

HP/DP Contacts,

Here are updates and funding opportunities for May. Thanks to all who have provided information and excuse any cross posting. I encourage you to share this information and forward information that can be included in the next update.

### Updates:

1. Did you know, each month **Nike N7 is highlighting wellness programs?** This month **Indian Health Center of Santa Clara Valley is highlighted**, see attached PDF to read their interview. These articles are shining a light on programs that have are doing



exceptional work within their communities around health and wellness. They are **promoting what works, networking, sharing ideas on how to implement successful programs**. Congratulations Santa Clara Valley! For more information on Community Wellness and Outreach at the Indian Health Center of Santa Clara Valley, contact Ramin Naderi at [rnaderi@ihcscv.org](mailto:rnaderi@ihcscv.org). For more information on the Nike N7Wellness Program

Newsletters please contact Tessa Sayers at [tessa.sayers@nike.com](mailto:tessa.sayers@nike.com)

2. **Just Move It stories** – Sacramento Native American Health Center (SNAHC) **Just Move it! Zumba at Talent Show...** "The crowd went wild!" and **Just Move it 2011 California Challenge** kickoff story are **posted at** [www.justmoveit.org](http://www.justmoveit.org).

3. **Just Move It & the First Lady's Lets Move! In Indian Country**. You can be part of the launch event on May 25, 2011 in the Menominee Indian Tribe of Wisconsin community of Keshena, WI!

Imagine thousands of people in Native communities – moving together for wellness across the country. You and your community can help make this happen by joining **Just Move It** in the celebration.

**A) HOW YOU PARTICIPATE!** *Organize any type of physical activity event between May 25 and June 22, 2011 in your community.*

**Sign up before May 23, 2011, and your community will be recognized at the launch event in Keshena, WI.**

**B) HOW YOU SIGN UP!**

#### **IF YOU ARE A JMI PARTNER:**

1. Pick an event, a location, time & date.
2. Log into [www.justmoveit.org](http://www.justmoveit.org), by entering your Username and Password.
3. Click on your program name, just below "Coordinator Menu", then click "Add New Activity" and enter the even information. The information will be posted to the JMI Calendar.
4. Make your event happen and take pictures too!
5. After your event, submit an Activity Report and your number of participants will be added to the growing number of participants on the *Just Move It* website.

(For password reset email [justmoveit@hncpartners.org](mailto:justmoveit@hncpartners.org))

#### **IF YOU AREN'T A JMI PARTNER YET:**

1. Visit [www.justmoveit.org](http://www.justmoveit.org)
2. In the lower left hand column, click the link, "Sign up as a New Program Coordinator".
3. Once your Program is added to the JMI you will be notified via email. After receiving notification you can follow the instructions for "If you are a JMI Partner" to add your event and then submit an Activity Report.

**As a JMI partner you will have access to use the National Just Move It logo and Let's Move! in Indian Country logo on your promotional materials.**



The First Lady's, **Let's Move!** is a comprehensive initiative, dedicated to solving the problem of obesity within a generation. The goal is that children born today will grow up healthier and able to pursue their dreams. Visit [www.letsmove.gov](http://www.letsmove.gov) for more information.

**Let's Move! in Indian Country** (LMIC) was created to support the First Lady's initiative and aims to address health disparities and childhood obesity. **Just Move it** is one way to support LMIC, another is by joining the LMIC

Physical Activity Challenge. For details email [letsmoveinindiancountry@doj.gov](mailto:letsmoveinindiancountry@doj.gov)

