Social Media Toolkit
Title: Hispanic/Latinx Health Issues
(to coincide with National Hispanic American Heritage Month)
For use during week 40
Launch Date: 09/23/2019

Introduction
Describe content of toolkit.
Describe background of topic
Describe the source(s) for the toolkit content

This toolkit will contain Facebook posts, hashtags, Instagram messages, and tweets that can be used during National Hispanic Heritage Month. During National Hispanic Heritage Month, it may be helpful to discuss public health issues that are specific to those of Hispanic heritage.

In 2019, National Hispanic Heritage Month takes place from September 15-October 15, 2019. This month-long observation celebrates the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. National Hispanic Heritage Month began in 1968 as "Hispanic Heritage Week" and was expanded in 1988 to 30 days. It was enacted into law on August 17, 1988, on the approval of Public Law 100-402.

September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively. Also, Columbus Day or Día de la Raza, which is October 12, falls within this 30 day period.[2]

There were 56.5 million Hispanics in the United States in 2015, accounting for 17.6% of the total U.S. population. In 1980, with a population of 14.8 million, Hispanics made up just 6.5% of the total U.S. population.[3] According to Census Bureau projections, the 2015 life expectancies at birth for Hispanics are 81.9 years, with 84.1 years for women, and 79.6 years for men. For non-Hispanic whites the projected life expectancies are 79.8 years, with 82.0 years for women, and 77.5 years for men. Hispanic health is often shaped by factors such as language/cultural barriers, lack of access to preventive care, and the lack of health insurance. The Centers for Disease Control and Prevention has cited some of the leading causes of illness and death among Hispanics, which include heart disease, cancer, unintentional injuries (accidents), stroke, and diabetes. Some other health conditions and risk factors that significantly affect Hispanics are asthma, chronic obstructive pulmonary disease, HIV/AIDS, obesity, suicide, and liver disease.[1]

Hispanics have higher rates of obesity than non-Hispanic whites. There are also disparities among Hispanic subgroups. For instance, while the rate of low birth weight infants is lower for the total Hispanic population in comparison to non-Hispanic whites, Puerto Ricans have a low birth weight rate that is almost twice that of non-Hispanic whites. Also, Puerto Ricans suffer disproportionately from asthma, HIVAIDS and infant mortality. Mexican Americans suffer disproportionately from diabetes.[1]

It is interesting to note that whether Hispanics were born in the U.S. has an impact on some health issues. For example, cancers related to infections (cervical, stomach, and liver) are more common among Hispanics born in another country. Compared with US-born Hispanics, foreign-born Hispanics have: 1) About half as much heart disease; 2) 48% less cancer; 3) 29% less high blood pressure; and 4) 45% more high total cholesterol.[4]

Target audience/high-risk subsets
*Describe target audience
*Describe high-risk or sub-populations, if appropriate

Target audience
People of Hispanic/Latinx/Indigenous Peoples origin
High-Risk Subset
None

Target Audience Needs/Issues/Considerations
*Include considerations that the opposition may provide

Language barrier: It is hoped that this toolkit can be translated to Spanish by 2020. It would be ideal to translate all the toolkits to Spanish, if possible. Also, the Hispanic/Latinx/Indigenous community speaks many languages outside of Spanish.

Diversity in the Hispanic/Latino Community: Using the word "Hispanic" does not represent all the population of people who reside or have origin in Spanish-speaking countries. Hispanic refers to those people who are closely related to Spain. There is a great diversity, for example, Latinx in the U.S. prefer to be referred to as "Latinx" because that is gender-neutral. Latinx community is a very mixed race of Spaniards, Africans, and Indigenous people, as well as there are still Indigenous communities with Central and South America.[5]

Determine the demographic of Hispanic/Latinx people in your community: It is important to understand the composition of your community and be as inclusive as possible. Cultural competency is very important in working with the Hispanic/Latinx/Indigenous people in your community. Realize that the statistics provided seem to be more generalizable and not specific enough to represent this diversity. [5]

This toolkit can be used throughout the year: Although the toolkit is linked to the National Hispanic Heritage Month, it can be used throughout the year.

