



# Salud America!

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



# ¡HOLA!

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UT Health San Antonio



UT Health  
San Antonio  
Institute for Health  
Promotion Research



Robert Wood Johnson Foundation



## 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

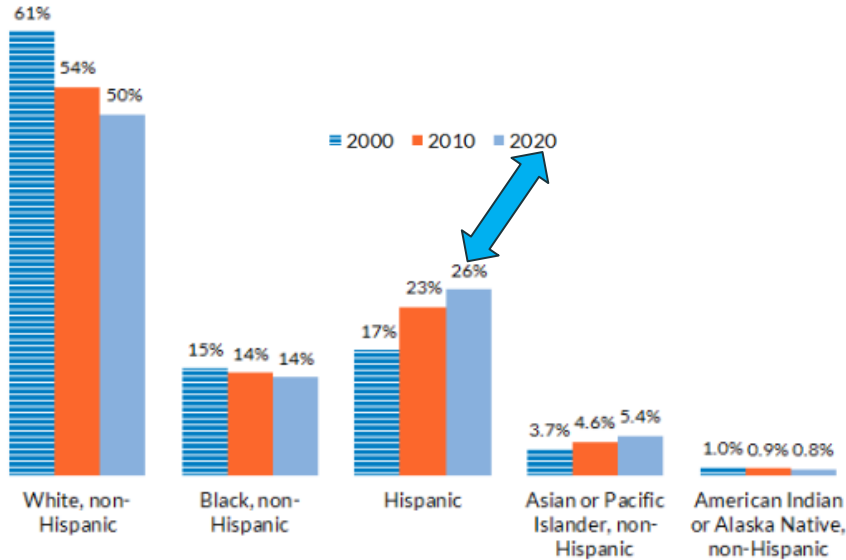
*Salud America!:* A Latino Health Equity Revolution

4

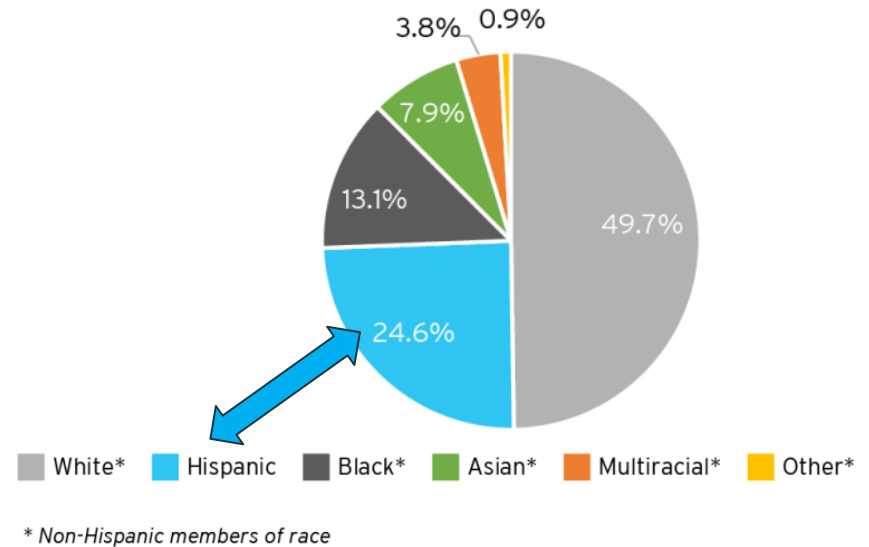
Activity: Challenges, Opportunities & Ideas for Impact!

