

# AIDEÉ GRANADOS

ROSAesROJO

Funded with support from the World Education Services (WES) Mariam Assefa Fund

2022 Global Fellow



## BIG BOLD IDEA

Dismantle income, language, and education barriers to health and well-being for Hispanic women and their families in the U.S. by delivering culturally tailored and accessible chronic disease and cancer prevention programs.

## ORGANIZATION OVERVIEW

ROSAesROJO makes wellness and prevention accessible to Hispanic women and their families in the United States. It educates them on the topics of nutrition, mental health, and physical activity, using cultural humility and community care as part of its social innovation. ROSAesROJO leads Hispanics to live healthier lives and reduce the incidence of chronic diseases, primarily cancer. When Hispanics do access health care, it often doesn't consider their cultural context or home language, entrenching existing health disparities. That is why ROSAesROJO promotes preventive health care, educating women to adopt healthier behaviors.

## PERSONAL BIO

Aideé Granados, founder and CEO of Rosa Es Rojo, Inc., is a graduate of Tecnológico de Monterrey in Mexico. Aideé earned her B.A. in business administration and a master of arts degree in education. She is certified as a Health Coach by the Institute of Integrative Nutrition of New York. Having lost her grandmother, mother, father, and stepmother to cancer, and as an immigrant in the United States and a cancer survivor herself, Aideé decided to share her wealth of knowledge and experience professionally. She leads and serves with compassion and a tireless determination. As a wellness advocate for the Hispanic community, Aideé was a 2019 recipient of the Minority Business Leader Award with the distinction of Community Advocate and also earned the 2019 South By Southwest (SXSW) Community Service Award. Aideé is a 2019 Dallas Public Voices fellow, with The OpEd Project, and a 2021 fellow of The Roddenberry Foundation.

### Organization/Fellow Location

Dallas, United States

### Impact Location

United States

### Organization Structure

Nonprofit

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