Supporting Campaigns
*Include organizations that would have credible information and would be likely to have their own campaigns

Centers for Disease Control and Prevention
Latino Health Access
National Alliance for Hispanic Health
National Hispanic Council on Aging
National Hispanic Heritage Month (collaboration of government agencies including Library of Congress, Smithsonian, National Archives, the United States Holocaust Memorial Museum, the National Park Service and the National Endowment for Humanities)
Ohio Latinos Commissions Affairs
Salud America!
U.S. Department of Health and Human Services (Office of Minority Health)

References
[1]U.S. Department on Health and Human Services-Office of Minority Health. [Internet]. Profile: Hispanic\Latino Americans. Last modified 8/22/2019. Retrieved on 9/18/19 from: https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&lvlid=64

[2]HispanicHeritageMonth.gov. [Internet]. National Hispanic Heritage Month. Retrieved on 9/13/19 from https://www.hispanicheritagemonth.gov/.

[3]Pew Research Center. [Internet]. Hispanic Trends. Retrieved on 9/19/19 from: https://www.pewresearch.org/hispanic/2017/09/18/2015-statistical-information-on-hispanics-in-united-states/

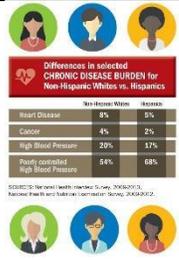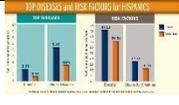[4]Centers for Disease Control and Prevention. [Internet]. Hispanic Health. May, 2015. Retrieved on 9/18/19 from: https://www.cdc.gov/vitalsigns/hispanic-health/index.html.

[5]Baez, Isaac Nelson (Engagement and Inclusion Coordinator, Stark County Mental Health and Addiction Recovery), in conversation with the author. September 21, 2019.

Toolkit Content

	Sandra Vasenda NEOMED MPH Student				
Estimated time used to create					
Date submitted					
DUE date & TARGET date for release (Monday)	Due Date: Target Release Date: 9/23/2019				

Approvals **(Needs at least one reviewer per column—initial appropriate column)**	**Reviewer**	**Date**	**Format & language (grammar)**	**Social media content**	**Public health content**
	Isaac Nelson Baez	9/21/19			X
	Amy Lee	9/23/19	x	x	

Approvers Instructions
- Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
- Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits

Reviewer	**Items for review**
Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.
Social media content	Layout, imaging, length of posts
Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.

Content recency	All messages in this toolkit were generated in [September, 2019] and contain up-to-date information prior to the launch date.
Accuracy	Sources of all data are provided (all credible sources) YES or NO

Social Media Platforms Included	**Platform**	**Ideal number**	**In this toolkit**
	Facebook	5	5
	Twitter	10	10
	Instagram	5	7
	Hashtags (for Twitter or Instagram)	10	5
	Video (YouTube)	Optional	0
	Print media (e.g. press release)	Optional	0
	Other (list): Photos Blog post ideas	Optional	 0 0

FACEBOOK

Facebook 1		There's a lot to be proud during Hispanic Heritage Month: our culture, our passion for life, and, above all, our love of family. Make this month even more special by quitting smoking. To receive free help call 1-800-QUIT-NOW. Source: https://medialibrary.nei.nih.gov/media/1896
Facebook 2		
Facebook 3		
Facebook 4		
Facebook 5		

