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# CHEROKEE NATION®

# HEALTHY NATION

(918) 453-5000 or 1(800) 850-0298 • Website: <http://steps.cherokee.org>

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## Cherokee Nation

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## **MISSION STATEMENT:**

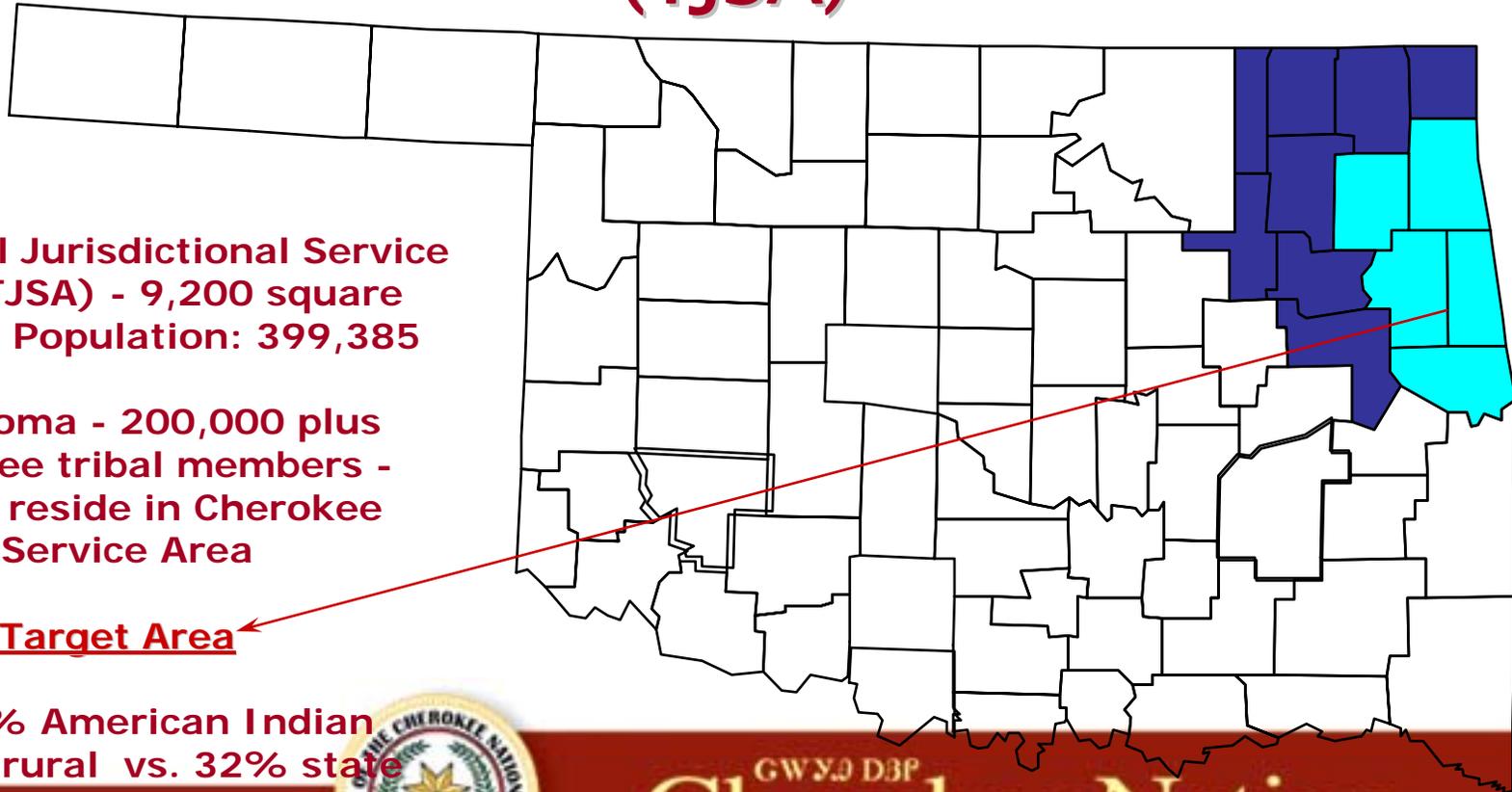
**We promote healthy communities through increasing physical activity, improving nutrition and preventing tobacco abuse**



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# CHEROKEE NATION

## Tribal Jurisdictional Service Area (TJSA)



\* Tribal Jurisdictional Service Area (TJSA) - 9,200 square miles – Population: 399,385

• Oklahoma - 200,000 plus Cherokee tribal members - 90,000 reside in Cherokee Nation Service Area

