



Creating an Online Platform for Healthier Changes in Latino Communities



SA! Acknowledgements

Salud America! Leadership

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- HQ: Institute for Health Promotion Research, UT Health Science Center at San Antonio

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Latino childhood obesity...what we know

Latino children comprise 22% of all youth in the U.S.

Expected to rise to 30% by 2025.

39% of Latino kids ages 2-19 are overweight/obese, compared to 32% of all U.S. children.





Latino areas have fewer supermarkets and farmers' markets, and more fast-food chains and corner stores.

Latino kids consume above-average amount of sugary drinks.



Latino students are widely exposed to high-fat, high-sugar snacks and drinks in schools.



Latino kids have limited access to parks, playgrounds, and other active/rec areas.

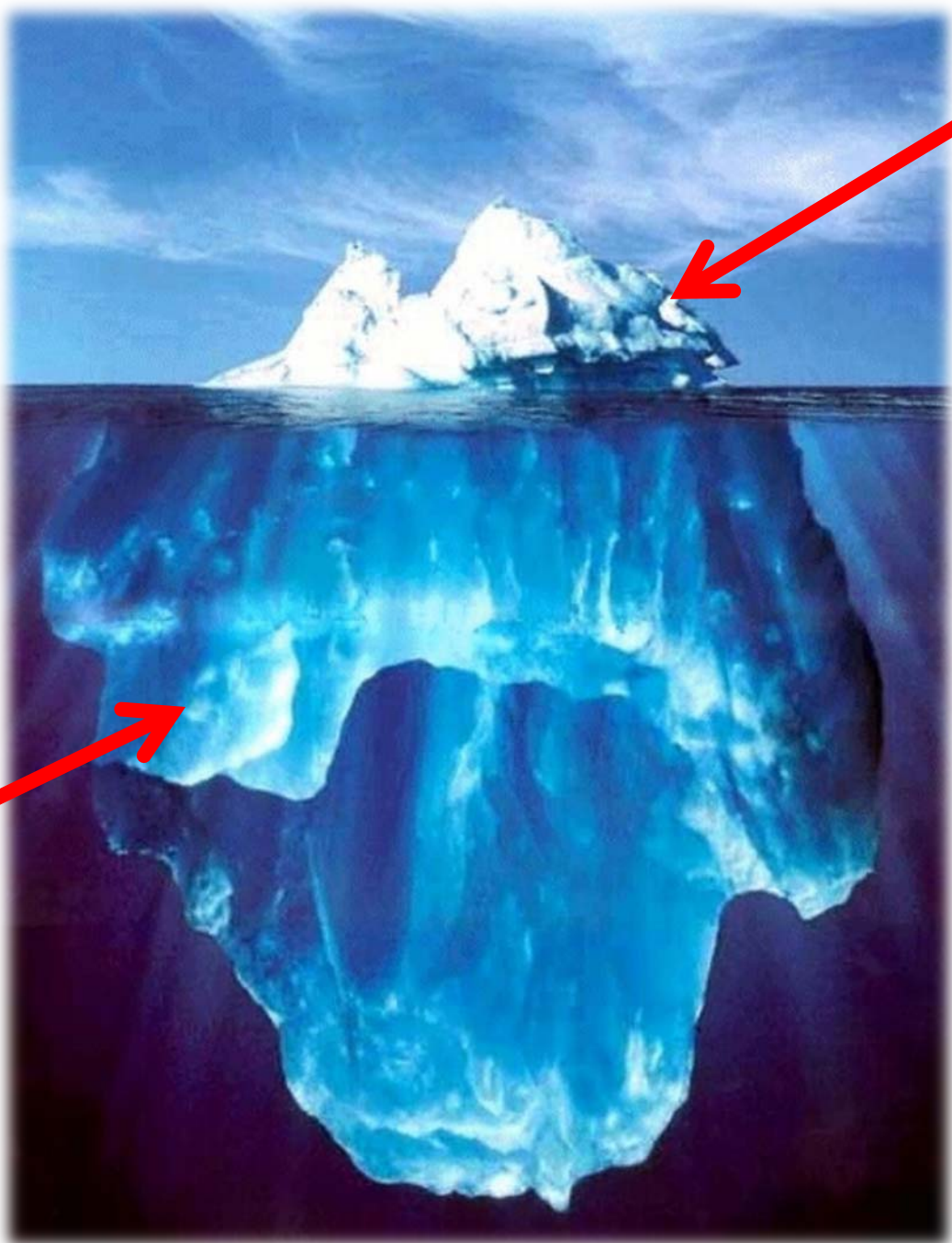
Latino kids have fewer options for physical activity out of class/school.



Latino kids are being targeted by food and beverage marketers more so than other racial/ethnic groups.

