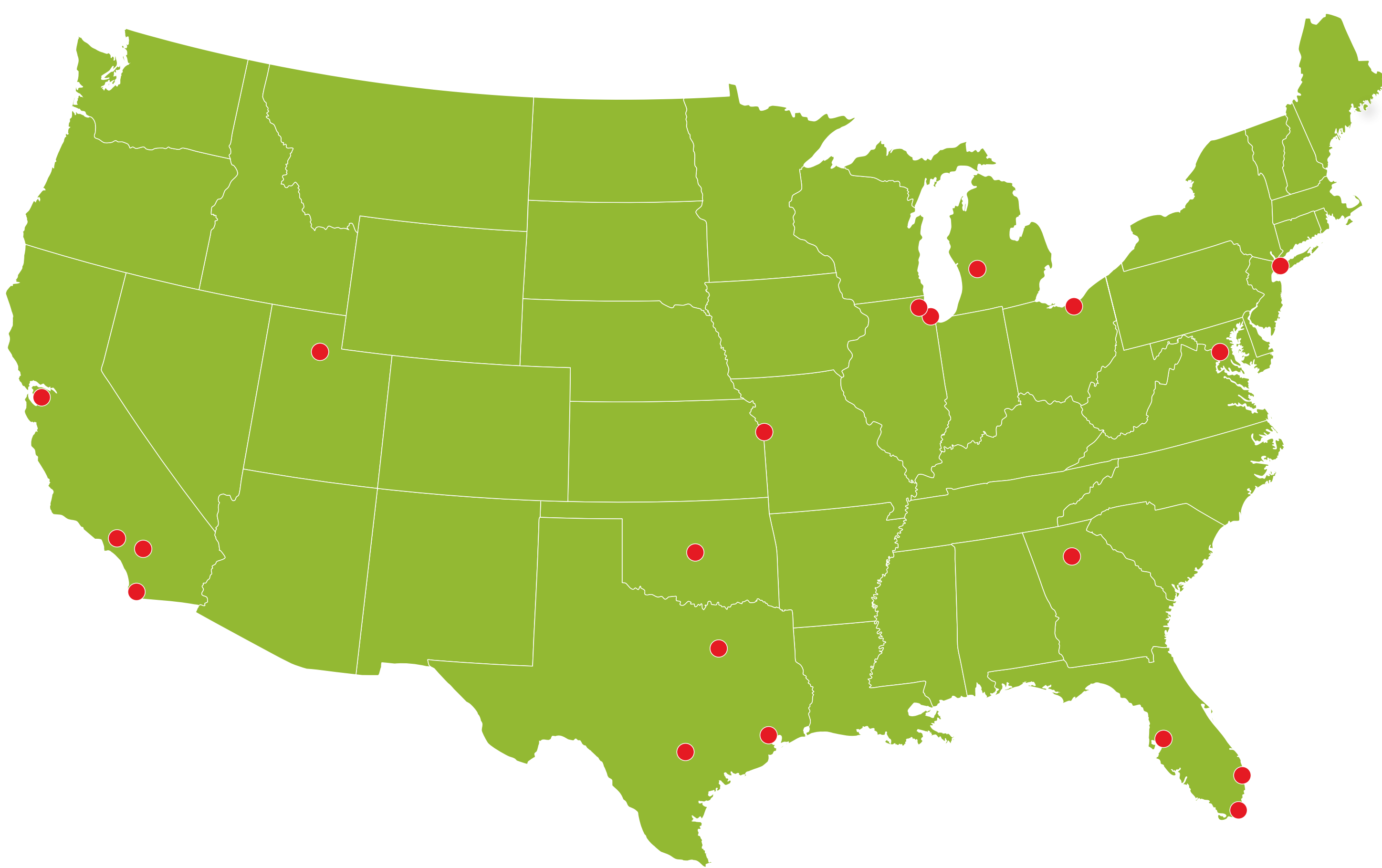


# COMPRANDO RICO Y SANO

(BUYING HEALTHY AND FLAVORFUL FOODS)

NCLR’s program—led by community health workers (*promotores de salud*)—seeks to reduce hunger and instill healthy shopping and eating habits among Latinos through nutrition education and enrollment assistance in the **Supplemental Nutrition Assistance Program (SNAP)**.

In 2016...



Across  
**20**  
Communities



**6.5 million**  
**Latinos reached** with nutrition and SNAP enrollment messages via news media and social media



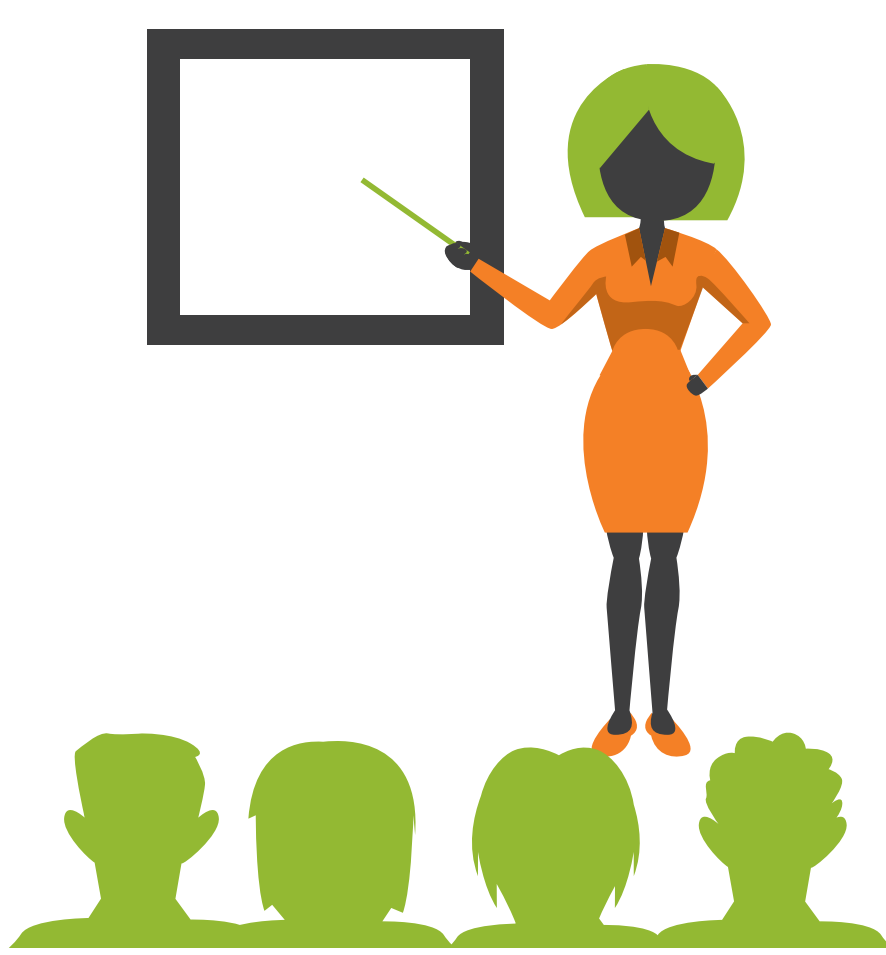
**70,849**  
**Latinos** received face-to-face nutrition education and SNAP information



**25,229**  
**Latinos enrolled** in SNAP



**4,198**  
**Latinos participated** in cooking demonstrations and grocery store tours



**258**  
***promotores* received training** to implement the program

Visit <http://nclr.us/comprandoricoysano>