Join our Weekly #SaludTues Tweetchats on Latino Health

Twitter needs a good dose of salud (health) every week.

That’s the reason for the new #SaludTues (Salud Tuesday) Tweetchat series, which takes place at 1 p.m. ET every Tuesday to spotlight different aspects of Latino health.

#SaludTues tweetchats are hosted by @SaludToday — the Latino health social media campaign directed by Dr. Amelie Ramirez and her team at the Institute for Health Promotion Research (IHPR) at The UT Health Science Center at San Antonio — and co-hosted by two organizational or individual topic experts.

Tweetchats cover Latino obesity, nutrition and physical activity, cancer, heart health, mental health, access to health care, education, culture of health, and more topics.

Anyone with a Twitter handle is welcome to join in each chat.

Just tag your Tweets with the hashtag #SaludTues to follow the conversation on Twitter.

Please see upcoming Tweetchats and recaps of past chats.

“So far, the series is averaging more than 10 million impressions on Twitter, which is connecting people to resources and developing new relationships for healthy changes,” Dr. Ramirez said. “Latino health awareness is increasing.”
Latino children ages 2-19 are more obese/overweight (38.9%) than White (28.5%) and Black (35.2%) children, and they face many barriers to healthy lifestyles.

That’s why I’m delighted to announce that Salud America! has received a one-year, $1.3 million grant from the Robert Wood Johnson Foundation (RWJF) to develop new evidence and educational content that empowers people to drive healthy policy changes for Latino children.

The new funding allows us to expand our membership, which has recruited more than 10,000 parents, leaders, academics, and advocates.

We also will conduct research reviews to guide anti-obesity efforts.

And we will enhance our award-winning Salud America! Growing Healthy Change website with: a revamped policy map where people can enter their address and see what’s happening near them; new campaigns to engage people in reducing obesity; new multimedia Salud Heroes stories and videos of successful healthy changes; expanded social media (@SaludToday) interaction with Tweetchats, contests, etc.; and much more.

Our website and content will continue to be used by individuals and groups who choose to push for evidence-based governmental and corporate policies addressing Latino health.

Join our network today!

Dr. Amelie G. Ramirez
Director, IHPR

Staff Profile: Rebecca Adeigbe

Rebecca Adeigbe grew up in South Texas’ Lower Rio Grande Valley, a mostly Latino area that often lacks basic infrastructure—like streets and running water—and also is short on doctors and public health services.

Adeigbe now works to improve health in this region and beyond.

Adeigbe, a researcher at the Institute for Health Promotion Research (IHPR) at the UT Health Science Center at San Antonio, empowers people to take control of their health, and emboldens others to focus on health research and changes.

“I’ve been increasingly attuned to high poverty and disease rates—and I enjoy working hard to make a real difference in improving health and quality of life,” Adeigbe said.

Adeigbe got her big break into public health in 2010.

As an intern for Míranos!, an obesity prevention program for minority preschoolers, she dressed up as Cookie Monster to teach kids about healthy foods.

“I often joke that my first gig as a health researcher was dancing around in a Cookie Monster costume teaching pre-k students about ‘sometimes’ and ‘anytime’ foods—but the program was a success, and ever since then I have been very interested in health research and investigating health disparities,” she said.

Today at the IHPR, Adeigbe coordinates Salud America!, a network of 10,000 parents, leaders, academics, and advocates for Latino child health.

She helped form the program’s award-winning Salud America! Growing Healthy Change website, launched in February 2014, with an interactive map and new campaigns, videos, and resources to help people make healthy changes in cities, schools, states and the nation.

“We’re developing scientific evidence and educational content that gives people the motivation and the tools to take ownership and drive healthy policy changes,” she said.

Adeigbe also helps coordinate the IHPR’s Éxito! Latino Cancer Research Leadership Training program, which encourages Latino master’s-level students or health professionals to pursue a doctoral degree and a career studying how cancer affects Latinos differently. The program offers a five-day summer institute.

Adeigbe, a graduate of the 2011 Éxito! Class and a second-year applied demography PhD student at UT San Antonio, is a perfect role model.

