



CULTURE OF HEALTH



Robert Wood Johnson Foundation

Hispanic Communications Network (HCN) has been a grantee of the Robert Wood Johnson Foundation (RWJF) since 2017. This multiyear grant supports the production and syndication of Spanish language programming on its *La Red Hispana* national multimedia networks to engage our audiences in understanding social determinants of health and ways to build a Culture of Health (una *Cultura de Salud*) in our own communities

About RWJF's Culture of Health

Social determinants, such as where we live access to quality food, schools and housing, fair paying jobs and safe spaces have a significant impact on the overall health of our families and communities. RWJF is committed to a vision of working alongside others to build a national Culture of Health where everyone has the opportunity to live the healthiest life possible.



Bicycles for Kids



Crime Affects Health



Community Gardens



Obesity in Youth



Medical Insurance

Strategy

For US Hispanic consumers, Hispanic role models and human interest stories can have tremendous impact in shifting perceptions and decisions to realize new possibilities of improving quality of life within their own communities and beyond. HCN's *Cultura de Salud* programming on radio, digital, social and mobile platforms is dedicated to sharing the inspirational stories and real life experiences of Hispanic local leaders, elected officials, and Culture of Health prize winners making positive changes in their communities.

Goals

- Build awareness and understanding among Spanish speaking consumers of what *Cultura de Salud* can look like in their own lives.
- Define what *Cultura de Salud* is beyond going to the doctor, explaining that social determinants make up 80% of health equity.
- Provide sample paths Spanish speaking Latinos can take to achieve *Cultura de Salud* in their own communities.
- Identify RWJF's Culture of Health themes that most resonate with Latino audiences.
- Deliver *Cultura de Salud* messages to Latino communities via popular Spanish language radio stations in their communities leveraging HCN's *La Red Hispana* national radio affiliate network of 140+ affiliate stations nationwide, as well as our digital and social media channels to reach Latinx in urban centers as well as medium sized, rural and emerging Hispanic markets for true national reach.

Impact

Each goal manifested via the creative, messaging, production and syndication of thirty-seven (37) one (1) minute radio segments, which were featured via HCN's daily mini programas for broadcast on our *La Red Hispana* national radio affiliate network as well as our weekly call-in radio show, *Bienvenidos a América*. On the digital front, HCN produced and disseminated supporting content via a microsite, digital videos, and social media channels to build greater awareness of social determinants of health among HCN and RWJF's priority Spanish preferring audiences and the sources of information they consume most.

As of Year 2, the *Cultura de la Salud* campaigns have received 191M impressions via radio, newspapers, together with over 12,600 engagements on Facebook.