

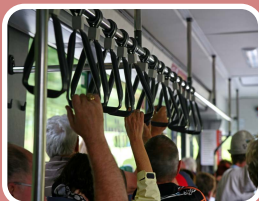
Comer Bien: The Challenges of Nourishing Latino Children and Families



Overview



Snapshot:
Food Insecurity Among Latinos



Discussion:
What Are Factors Driving Food
Insecurity?



Advocacy:
How Can We Improve Healthy Food
Access for Latinos?

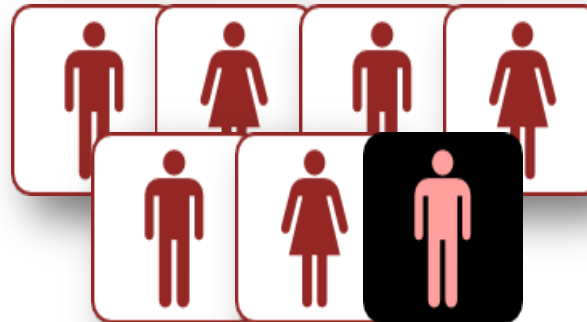
Food Insecurity Rates in Households with Children by Race/Ethnicity, 2010



One in three
Hispanics (30.6%)



One in three
Non-Hispanic
Blacks (32.6%)

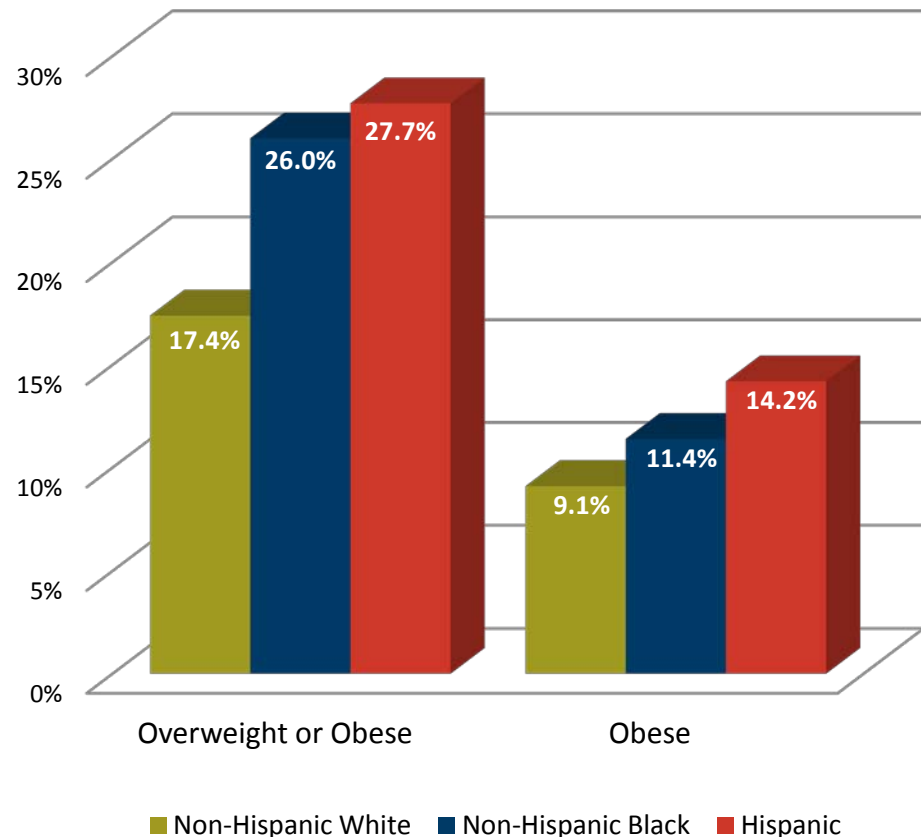


One in seven
Non-Hispanic
Whites (12%)

Source: Alisha Coleman-Jensen et al., *Household Food Security in the United States, 2010*. Economic Research Service, U.S. Department of Agriculture. Washington, DC, 2011.

- Latinos are more than **two times as likely** (28%) as non-Hispanic Whites (11%) to be food insecure.
- In 2010, **more than 13 million Latinos** lived in food-insecure households.
- Of those, **nearly 40%** (5.1 million) were children under age 18.
- Latino children make up the **largest share** (40%) of the one million American kids living with hunger.