“I enjoy helping others aspire to become doctors and Latino cancer researchers,” Adeigbe said. “It’s a great way to give back.”
Apply for Grant Review, Travel Scholarships

Two new scholarships are being offered by a regional health disparities research program under the direction of the Institute for Health Promotion Research (IHPR) at The University of Texas Health Science Center at San Antonio.

The program, called GMaP Region 4, has these opportunities:

- **Early Career Cancer Health Disparities Researcher Scholarship Award**: This award supports career development in cancer health disparities research by paying for conference (i.e., registration, travel, lodging, etc.), workshop, journal/publication fees, and other expenses (deadline: March 1, 2015).

- **Specific Aims Grant Review Program**: This award enables early-career scholars, who are preparing a research grant application, to get valuable feedback from senior researchers (deadline: July 1, 2015).

GMaP Region 4 is one of six regional GMaPs (or Transdisciplinary Geographic Management Programs) funded by the National Cancer Institute to bring together local networks of investigators to collaboratively identify and address health disparities in regions across the country.

GMaP Region 4 is enhancing local communication, recruitment, and evaluation capacity to support health disparities research, training and outreach in Arizona, New Mexico, Colorado, Oklahoma, Texas, Kansas, Wyoming, Utah and Nebraska.

Join the program to learn more and get involved.

IHPR Research Materials


Publications


Presentations


IHPR Leaders Given Prestigious Communication Award

Dr. Amelie G. Ramirez and Mr. Kip Gallion, the leaders of the Institute for Health Promotion Research (IHPR) at The UT Health Science Center at San Antonio, today were named co-recipients of the Everett M. Rogers Public Health Communication Award from the American Public Health Association (APHA).

Ramirez is an internationally recognized expert in health disparities research and outreach.

Gallion is an accomplished health communications producer and researcher.

Working together for more than 20 years, Ramirez and Gallion have developed robust health communication models, research interventions, community outreach, public and scientific speaking engagements, and training of young minds—which have contributed to reduced cancer and disease among Latinos, including cancer risk factor identification, clinical trial accrual, tobacco prevention and cessation, obesity prevention, and more.

The duo was recognized for “outstanding contribution to advancing the study and/or practice of public health communication” at the APHA’s 142nd Annual Meeting on Nov. 18, 2014.

“We are honored by this tremendous distinction from some of the key leaders in our nation’s growing effort to communicate health messages in evidence-based, technologically advanced ways,” Ramirez said. “We worked frequently with the late Dr. Rogers, so it is especially humbling to receive this award that is named after him and his many contributions to the science of communication and dissemination.”

Ramirez and Gallion have designed, developed and implemented more than 100 studies focused on human and organizational communication to reduce Latino health disparities.

These projects have led to unique health communication models and interventions—such as the dual-link communication model and behavioral journalism—that have contributed to increased access to care, preventive screening rates, and healthy behavior changes.

They also lead two national research networks (Redes En Acción and Salud America!) and are the co-founders of the SaludToday Latino health social media campaign.

IHPR News Briefs

IHPR Researcher Welcomes Newborn

Daisy Morales-Campos, a research instructor at the IHPR, and her husband, Hector Campos, welcomed 7-pound, 3-ounce Camila Adamaris Campos on Jan. 23, 2015. This is their second child. They also have a boy, Hector Elias Campos.

New Profile of IHPR’s Amelie G. Ramirez

Check out this new profile of IHPR Director Dr. Amelie Ramirez that describes how she emerged from humble beginnings in Laredo, Texas, developed a desire to help her population get healthier, and has spent 30 years dedicating her life to using research, interventions, innovative educational communications, and community outreach to promote healthful behaviors among Latinos. “My passion is based on the knowledge that our Hispanic population has not received enough information on how to reduce and prevent health problems,” Ramirez said. “They develop more of the chronic diseases. And, as time passes, their rates of getting these diseases have continued to rise.” The profile of Ramirez is part of the Our Stories collection at the UT Health Science Center at San Antonio.
**Éxito! Program Helps Latinos Seek Doctoral Degrees, Research Careers**

**Éxito! Latino Cancer Research Leadership Training** is the Institute for Health Promotion Research’s program that encourages Latino master’s-level students or health professionals to pursue a doctoral degree and a career studying how cancer affects Latinos differently. The program offers a five-day summer institute and internships. Read more [here](#).

