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Nonprofit Uses Award to Support SNAP Consumer Nutrition in Latino Market

OMAHA, NEBRASKA (December 10, 2020) – In a season where many celebrate the holidays with festive foods, one Omaha nonprofit is focusing on healthy eating and food stability for low-income consumers. In November, The Wellbeing Partners was one of two Nebraska nonprofits to be awarded a 2020 Gus Schumacher Nutrition Incentive Program (GusNIP) grant for its project, “Healthy Neighborhood Store: A Business Development Catalyst for Latino Markets.”

The goal of the project is to promote the purchase and increase consumption of healthy and culturally-relevant fresh fruits and vegetables among minority individuals living in low-income, food-fragile areas of Douglas County. The Wellbeing Partners will work with local partners to increase the purchase of qualifying produce among Supplemental Nutrition Assistance Program (SNAP) participants and engage the community through education. At the conclusion of the project, The Wellbeing Partners will create a culturally-relevant healthy retail toolkit to support fruit and vegetable consumption among SNAP consumers in Nebraska Latino markets.

Las Nenas in South Omaha is the anchor store for the project, which will distribute \$102,000 of food incentives to SNAP consumers using Double-Up Food Bucks (DUFb). The project goal is to reach 3,400 low-income households and engage 800 individuals through in-store nutrition education and DUFb promotions.

The Wellbeing Partners is supported in this project by UNL Extension and the food security coalition Share Our Table, whose member organizations contributed letters of support for the grant and serve as an advisory board for the project.

The GusNIP awards were announced by the U.S. Department of Agriculture National Institute of Food and Agriculture on November 4 and are facilitated through the Nutrition Incentive Hub. More than \$32 million was awarded to 30 grantees across 22 states to programs operating nutrition incentive projects. This funding is critical at a time when food insecurity, exacerbated by COVID-19, is at an all-time high.

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The Wellbeing Partners is a 501(c)(3) nonprofit organization that seeks to build wellbeing into the way communities grow and do business by supporting the growth of a culture of wellbeing within organizations as well as acting as a convener to address local community health challenges. Relying on expertise and evidence in worksite wellness and public health, The Wellbeing Partners bridge the good work between worksite wellness initiatives and community health collaboration for the greatest impact in our communities. Based on applied practice and partner and community feedback, The Wellbeing Partners combines the eight dimensions of wellness with the social determinants of health model to shape its work so all people and places thrive.