

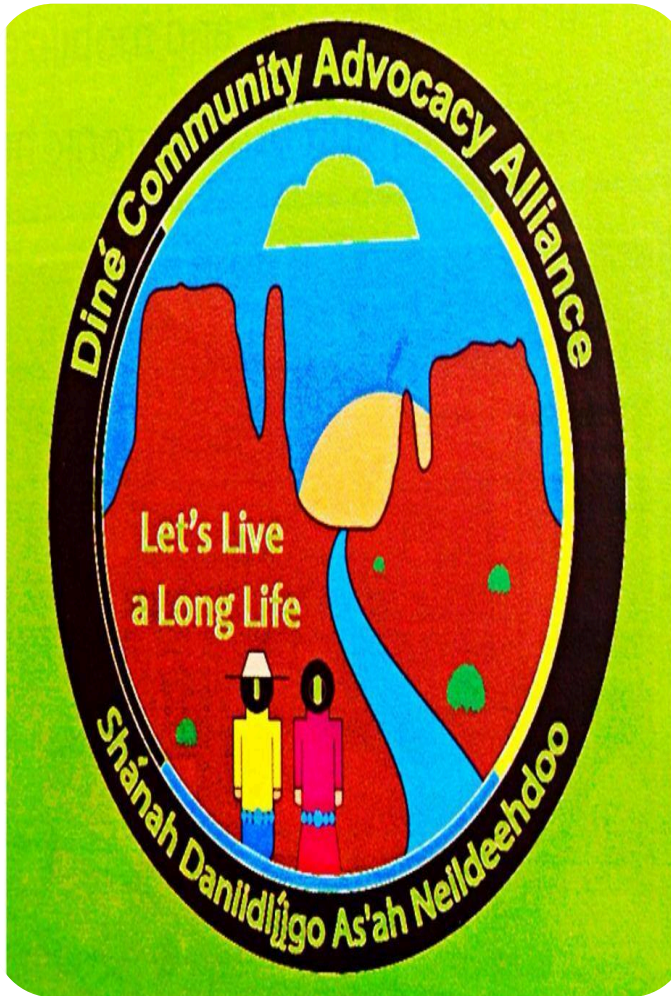


Healthy Diné Nation Tax Initiatives: Empowering Our Communities



By Denisa Livingston | Diné Community Advocacy Alliance
June 13, 2017 | The National Academies of Science, Engineering, and Medicine, Montgomery, Alabama

Diné Community Advocacy Alliance (DCAA)



