Salud America!
Research & Policy Solutions to Latino Childhood Obesity

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www.salud-america.org
Latino Obesity Rates

Ogden et al. [http://www.cdc.gov/nchs/data/databriefs/db82.htm](http://www.cdc.gov/nchs/data/databriefs/db82.htm)
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F as in Fat Report: 1st time in 30 years, U.S. obesity held steady in all states but Arkansas.

CDC Report: 18 states experienced slight decline in low-income pre-schoolers’ obesity rates…but 1 in 6 Latino children ages 2-5 are still obese.

News Report: San Antonio adult obesity drops from 35.1% to 28.5% in just two years.

University of Michigan Poll: Hispanic adults rate child obesity as top health concern for kids.

Phase 1: Research
Mission: Increase research and awareness of Latino childhood obesity solutions
Online network of 2,100+ leaders

Launched website, www.salud-america.org

Launched E-comm & social media campaign
Grantee Findings Published in 2013 *AJPM* Supplement

**Latino kids in afterschool fitness programs had a 10% increased probability of being fit after 2 years**

Dr. Rebecca London
Stanford

Using active video games in afterschool programs can increase physical endurance—and math scores—in Latino students

Dr. Zan Gao
University of Minnesota

Phase 1: Policy Changes
Grantee Policy Changes

Nelda Mier
Texas A&M

- Documented lack of sidewalks, trash, poor built environment in region
- Shared results at local meetings
- Local affordable housing developer used results & added hike/bike trails, rec center, and outdoor exercise area to a new development
Grantee Policy Changes

Robert Dudley
CHC (Conn.)

• Taught Photovoice to Latina teens

• Teens use results to advocate for city leaders to try to re-open city pools

• Teens get their high school to add an out-of-school P.E. credit recovery program at the local YWCA, and arrange busing to new program
Grantee Policy Changes

Carmen Nevarez

PHI

- Tested menu labeling program in Latino-serving restaurants in L.A.
- Found beneficial results
- Helped create online toolkit for restaurant owners to replicate independent menu labeling
Phase 2: Community Change
Mission: Develop community capacity to create policy change for Latino health
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**Phase 2: 2012-14**

Step 1: Build evidence for community change  
6 New packages of research, vids & infographics!

- Healthier School Snacks (available)
- Better Food in the Neighborhood (available)
- Active Spaces (available)
- Active Play (Coming July 25, 2013!)
- Healthier Marketing (August 2013)
- Sugary Drinks (August 2013)

Available at: [www.salud-america.org](http://www.salud-america.org)
Active Spaces

- Shared use have increased access to active spaces in Latino communities.

- “Complete streets”—repairing sidewalks and installing street lights, trails, and bike lanes—can help Latino families walk/bike more safely to active spaces.
Step 2: Build Online Platform for Community Change

“Growing Healthy Change” Platform will serve as a clearinghouse of information on:

- Current changes in the 6 topic areas (active spaces, etc.) at the school, city, state and federal levels
- The latest Latino obesity news and policies
- Resources to help advance change
- Ability for users to upload videos, pics and text and show what they’re doing to grow healthy change

...all specific to one’s location!
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Phase 2: 2012-14

Step 2: Build Online Platform for Community Change

Platform will also demonstrate how people can grow healthy changes in their communities via:

- New templates, tools and other resources
- Training opportunities
- Webinars
- “Role Model” videos that feature real-life advocates and the process they went through to grow a healthier change in their area
What else can we do?
Making Healthy Changes in Your Area?

Send us your stories!
saludamerica@uthscsa.edu

Pictures via:
iStock
MomsRising
Capitol Hill Seattle Blog
Huffington Post via Shutterstock
(http://bit.ly/X4qBLO)
MPR News (http://bit.ly/t3nd2v)
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