

# YouTube Health gives international certificate to TecSalud channel



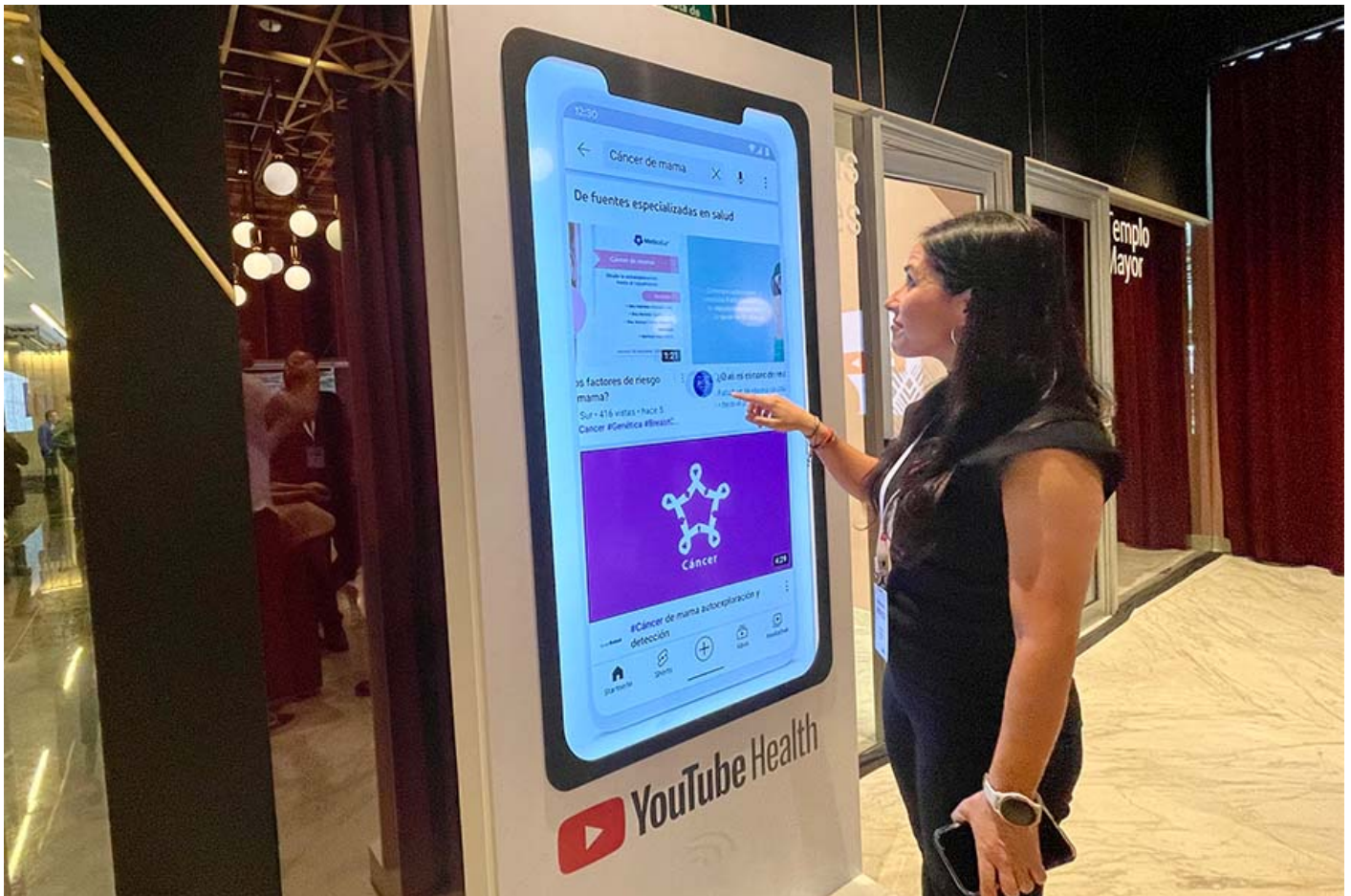
**Tec de Monterrey's [TecSalud](#)** channel has been certified by the **YouTube Health** initiative as an authoritative space for disseminating health content. What's more, its productions will be ranked higher in user searches on the video platform.

