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## Hispanic's Answer to Dr. Oz has Arrived

*New Spanish language TV show tackles Latino health issues*



HOUSTON (June 10, 2010) – Move over Dr. Oz – Houston now has its own premiere Spanish language television show focusing on health, *Salud Vital*. The show is an exciting health news program aimed at Spanish speaking mothers and their families, with the ultimate goal of reducing adult and childhood obesity. The objectives of *Salud Vital* are to enlighten and inform the Spanish-speaking community in an entertaining manner through personal stories, engaging live exhibitions,

cooking demonstrations and updates on the latest medical advances.

The concept for *Salud Vital* originated with Dr. Barry Winston, a board certified internist practicing in the Houston area. Having been in private practice for nearly 35 years, he became alarmed at the prevalence of overweight and obesity he encountered in his patients, particularly his Hispanic patients.

Dr. Winston said, "Statistics indicate that as much as 73% of the Latino population is affected, and Hispanic children 15 and younger rank highest among all obese groups." Through researching the options for helping to address this problem in the growing Hispanic community, Dr. Winston found there was a void in local television programming in the area of Hispanic health awareness.

Dr. Winston found that many shows and segments of shows about health exist in English, but not so in Spanish programming. This prompted the idea for *Salud Vital*. "Just as Michelle Obama's Childhood Obesity Task Force is focused on addressing this epidemic, so is *Salud Vital*. We are bringing that vital information to the Hispanic Community," said Dr. Winston. He joined forces with Provicom, the largest Spanish production company in Houston and secured a team of professionals to create what is now the only local show to address adult and childhood obesity along with other health related issues.



Dr. Barry Winston

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HISPANIC'S VERSION OF DR. OZ/Add One

While *Salud Vital* emphasizes prevention and treatment of adult and childhood obesity, many related educational topics are featured, such as:

- Prenatal care
- Issues related to diabetes
- The basics of good nutrition
- Medical insurance
- Anti-aging products and cosmetic surgery
- Healthy foods on a budget
- Cooking segments demonstrating a healthy recipe
- The dangers of cell phone use while driving
- Organ transplantation

The program features an award-winning cast, including host Nicky Mondellini, who formerly co-hosted a popular Mexican TV cultural show and starred in a number of popular *telenovelas* for over 10 years. Other members of the cast include the *Salud Vital* House Doctor, Raul Sanchez-Ramos, who owns a family practice in Houston and *Salud Vital's* House Pediatrician, Dr. Ciro Porras, who also practices in Houston. In addition to receiving health tips and advice, viewers learn how to prepare mouthwatering dishes from Master Chef Marcela Perez and gain tips on staying in great shape from the *Salud Vital* Trainer. Children are delighted to follow the health advice of *El Ninja de la Salud Vital*, an



electrifying character who provides fun and educational healthy living demonstrations. These professionals are establishing themselves as a trusted source for health information and make personal appearances in the community to reinforce the importance of healthy living habits. Although *Salud Vital* is entertaining and fun to watch, it is also hard hitting and informative. The show presents sensitive and difficult to broach subject matter such as adolescent sexuality; and viewers are able to respond to program issues on the *Salud Vital* website, [www.saludvital.tv](http://www.saludvital.tv).

Dr. Winston said, "*Salud Vital* will fill a need for Latinos, to help them learn, in their own language, how to achieve and maintain a healthy lifestyle." The thirty minute episodes air each Sunday morning at 10:00 a.m. on Telemundo, Channel 47 and at 6:00 a.m. on Liberman, Channel 61. The program will soon appear on the Vasallovision Network, KAZH TV 57.

For more information on the show or its cast, or for sponsorship opportunities, please visit the website at [www.saludvital.tv](http://www.saludvital.tv).

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