



COMUNIDADES LATINAS  
UNIDAS EN SERVICIO

## Comunidades Latinas Unidas En Servicio - CLUES

### PRESS RELEASE: CLUES Receives the General Mills Champions for Healthy Kids Grant

#### For Immediate Release:

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**June 3, 2009** – General Mills awarded the 2009 Champions for Healthy Kids Grant to the “Jóvenes de Salud” or Healthy Youth Program, a partnership between Comunidades Latinas Unidas En Servicio – CLUES, the Association for Non-Smokers Rights (ANSR-MN), and four high schools in Ramsey and Dakota counties (Henry Sibley High, Harding High, South St. Paul Junior and Senior High Schools). Program participants are junior high and high school students who are trained as bilingual, bicultural community leaders and community health workers. These youth educate their peers, families, and community members by designing and giving youth-culture specific educational materials and presentations on healthy behaviors, health promotion and prevention.

CLUES is honored to be one of the twenty local Minnesota Champions selected amongst fifty national recipients; over 1200 organizations applied. The goal of the General Mills Champions for Healthy Kids grants is to encourage communities in the United States to improve eating and physical activity patterns of young people. CLUES was selected for this award because of its ability to champion the importance of youth nutrition and fitness in our local community and for working with communities with the greatest need and likelihood of sustainable impact on young people’s nutrition and activity levels through innovative programs.

CLUES offers the only program of its kind in the Twin Cities that targets Latino middle and high school students, adapting the message of healthy nutrition and the importance of physical activity to improve the quality of life of these unique communities at high risk of obesity, diabetes, and cardiovascular diseases. The Jóvenes de Salud program follows the community health worker principles of empowering community members to make healthy lifestyle choices in their own language and culture, and in turn, they become family and community health advocates to help others in their communities to make similar changes.

Dr. Jose William Castellanos, Director of the Community Health Worker program of CLUES, stated, “On behalf of CLUES and the Jóvenes de Salud program, we are honored by General Mills to be a recipient of the 2009 Champions for Healthy Kids Grant. This grant will make healthy nutrition and physical activity a social norm among our high school students and their families, helping us to accomplish our mission to enhance the lives of Latinos in Minnesota.”

CLUES is in its 28th year of service to the community. CLUES provides a family centric coordinated care model of linguistically appropriate and culturally competent services including: Mental Health Services, Chemical Health Services, Family Services, Aging Well Services, Community Health Worker Services, and Economic Advancement Services in employment, education, and financial empowerment.

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