



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 3059

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Program Background Bueno Rico y Barato is a program that will be aimed at reducing food insecurity and instilling healthy shopping and eating habits among Latinos through nutrition education and information sharing regarding the Supplemental Nutrition Assistance Program (SNAP). The program will be designed to respond to the needs of predominantly Spanish-speaking Latino communities using the culturally sensitive promotores de salud model. Promotores de salud will be trusted members of the community who have the knowledge and understanding of the language, culture, and health behaviors common in Latino populations and, therefore, connect with program participants in an authentic manner. Promotores will have a desire to improve the health and wellbeing of their communities and bring culturally relevant and linguistically appropriate health information to their fellow community members.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2023-2024

Type of Funding	Amount
Operations	50,000
Fixed Capital Outlay	0
Total State Funds Requested	50,000

7. Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	50,000	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2023-2024	50,000	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested?

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

The program will continue to operate with grant funds and private foundation funding on a smaller scale.



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10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

If yes, indicate the amount of funds received and what the funds were used for.

PPP Loan \$121,000. The funds were used to offset fundraising losses due to the pandemic used to cover personnel and overhead costs of the organization not covered by other funding sources.

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

Planning
 Design
 Construction

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits	Indirect costs based on 50% of direct salaries	14,100
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	1 FT Senior Counselor (Promotor de Salud) @ 20% = \$13,000 (salary + fringe); 1 Program Support Specialist @ 20% = \$10,400 (salary + fringe)	23,400
Expense/Equipment/Travel/Supplies/Other	Program Supplies - Cooking Demos = \$2,000 In-State Travel = \$500 Direct Assistance / Program Incentives = \$10,000	12,500
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		50,000

14. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?



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b. What activities and services will be provided to meet the intended purpose of these funds?

Equipped with the right knowledge and through shared characteristics and values, Promotores de Salud will offer a peer-to-peer, interactive learning approach to health education and promotion. This approach will ensure that the delivery of culturally appropriate health education - in this case, nutrition – is practical and relevant to the key audiences, and effective in reaching vulnerable communities. Through Bueno Rico y Barato, promotores de salud will conduct 75-minute charlas (small educational sessions) for 75-100 participants in cohorts of 10-12 and will offer virtual grocery store tours and cooking demonstrations to promote health-conscious shopping, smart food choices, and cost-saving strategies, as well as educate participants regarding Supplemental Nutrition Assistance Program (SNAP). The program will also underscore the importance of fruit and vegetable consumption and of increasing the number of meals prepared and consumed at home.

c. What direct services will be provided to citizens by the appropriation project?

Nutrition Education Classes Including Virtual Grocery Store Tours and Cooking Demo; Screening for SNAP Eligibility; Assistance Enrolling in SNAP is Eligible; and \$75-\$100 Grocery Store Gift Card to Purchase Healthy Foods.

d. Who is the target population served by this project? How many individuals are expected to be served?

The CDC has reported Latinos as the minority group with the second-highest obesity prevalence in adults, with a staggering rate of 47.8 percent. Childhood obesity in the United States has more than tripled since the 1970s, and the crisis poses a particular threat to the life expectancy of Hispanic children. About 40% of Hispanic children in the U.S. are either overweight or obese, while 20% are obese, higher than many other racial and ethnic populations. Programs to address food insecurity and reverse and prevent obesity in Hispanics must focus on improving their ability to make better and healthier choices for themselves and their children. AFK will invite 75-100 participants of its other programming to participate in BRB. AFK serves families of low economic means living in vulnerable communities of Little Havana, Allapatah, Homestead, etc.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

Increase in knowledge of nutrition. Enrollment in SNAP, if eligible.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

Standard contract penalties.

15. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address

d. Phone Number **Ext.**

16. Recipient Contact Information

a. Organization



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b. Municipality and County

c. Organization Type

- For Profit Entity
- Non Profit 501(c)(3)
- Non Profit 501(c)(4)
- Local Entity
- University or College
- Other (please specify)

d. First Name **Last Name**

e. E-mail Address

f. Phone Number

17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number