



Healthy Diné Nation: Empowering Our Communities
Diné Community Advocacy Alliance (DCAA)
Denisa Livingston, Mr. Danny Simpson, Advocates

Diné Community Advocacy Alliance (DCAA)



Shá nah Daniidljigo
As'ah Neildeehdoo:
Let's Live a Long Life!

History

*A Strong Voice for the Diné Communities:
DCAA formed in March 2012 as a response to the
high rates of obesity, diabetes, and the complications
of these health issues among children, youth,
families, adults, and elders living in the Navajo
communities.*

Mission

*DCAA is comprised of grassroots level community
health advocates from various communities to raise
awareness, inform, educate, and mobilize
community members to combat obesity, diabetes,
and other chronic health issues.*

Constituents Advocating For Positive Change

1. Have a “**Voice**” For Change.
2. **Advocate** for families and communities to create positive change.
3. **Educate** ourselves, families, communities about health trends, issues, and resolutions.
4. **Raise awareness** of choices for our people.
5. **Empower** everyone to create healthy environments to live long lives.
6. **Champion** a cause.
7. Address and develop **policy/legislative** changes for healthier communities.
8. Encourage **leadership** development.



Have a "Voice" for Change Taking Action Cycle



Community members developing
policy and legislative changes for healthier communities.



Healthy Diné Nation Laws & Policies

- 1. Elimination of 5% Navajo Nation Sales Tax on Healthy Foods**
- 2. The Healthy Diné Nation Act of 2014 / Unhealthy Foods 2% Sales Tax**
- 3. Community Wellness Development Projects Fund Management Plan**
- 4. Navajo Nation Chapter Project Guideline and Distribution Policy**

Initiatives *Powered & Actualized* by the People



Enacted: April 22, 2014

Effective: October 1, 2014

Elimination of Sales Tax on Fresh fruits, Fresh Vegetables, Nuts, Nut butters, Seeds, Water, emphasizing Diné and Indigenous foods:

1. Fruits and veggies pre-cut/sliced arranged on a platter, Salad bars, pre-made salads with small packages of croutons, dressings, nuts.
2. Fresh herbs, fresh spices, fresh special, ethnic fruits and vegetables (i.e. sumac berries, yucca, juniper, etc.);
3. Whole corn kernel, raw, roasted, unroasted, or ground with or without juniper ash (i.e. corn: blue, yellow, or white, frozen or dry hominy or posole);
4. Dried beans.

Initiatives *Powered & Actualized* by the People

Healthy Diné Nation Act of 2014: 6% sales tax on **Ch'iyáán Bizhool** (unhealthy foods high in salt, saturated fat, and sugar)

1. Beverages: soda, energy drinks, flavored water, iced teas and coffees, fruit and veggie drinks, alcoholic free and alcoholic drinks, etc.
2. Sweets: candy, frozen desserts, pastries, cakes, puddings, etc.
3. Chips and Crisps: baked, toasted, fried products.
4. Fast food: ready to eat, quickly available, quickly served foods, canned meats.
5. Flavor enhancers: salt, sugar, sweeteners.

