


Increase Healthy Beverage Consumption and Reduce Sugar- Sweetened Beverages: A Community Roadmap

NOPREN Water Access Working Group



Renée Goldtooth-Halwood, NB3 Foundation
Cyanne Lujan, NB3 Foundation
Christina Hecht, University of California





Beginnings ...

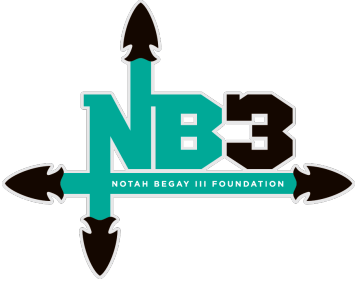




Notah Begay III Foundation WaterFirst! Learning Community

Triple aim:

- ✓ Reduce SSBs
- ✓ Enable the healthy alternative
- ✓ Community-based



Drinking Water Conceptual Model

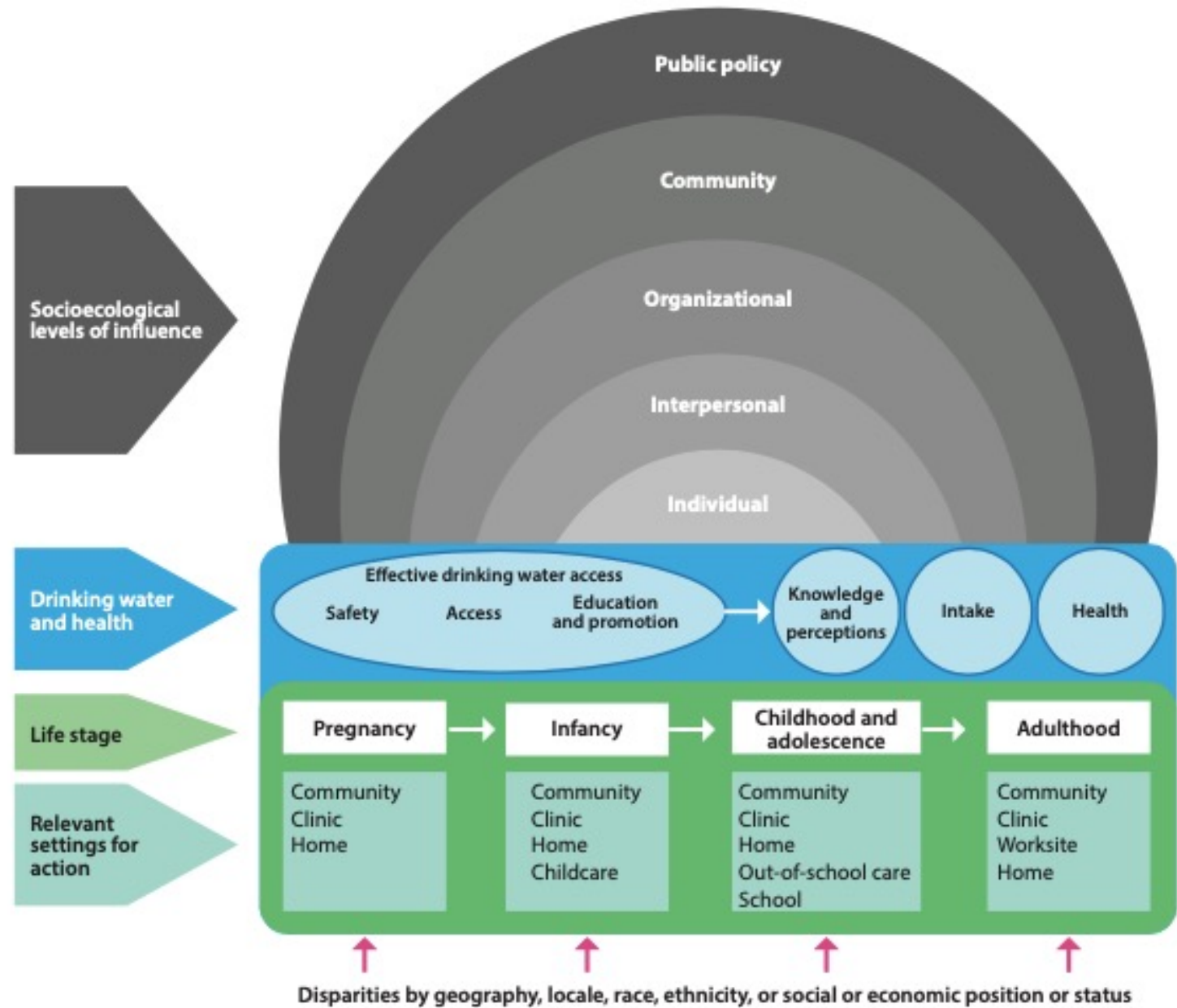


Figure 1

Conceptual model for drinking water and health depicting the relevant settings across life stages and levels of influence that shape effective water drinking access, knowledge and perceptions, water intake and health, and disparities in each setting.



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

Notah Begay III



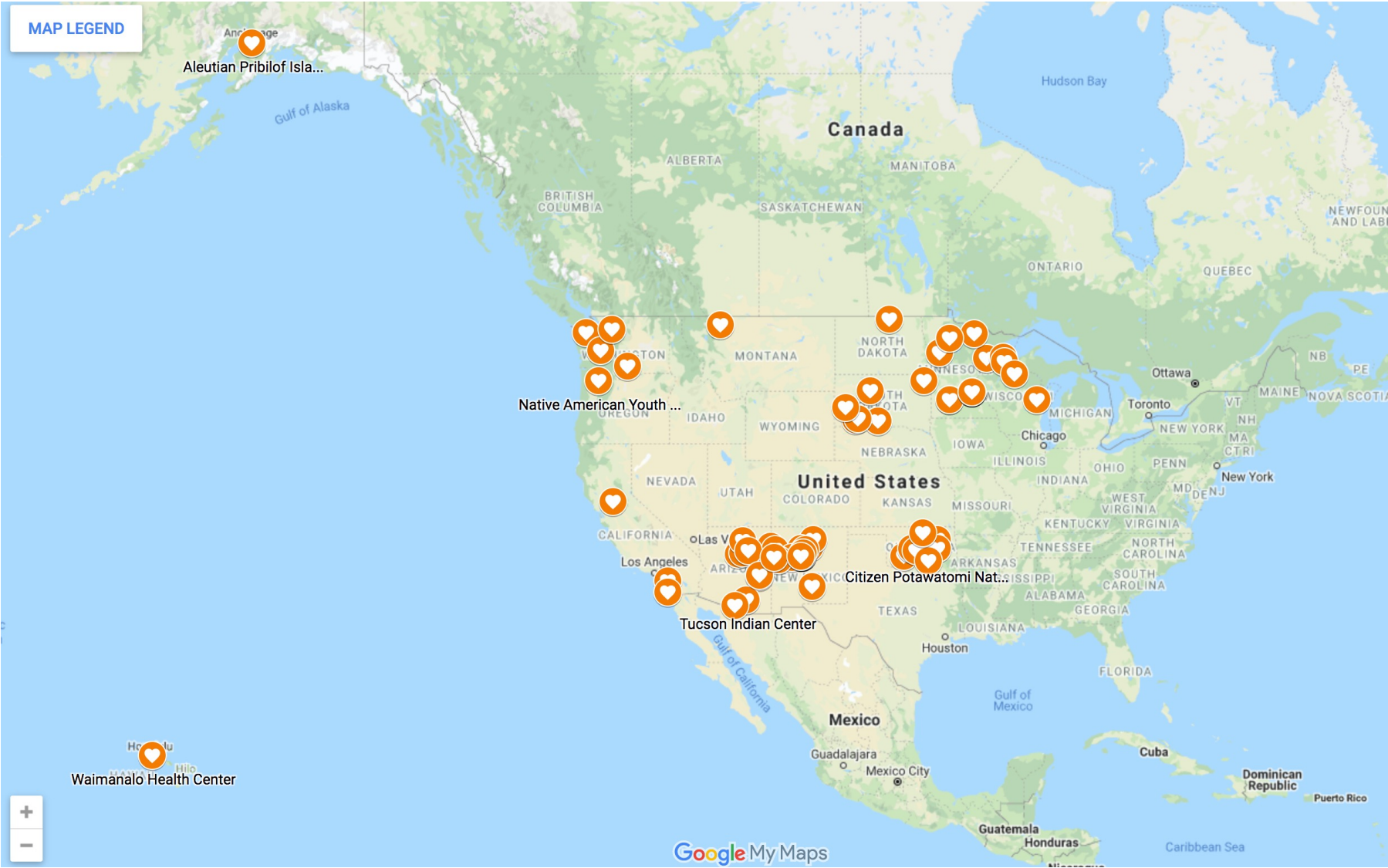
Notah at one of the *Helping Our Relatives* events, Covid-19 Food and PPE Distribution