• Steps Target Area

\* 27.5% American Indian

\* 51% rural vs. 32% state



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# Society

Nation, Tribal



# Community

County, Cities, Towns,  
Coalitions



# Organizational

Organizations, Social  
Institutions



# Interpersonal

Family, Friends, Social  
Networks



# Individual

Knowledge, Attitudes,  
Skills



# Integrated Approach

<p><b><u>SCHOOL-BASED</u></b> School Health Index School Health Inventory Wings 4 Youth Fitness Camps S.W.A.T</p>	<p><b><u>WORKSITE</u></b> Worksite Wellness Index Smoking Cessation Facilitator Training</p>
<p><b><u>COMMUNITY- BASED</u></b> Wings Fitness Community Physical Activity Events Healthy Restaurants Healthy Women BMI Screening</p>	<p><b><u>HEALTHCARE</u></b> Smoking Cessation Facilitator Training OK Quit Line Provider referral program</p>



# *Working Together*

- No single intervention
- Recognizes relationship between people and their social networks
- Lifestyle choices made in complex mix of community environments
- Environments can actively support or obstruct personal change
- Focus on integrated approach - schools, communities, worksites, & health care systems
- “Saturate” all layers of the social structure



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# Steps to a HealthierUS



C



**Steps** to a  
**Healthier**



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# The President's HealthierUS Initiative

**An effort to help Americans take steps to improve personal health and fitness and encourages all Americans to:**

- **Be physically active each day**
- **Eat a nutritious diet**
- **Get preventive screening**
- **Make healthy choices, avoid risky behaviors**



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# Steps Cooperative Agreement Program

- **5 year initiative**
  - FY2003-FY2008 Grantees**
  - FY2004-FY2009 Grantees**
- **Funds Communities**
  - ✓ **State coordinated small cities and rural communities**
  - ✓ **Large cities and urban communities**
  - ✓ **Tribal consortium**



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# Integrated Chronic Disease Prevention and Health Promotion

## Conditions & Risk Factors

- **Diabetes**
- **Asthma**
- **Obesity**
- **Physical Activity**
- **Nutrition**
- **Tobacco Use**

## Sectors

- **Public Health**
- **Education**
- **Business**
- **Health Care**
- **Community**
- **Social Services**



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# Chronic Disease Behavioral Risk Factors in the Cherokee Nation:

- **American Indians in the Steps project area are significantly more likely to be obese than Oklahomans overall. Over 1/3 (36.3%) of American Indians in the project area are obese**
- **American Indians in the Steps project area have higher rates of diabetes**
- **Over 50% of American Indians in the Steps project area do not get the do not eat the recommended five fruits and vegetables each day**
- **American Indians in the project area were more likely to currently smoke cigarettes**

*\* Steps project area for 2005 BRFSS data refers specifically to Adair and Cherokee counties*



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# Healthy Nation Programs

- Wings Fitness Club
- BMI Screening
- Summer Youth Fitness Camps
- Family Fitness Camps
- School Health Index
- Grants to Schools
- YRBS/BRFSS/YTS/ATS
- School Health Inventory
- Smoking Cessation
- Tobacco Abuse Prevention
- Worksite Wellness Assessment
- Eat Better, Move More



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# WINGS Fitness Club

- 1500 Active Wings Members
- Self-paced/Incentives
- 165 events w/16,835 participants
- Races/Walks, Hiking, Bowling,
- Swimming, Cherokee Marbles, Dances, & Soccer
- Monthly Local Events
- 12,458 BMI Assessments



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# Summer Youth Fitness Camps

- Residential Camps
- Day Camps – Partner w/  
Schools
- Promotes healthy lifestyle
- Skill Building
- Ages 9-12
- Emphasizes Cherokee  
Culture
- Partnership with Florida  
Atlantic University Nursing  
Program



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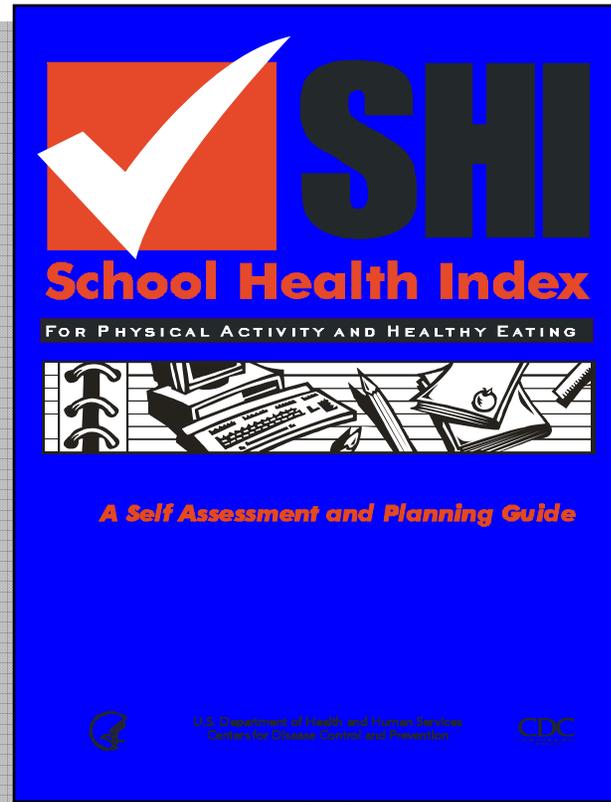
# Family Fitness Camps