***The First
Five Years:
Building the
Field of
Research***



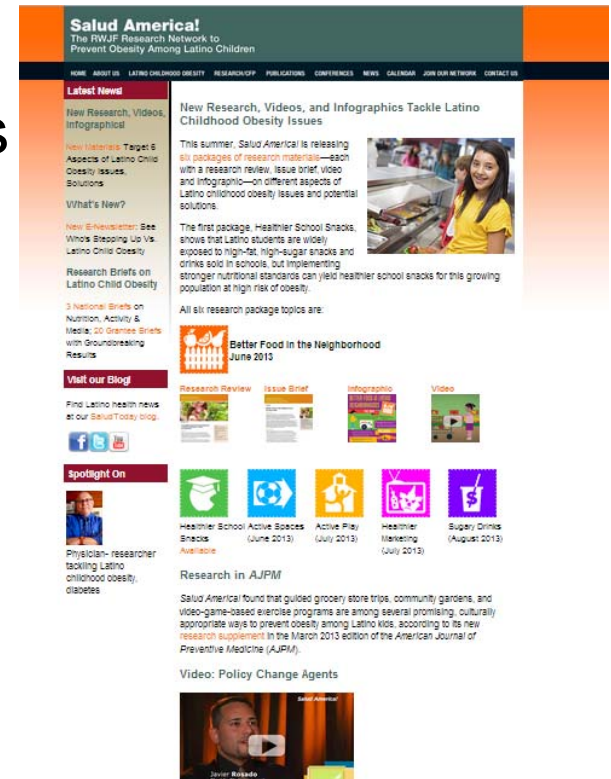


**Behavior
Language
Food**

**Values
Norms
Customs
Beliefs**

2007-08

- Built online network w/2K stakeholders
- Launched website & E-communications
- Created first-ever LCO research priority agenda
 - Delphi Survey of SA! members indicated top-ranked research areas and priorities
 1. Family
 2. Community
 3. School
 4. Society
 5. Individual



<http://www.salud-america.org>

2009

- Funded 20 research grantees
- “Did You Know” Latino obesity video



Inaugural **Salud America!** Scientific Summit Report

September 9–11, 2009 • San Antonio, Texas

Salud America!
The RWJF Research Network to Prevent Obesity Among Latino Children

Robert Wood Johnson Foundation
UT HEALTH SCIENCE CENTER
SAN ANTONIO



2010 - 2011

- 20 Grantee Research Briefs
- 3 national research briefs on LCO
 - Nutrition
 - Physical activity
 - Marketing/media