NB3 Foundation serves Native American youth and communities through three primary program areas:

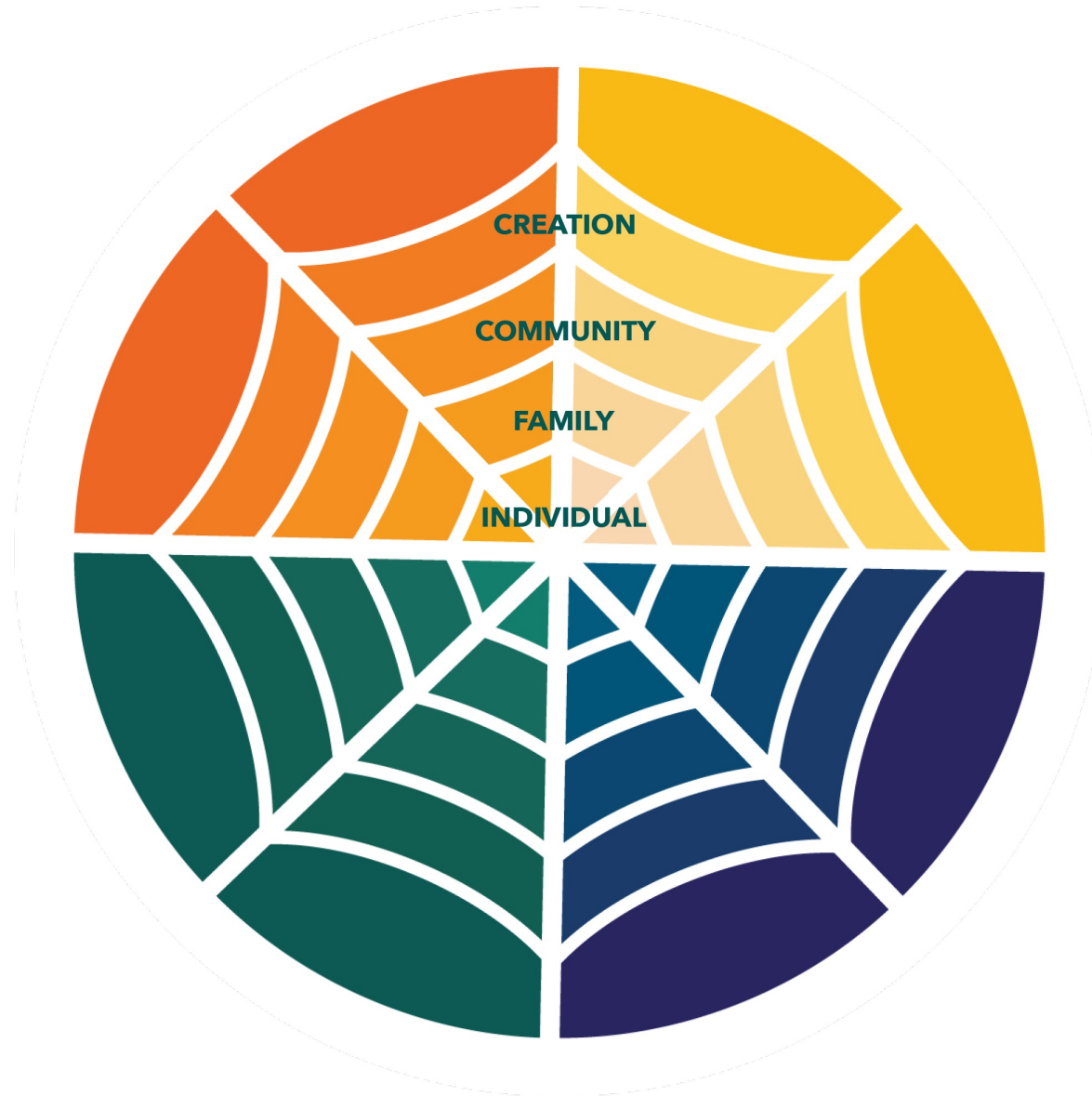
1. NB3FIT (direct youth programming)
2. Community Empowerment (national grantmaking)
3. Evaluation and Research



