



Cook Children's Delivers Reliable Pediatric Health Information to Spanish Speakers with Launch of New Online Newsroom

COVID-19 Pandemic Highlights Need for Credible Information

Fort Worth, Texas (Sept. 16, 2020) – In an effort to make trustworthy pediatric health information more accessible to the Hispanic community, Cook Children's Health Care System is expanding its online newsroom, [Checkup Newsroom](#). For more than six years, Cook Children's experts have delivered credible content through Checkup Newsroom, reaching more than 16 million people in 230 countries. Now, [Checkup Newsroom En Español](#) will serve as a reliable information source for Spanish speakers.

"We know the importance of sharing up-to-date and evidence-based information with our patients and their families," said Bianka Soria-Olmos, D.O., a Cook Children's pediatrician and primary contributor to the webpage. "Checkup Newsroom is hugely important for getting out timely and relevant health information. With our community being so diverse, we realize making this information available in Spanish is necessary."

The COVID-19 pandemic has highlighted the need for credible health information in the Hispanic community. According to [Tarrant County Public Health](#), 27% of COVID-19 cases are among Hispanics, making it the most affected group by race and ethnicity. Further, [Texas' Hispanic population has grown by more than 2 million](#) since 2010 and the state's demographer predicts that Hispanics will be the state's largest population group by mid-2021.

"We are so happy that Cook Children's is making so many efforts to be inclusive," said Vicki Kelley, Family-Centered Care Program Manager, who oversees the Hispanic Family Advisory Council at Cook Children's. "All parents want to do what's best for their children. Having an online presence such as Checkup Newsroom gives parents a great resource to find helpful and accurate information for their kids."

Checkup Newsroom En Español is Cook Children's latest step toward further diversity and inclusion. Last month, Winifred King, former Assistant Vice President of Public Relations, Corporate Communications and Social Media became the system's first Chief Diversity Officer.

"The publication of our Spanish newsroom is a great next step in our diversity and inclusion efforts at Cook Children's," King said. "We've talked about making this happen for many years, but were limited in time and resources. The timing just felt right, and with the COVID-19 pandemic, we know this information is needed now more than ever."

Media contact

Kim Brown, APR, Sr. Media Relations & Communications Specialist at Cook Children's
Kim.brown3@cookchildrens.org | (817) 266-3728

About Cook Children's

Cook Children's Health Care System embraces an inspiring Promise – to improve the health of every child in our region through the prevention and treatment of illness, disease and injury. Based in Fort Worth, Texas, we're proud of our long and rich tradition of serving our community.

Our not-for-profit organization encompasses nine companies – a medical center, two surgery centers, a physician network, home health services and a health plan. It also includes Child Study Center at Cook Children's, Cook Children's Health Services Inc., and Cook Children's Health Foundation. With more than 60 primary, specialty and urgent care locations throughout Texas, families can access our top-ranked specialty programs and network of services to meet their unique needs.

We've worked to improve the health of children from across our primary service area of Denton, Hood, Johnson, Parker, Tarrant and Wise counties for more than 100 years. Based on the exceptional care we provide, patients travel to Cook Children's from around the country and the globe to receive life-saving pediatric care built on leading technology, extraordinary collaboration and the art of caring.

For more information, visit cookchildrens.org.

###