Salud America!

Engaging Schools & Communities in Local Level Actions to Promote Health Equity for Latino & All Kids

www.salud-america.org
¡HOLA!
Rosalie Aguilar
Program Coordinator,
Salud America! & Institute
for Health Promotion
Research (IHPR)

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

Outreach

Salud America! Nat’l Communication Network for Latino Health Equity

Modeled after Redes, we formed this network in 2007 on Latino childhood obesity research; in 2013 we moved to advocacy for a Culture of Health.
Let’s talk…

1. Our History

2. 10 Health Equity Trends for Latino Kids/Families

3. Salud America!: A Latino Health Equity Revolution

4. Activity: Challenges, Opportunities & Ideas for Impact!
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”

Child Trends, 2018, salud.to/childtrends; Brookings, 2018, salud.to/minoritywhite
A Tale of 2 Neighborhoods

**CENTRAL BENNETT VALLEY**
LIFE EXPECTANCY: 85.7 YEARS

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

**SHEPPARD**
LIFE EXPECTANCY: 76.6 YEARS

- 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

CENTRAL BENNETT VALLEY
LIFE EXPECTANCY: 85.7 YEARS

SHEPPARD
LIFE EXPECTANCY: 76.6 YEARS

WHERE YOU LIVE MATTERS TO YOUR HEALTH
1 in 3 U.S. Latino families live in poverty.
2 in 3 earn less than $15/hour (vs. 39% of workers overall).
Lack of Support

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

Our Research: salud.to/famsupport
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).
Unsafe Transit

Our Research: salud-americ.org

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

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

See stories & updates on our website!
78% of Latino kids suffer at least one adverse childhood experience (ACE), such as poverty, neglect. 28% suffer 4+ ACEs.
Racism/Bias Exposure

Our Research: *Coming August 2019*

Current anti-immigrant rhetoric, bias, moral disengagement, lack of social cohesion, parental separation, etc. ... harms Latino health.
Latino Health Disparities
Let’s talk…

1. Where You Live Matters
2. 10 Health Equity Trends for Latino Kids/Families
3. Salud America!: A Latino Health Equity Revolution
4. Activity: Challenges, Opportunities & Ideas for Impact!
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-américa.org

@SaludAmerica
We create graphics and videos with equity data & solutions

**Schools**

**Sugary Drinks**

74% of Latino kids have had a sugary drink by age 2
We create Latino stories, 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

Ex-Coach Creates Trauma-Informed Program to Reduce Absenteeism in San Antonio

Salud Hero John Hernandez! salud.to/ECCares
447 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.
306 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.
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.

Micaelie Smith, Wellness Coordinator, Comal ISD, San Antonio, Texas
Salud America! members submitted...

12% of comments
FDA got to save menu labeling (2017)

73% of comments
HHS got to shape Physical Activity Guidelines (2018)

2,214 emails
to HHS to add trauma objectives to Healthy People 2030 (2019)

100s of comments
HHS got on proposed Public Charge rules (2019)
#SaludTues Tweetchats average

8 million impressions on Twitter in 1 hour every week!

Sources: Symplur, Tweetchats in June-July 2018
Create a report for your area
Select your state and county to see your own report card:
Texas
Bexar County

November, 2018

Salud America!

your very own Salud Report Card for
Bexar County, Texas

1 of 3 U.S. public school students will be Latino by 2024. ¹

In Bexar County today,
1 in 2 adults (56.3%) and
7 in 10 kids (68.5%) are Latino²
...and it ranks 81st of 241 counties in health outcomes.³

This Salud America! Salud Report Card highlights health issues in your county (vs. state + nation) with
DATA POLICY SOLUTIONS RESEARCH STORIES
so you can start and support healthy changes in these areas:

Healthy Minds Family Support Healthy Child Healthy Food Healthy Schools Healthy Spaces

Salud.to/reportcard
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!

Let’s talk…

1. Where You Live Matters
2. 10 Health Equity Trends for Latino Kids/Families
3. *Salud America!*: A Latino Health Equity Revolution
4. Activity: Challenges, Opportunities & Ideas for Impact!
Activity #1 (5-10 min)

- What are the 3 greatest challenges to health equity you see in your school/community?

- What are 3 opportunities to promote health equity that you see in your school/community?
Activity #2 (5-10 min)

Review the case study & discuss:
- How can you relate to the hero mentioned in the story?
- What were some of the challenges & how did the hero overcome these barriers?
- What are key takeaways that you’ve gained from this story?
Get Involved!

- Be culturally competent
- Join *Salud America!* at [salud-america.org/join](http://salud-america.org/join)
- **Ask yourself:** What healthy policy/system change can you help make right now?
Join us for 
#SaludTalk
Salud America!’s Podcast
Coming fall 2019!
Mil Gracias!

Salud America!

Join us at

https://salud-américa.org/join