Eye-conic Approaches to Eye Health

July 13–14, 2022

A Virtual Interactive Event
Amelie G. Ramirez, DrPH
Director, Salud America!
UT Health San Antonio

A New Vision for Reaching Latinos for Systemic and Behavioral Changes
The U.S. Latino Population
Latinos: Diverse

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

- Mexican, 61.9%
- P.R., 9.7%
Latinos: Vast Inequities

Poverty

Unstable housing

Food Swamps

Exposure to toxins

Unsafe transit

No place to play
Latinos: Vast Inequities

- Lack of early education
- Misinformation

- Lack of healthcare
- Lack of tailored health outreach

- Exposure to racism/discrim.
- Exposure to child trauma
# Latinos: Health Disparities

<table>
<thead>
<tr>
<th>Health Issue</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obesity</td>
<td>Higher rates for Latino kids than white kids (21% vs 12%), and for Latino adults than white adults.</td>
</tr>
<tr>
<td>Diabetes</td>
<td>Over the life span, Latinos have a 40% chance of developing type 2 diabetes.</td>
</tr>
<tr>
<td>Cancer</td>
<td>Latinos have higher rates of liver, cervical, and stomach cancers than the general population.</td>
</tr>
<tr>
<td>Alzheimer’s</td>
<td>Latinos are 1.5x more likely to develop Alzheimer’s disease than white non-Latinos.</td>
</tr>
<tr>
<td>COVID-19</td>
<td>Latinos are 24.7% of U.S. COVID cases, second only to Whites, despite being 18.5% of population.</td>
</tr>
</tbody>
</table>
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 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
SA! Digital Content Curation

**Collect**
Curators search for content by health topic

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

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

74% of Latino kids have had a sugary drink by age 2.
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
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
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
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 at: salud.to/equityreport
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; 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/
Recruits Latinos for Clinical Trials

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

https://salud-america.org/trials/
SA! Recruits Latinos for Clinical Trials

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

https://salud-america.org/trials/
SA! Recruits Latinos for Clinical Trials

Step 3:
Disseminate Trials and Stories via Structured Intervention

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
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
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

Beta Testing ← Internal Alpha Testing ← Focus Groups

Funded by Susan G. Komen and Mays Cancer Center
Tech Solution: HT Helper App

Study recruitment materials

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
Tech Solution: Quitxt Text Service

Phase 1

Enrollment

Social Media Ads

Funded by Cancer Prevention and Research Institute of Texas, salud.to/quitexpand
Tech Solution: Quitxt Text Service

Phase 2

Funded by Cancer Prevention and Research Institute of Texas, salud.to/quitexpand

Phase 3
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
We Have the Responsibility

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

Amelie G. Ramirez, DrPH
Director, Salud America!
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 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.

- X 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.
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.
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.
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?

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.
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.