



Utilizing Policy for Obesity Solutions and Nutrition Security

***Salud America!:* Fueling Advocacy for System and Policy Change for Latino Health Equity**

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www.salud-america.org

No disclosures to report



Who You Are Matters



Where You Live Matters

Washington Park (Denver)

Ave. Household Income: \$182,835



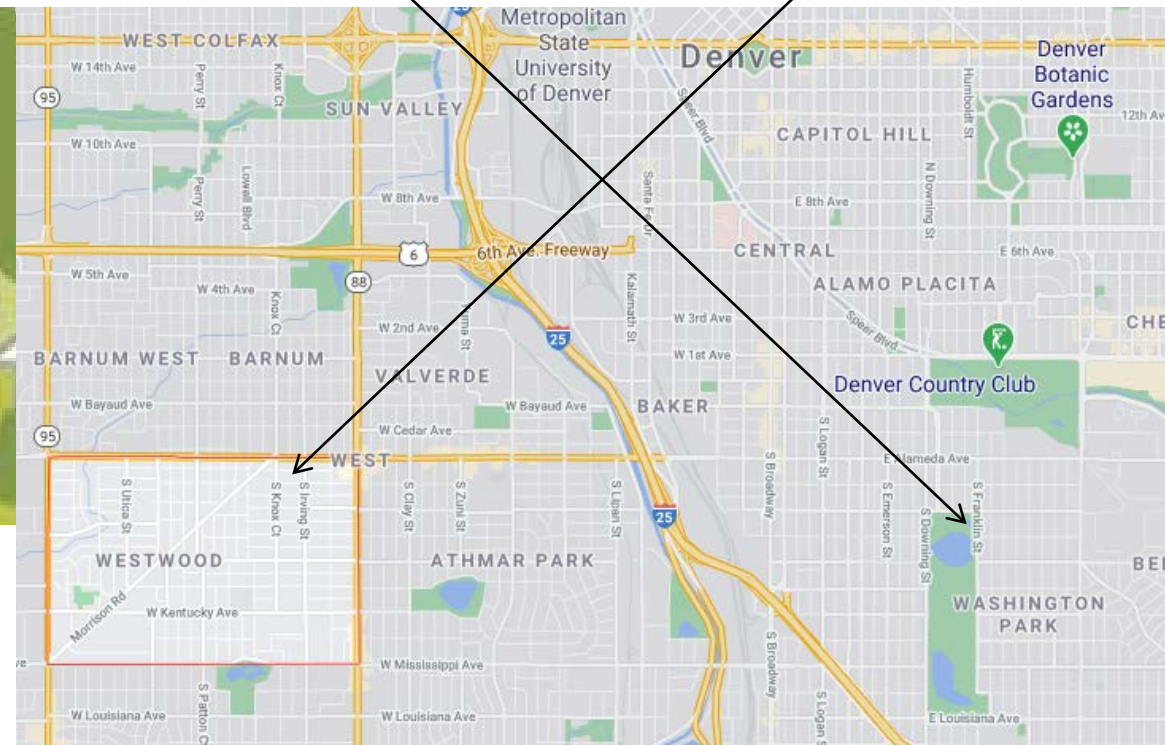
5.5% Latino

2.21 persons/household

4% in poverty

34% of renters spending >30%

25.1 park acres/1,000 people



Westwood (Denver)

