

Organization: Northeastern Community Development Corporation**County:** Camden**Address:** P.O. Box 367
Camden, N.C. 27921**Phone:** 252-338-5466 ext. 22**Website:** <http://www.northeasterncdc.org/>**Project:** Event/ Latina Women's Day**Additional counties served:** Pasquotank and Currituck*****Below are excerpts from their final report*****

About the Project: NCDC sponsored its first annual Latina Women's Day on Saturday, August 11, 2009. The event consisted of informational booths from community organizations, presenters, free facials and massages, entrepreneurial opportunities, health screenings including HIV tests, a healthy lunch, door prizes, free tote bags for all attending, and Zumba classes. Bilingual information was provided to attendees, and the exhibitors that were not bilingual were provided with a volunteer interpreter. Latina Women's Day received local media coverage on three different occasions. We also recorded a Spanish radio ad on our local Spanish radio station.

Successes: This grant allowed us to provide our Latina women with a day filled with activities that helped build self-esteem through education, empowerment, and involvement.

In most Latino families, the woman is the caretaker and rarely focuses on herself. This day provided them with the opportunity to network with other Latinas; learn about community services available to them; receive important health screenings that otherwise may have not been completed; learn about nutrition through shopping, reading labels, portion sizes, and alternatives to our culturally-based cooking; learn about the importance of exercise and identifying fun ways of accomplishing this, such as Zumba; learn about culturally-adapted parenting programs; and learn that it is okay for a woman to focus on herself through many venues such as facials, massages, and spending quality time with other empowered women.