UNHEALTHY
FOODS TAX =

NAVAJO
NATION



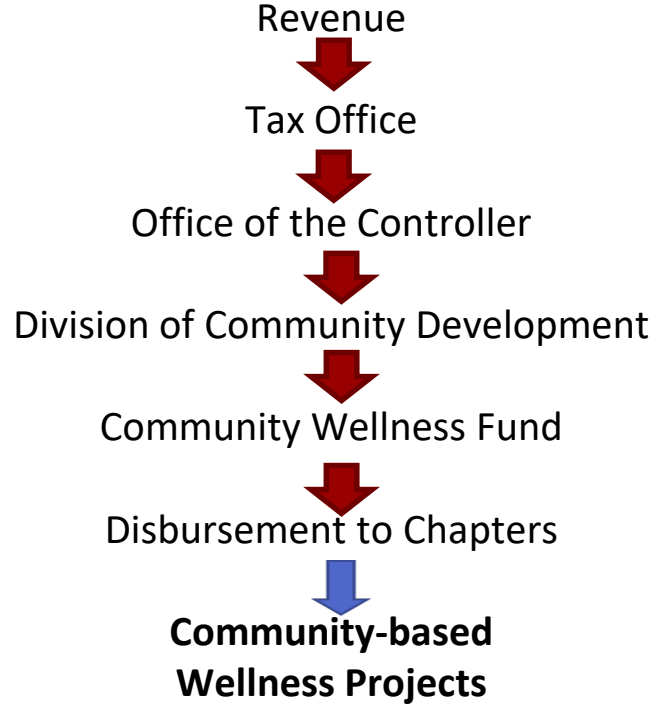
COMMUNITY
WELLNESS
PROJECTS



Enacted: November 21, 2014

Effective: April 1, 2015

Community Development: Revenue & Capacity Building vs. Grant



Tsehootsoo Medical Center Community Health Needs Assessment | Sept 2013

E. FACILITY RECOMMENDATIONS FROM SURVEY

What facilities are needed in your community?

Mean: -

Response	Value	Frequency	Percent	Graph
Walking Trail	1.00	462	42.54	
Recreation Facilities	2.00	661	60.87	
Playground	3.00	509	46.87	
Other	4.00	92	8.47	
Total Valid		942	86.74	
Missing		144	13.26	
Total		1086	100.00	

F. PROGRAM RECOMMENDATION FROM SURVEY

What program are needed in your community?

Mean: -

Response	Value	Frequency	Percent	Graph
CPR Classes	1.00	368	33.89	
Cultural Classes/Resources	2.00	373	34.35	
Fitness Instruction	3.00	575	52.95	
Health Education/Programs	4.00	544	50.09	
Nutrition Classes	5.00	566	52.12	
Parenting Groups	6.00	409	37.66	
Other	7.00	94	8.66	
Total Valid		964	88.77	
Missing		122	11.23	
Total		1086	100.00	

What are COMMUNITY WELLNESS PROJECTS?

- ➔ Wellness GROWS from the interaction between individuals, families, communities, and environments.



What are COMMUNITY WELLNESS PROJECTS?

➔ Communities address their NEEDS and GOALS



What are COMMUNITY WELLNESS PROJECTS?

- Effectiveness is when local communities take **OWNERSHIP** and **RESPONSIBILITY** based on their priorities and visions



What are COMMUNITY WELLNESS PROJECTS?



Cost of Community Wellness Projects

Examples:

Yoga & Fitness Mats **\$8 - \$20**

DVDs fitness videos **\$9 - \$15**

Nintendo Wii Fit **\$161**

Stationary Bike **\$700**

Treadmill **\$900**

Start-up Community Garden **\$1,000**

Universal Weight Machine **\$1,500**

Health Education **\$1,850**

Outdoor Basketball Court **\$2,000 – \$6,000**

Baseball Backstop **\$3,700**

Playground **\$8,000**

Skate park **\$200,000**



Community Wellness Development Projects Fund Management Plan

Enacted and Effective: April 13, 2015

Navajo Nation Chapter community-based, community-owned

Addresses improvements to the physical and social environment of the community

Prevent and/or reduce the incidence of obesity and diabetes



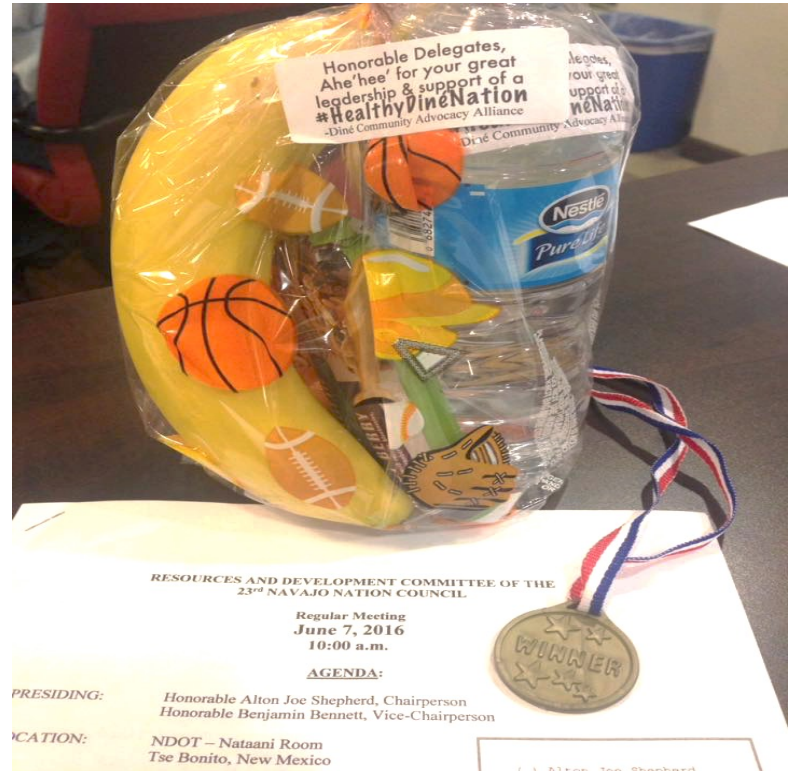
Navajo Nation Chapter Project Guideline and Distribution Policy:

Allows all 110 Navajo Chapters to access the *Unhealthy Food Tax* revenue

Create Diné community-based, community-owned wellness projects

Addresses improvements to the physical and social environment of the community

Effective: June 21, 2016



What types of *Community Wellness Projects* can be funded by the Unhealthy Foods Tax?

1. Wellness and exercise equipment, supplies;
2. Walking trails, running trails, biking trails;
3. Skate parks, parks, picnic grounds, playgrounds, basketball courts, swimming pools;
4. Health classes, health coaching, traditional, intergenerational, and contemporary wellness workshops, Navajo traditional craft classes;
5. Traditional and non-traditional healthy food preparation classes; food processing and storage facilities; health food initiatives; community food cooperatives;

What types of *Community Wellness Projects* can be funded by the Unhealthy Foods Tax?

6. Recreational, health, youth clubs, library, health education materials;
7. Farming and vegetable gardens, greenhouses, farmers' markets, agricultural projects, equine therapy;
8. Healthy convenience store improvements;
9. Clean water initiatives, clean communities initiatives, recycling initiatives;
10. Emergency preparedness;

What types of *Community Wellness Projects* can be funded by the Unhealthy Foods Tax?

11. Maintenance, conservation, or improvement of any of these projects;
12. Any other community-based wellness projects that are planned, implemented, directed, and reported by members of the Navajo Nation communities;
13. Any matching funds projects

2016 Navajo Chapter Training Tour

Community Wellness Projects Guides



Fundamental Law of Diné (FLD)

◆ **General Provision:**

Leadership is to develop and administer policies and plans reflecting the FLD as guiding principles.

◆ **Traditional Law:**

Legislative Branch leaders shall enact policies and laws to address immediate and future needs.

◆ **Customary Law:**

“That every child and elder be respected, honored, and protected with healthy physical and mental environment, free from all abuse.”

◆ **Natural Law:**

“Dine’ have sacred obligation and duty to respect, preserve and protect all. We were designated as stewards for these relatives...”

