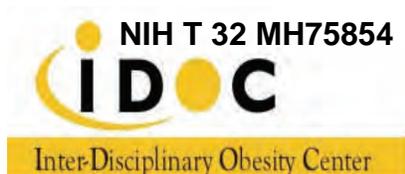


# Tools for Healthy Tribes



Created through partnerships between seven  
American Indian Tribes in North Carolina and the  
American Indian Healthy Eating Project



UNC  
CENTER FOR HEALTH  
PROMOTION AND  
DISEASE PREVENTION

HER Round 4  
ID: 66958

Robert Wood Johnson Foundation



# THE AMERICAN INDIAN HEALTHY EATING PROJECT

## Tools for Healthy Tribes

### *Participating Tribes:*

Coharie Indian Tribe  
Haliwa-Saponi Indian Tribe  
Lumbee Tribe  
Meherrin Indian Tribe  
Occaneechi Band of  
Saponi Nation  
Sappony  
Waccamaw Siouan Tribe

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Co-Principal Investigator  
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312-502-1060

### *Requested Citation:*

The American Indian Healthy Eating Project in partnership with seven American Indian tribes in North Carolina.  
*Tools for Healthy Tribes.*  
Chapel Hill, NC; 2011.



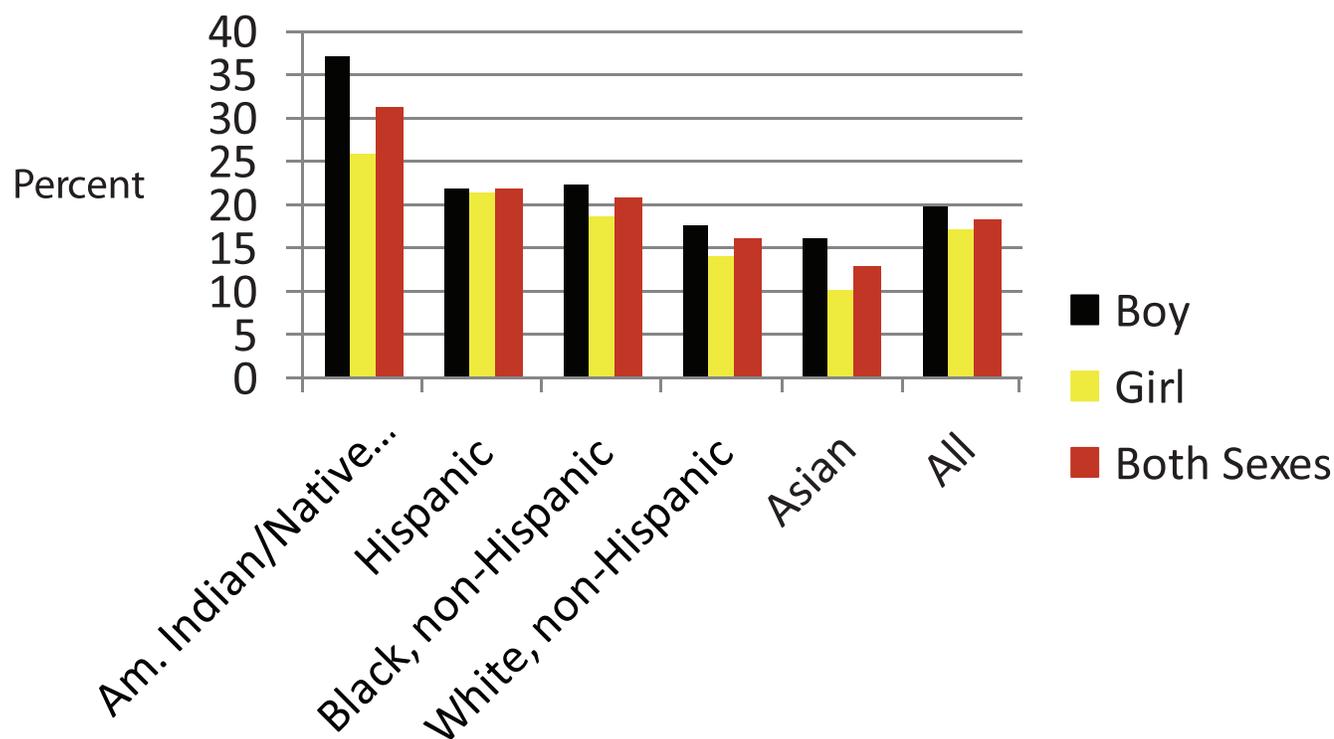
To accelerate solution-oriented strategies for tribal-level action, the American Indian Healthy Eating Project worked with seven tribes in North Carolina to create *Tools for Healthy Tribes*. This policy toolkit provides technical assistance and tools on areas identified with the most potential to facilitate tribally-led ways within the participating tribes to improve access to healthy, affordable foods. Lessons learned, formally and informally, from tribal leaders and key informants built the partnerships and evidence base necessary to focus on and move forward the following approaches:

- Tribally owned and operated community gardens
- Tribally owned and operated farmer's markets
- Healthy Pow Wow food and beverage options
- Healthy tribal store, mobile, & vending Initiatives
- Healthy families, healthy food activities

Our goal is to use policy tools and technical assistance to strengthen the capacity of tribal leaders to develop, implement, and evaluate community change around healthy eating and active living. We also want to disseminate lessons learned to foster the translation of culturally appropriate, tribally-led strategies to reduce American Indian health disparities nationwide.

# American Indian Health Disparities

American Indians have long experienced disproportionately high mortality rates from diet-related chronic diseases compared to other Americans. As young as four-years-old, striking disparities are seen in American Indian childhood obesity rates. To illustrate, a recent cross-sectional study using a nationally representative sample of US children born in 2001 (n=8550) with height and weight measured in 2005 reported that American Indian children had the highest prevalence of obesity among five major racial/ethnic groups (Anderson SE & Whitaker RC. *Arch Pediatr Adolesc Med.* 2009;163(4):344-348). While the prevalence among four-year-old US children was 18.4%, the prevalence rates differed significantly by racial/ethnic group. American Indian rates, as illustrated below, doubled the non-Hispanic white and Asian rates and were notably higher than rates endured by Hispanic and non-Hispanic black children. This study produced the first national estimates of obesity prevalence among American Indian preschoolers. Study investigators recommended future studies focus on how differences in racial/ethnic eating and exercise behaviors are influenced by community context.



**Prevalence of Body Mass Index (BMI) at or above the 95<sup>th</sup> percentiles in US preschool children by sex and racial/ethnic group in 2005**

Anderson SE & Whitaker RC. *Arch Pediatr Adolesc Med.* 2009;163(4):344-348

## Little is known about the American Indian Food Environment

The built environment encompasses all the buildings, spaces, and products created or modified by people. These buildings and spaces include homes, schools, workplaces, park/recreational areas, greenways, business areas, and transportation systems. In addition, the built environment takes into consideration the land-use planning and policies impacting our communities in urban, rural, and suburban areas.

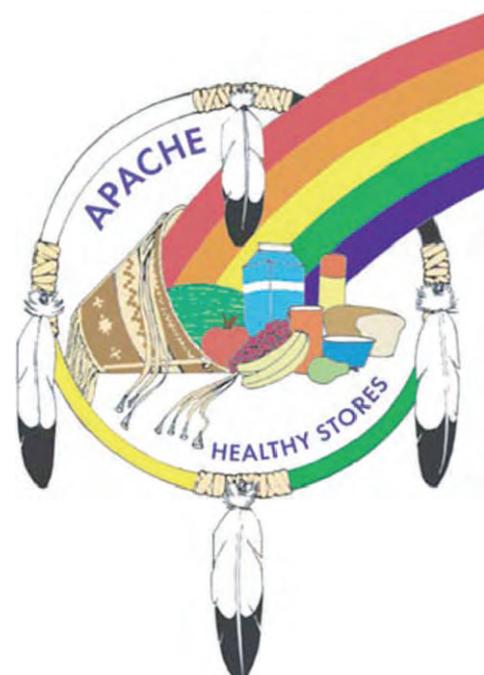
Changing a community's context or specifically its built environment is a promising strategy to reduce American Indian health disparities. Few research efforts have rigorously examined the built environment within American Indian communities, especially within American Indian communities living off reservations—estimated to be as high as 60% of the American Indian population. This study focused on one aspect of the built environment—the food environment. Understanding the food environment is important to health promotion and disease prevention since growing evidence links the availability of food stores and fast food restaurants to obesity risk.



The First Lady Michelle Obama, as part of her *Let's Move!* campaign, is working to reduce food deserts in under-served communities.

The food environment includes the availability, accessibility, and affordability of both healthy foods and beverages, such as fruits and vegetables, as well as nutrient-poor, calorie-dense foods and beverages, such as sugar-sweetened beverages.

No studies to our knowledge have assessed the food environment in American Indian settings nor extensively used Geographical Information Systems (GIS) to examine food outlets within American Indian communities. Insight into American Indian access to healthy food is limited to two projects led by Professor Joel Gittelsohn of Johns Hopkins University: Apache Healthy Stores and the Healthy Stores program for Navajo Nation (<http://www.healthystores.org/AHS.html>).



## Facilitating Tribally-Led Environmental and Policy Strategies to Healthy Eating

Public health professionals are increasingly exploring how local, state, and federal policymakers can prevent and control chronic diseases such as obesity, type 2 diabetes, cardiovascular disease, and certain types of cancer. For instance, the Centers for Disease Control and Prevention (CDC) recommended twenty-four strategies communities could implement to prevent obesity in the US. Tribal communities were not explicitly mentioned in this report. Moreover, in comparison to local, state, and federal policymakers, little attention is given to the role tribal leaders can have in improving access to healthy, affordable foods within their tribal communities. This is the first study to our knowledge that works directly with tribes to explore the potential for tribally-led efforts to maximize environmental and policy strategies to improve access to healthy, affordable foods.