Ave. Household Income: \$49,244



78.4% Latino

3.63 persons/household

30% in poverty

57% of renters spending >30%

3.04 park acres/1,000 people

Salud America! Phase 1

2007-2012

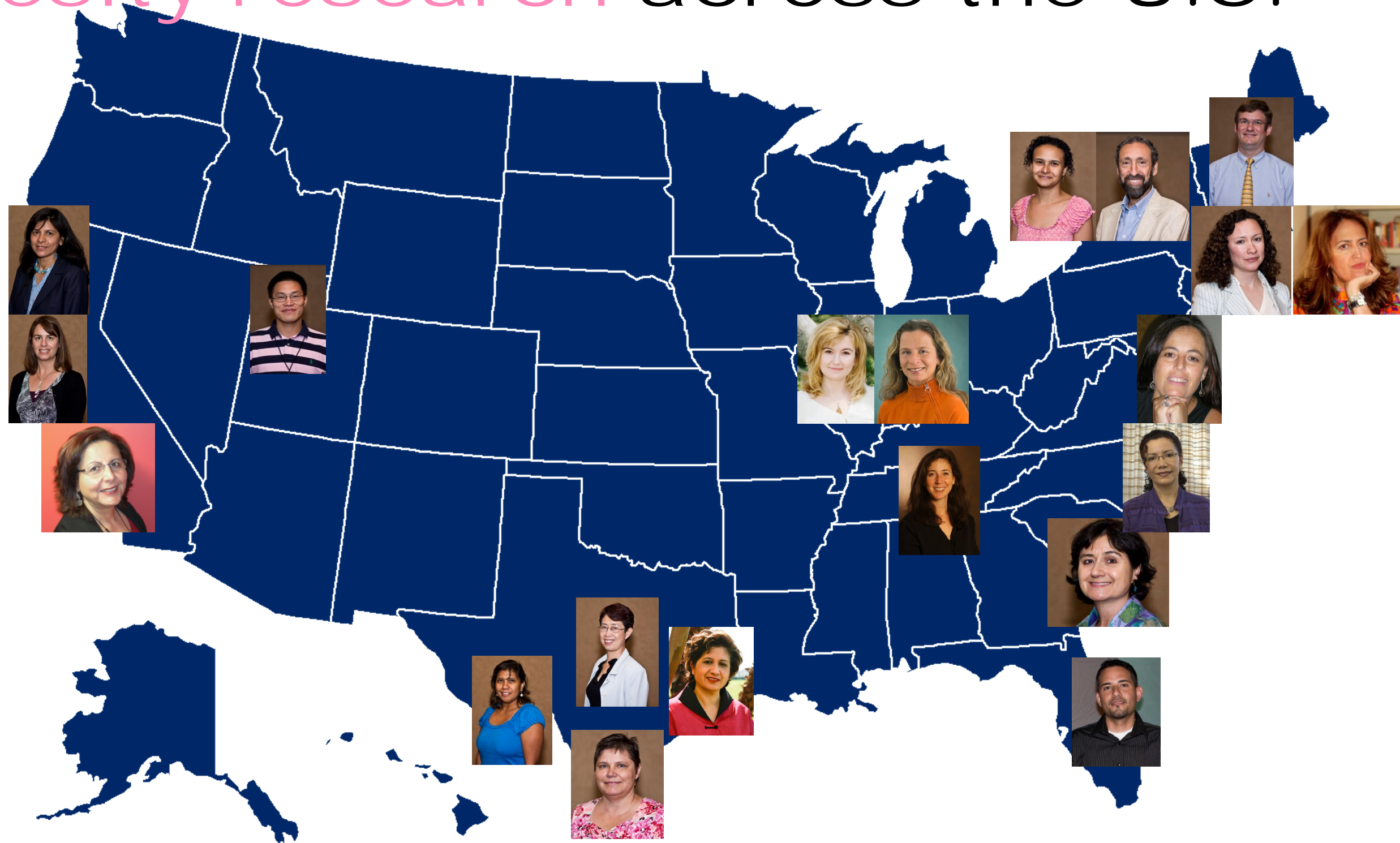
Create research
priority agenda on
Latino childhood
healthy weight

Fund pilot researchers
to address Latino
healthy weight





Our 20 pilot grantees led **childhood obesity research** across the U.S.





Our 20 pilot grantees led **childhood obesity research** across the U.S.



Guided grocery store trip, education, receipt analysis decreased Latino families' calories-per-dollar spent at food stores



Dharma E. Cortés, PhD

Mauricio Gastón Institute for Latino Public Policy and Community Development, University of Massachusetts Boston, [Research 2011](#), [AJPM 2013](#)



“

There is a great deal of [obesity prevention] that comes down to making the right (individual) choices. But you have to make those 'right choices' available."

