Native Strong: Healthy Kids, Healthy Futures

Olivia Roanhorse, MPH, Director
Renee Goldtooth, MPH, Associate Director
Notah Begay III Foundation (NB3F)

NB3F was founded in 2005 by Notah Begay III (Navajo, San Felipe/Isleta Pueblos), a 4-time PGA TOUR winner and Golf Analyst for NBC Sports & The Golf Channel

Mission: To reduce Native American childhood obesity and type 2 diabetes
Goal: To partner with tribal communities to enhance their own efforts in combating type 2 diabetes and childhood obesity.
Our Work: NB3Fit

Native Strong: Healthy Kids, Healthy Futures
Native Strong: 
Healthy Kids, Healthy Futures Team

Olivia Roanhorse 
Director 
(Diné)

Renée Goldtooth 
Associate Director 
(Diné)

Michelle Gutiérrez 
Program Officer

Simone Duran 
Program Assistant 
(San Felipe)

Dakotah Jim 
Research Program Officer (Diné)
NMDOH 2015 Childhood Obesity

Fig. 6 Percent of Third Grade Students Obese by Race/Ethnicity, New Mexico, 2010-2015

http://nmhealth.org/data/view/chronic/1861/
2001
U.S. Surgeon General David Satcher releases call to action identifying obesity as a major epidemic.

2004
Time, ABC News, and RWJF host summit to highlight causes of obesity epidemic and possible solutions.

2006
Healthy Schools Program launches to help school students and staff eat better and move more.

2007
RWJF commits $500 million to reversing the childhood obesity epidemic in the United States.

2008
RWJF launches Healthy Kids, Healthy Communities to support local action to improve community health.

2010
First Lady Michelle Obama creates Let's Move! to help kids be active and eat healthier.

2013
CDC releases data showing declines in obesity among preschoolers in low-income families in 19 states and territories.

2014
Major food and beverage companies remove 5.4 trillion calories from the marketplace, exceeding goal by 400%.

2015
RWJF commits another $500 million to help all children in America grow up at a healthy weight.

2012
Disney introduces new healthier standards for food advertising and programming targeting kids and families.
Native Strong: Healthy Kids, Healthy Futures

Key strategies:
• Grantmaking – Community Partners
• Capacity Building
• Knowledge building
• Collaboration
Community Partners
At the core of our approach..

Native communities have the inherent knowledge, assets, values and ability to address issues and solve their problems

- Balancing values and evidence using a participatory framework
- The power of story
- Examine the root causes of childhood obesity
- Meaningful data – metrics that matter
Indian Country Assets:

- Strength and resiliency
- Culture and language
- Tribal sovereignty: government to government relationship
- Connection to land and community
- Community wisdom
Capacity Building

Technical Assistance will build on Community assets by strengthening the skills and knowledge of the people working to improve Native American children’s health.

How?

- Quarterly webinars, resource website
- Regional TA trainings
- Annual Community Partner Conference
- Individual TA
Collaboration

Institute of Medicine

IHS-NB3F MOU Signing

Annual Grantee Gathering
Indigenous SDOH and Indicators
• Access to and utilization of traditional lands
• Historical trauma
• Cultural engagement – access to cultural activities
• Self determination
Evaluation

• Core values
• Common indicators
• Strengthen capacity and programming
• Share promising practices

Native Strong: Healthy Kids, Healthy Futures
Strengths of Community Partners

Cultural Alignment  Community Building/Nation Building

Strategic Thinking, Assessment and Sustainability

Resiliency  Collaboration/Relationships

*Native Strong: Healthy Kids, Healthy Futures*
Challenges

- Consistency/Expertise in evaluation responses and data collection
- Community/Organizational Capacity
- Community Outreach and Stakeholder Support
Recommendations Moving Forward

1. Sustainability and community building
2. Digital media capacity
3. Technical assistance
4. Enhance training
5. Partner networks
6. Community-led engagements

Native Strong: Healthy Kids, Healthy Futures
Contact Information:
The NB3F Native Strong Team  
(505) 867-0775  
olivia@nb3f.org  
michelle@nb3f.org  
dakotah@nb3f.org  
renee@nb3f.org

For more information about future funding opportunities and resources:

•  http://www.nb3foundation.org (sign up for e-news)

•  https://twitter.com/nb3foundation

•  www.facebook.com/notahbegayfoundation

THANK YOU!

Native Strong: Healthy Kids, Healthy Futures