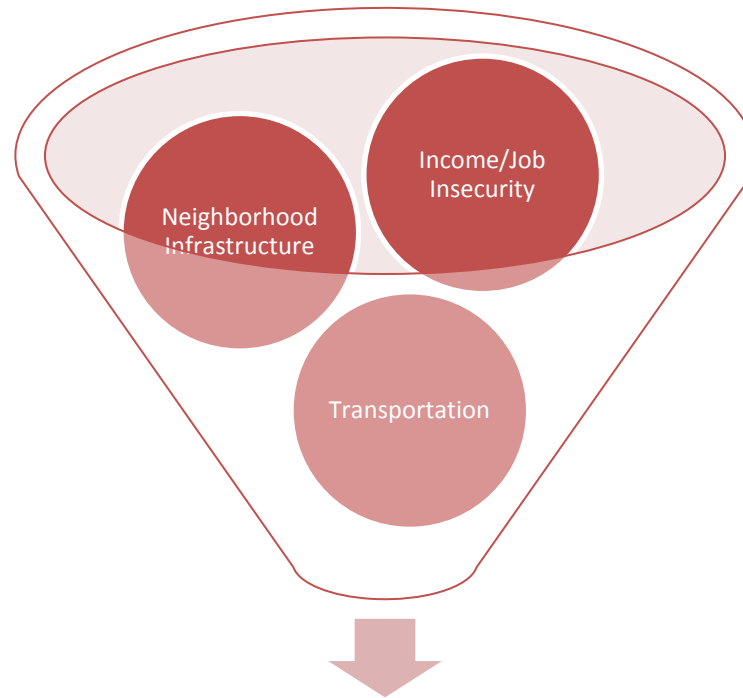
Children Ages Two–Five Who Are Overweight or Obese by Race/Ethnicity, 2007–2008



Source: Cynthia L Ogden et al., "Prevalence of High Body Mass Index in U.S. Children and Adolescents, 2007–2008," *JAMA* 303, no. 3 (January 2010): 242–249.

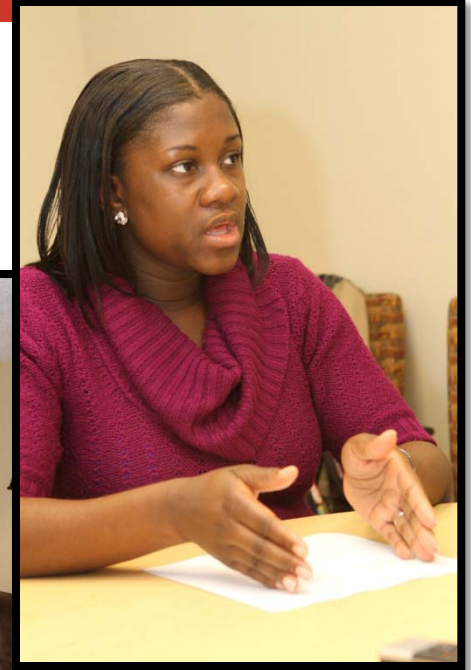
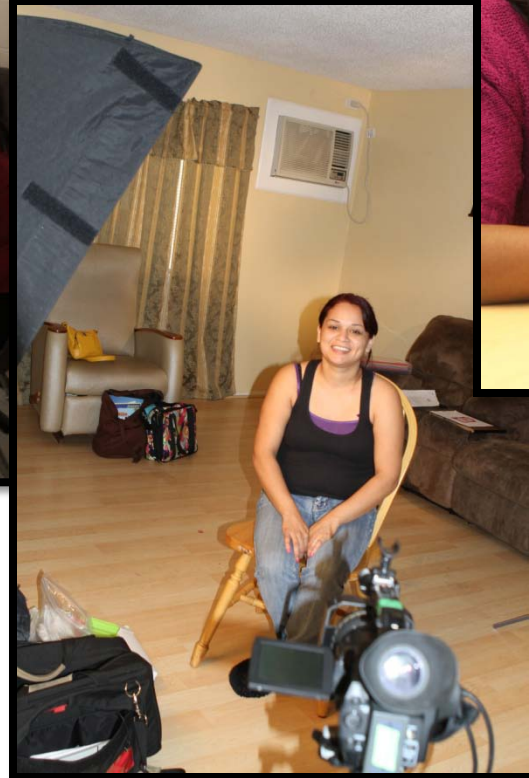
- **At the same time**, Latino children are facing some of the record rates of obesity.
- **Nearly two in five** (38%) Latino children are overweight or obese (BMI > 85th percentile for age), along with 36% of Black children and 29% of White children.
- **One in five** (20%) Latino children is obese (BMI > 95th percentile for age).

Root Causes of Food Insecurity



Access to Healthy Foods

Comer Bien: Video and storybanking project in four communities.



