Promoting Active Living and Healthy Eating in Native American Communities

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Active Living Research

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Active Living Research

- Focus research on groups at highest risk for obesity: African American, Latino, Native American, Asian/Pacific Islander, lower income communities

- Share research with community advocates, policy makers, and others to create more active communities

- Provide tools, resources, and technical assistance
Encouraging People to Exercise Has Not Worked

Centers for Disease Control and Prevention Behavioral Risk Factor Surveillance System
Policies and Environments for Active Living
Policies and Environments for Healthy Eating
How do policies and environments support active living and healthy eating?

What the evidence tells us....
Public Parks

Living close to parks is associated with higher levels of park use and physical activity particularly for youth
Within parks, people tend to be more physically active on trails, at playgrounds and at sports facilities.
Organized park programs and supervision may increase use of parks and playgrounds and may increase physical activity, particularly among youth.
Joint Use Agreements
Trails & Active Living

• Community trails are a cost-effective way for promoting physical activity and potentially reducing medical expenses.

• Having trails close to where people live is associated with higher levels of trail use among adults.

• Good surface condition and certain trail amenities are among the trail characteristics that are positively associated with trail use.
Community Design

(Before and after shots of a complete street in La Jolla, California. Photos by Dan Burden.)
Walking to school can help increase physical activity
American-Indian and African-American women are more likely than White women to report not having sidewalks in their neighborhoods.
Neighborhood Aesthetics, Crime, Safety
Social Support
Healthy Eating: What the Evidence Tells Us

Supermarkets = more variety; healthier options; better value for your money

Convenience stores = high-calorie but nutrient poor foods; little fresh produce; expensive.

*People who have better access to supermarkets tend to have healthier diets.*

*Having greater access to supermarkets and limited access to convenience stores may reduce the risk for obesity.*

www.healthyeatingresearch.org/
Unequal Access to Healthy Foods

• Rural areas have 14 percent fewer supermarkets than urban areas.

• Suburban areas have between 1.5 and 2 times the number of food stores compared with urban areas.

• Low-income neighborhoods have 25 percent fewer chain supermarkets than middle-income neighborhoods.

• In urban areas, low-income neighborhoods have 1.3 times as many convenience stores as middle-income neighborhoods.
How to Increase Availability of Fruits, Vegetables and Other Healthy Foods

• Establish farmers’ markets, cooperative grocery stores, community gardens, and public markets;

• Increase participation in community-supported agriculture programs (CSA’s);

• Connect growers with neighborhood convenience stores, community centers, health care clinics and religious organizations;

• Establish mobile stores to deliver healthful products to a drop spot or doorsteps;

• Improve signage and shelf labels that identify healthful food choices; and

• Sell healthy foods at reduced prices.
How to Bring Supermarkets to Underserved Areas

City planners, nonprofit groups and private businesses can:

• Help conduct a needs assessment or market feasibility studies;
• Identify potential store sites;
• Assist with site assembly and environmental cleanup;
• Offer financial incentives such as fee waivers and tax abatements;
• Provide shuttle service to stores or develop other transportation options;
• Facilitate or simplify the development approval process.
Limit Children and Youth’s TV Watching

Commercials for candy, snacks, cereals and fast food are viewed most often. Few commercials for dairy products, fruits or vegetables are viewed.

Nearly all food advertisements viewed by children and adolescents were for products that were high in fat, sugar or sodium.
Tools, Resources, and Funding….
Healthy Eating Research Briefs and Syntheses

Objectives:
• Create a healthier start on life for children
• Create healthier learning communities
• Ensure families access to healthy, affordable and traditional food
• Increase opportunities for physical activity

http://www.doi.gov/letsmove/indiancountry/index.cfm

Slideshow of Toolkit and Resource Guide:
THE AMERICAN INDIAN HEALTHY EATING PROJECT: Tools for Healthy Tribes

Key Strategies:

• Community Gardens
• Farmers’ Markets
• Healthy Pow Wow Vending
• Healthy Retail Approaches
• Healthy Families

Contact sheilafly9@gmail.com

RWJF Center For Native American Health Policy At The Indian Pueblo Cultural Center, New Mexico

Goal: To increase the capacity of tribal communities to be proactive in encouraging healthy habits and to deliver quality health services

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HTTP://HEALTHPOLICY.UNM.EDU/NODE/484
Center for American Indian Health, The Johns Hopkins School of Public Health

Mission: To work in partnership with American Indian and Alaskan Native communities to raise their health status, self-sufficiency and health leadership to the highest possible level.

Resources include:
- Research
- Training/Education
- Scholarships
- Technical Assistance
- Leadership Development

HTTP://WWW.JHSPH.EDU/CAIH/
MOGRO *The Mobile Grocery*, uses temperature-controlled trucks to provide access to healthy, affordable food to communities that currently lack access due to physical location and cost.

Where would you like to see MoGro go next?

info@MoGro.net
Mission: to create great play spaces through the participation and leadership of communities.

Vision: a place to play within walking distance of every child in America.

Grants info: http://kaboom.org/build_playground/get_funding/grants

Current grant deadline is July 31.
The Playworks Mission: To improve the health and well-being of children by increasing opportunities for physical activity and safe, meaningful play.

Bring Playworks to your city: edunham@playworksusa.org

http://www.playworks.org/about
Active Living Research
Building the Evidence to Prevent Childhood Obesity and Support Active Communities

http://www.completestreets.org/
The Federal Surface Transportation Program

Funding source for:
- Trails
- Shared use paths
- Bicycle projects
- Pedestrian projects

Contact your state bike/ped coordinator or Recreational Trails Program coordinator for info
National Safe Routes to School Program (SRTS)

SRTS resources & activities help communities:

• Build sidewalks, bicycle paths & pedestrian-friendly infrastructure
• Reduce speeds in school zones & neighborhoods
• Address distracted driving among drivers of all ages
• Educate generations on pedestrian & bicycle safety

http://www.saferoutesinfo.org/

Funding portal: http://www.saferoutesinfo.org/funding-portal
USDA Awards Grants to Improve Sustainable Food Systems and Reduce Hunger

Projects funded to improve food systems on a local level, by helping disadvantaged communities in urban and rural areas establish sustainable food systems (food sheds).

http://www.nifa.usda.gov/fo/recentReleasedGrants.cfm
Healthy Food Financing Initiative
Health and Human Services (HHS) Grants

Goal: To eliminate “food deserts” in low-income communities

• Develop grocery stores
• Small retailers
• Corner stores
• Farmers markets


Applications due July 11
Grants to improve:
- Nutrition
- Access to Healthy Food
- Physical Activity

Applications accepted on a rolling basis.

http://www.saraleefoundation.org/funding/focus_food_related.cfm
Vision for the Future… More of this

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