



# The Importance of Addressing Health Inequity

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[salud-america.org](http://salud-america.org)

[ihpr.uthscsa.edu](http://ihpr.uthscsa.edu)





# Today's Talk

1. **My Team**
2. **Challenge: Health Inequities**
3. **Response: Health Promotion Communication**
4. **Response: Creating Tools for Change**
5. **Future: Next Steps**

# IHPR at UT Health San Antonio



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## Mission

Research the causes and **solutions** to the **unequal impact** of cancer and chronic disease affecting residents of South Texas, Texas, and the nation to improve the health of **all people** while serving as a national model



# Today's Talk

## 1. My Team

## 2. Challenge: Health Inequities

## 3. Response: Health Promotion Communication

## 4. Response: Creating Tools for Change

## 5. Future: Next Steps



# Where you live matters

## Balcones Heights

81% Latino

15% No HS

\$31k income

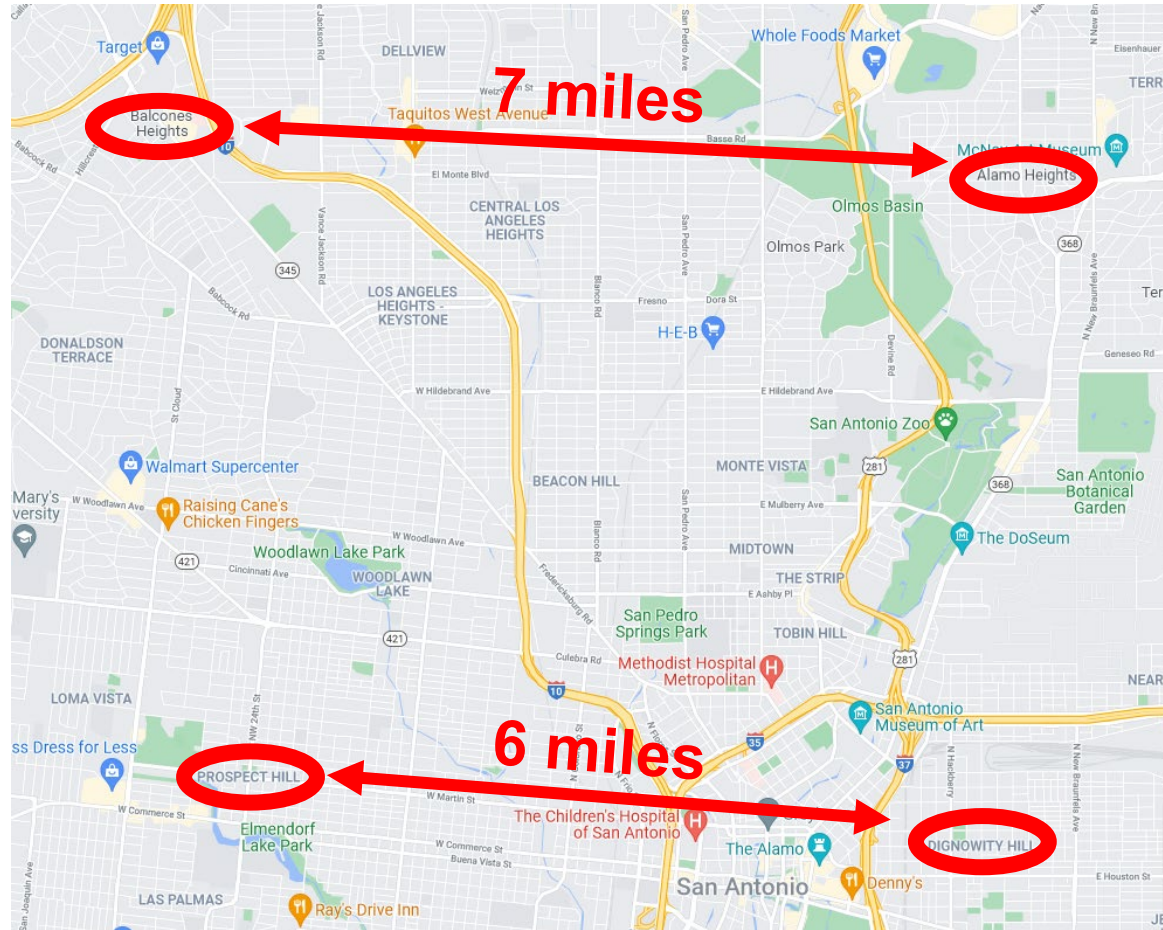
95% Latino

47% No HS

\$27k income

## Prospect Hill

U.S. census data



## Alamo Heights

18% Latino

33% No HS

\$111k income

70% Latino

33% No HS

\$35k income

## Dignowity Hill

A close-up portrait of a young boy with dark, curly hair and large, expressive brown eyes. He is wearing a white sleeveless shirt and has a gentle smile. The background is a soft-focus outdoor scene with green foliage and a blurred car.

**Ernesto**

1

# High Poverty



Our Research: [salud.to/famsupport](https://salud.to/famsupport)

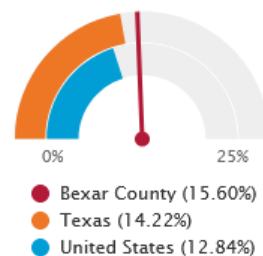
1 in 3 U.S. Latino families live in poverty.