Community Partners



Indigenous Health Model

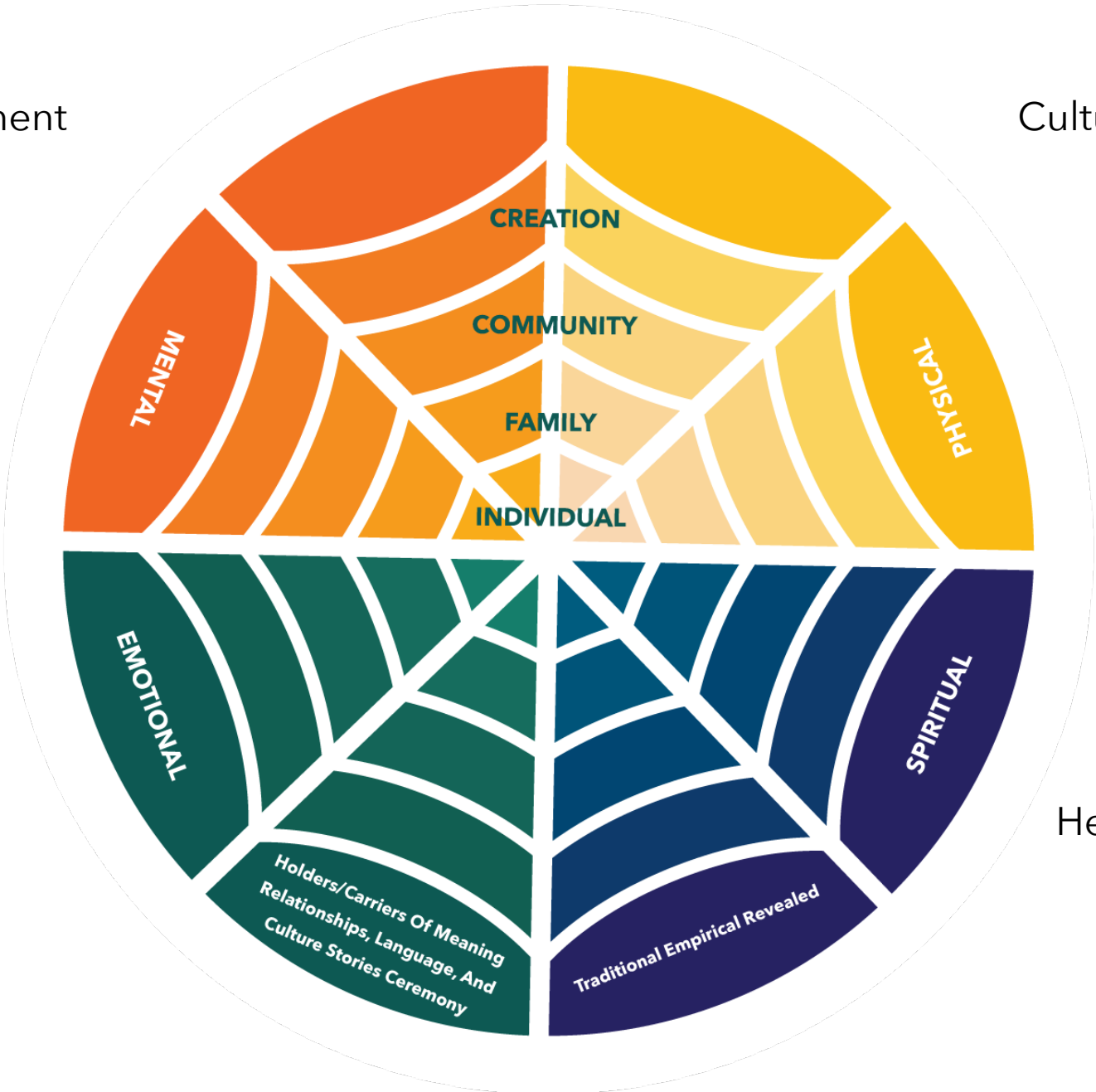


Model developed by Dr. Lee Francis IV and Robert Sturm of Indigenous Methods, LLC.

Indigenous Health Model

Youth Development

Cultural Connections



Physical Activity

Healthy Nutrition

Model developed by Dr. Lee Francis IV and Robert Sturm of Indigenous Methods, LLC.

Policy, Systems and Environmental through an Indigenous Lens

Policy Change: guiding principles for ways of living

- Respect for elders
- Never take more than you need

Systems Change: building blocks of a community that allow it to function as a whole

- Family, clan, band
- Food and medicine systems

Environmental Change: the natural and built world around us and how we interact with it

- Planting gardens, fertilizing the land, harvesting food
- Seasonal practices



Advancing Health Equity Policy, System and Environmental PSE Change in Indian Country with the American Indian Cancer Foundation: Melanie Plucinski and Daanis Chosa
<https://www.youtube.com/watch?v=4ds5OqI9hM0>

Water First! Grant Cycle

← → ↺

youtube.com/playlist?list=PLq2Vp0PAPyFpBQvBOQkdVKaLky0VGMD2y

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Water First! Journeys of Eight Indigenous Communities


10 videos • 460 views • Last updated on Dec 9, 2019

⋮ ↗ ↶ ⋮

The web series, "Water First! Journeys of 8 Indigenous Communities," captures the inspiring stories of eight Native communities' efforts to reduce the consumption of sugary-sweetened beverages and increase the consumption of safe drinking water among youth in their community or promote breastfeeding.