### Framework

Our approach, or theoretical framework, to understanding the relationship between public health, planning, and policy is based on Social Cognitive Theory (Bandura A. *Social Foundation of Thought and Action: A Social Cognitive Theory*. Englewood Cliffs, NJ: Prentice Hall; 1986). This Theory sets forth that health behaviors, such as diet, are influenced by individual factors in combination with the social and physical environment. A recent, ecological-based model of community nutrition environments includes relevant constructs, such as government policies and the type and location of food outlets (Glanz, et al. *Am J Health Promot.* 2005;19(5):330-333). We also were influenced by Community-Based Participatory Research, various theories and concepts trying to explain political decision making and public participation in policy, and consumer behavior models.

### The American Indian Healthy Eating Project Aims

Our multidisciplinary project aimed to build the partnerships and evidence-base necessary to improve access to healthy, affordable foods within American Indian communities in North Carolina. Specifically, this project

(Aim 1) Applied Community-Based Participatory Research (CBPR) to build partnerships with the North Carolina Commission of Indian Affairs and seven NC tribal communities to gain an understanding of how environmental and policy factors influence access to healthy foods;

(Aim 2) Examined existing data sources to identify and map the type and location of food outlets, such as grocery stores and restaurants, within the seven communities;

(Aim 3) Assessed agreement among existing (secondary) food outlet data sources and validated existing data using primary field-based observations; and

(Aim 4) Conducted legal and policy analyses of regulations and rules relating to healthy food access in order to guide solution-oriented strategies and develop a toolkit for improving access to healthy foods within each of the tribal communities.



# PARTNERS & ADVISORS



Photo taken at an North Carolina American Indian Health Board, featuring members & supporters

Using Community-Based Participatory Research, we first partnered with the North Carolina Commission of Indian Affairs (Commission), a division of state government, created under NCGS 143B-404 by the North Carolina General Assembly to advocate and assist the state's American Indian citizens. The Commission helped us strategize on how best to build sustainable partnerships with tribes in North Carolina. Gregory Richardson, Executive Director, and Missy Brayboy, Director of the Community Services Program, were tremendous partners throughout this project. Dr. Robin Cummings in his capacity as Chair of the Commission Health Committee and in forming the NC American Indian Health Board provided continual guidance and support, particularly on our research ethics review.



Gregory Richardson,  
Executive Director

## NC Commission of Indian Affairs

For four decades, the Commission has used its statutory authority to leverage resources at the federal, tribal, state, and local levels to improve the health status of Indians in North Carolina. The Commission has administered a variety of grants to implement and disseminate policies and programs related to health promotion and disease prevention, such as our American Indian Teen Tobacco Use Prevention Program. In addition, the Commission established the NC American Indian Health Board—an independent group of Indian physicians and health professionals advocating for policies and projects to improve the health status of American Indian communities. The Commission has built sustainable partnerships with state agencies, community and faith-based organizations, corporations, and academic institutions. In December 2010, the Centers for Disease Control and Prevention (CDC) made a historic visit to Raleigh and Pembroke, NC to explore the Commission's capacity to administer CDC funds for program implementation and evaluation.

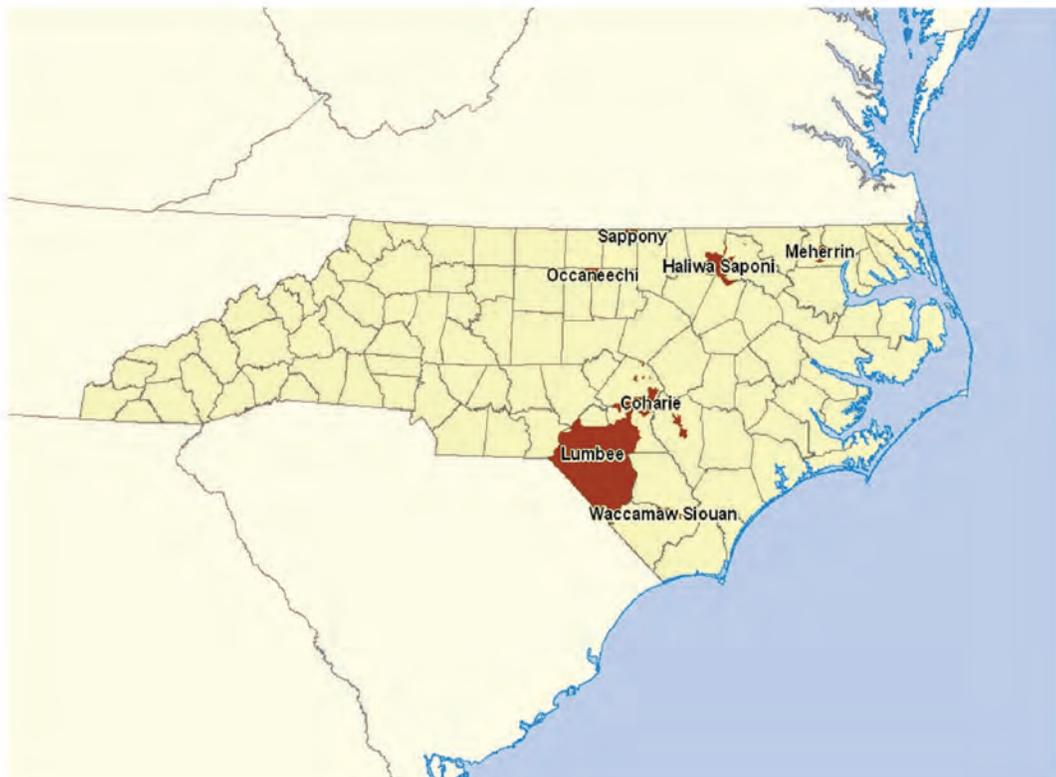


# PARTICIPATING TRIBES

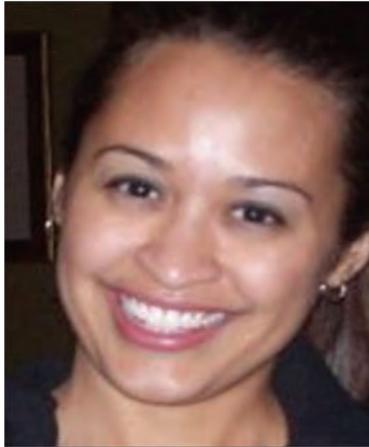
To initiate discussions on healthy eating and research engagement with tribal leaders, the Commission suggested that we host Talking Circles. Frequently used in the American Indian community, a Talking Circle is a method used by a group to discuss a topic in an egalitarian and non-confrontational manner. Seven tribes in North Carolina allowed us to host a Talking Circle and, through this process, move forward with the American Indian Healthy Eating Project:

- Coharie Tribe
- Haliwa-Saponi Indian Tribe
- Lumbee Tribe
- Meherrin Indian Tribe
- Occaneechia Band of Saponi Nation
- Sappony
- Waccamaw Siouan Tribe

We did not examine food access within the 4 urban organizations in North Carolina since there is low American Indian concentration in these areas.



# COMMUNITY LIAISONS



Sherri Brooks is a member of the Lumbee Tribe and 2009 Masters of Social Work graduate. She studied Social and Economic Development with an emphasis on American Indian communities. Currently, Sherri works with the Silicon Valley Children's Fund, a small non-for-profit, addressing and advocating for the educational needs of current and former foster youth. On the American Indian Healthy Eating Project, Sherri helped develop the modified Talking Circle approach and has been a consistent friend and advisor to the project despite living all the way in California!

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Randi Byrd is a member of the Eastern Band of Cherokee and Program Assistant at the American Indian Center at the University of North Carolina-Chapel Hill. She conducted key informant interviews and helped coordinate a collaborative health session at the Unity Conference 2011. She is also instrumental in developing a partnership between the Center and the Haliwa-Saponi Indian Tribe, focusing on community food projects. Randi is also working with Tony V. Locklear on the Full Circle Movement, a community-based, grassroots endeavor to stimulate forward moving on American Indian health within the American Indian community.

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Ashley McPhail is a member of the Lumbee Tribe. Currently, she works as a Women, Infants, and Children Nutritionist for the Cumberland County Health Department. From October 2009 to July 2010, Ashley assisted in developing a modified Talking Circle approach for our project and then facilitated all seven modified Talking Circles. She also conducted key informant interviews. In addition, Ashley assisted with the food environment assessment, traveling the roads of all seven participating tribes!

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John Scott-Richardson is a member of the Haliwa-Saponi Indian Tribe and a Program Coordinator at the North Carolina Museum of History. He brings to the project years of experience with youth advocacy, particularly working with Boys and Girls Clubs and the NC Commission of Indian Affairs. John is an Eastern Woodland Dancer and a Southern Style Drum Singer. On this project, John conducted key informant interviews and helped with the inter-rater reliability process for the food environment assessment. He is currently helping Donn Young with the development of seven community newsletters.

## TRIBAL LIAISONS

The success of our project was made possible by the time and thoughts provided by the tribal liaisons identified by each of the participating tribes. We are most grateful for their dedication to advancing their tribe's health, as well as their logistical support!

### Coharie Tribe

Tabatha Brewer

### Haliwa-Saponi Indian Tribe

Karen Lynch Harley  
Al Richardson  
Marty Richardson

### Lumbee Tribe

Candice Collins  
Eric "Raven" Locklear

### Meherrin Indian Tribe

Devonna Mountain-Mosser  
Chief Lewis Thomas  
Dr. Aaron Winston

### Sappony

Dorothy Crowe  
Chief Otis Martin  
Julia Phipps

### Waccamaw Siouan Tribe

Sandra Bronner  
Tami Jacobs  
Brenda Moore

"My eyes have been opened to disparities and opportunities within our tribal environments here in North Carolina. I have shared with high school students intending to study fields of nutrition or medicine the impetus of the initiative and have predicted that in their professional lives they will have opportunity to further the body of study that we are so fortunate to have begun. Generations will be strengthened by this work. Each one touching this initiative has brought blessing to it and taken blessing from it! Walk in strength and beauty."



**Eric "Raven" Locklear, M.Ed.**  
**Lumbee Tribe Tribal Liaison**

# Multidisciplinary Research Team

The American Indian Healthy Eating Project is led by Sheila Fleischhacker, PhD, JD under the faculty mentorship of Daniel Rodriguez, PhD.



