Healthy Diné Nation: Empowering Our Communities

Diné Community Advocacy Alliance (DCAA)

Denisa Livingston, Mr. Danny Simpson, Advocates
Diné Community Advocacy Alliance (DCAA)

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
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.
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.
Community Development: Revenue & Capacity Building vs. Grant

Revenue
- Tax Office
- Office of the Controller
- Division of Community Development
- Community Wellness Fund
- Disbursement to Chapters
- Community-based Wellness Projects
E. FACILITY RECOMMENDATIONS FROM SURVEY

What facilities are needed in your community?

<table>
<thead>
<tr>
<th>Response</th>
<th>Value</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking Trail</td>
<td>1.00</td>
<td>462</td>
<td>42.54</td>
</tr>
<tr>
<td>Recreation Facilities</td>
<td>2.00</td>
<td>661</td>
<td>60.87</td>
</tr>
<tr>
<td>Playground</td>
<td>3.00</td>
<td>509</td>
<td>46.87</td>
</tr>
<tr>
<td>Other</td>
<td>4.00</td>
<td>92</td>
<td>8.47</td>
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</table>

Total Valid: 942  86.74%
Missing: 144  13.26%
Total: 1086  100.00%

F. PROGRAM RECOMMENDATION FROM SURVEY

What programs are needed in your community?

<table>
<thead>
<tr>
<th>Response</th>
<th>Value</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPR Classes</td>
<td>1.00</td>
<td>368</td>
<td>33.89</td>
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<tr>
<td>Cultural</td>
<td>2.00</td>
<td>373</td>
<td>34.35</td>
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<tr>
<td>Classes/Resources</td>
<td>3.00</td>
<td>575</td>
<td>62.95</td>
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<tr>
<td>Fitness Instruction</td>
<td>4.00</td>
<td>544</td>
<td>50.09</td>
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<tr>
<td>Health</td>
<td>5.00</td>
<td>566</td>
<td>52.12</td>
</tr>
<tr>
<td>Education/Programs</td>
<td>6.00</td>
<td>409</td>
<td>37.66</td>
</tr>
<tr>
<td>Parenting Groups</td>
<td>7.00</td>
<td>94</td>
<td>8.66</td>
</tr>
</tbody>
</table>

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?

Projects are community-based, driven, owned.

Kayenta, AZ

BASED, DRIVEN, OWNED
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
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 EOCENTER™ kiosk in the former Bennett Freeze area to provide residents with access to clean drinking water. The Slingshot EOCENTER 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 EOCENTER will also provide electricity that residents can use for activities such as charging cell phones and laptop computers. The Slingshot EOCENTER 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 EOCENTER. 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
Educate ourselves, families, communities about trends, issues, and resolutions.

Target Marketing

Healthy food is expensive.
Unhealthy food is inexpensive.
Visibility campaigns
Navajo Nation Law
SINCE 2014
Tax-Free
Healthy Food
CHÍYÁÁN YA'ÁTÉHÉGÍÍ
ÉÍ LÍNÁ ÁTÉ

People tour the new Dennehots Market as new employees tidy up the place during a grand opening celebration in Dennehots, Arizona, on Feb. 15.
Empower everyone to create healthy environments to live long lives.
#Healthy Diné
Setting an Example of Health Leadership

By Danny Simpson, Huerfano Chapter Member
Encourage **leadership** development.

Being a leader without a title.
#SupportDineYouth

"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

Photo by Denise Livingston
Shared investment + responsibility

Ushmul (San Antonio, Cayo, Belize)

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)

nānǫǫyeeshi

bee’astl’ooni

baáh dootl’izhi

k’iineeshbiizhi

lééhyilzhoozh
Get your copy! DCAA Let’s Live a Long Life Newsletters

TSIN BINEEST’A’ DÓÓ CH’IL DAADÁNÍGÍÍ
Fruits & Veggies  By: Anita Tosdik, M.A. and Irene Livingston, B.A.

Across
1. t’lóshchini: bulb, sharp taste, strong smell
2. t’ánees’áni: round, rough skin, orange flesh
3. náa’ízíi gíízí, part of gourd family
4. bilásíiána: firm, juicy, crisp white flesh
5. chaash’chítshíí: long, thick orange roots
6. ch’íl nátraî’íí: small, tart, sweet, grows in clusters
7. waa’íi: tender, dark green leaves
8. ch’íl lágáa: green or purple, layers of thick leaves

Down
2. haza’áleehtsóh: crunchy, long crisp stalks
9. naóód’a’íí: husk-covered, long ears of kernels
10. didiz’é dooh’é: small, pulpy, dark indigo colored
11. t’a’nees’áni áltsóó: watery, fleshly, long, green-skinned
12. didiz’é: round, slightly fuzzy skin
13. bilásíiána díó: pine cone shape, scaly, tropical
14. ch’íl tixch’dí: glossy, red, juicy pulp
15. hash’és’á: yellow, curved, thick peel, soft flesh
16. azzééchí’í: hot pepper, spicy pod

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

ATS’IÍS T’AA HODILZÉÉH
Physical Activities  By: Anita Tosdik, M.A. and Irene Livingston, B.A.

ADISHIINTI  ch’íl  NAASÍEZHEEH  hunt
ÁDISIK’ÁGÁS  stretch  NÁA’TÉEL  sled
ÁLTSÁITLÉEÉH  somersault  NAASHÍCH’Á  hop
EAATQ’ÓL  swim  NAASHÍKAAD  herd
ÉNCHI’L  paddl  TÓÓL’ ÉEÍHÁHISHCHEEÁS  jump rope
HEEISHCHEEH  skip  YÁAAHISHCHEEH  jump
JOOLISHKÁL  softball  YISHKAL  whack
NÁÁZISHHÁ  wrestle  YISHÁL  walk
NÁÁSHÍBAÁL  twirl  YISHÍWOL  run
NAASHINÉ  play  YISTIZ  pedal

The names, pronunciation and description may vary by regions on the Navajo Nation. The activities on this page are an example of this variation.

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

Sharing experiences, knowledge & resources.

Network, Socialize & Grow 🐥 🌼

Register with chance to win cool prizes:
https://cfjc_2feb2018.eventbrite.com

Hosted by:

Friday 2/2/18
10am-2pm
NENAHNEZAD CHAPTER HOUSE
NEW MEXICO
Free Event

Experience ITALY with us!
by Denisa Livingston & Aretta Begay

@Nenahnezad Chapter
New Mexico
WEDNESDAY
10AM-3PM

*Free*
Community Event

Featuring a youth-inspired Presentation + Training on Community Wellness Projects by Navajo Prep Na’adi Youth Council

Experience China with Us!
Celebrating Chinese New Year!
Featuring travel presentations.
Sichuan cuisine tasting, travel tips & tricks:
by Aretta Begay & Denisa Livingston

LIMITED SEATING!
To RSVP, please text TXTRSVPPHONEME to 313131

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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facebook.com/dineadvocacy
Twitter: @dineadvocacy