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 2015…

Across 25 Communities

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

107,806 Latinos received face-to-face nutrition education and SNAP information

26,557 Latinos enrolled in SNAP

4,142 Latinos participated in cooking demonstrations and grocery store tours

229 promotores received training to implement the program

Visit http://nclr.us/comprandoricoysano