## Bexar County in Focus, *Salud America!* Health Equity Report Card

### Population Below Poverty Level

In Bexar County, 15.60% of individuals are living in households with income below the Federal Poverty Level (FPL). Poverty creates barriers to access including health services, healthy food, and other necessities that contribute to poor health status.

Population in Poverty, Percent



2

# Lack of Health Care



Our Research: [salud.to/famsupport](https://salud.to/famsupport)

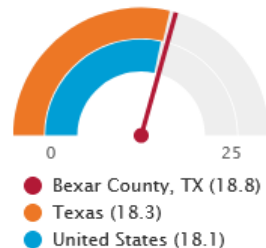
A higher percentage of Latinos have no healthcare coverage than any other group.

## Bexar County in Focus, *Salud America!* Health Equity Report Card

### 30-Day Hospital Readmissions

In Bexar County, 18.8% of Medicare fee-for-service beneficiaries are readmitted to a hospital within 30 days of an initial hospitalization discharge.

Rate of 30-Day Hospital Readmissions  
among Medicare Beneficiaries (%)





3

# Lack of Early Ed



Our Research: [salud.to/famsupport](https://salud.to/famsupport)

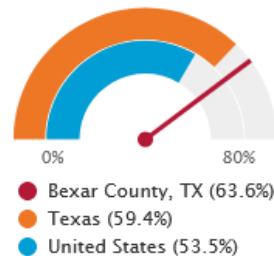
42% of kids live in “childcare deserts.”  
Latino kids face a 25-percentage-point cognitive gap vs. Whites.

Bexar County in Focus,  
*Salud America!* Health  
Equity Report Card

## 4th-Graders Scored “Not Proficient” in Reading

In Bexar County, 63.6% of children in grade 4 are scoring “not proficient” or worse in reading.

Students Scoring ‘Not Proficient’ or Worse,  
Percent





4

# Unstable Housing



Our Research: [salud.to/healthequity](https://salud.to/healthequity)

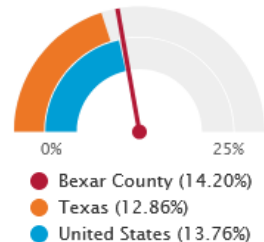
Latinos who are “housing burdened” rose from 42.4% in 2000 to 56.9% in 2015.

Bexar County in Focus,  
*Salud America!* Health  
Equity Report Card

## Severely Cost-Burdened

In Bexar County, 14.20% of people are severely cost-burdened, meaning they pay more than 50% of their annual income on housing. These families have less expendable income for healthy food, transportation, preventative healthcare, childcare, tutoring, higher education, museums, professional development, investing in small business, etc.

Percentage of Households where Housing  
Costs Exceed 50% of Income



[salud.to/sanantoniorc](https://salud.to/sanantoniorc)



5

# Toxin Exposure



Our curation: [salud.to/toxicissues](https://salud.to/toxicissues)

44% of Latinos live with poor air quality (25% non-Latinos).

Bexar County in Focus,  
*Salud America!* Health  
Equity Report Card

**Workers, Construction,  
Manufacturing, & Agriculture,  
Forestry or Mining**

In Bexar County, of the total working population (964,179), 7.78% work in construction; 5.27% work in manufacturing; and 0.81% work in agriculture, forestry or mining.

Workers in these fields, often Latinos, are at increased risk of exposure to hazards, toxins, and stressors; however, companies in these industries do not always provide health insurance. Latino workers are at a high risk for injury and can lack access to medical treatment.

# ⑥ Unsafe Transit



Our Research: [salud.to/healthequity](https://salud.to/healthequity)

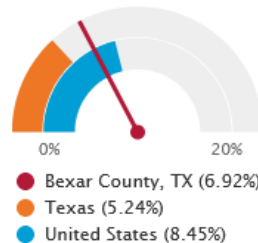
27% of Latinos use public transit daily/weekly, and have long commutes.

## Bexar County in Focus, *Salud America!* Health Equity Report Card

### Households with No Motor Vehicle

In Bexar County, 6.92% of households do not have a motor vehicle. Older populations, Latinos and people of color, and people in low-income communities are disproportionately burdened by lack of safe streets and pedestrian fatalities and serious injuries, which are preventable. In your county, 2.09% of workers travel to work by walking or biking, and 2.15% commute by public transit.

