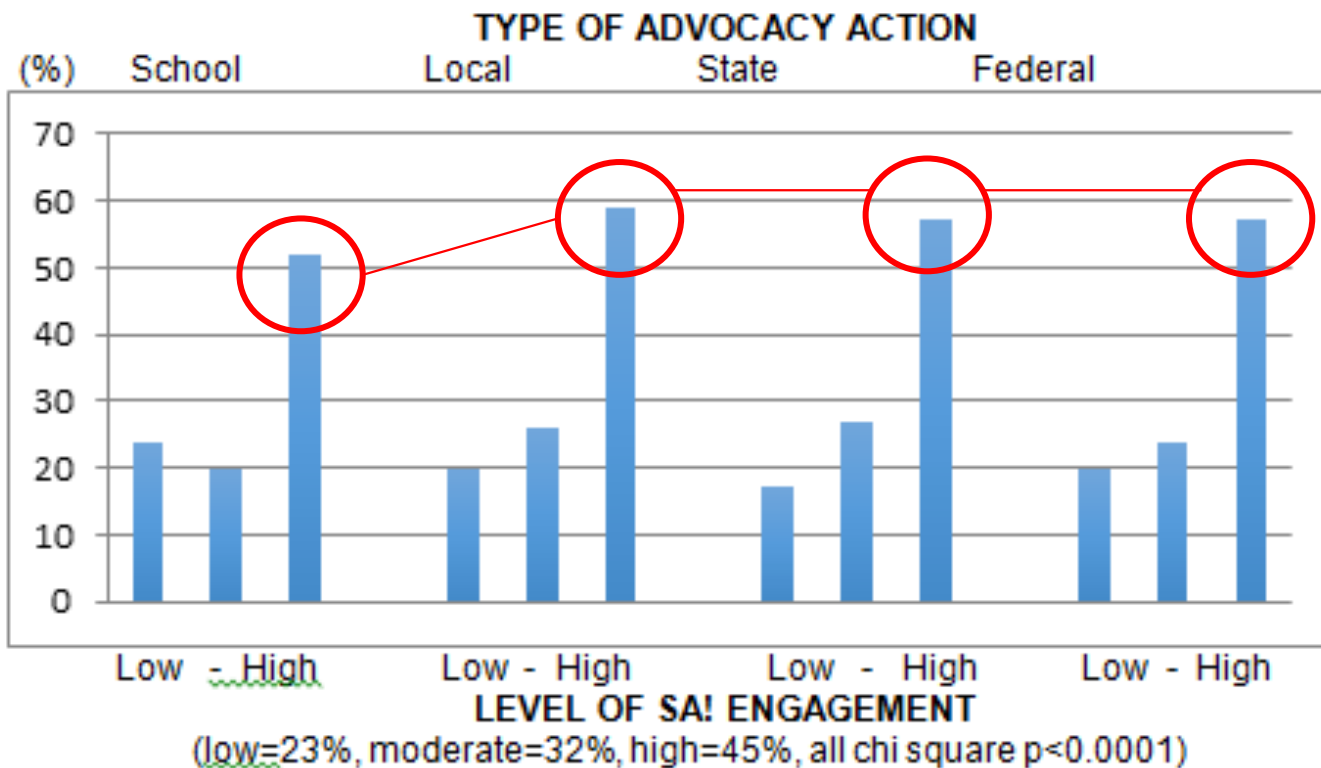
3

Salud America!: A Latino Health Equity Revolution

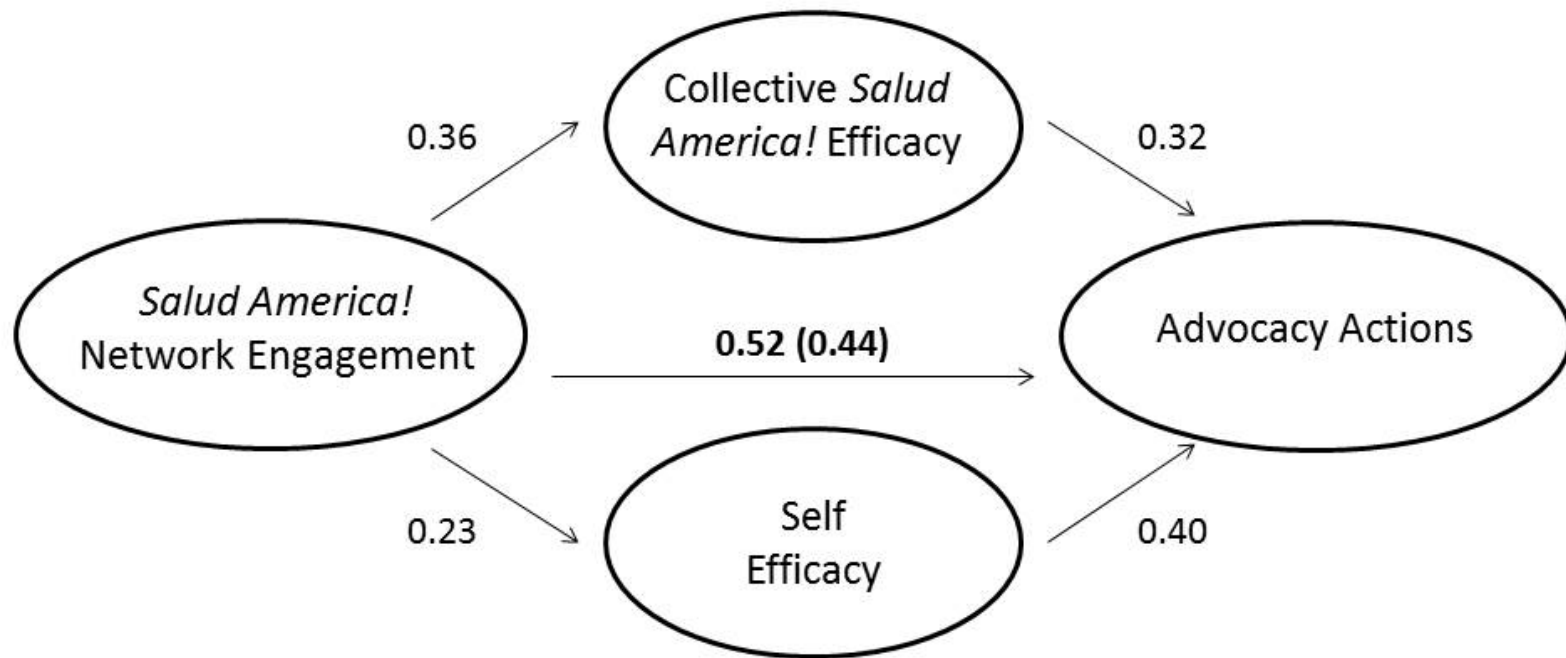
4

The Effect of Our Digital Strategies

Network Engagement



Validating the Model



All correlations significant, $p < 0.001$; partial correlation in parentheses



Policy Wins

Policy win = Something passed or enacted by a relevant voting body in the past 12 months

Salud America! members...

179—Latino child health policy wins

96 —general public health policy wins

\$16,000 per policy win!



Source: Calloway EE, Carpenter LR, Hill JL, Boyd LWM, Clausen W, and Yaroch AL. Evaluation of Salud America!: Final Report (Brief Version). Prepared by the Gretchen Swanson Center for Nutrition for the Robert Wood Johnson Foundation, April 2018. <https://salud.to/2zLAnye>.



Next Challenge

Sustainability



- Robert Wood Johnson Foundation invested \$9M+ since 2007
- This funding ends in October 2021
- We need to find new, stable funds to sustain *Salud America!*

Final Thoughts

- **Get involved**—identify key stakeholders and leaders
- **Share digital tools**—action packs, research, stories
- **Be a resource**—help others get connected
- **Be an advocate**—take steps to make change where you are!





————— *Mil Gracias!* —————

Salud America!

Join us at

salud-america.org/join

@SaludAmerica



UT Health
San Antonio
Institute for Health
Promotion Research

