

WATER FIRST!

The Healthy Beverage Movement with COPE Navajo Nation

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COPE Navajo Nation



We serve Native Americans struggling with some of the worst health outcomes in the United States.

Partners In Health (PIH) began working in the Navajo Nation in 2009.



1 in 3 Navajos are diabetic or pre-diabetic. In some regions, health care workers report diagnosing diabetes in every other patient.

Health is a Human Right!

The fight
against sickness
caused by
poverty

Photo: Navajo woman & child,
c. 1880-1910



Navajo Tribe: Data

Largest tribe in the U.S.

Life expectancy: 74 years

Prevalence of diabetes:
22%+

Unemployment rate: 42%

Population living below
national poverty line: 43%

**86% Navajo girls,
93% Navajo boys drink a
sugary drink every day!**



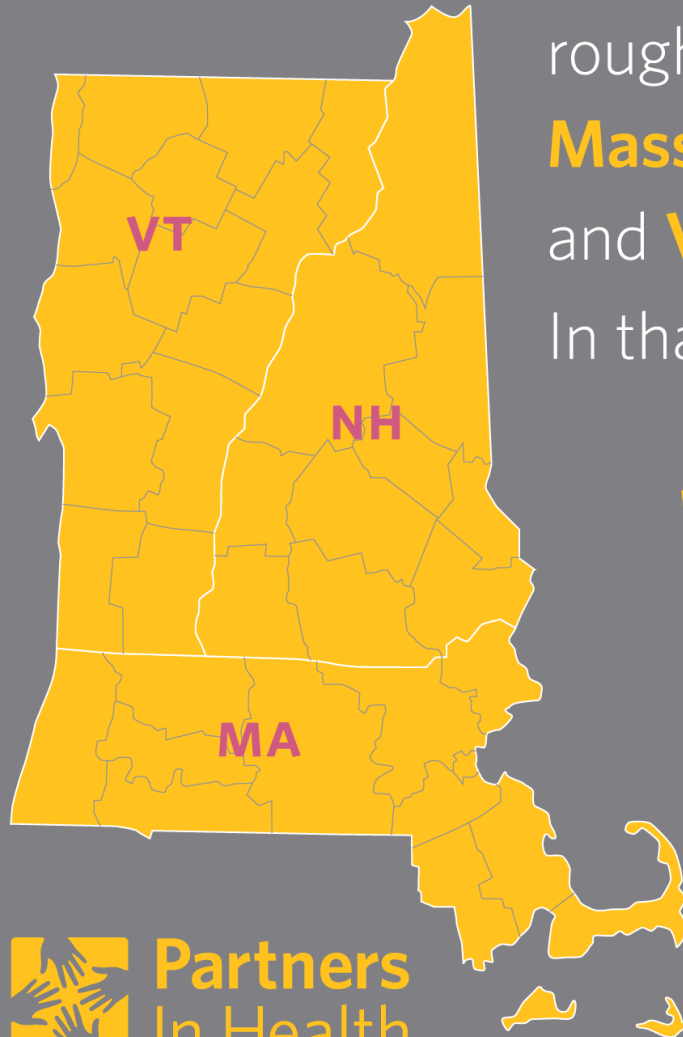
The Navajo Nation is

roughly the SIZE of

Massachusetts, New Hampshire

and **Vermont** COMBINED.