# The Latino Population is Here

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

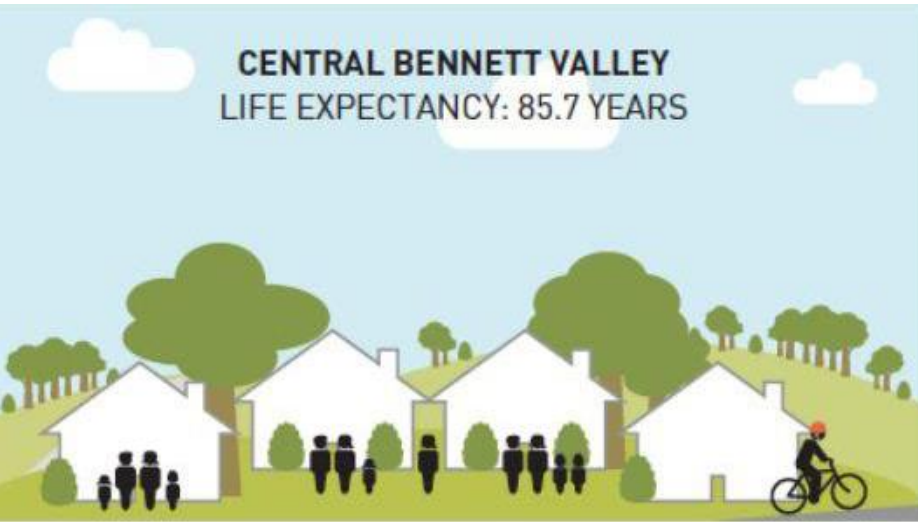


**Latinos will comprise 25% of population by 2045; U.S. will be “minority White”**

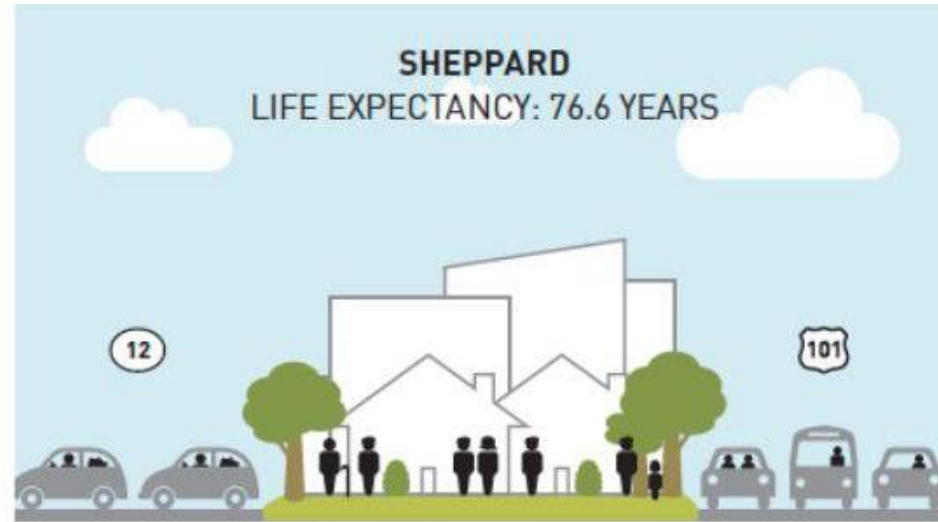




# A Tale of 2 Neighborhoods

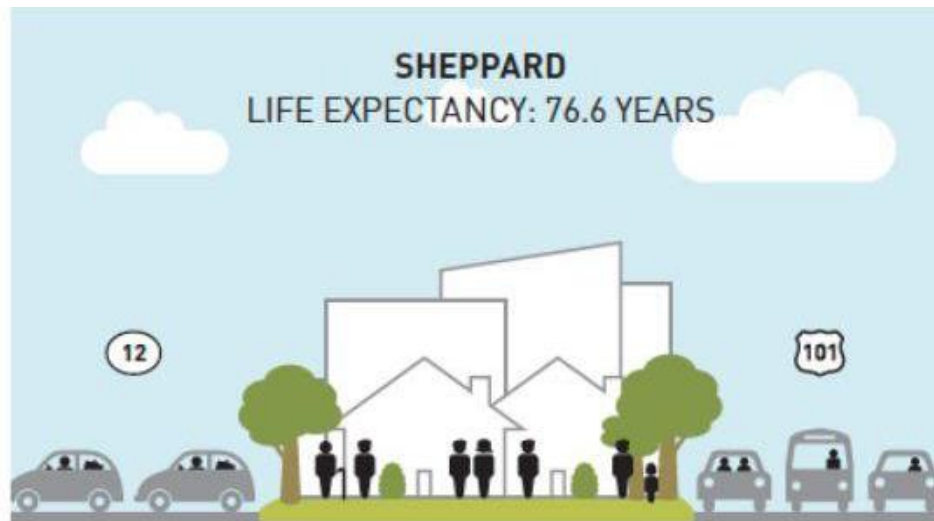
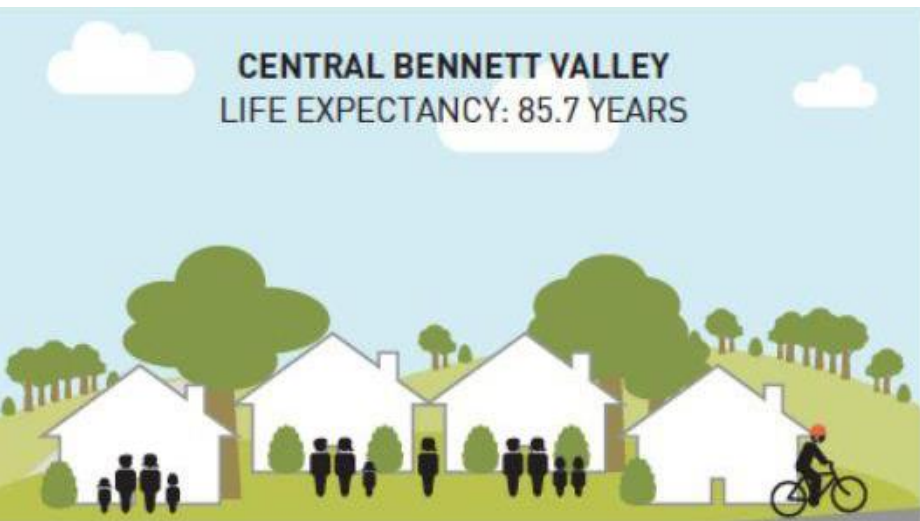