	Infographic	Website	Caption (if provided	When accessed	Permission
Facebook 1		https://www.cdc.gov/vitalsigns/hispanic-health/index.html#Infographics	Difference in selected chronic disease burden for non-Hispanic whites versus Hispanics Text description: Heart Disease: 8% Non-Hispanic Whites, 5% Hispanics Cancer: 4% Non-Hispanic Whites, 2% Hispanics High Blood Pressure: 20% Non-Hispanic Whites, 17% Hispanics Poorly controlled High Blood Pressure: 54% Non-Hispanic Whites, 68% Hispanics SOURCES: National Health Interview Survey, 2009-2013, National Health and Nutrition Examination Survey, 2009-2012.	9/14/2019	Source: Give credit to the Centers for Disease Control and Prevention
Facebook 2		https://www.cdc.gov/vitalsigns/hispanic-health/infographic.html#infographic1	Differences in the Ten Leading Causes of Death of no- Hispanic Whites vs. Hispanics Source: Vital Statistics Cooperative Program, Mortality Data Files, 2013.	9/14/2019	Source: Centers for Disease Control and Prevention
Facebook 3		https://www.cdc.gov/vitalsigns/hispanic-health/infographic.html#infographic1	Top Diseases and Risk Factors for Hispanics **Source:** Top Diseases % of Hispanic population with disease Cancer: 2.7% US-born, 1.4% Foreign-born.	9/14/2019	Source: Centers for Disease Control and Prevention

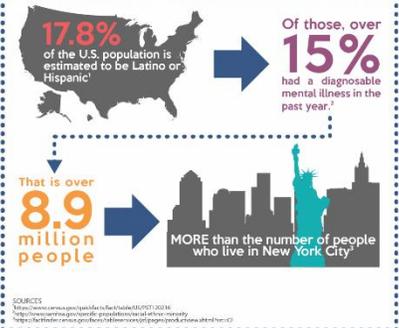| | | | Heart Disease: 6.8% US-born, 3.6% Foreign-born.
Risk Factors
% of Hispanic population with risk factor
Obesity: 47.1% US-born, 36.3% Foreign-born.
Cigarette Smoking: 17.7% US-born, 10.3% Foreign-born.
SOURCES: National Health Interview Survey, 2009-2013, National Health and Nutrition Examination Survey, 2009-2012. | | |
| **Facebook 4** | | https://www.usagainstalzheimers.org/sites/default/files/Infographics-03.jpg | | 9/21/2019 | Source: U.S. against Alzheimer's |
| **Facebook 5** | | | | | |

TWEETS

Twitter best practices
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Hispanic Heritage Month - The Office of Minority Health https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&lvlid=15#.XYYZ6nQczpU.twitter
Tweet 2	Hispanics/Latinos are about 50% more likely to die from diabetes or liver disease than non-Hispanic whites. Visit https://www.cdc.gov/vitalsigns/hispanic-health/index.html for more information
Tweet 3	Drink enough water every day! As plain drinking water has zero calories, it can also help with managing body weight and reducing caloric intake when substituted for drinks with calories, like regular soda.
Tweet 4	Stay active! Regular physical activity helps improve your overall health and fitness. Walking is a great way to be active. Visit https://www.cdc.gov/physicalactivity/basics/index.htm to find out how much physical activity you need!
Tweet 5	According to the Centers for Disease Control and Prevention, Hispanics in the United States are more likely to develop chronic health conditions such as cardiovascular disease, diabetes and obesity. Engaging in physical activity can help to prevent, reduce or delay the occurrence of these diseases.
Tweet 6	Nearly one in five Latinos said diabetes is the biggest health problem facing their families. The next most cited problem, cancer, is mentioned by just one in twenty Latinos (5%). Diabetes was the biggest health problem reported by both immigrant (16%) and non-immigrant Latinos (22%). https://www.rwjf.org/en/library/articles-and-news/2014/04/new-npr-robert-wood-johnson-foundation-harvard-school-of-public-.html
Tweet 7	Latino children that have regularly consumed sugary drinks are twice as likely to develop obesity and Type 2 Diabetes in their lifetime, according to a new scientific review from Healthy Eating Research (HER).
Tweet 8	Data indicate that 47% of Latino adults and 25.8% of Latino children had obesity—the highest combined obesity rate among all racial/ethnic groups. Trust for America's Health https://www.tfah.org/report-details/stateofobesity2019/
Tweet 9	By 2060, the number of Hispanics in the United States is projected to grow to 129 million, or 31 percent of the population. Of all of the nations of the world, only Mexico has a larger Hispanic population than the United States.
Tweet 10	Health issues in the Latinx community, like obesity, diabetes, asthma and depression, impact children across America, but social determinants of health (SDOH) are stronger influences in the Latinx population, leading to disproportionate health disparities. https://www.himss.org/news/seeking-brighter-lives-latinx-children