In that area, there are just



13 grocery stores

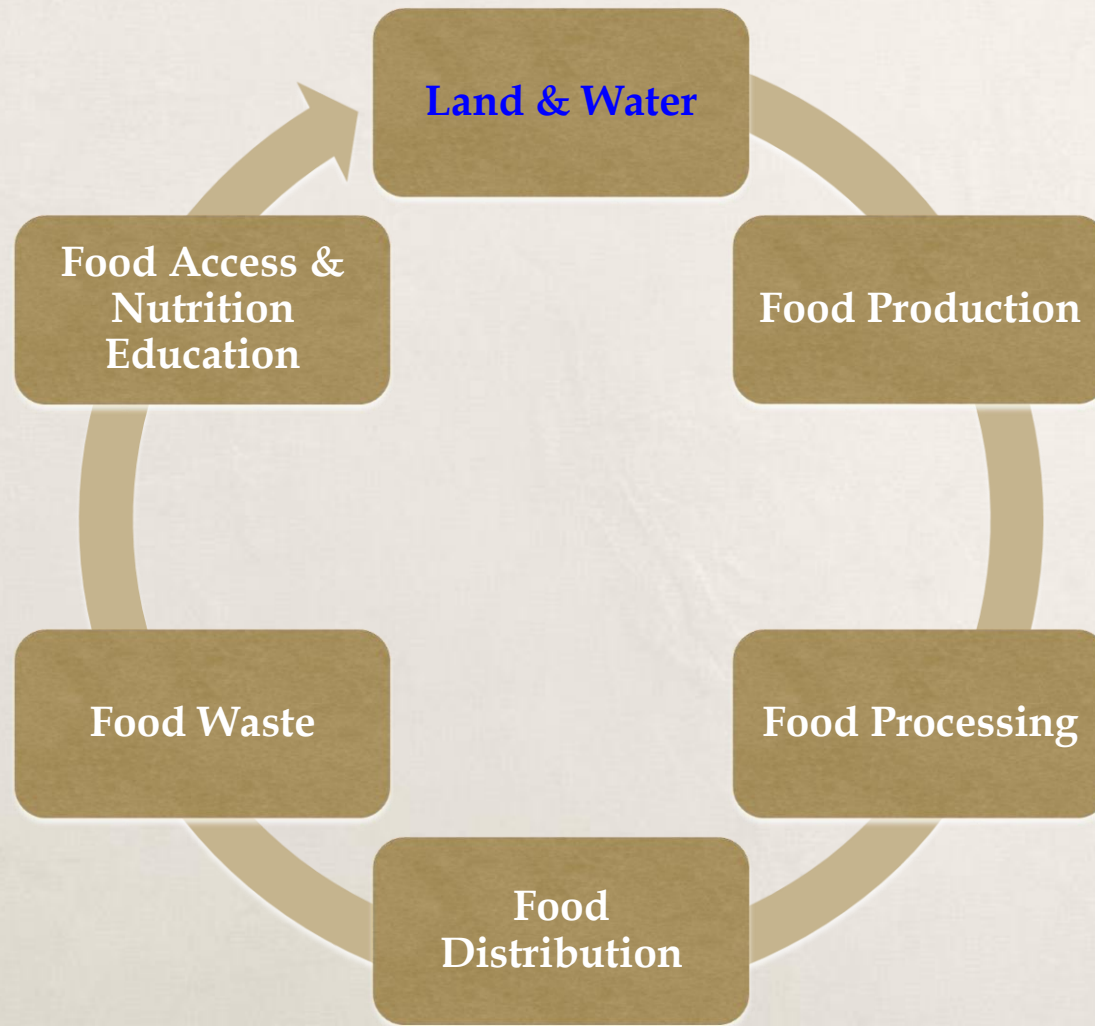


**Partners
In Health**

**Centers for Disease Control and Prevention and USGS*

Increase the number of communities with access to information on Navajo Food Policy

(COPE received CDC REACH Grant)



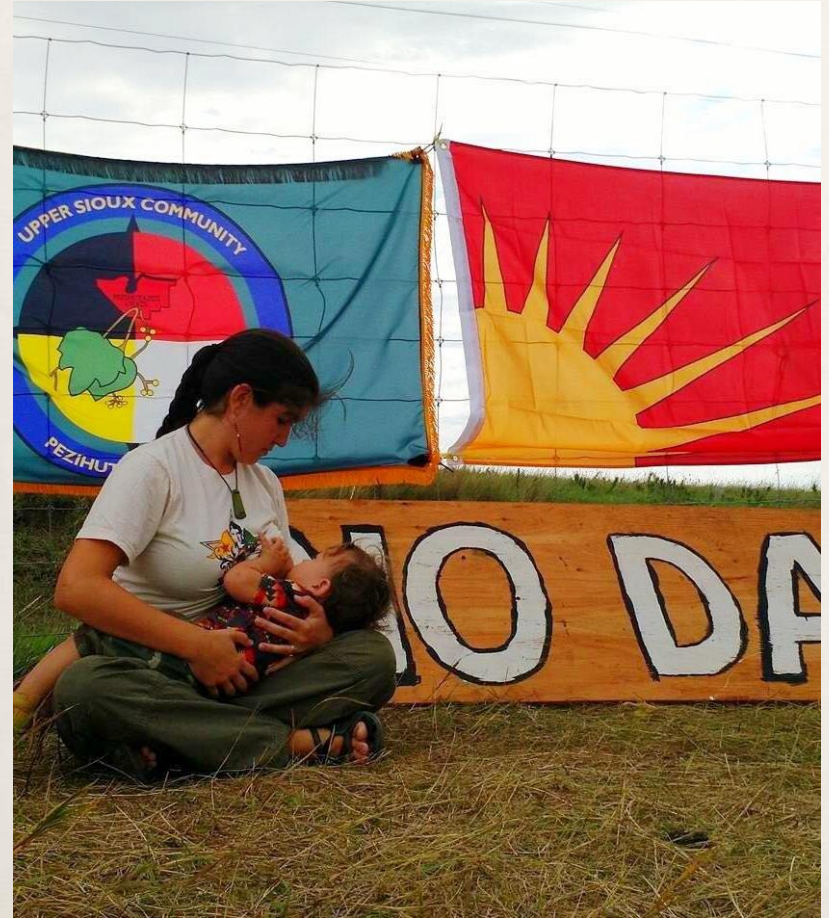
Water is Life

Data collection results from
survey, interviews, focus
groups, community partners

Land and Water issues related
to food policy and systems
change

Water is Sacred

Looking to return to our first
nourishments in life, breast milk
and drinking water



Food is a
Human
Right!



