



APHA 2015 Roundtable Discussion, November 3, 2015



Uniting the Latino Voice for Childhood Health!

Join Us For **#SaludTues** Tweetchats! Every Tuesday 12-1pm CST

Register to be part of our growing network at:

bit.ly/SaludAmerica

Access free community health reports, maps, videos, policy updates & more to drive change for Latino childhood obesity prevention!

Our Contact Info: Salud America!

bit.ly/SaludAmerica

saludamerica@uthscsa.edu (210) 562-6528

Follow us to help spread the word about Latino health!



@SaludToday

Background: Salud America! A Network to Prevent Latino Childhood Obesity

Salud America! is a campaign and national network of 50,000 leaders working to prevent Latino childhood obesity. The team behind Salud America works to drive healthy policy and system changes with e-communications, action campaigns, social media activities (i.e.,Tweetchats), and it's unique website.

Why Use Social Media in Health Promotion?

Nearly 78% of Latinos access the Internet primarily through mobile phone, and 68% Latino Internet users are members of a social networking site. Social media offers a promising new way to promote awareness of pressing health issues and provides an engaging way to promote health through use of multimedia content.

Engaging Leaders Through A User Friendly On-line Network

We've created a place where Latinos can:

- Connect with other change makers;
- Learn & share what's happening in your area;
- Watch educational videos directed at community wide change;
- Access policy briefs, sign petitions, join contests, & more!

Best of all, all our content can be shared using social media!

Recommendations for Using Social Media to Promote Latino Health

Post often, make content interactive & give followers an opportunity to take action.

On Facebook (post >2-3 times daily):

- Share others' links or comment on them
- Use social media advertising to boost posts
- Post short videos & encourage followers to share

On Twitter (>3-5 times daily)

- Set up a direct message that is automatically is sent to new followers, i.e. "Thanks for following! Learn More at _____"
- Retweet your followers' tweets; use hashtags
- Organize & Co-host Tweetchats
- Don't miss events like **#SaludTues** (Salud Tuesday)



bit.ly/SaludAmerica

Access videos & our site from your phone and become a member today!



We write stories and produce videos that showcase positive changes in Latino communities. Vote for your favorite video today!

SNACKS ESCOLARES MÁS SALUDABLES & LOS NIÑOS LATINOS

LO MALO

- Los estudiantes tienen en sus escuelas meriendas basadas en azúcar y grasas saturadas que son ricas en calorías y azúcares.
- Los estudiantes tienen en sus escuelas meriendas que son ricas en grasas saturadas y azúcares.
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LO BUENO

- Después de que California adoptó estándares de meriendas más estrictos en la zona de estudio en el 2007...
- La disponibilidad y consumo de bebidas azucaradas, papas, dulces, etc. disminuyó.
- La población de estudiantes que comen meriendas saludables aumentó.

CONCLUSIÓN

Para el 2050, el 35 por ciento de los jóvenes en los EE.UU. será latino. Brindar snacks y bebidas más saludables en las escuelas puede asegurar que esta población en crecimiento sea saludable.

Our research is accessible & user friendly.