

11<sup>th</sup> Annual



**Prevent  
Blindness**

Focus on Eye Health  
National Summit

# Eye-conic Approaches to Eye Health

**July 13–14, 2022**

*A Virtual Interactive Event*



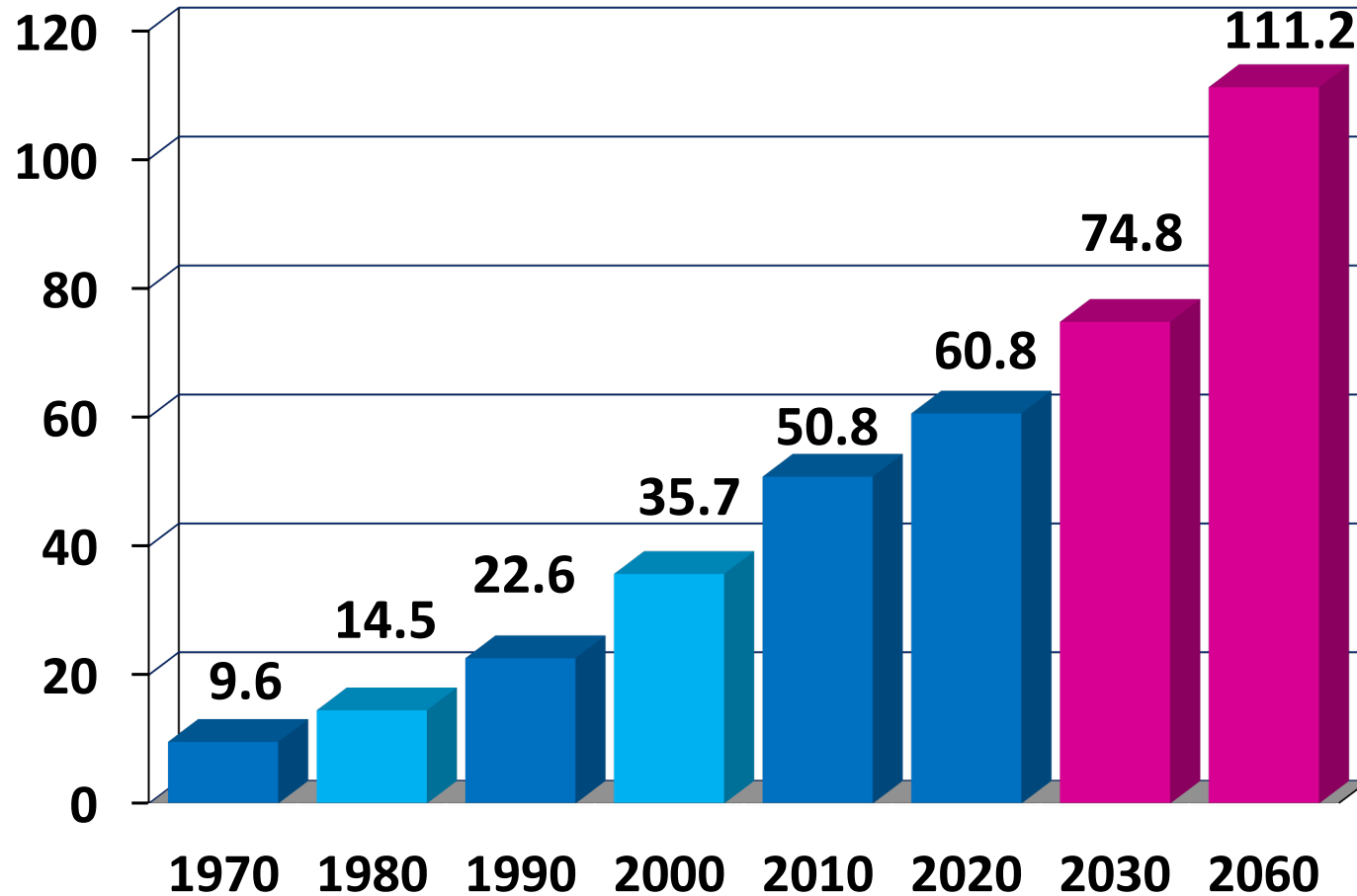
## A New Vision for Reaching Latinos for Systemic and Behavioral Changes