- **6.6%** living in poverty
- **extensive** parks and green space
- **40.8%** at least bachelor's degree
- **\$44,564** median personal earnings



- **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**



1

# High Poverty



Our Research: [salud.to/famsupport](https://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 Support



Our Research: [salud.to/famsupport](https://salud.to/famsupport)

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



3

# Lack of Early Ed

 Our Research: [salud.to/famsupport](https://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.



4

# Unstable Housing



**Our Research: [salud-america.org](http://salud-america.org)**

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).



5

# Unsafe Transit



**Our Research: [salud-america.org](https://salud-america.org)**

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





6

# Food Swamps



Our Research: [salud.to/foodaccess](https://salud.to/foodaccess)

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





7

# No Play Space

 Our Research: [salud.to/ActiveSpaces](https://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.





8

# Toxin Exposure



**See stories & updates on our website!**

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



9

# Trauma Exposure



[salud.to/earlychildhooddevelopment](https://salud.to/earlychildhooddevelopment)

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



10

# 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...

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Where You Live Matters

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10 Health Equity Trends for Latino Kids/Families

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*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



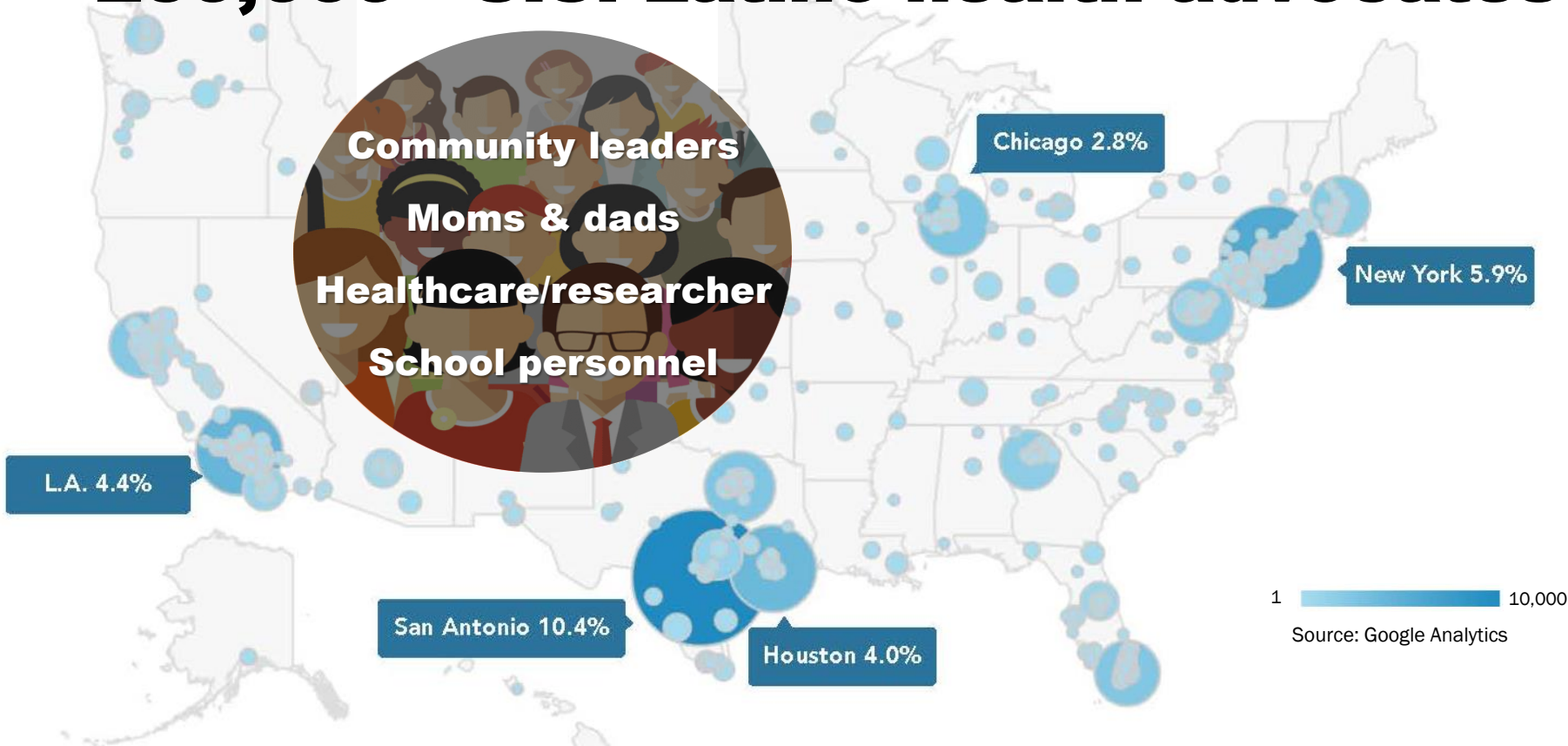
- Maternal/Child Health
- Healthcare Access
- Mental Health
- Childhood Trauma
- Education



- 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-america.org](http://salud-america.org)**

**[@SaludAmerica](https://www.instagram.com/SaludAmerica)**



SEARCH

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

**New Action Pack: How to Start a School Food Pantry**

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

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

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

Social and Emotional Learning Leads to 64% Drop in Expulsions

The Road Diet that Can Curb Transportation Gluttony

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

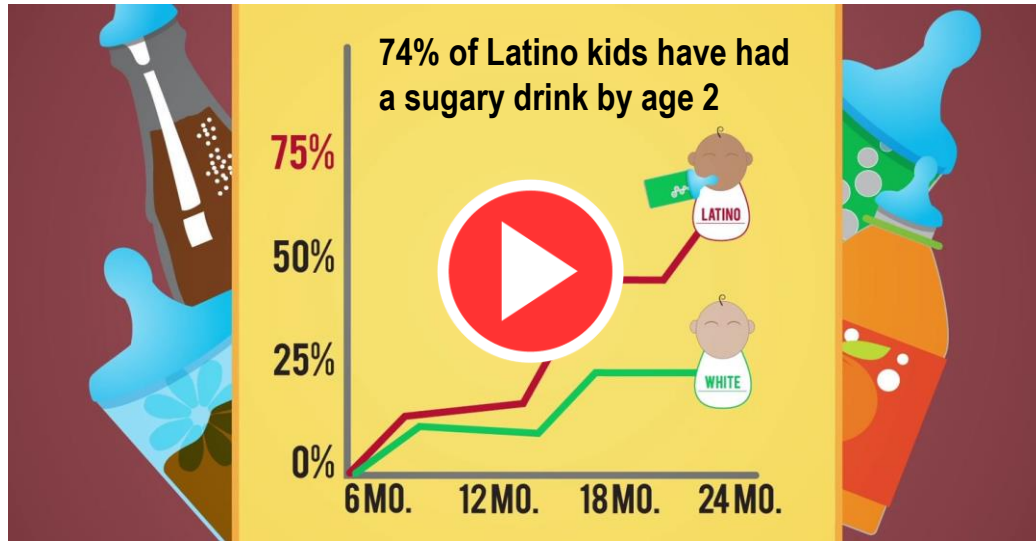
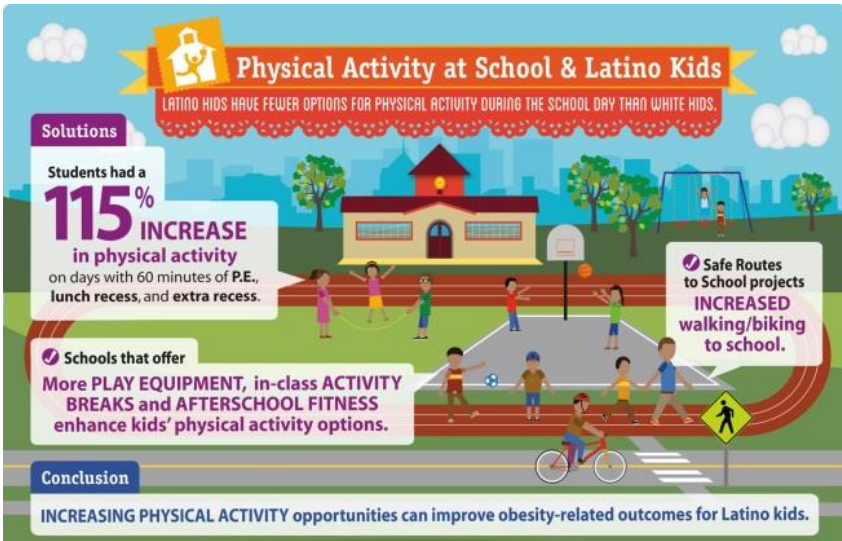