Healthy Diné Nation Retail Support

**MEMORANDUM OF UNDERSTANDING
BETWEEN
THE NAVAJO NATION / OFFICE OF THE NAVAJO TAX COMMISSION
AND
DINÉ COMMUNITY ADVOCACY ALLIANCE**

- 1. Hire Tax Compliance Officer(s)**
- 2. Tax Training for Retail Businesses**
- 3. Enforcement and Compliance of Tax Laws**
- 4. Allows grassroots participation and collaboration**

Office of the Navajo Tax Commission

- Opportunity to build capacity
 - Personnel
 - Resources
 - Equipment
 - Materials
 - Office
- Systemic reform
 - Development of Regulations
 - Education
 - Regulatory Operations
- Expansion
 - Improvement
 - Efficiency
 - Consistency



Coalition Assessment

Assets:

1. Skills
2. Legal Expertise
3. Public Health Expertise
4. Political Campaign Planning
5. Community Organizing
6. Fundraising
7. Experience
8. Grassroots Advocacy

Challenges and needs:

1. Social Media Training
2. Education Campaigning
3. Research Expertise
4. Experience working with legislators
5. Media Expertise and Advocacy
6. Lobbying
7. Medical and Nutrition Expertise

Political Environment Assessment

Assets:

1. Key elected leaders
2. Key voters
3. Former elected leaders
4. Endorsers
5. Elders
6. Youth
7. Chapter Resolutions

Challenges:

1. Opposing elected leaders
2. Key voters
3. Former elected leaders
4. Lobbyists
5. Endorsers
6. Advertisements
7. Campaigns

Opposition Scan

1. Targets
2. Tactics
3. Strategies
4. Messages
5. Arguments



November 8, 2013

President Ben Shelly
Navajo Nation
Post Office Box 7440
Window Rock, Navajo Nation, AZ 86515

Dear President Shelly,

Coca-Cola North America Group and local bottler Swire Coca-Cola seek your authorization to proceed with a donation to the Leupp Chapter of the Navajo Nation. We have been in discussions with Delegate Walter Phelps to place a Slingshot™ water purification unit and EKOCENTER™ kiosk in the former Bennett Freeze area to provide residents with access to clean drinking water. The Slingshot ECOCENTER is an innovative solar-based technology that will benefit the community by treating local well water to make it potable. We estimate that it will supply approximately 225 gallons of fresh drinking water daily. The Slingshot ECOCENTER will also provide electricity that residents can use for activities such as charging cell phones and laptop computers. The Slingshot ECOCENTER has an approximate value of \$30,000.

We are honored to partner with you, Delegate Phelps and the residents of the Leupp Chapter on this innovative project. The Coca-Cola Company has made a global commitment to deliver safe drinking water to communities around the world. Recognizing that residents of the Leupp Chapter face severe shortages of clean drinking water, the Navajo Nation would be the first community within the U.S. to receive a Slingshot ECOCENTER. Given that this is new technology, we are still in the exploratory and testing phase of implementation. If all goes to plan, we would expect the Slingshot Eco Center to be operational by the end of 2015.

If you have any questions or would like to engage in further discussion, I can be reached at 404-797-3286.

Sincerely,



Jonathan Radtke
Water Sustainability Program Manager
Coca-Cola North America Group

Industry Opposition

Educate ourselves, families, communities about trends, issues, and resolutions.



Target Marketing



Healthy food is expensive.
Unhealthy food is inexpensive.

Visibility campaigns



THURSDAY
FEBRUARY 28
2019

Volume LVIII
Number 09

www.navajotimes.com
One Dollar

NAVAJO TIMES

DINÉ BI NAALTSOOS

Navajo Nation Law
SINCE 2014
**Tax-Free
Healthy Food**
CH'YÁÁN YÁ'ÁT'É'HÉGŪ
EÍ LÍNÁ ÁTÉ

Dine Community Advocacy Alliance
Let's Live a Long Life
Shashéh Danidjigo As'ah Neeldeseedoo

By Denise Livingston
@dineadvocacy



People tour the new Dennehotso Market as new employees tidy up the place during a grand opening celebration in Dennehotso, Arizona, on Feb. 15.

NAVAJO TIMES | KRISTA ALLEN

Only Navajo Nation Digital Billboard: Chinle, AZ





FOLLOW
YOUR
DREAMS



Empower everyone to create healthy environments to live long lives.