Amelie G. Ramirez, DrPH  
Director, *Salud America!*  
UT Health San Antonio






# The U.S. Latino Population

# Latinos: Growing

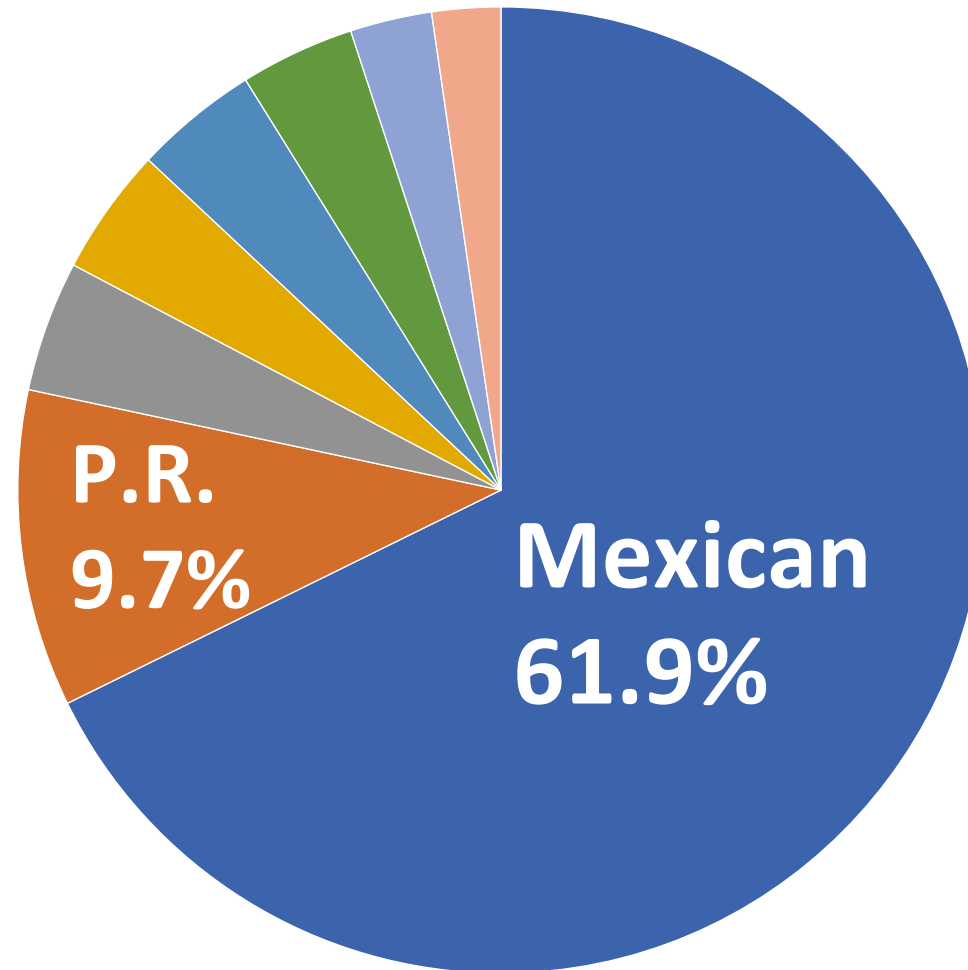


## Latino Population: 1970-2060 (millions)

-  First year "Hispanic" or "Latino" used
-  Census
-  Census Projections

# Latinos: Diverse

- Cuban, 4%
- Salvadoran, 3.9%
- All other Latino, 3.8%
- Dominican, 3.5%
- Gutamalan, 2.5%
- Colombian, 2.1%



# Latinos: Vast Inequities



# Latinos: Vast Inequities



**Lack of early  
education**



**Lack of  
healthcare**



**Exposure to  
racism/discrim.**



**Misinformation**



**Lack of tailored  
health outreach**



**Exposure to child  
trauma**

# Latinos: Health Disparities

## Obesity

Higher rates for Latino kids than white kids (21% vs 12%), and for Latino adults than white adults.

## 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.

## Alzheimer's

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

## COVID-19

Latinos are 24.7% of U.S. COVID cases, second only to Whites, despite being 18.5% of population.



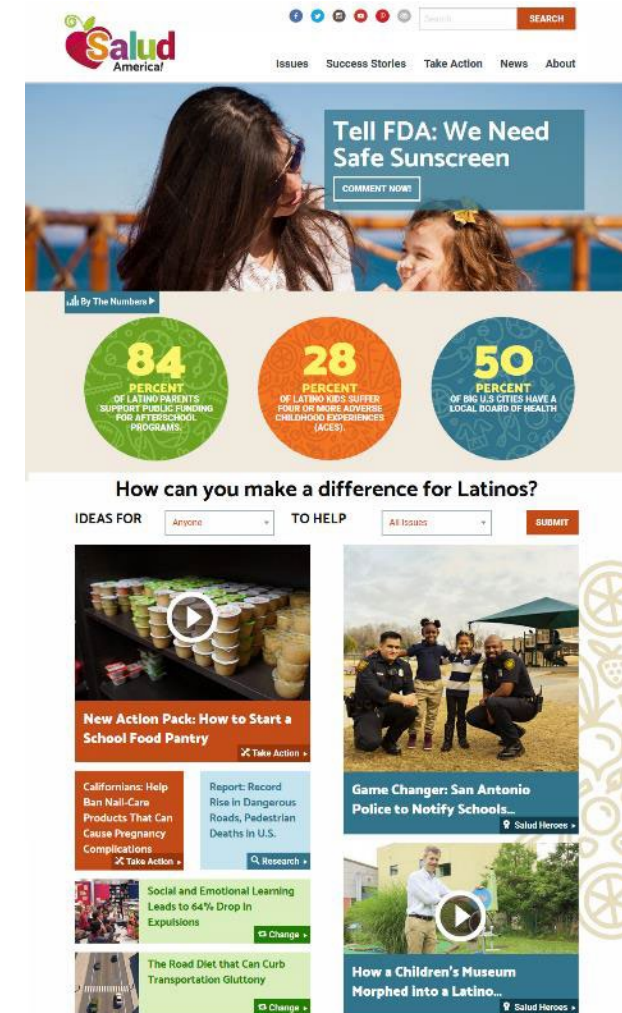


# Our Model for Reaching Latinos

# Salud America! (SA!)

**SA! is a national program that creates & disseminates culturally relevant, theory-based multimedia content for Latino health equity daily on web, email, social**

- [salud-america.org](http://salud-america.org) website — 754,983 page views in 2021
- 70,000+ email subscribers
- 70,000+ social media followers via @SaludAmerica
- Tools: Action packs, voice campaigns, health equity report card
- Events: Monthly #SaludTues Tweetchats (6M impression in 1 hour), periodic webinars, periodic Salud Talks Podcast episodes