Over the last 11 years, Sheila has written an array of scientific publications, policy briefs, and law reviews on diverse health topics such as childhood obesity, health disparities, research ethics, and food safety. As an active member of the Society for Nutrition Education (SNE), Sheila helped shape SNE's joint position on comprehensive school nutrition services with the American Dietetic Association and School Nutrition Association. Sheila received a B.S. and J.D. with a Certificate in Health Law from Loyola University Chicago and Ph.D. in Integrative Biosciences/Nutritional Sciences from The Pennsylvania State University. She was admitted to the Illinois Bar in November 2007.



Dr. Daniel Rodriguez is an Associate Professor of City and Regional Planning at the University of North Carolina-Chapel Hill and Director of the Carolina Transportation Program. Daniel's research focuses on the relationship between transportation and the built environment and behavior. At the individual level, Daniel has studied how urban form influences travel and physical activity behaviors. At the regional scale, he has studied the relationship between policies and travel patterns, and how plans can be used to strengthen the reciprocal connection between transportation and the built environment.

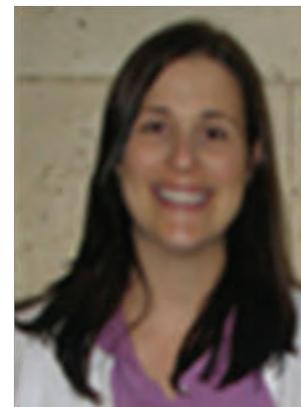
## Multidisciplinary Research Team

Our team has expertise and experience in using public health, planning, and policy to improve the local food environment within American Indian settings.

**Kelly A. Evenson, PhD**, is a Research Professor of Epidemiology. Kelly provides mentorship and input on the examination of the food environment for the seven participating tribes.



Kelly



Amanda

**Amanda Henley, MS**, is a Geographic Information Systems Librarian at Davis GIS Resources. Amanda has been integral to this project's food environment assessment.

**Amy Ries, PhD**, is a Research Assistant Professor of Nutrition. Ries conducted formative research and collaborated with the White Mountain and San Carlos Apache reservations in the development of the Apache Healthy Stores. On this project, Amy provides expertise on both the qualitative and spatial data.



Amy



Maihan

**Maihan Vu, DrPH**, is the Director of the Qualitative Research Unit at the Center for Health Promotion and Disease Prevention. Maihan provides assistance on the design, conduct, and analysis of qualitative analysis. On this project, she provides expertise on the design, conduct, and analysis of the modified Talking Circles and key informant interviews.

**Alice Ammerman, DrPH, RD** is the Director of the Center for Health Promotion and Disease Prevention and a member of the NC American Indian Health Board. Alice provides mentorship on community-academic partnerships.



Alice



Alex

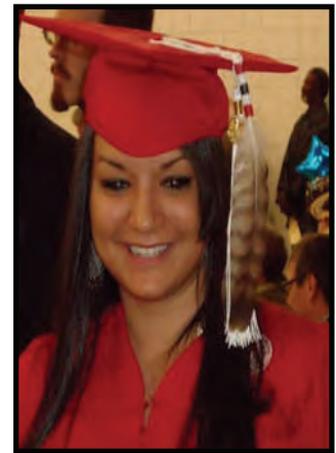
**Alex Lightfoot, EdD**, is the Assistant Director for Community Engagement/Partnerships Core & Community-Based Participatory Research Unit. Alex provides input on community-based research partnerships, particularly grant support and related resources.

**Ziya Gizlice, PhD**, is the Director of the Biostatistical Support Unit at the Center for Health Promotion and Disease Prevention. Ziya helps with our statistical analysis for our food environment assessment.

# Student Contributors



From left to right, **Gowri Ramachandran** is a 2011 Psychology and Anthropology graduate. For over two years, Gowri has assisted our food environmental assessment efforts and development of seven policy toolkits. **Dolly Soto** is a 2011 Masters of Urban and Regional Planning graduate and has worked with us for over a year on our food environmental assessment, helping with inter-rater reliability of our field observations and creating maps of each of tribe's food environment. **Leticia Brandon** is a 2011 Global Studies graduate. For over a year, Leticia has assisted with the evaluation of healthy eating and active living initiatives at the tribal level.



From left to right, **Ingrid Ann Johnston** is a Winter 2011 English/Spanish Double Major Graduate and edits our dissemination materials. **Shaina Melnick** is an incoming food science major to Penn State University and helped us with canning best practices. **Puneet Singh** is a 2011 Health Policy and Management graduate and he did some initial research on policies and programs affecting American Indian health. **Candice Hardin** is 2011 Biological Sciences graduate of NCSU and has helped us compile a listing of state-recognized tribes and identified tribal health policies and programs.

# ADVISORS



**Ronny Bell, PhD**

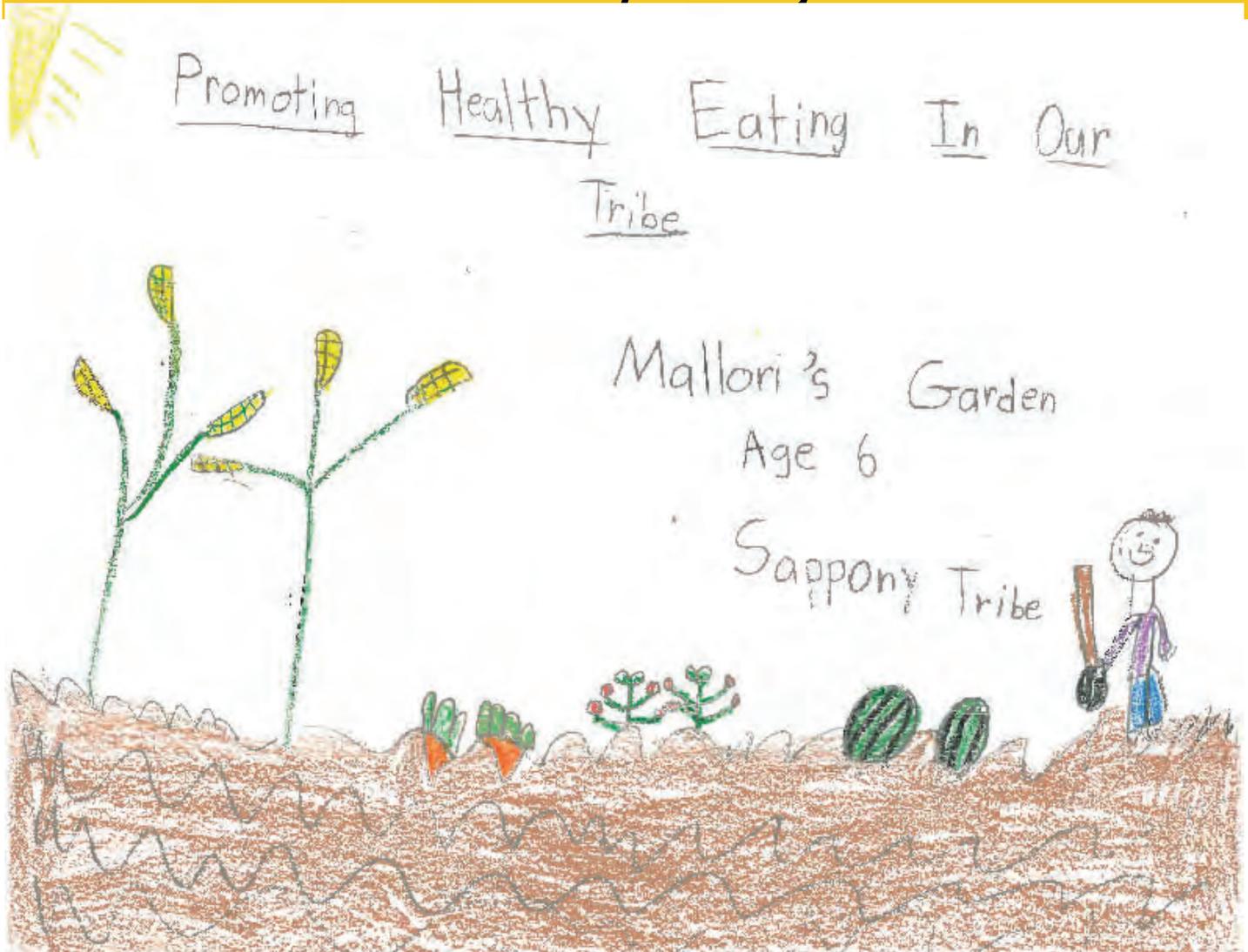
Ronny is recognized as an expert in American Indian health issues, particularly type 2 diabetes. He has been examining the prevention and control of chronic diseases for decades with an emphasis on contributing factors to health disparities. On this project, Ronny provides mentorship on American Indian research and insightful guidance on culturally appropriate dissemination strategies.

Member of the Lumbee Tribe  
Professor of Epidemiology & Prevention  
Director of May Angelou Center for Healthy Equity  
Wake Forest University  
Member of the NC American Indian Health Board

Wonderful mentors, project teams, and organizations have provided advice, resources, and wisdom along the way:

- American Indian Center at the University of North Carolina-Chapel Hill
- American Indian Housing Initiative, specifically Dr. David Riley
- Jean Charles-Azure, MPH, RD; Indian Health Services
- Joel Gittelsohn, PhD; Johns Hopkins University, The Healthy Stores Projects
- Joseph Sharkey, PhD; Texas A&M University
- National Congress of American Indian Affairs
- NC Economic Development Initiative
- Paul Voss, PhD, Spatial Analysis Consultant
- Seeds of Hope Project, specifically Salli Benedict and Katie Barnes
- The Healing Lodge; specifically Tony V. Locklear, Executive Director
- US Census Bureau

# Native Youth Healthy Eating Art Contest



The artwork integrated throughout this toolkit was gathered during our project's Native Youth Healthy Eating Artwork Contest. Each tribe selected one winning art piece and each of the seven winners received a \$50 gift card to Walmart. All seven winners framed artwork is hanging in an exhibit at the NC Commission of Indian Affairs.