INSTAGRAM

Instagram best practices
- *Post 3-4 times during the week*
- *Use varying content (not only picture sharing but include videos and graphics)*
- *Use relevant hashtags so people can find your content*

Instagram 1	The new widget provides an easy way to find health disparities data related to the Healthy People 2020 objectives for the Leading Health Indicators (LHIs). LHIs are critical health issues that when addressed will help reduce the leading causes of death and preventable illnesses.
	Source: U.S. Department of Health and Human Services, Office of Minority Health
	Copy this code for the health disparities widget:
	`<iframe id="healthdisparitiesframe" width="100%" src="https://www.healthypeople.gov/hdwidget/embed" name="healthdisparitiesframe" title="Health Disparities widget" scrolling="no" style="border: none;"><p>You browser does not support iframes.</p></iframe>`
	`<script>(function(f){f=document.getElementById("healthdisparitiesframe");window.addEventListener('messag unction(e){if(f.contentWindow===e.source){f.height=e.data;}});}());</script>`			

Instagram 2		Mothers can breastfeed! Breast milk can lower a baby's risk of common illnesses, including diarrhea, vomiting, ear infections, respiratory infections, stomach infections, and Sudden Infant Death Syndrome. Breastfed babies may also have less risk of health problems later in life, such as asthma, childhood leukemia, obesity, and type 2 diabetes. Breastfeeding can help lower the risk of future health problems for mothers as well, including type 2 diabetes, certain types of breast cancer, and ovarian cancer. Source: Centers for Disease Control and Prevention (https://www.cdc.gov/breastfeeding/index.htm)		
Instagram 3		Source: Mental Health America (https://www.mhanational.org/issues/latinohispanic-communities-and-mental-health)		
Instagram 4		Source: Anxiety and Depression Association of America https://adaa.org/hispanic-latinos		
Instagram 5				

	Infographic	Website	Caption (if provided	When accessed	Permission

Instagram 1		https://www.minorityhealth.hhs.gov/espanol/Images/HHM_2019_rotator_final_esp.jpg	Activos y Saludables	9/21/19	Source: Office of Minority Health, U.S. Department of Health and Human Services
Instagram 2		https://www.minorityhealth.hhs.gov/espanol/images/HHM_2019_infocard_final_esp_family.jpg	Activos y Saludables	9/21/2019	Source: Office of Minority Health, U.S. Department of Health and Human Services
Instagram 3		https://www.mhanational.org/infographic-minority-mental-health	Minority Mental Health	9/21/2019	Source: Mental Health America
Instagram 4					
Instagram 5					

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#LRN
Hashtag 2	#SaludTues
Hashtag 3	#HispanicHeritageMonth
Hashtag 4	#MinorityHealth
Hashtag 5	#ActivosySaludables
Hashtag 6	
Hashtag 7	
Hashtag 8	
Hashtag 9	
Hashtag 10	

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1						
Video #2						
Video #3						

PHOTOS (copyright free)—OPTIONAL BUT GOOD TO INCLUDE

Photo #1					
Photo #2					
Photo #3					
Photo #4					
Photo #5					
Photo #6					
Photo #7					
Photo #8					
Photo #9					
Photo #10					