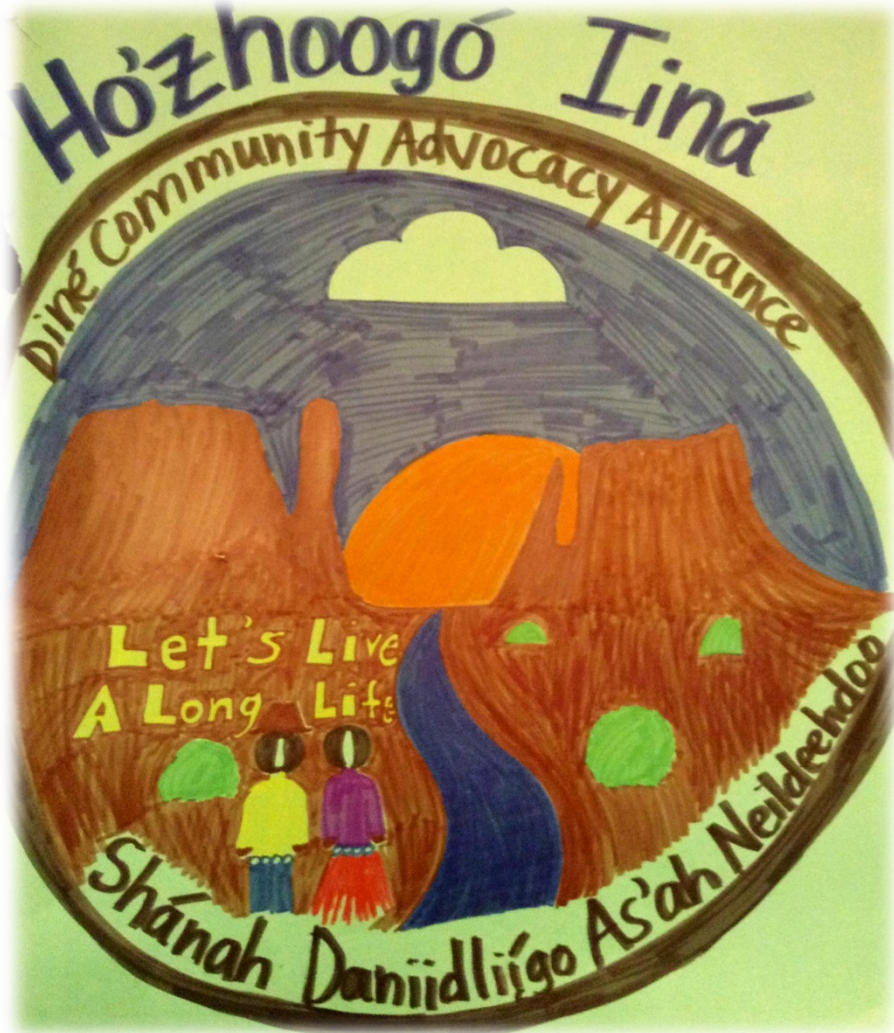
History

*A Strong Voice for the Diné Communities:
DCAA formed in March 2012 as a response to
the high rates of obesity, diabetes, and the
complications of these health issues among
children, youth, families, adults, and elders
living in the Navajo communities.*

Mission

*DCAA is comprised of grassroots level
community health advocates from various
communities to raise awareness, inform,
educate, and mobilize community members
to combat obesity, diabetes, and other
chronic health issues.*

Diné Community Advocacy Alliance (DCAA)

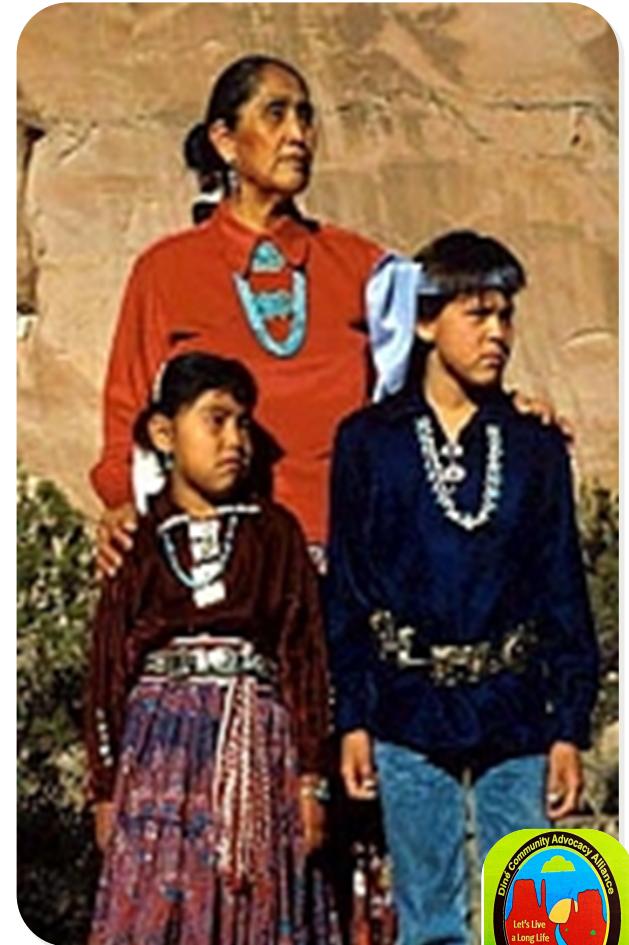


Diné youth advocate drawing

Shánah
Daniidliigo As'ah
Neildeehdoo:

*Let's Live a
Long Life!*

We are hungry for change.



Empowering our tribal citizens to create healthy environments to live long lives.



#HealthyDinéNationZumbaCelebration



Constituents Advocating For Positive Change

1. Have a “**Voice**” For Change
2. **Advocate** for families and communities to create positive change.
3. **Educate** ourselves, families, communities about health trends, issues, and resolutions.
4. **Raise awareness** of food choices of our people.
5. **Empower** everyone to create healthy environments to live long lives.
6. **Champion** a cause.
7. Address and develop **policy/legislative** changes for healthier communities.
8. Encourage **leadership** development.



Addressing and developing **policy/legislative** changes for healthier communities.