## Collect

**Curators search for  
content by health topic**



## Craft

**Tailored content features  
changes, heroes, culture**



## Connect

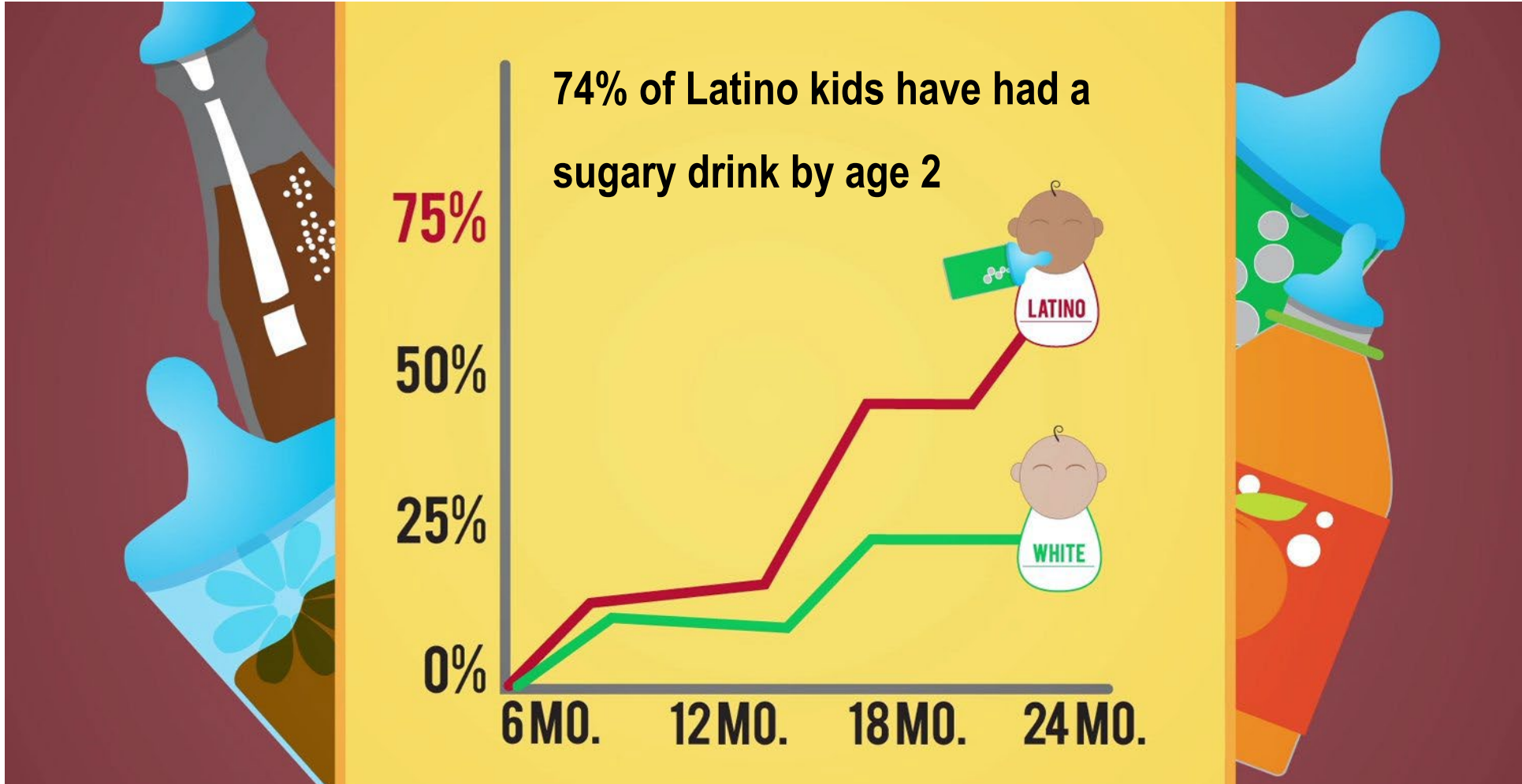
**Disseminate content via  
web, email, social**



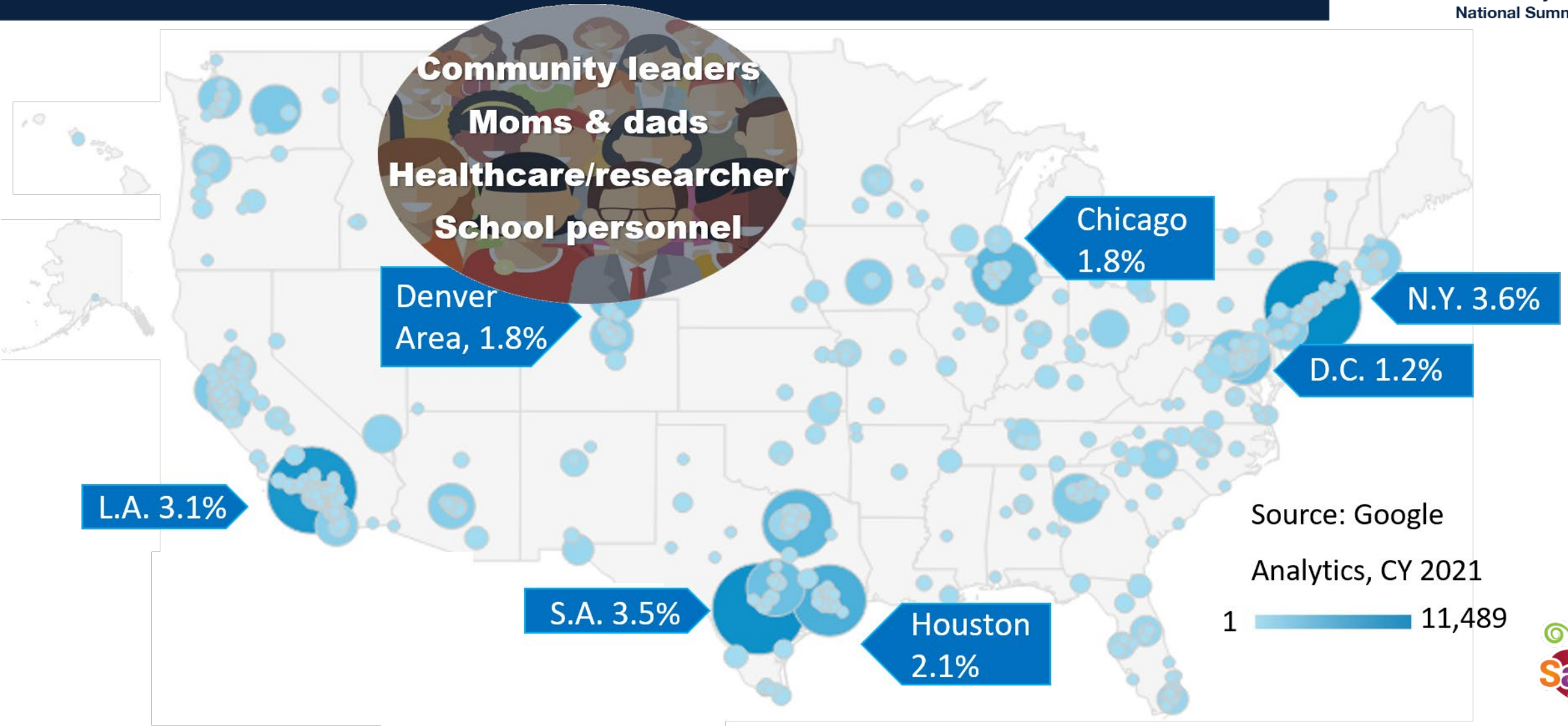
Ramirez AG, et al. (2016). Curating Latino health information for a new generation. *Journal of Communication in Healthcare*.



