



PRESS RELEASE

FOR IMMEDIATE RELEASE

May 19, 2009

Media Contact:

Jessica Higdon

Press Secretary

Office of the Mayor

E-mail: jhigdon@indygov.org

Office: 317-327-3649

Cell: 317-281-5817

CITY TO BROADCAST IMPORTANT HEALTH INFORMATION IN SPANISH

INDIANAPOLIS – Mayor Ballard announced today that “Somos Indianapolis,” the Mayor’s Spanish language TV program that airs weekly on Government TV Channel WCTY, is partnering with Cecilia Acosta to bring important health-related information and instruction to each new episode of “Somos Indianapolis.”

The host of the new health segment, Acosta, has a great deal of experience in community and Latino community health outreach programs.

“(Acosta) is a passionate and charismatic leader and possesses a great breadth of knowledge on the health disparities that Latinos face, so we are very happy to have her on the Somos Indianapolis team,” said Mayor Ballard.

Acosta is a certified Zumba (Latin dance aerobics) instructor and is the former Executive Director of the Hispanic Latino Minority Health Coalition of Greater Indianapolis.

“Reaching out to the Latino community on health-related issues can be difficult, but this partnership with the Mayor’s Office will help us to empower thousands of Latinos, who might not otherwise hear our message, to take control of their health,” said Acosta.

The new Somos Indianapolis health segments will offer viewers practical tips on how to stay healthy and get in shape. Carolin Requiz Smith, Director of the Mayor’s Office of International & Cultural Affairs said reaching out to Latinos on health-related matters is important because Latinos do not often have ready access to health related information.

“By offering Latinos in Indianapolis, especially those who speak limited or no English, televised health information on important topics, such as nutrition and exercise, we can help combat the negative health trends that are becoming prevalent among U.S. Latinos,” said Smith.

-More-

According to the Centers for Disease Control (CDC) Hispanic/Latinos bear a disproportionate burden of disease, injury, death, and disability when compared with non-Hispanic individuals. For instance, Latinos, specifically those aged 20–74 years, have higher rates of being overweight (11 percent higher in males; 26 percent higher in females) and higher rates of obesity (7 percent higher in males; 32 percent higher in females).

###