Healthy Diné Nation Laws & Policies

- 1. Elimination of 5% Navajo Nation Sales Tax on Healthy Foods**
- 2. The Healthy Diné Nation Act of 2014 / Unhealthy Foods 2% Sales Tax**
- 3. Community Wellness Development Projects Fund Management Plan**
- 4. Navajo Nation Chapter Project Guideline and Distribution Policy**



Elimination of Tax on Healthy Foods

Enacted: April 22, 2014

Effective: October 1, 2014

Elimination of 5% sales tax:

1. Fresh fruits
2. Fresh vegetables
3. Nuts
4. Nut butters
5. Seeds
6. Water



Healthy Foods Tax Law

Fresh fruits, Fresh Vegetables, Nuts, Nut butters, Seeds, Water:

1. Fruits and veggies pre-cut/sliced arranged on a platter, salad bars, pre-made salads with small packages of croutons, dressings, nuts.
2. Fresh herbs, fresh spices, fresh special, ethnic fruits and vegetables (i.e. sumac berries, yucca, juniper, etc.);
3. Whole corn kernel, raw, roasted, unroasted, or ground with or without juniper ash (i.e. corn: blue, yellow, or white, frozen or dry hominy or posole);
4. Dried beans, wild rice.



The Healthy Diné Nation Act of 2014

Enacted: November 21, 2014

Effective: April 1, 2015

- ❖ 2% tax on **unhealthy foods** (in addition to the current 5%)
 - ❖ Example: Soda \$1.00 ($\$0.05 + \0.02) = \$1.07
- ❖ “Unhealthy Foods” high in salt, saturated fat, and sugar

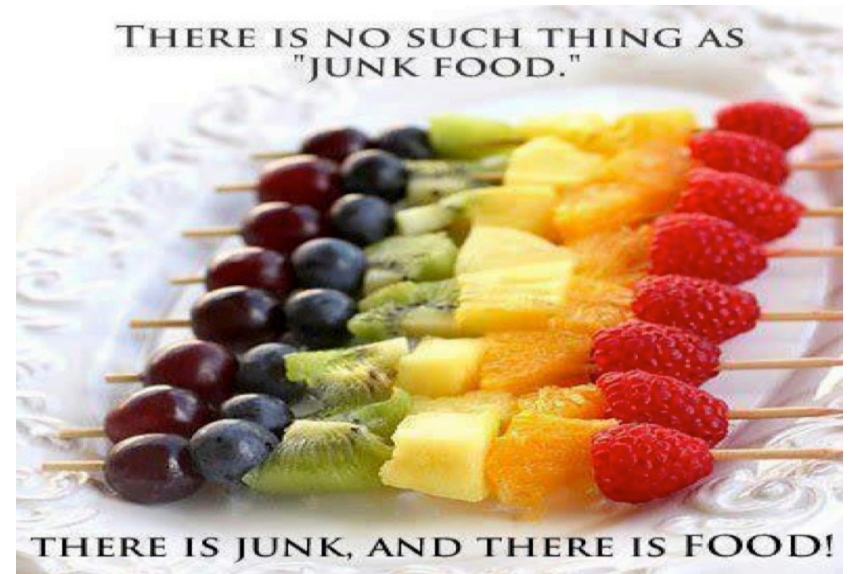


“Unhealthy Foods” “Ch’iyáán Bizhool”

JUNK



FOOD



“Minimal or no nutritional value food” means sweetened beverages and prepackaged and non-prepackaged snacks stripped of essential nutrients.



Unhealthy Foods Tax Law

Categories-

1. Beverages: soda, energy drinks, flavored water, iced teas and coffees, fruit and veggie drinks, alcoholic free and alcoholic drinks, etc.
2. Sweets: candy, frozen desserts, pastries, cakes, puddings, etc.
3. Chips and Crisps: baked, toasted, fried products.
4. Fast food: ready to eat, quickly available, quickly served foods, canned meats.
5. Flavor enhancers: salt, sugar, sweeteners.