4. **The 7<sup>th</sup> annual Community Wellness Forum, May 26<sup>th</sup> is regrettably cancelled** due to low registration. This annual event about networking, learning what works, sharing successes, focusing on local community will hopefully take place again in 2012.
5. **Indian Health Service, Health Weight for Life** recently released **booklets** are available at, <http://www.ihs.gov/healthyweight/>. View a **recorded webinar** at: [https://ihs-hhs.webex.com/mw0306lb/mywebex/default.do?service=7&main\\_url=%2Ftc0505lb%2Ftrainingcenter%2Fdefault.do%3Fsiteurl%3Dihs-hhs%26main\\_url%3D%252Ftc0505lb%252Fe.do%253FAT%253DMI%2526%2526Host%253Df488050922031802%2526UID%253D1210903077%2526siteurl%253Dihs-hhs%2526confID%253D769385947%2526ticket%253D90887ff906771f25e7d873dcd4e3f6b9&siteurl=ihs-hhs](https://ihs-hhs.webex.com/mw0306lb/mywebex/default.do?service=7&main_url=%2Ftc0505lb%2Ftrainingcenter%2Fdefault.do%3Fsiteurl%3Dihs-hhs%26main_url%3D%252Ftc0505lb%252Fe.do%253FAT%253DMI%2526%2526Host%253Df488050922031802%2526UID%253D1210903077%2526siteurl%253Dihs-hhs%2526confID%253D769385947%2526ticket%253D90887ff906771f25e7d873dcd4e3f6b9&siteurl=ihs-hhs)
6. CDC's **Winnable Battles** website was **created to keep pace with emerging public health challenges** by pulling together key briefing and supplemental materials. Winnable Battles main page is at: <http://www.cdc.gov/WinnableBattles/index.html> and the **Nutrition, Physical Activity and Obesity section** is at: <http://www.cdc.gov/WinnableBattles/Obesity/index.html>
7. The National Institute for Health Care Management (NIHCM) has released **Building a Stronger Evidence Base for Employee Wellness Programs**. The full report is at: [http://www.nihcm.org/images/stories/Wellness\\_FINAL\\_electonic\\_version.pdf](http://www.nihcm.org/images/stories/Wellness_FINAL_electonic_version.pdf)

### **Funding Opportunities:**

One website dedicated to providing funding information on a wide range of Native American and tribal projects is, [www.tribalgrants.info](http://www.tribalgrants.info)

1. **\$100 million in Affordable Care Act grants to help create healthier U.S. communities.** HHS/CDC announced funding for up to 75 Community Transformation Grants. These grants are aimed at helping communities implement projects proven to reduce chronic diseases – such as diabetes and heart disease. The official funding opportunity announcement for the Community Transformation Grants can be found at [www.Grants.gov](http://www.Grants.gov) by searching for CDFA 93.544. For more information about the grants, visit [www.healthcare.gov/news/factsheets/grants05132011a.html](http://www.healthcare.gov/news/factsheets/grants05132011a.html) or [www.cdc.gov/communitytransformation](http://www.cdc.gov/communitytransformation).

Letter of Intent Deadline Date: June 6, 2011

Application Deadline Date: July 15, 2011, 5:00pm Eastern Daylight Savings Time

To Access the Announcement & Application Package:

1. Go to: [www.grants.gov](http://www.grants.gov)
2. Select: "For Applicants"
3. Select: "Find Grant Opportunities"
4. Select: "Basic Search" the search by Funding Opportunity Number: CDC-RFA-DP11-1103PPHF11