**Carmen R. Nevarez, MD, MPH, Director,
Center for Health Leadership and Practice,
Public Health Institute**

Salud America! Phase 2

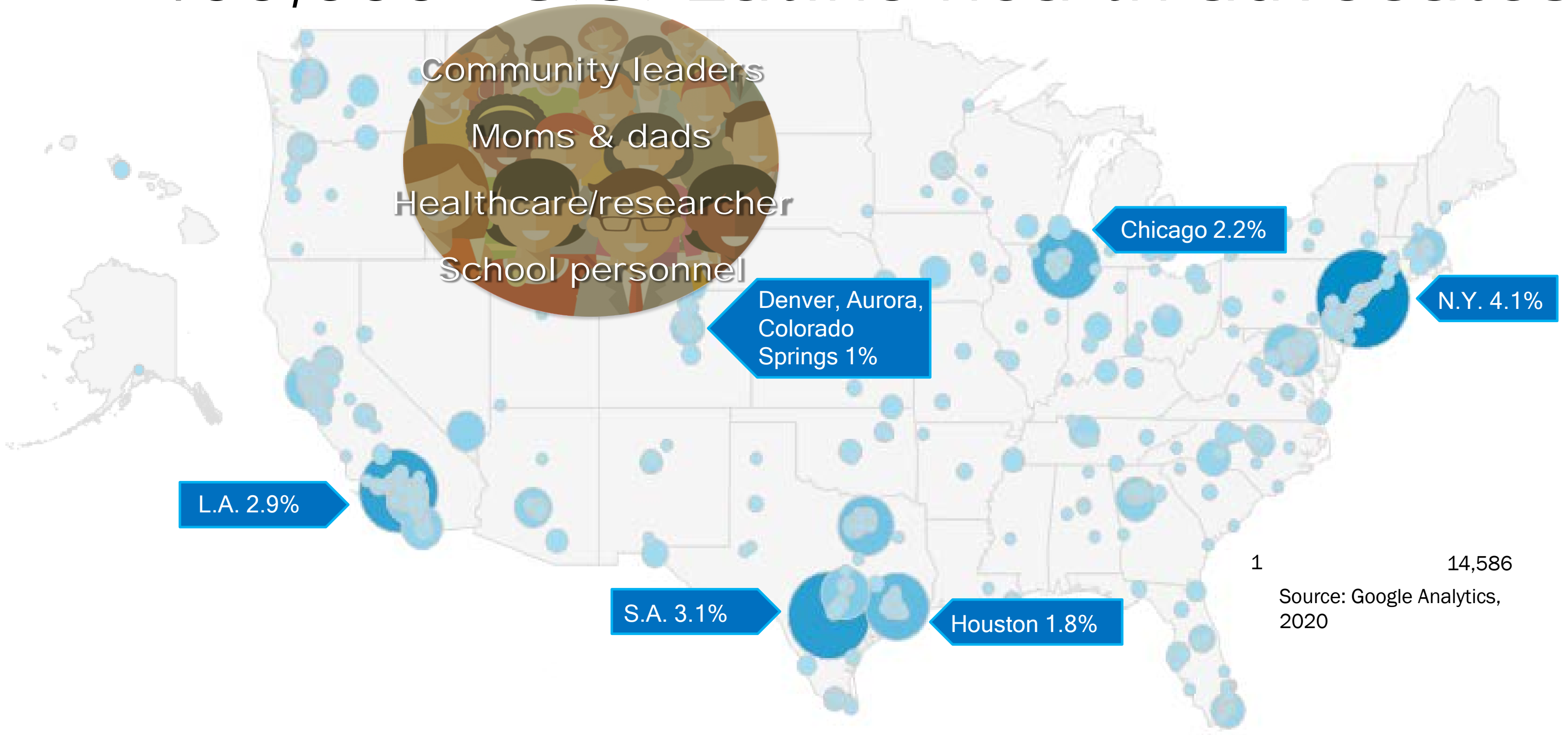
2013-present

Build digital network
of advocates and
fuel them with Latino-
focused content, data,
tools, and actions to
make systemic
community change
for health equity





We built **nat'l digital network** of 400,000+ 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](https://www.instagram.com/SaludAmerica)

The screenshot shows the Salud America! website with a navigation bar including 'Issues', 'Success Stories', 'Take Action', 'News', and 'About'. A search bar is located in the top right corner. The main content area features a banner for 'Tell FDA: We Need Safe Sunscreen' with a 'COMMENT NOW!' button. Below this is a 'By The Numbers' section with three circular infographics: 84% of Latino parents support public funding for afterschool programs, 28% of Latino kids suffer four or more adverse childhood experiences (ACES), and 50% of big U.S. cities have a local board of health. A section titled 'How can you make a difference for Latinos?' includes filters for 'IDEAS FOR' (Anyone) and 'TO HELP' (All Issues), along with a 'SUBMIT' button. Below the filters are several featured articles and videos, including 'New Action Pack: How to Start a School Food Pantry', 'Game Changer: San Antonio Police to Notify Schools...', 'Social and Emotional Learning Leads to 64% Drop in Expulsions', and 'The Road Diet that Can Curb Transportation Gluttony'. A 'Salud Heroes' section is also visible on the right side.



With this comms infrastructure, we build content to increase network members' advocacy for grassroots system and policy change by enhancing self efficacy + collective efficacy





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

Collect

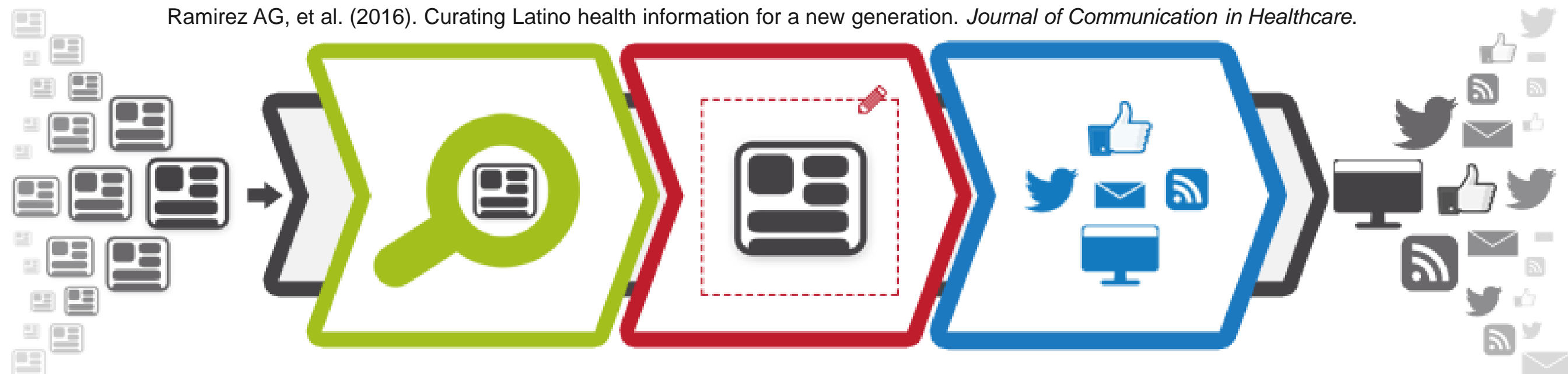
Our 4 curators search for content by research topics