A high-speed photograph of water being poured from a clear glass pitcher into a clear glass. The water is captured mid-pour, creating a dynamic splash and ripples in the glass. The background is a soft, out-of-focus light blue and white. Overlaid on the image is red text in a handwritten style.

Water is sacred.
Drink something sacred.

NB3 Water First!



The grants seek ways to increase consumption of safe drinking water or promote breastfeeding, as well as create healthy habits for children in their earliest years of life.

Looking to return to our first nourishments in life, breast milk to water, and reduce unnecessary sugars from our diets.

Funding to help eliminate the consumption of sugar-sweetened beverages (SSBs).

COPE Water First!

COPE seeks to increase access to safe drinking water among families with preschool children.

COPE hopes to empower Navajo families and their children to shift toward healthier, available choices.

COPE plans to create environments with increased access to safe drinking water to help overcome childhood obesity.



Healthy Diné Nation Act

Eliminate 5% sales tax on healthy foods

Places 2% sales tax on unhealthy foods, effective April 2015

\$1.8 M per year/\$3.2 million to date

Community Wellness Development Projects:

Community based and directed health and wellness projects to create healthier physical and social community environments

Navajo Nation Chapter Project Guideline and Distribution Policy

9 Arizona and New Mexico tribes



COPE Water First Partner



“National
Drinking
Water
Alliance”

Healthy Beverages on Navajo Nation VIDEO

<https://youtu.be/F1ULSvw0RnI>



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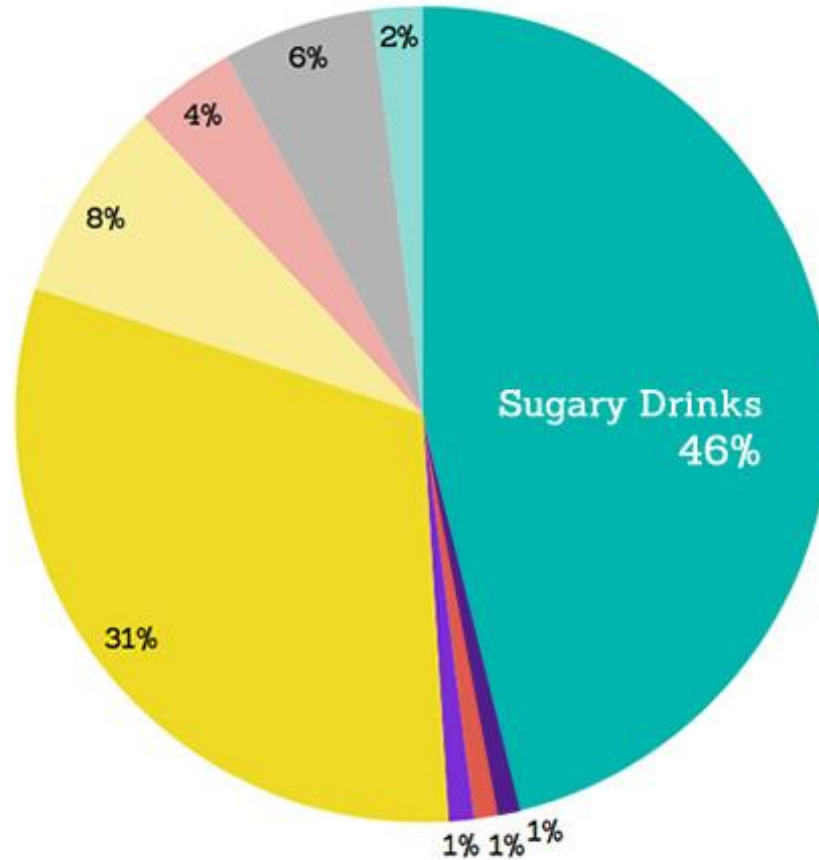
Foods & Beverages



AI/ AN consume sugary drinks often

★ American Indian Alaskan Native	41%
★ Black Americans	40%
★ Hispanic	36%
★ White	27%

Sugary drinks are the number one source of added sugars in our diet ~JIM KRIEGER, MD, MPH



Sugary Drinks (46%)