- Joshua Williams, Coharie Tribe
- Jovan Silver, Haliwa-Saponi Indian Tribe
- Tacoma Locklear, Lumbee Tribe
- Chole Hunter, Meherrin Indian Tribe
- Elijah Jeffries-Logan, Occaneechi Band of Saponi Nation
- Darian Glasscock, Sappony
- Jennifer Dawn Dorman, Waccamaw Siouan Tribe



Crafted by Jason Evans,  
Haliwa-Saponi Indian Tribe

# Community-Based Participatory Research

An essential ingredient to the American Indian Healthy Eating Project was the support and participation of the tribal leaders and community stakeholders. Our paper entitled, “Engaging tribal leaders in an American Indian Healthy Eating project through modified Talking Circles”, explains how the NC Commission of Indian Affairs was a tremendous community advisor. The Commission advocated for the use of Talking Circles to begin our partnership building process with each of the participating tribes. This paper will be published in the upcoming *Family & Community Health* issue focused on Native Americans. Preliminary findings from the modified Talking Circles (n=7, 33 participants) and key informant interviews (n=40) provided invaluable perspectives on how to utilize Native traditions and tribal leaders to improve access to healthy eating within NC American Indian tribal communities.

## Modified Talking Circles

- Built trust
- Identified food sources
- Described facilitators
- Described barriers
- Discussed next steps

## Community on Community Change

- Revitalizing traditional ways
- Empowering Tribal Council & community stark plugs
- Using intergenerational approaches
- Facilitating economic development
- Addressing historical trauma
- Organizing American Indian community



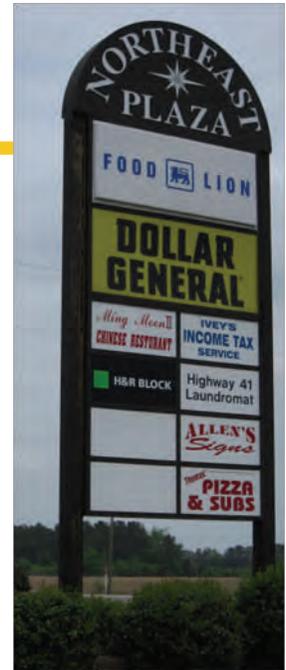
Haliwa-Saponi Artist  
Alvin Evans

“The old people had to survive a different way then we do today. They had to live off of Mother Nature. It’s natural food. it’s better than what’s in the grocery store. We’re all eating a lot of the wrong foods. I’m getting more and more serious about that the older I get, because I’m thinking more serious about my health.”

Alvin Evans, Artist interview 2010

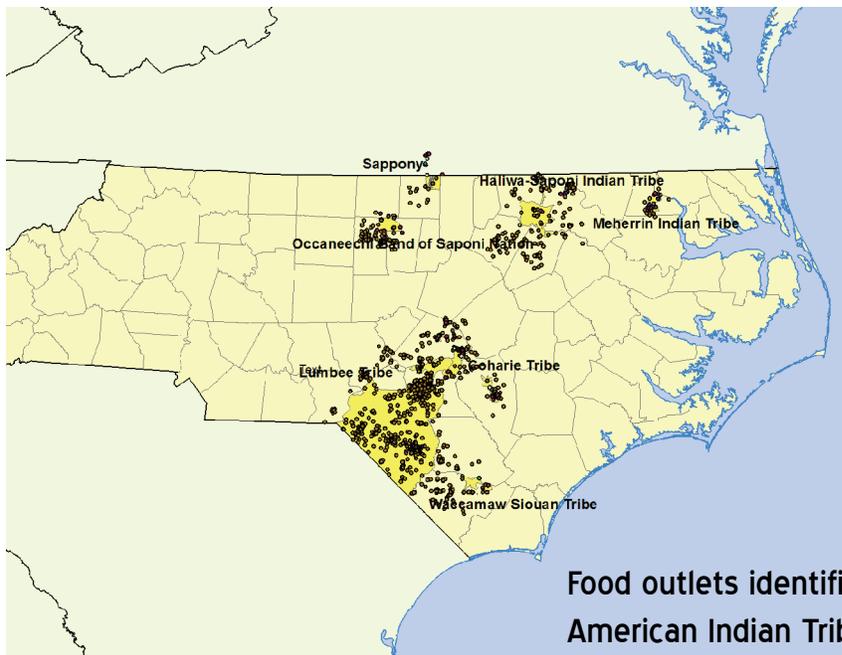
# Food Environment Assessment

We used a mixed method approach (i.e., used spatial and qualitative data) to examine the food environment in rural and urban American Indian settings in North Carolina. ZIP Codes (n=78) and counties (n=21) co-locating with the US Census 2010 State Designated Tribal Statistical Areas (SDTSAs) for seven North Carolina Tribes were determined and used to gather information on food outlets from five intermediate data sources. All primary, secondary, and local roads within the SDTSA were also ground-truthed, using Global Positioning Systems to determine the location and type of all observed food outlets. Modified Talking Circles (n=7; in total, 33 participants) and key informant interviews (n=40) provided further insights on food sources, such as the home, land, and gardens, not identified through spatial data. Convenience stores with grills, Super Walmart, dollar stores, and fast food restaurants are common outlets for community members, often challenging them to purchase and prepare healthy, affordable foods on a regular basis. A combination of spatial and qualitative data provided an innovative evidence-based approach to identify policy strategies at the tribal level to improve access to healthy, affordable foods.



“It’s easier for me to get a hold of a bag of chips than it is for me to get a hold of a bag of apples in this community.”

Talking Circle Participant



Food outlets identified in Seven North Carolina American Indian Tribal Communities

“That’s what this is all about. How do you affect the policy of a family to eat differently? It’s very hard.”

Key Informant

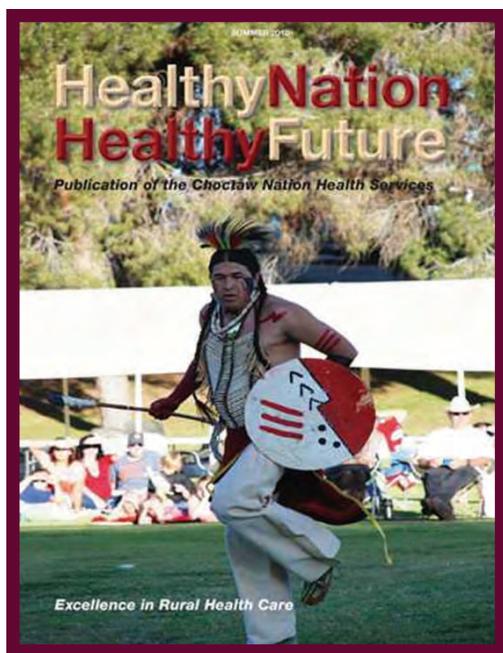
## Review of Tribal Policies & Programs

- Used multiple lists to obtain a comprehensive listing of tribes and urban Indian organizations (greater than 600).
- More than half of the tribes and urban Indian organizations identified had functioning, official websites.
- Generally, Constitutions of American Indian Tribes express tribal authority to provide for the health and general welfare of their members.



### Federally recognized tribes often promoted:

- Head Start meals & snacks
- National School Lunch Program
- Senior Meal Program
- Indian Food Distribution Program
- Indian Health Services
- Diabetes Program
- Community Health Representative



This review enabled us to identify specific tribal policies and programs with the greatest potential to improve access to healthy, affordable foods within tribal communities. In particular, we located tribes successfully using community gardens and intergenerational approaches to connect Native youth with their tribe's rich agricultural history. Integrating tribal examples in this toolkit and in our discussions with tribal leaders has helped provide culturally relevant and feasible examples of community change around healthy eating and active living.

# Tools for Healthy Tribes



## Key Strategies

- Community Gardens
- Farmer's Markets
- Healthy Pow Wow Vending
- Healthy Retail Approaches
- Healthy Families

## Moving Forward

- Consensus Building
- Capacity Building
- Funding Options

The strategies were identified through formal and informal discussions with tribal leaders, members, and stakeholders as feasible approaches with the most likelihood of implementation and impact. Briefly, this kit:

- Describes what each strategy is,
- Provides explanations for how and why to develop, implement, and evaluate,
- Supplies some local resources,
- Connects health and economic development, and
- Integrates Native traditions.

This condensed version aims to stimulate interest in tribal leaders to take next steps on exploring further how to implement or enhance the key strategies or other approaches in their tribal community. [www.americanindianhealthyeating.unc.edu](http://www.americanindianhealthyeating.unc.edu) provides more elaborate resources. Contact [sheilafly9@gmail.com](mailto:sheilafly9@gmail.com) or 312-502-1060 if you would like to discuss any of these strategies or other community changes around healthy eating and active living!

# Planting the Seeds for Tribal Gardens

Throughout the American Indian Healthy Eating Project, partners and participants told stories of their past or present garden and envisioned the potential of community gardens on their tribal lands or within their tribal communities.



“My children will grown up here, and I am looking ahead for their benefit, and for the benefit of my children’s children too; and even beyond that again...”

Tribal member shared how a tribal garden captures the vision of Sitting Bull (Sioux) regarding not only children’s health but also the health of tribal land.



## What is a Community Garden?

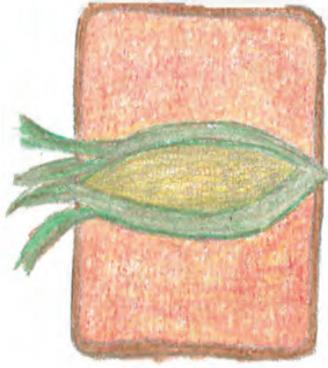
A shared space, plot of land, or garden that is gardened by a group of people. In settings with limited land, community gardens enable more children and families to experience gardening and the economic and health benefits from its bounty. Collective gardening also helps share the work load and expenses associated with maintaining a garden. Working together also has other fruitful benefits for enhancing community participation and cohesion.



### Starting & Sustaining Community Gardens

- Increase awareness
- Organize volunteers & resources
- Project feasible garden work load
- Integrate Native traditions
- Connect youth with elders





# Intergenerational Entrepreneurs

Many of the tribal leaders and key informants shared stories of learning how to garden, can, farm, hunt, or fish from their elders and saw the revitalization of traditional Native ways as a key ingredient to advancing American Indian health.