Annual Tax Revenue on Unhealthy Foods

Office of the Navajo Tax Commission:

➤ 80% = \$2.7 Million/year

DCAA Estimation:

90% Food Desert = \$3.1 Million/year

Actual:

1 quarter in 2015 = \$334,083

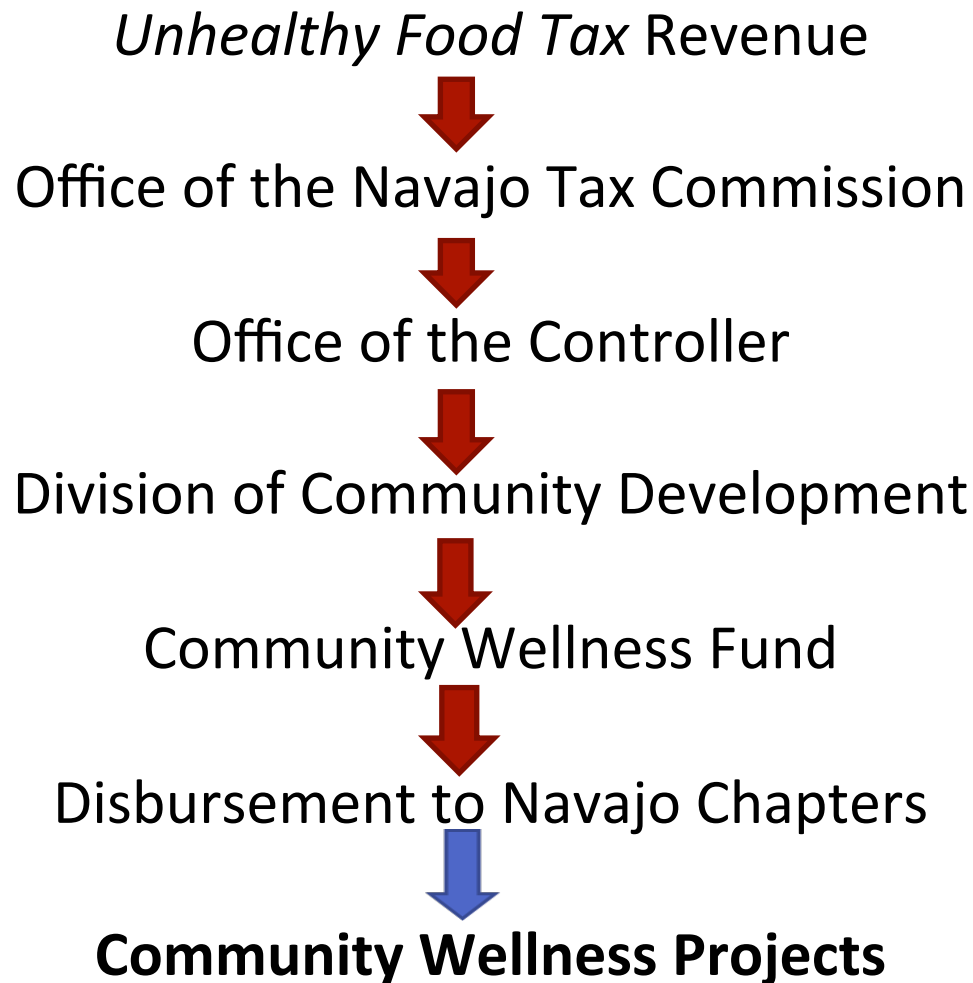
4 quarters in 2016 = \$1,878,323.00

1 quarter in 2017 = \$410,343.00

\$2,622,749.00 million to date



Community Development: Revenue & Capacity Building vs. Grant



Community Wellness Development Projects Fund Management Plan

- Enacted and Effective: April 13, 2015
- A special *Unhealthy Foods Tax* revenue account to fund Navajo Nation Chapter *Community Wellness Projects*.
- Create Diné community-based, community-owned wellness projects
- Addresses improvements to the physical and social environment of the community



Community Wellness Development Projects Fund Management Plan

Allowable projects:

1. Instruction
2. Equipment
3. Built Recreational Environment
4. Social Setting
5. Education
6. Community Food and Water Initiatives
7. Health Emergency Preparedness

Disallowable projects:

1. Meetings



Community Wellness Projects

1. Wellness and exercise equipment, supplies;
2. Walking trails, running trails, biking trails;
3. Skate parks, parks, picnic grounds, playgrounds, basketball courts, swimming pools;
4. Health classes, health coaching, traditional, intergenerational, and contemporary wellness workshops, Navajo traditional craft classes;
5. Traditional and non-traditional healthy food preparation classes; food processing and storage facilities; health food initiatives; community food cooperatives;