- 2. Health Impact Project: Advancing Smarter Policies for Healthier Communities**, a collaboration of the **Robert Wood Johnson Foundation and The Pew Charitable Trusts**. This grant encourages the use of health impact assessment (HIA) to help decision-makers better identify the potential health effects of proposed policies, projects and programs, and make recommendations that enhance their health benefits and minimize their adverse effects. Up to 8, **18 month**, demonstration projects will be awarded, with funds ranging from **\$25,000 to \$125,000 each**.  
*Application deadline: June 1, 2011*. For more information visit:  
<http://www.rwjf.org/applications/solicited/cfp.jsp?ID=21346>
- 3. Saucony Run for Good Program** grant program encourages active and healthy lifestyles in children. It seeks to fund applicants that initiate and support running and fitness programs for kids. 501 (c) (3) organizations with programs whose participants are 18 years of age or less and can demonstrate their program positively impacts the lives of participants through their increased participation in running are eligible. Sample budgets include, supplies \$1,200.00, awards \$2,000.00, equipment \$4,500.00, running Shoes \$1,800.00 and healthy Snacks \$500.00 totaling \$10000.00. **Application deadline:** June 13, 2011. More information is available at <http://www.sauconyrunforgood.com/how-to-apply/>
- 4. The California Wellness Foundation - Responsive Grantmaking Program (California)**. The California Wellness Foundation is dedicated to improving the health of the people of California by offering program grants for health promotion, wellness education, and disease prevention. The foundation is offering grants to programs which address a number of health issues. **Deadline for Applications:** Rolling. For more information visit: [http://www.calwellness.org/how\\_to\\_apply/](http://www.calwellness.org/how_to_apply/)
- 5. Bayer USA Foundation – Community Health and Development Grants** support programs that enhance the quality of life, provide unique and enriching opportunities that connect diverse groups, and ensure preparedness for tomorrow's leaders. Proposals focused on health and human services, education and workforce development, environment and sustainability, and/or arts and culture are welcomed. **Deadline** varies. For more information visit: <http://www.bayerus.com/Foundation/giving.aspx>
- 7. Blue Shield of CA Foundation, Domestic Violence Prevention**. This funding opportunity supports coordination of networks of domestic violence service providers. Awarded amounts and time periods vary widely and depend on the scope and significance of the project. Most grants are one to two years, and the average award amount is around \$90,000. Unsolicited Letter of Inquiry (LOIs) for projects that improve collaboration and coordination between domestic violence organizations or with other agencies, to help build a stronger domestic violence field that is more sustainable, innovative, and collaborative being accepted. LOIs submitted by mid-November by lead to mid-December full proposal invitation. For more information visit:  
<http://www.blueshieldcafoundation.org/grants/what-we-fund> Blue Shield Against Violence, and <http://blueshieldcafoundation.org/grants/application-process>
- 8. The CA Wellness Foundation, supports** project-driven initiatives and nonprofit organizations ability to meet basic organizational needs. Core operating support can be used to help underwrite the regular, ongoing health promotion and disease prevention activities of your organization and strengthen organizational infrastructure. For more information visit: [http://www.calwellness.org/how\\_to\\_apply/](http://www.calwellness.org/how_to_apply/)
- 9. James Irvine Foundation, Information on the Special Initiatives funding** is available at: <http://www.irvine.org/grantmaking/our-programs/specialinitiatives>

10. **Operation Green Plant**, of The America the Beautiful Fund, is offering free vegetable, flower, and herb seeds to outdoor community projects. Deadline for Applications: **Rolling**. For more information visit: [http://www.america-the-beautiful.org/free\\_seeds/index.php](http://www.america-the-beautiful.org/free_seeds/index.php)
11. **Michael and Susan Dell Foundation - Helping Children in Urban Poverty Grants** funds projects that directly serve or impact children living in urban poverty, particularly in the areas of education, childhood health and family economic stability. Funding amount varies, generally not funding more than 25% of a project's budget or more than 10% of an organization's total annual operating expenses. **Deadline: rolling**. For more information visit: <http://www.msdf.org/Grants/default.aspx>

#### **CDC & NIH**

**A. Community-Based Partnerships for Childhood Obesity Prevention and Control: Research to Inform Policy (R03).**

Application deadlines Cycle II July and Cycle III November 16, *new submissions June 16 and October 16 announcement expires: May 8, 2012*. For more information visit: <http://grants.nih.gov/grants/guide/pa-files/PA-09-140.html>

**B. Community-Based Partnerships for Childhood Obesity Prevention and Control:**

Research to Inform Policy (R21). Application deadlines Cycle II March 16 and Cycle III July 16, *new submission June 16, October 16 announcement expires May 8, 2012*. For more information visit: <http://grants.nih.gov/grants/guide/pa-files/PA-09-141.html>

**C. Obesity Policy Research: Evaluation and Measures (R01) funding opportunity.**

Application deadlines Cycle II July 5 and Cycle III November 5, *new submission June 5 and October 5 announcement expires January 8, 2013*. For more information visit: <http://grants.nih.gov/grants/guide/pa-files/PA-10-027.html>