Energy Drinks



Sports Drinks



Flavored Waters



Soda



Sweetened Tea & Coffee

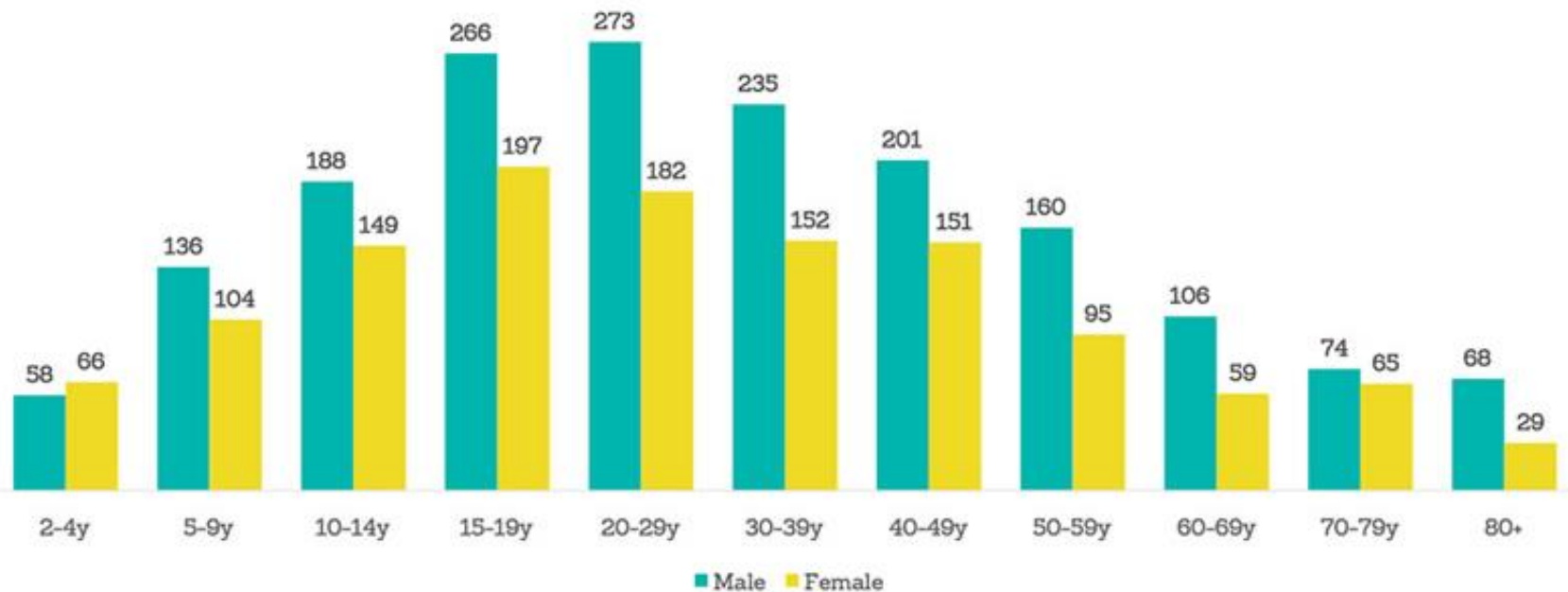


Fruit Flavored Drinks



Everyday, youth and adults consume too many calories from sugary drinks

NHANES 2011-12



A close-up photograph of a young child with dark skin and hair, looking directly at the camera while holding a clear glass to their lips and drinking water. The child's face is partially obscured by the glass.

WATER

Sugar Free

Calorie Free

Obesity Free

WARNING: Soda, sports and juice drinks can lead to childhood obesity and type 2 diabetes.

Drink Water First!

Water: The healthiest choice

Healthy Beverage Summit

February 2017: The Summit brought together community members, organizations and agencies committed to reducing the consumption of Sugar Sweetened Beverages (SSBs) among Native American children in New Mexico and Arizona.

<https://indiancountrymedianetwork.com/culture/health-wellness/we-have-to-make-water-cool-again-nb3-summit-fights-sugary-drinks/>



Healthy Beverage Summit



WATER IS LIFE



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Water
is a
Human
Right!

Drink WATER FIRST!

Community Outreach Patient
Empowerment (COPE) Program

<https://www.copeprogram.org/food-access>

NCHO Youth Leaders

https://www.facebook.com/nchoyouth/?ref=br_rs

National Drinking Water Alliance

<http://www.drinkingwateralliance.org>

Healthy Food America

<http://www.healthyfoodamerica.org>

NB3 Foundation

<http://www.nb3foundation.org/event/healthy-beverage-summit/>

The Notah Begay III (NB3)
Foundation <http://www.nb3foundation.org/water-first-learning-community/>