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**Éxito! Grad:**

**Jose Arrezola**  
Fresno, Calif.

When they moved from Mexico, to Fresno, Calif., in 1997, Jose Arrezola’s parents couldn’t read or write, but they strongly encouraged him to become educated.

Arrezola joined a college assistant migrant program. There he worked with a mentor who provided additional support, encouragement, and opportunity, and eventually he became his family’s first-ever college grad, earning bachelor’s and master’s degrees in health from California State University, Fresno.

To seek new ways to expand his desire to prevent disease among Mexican Americans, Arrezola applied for the Éxito! Latino Cancer Research Leadership Training program, which offers a five-day summer institute and internships to encourage master’s-level students and health professionals to pursue a doctoral degree and a cancer research career.

Arrezola said the program helped direct his ongoing career choices. “Attending the [Éxito! Summer] Institute has given me the tools to pursue my future career in research, cancer, and academia,” he said. “Thank you, Thank you, Thank you Éxito!”

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**Éxito! Grad:**

**Alexandra Conde Toro**  
Santa Rosa Bay, Puerto Rico

Alexandra Conde Toro has a heart for hearing and understanding people’s stories—characteristics she developed in her native Bayamón, Puerto Rico, a culture infused with the joy and encouragement of families, folk music, and stories.

Conde Toro uses her passion for her community to address health problems they suffer.

Conde Toro, who has a bachelor’s degree in human biology from The University of Puerto Rico, Bayamon Campus, is currently pursuing a master’s degree in research and evaluation of health systems at the University of Puerto Rico, Medical Science Campus.

She has experience working on health disparities as a graduate research assistant at the Puerto Rico Comprehensive Cancer Center.

Her mentor there encouraged Condo Toro to apply for the Éxito! Latino Cancer Research Leadership Training program, which offers a five-day summer institute and internships to encourage master’s-level students and health professionals to pursue a doctoral degree and a cancer research career.

She said the program is motivating her toward a doctoral program. “Éxito! has provided me with the direction and guidance on applying for a doctoral program, and they help answer many of my questions and doubts regarding the process of applying. In addition, Éxito! has given me the confidence and passion to accomplish my goals.”
Can Your Texas Town Win the ‘Community Challenge’?

Check out the new the H-E-B & IT’S TIME TEXAS Community Challenge, which aims to find which cities and towns demonstrate the greatest commitment to healthy living.

The challenge, in its third year, runs from now through April 2015. Through the challenge, schools, businesses, organizations, community members, and leaders work toward the common goal of transforming their community’s health.

This year’s challenge will launch in coordination with H-E-B’s Slim Down Showdown Challenge, which will award community members for tracking weight loss and provide them with access to a suite of educational weight-loss resources, such as videos, tip sheets, fitness plans, and recipes.

Also new this year, Texas educators can earn points for downloading the FREE Teach Healthier Mobile App in the App Store or Google Play and creating an account.

Educators of all kinds can use the Teach Healthier App to access hundreds of free physical activity and nutrition lessons, ranging from 5-minute “energizers” to full-length lessons, right on a phone or tablet.

Check out this video about this year’s challenge and join here.

5 Tips for Latino Moms-to-Be to Avoid Premature Birth

1 in 9 American babies are born too soon.

Premature birth rates are especially high in U.S. Hispanics (11.3%) and African Americans (16.3%) than in Whites (10.2%), due to issues of stress, health care access, and more.

These babies and families struggle with extended NICU stays, ongoing costs and time away from work, and potentially lifelong disabilities.

That’s why the bilingual “Someday Starts Now” campaign is here.

The campaign, run in English and Spanish by the Texas Department of State Health Services and coinciding with Prematurity Awareness Month in November, promotes the idea that a healthy, full-term baby begins with healthy, well-informed parents who are active participants in their health care.

Here are five tips for women thinking about having a baby to ensure every pregnancy goes as close to 40 weeks as possible.

Establish a medical home. Growing families should find a health care provider they trust who can provide regular care before, during and between pregnancies. It’s especially important for women to schedule an appointment for prenatal care as soon as they know they’re pregnant.