Community Wellness Projects

6. Recreational, health, youth clubs, library, health education materials;
7. Farming and vegetable gardens, greenhouses, farmers' markets, agricultural projects, equine therapy;
8. Healthy convenience store improvements;
9. Clean water initiatives, clean communities initiatives, recycling initiatives;
10. Emergency preparedness;



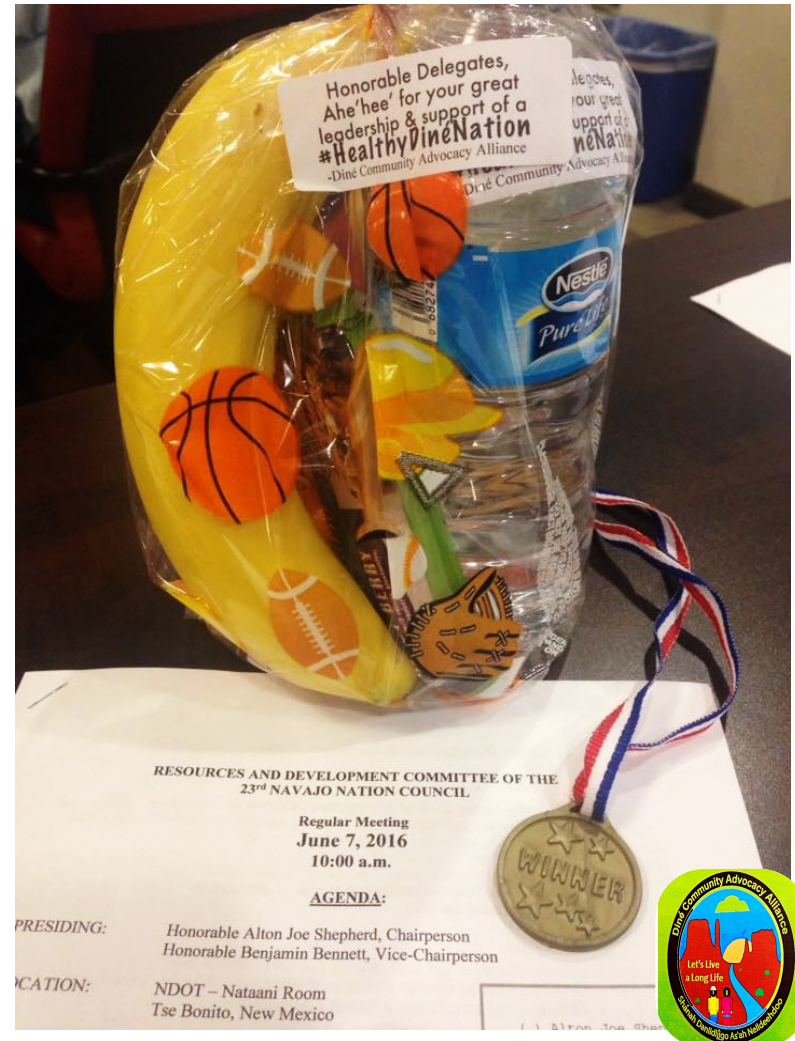
Community Wellness Projects

11. Maintenance, conservation, or improvement of any of these projects;
12. Any other community-based wellness projects that are planned, implemented, directed, and reported by members of the Navajo Nation communities;
13. Any matching funds projects.



Navajo Nation Chapter Project Guideline and Distribution Policy:

- Allows all 110 Navajo Chapters to access the *Unhealthy Food Tax* revenue
- Create Diné community-based, community-owned wellness projects
- Addresses improvements to the physical and social environment of the community
- Effective: June 21, 2016



