The Science of the SaludToday Latino Health Campaign

SAN ANTONIO (Feb. 11, 2016) – The Internet is crazy huge.

So how can health communicators reach the right people with the right health messages?

At SaludToday, we're all about using “digital content curation” to raise awareness of the particular health issues that disproportionately burden Latinos, as well as promote solutions and build people's capacity to change these issues.

Check out our new scientific article that explains how we “curate.”

Curation is an emerging strategy that uses a systematic, refined process to create tailored health messages and prevent mixed messaging and information overload for an audience.

With massive amounts of content created across the Internet every minute, our digital health curation model and three-step approach—collect–craft–connect—identifies and brings our audience to targeted, relevant and engaging content that has the potential to affect people’s knowledge of Latino health issues, attention to health issues, and capacity to make healthy changes.

Be sure to follow our curation at the blog, Facebook, Twitter, YouTube, and Instagram.

“We at SaludToday work hard to highlight the latest real-life stories, research, and news on different aspects of Latino health, including cancer, obesity, and health equity,” said Dr. Amelie G. Ramirez, who founded the SaludToday campaign, which is based at the Institute for Health Promotion Research at the UT Health Science Center at San Antonio, and includes the Salud America! program to prevent Latino childhood obesity. “We want to help people understand Latino health issues and solutions, and empower people to drive healthy change.”

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The Institute for Health Promotion Research (IHPR) at The University of Texas Health Science Center at San Antonio investigates the causes and solutions to the unequal impact of cancer and chronic disease among certain populations, including Latinos, in San Antonio, South Texas and the nation. The IHPR, founded in 2006, uses evidence-guided research, training and community outreach to improve the health of those at a disadvantage due to race/ethnicity or social determinants, such as education or income. Visit the IHPR online at http://ihpr.uthscsa.edu or follow its blog at http://www.saludtoday.com/blog.