Stop using tobacco, drugs and alcohol. Smoking can seriously affect a baby’s development. No amount of alcohol is known to be safe in pregnancy.

News Briefs

- San Antonio: Elementary Students Join 40-Day Fitness Challenge
- San Antonio: Neighborhood Petitions for Farmer’s Market
- San Antonio: How One School District Brought Healthier Concessions
- Austin: Latino Businesses Growing Strong
- Tomball: Community Teamwork Brings a New Park
- Lubbock: Small Food Store Planned for Underserved Area
- Lower Rio Grande Valley: H-E-B Brings Health and Fitness
- Texas: Teacher Use New Mobile App to Teach Health, PE to Students
- Texas: Poverty, Income Inequality Remain High
About 1 of 5 cancer survivors—especially Latinos and black survivors—reported having problems paying bills long after the end of treatment, according to a new study, *HealthDay* reports.

The study, which examined 1,514 survivors’ responses to an American Cancer Society survey, also found that many survivors have unresolved physical and mental health issues long after treatment.

One-third of survivors reported physical problems.

Many respondents also “expressed anxiety about the possible return of their cancer” and feel they had lost “personal control.”

“Overall, we found that cancer survivors are often caught off guard by the lingering problems they experience after cancer treatment,” said Mary Ann Burg, study author and social work professor at the University of Central Florida in Orlando. “In the wake of cancer, many survivors feel they have lost a sense of personal control, have reduced quality of life, and are frustrated that these problems are not sufficiently addressed within the medical care system.”

Burg said the findings could help clinicians and other experts develop interventions that are tailored to the specific types of problems and concerns that cancer survivors may experience.

“Improvements are needed concerning public awareness of cancer survivors’ problems, honest professional communication about the side effects of cancer, and the coordination of medical care resources to help survivors and their families cope with their lingering challenges,” Burg said in a [news release](#).
Report: Mexico’s Sugary Drink Tax is Working…Can it Work in U.S.?

Mexicans are guzzling fewer sugary drinks since a national sugary drink tax took effect one year ago, and U.S. health proponents say they hope this can help sway local voters to adopt similar measures, the International Business Times reports.

Studies indicate raising the price of sugary drinks can reduce consumption and potentially lower obesity and health risks.

U.S. Latino kids consume an above-average amount of sugary drinks (soft drinks, sports drinks, fruit-flavored drinks, and flavored milk), which contributes to increased rates of obesity, diabetes, and other health issues that disproportionately affect the Latino community.

Mexico’s sugary drink tax, a reaction to the country’s large sugary drink intake (3.6 million cans of soda each day) and high diabetes rates (one-sixth of the population), adds 1 peso, or 7 cents, per liter of sugary drink. It took effect Jan. 1, 2014.

Here are the results so far, according to the International Business Times:

A year later, preliminary data suggest consumption rates are falling, though it’s too early to say precisely how much, said Barry Popkin, who teaches global nutrition at the University of North Carolina in Raleigh and is working with Mexico’s National Institute of Public Health to study the country’s soda tax.

The institute’s earliest results suggest in the first three months of 2014, purchases of sugary drinks dropped by 10 percent from the same period in 2013. “The results were pretty positive. In essence there was a reduction in sugary beverage intake, and there was some increase in healthier drinks, like water,” Popkin said.

Researchers should have more conclusive 2014 results on both consumption levels and related health impacts within a few months, he added.

In the meantime, there’s the corporate data. Coca-Cola Femsa, Mexico’s biggest soft drink bottler, saw its drink sales drop by 6.4 percent in the first half of last year, compared to the same period in 2013, in part due to the drink tax and other economic factors. Another Mexican Coke bottler, Arca-Continental, said its drink sales slipped by 4.7 percent in Mexico for the same period. And more than half of Mexicans last year said they had lowered their sugary drink intake compared to 2013, according to an August survey.

The results are inspiring similar taxes in Chile, Ecuador and Peru.

U.S. voters have rejected 30 tax efforts by cities and states. Only Berkeley, Calif., has enacted a 1-cent-per-ounce tax.