Tax funded COMMUNITY WELLNESS PROJECTS

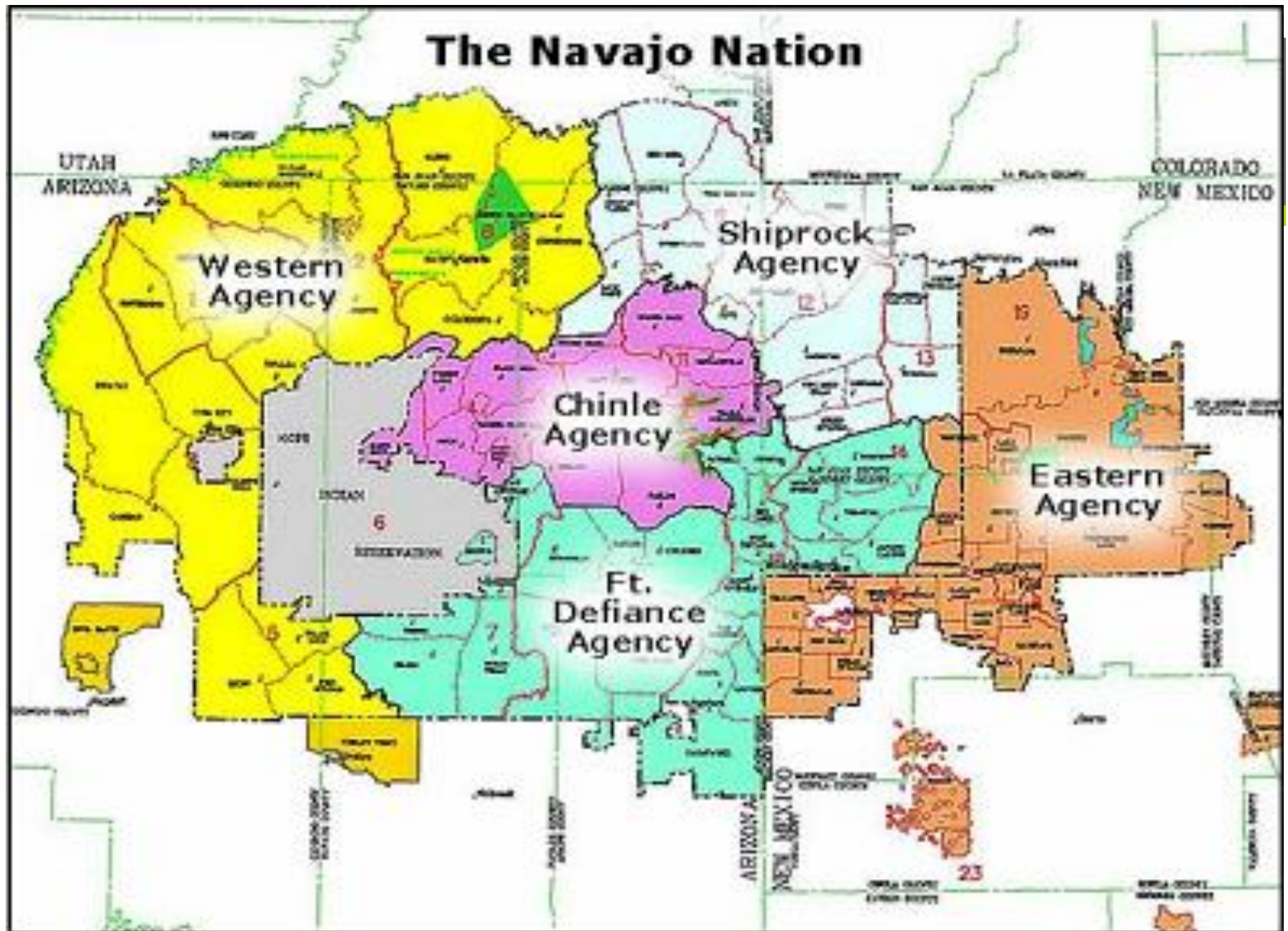
Kayenta, AZ

Projects are community-

BASED, DRIVEN, OWNED



The Navajo Nation



Initiative *Powered & Actualized* by the People



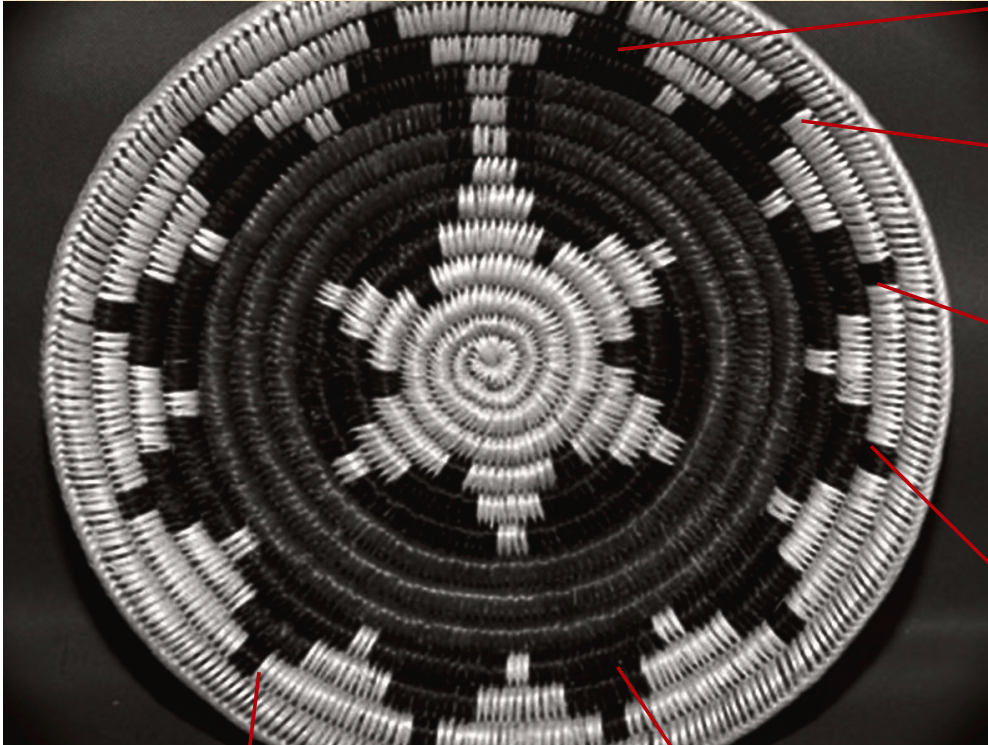


Champion Tribal Leaders

Former Delegate Danny Simpson, Delegate Jonathan Hale, Mr. Vice President Jonathan Nez



Honorable Delegates, *Ahe'hee'* for your great leadership for our Navajo Nation



You are our *champions* to restore the health of our people.

You have the *key* to *unlock* a healthy future for us.

You are our leaders who create policies to *help* our people.

You are leaders who have the *power* to bring positive change.

You have an *opportunity* now to be part of reversing and reducing disease, improving our health, and creating a healthy future.

You have an opportunity to *empower* and *protect* our people.



Fundamental Law of Diné (FLD)

◆ **General Provision:**

