



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 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; total tax revenue raised as of 2019 = \$7.5 million

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; start of yearly Chapter revenue distributions