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Leche para la Salud Familiar –

Milk for Healthy Families



# Warwick Area Migrant Committee

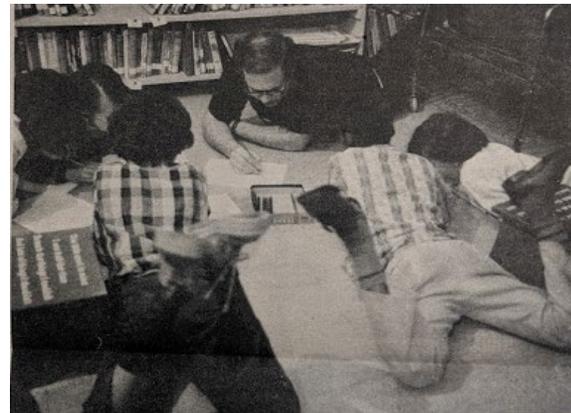
- Established in 1959
- Formed One of the First Health Centers to Serve Farmworkers in the US Beginning in 1965 and continues today
- Provided Health and Nutrition Workshops
- Offered English Classes
- Provided Summer Care for Children of Farmworkers



Dr. Charles E. Umhey, Jr. examines Mrs. Lucille Gillard at the Migrant Labor Clinic. Mrs. Gillard has borne 21 children, some of whom are working in the fields with her.

Life in the mucklands

*No sign, but they know it's there*



Demonstrating sewing techniques to Mrs. Hermelinda Espino is Miss Patricia [Name obscured] of the Orange County Extension

Service. "If it'll go around me," she said. "It'll certainly go around you."



# WAMC Today

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- Continues to focus on Farmworkers and Their Families-majority non-migrant
- Summer Program continues with 85 students
- English Classes for Adults
- Programs for Teenagers of Farmworker Families
- Connections with National Groups for Community Health, Nutrition and Farmworkers

# Why Focus on the Newly Immigrated Mexican Population?

- Studies show that during the acculturation process, Hispanic families begin to reduce their intake of milk—thereby reducing national consumption
- The number of Latinos is increasing in the US by double digits
- The Census Bureau predicts that the Latino share of the population will be 28% by 2060, roughly 10 points above its current level
- Mexican Americans constitute 62% of this population
- Food companies are seeing this community as crucial to growth, an example is Nestlé USA—not only is the Hispanic community key consumers of their products like La Lechera and Abuelita, but also Carnation, Stouffers and Hot Pockets



# Focus of this Project: Increase Consumption of Milk

## Design and development of a Prototype for Peer Training- Milk Promotion

- Full curriculum and training collateral materials for pre-teen and Teen Latino Peers to be able to teach younger children about the benefits of drinking milk
- They will also be trained on how to teach younger children how to prepare simple recipes
- Design, Testing and Final Production of the Toolkit
- Videos for use in training will be developed

## Health Literacy Tool using Promotion of Dairy as a Theme

- Development of a toolkit for teaching English using milk as a main storyline. The Toolkit will be designed to be used in small Community Based settings, including WIC, Head start, and community organizations serving Spanish speaking individuals. Accompanying videos will be made as well.
- All Collateral materials will be available in both electronic and hard copies.

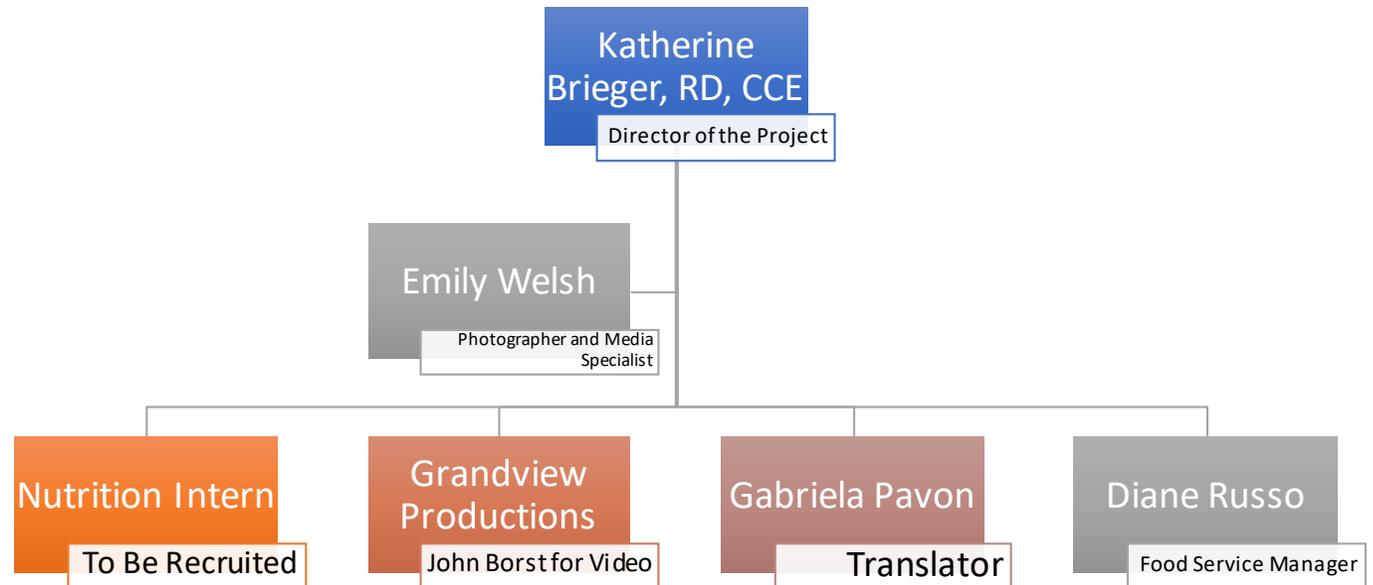


- Total budget is \$63,000
- Team is focused on the development, testing and production of the prototype Toolkits
- WAMC has linkages to Community Based Organizations around the state and US for distribution of all electronic materials

- May 2020 National Award for Lifetime Migrant Health by the National Centers for Community Health
- USDA -Women, Children and Infant Nutrition Advisory Board, Appointed as a member (3 years and Chair for one year)
- USDA-Padres Hispanos en Acción- Project Nutrition for Hispanic Parents-TA
- A Taste of English (English Literacy Program based on food) Association of Farmworker Opportunity Programs
- US Maternal and Child Division-Cultural Diversity-Nutrition
- NIH-Lecture on Farmworkers and Hunger
- National Dairy Council-review of curriculum
- USDA-Radio Nutrition-for Spanish audiences
- NYS Department of Family and Children Health-Developed a comprehensive Pre-natal program for Health Centers across New York State for health workers. This served as a prototype training program and was produced for all health centers across the US.
- Cooking Up the Pyramid-Nutrition Education curriculum for pre-school students used in Agri-business Child Development programs across the US and all WIC programs across NYS
- Registered Dietitian for 40 years, MA in Clinical

# Staff and Consultants for Project

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# English Classes

**Benefits of working with a group delivering programs already-Testing for optimum Development.**



A young boy with dark hair, wearing a grey and blue long-sleeved shirt and camouflage pants, is smiling and standing next to a red car. A small brown chicken is standing on the gravel ground near the car's tire. The car has a silver alloy wheel and a black tire with 'AVS' visible on the sidewall. The background is a bright, slightly overexposed outdoor setting.

# Branding of DPB

Logo and Credits will be placed  
on all final products and video



Thank you for your  
time!

**Milk for Healthy Families**