

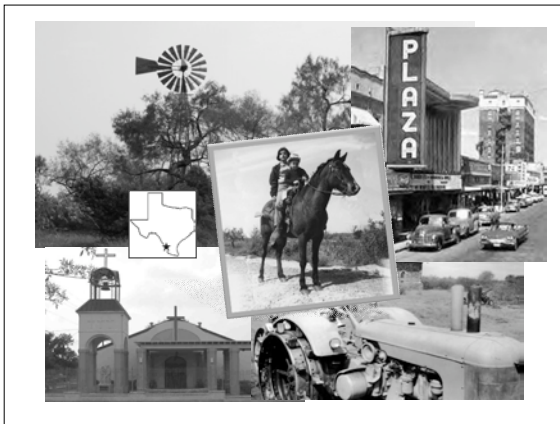
Salud America! Preventing Obesity Among Latino Children

**Weight of the Nation Conference
Washington, D.C.
July 2009**

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

The Old Way

- Social determinants of health for the Gutierrez family of Laredo, Texas



Today's Way

- Social determinants of health for the modern Hispanic family

Latino Health Challenges



40% in TX lack health insurance (white 14%)_



48% earn less than \$20,000/year (white 34%)_



39% not completing HS (white 11%)_

- For every 1 white parent who says neighborhood safety is a barrier to physical activity... 4 Hispanic parents do the same



Today's Way

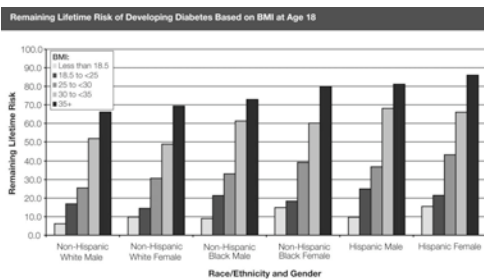
- 1 of 2 white youths play in organized sports
- 1 of 4 Hispanic youths play in organized sports



- Hispanic kids eat too much fat, cholesterol, added sugar
 - 68% of their diets are pizza, desserts, chips, soda, burgers, fruit juice



Hispanic Child Diabetes Risk



The *Salud America!* Way

- Addressing policy and the built environment to reduce Latino childhood obesity

Salud America!

- The RWJF Research Network to Prevent Obesity Among Latino Children
 - Delphi Survey guided 1st-ever Latino Childhood Obesity Research Priority Agenda
 - 20 pilots researching policy and environmental issues
 - Building the field



Salud America!

- First research priority agenda
- Top research areas ranked by Delphi survey participants

Research Area	Rank	Mean	SD
Family	1	2.18	1.13
Community	2	2.61	1.15
School	3	3.00	1.17
Society	4	3.53	1.57
Individual	5	3.68	1.44

Family

- Top priority
 - Engaging Latino families as advocates of child obesity prevention initiatives at the community and school levels

Family Pilot: La Familia en la Cocina

- Dr. Miriam Vega, Latino Commission on AIDS
- Understand role of Latino mother-child communication patterns on child nutrition, eating and physical activity
- Recruiting 50 mother-daughter dyads in N.Y.

Family Pilot: La Familia en la Cocina

- Results will be disseminated to influence health policy at the local, state and national levels

Community

- Top priority
 - Built-environment policies involving collaborations with multiple stakeholders to promote Latino child activity

Community Pilot: Healthy Tomorrows for Latina Teens (HTT)

- Dr. Robert Dudley, Community Health Center
- Midcourse evaluation with focus groups on HTT's ability to increase Latina teens' healthy eating and fitness levels

Community Pilot: Healthy Tomorrows for Latina Teens (HTT)

- Results translated into action plans and shared w/community groups (YWCA) to enhance Latinas' entry into fitness
- Enhance advocacy efforts with state legislators

School

- Top priority
 - Health, nutrition, and active physical education classes as part of the school curriculum for Latino children



School Pilot: Integrating Dance Revolution to Promote Physical Health Achievement

- Dr. Zan Goo, University of Utah
- Implement DDR game into recess/after school at Latino schools
- Test game's impact on 280 Latino 3rd-6th-graders

School Pilot: Integrating Dance Revolution to Promote Physical Health Achievement

- Results to be disseminated and made available to policy-makers to spread the project in schools in a larger scale

What's Next?

- Build the field of policy/environmental research on Latino childhood obesity through 20 *Salud America!* pilots
- The inaugural *Salud America!* Scientific Summit 9/9/2009
- New resource: The RWJF Center to Prevent Childhood Obesity (www.reversechildhoodobesity.org)

What's Next?

- What's new from the field?
 - Digital marketing & Latino youths
 - Food advertising & its effects on eating behavior
 - Menu labeling legislation
 - Transportation systems & the built environment impact on obesity

Mil Gracias!

- For more information about *Salud America!* And to join visit: www.salud-america.org
- Who is *Salud America!*: Amelie G. Ramirez, Kip Gallion, Patricia Chalela, Courtney Denton, Kay Haverlah, Cliff Despres