“If it’s shown that Mexico’s soft drink tax is effective in reducing soda consumption, and that in turn has an effect on Mexico’s obesity rate, I think you’ve got a pretty good case,” said Michael Roberts, executive director of UCLA’s Resnick Program for Food Law and Policy, in the International Business Times.
7 Vital Eye Health Tips for Latinos

What’s one of the world’s leading cause of blindness? Glaucoma—and it’s far more prevalent in Latinos and blacks.

How can you prevent it (and keep your eyes healthy)?

According to the National Eye Institute (NEI):

Have a comprehensive dilated eye exam. A dilated eye exam is the only way to detect diseases like glaucoma in their early stages.

Know your family’s eye health history. It’s important to know if anyone has been diagnosed with a disease or condition since many are hereditary.

Eat right to protect your sight. Eating a diet rich in fruits and vegetables, particularly dark leafy greens such as spinach, kale, or collard greens is important for keeping your eyes healthy, too.

Maintain a healthy weight. Being overweight or obese increases your risk of developing diabetes and other systemic conditions, which can lead to vision loss.

Wear protective eyewear. Wear protective eyewear when playing sports or doing activities around the home. Also, sunglasses can help protect your eyes from the sun’s ultraviolet rays.

Quit smoking or never start. Research has linked smoking to an increased risk of developing age-related macular degeneration, cataract, and optic nerve damage, all of which can lead to blindness.

Give your eyes a rest. If you spend a lot of time at the computer or focusing on any one thing, you sometimes forget to blink and your eyes can get fatigued. Try the 20-20-20 rule: Every 20 minutes, look away about 20 feet in front of you for 20 seconds.

Medicare covers an annual comprehensive dilated eye exam for some people at high risk for glaucoma, like older Latinos.

“While anyone can get glaucoma, NEI encourages people at higher risk, including African Americans over the age of 40; everyone over the age of 60, especially Mexican Americans; and people with a family history of the disease, to have a dilated eye exam every one to two years,” said NEI director Dr. Paul Sieving.

Find more about glaucoma in English or Spanish from the National Eye Institute (NEI).

Check out the NEI’s new Latino glaucoma infographic in English or Spanish.

5 Tips for Latino Moms-to-Be to Avoid Premature Birth (cont.)

Exercise and eat right for a healthy weight. Not only does physical activity promote a healthy pregnancy, but exercising moms will relieve stress, have more energy and sleep better.

Avoid infections. Women should get a flu shot every year, and everyone around the baby should stay up-to-date on recommended immunizations, especially pertussis (whooping cough) vaccination. Regular hand-washing is important.

Take daily vitamins. For women of childbearing age, experts recommend a daily multivitamin with 400 mcg of folic acid. Pregnant women should take a prenatal vitamin with 800 mcg of folic acid.

“About six out of 1,000 babies in Texas die before they turn one year old, and premature birth is a leading cause,” according to Texas’ campaign. “But by encouraging healthy habits, you can help reverse those statistics for the better and help every Texas baby have a healthy, happy first birthday.”

Latino Resource Briefs

Funding

Grant Roundup

The following organizations have open research funding opportunities or lists:

The U.S. Office of Minority Health
Susan G. Komen for the Cure
AACR
NIH Obesity Grants
NCCOR Obesity Grants
RWJF
CPRIT

Ongoing Events

CancerCare Workshops

CancerCare, in partnership with Redes En Accion, which is led by the Institute for Health Promotion Research (IHPR) at The UT Health Science Center at San Antonio, will offer free workshops on a variety of issues. Register here.
What is health equity?

The answer to this question, which has strong implications for Latino and other minority populations, is part of a new series of infographics from the Health Equity Institute at San Francisco State University.

Health equity, defined as “efforts to ensure that all people have full and equal access to opportunities that enable them to lead healthy lives,” identifies a framework to show how social, economic, and environmental conditions affect health and health equity in a number of ways.

To achieve health equity, we must treat everyone equally and eliminate avoidable health inequities and health disparities.

For example, Latinos are less likely to receive advice from a health provider to quit smoking than White adults, and smokers have 2-4 times greater odds of developing heart disease.

So what can we do?

There are three main actions needed:

1. ACCESS to high quality healthcare.
2. PROVIDE equal social and economic opportunities.
3. INVEST in and revitalize low-income neighborhoods.

Learn more here or watch this video.