**D. Obesity Policy Research: Evaluation and Measures (R03) funding opportunity.**

Application deadlines Cycle II June 16 and Cycle III October 16, *new submission June 16 and October 16 announcement expires: January 8, 2013*. For more information visit: <http://grants.nih.gov/grants/guide/pa-files/PA-10-029.html>

**E. School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes (R01).**

Application deadlines Cycle II June 16 and Cycle III October 16, *new submission June 5 and October 5, announcement expires January 8, 2013*. For more information visit: <http://grants.nih.gov/grants/guide/pa-files/PA-10-052.html#PartI>

**F. School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes (R21).**

Application deadlines Cycle II March 16 and Cycle III July 16, *new submission June 16, October 16 announcement expires: January 8, 2013*. For information visit: <http://grants.nih.gov/grants/guide/pa-files/PA-10-053.html>

**G. School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes (R03).**

Application deadlines Cycle II June 16 and Cycle III October 16, *new submission June 6 and October 16 announcement expires: January 8, 2013*. For information visit: <http://grants.nih.gov/grants/guide/pa-files/PA-10-054.html>

# Wellness Programs In Action



May 2011

## Indian Health Center of Santa Clara Valley



*Interview with Vernon Medicine Cloud,  
Ramin Naderi, and Jan Chacon of the  
Indian Health Center of Santa Clara Valley  
San Jose, California*

### Tell me about the Indian Health Center of Santa Clara Valley?

The Indian Health Center of Santa Clara Valley (IHC) first opened its doors in 1977. In 1993, the Indian Health Center obtained Federally Qualified Health Center (FQHC) status so that it could provide medical services to anyone in need of care. The Indian Health Center has been accredited by the Accreditation Association of Ambulatory Health Centers (AAAHC) since March 2001, making it the first community health center in Santa Clara County to receive recognition of meeting national standards of care. In 2002, the IHC purchased its main building at 1333 Meridian Avenue in San Jose, as well as opened a Wellness Center designed to promote healthy living. In 2003, IHC received a highly competitive federal grant that allowed it to double the size of its medical and dental departments. In 2007, the IHC purchased a building for its Wellness Center and is the only community health center in the county that provides this integrated service. In 2009, the Indian Health Center received funding from the American Reinvestment and Recovery Act (ARRA) to serve the increasing number of patients and to implement an electronic health record. The Community Wellness and Outreach Department of the Indian Health Center of Santa Clara valley has had a Diabetes Prevention Program since 2004.



### Explain how your health programs work?

The goal of the IHC's Diabetes Prevention Program (DPP) is to prevent diabetes in individuals who are at-risk of developing this chronic disease. The DPP empowers individuals who are diagnosed as pre-diabetic to make enduring lifestyle changes that can prevent diabetes from developing. In order for participants to make this transformation, as opposed to making just a short-lived one-time change, all four areas of the person must be addressed: the physical, mental, emotional, and spiritual. This is the American Indian/Alaska Native approach to healing, with an overall goal of maintaining balance among the four areas. Participants shift from being reactive and assuming that others have all the information, to being empowered and engaged in their own wellness. This requires changing their self-identity and increasing their self-respect, which requires contemplation and action in all four areas. Participants need to be in a supportive environment in order to see that they can shape their environment, rather than have the environment shape them.

The IHC's DPP provides this environment and the affect of the program is that instead of focusing on medical tests and pills, they start to take an active role in their health and get self-determination in their own health outcome. Health goes up on their priority list and this attitude then starts to spread to family and friends around them.