Traditional agricultural practices:

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“I could envision...a gardening plot, let that be a summer job for maybe some of the youth. But at the same time the youth will be giving something back to their community. And they could bring it back and give to senior citizens. They might well let the senior citizens can some of it, show them how to can, or in return have the senior citizens can some of it and turn around and give to family members that couldn't afford to can.”

Key Informant

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- Instill Native food values
- Allow elders and youth to work together
- Provide nutritious foods for a reduced cost
- Prevent food waste
- Ensure year way access to produce
- Incorporate physical activity

[www.americanindianhealthyeating.unc.edu](http://www.americanindianhealthyeating.unc.edu) provides resources, curriculum, safety tips and rules, and internship opportunities for agricultural related initiatives



## Native Food Systems



Learn about innovative approaches to get seeds donated from tribal members or area farmers or stores. As one example, Carrboro Greenspace had a Collective Seed Swap where community members were encouraged to share and trade seeds. [facebook](#)



The Seva Foundation Native American Community Health Program provides grants and technical assistance to support the revitalization of traditional food systems. As one example, the Foundation supports The Good Heart Garden Project, which connects high-risk youth with the tribal value of food sovereignty.

The Dream of Wild Health Farmer's Market in the Twin Cities of Minnesota is a great example of a Native youth garden and farmer's market endeavor! Much of their produce has been grown from heirloom seeds preserved by the late Potawatomi elder Cora Baker. Cora, known as the Keeper of the Seeds, was gifted seeds from over 90 varieties of Native seed. Native youth, known as "Garden Warriors", work on growing organic foods and selling them at the Unci Maka Indian Farmer's Market three days a week.



The Potawot Community Food Garden sits within the 20 acres of the Ku'wah-dah-with restoration area. The community garden strives to connect the United Indian Health Service clients with the healing quality of produce and the Potawot property. The three-acre garden is partially supported by funds generated from a produce stand the garden supplies twice a week during growing season.



# FARMERS' MARKET



A tribally-owned and operated farmers' market or produce stand can include a range of creative ways of selling locally grown foods and beverages. You can have one farmer setting up a certified produce stand at your tribal office or two or more vendors selling agricultural products directly to your tribal members and customers in the community on tribal land.

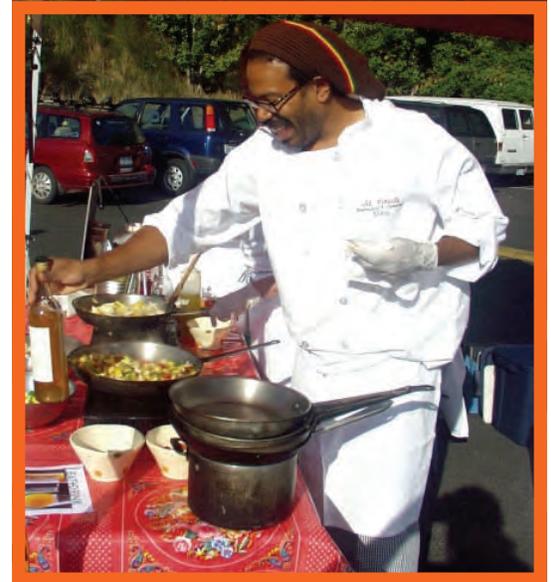
## Benefits of Farmers' Markets

- Healthier tribal members by increasing access to locally, grown produce and low-fat milks and protein options
- Wealthier tribal members by providing an economic development opportunity for farmer market sellers, distributors, and marketers. Local artists and non-food vendors can also sell their jewelry, paintings, etc.
- Healthier tribal areas by reducing air pollution generated from multiple trips to and from the distance grocery stores and cultivating local organic, agricultural practices within the tribal community with fewer preservatives, pesticides, and other dangerous chemicals



## Maximizing your Market

- Location, Location, Location
  - Determine the area with the most foot traffic
- Consider farmers' market structure
  - Explore available resources and labor
- Encourage free samples
  - Allow customers to try out healthy recipes
- Incorporate cooking demonstrations
  - Teach customers quick, easy, and healthy recipes



Ensure your farmers' market promotes Supplemental Nutrition Assistance Program (SNAP) and Women, Infants, and Children (WIC) and integrate the electronic benefits transfer system into your farmers' market.



# Haliwa-Saponi Indian Tribe Farmers' Market



Come get fresh produce, eggs, and canned goods from your local farmers! Learn how to start and sustain a farmers' market from Haliwa-Saponi Indian Tribe! Their farmers' market operates every Friday from 7 am to 2 pm from April through November.

**Grand Opening in June!**

## Healthy Sacred Circle Program

facebook



Follow Haliwa-Saponi's farmers' market and other Healthy Sacred Circle Program activities on facebook.

"The more involved our community gets in our Market, the better the possibility of its success," explains Karen Lynch Harley, the Farmer's Market Manager. She hopes local farmers, crafters, bakers, food venders, and demonstrators will showcase their talents! "We are planning our Grand Opening to feature Native American music, dance, and food. Come join us!"



# Think Outside the Market



Don't limit your Farmers' Markets to fruits and vegetables! Encourage local bands and musicians to play. Clowns and comedians to perform. Dancers to dance. Artists to work outside and sell their work. Florists to sell flowers and plants. Also, consider how to incorporate physical activity to and from or around or during your farmers' market. Local farm tours or integrating other cultural tourism events or Native traditions can enhance your market too!



## Make it Family Friendly

Face painting  
Balloons  
Egg Tosses  
Games  
Petting Farm  
Health Screenings

**Eat  
Street  
Smart**



Bring home healthy fruits and vegetables  
from your neighborhood **GREEN CART**

**NYC Green Cart**

SUPPORTED BY THE LANDmarks TRUST & LANDMARKS FOUNDATION

New York City, along with other urban and rural governments have utilized veggie vans, fruit trucks, and partnerships with grocery stores to bring food to underserved areas.



## Go Mobile!

Food trucks are expanding their business uses to mobile markets. A number of cooperative community food partnerships have helped put these innovative ideas on the road. In North Carolina, a mobile Farmer's Market will start in April 2011 linking at-risk communities in Mecklenburg County to local farmers through churches. North Carolina State Legislators are reconsidering food truck laws, but at least for mobilizing access to fresh produce in under-served areas, mobile markets should be safe.

## Benefits of Mobile Markets

- Connects local farmers and customers
- Brings healthy, affordable foods to underserved areas
- Reuses otherwise abandoned buses or trucks
- Provides economic development for farmers and drivers

See how an old-school bus delivers healthy, affordable produce to under-served areas in Richmond, VA. Mark Lilly used an old school bus to create a bus market and Community-Supported Agriculture Program, known as Farm to Family. The interior of the bus is built out to transport vegetables around Richmond!





Traditional Tobacco is  
**SACRED**

**EAT**  
fruit from your  
local farmer

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Many tribes in North Carolina have had great success with youth-led initiatives to keep traditional tobacco sacred and reduce non-traditional smoking in and around the Pow Wow Circle. Tribal leaders and key informants were interested in seeing how lessons learned from tobacco prevention and control can be transformed into healthy eating and active living initiatives at their Pow Wows and other social gatherings or sporting events.

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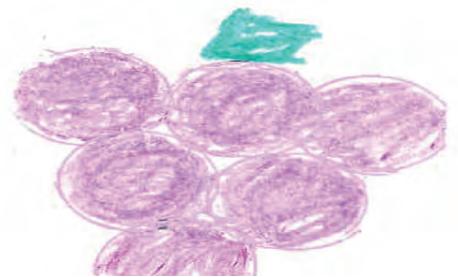
# POW WOW PROMOTION OF HEALTHY, NATIVE NORTH CAROLINIANS

- Showcase healthy, traditional foods
  - Feature collard greens prepared with healthy seasoning
  - Provide samples of whole-grain breads and deli sandwiches
  - Raffle off healthy tribal cookbooks and recipes
- Encourage or even require each vendor to sell and promote at least one healthy food option at a reasonable price
- Suggest healthy portion sizes be sold and have your MC re-enforce what a healthy portion is
- Garner sponsorship from local food retailers and encourage them to use signature and promotional materials that promote Native, traditional foods
- Offer health screenings
- Encourage hydration with water or sports drinks (Sell Sappony Water too!)
- Integrate physical activity to complement your healthy eating initiatives
  - Encourage dancers and attendees to dance
  - Remind attendees to stand up and cheer on their favorite dancers
  - Incentivize attendees to walk around the vendor booths multiple times
  - Create a morning walking activity or fun run



## Healthy Collards Cooking Contest

Tribal leaders and key informants were interested in learning how to prepare healthy, traditional foods. Consider how competitions can help encourage tribal members to try and learn healthier preparation techniques!



## Healthy Youth Activities

Involve youth in creating healthy eating and active living components of Pow Wows and other tribal events. Native Youth Art Contests can help promote the event!

# FEDERAL HEALTHY FOOD FINANCING



President Obama proposed the *Healthy Food Financing Initiative* in February 2010 to be a part of his 2011 budget. The initiative linked the US Department of Treasury, US Department of Agriculture, and the US Health and Human Services on efforts to equip grocery stores, small retailers, corner stores, and farmer's markets in under-served areas to sell healthy foods. This Tri-Agency effort would use a blend of federal tax credits, below market-rate loans, loan guarantees and grants to build private-public partnerships. Despite lack of appropriations thus far in 2011, the three Agencies are exploring ways within existing programs to eliminate food deserts (<http://apps.ams.usda.gov/fooddeserts/Default.aspx>).

Federal funds, through the American Recovery and Reinvestment Act of 2009, allowed state and local governments to obtain lower borrowing costs to finance healthy food retail economic development. In the 2008 Farm Bill, the federal government granted \$900,000 to support grants and technical assistance to entrepreneurs and communities aiming to bring healthy foods to under-served communities.



The First Lady Michelle Obama has worked to promote existing Federal programs and helped launch her husband's Healthy Food Financing Initiative. She has raised awareness about under-served areas or "food deserts." The First Lady has also promoted innovative approaches to finance healthy food retail in under-served areas, worked with food companies to encourage the creation of healthier products, and worked with churches, cities, towns, and, most recently, Indian country to support grass-roots and local government initiatives to take action to raise a healthier generation of American children.