# We create graphics and videos w/ equity data & solutions

## Schools

## Sugary Drinks





# We create Latino stories, videos, tools, campaigns, and actions using “digital content curation”

## Collect

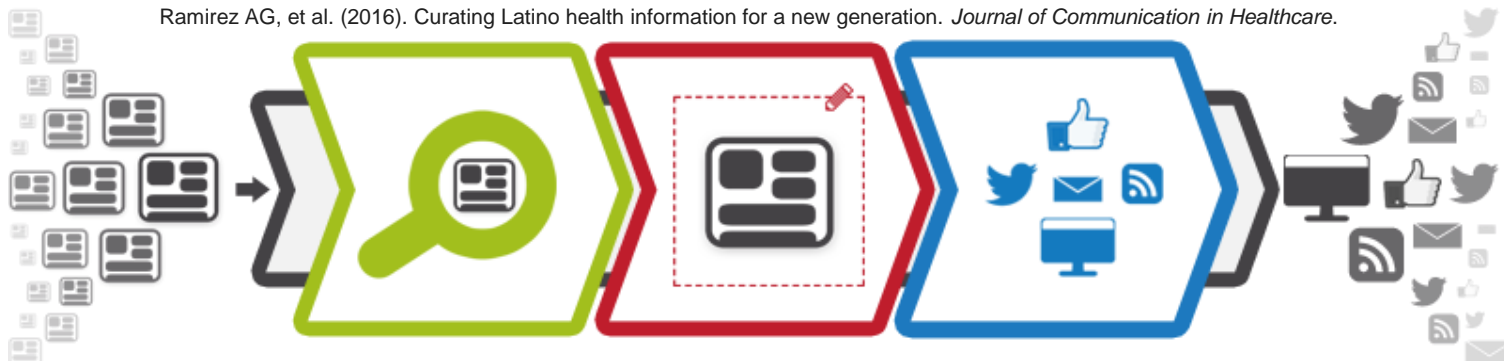
Our 4 curators search for content by research topics