Percentage of Households with No Motor Vehicle



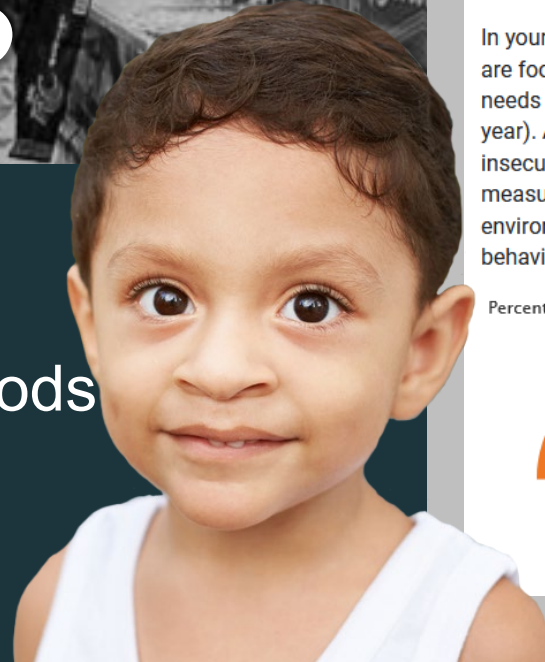
7

# Food Swamps



Our Research: [salud.to/foodaccess](https://salud.to/foodaccess)

Latinos tend to live in neighborhoods with few supermarkets; but abundance of fast food.



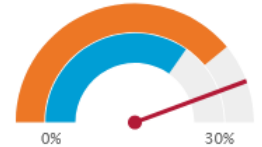
## Bexar County in Focus, *Salud America!* Health Equity Report Card

### Low Food Access & Food Insecure Population & Children

In Bexar County, 28.38% of the population has low food access, defined as living more than 1/2 mile from the nearest supermarket, supercenter, or large grocery store.

In your county, 11.40% of households are food insecure (unable to meet food needs during at least 7 months of the year). Among children, 21.00% are food insecure. These indicators provide measures of healthy food access and environmental influences on dietary behaviors.

Percent Population with Low Food Access



- Bexar County (28.38%)
- Texas (25.00%)
- United States (22.22%)

[salud.to/sanantoniorc](https://salud.to/sanantoniorc)



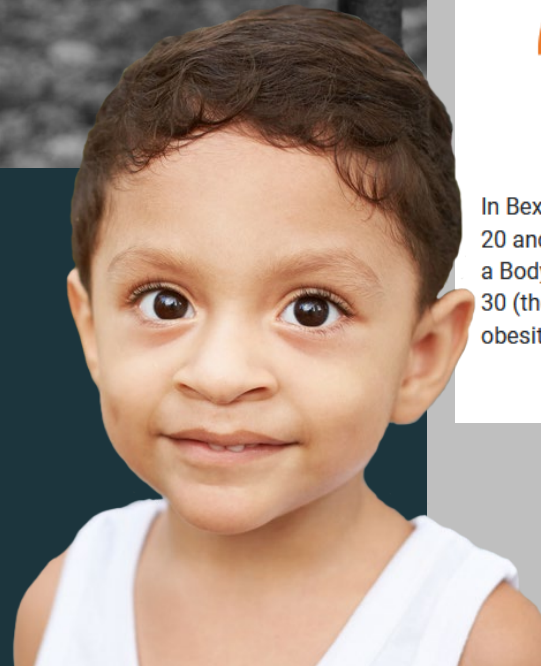
8

# No Play Space



Our Research: [salud.to/ActiveSpaces](https://salud.to/ActiveSpaces)

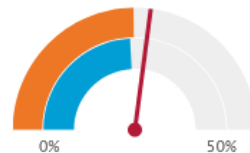
19% of Latino neighborhoods have access to a recreational facility (62% of Whites).



## Bexar County in Focus, *Salud America!* Health Equity Report Card

### Obesity

Percentage of Adults Who Have Obesity  
(BMI > 30.0), 2017



- Bexar County, TX (32.5%)
- Texas (29.8%)
- United States (29.0%)

In Bexar County, 32.5% of adults aged 20 and older self-report that they have a Body Mass Index (BMI) greater than 30 (the medical definition of having obesity).



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# Trauma Exposure



[salud.to/earlychildhooddevelopment](https://salud.to/earlychildhooddevelopment)

78% of Latino kids suffer at least one adverse childhood experience (ACE), i.e., poverty, neglect.

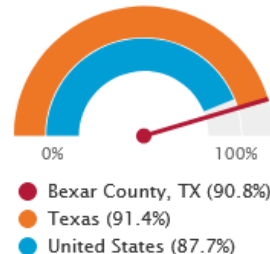


Bexar County in Focus,  
*Salud America!* Health  
Equity Report Card

## High School Graduation & Dropouts

In Bexar County, the high school graduation rate is 90.8%. 9,670 of the population ages 16-19 are not in school and not employed.

Adjusted Cohort Graduation Rate



[salud.to/sanantoniore](https://salud.to/sanantoniore)

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# Racism/Bias Exposure



Our Research: [salud.to/cohesion](https://salud.to/cohesion)

Current anti-immigrant rhetoric, bias, lack of social cohesion, parental separation ... harms Latino health.

Bexar County in Focus,  
*Salud America!* Health  
Equity Report Card

## Violent Crime Rate

In Bexar County, 533.1 violent crime offenses are reported to law enforcement per 100,000 residents. This includes homicide, rape, robbery, and aggravated assault.

Violent Crime  
Rate per 100,000 Pop.