- Residential Camps
- Cherokee Culture
- Healthy Lifestyle
- Skill Building
- Community Organizations



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# School Health Index



- ✓ **Self Assessment of Policies**
- ✓ **Modules**
- ✓ **Inclusive of all Disciplines**
- ✓ **Improvement Plans**
- ✓ **Technical Assistant**
- ✓ **Training for Schools**



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*Marble City student learns to use the treadmill.*

- **Grants to Schools**
- **School Health Inventory**
- **Youth Tobacco Survey**
- **Youth Behavioral Risk Survey**
- **SWAT & 24/7**



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Oklahoma Tobacco Helpline

1 800 QUIT NOW

# Tobacco Abuse Prevention

**CDC Tribal Support Center**  
**Smoking Cessation**  
**OK Quit Line**  
**Great American Smokeout**  
**SWAT & 24/7**  
**Policy Development**



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# Smoking Cessation 2005–2006

Number of Participants Enrolled = 191

Number of Participants Who Quit Smoking  
= 59

(Quit rate of 31% is consistent with current  
research regarding quit rates)

132 participants continue to smoke = 51 of  
those are interested in enrolling in  
another class



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# “Eat Better, Move More!”

- Focus on Elders
- Physical Activity & Nutrition
- Elder Nutrition Centers
- 12 Week Program
- Identify/Train Leader
- Functional Testing
- 3 Pilot Sites



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# Healthy Nation Program Challenges

- ✓ Lack of Community Infrastructure
- ✓ Large Rural Service Area – Limited Staff
- ✓ Request for More Individual Exercise Instruction
- ✓ More Nutrition Emphasis
- ✓ More Group Activities
- ✓ Activities for Special Populations
- ✓ Policy Adoption
- ✓ Staff Recruitment
- ✓ Competing Priorities



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# Planning & Evaluation

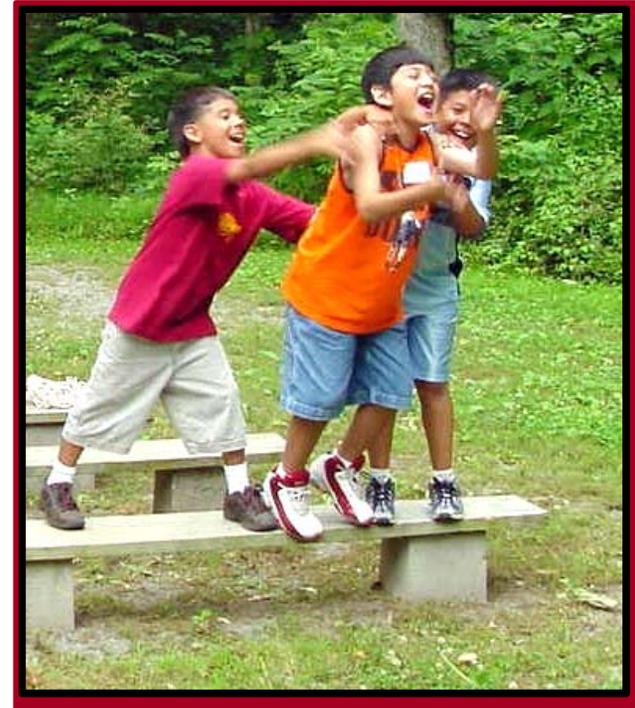
- Cherokee Nation YRBS, BRFSS
- Cherokee Nation KAP
- BMI Assessment
- Weekly Logs (Database)
- Referrals from Healthcare Providers
- Oklahoma State Health Policy Review
- School Health Inventory
- Wings Membership Increase
- Attendance PA events
- Oklahoma Quit Line Data
- Follow-up on Smoking Cessation
- Cherokee Nation ATS & YTS



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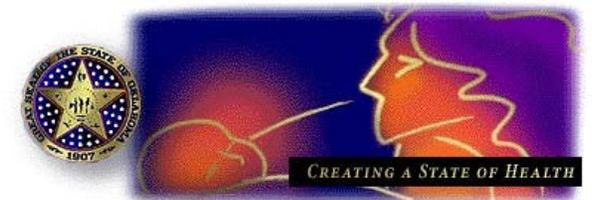
# Focus on Sustainability

- **Community Strategy**
- **Mutual Contribution**
- **Menu of Options**
- **Direct Funding**



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# LOCAL PARTNERS





*“You must be  
the change you  
wish to see in  
the world”*

Mahatma Gandhi



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