



NOTAH BEGAY III FOUNDATION
Improving Native American Health



Native Strong: Healthy Kids, Healthy Futures

Olivia Roanhorse, MPH, Director
Renee Goldtooth, MPH, Associate Director

Notah Begay III Foundation (NB3F)

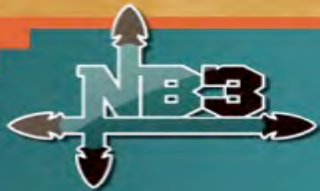
NB3F was founded in 2005 by Notah Begay III (Navajo, San Felipe/Isleta Pueblos), a 4-time PGA TOUR winner and Golf Analyst for NBC Sports & The Golf Channel

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

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Native Strong: Healthy Kids, Healthy Futures Team



Olivia Roanhorse
Director
(Diné)



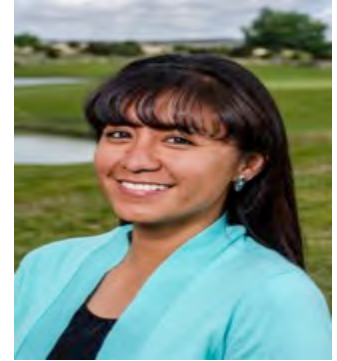
Renée Goldtooth
Associate Director
(Diné)



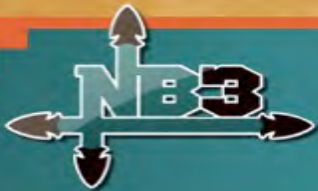
Michelle Gutiérrez
Program Officer



Dakotah Jim
Research Program
Officer (Diné)



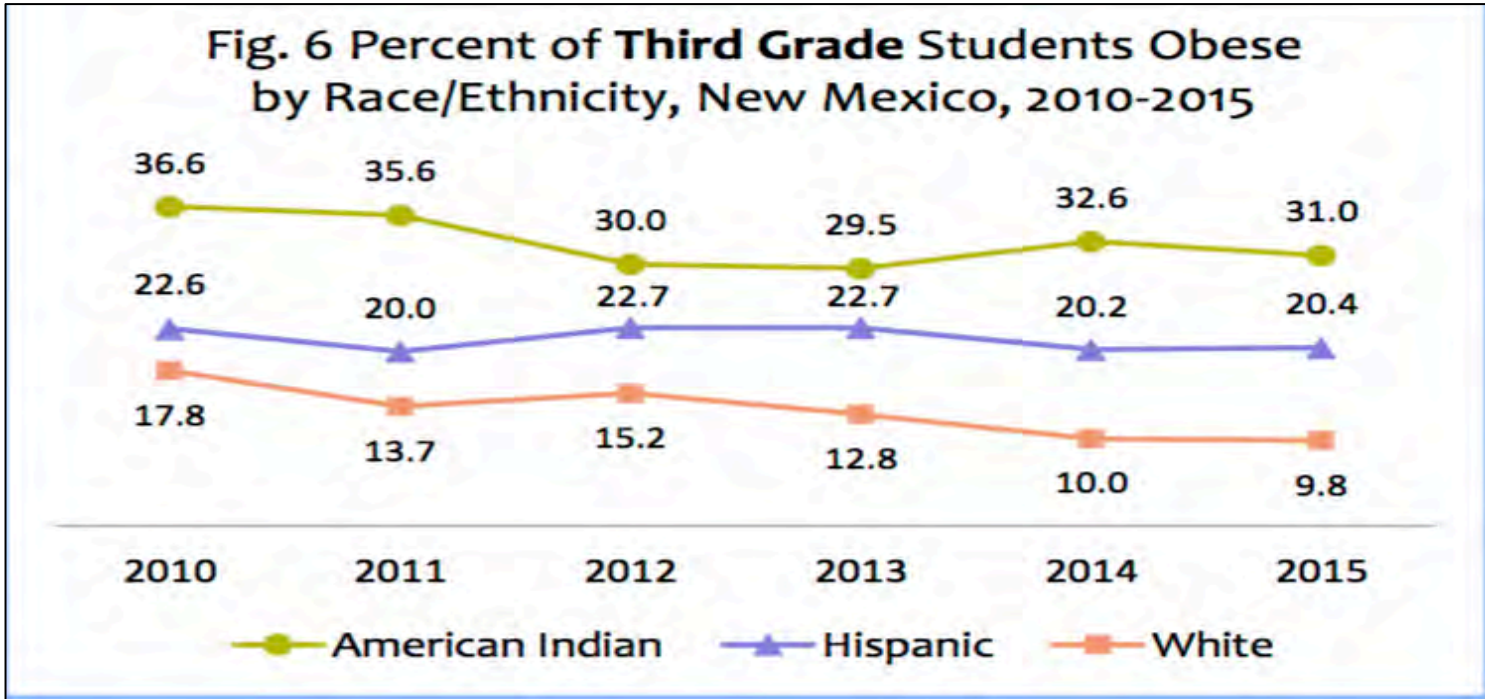
Simone Duran
Program Assistant
(San Felipe)