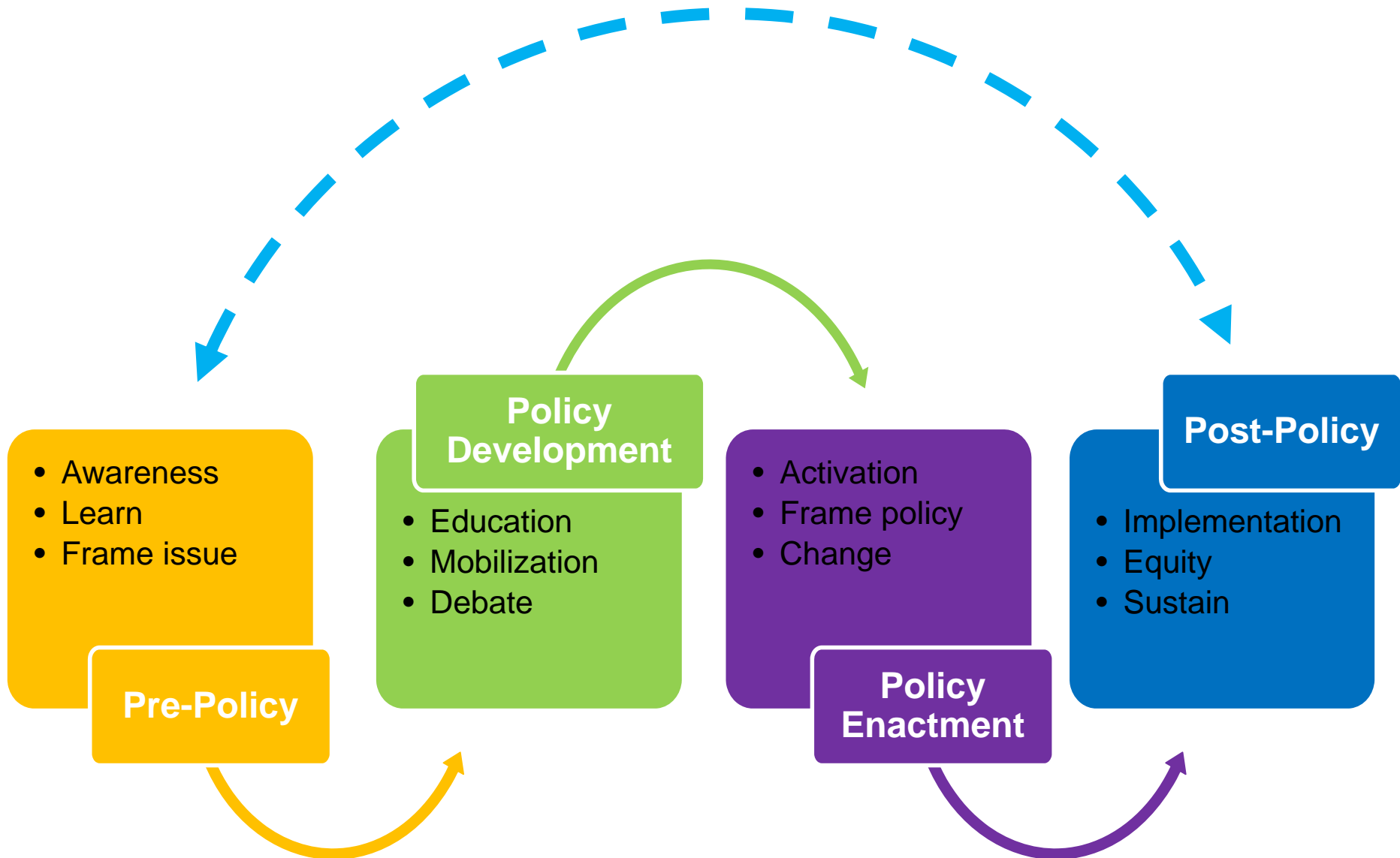


2012 - 2013



- Special supplement in the Journal of Behavioral Medicine (March 2013)
- Overall message: Promising, culturally appropriate ways to prevent obesity among Latino kids exist.

The Policy Contribution Spectrum





***Next Steps:
Empowering
Community
Change***



Salud America! New Mission

Develop evidence/stories/tools for community capacity to create policy change



Activities/Targets

Maintain /expand
our existing network

Develop research &
multimedia products

Launch the “Growing Healthy
Change Platform”





An Ideal Web Platform

- Surveyed network on needs to help advance policy
- Found they wanted a place to:
 - ❖ Locate policy initiatives in their area
 - ❖ Read the most recent news related to LCO
 - ❖ Receive resources and info on how to push for healthy policy change
 - ❖ Identify others with similar initiatives

#GrowingHealthyChange

Our online clearinghouse of Latino-focused

- 1) policy changes,
- 2) resources/stories &
- 3) sharing stories

to empower people to create healthy changes in their neighborhood, city & schools.

The screenshot shows the website's header with the 'SA!' logo and the text 'Salud America! Growing Healthy Change'. A navigation menu on the left includes 'Home', 'Find Change', 'What Is Change?', 'Resources for Change', 'Salud Heroes', and 'Share Your Story'. The main content area features a green banner with the question 'How can you fight Latino childhood obesity in your area?'. Below this, there is a video player with a play button and a caption: 'It's very important to feed our children healthy food... in the world, we are also fighting obesity... and learn how easy it is to be a Salud Hero, too!'. The '1. Find Changes' section includes a search bar with the placeholder 'Enter search terms here' and a 'Search' button. Below the search bar are two columns of topic icons: 'By Topic' (Active Play, Active Schools, Better Food, Neighborhoods, Healthy Schools, Healthy Food, Schools, Better Schools) and 'By Location' (a map of the United States with state icons). At the bottom, there is a 'Recent Changes' section with three small image thumbnails.

#GrowingHealthyChange

1

Find new policy changes

By Topic



[Active Play](#)



[Active Spaces](#)



[Better Food in Neighborhoods](#)



[Healthier Marketing](#)



[Healthier School Snacks](#)



[Sugary Drinks](#)

By Location



[Browse changes happening in your area](#)

Recent Changes



[ILLINOIS CONSIDERS STATE-WIDE SUGARY DRINK TAX](#)

Latino kids consume more sugary drinks than the national average, but change in cost of sugary drinks could reduce consumption ... [Read more](#)



[NAVAJO NATION ATTEMPTS TO TAX JUNK, PROMOTE HEALTHY FOOD](#)

The Navajo Nation, faced with rising rates of obesity, has decided to take make some healthy changes. On Jan. 30, ... [Read more](#)



[NEW MIXED-USE DEVELOPMENT AND YMCA TO BE BUILT IN THE BRONX](#)

In December 2013, the YMCA of the Greater New York area announced plans for the development of a new 48,000 ... [Read more](#)

#GrowingHealthyChange

2

Find new resources & Salud Hero stories to learn how to make change



Report

[Targeting the Taqueria: Implementing Healthy Food Options at Mexican American Restaurants](#)

Adding healthier options to restaurant menus is one way business owners can



Toolkit

[Resources to Plan, Implement, and Evaluate Ciclovias/Open Streets Events](#)

If you're looking to get people moving in your community an open streets event or Ciclovía



Get Involved

[Active Spaces Grant: NYC DOT Seeks Artists to Help Transform Streets](#)

Calling all artists, community organizations, and volunteers! If you're an artist and you want to contribute to improving the



#GrowingHealthyChange

3

Share your story and be a Salud Hero!