The videos, while wonderful stories, are also the final evaluation "reports" for the community partners (grantees). Instead of being asked to write and submit final reports, community partners were asked to tell their own stories via these final videos, showcasing NB3 Foundation's approach to community-based evaluation. These stories demonstrate the Foundation's belief that


1



WATCHED 6:05

The Service To All Relations (STAR) School Water First! Journey
NB3 Foundation

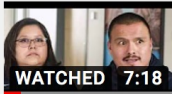
2



WATCHED 4:39

Five Sandoval Indian Pueblos Water First! Journey
NB3 Foundation


3



WATCHED 7:18

Zuni Youth Enrichment Project (ZYEP) Water First! Journey
NB3 Foundation

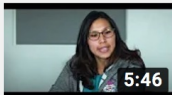
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WATCHED 5:56

Jemez Pueblo Public Health Program Water First! Journey
NB3 Foundation

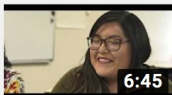
5



5:46

Tamaya Wellness Center Water First! Journey
NB3 Foundation


6



6:45


Community Outreach and Patient Empowerment (COPE) Water First! Journey
NB3 Foundation

7



6:00

Kewa Family Wellness Center Water First! Journey
NB3 Foundation



Ramah Navajo School Board Water First! Journey

Increase Healthy Beverage Consumption and Reduce Sugar-Sweetened Beverages:

A Community Roadmap



University of California
Agriculture and Natural Resources



NTWC
National Tribal Water Center



Increase Healthy Beverage Consumption and Reduce Sugar-Sweetened Beverages (SSBs):

A Community Roadmap





Community Assessment:

Community assessment can help you understand what's important to your community. You can also identify strengths, assets, needs and challenges to making the journey from SSB consumption as the norm to making water the first choice drink.