HEALTHY DINE NATION ZUMBA® CELEBRATION

Wednesday
6.6.2018
6pm-8pm
Nageezi, NM
Multi-Purpose Center

36 miles south of Bloomfield via US-550

FREE admission

CELEBRATING 3 YEARS: HEALTHY DINE NATION ACT

FREE admission

Alcohol & Drug Free Event

Fruit Water

Prize Drawings

MC Roman McCabe

Healthy Snacks

HOSTS & SPONSORS:
Nageezi Chapter +
Diné Community Advocacy Alliance (DCAA)
More info: denisaworldwide@gmail.com

THE CRISTENSEN FUND

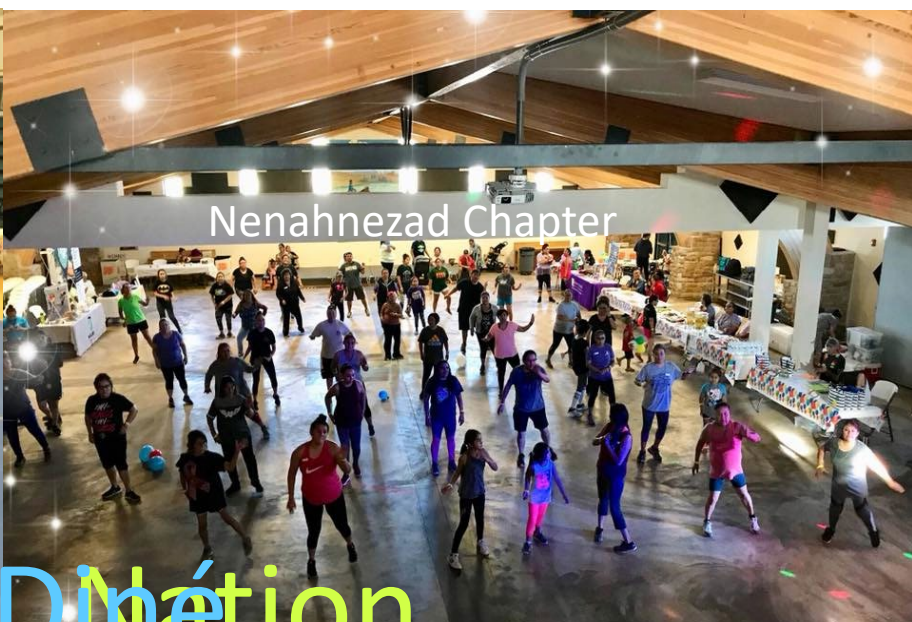
FIRST NATIONS DEVELOPMENT INSTITUTE

ZUMBA Theresa & Eldora





Navajo Preparatory School



Nenahnezad Chapter



#Healthy DineNation

Navajo Technical University



Setting an Example of Health Leadership

By Danny Simpson, Huerfano Chapter Member



Encourage **leadership** development.



Being a leader without a title.

#SupportDinéYouth



Photo by Denisa Livingston

"Involve us youth -
we can learn faster,
start healthy habits early,
and create drug-free living."

*2017-2018 Miss Mesa Elementary
Demesia Young, age 11*

"Health means not being sick -
take care of your body
because you only get one body,
eat healthy foods and
exercise everyday."

Wade Young, age 11



Shared investment + responsibility



United Pentecostal School



Ushmul (San Antonio, Cayo, Belize)



