Parents, Food and Community Engagement: Sociedad Latina

Carolina Prieto – Health Education Coordinator
1530 Tremont St.

- Serve over 3,000 youth and adults

- 300 youth age 10-21 engage through daily programming

- Programs: Education, Civic Engagement, Workforce Development, Arts & Culture

- Current role: Health Education coordinator
Health Educators

Workforce Development
- 21st Century Skills

Health Education
- Nutrition
- Healthy Relationships
- Fitness
Partnership with Tufts graduate school of nutrition
Project Background: Why?

- Parents are significant change agents in creating healthy eating decisions in their households (NCLR)
  - Food insecurity
  - Obesity
  - Buying power
- Past parent engagement
Aims

- **Intermediate:**
  - Increase consumption of fruits and vegetables for parents and youth
  - Increased knowledge of preparing healthier foods
  - Increased Parent engagement

- **Long term:** Overall healthier families in the Mission Hill and Roxbury neighborhood
Program Description

- What: Parents, Food and Community Engagement

- Who/Target Population: Parents of high risk youth ages 14 – 21 in Roxbury and Mission Hill area

- When: Spring 2013 – until Garden season

- Health Education Coordinator – Oversee program development, workshops, activities, events
Key Strategies: Social Ecological Model
Activities and Outputs

Pre-workshop engagement
• Spa Day Saturday
• Existing Programs

Workshop Topics
• The Market Trip
• Meat preparation

Sustainable Engagement
• ¡Un chín más saludable sábados!
• Weekend warriors
Short Term Outcomes

- Attendance of two or more workshops

- Knowledge on healthy cooking, Cost saving strategies, shopping at markets

- Establishing a relationship with all parents of SL youth

- Creating community through parent interaction
Intermediate Outcomes

- Increase numbers of parent volunteers for Sociedad Latina programs

- Increase consumption of fruits and vegetables for parents and youth