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NMDOH 2015 Childhood Obesity



<http://nmhealth.org/data/view/chronic/1861/>

2015

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

#RWJFhealthyweight

LET'S MOVE!



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 6.4 trillion calories from the marketplace, exceeding goal by 400%.



2012

Disney introduces new, healthier standards for food advertising and programming targeting kids and families.

The New York Times

WEDNESDAY, APRIL 4, 2007

To Fight Childhood Obesity, A \$500 Million Initiative

By STEPHAN LEE
The Robert Wood Johnson Foundation has announced a \$500 million initiative to combat childhood obesity. The foundation, which has a long history of supporting public health programs, says the program will focus on promoting physical activity and healthy eating habits in schools and communities. The program will also support research on obesity prevention and treatment. The foundation says the program will be the largest ever for a single organization.

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.

2006

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

2010

Congress passes landmark legislation to make food healthier in schools.



ALLIANCE FOR A HEALTHIER GENERATION

2006

Beverage industry commits to removing full-calorie soft drinks from schools.



2001

U.S. Surgeon General David Satcher releases call to action identifying obesity as a major epidemic.

2004

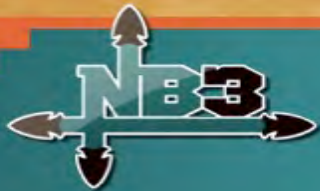
Time, ABC News, and RWJF host summit to highlight causes of obesity epidemic and possible solutions.



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Key strategies:

- Grantmaking –
Community Partners
- Capacity Building
- Knowledge building
- Collaboration



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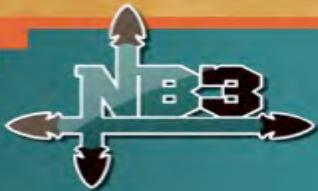
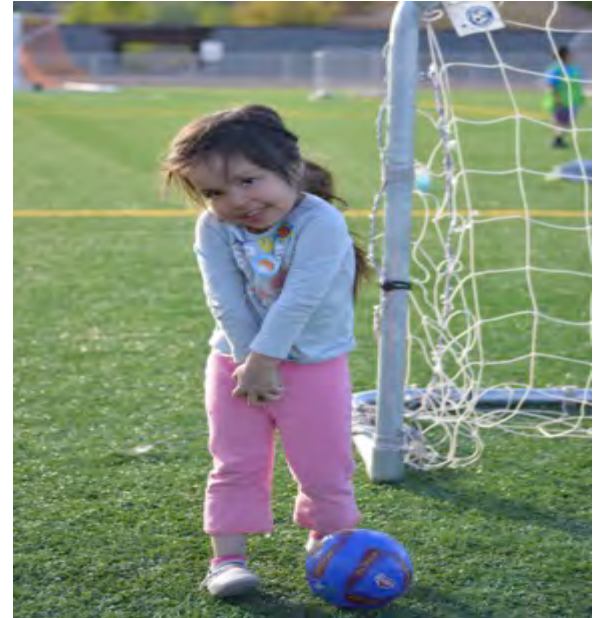
Community Partners



