

[Excerpted from email correspondence dated 9/28/07 – Dawn Phillips, California Area Diabetes Consultant]

Dear Tribal and Urban Executive Directors and DM Coordinators:

The California Area Office has received many telephone calls since the exciting launch of the NIKE Air Native N7 shoe at the National Indian Health Board Consumer Conference earlier this week, a shoe designed specifically for the Native American foot. The IHS Division of Diabetes partnered with Nike to develop this shoe. As you have probably heard in the news reports, the NIKE Air Native N7 is designed with a larger fit for the distinct foot shape of Native Americans (as determined by field testing with Native people from 70 different tribes), and has a culturally specific look. It will be distributed solely to American Indians and Alaska Natives; tribal diabetes and diabetes prevention programs, tribal wellness programs and tribal schools nationwide will be able to purchase the shoe at wholesale price (\$42.80) and then distribute it to community members. And yes, the rumor you heard is true: Nike plans to pour every penny from the proceeds of this shoe back into our communities to promote health and fitness!

If you would like to see a picture of the shoe and read about its features, please follow this link: http://mont.images.worldnow.com/images/incoming/ktvq/documents/Native_Air.pdf (or copy it and paste in to the window of your internet browser).

Many of you have asked for information about how to order this shoe. The actual shoe will not be available until mid-to late October. Shoes will be available through the tribal programs mentioned above. For more information on how to become a part of Nike's Native American Business Incentive Program and to order the shoes, contact Mr. Sam McCracken, Native American Business Manager at Sam.Mccracken@nike.com or call 1-503-671-3281.

One very important feature of this product: because this shoe is sized specifically for the Native American foot it is **sized differently than other Nike shoes**. It is very important to measure the wearer's foot according to the directions on the Nike website so that the proper shoe size can be determined. In many cases, the purchaser will wear one half to one full size smaller in this shoe compared to what he/she is used to purchasing. But a reminder: not every person will fit into these shoes, especially if he or she has a more narrow foot. So fit is extremely important to avoid the problems one can encounter with an ill-fitting shoe (especially if that person has diabetes). Over the next few months the Division of Diabetes Treatment and Prevention will be developing an educational pamphlet that explains more about fitting the shoe, and will make it available on the website as well as through me.

If you have any questions please call Ms. Beverly Calderon at (760) 735-6884 or me directly.

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