## Craft

Tailored content featuring heroes, culture, geography

## Connect

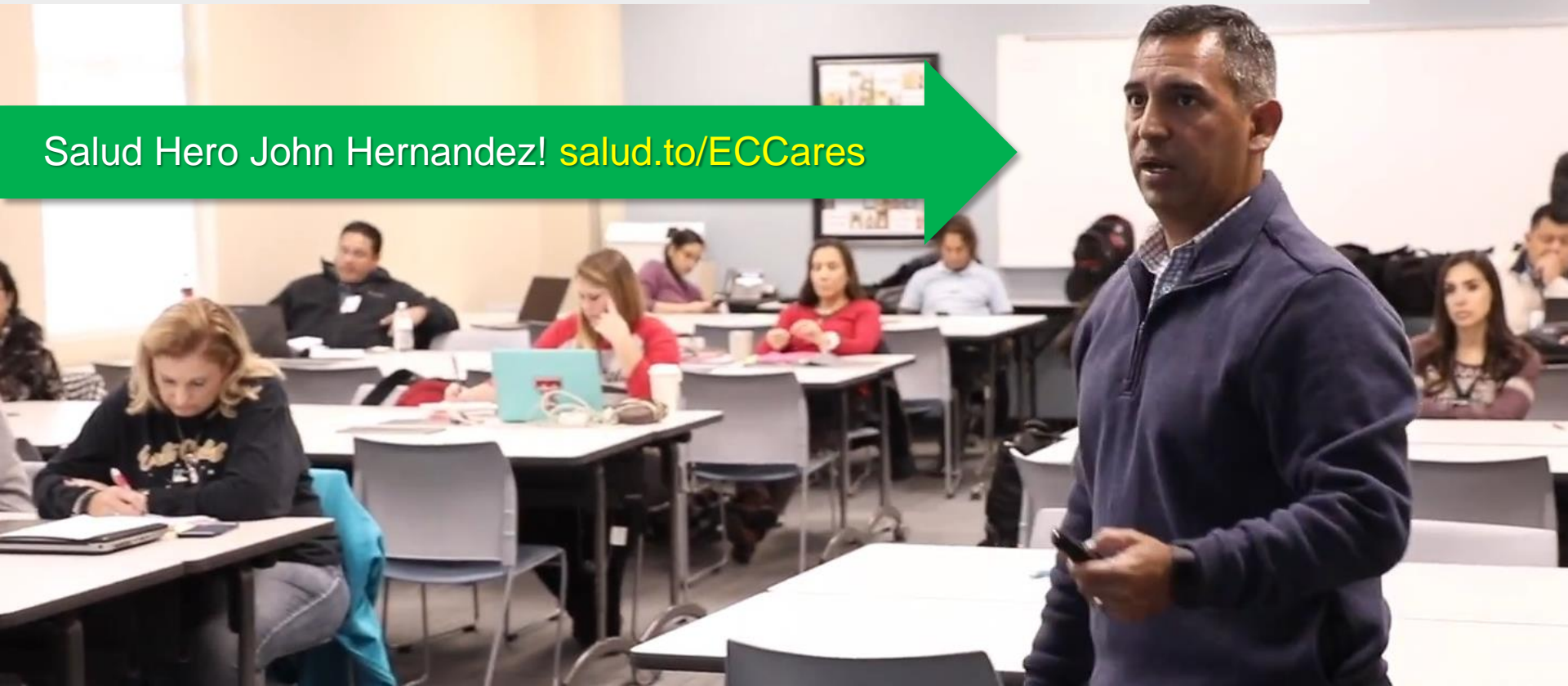
Disseminate content via web, email, social, meetings





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

Salud Hero John Hernandez! [salud.to/ECCares](https://salud.to/ECCares)





**447** National Downloads of  
Trauma-Sensitive School Action Pack  
[salud.to/traumakit](https://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](http://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.