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

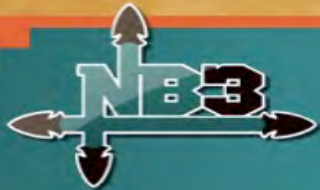


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Indian Country Ass

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



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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

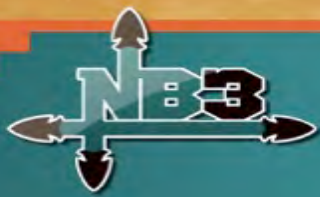
Annual Grantee Gathering



Indigenous SDOH and Indicators

- Access to and utilization of traditional lands
- Historical trauma
- Cultural engagement – access to cultural activities
- Self determination



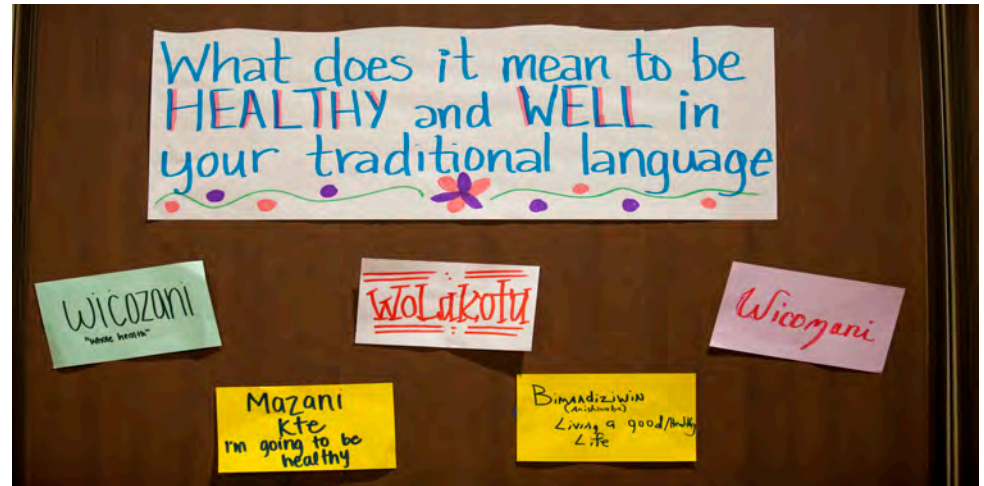


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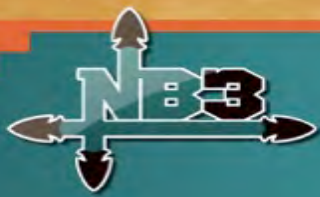


Evaluation

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



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Strengths of Community Partners

Cultural Alignment

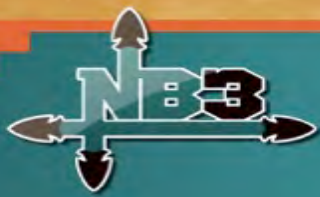
Community Building/Nation Building

Strategic Thinking, Assessment and Sustainability

Resiliency

Collaboration/Relationships

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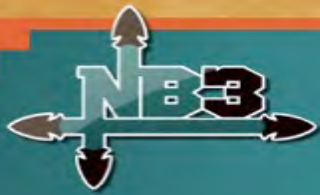
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Challenges