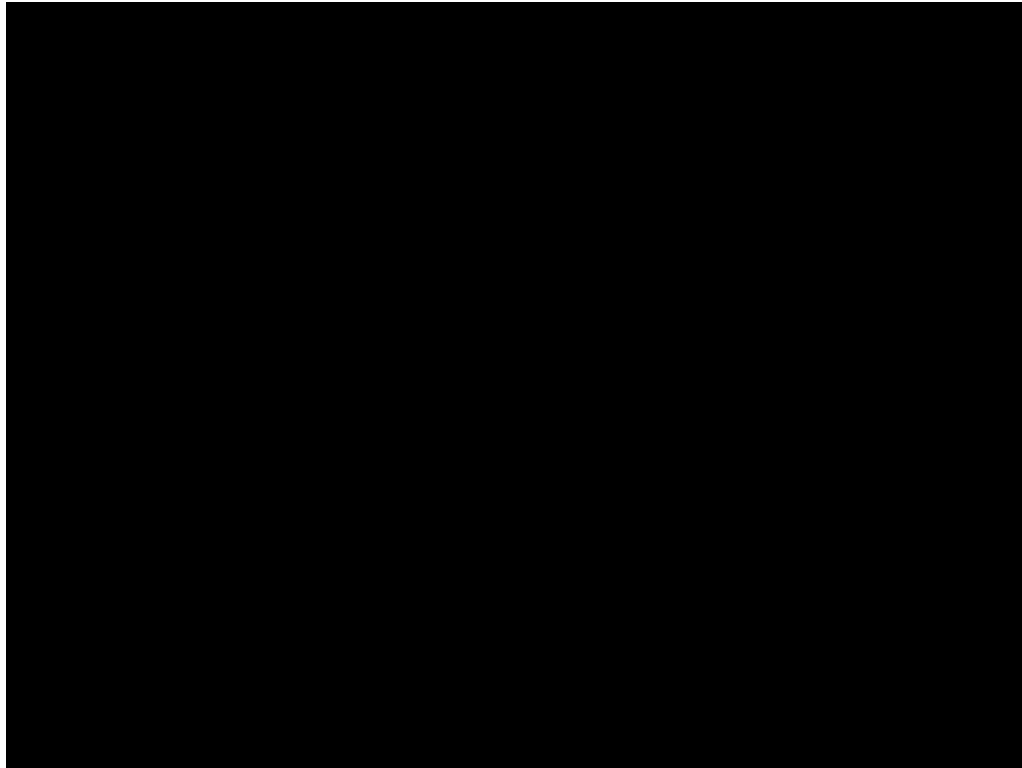
Snapshot: Caldwell, Idaho

- Farmworker community with **cyclical food insecurity** thanks to labor demands.
- **Food desert**, where retail supermarkets are located in town; most families live in farmworker communities or in fields.
- **Transportation** is a barrier, even when vehicles are available (especially when gas prices are high).
- Calorie-dense foods are **cheaper** than healthy, fresh foods.



Community has poor access to affordable, fresh foods; struggle with hunger and obesity.

One mother explains what makes healthy meals hard to prepare for her family.



Improving Hunger and Nutrition Outreach to Latino Families

- **Build in needs from beginning:** Identify barriers and bring in community input from the start in order to design effective outreach. Build relationships with trusted Latino-serving organizations but do not ask them to carry all the water for outreach.
- **Translation and interpretation:** Families may have limited English proficiency or limited literacy in general. USDA has a number of outreach materials, particularly for SNAP. Recruit bilingual/bicultural staff.
- **Actively seek to dispel fear and confusion:** Many immigrant or mixed-status families may be wary of enrolling in programs. Meet eligibility concerns head-on.
- **Advocate, advocate, advocate.**

Advocating for Families: Importance of Storytelling



Geanette's Story

Geanette and daughter Annette, El Paso, TX

- U.S. citizen family, mother and two daughters
- Low-income household living with another family to share expenses
- Annette receives bilingual education at La Fe Preparatory School
- Transportation challenges, must bus or walk
- “Time poverty;” little time to prepare healthy food
- Credits school meals and SNAP for her ability to afford sufficient, healthy foods for her kids
- Bilingual resources and phone interviews were critical to her access to programs
- [Read more about what Geanette's story means](#) to policymakers in a blog post by FRAC's Jim Weill.



Advocacy Steps

- **Document stories.** Do you know families who have had difficulty accessing healthy foods? Find out what helps and what hurts, and share these stories with policymakers.
- **Contact your Members of Congress and the White House.** Advocate not only for strong nutrition programs but also for comprehensive solutions that improve food security and nutrition.
- **Thank you** for your hard work on behalf of Latino and other underserved Maryland residents!