- Bexar County, TX (533.1)
- Texas (420.4)
- United States (386.5)

# This causes a life of disparities

## Obesity

Higher rates for Latino kids than white kids (20.7% vs 11.7%), and for Latino adults than white adults (47% vs 37.9%)

## Diabetes

Over the life span, Latinos have a 40% chance of developing type 2 diabetes

## Cancer

Latinos have higher rates of liver, cervical, and stomach cancers than the general population + worse outcomes for other cancers

## Alzheimer's

Latinos are 1.5x more likely to develop Alzheimer's disease than white non-Latinos

## COVID

Latinos comprise 24.8% of U.S. COVID-19 cases, second only to Whites, despite being 18.9% of the U.S. population



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# SO WHAT ARE WE DOING?

*Salud America! informs & inspires its large digital network of advocates to push system/policy community change and health equity for Latinos and all people using tailored content, data, tools & actions.*





# SA! digital outreach to Latino on health equity

Create+disseminate culturally relevant multimedia content on health equity daily:



[salud-america.org](https://salud-america.org) website — 754,983 page views in 2021



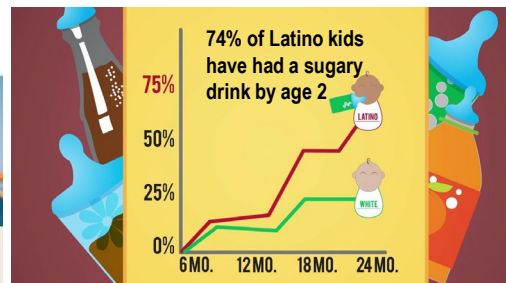
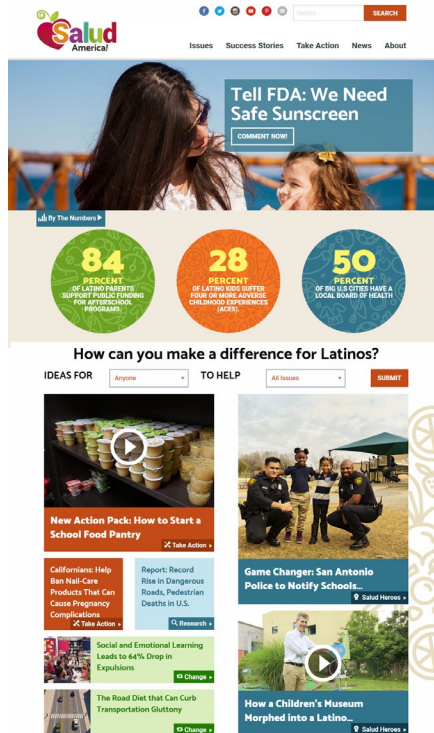
70,000+ email subscribers