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





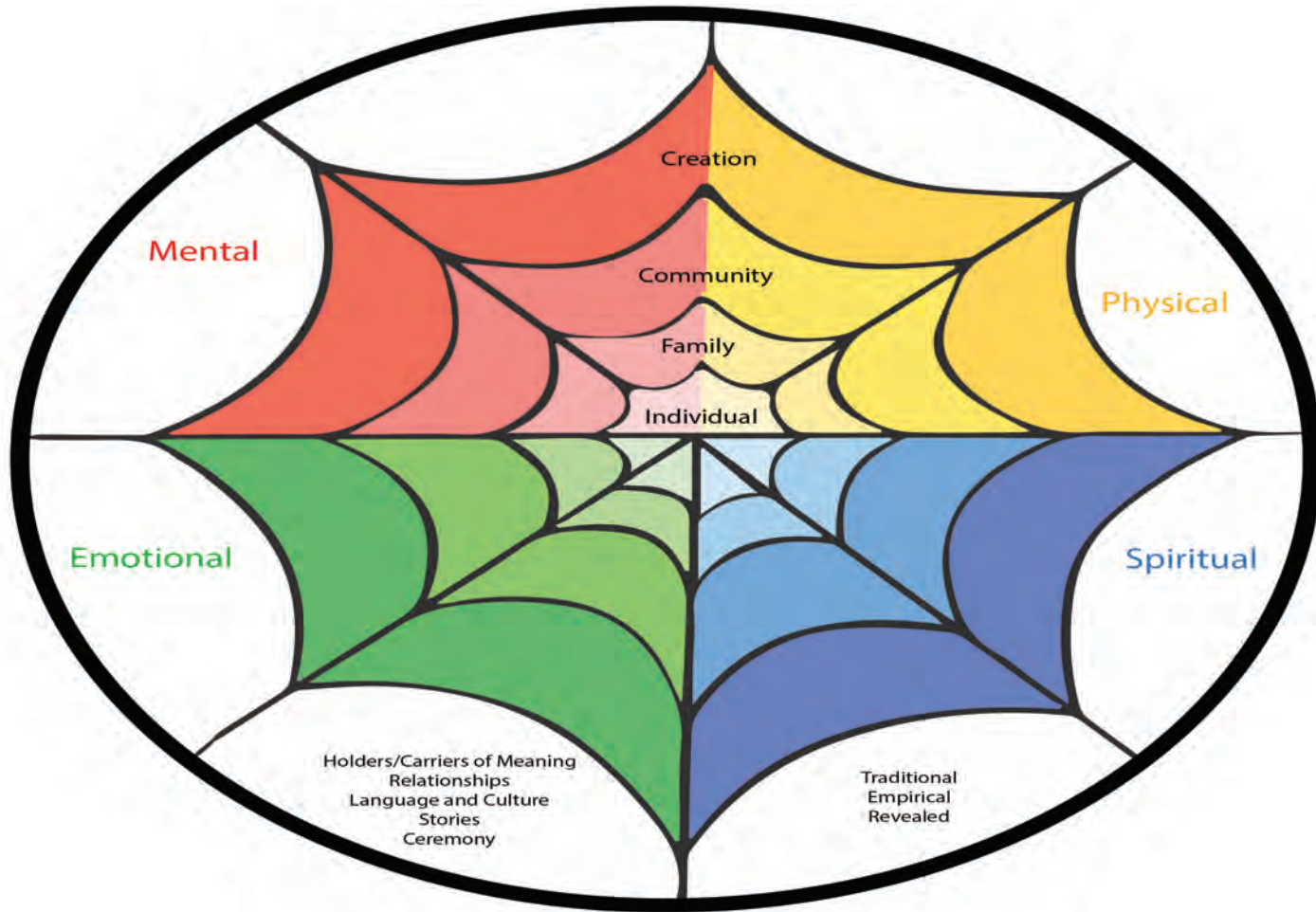
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Recommendations Moving Forward

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

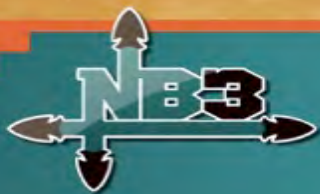
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For more information about future funding opportunities and resources:

- <http://www.nb3foundation.org> (sign up for e-news)
- <https://twitter.com/nb3foundation>
-  www.facebook.com/notahbegayfoundation



THANK YOU!



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