Craft

Tailored content featuring heroes, culture, geography

Connect

Disseminate content via web, email, social, meetings





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

Sugary Drinks and Water

Sugary Drink Pricing & Latino Kids

Solutions

PROBLEM: 74% OF LATINO KIDS HAVE HAD A SUGARY DRINK BY AGE 2 (VS. 45% OF WHITE KIDS).

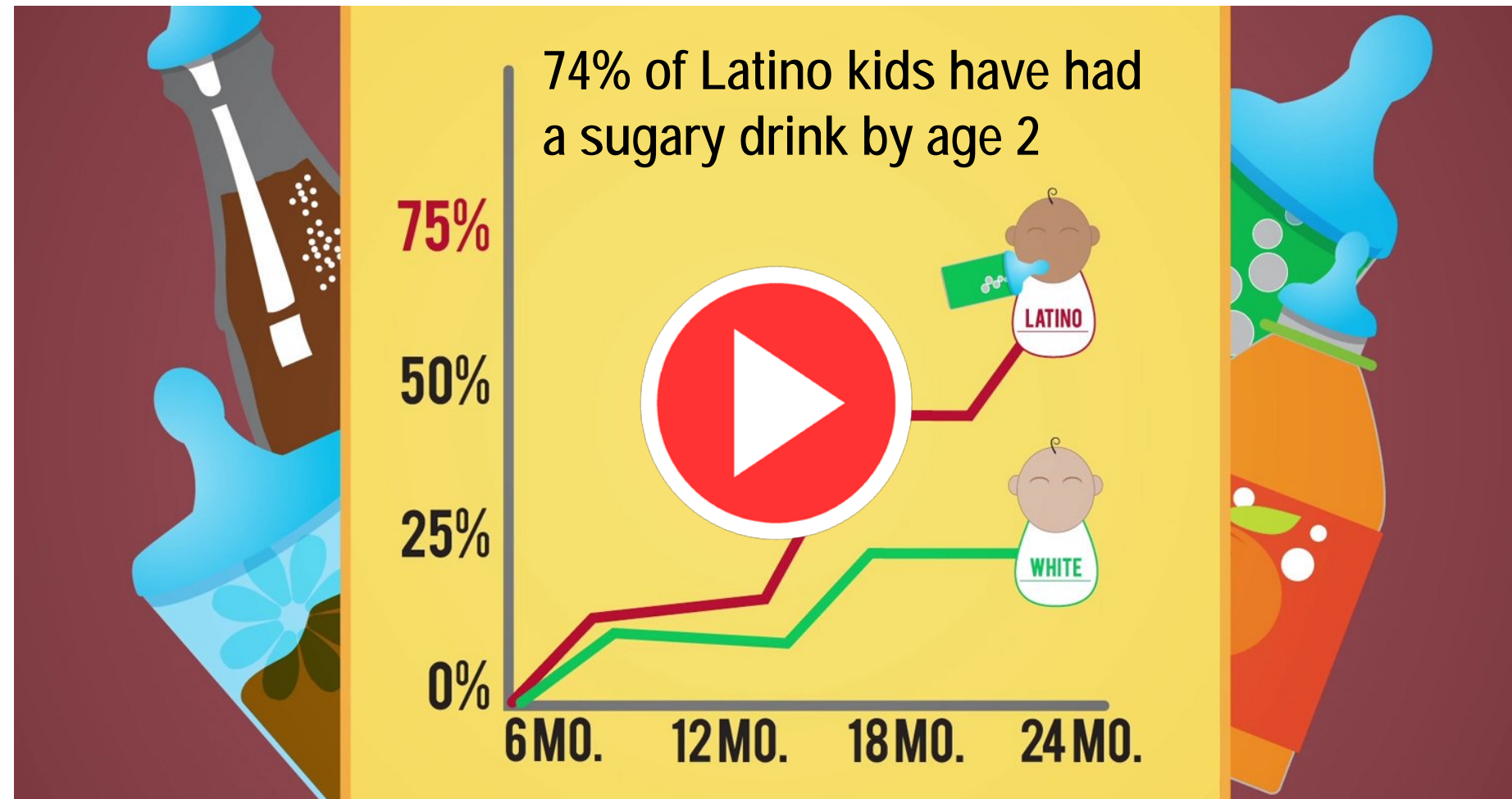
WE Water

- A 10% increase in sugary drink prices can **REDUCE CONSUMPTION by UP TO 12.1%**.
- Initiatives that increase sugary drink prices have the potential to **DECREASE Latino childhood obesity by 2.9 PERCENTAGE POINTS.**
- Berkeley, Calif, approved the **1st U.S. SUGARY DRINK TAX** (a penny per ounce) in 2014.