# SA! Digital Content



# SA! Digital Network



# SA! Drives Advocacy via Efficacy

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 via Role Models



Diana Centeno: San Antonio Police to Notify Schools if Kids Exposed to Trauma with “Handle With Care”



Livia Arevalo: Changing the Approach to Community Healthcare in Maricopa County, AZ



# SA! Drives Advocacy via Action Packs

We worked with Diana and HWC creators to make an “Action Pack” with steps for others to start their own HWC, and we provide customizable info, materials, and technical assistance from our curators

## Handle With Care (HWC) Action Pack: 5 Steps

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



Download at:

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





# SA! Drives Advocacy via Action Packs

We worked with Diana and HWC creators to make an “Action Pack” with steps for others to start their own HWC, and we provide customizable info, materials, and technical assistance from our curators

## Handle With Care (HWC) Action Pack: Content

- HWC FAQ, fact sheet, flow chart, video
- Model email to start the conversation with school leaders
- Technical assistance from SA! curators
- How to create a HWC notification flow, with adaptable templates
- Guide to train on implementing HWC



Download at:

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



# SA! Drives Advocacy via Action Packs

We worked with Diana and HWC creators to make an “Action Pack” with steps for others to start their own HWC, and we provide customizable info, materials, and technical assistance from our curators

**1,258 police and school leaders have  
downloaded the Action Pack to start HWC!**

- In 2018, Handle With Care programs were in 28 U.S. states.
- Buoyed by our action pack, launched in 2019, there are now Handle With Care programs in 45 states, and growing!



Download at:

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



# SA! Drives Advocacy via Data Tools

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

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



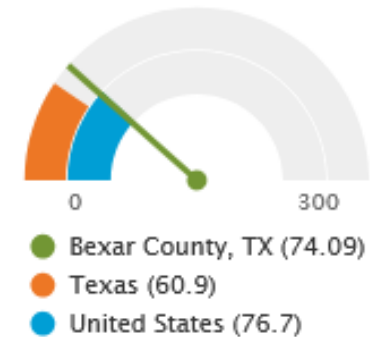
## Access to Primary and Prenatal Care Rate

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.

Access at: [salud.to/equityreport](https://salud.to/equityreport)

Primary Care Providers, Rate per 100,000 Population



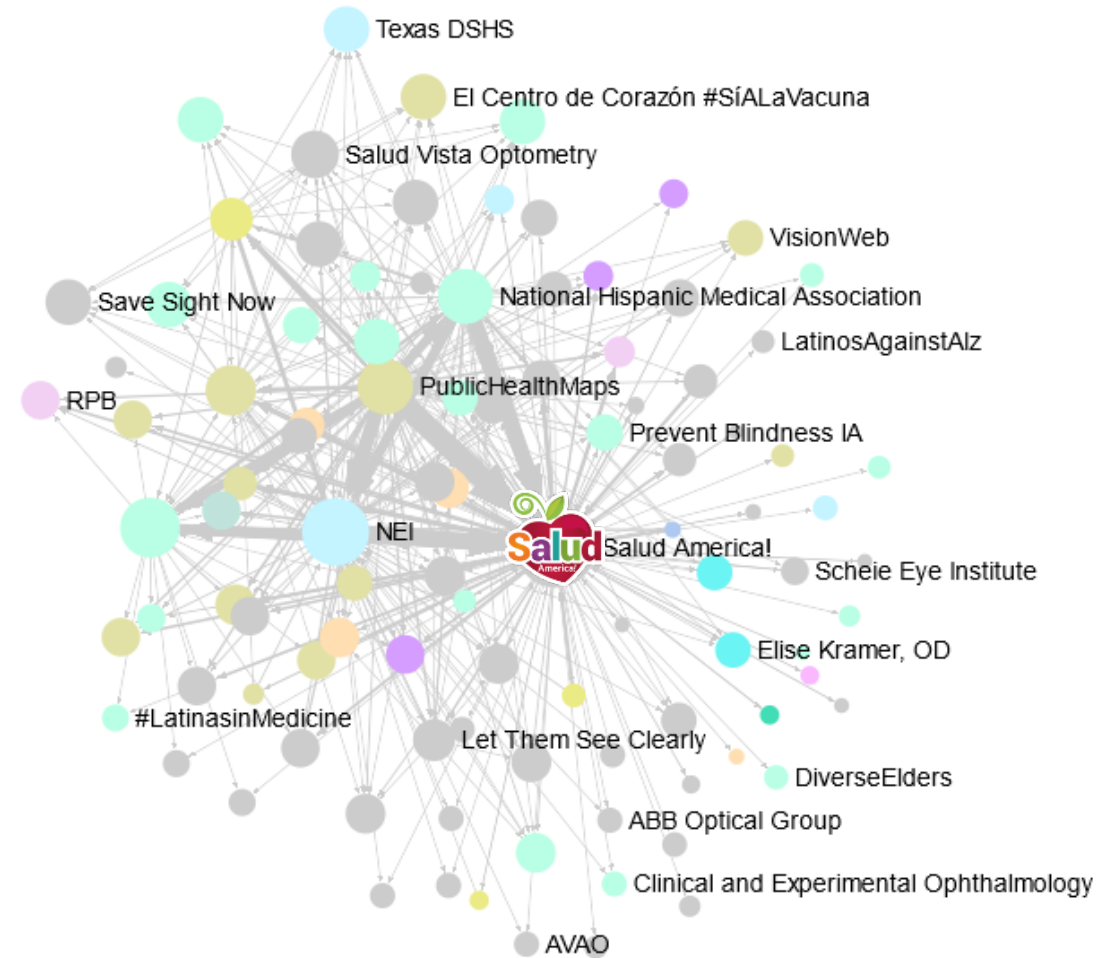
# SA! Drives Advocacy via Tweetchats

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

Next #SaludTues:

- Get Your Vaccines!
- 1p ET Aug. 2, 2022
- With U.S. HHS, NHMA,  
UnidosUS, Nurses Who  
Vaccinate, and others