## Healthy Concessions

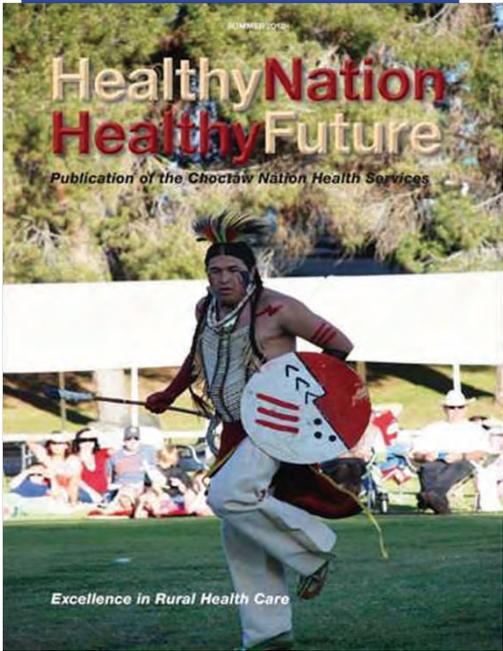
Whether at your Pow Wow, social gatherings, or sporting events, your concessions or your contracts with potential vendors can encourage access to healthy, affordable foods and beverages. Tribal leaders and key informants suggested some of the following items for Healthy Concessions:

- Free water for Pow Wow water bottle purchasers
- Whole-grain deli sandwiches
- Whole-grain bagels
- Fruit cups
- Seasonal fruits
- Veggie bags
- Smoothies
- Low-fat frozen yogurt with fruit toppings
- Fresh salads
- Vegetable-based pasta salads
- Indian Tacos with buffalo, tomatoes, lettuce, and onions
- Buffalo burgers
- Hearty, traditional stews
- Buffalo jerky

Choctaw Nation Health Services created the Healthy Nation, Healthy Future magazine, providing regular tips for health and wellness. The magazine also illustrates how the tribe's annual Pow Wow features sporting events and competitions, including the annual Chief Pyle Physical Fitness Challenge. Community health workers are also available for screenings and resources at the tribe's annual Pow Wow.



Besides dancing, Pow Wows and other social gatherings can easily incorporate physical activity through traditional Native games, building teepee contests, active learning stations, walking/running/riding races, and standing up every time the MC tells a funny or bad joke!



Healthy Nation  
Healthy Future  
Publication of the Choctaw Nation Health Services

Excellence in Rural Health Care

# Strategies to Open & Sustain Food Retailers in Under-Served Areas

<b>Selected Local Initiatives to Expand Healthy Food Availability in Under-Served Areas</b>	
Chicago, IL	Mayor-elect Rahm Emanuel aims to implement new policies, incentives, and permit processes for addressing food deserts in Chicago, through urban agriculture, grocery markets, and food trucks.
Austin, TX	Established bus routes from at-risk areas to supermarkets and enacted legislation to support the renovation of a local grocery store.
Detroit, MI	Mayor announced the Green Grocer Project to improve the quality of grocery stores and strengthen neighborhoods.
Nashville, TN	Through a grant initiative, twenty-nine stores will be getting healthy corner store makeovers to improve fresh produce offerings.
New Orleans, LA	The Fresh Food Retailer Initiative is investing \$14 million in low-interest loans, from federal block grants and private donations, to build grocery stores and supermarkets in under-served areas.
New York, NY	Created the FRESH Initiative, which includes tax incentives and zoning enhancements to supermarkets investing in under-served communities.
<b>Selected State Healthy Food Financing Approaches</b>	
District of Columbia	Opened a Giant in 2008 in the distressed Anacostia neighborhood. A number of other urban stores are being built and designed to promote walkers and bikers to feasibly shop at the stores.
Illinois	General Assembly approved \$10 million in funding for the Illinois Fresh Food Fund, which aims to stimulate supermarket development in under-served areas of the state.
Nebraska	Considering legislation to provide state financing to organizations that provide healthy food in low-income communities. The state fund and tax credits could be used by grocery stores, farmer's markets, community gardens, and other food retailers that expand access to nutritious foods.
Pennsylvania	Created Fresh Food Financing in 2003 to support the building of 10 new stores in under-served rural and urban communities. Now, the program has invested over \$30 million in over 83 projects, providing more than 400,000 Pennsylvanians with healthier food choices in their communities, as well as establishing or sustaining 5,000 jobs and 1.6 million square feet of food retail space.



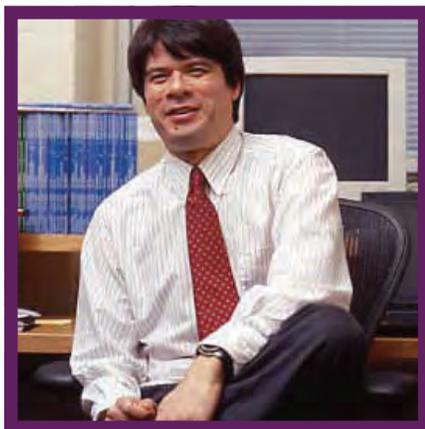
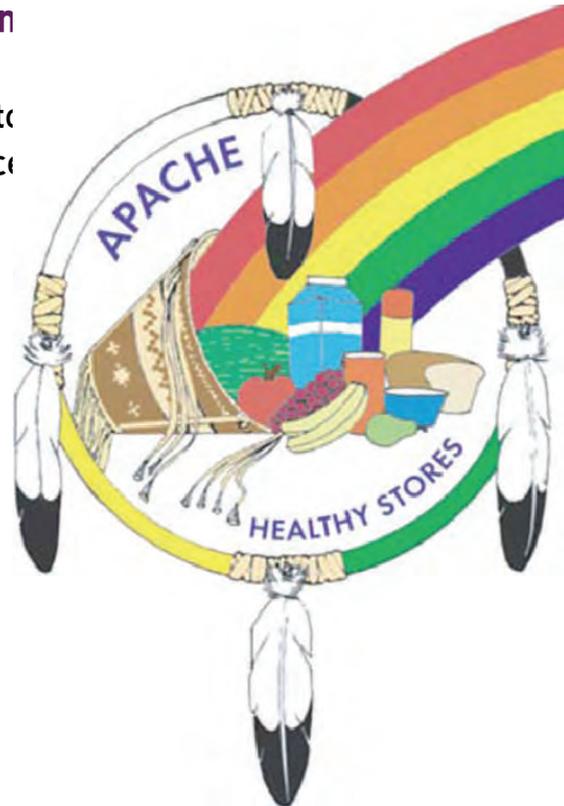
# Healthy Stores

PROVIDING & PROMOTING HEALTHY FOOD CHOICES

Through our evaluation of over 500 websites of American Indian tribes, many tribes, tribal members, or cooperatives own and operate grocery stores, convenience stores, and restaurants. The Healthy Stores Projects, led by Professor Gittelsohn, has partnered with the White Mountain and San Carlos Apache Tribes on the Apache Healthy Stores. He is also working on the Healthy Stores program for Navajo Nation. These two projects illustrate the potential of grocery stores and convenience stores within tribal communities to improve the access and consumption of healthy foods.

## Key Characteristics of Apache Healthy Stores & Healthy Stores program for Navajo Nation

- Works with large and small food stores to increase availability of healthy food choices
- Uses point of purchase promotions to increase consumer demand
- Reinforces key messages and encourages healthy food choices through mass media materials



Joel Gittelsohn, PhD, MS  
Professor of International Health, Center for Human Nutrition  
Principal Investigator of Healthy Stores Projects



# FOOD ACCESS ACTIONS BY STORES

Selected Stores	Selected Actions
<b>7-Eleven</b>	Planning to introduce “signature” items and improve overall quality of food beyond traditional convenience store offerings.
<b>ALDI</b>	Opening 100 stores in 2011, particularly in Chicago area. Also opened a new store in New York City and has plans to open one in the Bronx.
<b>CVS</b>	Increasingly, these pharmacy outlets are offering fruit, salads, sandwiches, and more packaged and frozen items. In Chicago, CVS doubled the amount of nonperishable food it sells in 11 stores. Redesigned CVS stores have also surfaced in urban areas of Boston, Detroit, and New York.
<b>Mayberry Foodstuffs</b>	A non-chain, urban grocer in Cincinnati offering everyday staples and fresh produce.
<b>Family Dollar Stores</b>	Started in Chicago, Detroit, and New York offering most frozen or packaged foods and is now expanding to offer more grocery options in their urban and rural outlets.
<b>Food 4 Less</b>	Opened a location in an under-served area of Chicago.
<b>Food Circus</b>	Plans to add three more stores in New Jersey.
<b>Grocery Outlet</b>	Plans to open over 15 outlets in 2011.
<b>Save-A-Lot</b>	The St. Louis-based grocery store opened up five new stores in Chicago and has plans to open an additional 30 more stores in Chicago over the next four years. The new stores have improved access to healthy foods and created 150 new permanent jobs, along with construction jobs during the building phases.
<b>Safeway</b>	Opening six stores in California’s Bay Area and has plans to expand over the coming years.
<b>Shamrock Foods</b>	Opening warehouse retail stores in Albuquerque, New Mexico and Denver, Colorado. No membership is required.
<b>Supervalu (Save-A-Lot)</b>	Provides fewer items but aims to expand into under-served communities, particularly in the Chicago area.
<b>Target</b>	Increasing grocery offerings in over 380 stores in 2011 and investing over \$500 million on retrofitting its general merchandise stores to offer full food sections.
<b>Walgreens</b>	Chicago Mayor Richard Daley asked this Deerfield, IL company to increase its food offerings in under-served communities. Walgreens has opened pilot stores in under-served Chicago and New York areas with over 500 expanded food options.
<b>Walmart</b>	Launching various initiatives including opening smaller Neighborhood Market stores with groceries throughout US cities. Four to five smaller stores may open soon in Reno, Nevada and one may open in Menomonee Falls, Wisconsin.