- Mexico's peso-per-liter tax on sugary drinks caused a **12% DECLINE** in taxed drink purchases and **INCREASED** bottled water and milk sales.

HYDRATION STATION

Conclusion

INCREASING sugary drink prices can **REDUCE** consumption and, ultimately, could **REDUCE OBESITY.**



<http://salud.to/sugarresearch>



We write **Salud Hero case study 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, model emails, **to help advocates make on-the-ground healthy system/policy 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

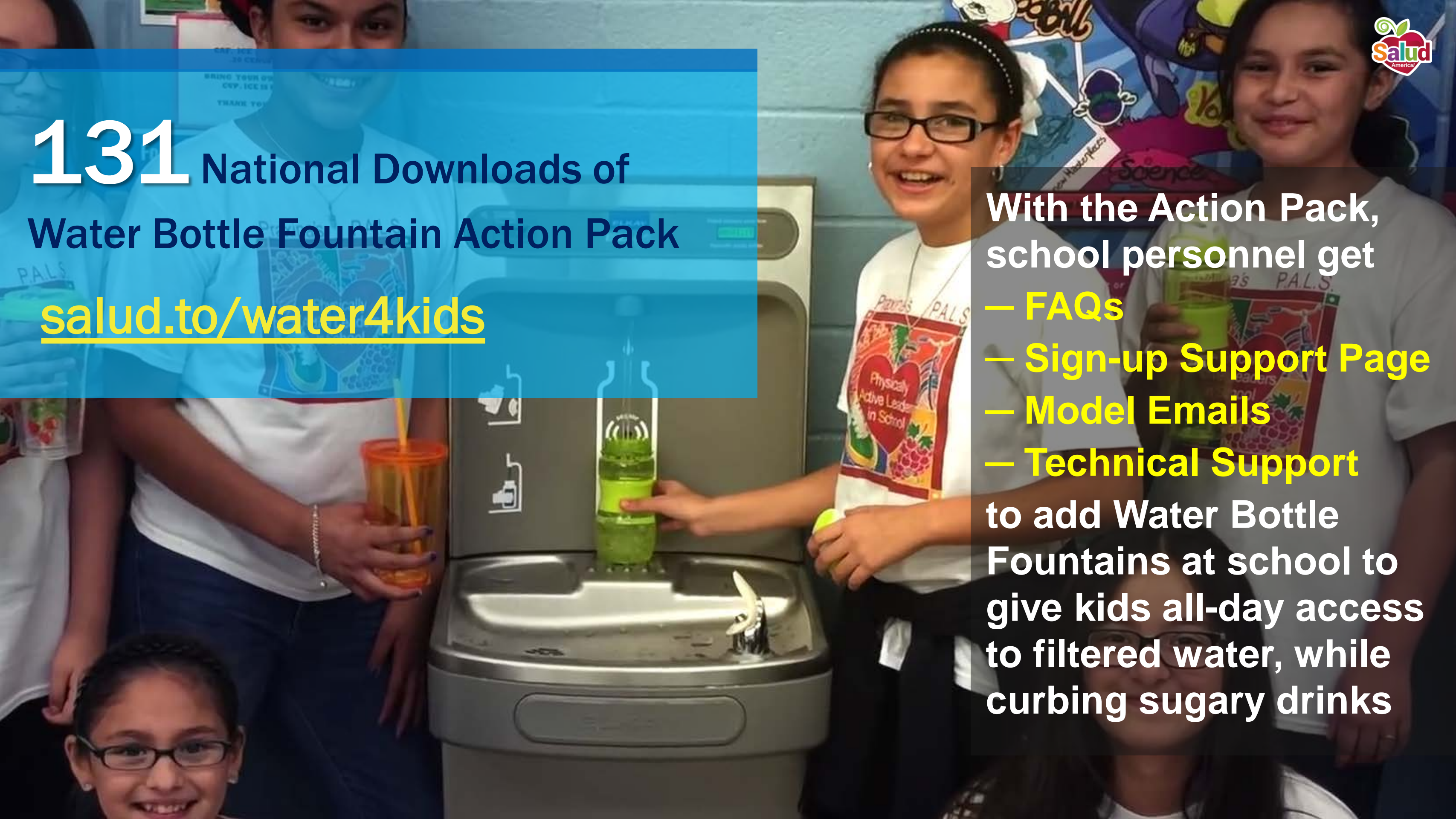
131 National Downloads of Water Bottle Fountain Action Pack

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



1,124 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
a campus or district-
wide.