The first three steps, Community Assessment, Identifying Stakeholders, and Developing a Statement of Purpose, will probably be iterative activities as you explore

- ✓ Community's readiness for and acceptability of an intervention to make change
- ✓ Goals for the intervention
- ✓ Community assets and strengths that will aid the intervention

Questions to Ask

Techniques

Notes

QUESTIONS TO ASK:

What does your community see as the challenge? What might motivate people in your community to move from drinking SSBs to drinking water?

There is a number of reasons to be interested in this work, including



Health



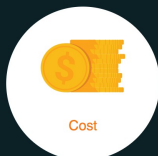
Tradition



Environmental concerns



Compliance with regulations



Cost

Here are some other questions to ask:

- ❓ What are the strengths and assets of the community?
- ❓ What are the challenges your children face with regard to health issues?
- ❓ What are the primary barriers to eliminating the consumption of SSBs among children in your community?
- ❓ How does the community view the consumption of SSBs?
- ❓ What policy or systems changes are needed?
- ❓ What are the primary barriers to eliminating the consumption of SSBs among children in your community? What are the barriers to change in your community?

- An exercise to identify barriers helps develop the "landscape" of your community.

- A current barrier can guide your choice of a pathway because you choose a project to surmount it, or because you decide it's more than you can tackle right now.

What are cultural core values of water?

What are the primary barriers to eliminating the consumption of SSBs among children?



Talking circle photo by Unknown Author is licensed under [CC BY-NC](#)



TECHNIQUES:

Next, think about who you want to gather information from and how you should do it. You can use NB3 Foundation's Community Assessment "Strategic Map" and overview to help you organize your process.

Also, consider using a range of different tools and methods to gather information. Here are some ideas:

- ✓ Focus groups can be a great way to capture your community members in conversation about these issues.
 - Pros: can capture deeper and more nuanced information
 - Cons: can be tricky to schedule, need to develop questions and train group leaders
- ✓ A survey can be a good way to gather targeted information from a large group of people. You could do an intercept survey, where you are interviewing random people at a store, school, community event, etc. Or you could survey all the participants in a program, the parents at a school or childcare site, etc.
 - Pros: Can gather lots of data quickly, can ask targeted questions, can use already-developed survey tools
 - Cons: Responses may not provide context, doesn't allow for deeper conversation with participants, community members may not want to participate in a survey.
- ✓ Community Outreach and Patient Empowerment (COPE) of Navajo Nation created Rez Cafe (adapted from World Cafe) to elicit community input. The purpose of "Community Rez Cafe" is to invite, involve and listen to community members in the Community Wellness Planning process. It is a fun and interactive way for community members to have a conversation about what matters to them.

Plan ahead: how will you measure change that comes about from your work? Be sure you use assessment tools that will capture the impact (outcomes) of your intervention. For example you might measure change from before to after the intervention in:

- ✓ Knowledge and beliefs
- ✓ Practices

• SSB purchase or consumption patterns

• Water purchase or consumption patterns

- ✓ Health markers

RESOURCE LINKS:

- ✓ [Healthy Beverage Toolkit](#)
- ✓ [NB3 Foundation Webinars](#)
- ✓ [A Quick Reference Guide - The World Cafe \(see Rez Cafe above\)](#)



Healthy Beverage Tool Kit
written the American Indian
Cancer Foundation with
funding provided by the NB3
Foundation



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Notes

Barriers cited by Summit participants:

✓ Taste/flavor:

Used to sugary taste, water has “no flavor,” sugar addiction, school lunches come with milk, issues with water palatability, water isn’t clean and doesn’t taste good, water is boring; no “flavor” in water, no variety in healthy beverages, “no flavor”

✓ Economic:

Cost of bottled water vs. SSBs, loss of revenue to stores, use of SNAP to buy SSBs, eating and drinking healthy is more expensive, soda is cheaper, in-home “snack shop” SSBs sales; costs; soda is cheaper (for gatherings), soda is cheaper to buy; sugary purchases with SNAP money; soda is the money-maker, funding/investment in change

✓ Societal:

Social meaning of providing treats/gifts, sodas are expected at every ceremony and family gathering, SSBs is the normative drink, “Who wants to be the sugar police? Not me!,” “our community has suffered so much already, soda is one of our pleasures,” social-cultural norms (family, ceremony, gatherings, TV and media) all expect SSBs, SSBs are easy to access everywhere; fast food is all over, SSBs is ingrained behavior, soda is easy, soda is more fun than water; SSBs used as a reward, SSBs is easily available; life is too fast-paced to slow down and think about what’s good for you; serving SSBs not water is a traditional status symbol. funding, capacity, lack of interest in issue, pushback from community; SSBs is the norm, accustomed to SSBs at gatherings and unhappy when they are not; for kids: water bottle privileges taken away, water fountain is only access; lack of policy

✓ Safety:

Contaminated water, limited access to clean water/unsafe well water, poor access to quality water, distrust in water source/non-palatable water; water access and water quality; water is contaminated

✓ Health:

People are in denial, “it’s not a big deal” to drink SSBs, soda thought of as “good” energy source, “not ready for change” attitudes, lack of communication/understanding of long-range goals for health and wellness

Man holding nose by Unknown Author is licensed under [CC BY-SA-NC](#)

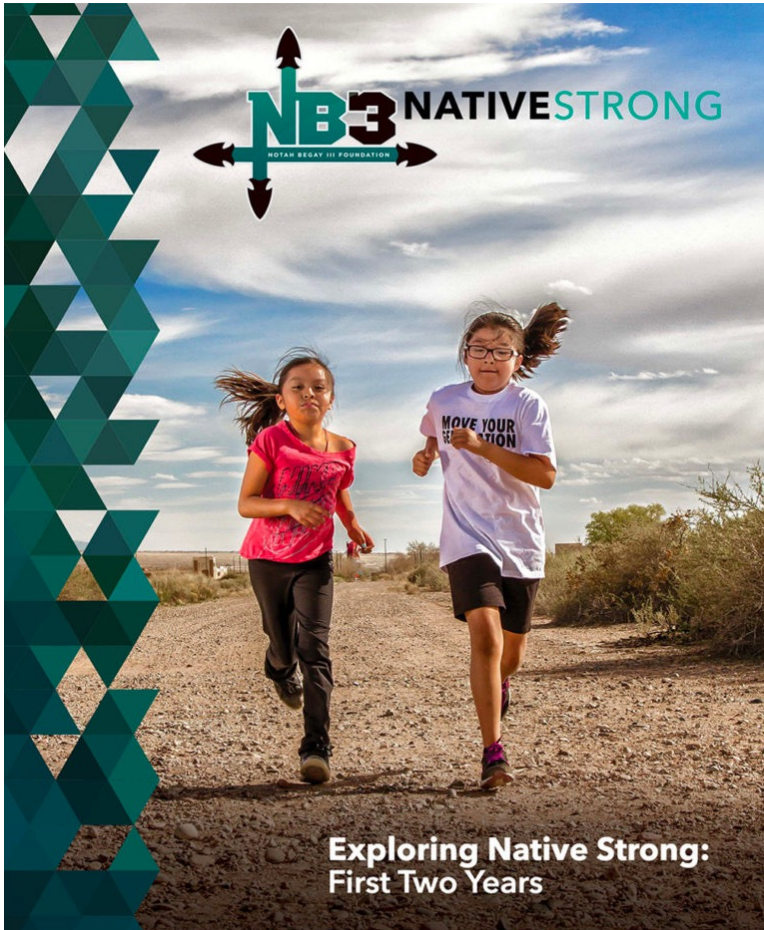
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Glass of Water by Unknown Author is licensed under [CC BY-NC](#)

Sugar Police Girl by Unknown Author is licensed under [CC BY-NC-ND](#)

Water access by Unknown Author is licensed under [CC BY](#)

Publications



http://www.nb3foundation.org/nb3_publications/



Thank you

290 PRAIRIE STAR RD.
SANTA ANA PUEBLO
NM 87004

P. 505.867.0775
NB3FOUNDATION.ORG