70,000+ social media followers via @SaludAmerica

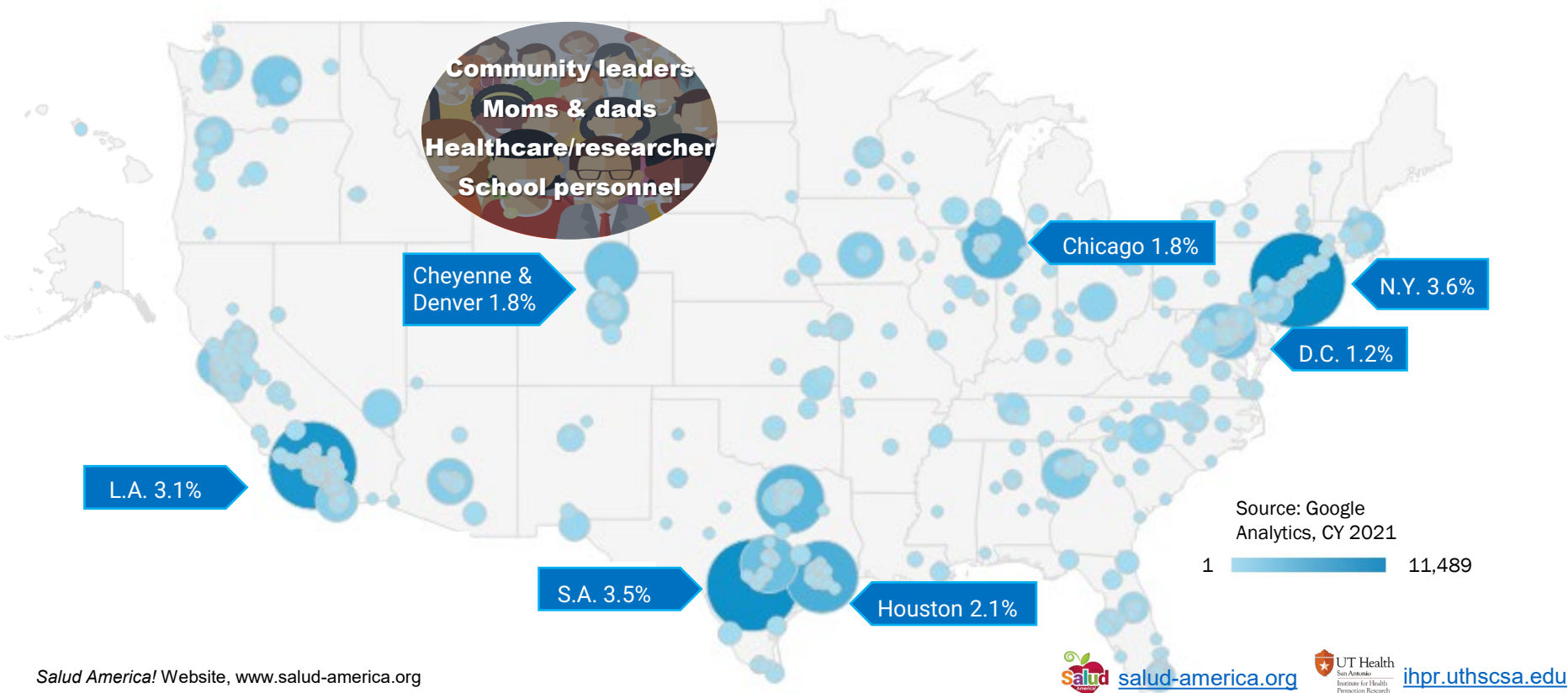


Events: #SaludTues Tweekchats (6M impression in 1 hour), webinars, Salud Talks Podcast episodes



# SA! digital network

Content reaches 500,000+ Latino health advocates



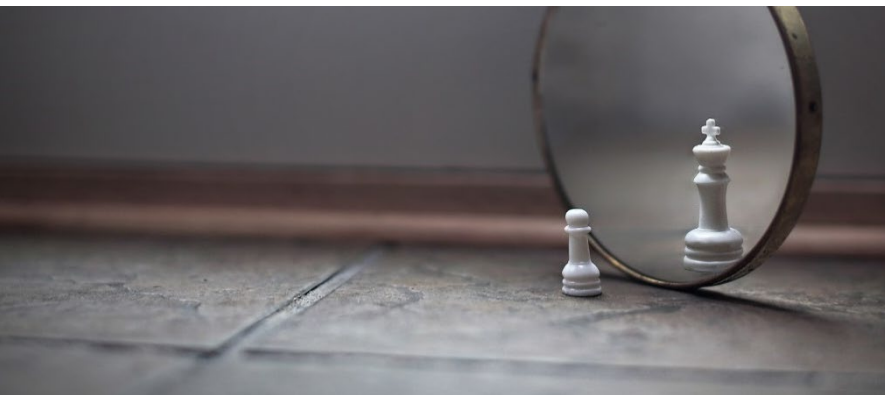
# SA! drives network's efficacy for advocacy

With our comms infrastructure and content, we aim to ↑ network members' advocacy for grassroots system/policy change by enhancing...

self efficacy

+

collective efficacy



# SA! drives advocacy w/ role models

Our “Salud Hero” role model narratives use Social Cognitive Theory with role models to increase self-efficacy for grassroots change



Diana Centeno: San Antonio Police to Notify Schools if Kids Exposed to Trauma with “Handle With Care” [salud.to/sapdhwc](https://salud.to/sapdhwc)



Noemi Villarreal: Going Door-to-Door to Set Up or Medical Homes in San Antonio  
[salud.to/connectors](https://salud.to/connectors)



# SA! drives advocacy around COVID-19

We tracked and communicated the impact of COVID-19 cases, deaths, vaccine uptake, and misinformation on Latinos

Update: Coronavirus Case Rates and Death Rates for Latinos in the United States ►

March 1, 2022



The coronavirus COVID-19 can affect anyone. But reports show Latinos and other people of color are disproportionately affected amid worsening historical inequities

[salud.to/coronarates](https://salud.to/coronarates)

Latinos Fall Behind in COVID-19 Booster Shots ►

January 1, 2022



As the Pfizer-BioNTech, Moderna, and Johnson & Johnson COVID-19 vaccines continue to be distributed across the country, several states are reporting the

[salud.to/vaccinedata](https://salud.to/vaccinedata)

Abordando la Información Falsa Sobre las Vacunas y Generando la Confianza en las Vacunas ►

June 20, 2021



A medida que las vacunas contra el COVID-19 de Pfizer-BioNTech, Moderna y Johnson & Johnson continúan distribuyéndose en todo el país, nos estamos

[salud.to/informacion](https://salud.to/informacion)



# SA! drives advocacy around COVID-19

We hosted podcast discussions, #SaludTues Tweekchats, and wrote stories to raise awareness and action on the disparate impact

## Salud Talks Podcast Episode 38: “How to Empathetically Discuss the COVID-19 Vaccine” ►

September 29, 2021



The COVID-19 vaccine is a contentious topic for many Latinos and Americans. The divide between those who are vaccinated and those who are unsure or don't want to get the shot grows wider every day. But we can use compassion and cultural

[salud.to/stvaxconvo](https://salud.to/stvaxconvo)

## #SaludTues Tweekchat 3/23—One Year Later: How COVID-19 Is Impacting Latinos ►

March 16, 2021



For the past year, COVID-19 has ravaged the United States. Data continue to show that Latinos and other people of color are disproportionately affected, amid worsening

[salud.to/covid1year](https://salud.to/covid1year)

## Gilberto Lopez: Combatting Vaccine Misinformation through Art ►

September 10, 2021



When Gilberto Lopez was visiting his family in California at the start of the COVID-19 pandemic, he realized his community wasn't getting the information they needed about safety precautions. "Information that was coming through to my academic

[salud.to/covidlatino](https://salud.to/covidlatino)

# SA! drives advocacy around COVID-19


We created the “Juntos, We Can Stop COVID-19” bilingual digital campaign to promote safety and spark action among Latinos



## ¡JUNTOS, PODEMOS DETENER AL COVID-19!

Como latinos, somos resistentes. Pero parte de nuestra fortaleza requiere acción.