Furthermore, **YouTube Health Mexico** and [TecSalud](#) have established an alliance in which TecSalud is one of the official sources for this platform with a global presence.

On this basis, the TecSalud channel **now contains various features** so that people can see that it provides **reliable content**.

For example, **it has an information panel under each video** streamed that says: *From an accredited healthcare provider* recognized by the World Health Organization ([WHO](#)).

What's more, it is ranked higher in user searches and has a place on the **recommendation shelf on the YouTube Health platform**.



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## Health videos to save lives

In addition to **TecSalud**, YouTube Health Mexico will include the UNAM School of Medicine, the Red Cross, Médica Sur, the Carlos Slim Foundation, the ABC Medical Center, and the National Academy of Medicine channels as partners.

The YouTube Health initiative began in the United States in 2021 to help users identify verified **COVID-19** information.

It is currently only available in the United States and Germany, and it is now also arriving in **Mexico, which will be the first Spanish-speaking country** to have it available.

According to **Isaac Ochoa**, Strategic Partner Manager, the organization is aiming to offer a space for the dissemination of health topics with the support of recognized institutions.

*"We are seeking to provide **health professionals with a space for dissemination** on the platform and for many medical institutes to be able to publicize further research and information on a particular disease through these partnerships."*

*"**Better educated patients will receive better quality of care and that's what we are seeking with our content.**" - Guillermo Torre.*

**YouTube Health** is an initiative that exists within YouTube and its aim is to tackle **fake news**. Content from **these institutions is now certified** so that users can find **reliable health information** on the platform.

**YouTube Health Mexico** certifications include:

- **Labels** indicating that the videos are created by health institutions with whom YouTube has a partnership that bear the caption: “From an accredited healthcare provider” recognized by the WHO.
- **Health content shelf**, where users can consult information on any physical or mental illness.

**Garth Graham**, Director and Global Head of Healthcare and Public Health at YouTube Health, said that more than **2 billion people** use YouTube every month and 500 hours of video are uploaded every minute.

He added that trends show **many users search for information** about conditions before going to a medical consultation.

*“This is why it’s important to have tools that strengthen our mission to **show reliable information** that doesn’t put them at risk. If health videos are certified, they can literally **save lives**,”* he said.

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### **TecSalud channel seeking to empower patients**

According to the information given on the **TecSalud** channel, it joined the video platform in January 2012. To date, has generated 684 videos with just over 7 million views in total.

**Tec de Monterrey’s** Health channel has been working with the **YouTube Health** platform for several months to create new content aligned with user searches, which will be published over the next few months.

It aims for its productions to contain content that helps restore trust in health institutions, support other health professionals, and deliver quality education to Mexicans.

*“Better educated patients will receive better quality of care, and that’s what we are seeking with our content. That is what I’m most excited about with this initiative,”* said **Guillermo Torre**, Rector of TecSalud and Vice President of Research at Tec de Monterrey.

The partnership with YouTube Health is important for Tania Zertuche, one of the doctors on the [\*\*TecSalud channel\*\*](#). She said:

*“It really is a very important alliance; by including certified health professionals in this channel, people can be sure that they’ll be able to find accurate and up-to-date information about what they’re looking for.”*

Finally, Isaac Ochoa said that the partnership with TecSalud is also important:

*“TecSalud is one of our most important strategic partners. We look to them because they’re leaders in the education ecosystem and use scientific evidence.*

*They have the backing of one of the best universities in the country, and have made a quality effort with their content, such as the “**Que viva sano el mexicano**” documentary.*

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