Shane Plumer, Wellness Coordinator
White Earth Wellness Project
White Earth Reservation Tribal Council

WHITE EARTH WELLNESS PROJECT: CREATING ACTIVE WORKPLACE OPPORTUNITIES
Sources

- “Food Sovereignty in Northern Minnesota; Building a Sustainable and Accessible Food System in This Region” Copyright Dawn Plumer, 2009
- Bemidji Area Indian Health Service Report on Diabetes, Obesity, and Heart Disease at Leech Lake, Red Lake, and White Earth. 2009
- Minnesota Department of Health, WIC Summary Data. 2009
Sources (cont’d)

 Food Support Data for the ten counties that encompass the 3 Ojibwe Reservations. Minnesota Department of Human Resources, 2009
 Facts on Indian Health Disparities. Indian Health Service, 2009
Employee Wellness

- Prevention is key
- Establish relationship while person is healthy
- Wellness Coaching Services
- On-site and home based resources for employees
- “Viral” effect of change (1 employee may take care of 5-10 people)
Redesigning Workplace

- In 2009, White Earth completed new Tribal Government building
- Large Fitness Center
- Exercise Policy allows 30 minutes of “fit time” 4 days each week (individual, group classes, walking, garden, wild food walks, outdoor fitness stations & walking path in the works)
Tribal Government Fitness Center

Strength Training Machines
Cardio Equipment
Free Weights
Group Exercise Classes
Group Fitness Classes
No-Smoking Policy for ALL Tribal Government Buildings & Vehicles

No Smoking allowed inside nor within 500 feet of any Tribal Government Buildings

No smoking allowed inside any Tribal Government vehicle
Employee Wellness at White Earth

- 2007-2010 – White Earth participated in Blue Cross and Blue Shield Active Workplace Pilot Program
- Access to Blue Cross wellness consultants & prevention experts
- $75,000 budget for wellness related programming
- Developed 5 year work plan & strengthened workplace policies
2011 Biometric Screening

- SMSC will provide mobile unit for our 1 day Wellness Conference
- Opportunity for employees who might not be IHS eligible nor health plan member
- Placing more responsibility to “Know Your Numbers” on employee
Tribal Government Cafeteria (800 employees)

AAIP Healthy, Active Native Communities Mini-Grant

Farm to Cafeteria Program

USDA Food Distribution Collaboration
Farm to Cafeteria

- Modeled after 1st Farm to School Program on Reservation in Minnesota, Pine Point Elementary School
- Network of local farmers & food producers
- Impact local economy
- Impact food economy (food security & food sovereignty)
Chef Freddie Bitsoie
Cooking Classes

Chef Freddie is an expert in cooking with native ingredients. He travels the country giving lectures and demonstrations on how to cook with foods that are native to the region. He also assists restaurants and casinos with menu-planning and food sourcing.

His background is cultural anthropology and his culinary training allows him to tell the food stories of our ancestors.

At White Earth, Chef Freddie prepared walleye (our traditional food) with sumac from Colorado (a lemony herb.)
VOLUME PURCHASING: MSFBG

• Minnesota state law allows for government entities to share contracts through Joint Purchasing Agreement

• MSFBG is housed at Anoka-Hennepin ISD; they lead the bid process

• School districts sign a Joint Purchasing Agreement with Anoka Hennepin ISD
**MSFBG**
- Focus on school food service specifications and procurement
- Bids to manufacturers to fix product prices annually.
- Volume commitment allows for new products to be brought in to distributors.

**Buying Cooperatives**
- Broad focus on procurement for state agencies in region.
- Bids to distributors to fix delivery costs, with some influence on product pricing.
- Per case delivery cost guaranteed for term of the contract.
Benefits of MSFBG Participation

- Lower food costs
- New product ideas
- Healthy foods
- Innovative purchasing strategies
- Great service

“The pricing of some regularly purchased products is great! It has been worth the amount of money that we pay to participate. This is an innovative, positive way for districts to get the best price for products they put on their menus. This is a model for other states to follow.”