Juntos, cada uno de nosotros podemos hacer algo para prevenir la propagación del COVID-19 en todos los aspectos de nuestra vida diaria:



Use su mascarilla!  
Toque únicamente los lados y las cintas, y lávela regularmente.



Evite ir a lugares públicos. En reuniones, use una mascarilla, mantenga distancia y lávese las manos, aún cuando esté con familia.



Quédese en casa 14 días si estuvo expuesto a alguien con COVID-19, con o sin síntomas.



Infórmese más con Salud America! en UT Health San Antonio  
[salud.to/juntosstopcovid](https://salud.to/juntosstopcovid) | #JuntosStopCovid

Salud America logo and UT Health San Antonio logo are visible at the bottom of the graphic.

[salud.to/juntosstopcovid](https://salud.to/juntosstopcovid)

# SA! drives advocacy around COVID-19

We generated record-high traffic the SA! website (800,000+ visitors in 2021) and proved that SA!'s digital content curation is an effective, measurable public health promotion tool among Latinos

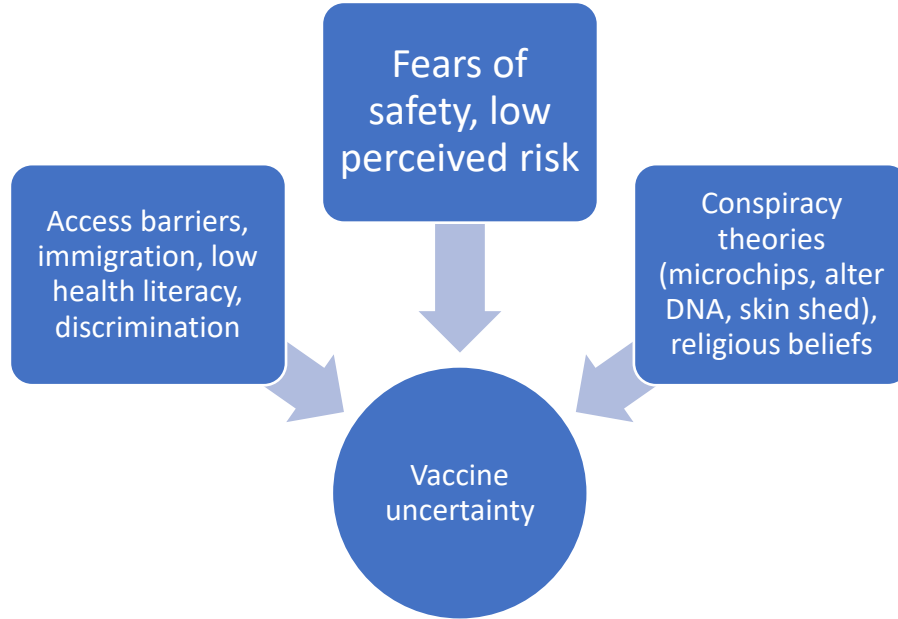


[salud.to/hpp](https://salud.to/hpp), Ramirez et al, *Health Promotion Practice*, 2020

# SA! drives advocacy around vaccines

Vaccines are safe, effective, and free.

What is preventing uptake among Latinos?





# Can role models drive vaccine uptake?

## Aim: Promote Latino “Salud Hero” peer model videos w/ psychological inoculation against vax misinfo

- Story/video of Rosa Herrera, a Latina grandmother
- Herrera shares how she became reluctant to obtain vaccination when she read on Facebook that the COVID-19 vaccine would inject her with a microchip to track her
- Herrera explains she learned that was not true by watching a webinar with public health experts who explained the vaccine
- She decided, despite misgivings about misinformation, to get the shot. She wanted to protect her daughters and safely visit family who live in Mexico.



# Can role models drive vaccine uptake?

Hypothesis: Latino peer models will get more clicks to “find a vaccine near me” than CDC graphics