Leadership is to develop and administer policies and plans reflecting the FLD as guiding principles.

◆ **Traditional Law:**

Legislative Branch leaders shall enact policies and laws to address immediate and future needs.

◆ **Customary Law:**

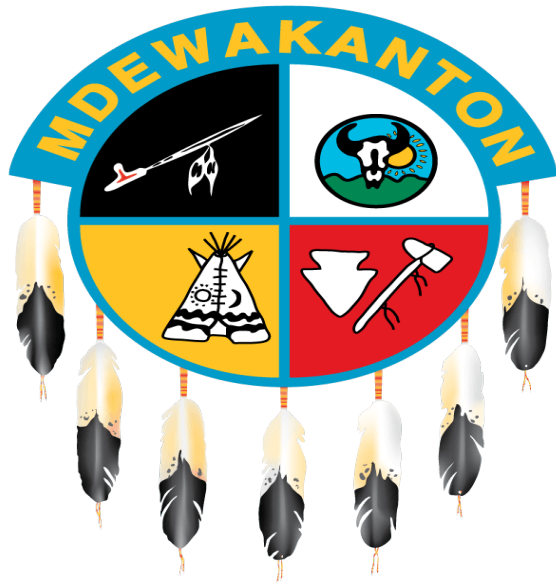
“That every child and elder be respected, honored, and protected with healthy physical and mental environment, free from all abuse.”

◆ **Natural Law:**

“Dine’ have sacred obligation and duty to respect, preserve and protect all. We were designated as stewards for these relatives...”



A present to the future



Robert Wood Johnson
Foundation



THE
CHRISTENSEN
FUND

Anonymous Donor

President Shelly signing the Healthy Diné Nation Act of 2014

‘Never doubt that a small group of thoughtful, committed citizens can change the world...’



-Margaret Mead

Ahe'hee'! Thank You!

Contact Info:

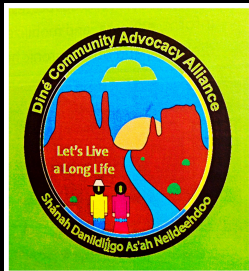
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SICK
CARE

vs.

HEALTH
CARE



WHICH WILL ~~YOU~~ CHOOSE?
WE