Please describe the work you are involved in as it relates to childhood obesity

Title of your story

Tell us your story

Send us a picture or video about your story

File

 No file selected.

File

 No file selected.

File

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BETTER FOOD IN LATINO NEIGHBORHOODS

THE BAD



- Latino-majority schools had an average of five mobile food vendors—mostly paninis, ice cream, and hot vendors—within a quarter mile, one study found.
- Many Latino families did not have access to healthy affordable foods.

Latino neighborhoods have more corner stores (like bodegas) and fast-food restaurants...
...but one-third as many supermarkets, and fewer farmers' markets, than non-Latino neighborhoods.

THE GOOD

- As the number of supermarkets increased in Latino neighborhoods, teens' body weight outcomes improved.
- Increasing the number of farmers' markets in Latino communities boosted local produce sales.

Policy initiatives may improve the food environment and economy in Latino areas:

- Healthy food financing initiatives can include tax credits, zoning incentives, funding, or equipment to spur supermarkets and farmers' markets to locate in underserved areas.
- Government financing initiatives can help bodegas expand healthy offerings.
- Food subsidies can expand Latino demand and buying power for healthy foods.



CONCLUSION

Introducing supermarkets or farmers' markets, expanding healthy offerings in places like bodegas, and lowering the cost of healthy foods in Latino communities increases families' access to healthy affordable foods. These efforts help support a healthier diet among Latino kids.



Go to www.salud-america.org to find out more on Latino childhood obesity.



Sources for the information included in this infographic can be found in *Salud America! Research Reviews*, available at www.salud-america.org. *Salud America!* is a national program of the Robert Wood Johnson Foundation with direction and technical assistance provided by the Institute for Health Promotion Research at The UT Health Science Center at San Antonio.

HEALTHIER SCHOOL SNACKS & LATINO KIDS

THE BAD



- Latino middle-school students had significantly greater access to school stores or snack bars/cans, which tend to sell high-fat, high-sugar items, than their black and white peers.
- Latino high-school students had greater access to brand-name fast-foods in schools.
- Latino students were at least twice as likely as white students to buy from a vending machine, when available.
- Nutrition standards for snacks and drinks in Latino-serving schools tend to be weak. Weaker standards are less likely to positively impact student weight.

THE GOOD

- Policies that reduce access to unhealthy snack foods and drinks in schools can reduce Latino students' consumption of these items during the school day.

After California adopted strict nutrition standards for snacks sold in schools in 2007:

- The availability and consumption of sugary drinks, chips, candy, etc., decreased.
- A majority-Latino student population reported drinking more water.
- Another majority-Latino student population consumed less fat, sugar, and an average of 138 fewer calories a day than students in states with no such rules.



A 2012 report found that strong nutrition standards for school snacks can support a healthy weight among Latino students.

CONCLUSION

By 2050, 35 percent of young people in the U.S. will be Latino. Providing healthier school snacks and drinks can help make sure this growing population is healthy.



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ACTIVE SPACES FOR LATINO KIDS

THE BAD



- Latino kids often have limited access to safe "active spaces"—gyms, fields, and playgrounds.
- Fewer Latinos than whites said their neighborhoods had safe spaces for kids to play.



More than 60% of white neighborhoods have a recreational facility...
...less than 20% of Latino neighborhoods do.

THE GOOD

SUA Shared use agreements between schools and communities that outline terms for sharing public spaces for physical activity can increase access to active spaces in Latino communities. Such agreements can overcome liability, cost, and staffing issues.

- Complete streets that are well lit and include well-maintained sidewalks and bike lanes can help Latino families walk and bike more safely.
- "Open streets" close off all vehicular traffic and create safe, inviting active spaces for residents.



CONCLUSION

Improving access to active spaces in underserved communities may help young Latinos be more active and maintain a healthy weight.



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Raising Awareness



<http://bit.ly/1fqQR7N>

Going forward...

- Continue to expand our network.
- Continue to curate policy changes at the national, state, and local level as well as success stories, resources, and multimedia products.
- Seek “Salud Heroes” and stories of change across the country.
- Evaluate use of our platform, products and impact on individuals self and collective efficacy.

**Join us at
www.salud-america.org**

**Share your stories! Email us at
saludamerica@uthscsa.edu**



@SaludToday