*A range of stores and mobile vendors can help increase access to healthy, affordable foods within tribal communities, from convenience stores, dollar stores, discount stores, and department stores. Consider Healthy Country Store Initiatives for rural settings.*

## Grocery Shopping on a Budget

The cost of food, particularly healthier food options such as whole grain cereals, fish, and produce, were identified as a barrier to healthy eating within participating tribal communities. As a tribal leader, you can help your members grocery shop on a budget while providing healthy, nutritious foods to their families.

- Promote participation in federal food assistance programs
- Encourage members to share cost & time saving shopping tips
  - Create competitions for low-cost Native recipes
  - Develop a share box for members to share favorite tips
- Partner with local cooperative extension offices
  - Host cooking demonstrations
  - Illustrate on bulletin boards how to read nutrition labels
- Work with local grocery stores
  - Coordinate grocery tours
  - Create in-store cooking demonstrations of traditional foods
  - Develop Native specific labels, coupons, and promotions
  - Connect local farmers with local stores

Partnering with a local grocery store or online food distribution company may help address your communities grocery gaps and reduce their transportation costs associated with grocery trips. Baltimore, Chicago, and New York City have used different approaches to utilize online and mobile grocery distribution to bring healthy, affordable foods to underserved areas. Chicago's Fresh Moves employed local community members to help with ordering and distributing.



Photo taken at a federally-assisted Nutrition Site serving meals to eligible elders in the Haliwa-Saponi Indian Tribe



Native Air N7, a Nike shoe designed specifically for Native Americans, is a great example of how working with a company can help create culturally relevant products that promote health.

## Online & Mobile Grocery Partnerships

# Healthy Diner Initiatives

Tribal leaders and key informants indicated eating out was a challenge. Increasingly, tribal members and families are eating out and often choosing the less healthy, cheaper items. Tribes have potential to work with local restaurants and caterers to encourage the development and promotion of healthy, affordable entrees and snacks.

- Encourage tribal leaders and members to ask for healthier items
- Create message boards featuring healthier options at local venues
- Encourage parents and youth to share ideas on healthy eating out ideas
- Work with local doctors and dietitians to give practical advice about implementing dietary recommendations in local eateries
- Partner with local food establishments to promote healthy entrees and options
- Use social media to generate awareness around healthy eating out options
- Be a role model:
  - Ask for grilled or baked versus fried
  - Substitute French fries for salad or seasonal produce
  - Take half home for another meal
  - Try lemon-flavored water instead of sugar-sweetened beverages
  - Suggest changes if the restaurant didn't do healthy as you prefer



A new federal law will require the Food and Drug Administration (FDA) to set new requirements for nutrition labeling of foods sold at restaurants with 20 or more locations. State and local initiatives stimulated interest in this law. A few local governments have also used law to ban toys in kid's meals that do not meet certain nutritional requirements. Federally recognized tribes have the authority to regulate restaurants within their tribal lands.

# EXPLORE GOVERNMENT HEALTH INITIATIVES

Selected Cities	
<b>Boston, MA</b>	The city has ban sugar-sweetened drinks (such as sport drinks, juices, and sweetened iced teas) on city properties and at city functions, including meetings and events. Boston is also planting 100 pairs of heirloom apple trees throughout the city.
<b>Chicago, IL</b>	Mayor-Elect Rahm Emanuel plans to make Chicago a leading partner in the Let's Move Cities Campaign by improving access to healthy foods and increasing bike plans throughout the city.
<b>Cleveland, OH</b>	The City is teaming with the Cleveland Clinic, University-Hospitals-Case Medical Center, MetroHealth, and the Sisters of Charity Hospital System for a Healthy Cleveland Initiative focusing on improving the city's built environment and decreasing smoking.
<b>District of Columbia</b>	Plans for sustainable planning to ensure maximize access to food retailing and active living.
<b>El Paso, TX</b>	Passed a resolution to implement a five-year Obesity Prevention Action Plan.
<b>Jacksonville, FL</b>	Through a Robert Wood Johnson Foundation initiative, Jacksonville, along with other cities, aims to focus on city-level policy changes that promote healthy eating and active living.
<b>New York City</b>	Has crafted a vision for their food system, including short and long term plans of action.
Selected States	
<b>Iowa</b>	Mandated the creation of a local food and farm plan for the state of Iowa.
<b>North Carolina</b>	Has established a state task force on childhood obesity and a local food policy council.
<b>New York</b>	Established a state food policy council to make recommendations on state level initiatives.



Cherokee Nation Healthy Nation offers wellness activities, health fairs, The Cherokee Challenge, and the WINGS running club, amongst other culturally appropriate health and wellness activities. The Cherokee Nation's National Holiday recently offered attendees healthy concession options, including buffalo and elk jerky, baked chips, wrap sandwiches, trail mix bars, frozen fruit bars, turkey hot dogs, and flavored water. The event also featured a 5k race, health fair, and cultural games with physical activity opportunities.

*Download Let's Move Cities & Towns Toolkit for Local Officials and look for a similar toolkit in the works for the Let's Move in Indian Country special initiative*

# Empower Parents

- 
- Emphasize small starts for family healthy habit changes
  - Encourage families to eat healthy and be active together
  - Reinforce everyone should exercise, every day
  - Avoid skipping meals
  - Encourage 4 to 6 smaller meals and snacks
  - Increase awareness about appropriate portion sizes
  - Discourage “clean plate clubs” and rewarding children with food
  - Promote fruits and vegetables
  - Focus conversations around healthy eating and active living
  - Help build self-esteem and capacity around healthy changes for youth and adults
  - Promote eligible families and children participate in federal food assistance programs
  - Help connect school and childcare lessons and meals to the home setting
  - Offer healthy cooking, gardening, and canning demonstrations

The power of parents to facilitate healthy children, healthy homes was shared by tribal leaders and key informants. The tribal leaders and staff were identified as possible catalysts for empowering and educating parents on their vital role in developing healthy eating and active living habits within their entire family. Grandparents and extended family support systems were also discussed as key support networks for helping ensure all family members live long and vibrant lives!

# Active Living



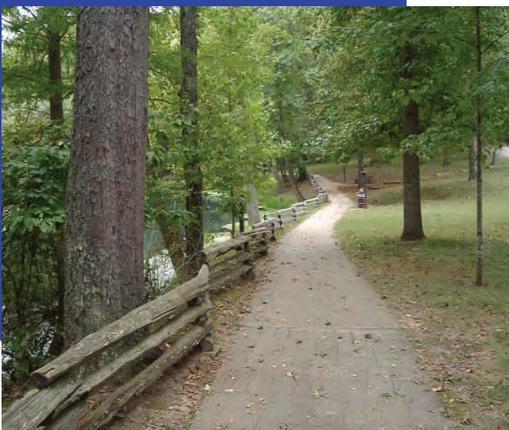
- Create, renovate, or maintain tribal playgrounds, trails, or other indoor and outdoor facilities
- Encourage tribal members to lead exercise classes, running or walking clubs, or hikes on tribal lands
- Work with local transportation agencies to ensure safe paths or trails for walking, running, and biking
- Ensure all physical activity outlets maximize year-long, full-use accessibility

The American Indian Healthy Eating Project focused on strategies to improve access to healthy, affordable foods within NC tribal communities; but tribal leaders and key informants also discussed improving access to physical activity outlets through tribal land, buildings, and networks.



## Promote Athletic Natives

Educate youth about Native American athletic accomplishments such as the 1964 Olympic gold medal 10,000 meter performance of Billy Mills, Oglala Lakota (Sioux) Indian.



“I would love to see a walking trail here on the tribe’s property with, well right out here, with trees, you know, all around. I’d like to see a big, nice playground in the center of it so that while the parents are walking, the kids can run and play, could be a basketball goal for the other kids to play basketball, something to that magnitude. It would be great. We don’t have sidewalks and things, you know, that parents and kids can use to walk.”

Talking Circle Participant

## Worksite Wellness



Start with your staff! Consider ways your tribal office and staff can integrate healthy eating and active living strategies into your workplace! Host a food for thought lunch meeting to discuss potential sustainable strategies.



Healthy workers are productive workers. Encourage and occasionally supply, if possible, healthy snack options and healthy, safe water fountains for your tribal office.



Encourage worksite 15 to 30 minute fitness breaks and offer collective workout or walking sessions once a week or month before lunch. Allow flexible work plans to enable staff to workout. Supply pedometers for a walking/running work challenge. Provide opportunities for staff to learn about ways to integrate active living into their work day.



Consider your worksite's breastfeeding policies and strive to allow flexibility and support for breastfeeding moms. Breastfeeding friendly lactation rooms also help promote breastfeeding.





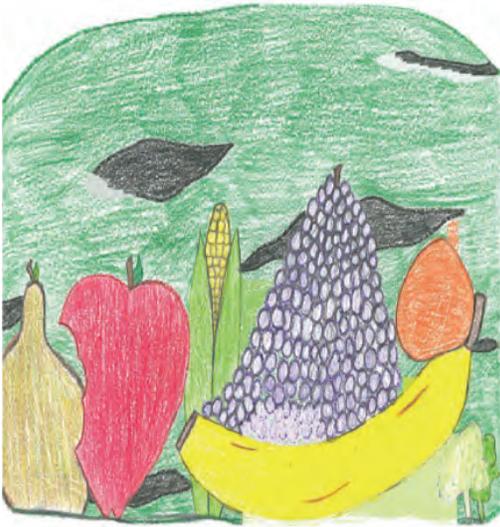
# Getting Started



Whether planting a garden or planting seeds for a healthy eating or active living strategy, time, patience, trust, and teamwork will help foster sustainable growth and development.

- Learn from existing local, state, and national initiatives
- Explore potential community and industry partners
- Leverage staff and support from existing programs
- Energize youth and elder volunteers
- Devise feasible goals and timelines
- Build consensus
- Prioritize community needs with abilities
- Start small and build on successes and lessons learned
- Share your story with the media
- Use social media to generate community interest
- Evaluate efforts
- Partner with experts
- Remember the first step is always the hardest





# Grant Writing 101

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Grant support can help advance your initiatives to improve access to healthy, affordable foods within your tribal community. The Healthy Eating Research program of the Robert Wood Johnson Foundation provided support to the University of North Carolina-Chapel Hill to develop planning and policies strategies to improve access to healthy eating within North Carolina tribal communities. Grant writing is an essential ingredient to being a competitive applicant for limited grant support.

