

News

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In this edition:



Latino Connection



New Website

The Latino Nutrition Coalition (LNC) is an Oldways' educational program inspiring Latinos to improve and maintain their health through traditional foods and active lifestyles. The LNC creates practical, culturally-aware materials in English and Spanish that help Latinos combine the best of their healthy food traditions with the realities of modern American life.

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Almost every demographic group is increasingly using the Web these days, especially Latinos. A new study by Burson-Marsteller revealed that Latinos are online more time, 30 hours a week, compared to the general market's 25 hours a week.

From shopping to social networking, the Web is quickly becoming the new go-to place for Latinos.



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The Latino Nutrition Coalition (LNC), just launched its [brand new website](#). Both the look and content of the site were redesigned to better address the needs of the growing Latino community who regularly visit the site.

"We are very excited about the new site," said Kezia Frayjo, LNC program manager. "Our goal is to become the go-to place for all things related to Latino nutrition. We have new recipes, free downloadable worksheets, interesting articles, information and free resources for health professionals, tools for everyday grocery shoppers and much more!

In addition to adding more useful practical tools to the new site, the graphic elements of the new site were a key factor in the redesign. The LNC turned once again to [Dyango Chavez](#), a talented freelance print and web designer based out of Boston, for his expertise in the area of graphic marketing to the Latino community. Dyango, who hails from Cuba, redesigned the Camino Mágico booklet for the LNC. His amazing design and grasp of illustrative communication made the new Camino Mágico brim with more culturally relevant and gorgeous food illustrations. The LNC team decided to ask Dyango to translate that particular look to the new website as well.

"My goal for the design of the LNC website was to create a space for the family, where they could find the type of foods that our parents and grandparents in Latin America used to cook at home: traditional, fresh, hand-made," said Dyango Chavez. "That idea was the inspiration for the 'grocery bag' look, a metaphor for a container of traditions, health, and delicious foods – a warm, playful, and well-researched source for finding recipes, advice and inspiration for a healthier lifestyle."

We invite you to visit the new LNC site at www.latinonutrition.org take a look around. As always, we love to hear your feedback: kfrayjo@oldwayspt.org!