“Did You Know/¿Sabía Usted?” Latino Childhood Obesity Video Wins Awards

SAN ANTONIO (June 15, 2010)—A dramatic video that uses shocking statistics and actual child voices to document the multi-faceted epidemic of Latino childhood obesity is earning prestigious film awards and recognition for the Institute for Health Promotion (IHPR) at The University of Texas Health Science Center at San Antonio.

The video, titled “Did You Know/¿Sabía Usted?” and developed by the IHPR’s Salud America! program, has won awards from the 2010 New York Festivals International Television & Film Awards, 2010 Aegis Video & Film Production Awards and the 31st Annual Telly Awards:

- Winner, “Training/Education,” Aegis Video & Film Production Awards, May 1
- Bronze, “TV Programs, Segments or Promotional Pieces – Use of Graphics,” Telly Awards, Feb. 14

Watch the video at http://www.youtube.com/watch?v=pnfZvxXITlc.

The video was funded by the Robert Wood Johnson Foundation through Salud America! The RWJF Research Network to Prevent Obesity Among Latino Children.

Researchers from Salud America!, which is based at the IHPR, developed the content for the video, which explains that Latino youths suffer disproportionately from obesity and are at greater risk of related health problems, such as diabetes, compared to whites. They also tend to eat less healthy diets, have less access to healthy food and play areas and play less organized sports.

The video, unveiled at the Salud America! Scientific Summit on Sept. 10, 2009, was directed by Sprocket Productions, a San Antonio film and video production company.
“We’re extremely excited about the award recognition for this video because it will increase the number of people who see it and gain knowledge of the many challenges of Latino childhood obesity,” said Amelie G. Ramirez, DrPH, director of Salud America! and the IHPR. “And if more people understand the challenges, we believe that will drive new support and resources to identify needed solutions to reverse this growing epidemic.”

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The Institute for Health Promotion Research (IHPR) investigates the causes and solutions to the unequal impact of cancer and chronic disease among Latinos in San Antonio, South Texas and the nation. The IHPR, founded in 2006, is based at The University of Texas Health Science Center at San Antonio with a satellite office in Harlingen, Texas. The IHPR uses evidence-guided research, training and community outreach to improve the health of those at a disadvantage due to race/ethnicity or social determinants. Visit the IHPR online at [http://ihpr.uthscsa.edu](http://ihpr.uthscsa.edu).

*Salud America!* is a national program of the Robert Wood Johnson Foundation. The program aims to unite and increase the number of Latino researchers, policy-makers and community leaders engaged in research on childhood obesity among Latinos to seek environmental and policy solutions to the epidemic. The network is directed by the Institute for Health Promotion Research at The UT Health Science Center at San Antonio. Visit [www.salud-america.org](http://www.salud-america.org).