UT Health San Antonio

UT Health San Antonio I Promoting Health Literacy in Bexar County

CHALLENGE

For many families in Bexar County, access to affordable healthcare can be a barrier to prioritizing long-term health. University of Texas Health San Antonio (UT Health San Antonio) turned to Pierpont to strengthen its connection with local communities and raise awareness of accessible healthcare resources throughout the region.

OBJECTIVE

Pierpont worked with UT Health San Antonio to increase health literacy among Bexar County residents by making free and low-cost community resources more accessible and actionable. Launched by a UT Health San Antonio-backed coalition called Health Confianza, the health awareness campaign Health Begins with Confianza aimed to reach local audiences through media channels they already rely on, while highlighting UT Health San Antonio's commitment to empowering healthier communities. Success would be measured in earned media coverage across broadcast and online platforms, with an emphasis on reaching both English- and Spanish-speaking audiences.

SOLUTION

Pierpont focused on generating media awareness with three key campaign events: Health Confianza's Train the Trainer event, the unveiling of Health Begins with Confianza at a Health Summit hosted at Texas A&M University San Antonio and the 2nd Annual Health & Wellness Fiesta. These separate events provided timely and attractive opportunities to showcase the campaign to local media.

RESULTS

Through strategic and impactful story telling with media regarding health focused elements across these three events, Pierpont secured coverage on English and Spanish-language media outlets alike – San Antonio Report, Texas Public Radio, Univision, among others. In total, these initiatives resulted in 32 Texas media hits across the entirety of the campaign. Beyond media exposure, these initiatives helped reinforce UT Health San Antonio's role as a trusted resource for Bexar County communities by connecting residents with meaningful tools and confidence to take control of their health.

BY THE NUMBERS

32

Media Hits
