



Shánah  
Daniidliigo  
As'ah  
Neildeehdoo:  
Let's Live a  
Long Life!

We are  
hungry  
for  
change.

A Movement Towards  
Healthier Lifestyles.

#HealthyDinéNation  
#SaveOurTribe  
#ChampionsOfChange

#CutTheCRAP  
(Carbonated, Refined,  
Artificial, Processed foods)

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## 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.*

### Imagine:

- Our Navajo Nation being a leader in health.
- Having the highest life expectancies in the world.
- Reclaiming our traditional healthy lifestyles.
- Returning to our traditional food sovereignty.
- Promising healthy generations.

## HEALTHY DINÉ NATION INITIATIVES

### 1. Elimination of 5% Navajo Nation Sales Tax on Healthy Foods:

Enacted: April 22, 2014 | Effective: October 1, 2014

1. Fresh Fruits
2. Fresh Vegetables
3. Nuts
4. Nut Butters
5. Seeds
6. Water



7. Special ethnic foods: sumac berries, yucca, juniper, blue corn, yellow corn, white corn, frozen or dry hominy, posole, dried beans, and wild rice.

### 2. The Healthy Diné Nation Act of 2014 / Unhealthy Foods 2% Sales Tax in addition to the current Navajo Nation sales tax(es):

Enacted: November 21, 2014 | Effective: April 1, 2015

1. Beverages: any artificially sweetened, naturally sweetened, or sugar-sweetened drinks including powders, gels, drops, sparkling drinks, alcoholic-free and alcoholic drinks, excluding unsweetened hot tea, unsweetened hot coffee, unflavored milk, and unsweetened, unflavored water.
2. Sweets: candy, frozen desserts, pastries, pudding and gelatin based desserts, or fried or baked goods.
3. Chips and Crisps: crispy type snack foods that are fried, baked, or toasted, such as potato chips, tortilla chips, pita chips, or cheese puffs.
4. Fast Food: ready to eat, quickly available, quickly served foods, including any canned, precooked, or potted meats.
5. Flavor enhancers: salt, sugar, and sweeteners.

### 3. Community Wellness Development Projects Fund Management Plan: a special *Unhealthy Foods Tax* revenue account to fund Navajo Nation Chapter *Community Wellness Projects*.

- Effective: April 13, 2015

### 4. Navajo Nation Chapter Project Guideline and Distribution Policy:

allows all 110 Navajo Chapters to access the *Unhealthy Food Tax* revenue to create Diné community-based and community-directed health and wellness projects to address improvements to the physical and social environment of the community.

- Effective: June 21, 2016
- First Chapter Disbursement Estimation: Fall 2016