885 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.

1,187 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**



28,621

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



Create a report for your area

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

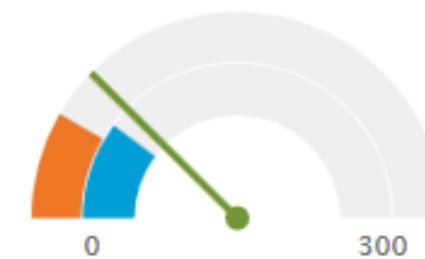
Texas

-- Select a County --

Access to Dentists Rate

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

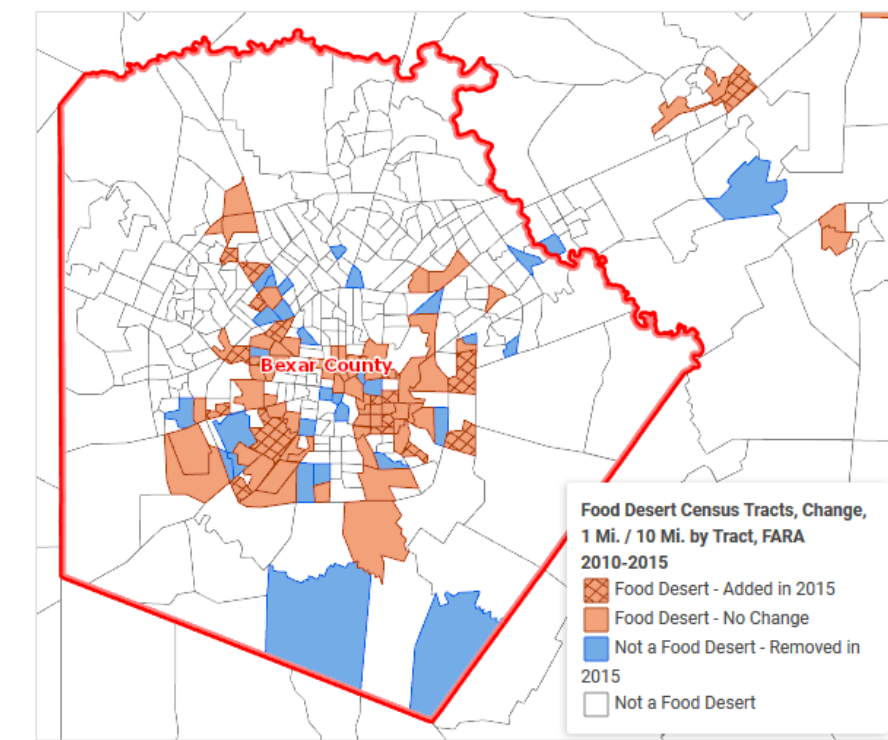
Dentists, Rate per 100,000 Pop.



- Bexar County, TX (79.52)
- Texas (54.1)
- United States (65.6)