[salud-america.org/tweetchats](http://salud-america.org/tweetchats); Ramirez et al, 2021, *JMIR*



# SA! Recruits Latinos for Clinical Trials

Via *Salud* infrastructure,  
create Latino-focused  
recruitment strategies and  
systems to increase  
enrollment in cancer clinical  
trials at MCC



<https://salud-america.org/trials/>

# SA! Recruits Latinos for Clinical Trials

Step 1: Promote  
open clinical trials  
for Cancer, etc.,  
and raise  
awareness of  
trials as an option

**Join the PASS Clinical  
Trial to Better Predict  
Prostate Cancer  
Outcomes ▶**

November 18, 2021



**Sobrevivientes de  
Cáncer Latinos, ¡Los  
Necesitamos! ▶**

October 25, 2021



<https://salud-america.org/trials/>



# SA! Recruits Latinos for Clinical Trials

Step 2: Uplift  
stories of Latino  
role models in  
clinical trials



## Alma Lopez: Better Health Through a Breast Cancer Clinical Trial ▶

October 15, 2021

Breast cancer is the top cause of death for Latinas. But Alma Lopez has been a breast cancer survivor for more than 15 y...

[Cancer, Clinical Trials](#)

<https://salud-america.org/trials/>

**Genentech**



# SA! Recruits Latinos for Clinical Trials

Step 3:  
Disseminate Trials  
and Stories via  
Structured  
Intervention



How can you speed up cancer research discoveries for you, your familia, and your community?

✓ **Donate Biospecimens!**

UT Health [salud.to/biospecimens](https://salud.to/biospecimens) Salud America!

This poster features a decorative top border with colorful paper lanterns. The main text is in Spanish, asking how to speed up cancer research. It includes a checkmark and the text 'Donate Biospecimens!'. Below the text are four photos of diverse people: a woman, a family, a woman, and a man. The bottom of the poster includes the UT Health logo, the URL 'salud.to/biospecimens', and the Salud America! logo.



¿Cómo puede acelerar los descubrimientos de investigación de cáncer para usted, su familia y su comunidad?

✓ **¡Done muestras biológicas!**

UT Health [salud.to/biologicas](https://salud.to/biologicas) Salud America!

This poster features a decorative top border with colorful paper lanterns. The main text is in English, asking how to speed up cancer research. It includes a checkmark and the text '¡Done muestras biológicas!'. Below the text are four photos of diverse people: a man, a family, a woman, and a woman. The bottom of the poster includes the UT Health logo, the URL 'salud.to/biologicas', and the Salud America! logo.

<https://salud-america.org/trials/>





# Reaching Latinos on Their Phones

# Problem: EHT Adherence

- Endocrine hormonal therapy (HT) is effective and appropriate for nearly all breast cancer patients with hormone receptor-positive tumors (75%)
- But ... despite proven benefits, 33% of women don't take HT as prescribed, especially minority patients

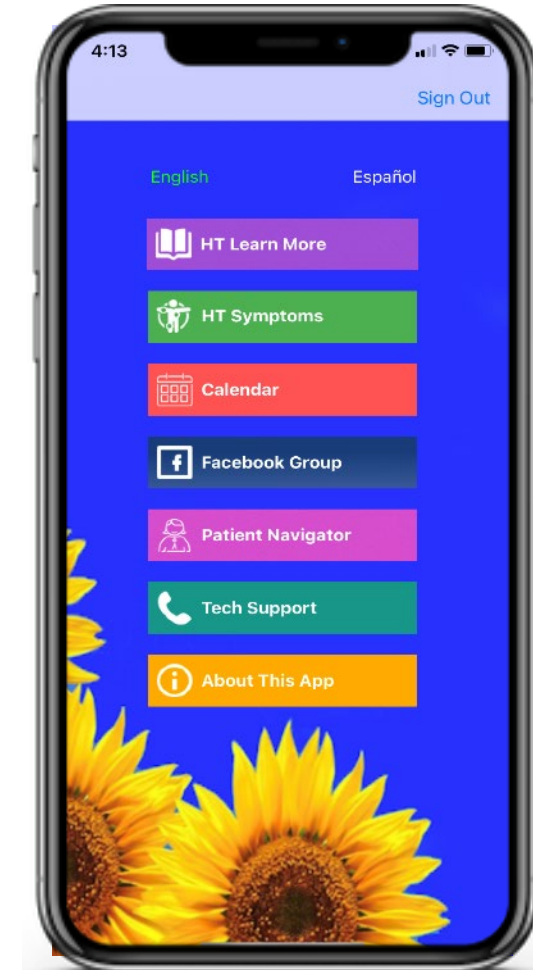


# Tech Solution: HT Helper App

## Goals

- Develop and pilot test a bilingual, and interactive mobile app in combination with patient navigation to promote and improve adherence to HT among breast cancer patients.
- 2-group randomized controlled study involving 120 breast cancer patients receiving HT and attending the breast clinic at the Mays Cancer Center

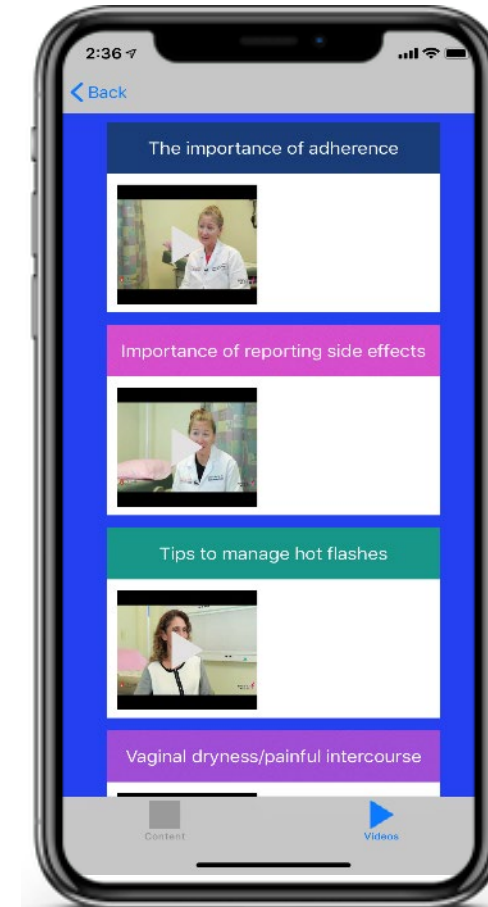
Funded by Susan G. Komen and Mays Cancer Center



