TuSalud

Campaign Helps Latinos Manage Chronic Conditions Beyond COVID

The “Tu Salud Más Allá de COVID” (“Your Health Beyond COVID”) campaign wants Latinos to prioritize their health.

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For the second year in a row, the Hispanic Communications Network (HCN) and the National Association of Chronic Disease Directors (NAACD) this week launched a series of public service announcements (PSAs) and two websites to educate and encourage Latinos to prioritize their health and manage chronic conditions during the COVID-19 pandemic.

Titled “Tu Salud Más Allá de COVID” (“Your Health Beyond COVID,” in English), the campaign is funded by the Centers for Disease Control and Prevention in partnership with CBS and aims to reach Latinos with chronic health conditions—such as asthma, heart disease and diabetes—via nationally distributed PSAs, social media content and the websites TuSaludSinCovid.org and YourHealthBeyondCovid.org. (A hyperlink on each site allows users to toggle between the Spanish and English content with ease.)

“Many people with chronic illnesses have faced the consequences of isolation, social distancing, death, loss and economic suffering caused by the COVID pandemic,” said NACDD’s CEO, John Robitscher, MPH, in a news release. “Campaigns like TuSaludSinCovid.org along with the public service announcements airing on [the media outlet] La Red Hispana are essential in spreading the word about the importance of taking care of one’s physical and mental health beyond COVID.”

The websites provide a variety of tips and resources for people with chronic conditions. Additionally, the websites feature video content with positive messages that encourage people with chronic conditions to put their health first—for example, by scheduling regular appointments with their health care providers, eating well and exercising.

“It is crucial that people continue to monitor their overall health right now, especially in light of a possible surge of COVID-19 cases in winter,” said Alison Rodden, CEO of HCN. “Unfortunately, there is limited information on how COVID-19 can impact your health if you suffer from chronic diseases, but we are glad to be a part of a campaign that aims to provide this information and help our most vulnerable and under-resourced communities in their native language.”

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