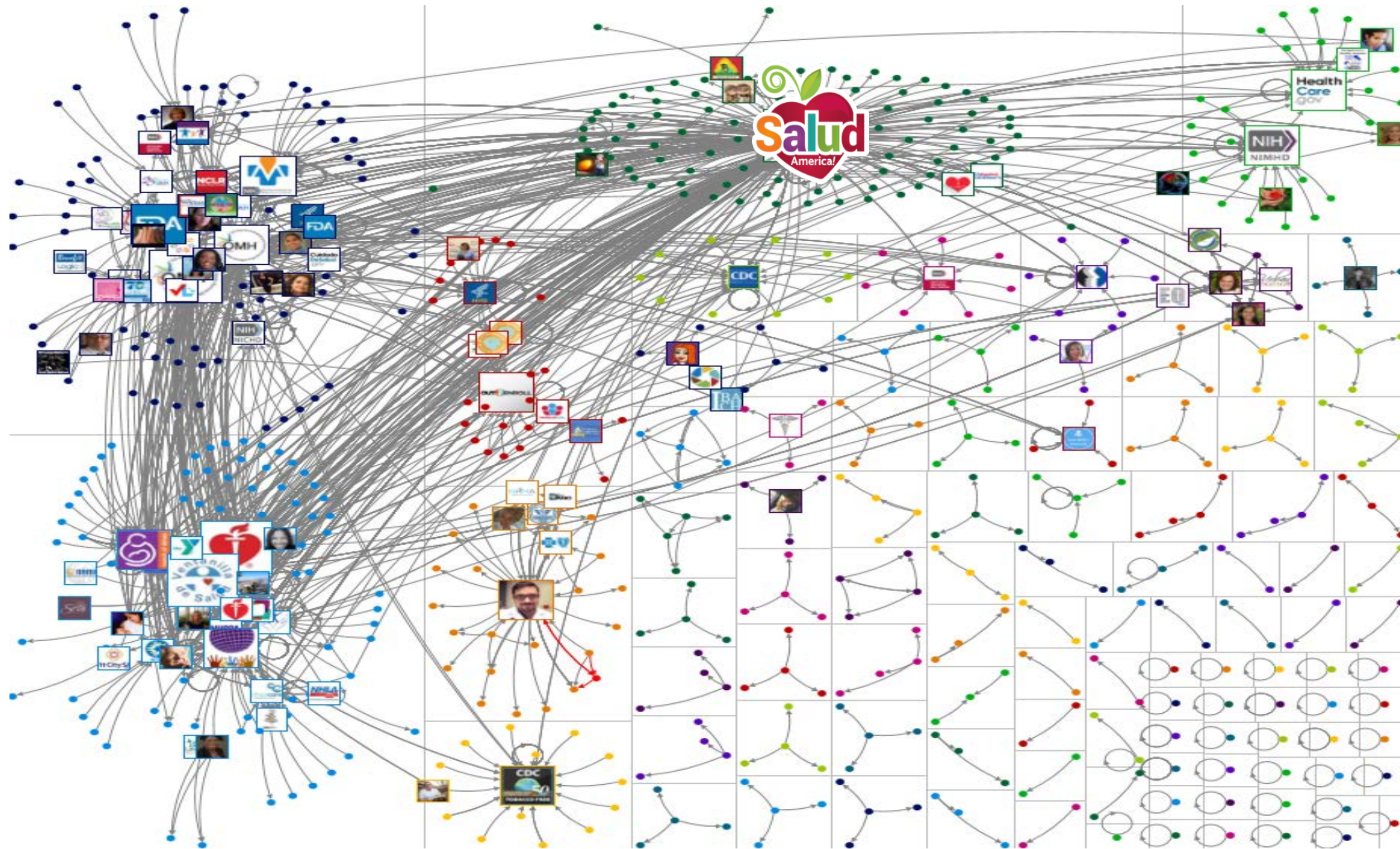
Food Desert

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



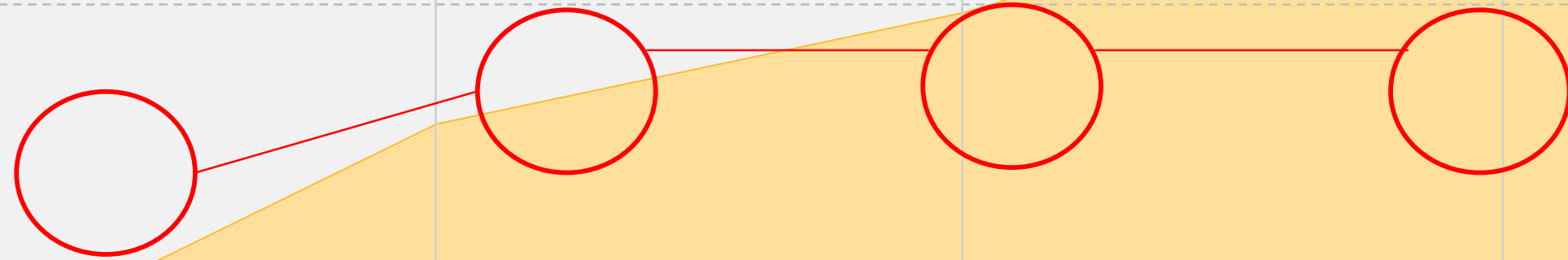
#SaludTues
Tweetchats
average

6
million
impressions
on Twitter in
1 hour every
month!