# Tech Solution: HT Helper App

## Outcome variables

- Medication adherence (self-report, pharmacy records and EHR review)
- Depression (Patient Health Questionnaire – PHQ-8)
- Breast Cancer Prevention Trial (BCPT) Symptom Scales
- Self-efficacy (5 questions)
- Social Support (2 questions)



Funded by Susan G. Komen and Mays Cancer Center

# Tech Solution: HT Helper App

Formative  
research  
and pre-  
testing



**Focus Groups**



**In-depth Interviews**



**Mock-up Designs**



**Focus Groups**



**Internal Alpha Testing**



**Beta Testing**

Funded by Susan G. Komen and Mays Cancer Center

# Tech Solution: HT Helper App

Study recruitment  
materials



**¡Reciba Ayuda  
Extra con su  
Terapia  
Hormonal!**

¡Únase a nuestro estudio educativo que capacita a pacientes de cáncer como usted con información y apoyo para cumplir con su tratamiento usando una aplicación de teléfono celular!



**Hable con nuestra  
navegadora de pacientes:**

Teléfono: 210-562-6548  
Institute for Health Promotion Research  
UT Health San Antonio  
<http://ihr.pr.utscsa.edu>

Como paciente de cáncer de seno, usted puede ser elegible para participar en un estudio educativo dirigido por UT Health San Antonio, para ayudarle a tomar su medicina de terapia hormonal como ha sido recetada por su doctor y recibir así todos los beneficios asociados con esta terapia!

Este estudio está patrocinado por Susan G. Komen y el Mays Cancer Center y está dirigido por investigadores del Institute for Health Promotion Research.

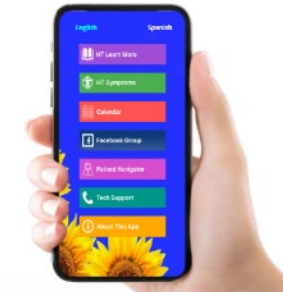
Nuestra navegadora de pacientes, *Armida Flores*, le hablará sobre el estudio para ver si le gustaría participar. Este estudio le brindará información y apoyo para ayudarle con el automanejo y control de los síntomas más comunes. Su participación nos ayudará a crear una aplicación para teléfonos inteligentes que va a ayudar a muchas otras pacientes con cáncer de seno.

¡Gracias por leer esta hoja informativa y esperamos que nos dé la oportunidad de brindarle una mano amiga en su camino hacia la recuperación!



**HT HELPER PHONE APP**

Helping you with your hormone therapy!



**User Guide**

Funded by Susan G. Komen  
and Mays Cancer Center

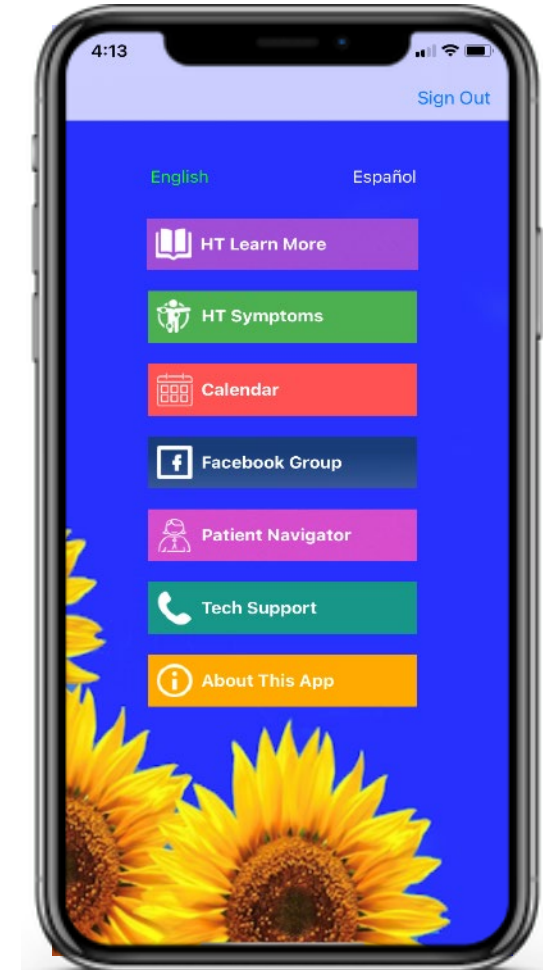


# Tech Solution: HT Helper App

## Expected results

- Reduced healthcare costs and improvements in breast cancer outcomes by reducing recurrence, improving quality of life, overall survival and life expectancy among breast cancer patients
- A scalable, evidence-based and easily disseminated intervention with potentially broad use to patients using EHT and other oral anticancer agents

Funded by Susan G. Komen and Mays Cancer Center



# Problem: Smoking among Latinos

- Smoking is top cause of preventable death
- Smoking costs \$170B in direct medical care a year
- Smoking kills 3,000 a year in South Texas
- Smoking rates are lower among older Latinos but notably higher among young men than women
- Telephone counseling doubles cessation rates, but only reaches 0.9% of Latinos
- 98% of Latinos own a smartphone





# Tech Solution: Quitxt Text Service

- *Quitxt* is a free bilingual, culturally tailored service that sends messages via phone texts to help South Texas young adults quit smoking
- Messages help with motivation to quit, setting a quit date, handling stress, and using nicotine replacement, if needed.