The primary target groups served by IHC's Diabetes Prevention Program are low-income, at risk for developing diabetes, and uninsured/underinsured residents of Santa Clara County. Thirty percent (30%) of the target populations are elders 50+. Approximately 85% of IHC's current clients are ethnic minorities and the program is open to all ethnic groups and residents of Santa Clara County. The target population for the DPP is those communities highlighted in the documentary "Unnatural Causes" that are more likely to have poor health outcomes because of low socioeconomic status, discrimination, and environmental stressors (i.e., noisy and violent living conditions, unsafe streets and parks, etc.). This segregated, socially

excluded population has constant exposure to fear and uncertainty that can lead to chronic stress. Ninety-three percent (93%) of IHC's patients live below 200% of the federal poverty level. IHC's DPP has several unique features that differentiate it from other programs, including:

- Based on a national, evidence-based study and 10 years of IHS best practices
- Modified for cultural competence
- Taught in all three learning modalities: visual, auditory & kinesthetic
- Fitness and nutrition activities are an integral part of each class session
- Nutritious meals prepared by a Medical Nutrition Therapist/Dietician
- Intensive periodic quantitative data collection and tracking (fasting blood glucose, lipid panel, weight, blood pressure, BMI, Waist/Hip ratio, etc.).
- Strong social (group) support
- Aftercore services to provide ongoing support

*“The Nike Air Native Shoe is the biggest incentive in our DPP for both adults and youth.”*

The IHC's DPP takes some of the few resources that this group has – its community – and empowers the community to make positive health changes with fitness, nutrition, mental health, access to organic produce and other tools that can be taught and shared. Participants experience the power they have to make better choices for their health even within limited resources, which transforms them from passive victims to active participants which will have positive affects throughout their lives. In 2009, the Indian Health Center's Diabetes Prevention Program received the Voice for Change Award from the American Diabetes Association. The IHC's Community Wellness and Outreach (CWO) Department received the Local Impact Award from the National Indian Health Board in 2009. In 2010, the IHC's Diabetes Prevention n Program received the Frankie Award of Excellence from the Centers for Disease Control and National Institute of Health.

### **How do you use Nike incentives to motivate participation?**

The IHC's DPP participants often have many barriers and challenges to overcome in order to start on the road to health. One common challenge for patients is the lack of good quality shoes. Many participants have a history of wearing poor fitting shoes that have caused pain or even foot conditions. Often this has caused patients to decrease or stop exercising including walking for fitness, jogging and team sports. The Nike Air Native shoe has provided the fit and support that other shoes have not provided. The Nike Air Native shoes are used to motivate the participants to start walking in the IHC's Walking Spirit club. The club walks every Tuesday and Thursday, and also at many community events.

### **How do you use incentives with youth and adult programs?**

The Nike Air Native shoe is the biggest incentive in our DPP for both adults and youth. IHC participants feel that if the Indian Health Center DPP is willing to invest in a good quality pair of shoes for them when they begin our program, they must be really important! IHC DPP participant shoes are ordered during the first session of a 17 week class, this shows that we care about them and expect them to commit to finishing and doing their best in the program. IHC DPP participants are very proud to be part of this program and to be wearing the Nike Air Native shoes. The Nike Air Native shoes are used to motivate the adults in the diabetes prevention program to begin walking, running, and playing sports. The result of the increased physical activity has been weight loss, building endurance and strength, and reversal of pre-diabetes. One client said: “The Nike Air Native shoe has a native look which makes it different from the other shoes.”



**How has the Air Native made a difference in your community?**

The Nike Air Native made the community realize that there are companies that will make products that are made for the Native community. This has made a difference in how they see physical activity. For example, a program client came to the IHC's Wellness Center and asked for the shoes because she heard about it through word of mouth. Once she received them she told a lot of other people, now many IHC clients associate Nike with having Native products and motivating them to exercise. It gives people a sense of pride.

**What has been the biggest challenge for your wellness program?**

The biggest challenge for the IHC's DPP has been creating a sustainable community driven prevention model and it is now a little easier due to the programs at Nike.

**When you picture your wellness program 10 years from now, what does it look like?**

Ten (10) years from now the IHC's DPP will be housed in a large Wellness Center that will offer prevention services to the Native community. Many best practices will be used to reduce the incidence of chronic diseases and promote health and wellness for the next generation.



*All photos from Nike product team visit 2010*



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