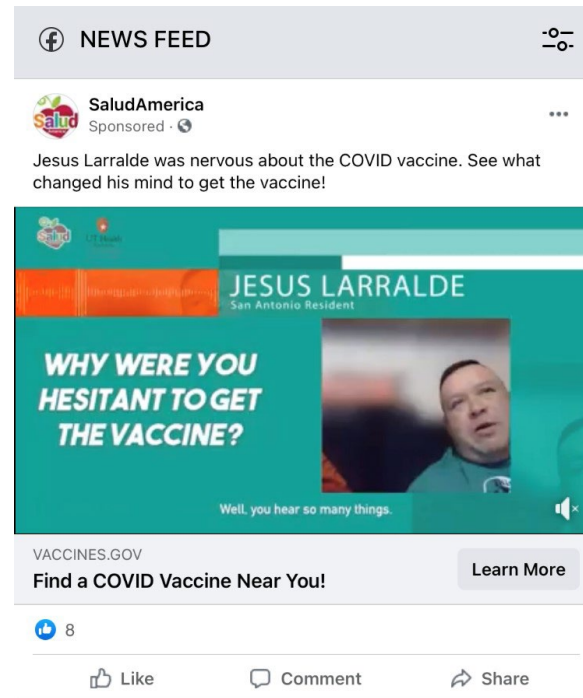
- Peer role models were Jesus Larralde from South Texas (English) and Rosa Herrera (Spanish)
- CDC ads showed COVID-19 vaccine (in English and Spanish)
- Spent \$2,000 in Facebook ads for 2 peer models, 2 CDC ads
- Ads reached Facebook users in Medina County, Texas, and Atascosa County, Texas. Chosen based on similar population size, high proportion of Spanish-speaking residents, and physical proximity to Bexar County



# Can role models drive vaccine uptake?

## Results: Shows potential to promote vaccine confidence w/bilingual peer role model stories with psychological inoculation

- Both theory-based ads achieved lower cost per click to find a vaccine (\$2.66 per click for Jesus in English and \$3.14 per click for Rosa in Spanish), compared to the CDC generic ads (\$4.03 in English and \$5.43 in Spanish)
- Peer models also fared better than CDC ads in the rate per 1,000 exposed Facebook users who clicked to find a vaccine
- Our peer model ads doubled the effects in English and yielded a 58% higher response rate in Spanish





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We partnered with John Hernandez of East Central ISD to create an “Action Pack” for others to replicate his success adding trauma tracking in San Antonio schools



- Model email convo starters
- Adaptable templates from John’s program at ECISD
- Trauma training PPTs
- Tech asst. from SA! curator

## Make Your School Trauma-Sensitive / Responsive

1



Explore What  
Makes Students  
Chronically  
Absent in Your  
Schools

2



Start the  
Conversation  
with Leadership  
(Get Buy-In)

3



Create a  
Focus Group  
and Develop  
a Vision

4



Create Your  
Own  
Trauma-  
Informed  
Care System

5



Raise  
Community  
Awareness

947 downloads!

[salud.to/traumakit](https://salud.to/traumakit)



We partnered with Virginia leaders and modeled after San Antonio PD/ISD implementation to create an “Action Pack” for others to start program across the nation



- HWC FAQ, fact sheet, flow chart
- Model email convo starters
- Guide to create HWC notification flow, with adaptable templates
- Tech asst. from SA! curator

## Start Your Own School/Police “Handle With Care”

1

Start the  
Conversation  
for HWC

2

Create a  
HWC Group  
and a Vision

3

Police-School  
Notifications

4

Implement  
Your HWC  
Program

5

Promote Your  
HWC  
Program

**1,359 downloads!**

[salud.to/traumakids](https://salud.to/traumakids)



We modeled after emerging “racism as a public health crisis” resolutions to create an “Action Pack” to help cities/entities enact their own resolutions and commit to system change



- FAQ: Racism as a crisis
- Model email convo starters
- Guide to draft a resolution with example resolutions, “whereas” statements from resolutions
- Tech asst. from SA! curator

## Create a Meaningful Resolution on Racism

1

Connect with community advocates about local racism and health equity

2

Create working draft of a resolution to declare racism a public health crisis

3

Ask local leaders to take action for a resolution

4

Build community support for a resolution

**757 downloads!**

[salud.to/endracerism](https://salud.to/endracerism)



We created an “Action Pack” to help individuals and healthcare providers recognize their implicit bias, reflect, learn from others, and encourage others to learn, too

### Implicit Bias is...



Attitudes, Stereotypes, & Beliefs  
that can affect how we treat others.

Implicit bias is not intentional, but it can still impact how we judge others based on factors, such as:



## Find and Rewire Your Implicit Bias

1

Take an Implicit  
Association Test (IAT)

2

Evaluate and Reflect  
on Your IAT Results

3

Use Our Messages to  
Encourage a  
Colleague to Take IAT

827 downloads!

[salud.to/healthbias](https://salud.to/healthbias)



# SA! drives advocacy w/ data dashboard tool

Get a “Health Equity Report Card” for Your Area! Local data, maps, and visualizations on:

- poverty
- housing
- transit
- health care
- environment
- food access
- cancer
- schools
- social vulnerability
- COVID-19



## Access to Primary and Prenatal Care Rate

In Bexar County, there are 74.09 primary care physicians per 100,000 population.

In your county, of women do not obtain prenatal care during their first trimester of pregnancy.