Funded by Cancer Prevention and Research Institute of Texas, [salud.to/quitexpand](https://salud.to/quitexpand)

# Tech Solution: Quitxt Text Service

Phase 1



**Enrollment**



**Social Media Ads**



Funded by Cancer Prevention and Research Institute of Texas, [salud.to/quitexpand](http://salud.to/quitexpand)

# Tech Solution: Quitxt Text Service

Phase 2



Enrollment



Phase 3



Funded by Cancer Prevention and Research Institute of Texas, [salud.to/quitexpand](https://salud.to/quitexpand)



# Lessons and the Future

# 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>

# We Need Racial/Ethnic Equity

- Step 1: 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>
- Step 2: Download the *Salud America!* Action Pack: “Create a Resolution to Declare Racism a Public Health Crisis”  
→ <https://salud.to/resolutions>



# 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>



# 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



SaludAmerica  
Published by Hootsuite · April 29 at 9:50 AM ·

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/)!

univision UNIDOS NUESTROS UNIDOS US STRONGER COMMUNITIES. STRONGER AMERICA. ad COUNCIL

¿Tienes dudas sobre las vacunas contra el covid-19 y cómo recibirlas? Este panel de expertas te explica todo lo que necesitas saber

 Yarel Ramos Univision Los Angeles	 Janet Murguía Presidenta y CEO de Univision	 Dra. Yelina Muñoz Directora, San Francisco Health	 Dra. Amelie G. Ramirez Directora, Salud America de UT Health San Antonio	 Paulina A. Raboledo Profesora, Universidad de Emory
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Jueves 29 de abril | 11:00 AM ET / 10:00 AM CT / 9:00 AM PT | [FACEBOOK.COM/UNIVISIONNOTICIAS](https://facebook.com/univisionnoticias/)



**We have the responsibility to provide the credible, relevant, equitable info for Latinos and other patients of color so that we can achieve health equity!**



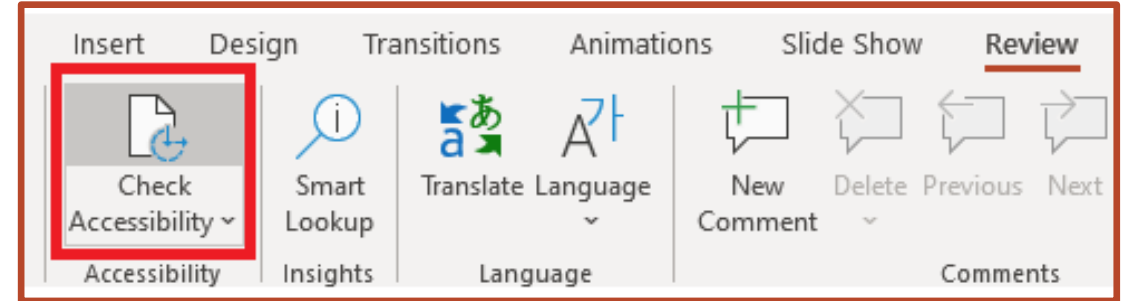
## A New Vision for Reaching Latinos for Systemic and Behavioral Changes

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UT Health San Antonio

# Use the Automated Accessibility Checker

Use Microsoft's automated accessibility checker to help you spot and fix accessibility errors while you work. Go to **Review**, then **Check Accessibility**.

While automated checkers won't catch every issue, they are a great tool to have in your toolset and are a good reminder that we should be thinking about accessibility when creating or editing content.



# Design for Readability

- **Slide titles** - use unique and descriptive slide titles
- **Text** - use 18-point font size or larger, with 1.5 line spacing.
- **Emphasis** - avoid overuse of emphasis via bold, underline or italics.
- **Left align** - use left aligned text, not justified or centered, when possible.

# Add Descriptive Alt Text to Images

Add descriptive alt text to images by right clicking on the image and selecting “Alt Text.” The alt text should convey the meaning of an image as it relates to the content. Do not include “image of” or “photo of” and always end with a period.



Chicago.



The Merchandise Mart, a limestone building in Chicago.

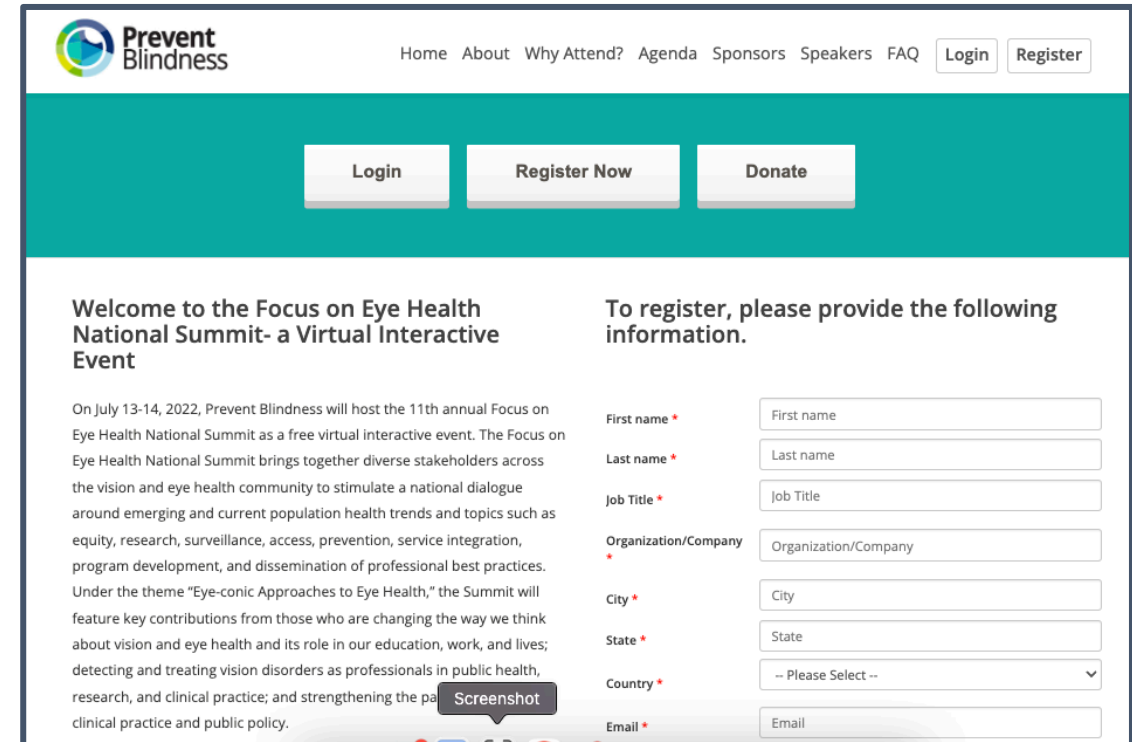


Franklin Street Bridge over the Chicago River, in front of the Merchandise Mart

# Avoid Using Images That Contain Text

Screenshots and other images of text may be a convenient way to quickly share something, but, they are often very inaccessible.

