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.

*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!
Water is sacred. Drink something sacred.
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

Water First! Learning Community
COPE Water First Partner

“National Drinking Water Alliance”
Healthy Beverages on Navajo Nation VIDEO

https://youtu.be/F1ULSvw0RnI
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Navajo Traditional Influence on 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%)
Everyday, youth and adults consume too many calories from sugary drinks

NHANES 2011-12
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 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/