Kathy Burrill, Chisago Lakes Public Schools
Nutrition: It’s In!

**MSFBG collaboration**

- More than **70** product specifications were written this year.

- **2** new product categories were created for the bidding process: fresh fruits and vegetables, frozen vegetables.

- **41** new products have been identified to improve nutritional quality.

- **54** specifications have been identified as supporting two or more of IOM recommendations with the symbol.
Food Sovereignty & Food Security

- Food Sovereignty is a term used to refer to a policy framework advocated by a number of farmers, environmental & health agencies as: “right of peoples to define their own food, agriculture, livestock, and fisheries systems,” in contrast to having food largely subject to international market forces.
Food Sovereignty (cont’d.)

- Food sovereignty is not only the right to healthy and culturally appropriate food, but also the right of the people to define their own food and agriculture system.
- Food Security is defined and exists when all people, at all times have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life.
Sustainable Food Systems

- Ideas of food security, food sovereignty, and public health have been found to be profoundly interrelated.
- Potential to impact local farmers/economy.
Oakland, CA HOPE Collaborative

- Health for Oakland’s People and Environment
- 5 year study
- Key findings: Affordability is the most important factor that influences where low-income residents shop for food
- Major gaps in food systems knowledge
- Crime creates significant barriers to using the built environment for physical activity & play
Native American Health Disparities

- The unique pattern of diseases among Native Americans reflects the interaction of environmental and genetic factors.
- A recent NIH study concluded that Native Americans are four times more likely to report not having enough food to eat than other US households.
- These “quality of life” issues are found to be rooted in economic adversity and poor social conditions.
Food Consumption, Poverty & Health Status

- While the co-existence of hunger and obesity may seem contradictory, it is NOT.
- Both are the results of malnutrition and both represent a lack of food security.
- Popularity of “All You Can Eat Buffet Restaurants” at casinos and in communities.
Education & Instruction are key

- For patients in the IHS Bemidji Area, in 2007, 60% of patients reported receiving adequate diet instruction to manage their disease and provide self care
- 40% of patients received exercise instruction
- 40% received diabetes management instruction
Opportunities

- WIC
- WIC Farmer’s Market vouchers
- SNAP/Food Support (many people are not aware of the items they may purchase or which stores accept EBT cards; Example - seeds & starts)
- U of MN Extension Nutrition Education
- Farm to School & Farm to Cafeteria
- Employee Wellness Programs (viral effect)
Safe, Attractive Places for Active Living

- Opportunity for systemic intervention
- Development and planning must have a social-ecological approach
- In Oakland, California study, vulnerable neighborhoods have double the concentration of liquor stores and fast food outlets
- Community must address inequities in both access to healthy food and access to economic opportunity
Current Projects: Energi & LifeTrail from Playworld Systems
Pre-K – 12\textsuperscript{th} Grade Health Education

- National Institute of Health – Diabetes Education in Tribal Schools (DETS) Curriculum
- Pre-K – 12\textsuperscript{th} grade
- Social Studies & Science based
- Cultural components & language utilization
- Many opportunities for physical activity, cultural activity, segue to other health topics

Dawn Plumer, Leech Lake Tribal College, dawn.plumer@lltc.edu
Resources

- Headwaters Food Sovereignty Council, Bemidji, MN – simone@ienearth.org
- Chef Freddie Bitsoie, fjbits.com
- Mnfoodsystems.ning.com
- Whiteearth.com, Human Resources, Wellness
- Rthletics.com
- ManitouYoga.com
A unique blend of three design concepts:

- **New Urbanism** – higher-density, mixed use to maximize capital expenditures and land base where availability of land is limited.
- **Active Living** – encouraging the health and social benefits of creating a close-knit community through a design plan that encourages walking, biking and interaction among residents.
- **Cultural** – integrating traditional Winnebago village concepts into the design with traditional placement of facilities and a cultural, central gathering place.
Questions?
(Stand up and stretch!)
Thank you!

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