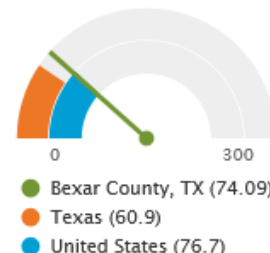
## Create a report for your area

Select your state and county to see your own report card:

Texas

Bexar County

Primary Care Providers, Rate per 100,000 Population



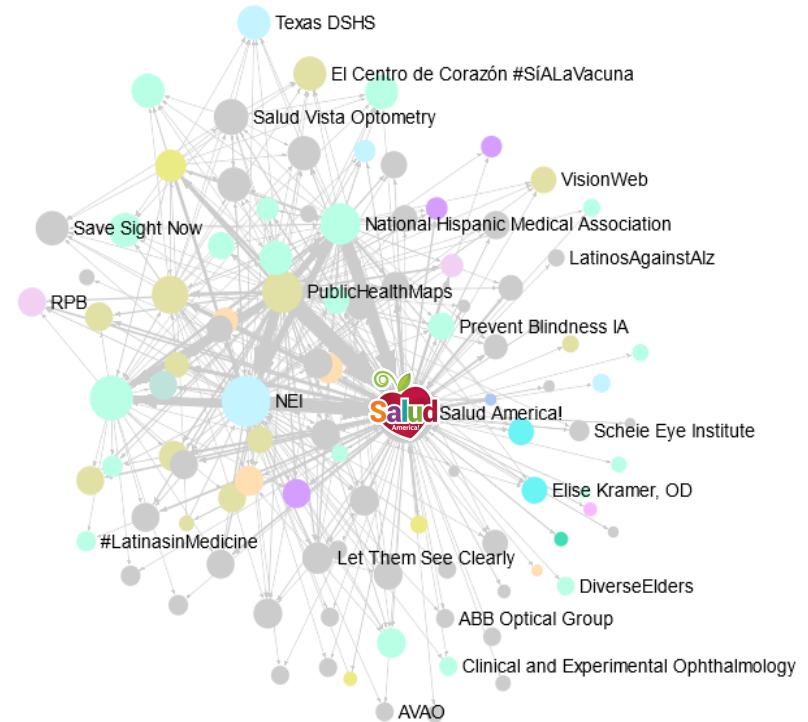
Over 30,000 dashboard views via [salud.to/equityreport](https://salud.to/equityreport)!

# SA! drives advocacy w/ social media

Join Us for #SaludTues Tweetchats on Twitter with 6 million impressions in 1 hour each monthly chat

Next #SaludTues:

- Explore Latino Diversity for Hispanic Heritage Month!
- 1p ET Oct 4, 2022
- With U.S. OMH, City Health Dashboard, and others





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# We need equitable outreach

- Digital content curation can get needed, culturally relevant action+info to advocates for grassroots system changes
- Using Latino peer models with psychological inoculation can promote vaccine confidence
- Tweetchats are a powerful tool for public health practitioners to engage audiences on Twitter around health issues, advocacy, and policy solutions for Latino health equity



*Salud America!* at UT Health San Antonio

→ <https://salud-america.org>



# Use social media to your advantage

- Promote and disseminate credible health info
- Raise public awareness about new concerns
- Combat misinformation
- Crisis communication
- Answer common questions → → → → → →
- Engage with citizens in action
- Patient support
- Research recruitment

The image shows a Facebook post from the page 'SaludAmerica'. The post is published by Hootsuite on April 29 at 9:50 AM. The text of the post says: 'En 10 minutos! 11:00 AM ET! Escucha esta conversación con Yarel Ramos y Dr. Amelie G. Ramirez of SaludAmerica en [facebook.com/univisionnoticias](https://facebook.com/univisionnoticias)!'. Below the text is a banner for a live event. The banner has a blue and red background. On the left, it says '¿Tienes dudas sobre las vacunas contra el covid-19 y cómo recibirías? Este panel de expertas te explica todo lo que necesitas saber'. On the right, there are five circular headshots of women, each with their name and title below: Yarel Ramos (Presidenta, Univision Los Angeles), Janet Murgula (Presidenta y CEO de UnidosUS), Dra. Fatima Muñoz (Directora, San Ysidro Health), Dra. Amelie G. Ramirez (Directora, Salud America de UT Health San Antonio), and Paulina A. Rebolledo (Profesora, Universidad de Emory). At the bottom of the banner, it says 'Jueves 29 de abril | 11:00 AM ET / 10:00 AM CT / 9:00 AM PT | [FACEBOOK.COM/UNIVISIONNOTICIAS](https://facebook.com/univisionnoticias)'.

# We need racial/ethnic equity

- Step 1: Follow the goals and strategies in the San Antonio Metro Health Equity Action Plan
  - Step 2: Join the Collaborative for Anti-Racism and Equity (CARE), a group of partner organizations including *Salud America!* at UT Health San Antonio
- <https://salud.to/care>



# We need racial/ethnic equity

- Step 3: All healthcare providers, from optometrists to Alzheimer's clinical researchers, need to be free of implicit bias in their care provision/research  
→ <https://salud.to/cohesion>
- Step 4: Download the *Salud America!* Action Pack: "Find Out If You Have Implicit Bias"  
→ <https://salud.to/healthbias>



# Help create a more caring environment

**Social cohesion  
represents the  
capacity of a society  
to ensure the long-  
term physical and  
psychological well-  
being of its members**



# Help create a more caring environment

**Intergroup contact, peer modeling, and awareness-provoking interventions can improve social cohesion and compassion toward minority and impoverished out-groups.**

**You can be the peer model!**







# Thank you!

## IHPR Faculty

- Dr. Amelie G. Ramirez
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