Get your copy! DCAA *Let's Live a Long Life* Newsletters



My Childhood Memories of Ch'iyáán Yá'át'éhe'gii

By Jessie Harrison

(Interviewed in Navajo, translated,
and co-narrated by Irma Livingston)



nánqoyeeshi

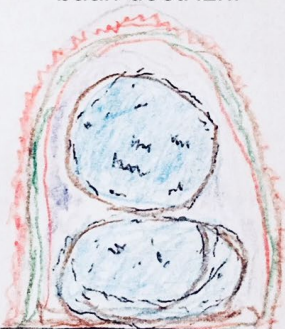


bee'astl'ooni



tééhyilzhoozh

bááh doot'izhi



alkaan



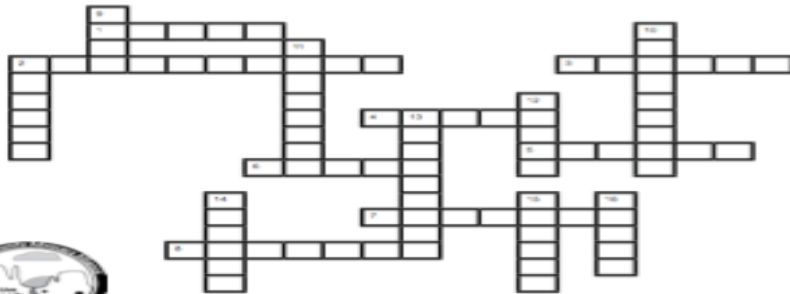
k'iineeshbiizhi



Get your copy! DCAA *Let's Live a Long Life* Newsletters

TSIN BINEEST'A' DÓÓ CH'IL DAADÁNÍGÍÍ

Fruits & Veggies By: Anita Tsosie, M.A. and Irma Livingston, B.A.



Across

1. t'ohchin: bulb, sharp taste, strong smell
2. tá'neesk'áni: round, rough skin, orange flesh
3. naayizi: grows on vine, part of gourd family
4. bilasáana: firm, juicy, crisp white flesh
5. chaasht'ezhiitsoh: long, thick orange roots
6. ch'il na'att'ó'íi: small, tart, sweet, grows in clusters
7. waa': tender, dark green leaves
8. ch'il ligaaí: green or purple, layers of thick leaves

Down

2. haza'alechtsoh: crunchy, long crisp stalks
9. naadqá': husk-covered, long ears of kernels
10. didzé' doot'íizhi: small, pulpy, dark indigo colored
11. ta'neesk'áni áits'óózi: watery, fleshy, long, green-skinned
12. didzétsoh: round, slightly fuzzy skin
13. bilasáana diwozhí: pine cone shaped, scaly, tropical
14. ch'il lichxí'i: glossy, red, juicy pulp
15. hashk'agan: yellow, curved, thick peel, soft flesh
16. azeedich'if': hot pepper, spicy pod

Word Bank

blueberry	pineapple	corn	spinach	peach
cantaloupe	onion	cucumber	cabbage	
tomato	squash	banana	celery	
chili	apple	carrot	grape	

ATS'ÍIS T'AA HODILZÉEH

Physical Activities By: Anita Tsosie, M.A. and Irma Livingston, B.A.

C	V	N	A	G	O	L	P	D	G	P	Q	N	A	H	A	S	H	C	H	A'	K	A		
D	H	G	J	Ł	V	K	K	S	U	Y	Z	É	N	H	S	A	A	N	N	I	Z	I		
A	N	D	W	F	L	S	W	J	B	U	A	Z	H	A	A	T	I	H	S	D	A	H	T	I
A	U	F	F	L	X	A'	Y	V	I	S	H	W	O	L	P	H	S	D	A	H	T	I		
K	H	J	F	B	N	S	I	I	I	X	V	Q	L	O	Y	A	Z	O	S	X	O	Y		
H	E	O	S	J	U	A'	L	I	I	S	O	S	V	B	G	C	G	Z	B	L	E	S'		
S	E	O	C	M	E	K'	A	D	I	S	O	S	V	B	G	C	G	Z	B	L	E	S'		
I	H	Ł	P	A	E	K'	A	D	T	J	H	H	I	V	K	K	H	C	B	A	Á	E	I	
N	Z	Y	V	Z	S	S	I	Ł	P	E	Y	T	K	H	I	Q	S	D	K	Ł	Á	S	Z	
A'	H	I	R	R	H	I	S	O	P	E	Y	U	Ł	A	G	K	I	T	G	A	H	H	Q	
N	S	S	F	B	K'	D	H	H'	Y	Z	Ł	T	E	L	F	I	X	E	K	S	C	E		
V	A	H	L	B	Q	Á	N	S	X	I	M	B	X	E	C	H	I	U	N	I	H	O		
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S	W	L	G	M	I	M	H	S	Y	N	Z	E	M	D	F	Y	A	E	I	E	L	C		
T	Ł	Ó	Ł	B	E	E	Y	Á	A	H	I	I	S	H	C	H	A	H	U	D	R			