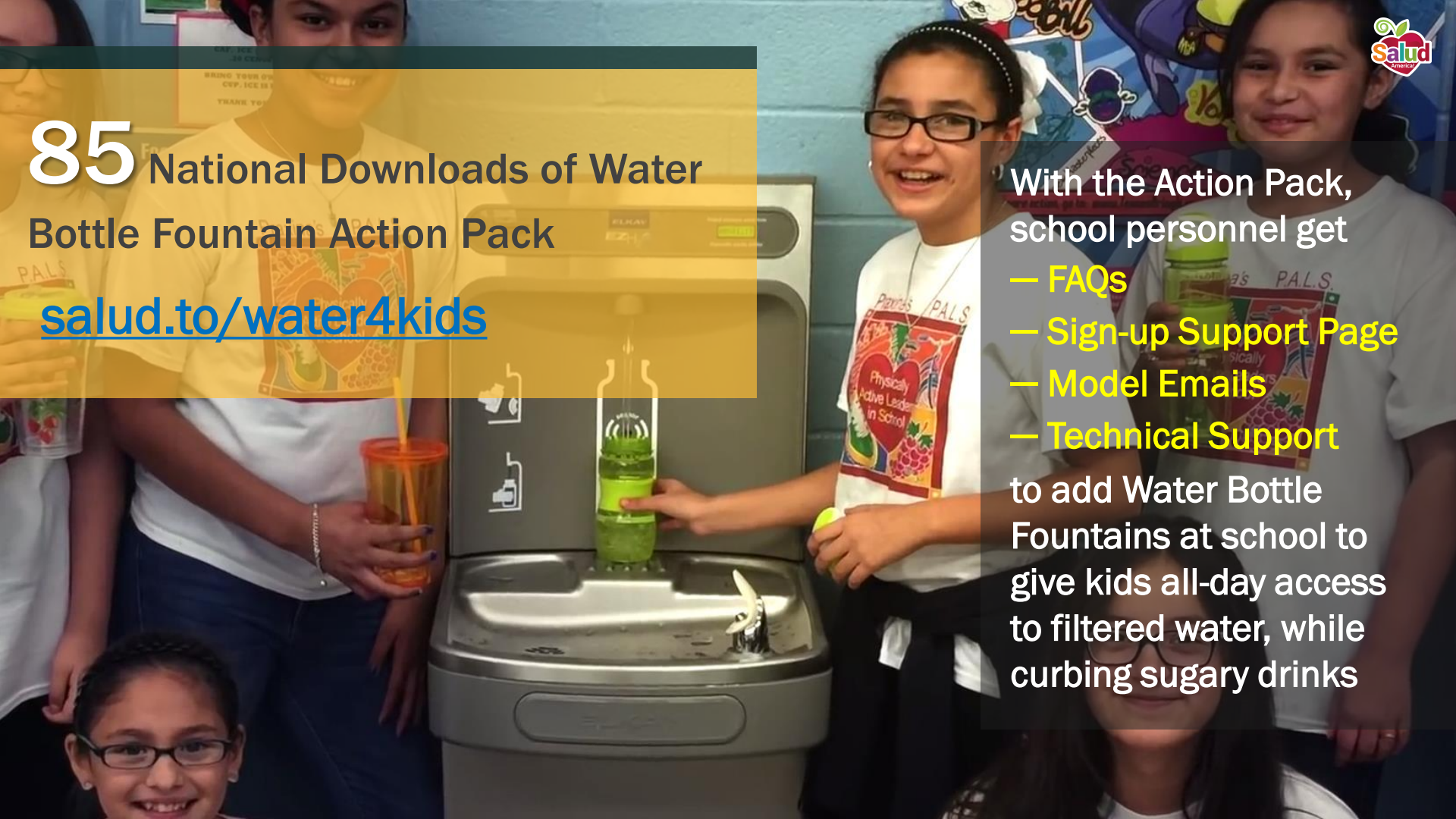
# 85 National Downloads of Water Bottle Fountain Action Pack

[salud.to/water4kids](http://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.**”

# *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)





# Free Data Tool!

- Salud Report Cards w/ local health data:
- obesity
  - physical activity
  - food access
  - healthcare
  - poverty

[salud.to/reportcard](http://salud.to/reportcard)

## Create a report for your area

Select your state and county to see your own report card:

Texas

Bexar County



November, 2018



your very own Salud Report Card for

## Bexar County, Texas

1 of 3 U.S. public school students will be **Latino** by 2024. <sup>1</sup>



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

### This *Salud America!* Salud Report Card

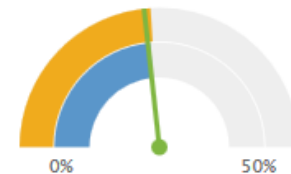
highlights health issues in your county (vs. state + nation) with

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

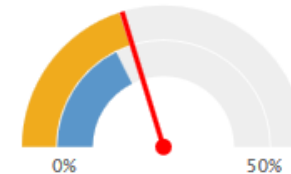
## Percentage of Adults Obese



0% 50%

■ Bexar County, TX (27.9%)  
■ Texas (28.8%)  
■ United States (28.3%)

## Percent Population Under Age 18 in Poverty



0% 50%

■ Bexar County, TX (24.32%)  
■ Texas (23.92%)  
■ United States (21.17%)

## Fast Food Restaurants, Rate (Per 100,000 Population)



0 100

■ Bexar County, TX (80.54)  
■ Texas (80.23)  
■ United States (77.06)

## Grocery Stores, Rate (Per 100,000 Population)



0 50

■ Bexar County, TX (10.03)  
■ Texas (13.75)  
■ United States (21.18)





# 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>.





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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](https://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-america.org/join>



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