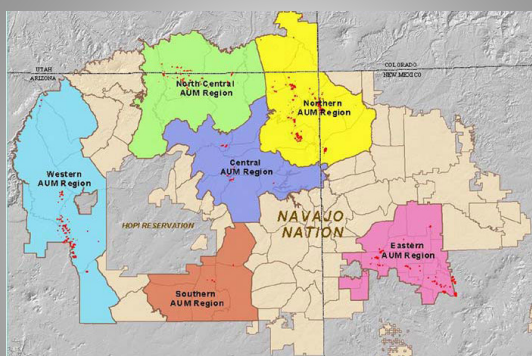


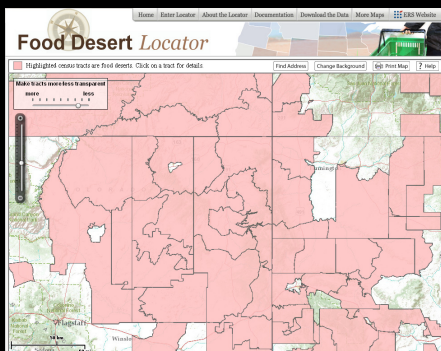




DCAA Members presenting on KTNN Navajo Radio

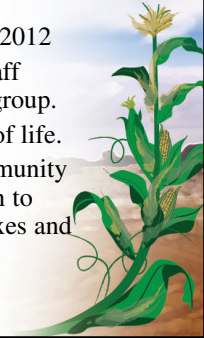


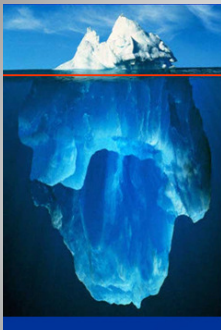
Current Food System on Navajo Nation



Dine' Community Advocacy Alliance

- DCAA formally began March 2012
- Volunteers and NAO/I.H.S. staff working as a health advocate group.
- Vision to improve the quality of life.
- Created opportunities for community wellness projects with decision to ask Council to impose food taxes and conduct public awareness.





**25,000 Navajos
with Diabetes**

**75,000
with Prediabetes**

According to Navajo Area Indian Health Service (NAIHS) there are **35,000 (new data)** Navajos with diabetes and another **75,000** are pre-diabetic.

Pouring on the Pounds

**ARE YOU
POURING
ON THE POUNDS?**



- Sweetened Beverages (SB) have small nutritional value.
- Consumption doubled between 1977 and 2002.
- SB replaced milk in 1995.
- Serving size increased from 6.5 oz to 20 oz since 1950s.
- Causes diabetes, heart attacks, etc.

Snack Chips/Crisps/Candy, etc.

- High in fat – 35 percent of total calories from per 1 ounce serving
- High in sodium – 250 mg
- High in sugar as candy, pastries, certain juices...
- High in preservatives, colorings, flavors...



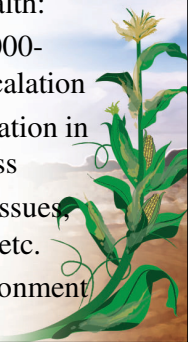
DCAA as Agents & Navajo Council



Economic Impact of Food Desert

It was about economics vs health:

- Health Care Cost: e.g. \$13,000-\$100,00 per DM patient; escalation
- Hidden Costs: e.g. transportation in health care/stores/food access
- Lack of water & jobs, land issues, idle farms/ranches/gardens ,etc.
- Unhealthy food/stores/environment



On-Going DCAA Activities

- Produced and delivered radio PSAs & programs
- Delivered Note & Posts Cards to Delegates
- Quarterly DCAA Tabloid Inserts-Navajo Times
- Provided healthy snacks/lunches to Council
- Provided Appreciation Dinner/Breakfast
- Hired Outreach Educator, deal with lobbyists
- Produced political power maps & messaging
- Held Stakeholder and other meetings

Two Food Taxes Approved by Council

- 2% Tax on Unhealthy Food & Sugar Sweetened Beverages purchased at stores, restaurants, hotels effective April 2015; revenues given to 110 Chapters for Community Wellness Projects; Financial Management Plan guides revenues spending beginning Jan. 2016; est. \$3.7 million/yr.; Council review by 2020
- % Tax on Fresh Fruits, Vegetables, Seeds, Nuts Nut Butters, Bottled Water-effective October 1, 2014



Family Gardens



Family Outdoor Recreational Parks



Education and Wellness Activities

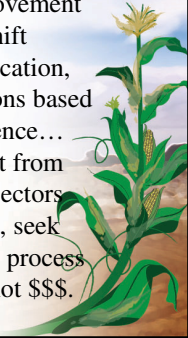


Other Wellness Projects

- Environment-waste management, clean water
- Libraries, health/cooking/nutrient/etc. classes
- Biking, walking, hiking trails; local Just Move It
- Swimming pools, wellness centers, schools
- Improve store inventory w/fruits & veggies
- Restore/create gardens, farmer markets, etc.
- Equine therapy, health coaching, youth clubs
- Food processing/preservation/cooperatives...

In closing...

- Indigenous value based, food movement
- Can't do it alone; food culture shift
- Food sovereignty starts with education, community involvement; decisions based on values, collaboration, persistence...
- Use existing resources & support from tribal, state, federal and private sectors
- Research, understand root issues, seek training in legislative & political process
- ITS MESSAGE OF HEALTH, not \$\$\$.



Thank you!

Contact: Gloria Ann Begay

505-923-0378

stargazer.begay@gmail.com