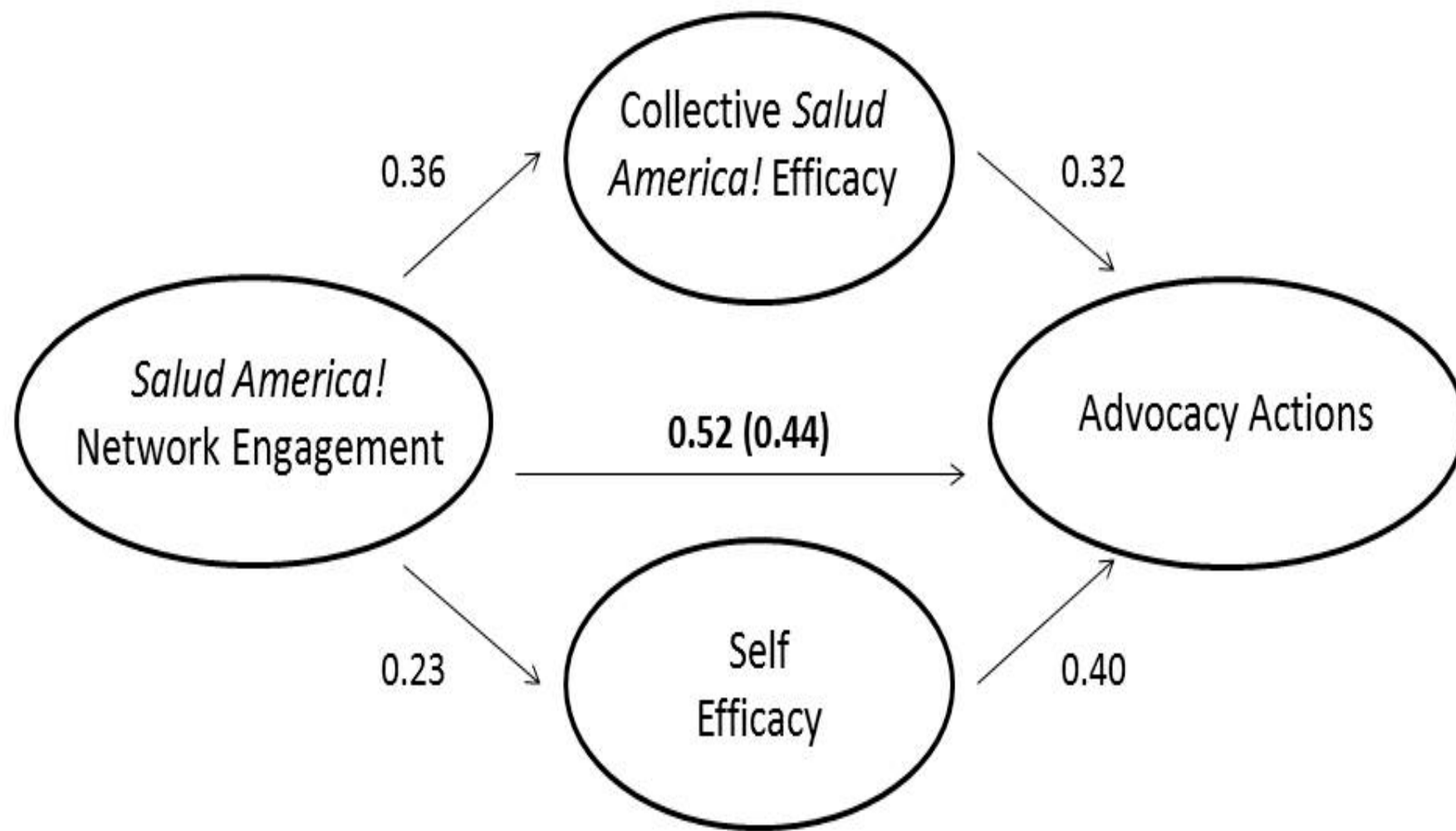


Network Engagement






Self+Collective Efficacy




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

In a 1-year evaluation, *Salud America!* members made 275 policy wins in Latino child health and general public health

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

A young girl with brown hair in a ponytail, wearing a striped shirt and a dark blue backpack with light blue accents, is walking away from the camera in a school hallway. The background is blurred, showing other students and a wooden door.

**Racial/ethnic
discrimination impacts
educational attainment,
which, in turn, impacts
future educational,
health, social, and
career opportunities for
people of color.**

A group of people, including children, are shown in a warm embrace, suggesting a supportive and cohesive community. The image is overlaid with a purple gradient on the right side where the text is located.

A cohesive culture for health equity is one where everyone works individually and as a group to ensure that each person has a fair, just opportunity for health and wealth.

A photograph of three young women sitting together on a wooden bench outdoors. They are all smiling and looking towards a smartphone held by the woman in the middle. The woman on the left is wearing a blue and white plaid shirt, the woman in the middle is wearing a pink shirt and a light-colored cardigan, and the woman on the right is wearing a grey shirt. The background is slightly blurred, showing what appears to be a building or structure. The overall mood is positive and social.

**Social cohesion
represents the
capacity of a society
to ensure the long-
term physical and
psychological well-
being of its
members**



Intergroup contact, peer modeling, and awareness-provoking interventions can improve social cohesion and compassion toward minority and impoverished out-groups.

668 National Downloads of “Find Out if You Have Implicit Bias” Action Pack

salud.to/seebias

With the Action Pack, people get

— **FAQs**

— **Guide for IAT and reflecting on results**

— **Technical Support**

to enable people to identify their implicit bias and takes steps to overcome bias

598 National Downloads of “Racism is a Public Health Crisis” Action Pack

salud.to/endoracism

With the Action Pack, advocates get

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

to enable cities to adopt resolutions that racism is a public health crisis, and commit to action



Special thanks to my *Salud America!* team:

- Julia Weis, Coordinator
- Cliff Despres, Communications
- Content Curators: Amanda Merck, Pramod Sukumaran, Josh McCormack
- Tenoch Aztecatl, Videos

Join us at

salud-america.org/join

@SaludAmerica