

BEST RICH MEDIA

UCLA Health partners with TelevisaUnivision to bring accessible, educational health content to Spanish-speaking populations.

PROBLEM

Nearly half of the population in Los Angeles County is Latino/x. More than 80% of those adults are Spanish-language dominant and prefer health care providers who speak Spanish.

Despite Spanish being the second-most dominant language in the United States, it's hard to find a Spanish-speaking physician. Patients who are Spanish-language dominant often lack options when accessing health care and have trouble finding reliable, easy-to-understand health information.

INSIGHT

UCLA Health is uniquely positioned to meet the health needs of Spanish-speaking populations in Los Angeles County. By partnering with TelevisaUnivision, the world's leading Spanish-language media company, we can bring crucial health care education to our Spanish-speaking community.

SOLUTION

Minuto de Salud is a monthly video series created in partnership with UCLA Health and TelevisaUnivision. Each one-minute segment features a Spanish-speaking UCLA Health physician to discuss health tips and problems in Spanish.

Topics are chosen based on areas of interest shown to affect our Latino/x community, including:

- [Alzheimer's disease](#) and caring for aging parents
- [Colorectal cancer screening awareness](#)
- [Clinical trial myths and benefits](#)
- [Heart health](#)
- [Mental health awareness and treatment](#)

Segments aim to raise awareness about health issues, dispel myths and encourage screenings. The videos are distributed via:

- Local TelevisaUnivision channels KMEX and KFTR
- The TelevisaUnivision website
- The UCLA Health website
- The UCLA Health YouTube channel

METRICS

Minuto de Salud videos deliver over **5 million** on-air impressions per quarter. In the last year, online video completion rates have been **over 90%**, much higher than the benchmark of 70%.