Find the following words in the puzzle.

Words are hidden ↑ ↓ → and ↘

ADISHNIIH	throw	NAASHZEEH	hunt
ADISK'ÁAS	stretch	NAATEEL	sled
ALSA'IISHITLEEHE	somersault	NAHASHCHA'	hop
EESHK'Q'QŁ	swim	NA'NISHKAAD	herd
EESH'OL	paddle	TE'ÓŁ BEE YÁÁHIISHCHAH	jump rope
HEESHCHAH	skip	YÁÁHIISHCHAH	jump
JOOLYISHKAL	softball	YIISHKAL	whack
NA'AHÍNTAAH	wrestle	YISHÁÁL	walk
NÁÁSHBÁŁ	twirl	YISHWOL	run
NAASHNÉ	play	YIS'IZ	pedal

Due to design issues, as a courtesy for our readers, we are reprinting the crossword and word search that was originally printed in the DCAA newsletter insert for the August 24th edition. We apologize for any inconvenience or confusion that this may have caused and hope you are able to enjoy these activities here. -Denise Livingston

Celebrating Four Corners' Farmers & Consumers



Unite!

LET'S KEEP THE COMMUNITY ALIVE.

**Friday
2/2/18
10am-
2pm**

Sharing experiences,
knowledge & resources.

Network, Socialize & Grow

Register with chance to win cool prizes:
https://cfjfc_2feb2018.eventbrite.com

Hosted by:

NENAHNEZAD
CHAPTER HOUSE
NEW MEXICO

Free Event



Slow Food®

Experience **ITALY** with us!

by Denisa Livingston & Aretta Begay

@Nenahnezad Chapter **WEDNESDAY**
New Mexico **10.26.2016**
Free **10AM-3PM**
Community Event



Featuring a youth-inspired
Presentation + Training on
Community Wellness Projects
by Navajo Prep Naat'aani Youth Council



YOU'RE INVITED TO

Experience **China** with Us!

Celebrating Chinese New Year!

Featuring travel presentations.

Sichuan cuisine tasting, travel tips & tricks:

by Aretta Begay & Denisa Livingston

**Friday
2/16/18
5pm-7pm**

LIMITED SEATING!
To RSVP, please text
TXTRSVP CHINA216
to 313131

Free
Community
Event



NAVAJO LIFEWAY/
NMSU MOBILE OFFICE,
SHIPROCK, NM. ACROSS
NTUA ON NORTHSIDE

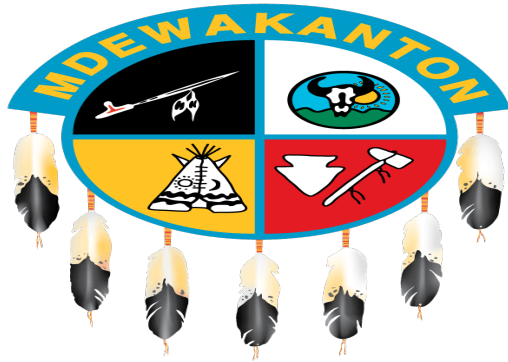
FRIDAY | 12.11 | 11AM
@NenahnezadChapter



New Mexico

FREE Community Event
Experience **INDIA** with us!

Ahéhee', Thank you.



Anonymous Donors

Questions?

Ahe'hee'! Thank You!

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