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## Food for Thought

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- Understand your resources to prepare and administer grants
- Explore potential funders and meet with them to determine funder fit
- Determine feasible goals and methods for grant deliverables
- Join list\_servs and organizations to help connect you with grant opportunities
- Leverage existing grant support resources
- Partner appropriately
- Develop and follow research ethics procedures for internal and external grants
- Network with organizations who have received funding from possible funders
- Develop templates for key grant components such as your organization's mission, organizational structure, and capacity to administer grants
- Track your grant and collaboration history to demonstrate your success
- Communicate with tribal members grant proposals and grant findings
- Share your grant award and results with the media
- Explore available guides for grant writing tools and grant search tips

## Healthy, Native North Carolinians

At the Unity Conference 2011, the seven tribes participating in the American Indian Healthy Eating Project came together to discuss their respective tribe's health initiatives and consider collaborative approaches to advancing American Indian health. During the Unity Conference, these seven tribes in addition to North Carolina's four urban Indian organizations partnered with the NC Commission of Indian Affairs, the American Indian Center and Center for Health Promotion and Disease Prevention at the University of North Carolina-Chapel Hill, and the American Indian Healthy Project Co-Principal Investigator, Sheila Fleischhacker. Together, the tribes, urban Indian organizations, Commission, and research partners requested support from Kate B. Reynolds Foundation to create of a two-year capacity building workshop series. The workshops would focus on increasing the capacity of participating tribal leaders and community stark plugs to develop, implement, and evaluate community change around healthy eating and active living.

Let's Move in Indian Country is a special initiative of the First Lady Michelle Obama and is going to offer support to encourage tribes to:

- 1) Create a Healthy Start
- 2) Develop Healthy Schools
- 3) Increase Physical Activity
- 4) Foster Healthy, Comprehensive Food Systems Policies

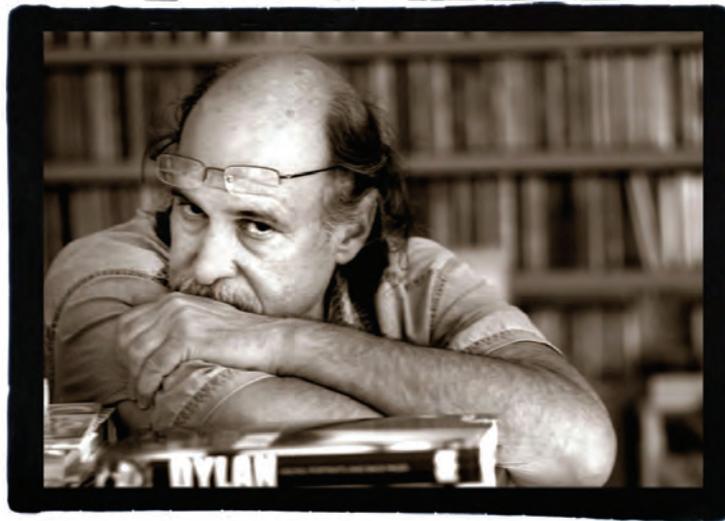


Haliwa-Saponi Indian Tribe met for a Charrette on Community Food Projects and Partnerships on March 3, 2011 with the American Indian Center and Center for Health Promotion & Disease Prevention, both of UNC-Chapel Hill. During to the Charrette, tribal leaders and members were able to discuss practical ways to promote health in their community, utilizing their unique cultural, agricultural, and infrastructural assets. The American Indian Center, subsequently, applied for a grant to help support the increase of arts at Haliwa-Saponi's Farmers' Market. Explore further how these UNC Centers and other research and community organizations can help advance and enhance your current or potential health initiatives!



# Community Newsletters

Tribal leaders and key informants suggested using community newsletters to disseminate the findings from the American Indian Healthy Eating Project. Each of the participating tribes is currently helping identify specific health initiatives and community stark plugs from within their tribal community to feature within their four-page newsletter. Look out for your newsletter this summer and ways you can get involved in advancing community changes around healthy eating and active living within your tribe!



Donn Young, a photojournalist, experienced with creating images and stories to advance social justice causes is working with each of the participating tribes to craft a community newsletter and photo exhibit. Donn Young is 35-year veteran of the photography business and the executive director of *40 Days and 40 Nights*, a 501(c)(3) educational nonprofit committed to increasing awareness of the human condition through the collaborative work of researchers, practitioners, and artists. As an assignment photographer, his work has appeared in over 100 national, state, and local publications including *Time*, *Newsweek*, *USA Today*, *The New York Times*, and *The Washington Post*. His work has been exhibited in 35 museum and gallery exhibitions. He has received numerous honors including the "Gold Medal" - 2006 CASE (Council for the Advancement and Support of Education), which is the national competition of college and university magazines. In August 2008, he completed a 3-year photo essay documenting the effects of Hurricane Katrina upon civilization for the Louisiana State Archives. The exhibition *40 Days and 40 Nights* was is the largest and most well attended exhibition in the history of the Louisiana State Archives. His work is exhibited worldwide and was recently included in *Visions of New Orleans* at the Ministry of Culture, Saint-Honore, in Paris. His work is found in the public and private collections of Louisiana State University Hill Memorial Library Special Collections, the Goldring Family Foundation, the Lamar Family Foundation, the Thomas Coleman Family Foundation, the Louisiana State Museum and the Historic New Orleans Collection. See and learn more at [www.DonnYoung.com](http://www.DonnYoung.com)

# Full Circle Movement

Academia and researchers must decolonize their own thinking and listen to the People who have answers within their own cultures. Researchers must not just listen, but remove the idea that Western methodologies and best practices are the only means to truth and success.

*It is the People's Responsibility to believe in our own capabilities to create our future through our own knowledge of how things heal and work for our communities.*

It is challenging and at times tiring; we must bridge and grow together. Believing in ourselves, encouraging our relatives to do the same, acknowledge that we must start talking about, and cease to ignore, Historical Grief and Trauma, which has contributed through the generations to who we are today. Once we do this, we can begin to move forward. If any of these words ring true as an individual, parent, leader, educator, elder, or as a young person, then you can play an important role in building the conversation!

The Full Circle Movement is not an object that can be held in your hands. It is not politics. A movement is not an organization separate from tribal leadership, churches, or families. It is within each of us and in all of these settings. A Full Circle Movement happens when we talk and listen to one another, heal together, and focus together towards a common goal of encouraging people to become healthier.

Sign up today and **MOVE** the conversation!

**\* Inspire \* Empower \* Educate \* Engage \* Encourage \* Heal \*  
\* Connect \* Pray \* Talk \* Share \* Learn \* Create \* Change \* Volunteer \***

When we, as American Indians, can reflect and meditate on our own life history, we begin to understand how everything is related and turns in a circle. Disease manifests in the physical body, but originates in the spiritual body when we whether consciously or unconsciously choose to move from a state of balance. As our education and awareness grows, we become more conscious and realize Newton's law no longer reflects our life. No being is separate from its environment, but interconnected.

Only in our minds are we separate from the WHOLE. All the knowledge already exists -- we have to uncover it. Look at our past history and all Natives can attest to that. It is time for a Full Circle Movement to create the balance we need. How do we create this balance, you ask? We need to look inside for the Truth. Soul neglect has devastated our people way too long. Since the beginning of our lives, we've been on a journey believing that we are powerless. That is not the truth of the matter. We were all given the Truth when we were created. It is within us waiting to be recognized.

## American Indian Center at UNC-Chapel Hill

The mission of the American Indian Center is to bridge the richness of North Carolina's American Indian peoples and cultures with the strengths of Carolina's research, education, and teaching. The University of North Carolina at Chapel Hill leads public university for American Indian scholarship. The Scholars Center ensures Native issues are a permanent part of the intellectual life of the University. This university-wide center advances the University's mission of research.

**Ms. Randi Byrd,**  
Program Assistant/Workshop Coordinator

Phone: (919) 843-4189.

Email: [rbyrd@email.unc.edu](mailto:rbyrd@email.unc.edu)

Website: <http://americanindiancenter.unc.edu/>

Look Within

Sign Up

Speak Up

Speak Out

Join Us

## Native American Interfaith Ministries

Also known as The Healing Lodge serves 128 churches of diverse denominations and collaborates with various stakeholders, such as faith-based organizations, community advocates, government agencies and academic centers to help promote wellness through spirit, mind and soul. Over the last 10 years, we have led or significantly contributed to over 25 health projects addressing a range of health and social needs of American Indian and other underserved populations.

**Mr. Tony V. Locklear, Executive Director**

Phone: (910) 522-0900

Email: [nativeelderassist@yahoo.com](mailto:nativeelderassist@yahoo.com)

Website: <http://thehealinglodge.vpweb.com/>



# THE AMERICAN INDIAN HEALTHY EATING PROJECT



Starting in October 2008, we set out to understand food access within tribal communities. Together, over the last two years, the American Indian Healthy Eating Project has crafted and accomplished four aims:

**(Aim 1)** Applied Community-Based Participatory Research (CBPR) to build partnerships with the North Carolina Commission of Indian Affairs and seven NC tribal communities to gain an understanding of how environmental and policy factors influence access to healthy foods;

**(Aim 2)** Examined existing data sources to identify and map the type and location of food outlets, such as grocery stores and restaurants, within the seven communities;

**(Aim 3)** Assessed agreement among existing (secondary) food outlet data sources and validated existing data using primary field-based observations; and

**(Aim 4)** Conducted legal and policy analyses of regulations and rules relating to healthy food access in order to guide solution-oriented strategies and develop a toolkit for improving access to healthy foods within each of the tribal communities.



We have been blessed to build partnerships with the NC Commission of Indian Affairs, seven tribes in North Carolina, and with all the tribal leaders, liaisons, and advisors who have given so much of their time and thoughts to facilitate united approaches to advance American Indian health within their tribes, across the state, and throughout Indian country. This project is just one fruitful example of the talent, assets, and potential living within North Carolina American Indian communities. Native people have the power and wisdom to live long, healthy lives!



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