If you must use an image with text, try to clearly and concisely summarize the main point in the alt-text.



The screenshot shows the registration page for the Focus on Eye Health National Summit. The page features a teal header with the Prevent Blindness logo and navigation links (Home, About, Why Attend?, Agenda, Sponsors, Speakers, FAQ, Login, Register). Below the header are three buttons: Login, Register Now, and Donate. The main content area is divided into two columns. The left column contains a welcome message and a detailed description of the event, including the dates (July 13-14, 2022) and the theme "Eye-conic Approaches to Eye Health." The right column is titled "To register, please provide the following information." and contains a registration form with the following fields: First name, Last name, Job Title, Organization/Company, City, State, Country (a dropdown menu), and Email. A small "Screenshot" tooltip is visible over the Country field.

# Use High Color Contrast

Choose a text color that provides a high level of contrast against the background.

The standard for web accessibility is a ratio between the two colors of 4.5:1.

Avoid light text on a light background or dark text on dark background.

Welcome to the Focus on Eye Health Summit!



Welcome to the Focus on Eye Health Summit!



Welcome to the Focus on Eye Health Summit!



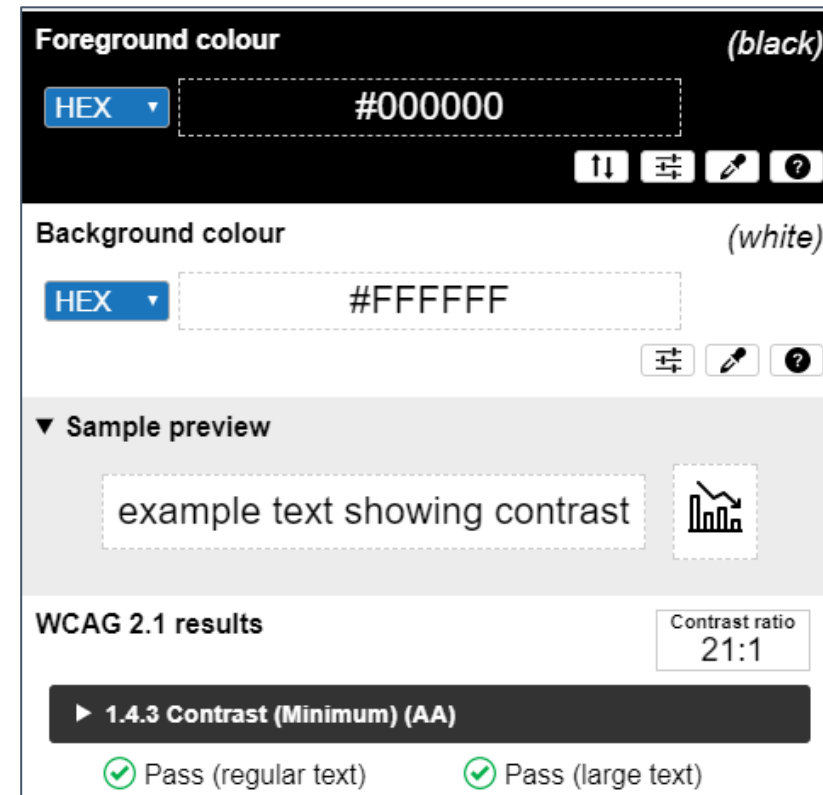
Welcome to the Focus on Eye Health Summit!

# How to Check Color Contrast

Test any colors on your screen!

[Download](#) the TPGI Color Contrast Checker

1. Use the eyedropper to select a color.
2. Review the contrast against web guidelines.
3. Open sliders to adjust color value, if inaccessible.
4. TIP: select “Synchronize color values to more easily adjust for colors similar to your original.



The screenshot displays the TPGI Color Contrast Checker interface. It features two color selection sections: 'Foreground colour' (black, #000000) and 'Background colour' (white, #FFFFFF). Below these is a 'Sample preview' section showing the text 'example text showing contrast' on a white background. The 'WCAG 2.1 results' section shows a 'Contrast ratio' of 21:1 and a '1.4.3 Contrast (Minimum) (AA)' section with two green checkmarks indicating 'Pass (regular text)' and 'Pass (large text)'.



# Avoid Using Color Alone to Convey Meaning

- Color is a great communication tool.
- When using color add a secondary indicator so that color alone is not conveying the meaning.
- Adding a text or shape difference, will ensure accessibility beyond color alone.



See my comments in red:

Could we change line 3?



See my comments in red:

Sarah feedback: Could we change line 3?

# Verify the Reading Order of Slide Content

Ensure focus is on the slide, by clicking on the blank space, while avoiding selecting any elements.

- 1. Press the tab key** - it will highlight the first item to be read on the page.
- 2. Press tab key again** - It will highlight the next item to be read on the page.
- 3. Press the tab key again** - Page elements will be highlighted in the order that they would be read by assistive technology.

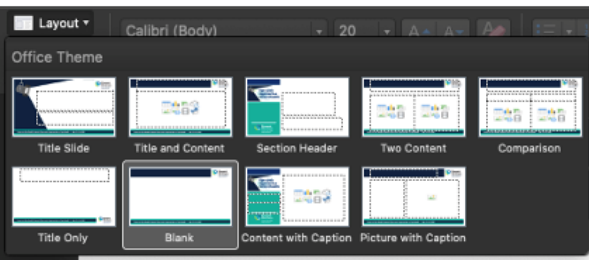
**How to apply a layout from theme** 1

**2**

To apply one of the available themes:

1. Select the slide thumbnail
2. Right click to bring up menu
3. Select Layout to see available layouts
4. Select desired layout to apply to your slide.

**3**



Focus on Eye Health Summit: Eye-conic Approaches to Eye Health | July 13–14, 2022

# Changing the Reading Order

- You can inspect and change the order on each slide using the "Selection Pane" Tool.
- Navigate to Arrange – then Selection Pane.
- Title should be at the bottom of the selection pane.

