



## Healthy Diné Nation Act:

Update on History, Tax Revenue, Chapter  
Wellness Projects, Food Store Environment and  
Community Surveys

### Partners include:

Navajo Epidemiology Center  
Navajo Nation Division of Community Development  
Office of the Navajo Tax Commission  
Northern Arizona University  
Community Outreach & Patient Empowerment  
Diné College  
Diné Community Advocacy Alliance  
Diné Food Sovereignty Alliance

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## Overview

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# 1. Introduction

## **November 2014 –Healthy Diné Nation Act (HDNA) signed into law:**

- Includes a **2% tax on foods of “little-to-no nutritional value”** (‘junk foods’)
- Earlier part of HDNA **waived 5% sales tax** on fruits, vegetables, nuts, water

**HDNA is the first such policy in the entire U.S. and any Tribal nation worldwide**

President Shelly signs 2014  
Healthy Diné Nation Act into law



Navajo Nation President Ben Shelly signs the Healthy Diné Nation Act into law Nov. 20. The act adds a 2% tax to food items with little nutritional value. Photo/Rick Abasta. Navajo-Hopi Observer, Nov. 25, 2014

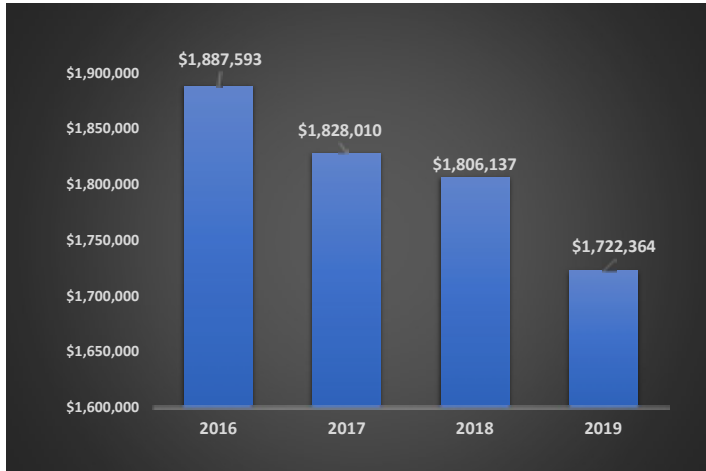
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## 2. HDNA Timeline

|                    |   |
|--------------------|---|
| <b>2011</b>        | Navajo Area I.H.S. searched for health champions in eight service units across the reservation and identified grass root volunteers to begin a health project.  |
| <b>2012</b>        | <p>DCAA staff was trained, organized and researched reservation-wide health data with Navajo I.H.S, sought Council Delegate Sponsor to assist in the development “junk food tax” following protocols with Legislative and Executive Branches.</p> <ul style="list-style-type: none"> <li>• Nov. 14 - Jan. 21, 45 Navajo chapter resolutions supported and approved the 2% tax legislation.</li> <li>• Dec. 1, 2012 to April 28, 2014; four Navajo Agency Council Resolutions approved and one tabled it.</li> </ul> |
| <b>2013 - 2014</b> | DCAA staff met with all Navajo Council Standing Committees and President Shelly with Executive Branch Staff.  |
| <b>2014</b>        | <p>Jan. 30, 2014, Navajo Council approved the HDNA</p> <ul style="list-style-type: none"> <li>• Feb. 12 - President Shelly Vetoed the HDNA.</li> <li>• Feb. 13 - DCAA met in working sessions with new presentations to the Council's Standing Committees and full Council.</li> <li>• Nov. 11 – HDNA was approved by the 23<sup>rd</sup> Council.</li> <li>• Nov. 21 – HDNA, CN-54014 was signed into Law by President Shelly.</li> </ul>  |
| <b>2015</b>        | DCAA met with Navajo Division of Community Development to develop the HDNA Funds Management Plan and its implementation.  |

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### 3. HDNA 2% Tax Revenue 2015-2019



\*Graph shows full years 2016-2019

\*Revenue for 2015 included one quarter (Q4) and totaled \$334,084

- **2015- 2019, gross revenue was \$7.58M**
  - About \$1.8 million per full year
- **2019 was 8.75% lower than 2016**
  - 12.1% lower adjusted for inflation
- **Unhealthy food revenue is going down**
  - Overall retail-related sales tax revenue is not → Less unhealthy food purchased relative to total good bought on Navajo Nation

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### 4. HDNA Community Wellness Projects: Disbursement

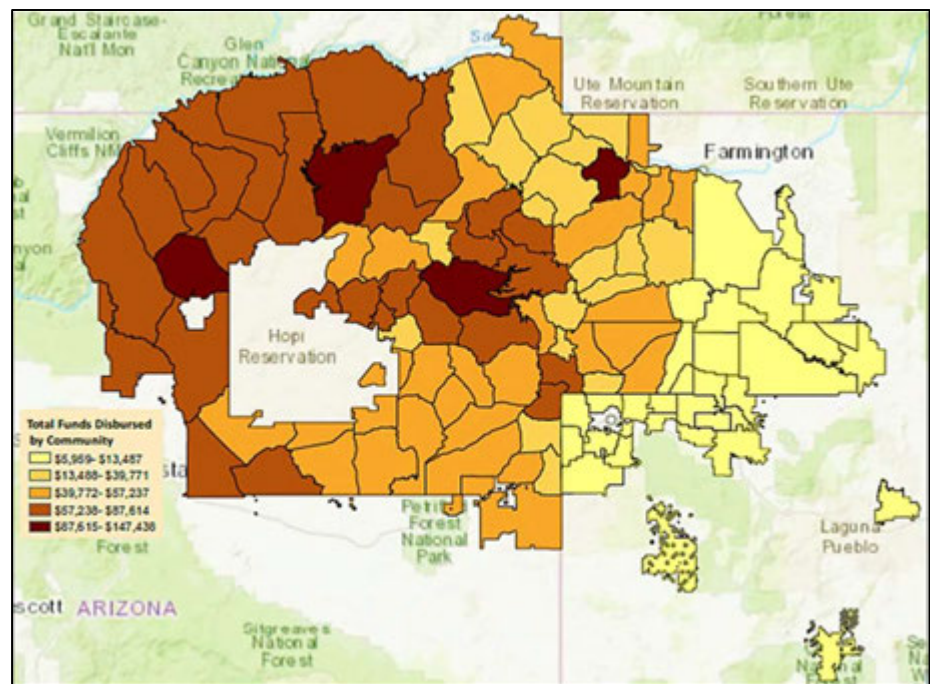
- **Of Total \$7.58 million HDNA revenue:**
  - \$1.52 million for Set-Asides (i.e. Land trust, veterans fund)
  - \$6.06 million (80% of total revenue) for Chapter wellness
- **Revenue from 2% tax (after set-asides) for Chapter community wellness projects**

*Revenue collected within agency stays within agency:*

  - 50% of funds collected within agency equally to all Chapters in agency
  - 50% of agency funds based on number of registered voters within Chapter
- **99.1% was successfully disbursed to all 110 chapters through 2019**
  - Remaining allocation had no proposal submitted
  - **Average \$13,171 yearly/Chapter** (\$8 per resident per year)

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## 5. HDNA Total Disbursement



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## 6. HDNA Chapter Wellness Project Categories

### • WIND – Public Reports Dashboard

- Form 4

### • Coded Chapter proposals

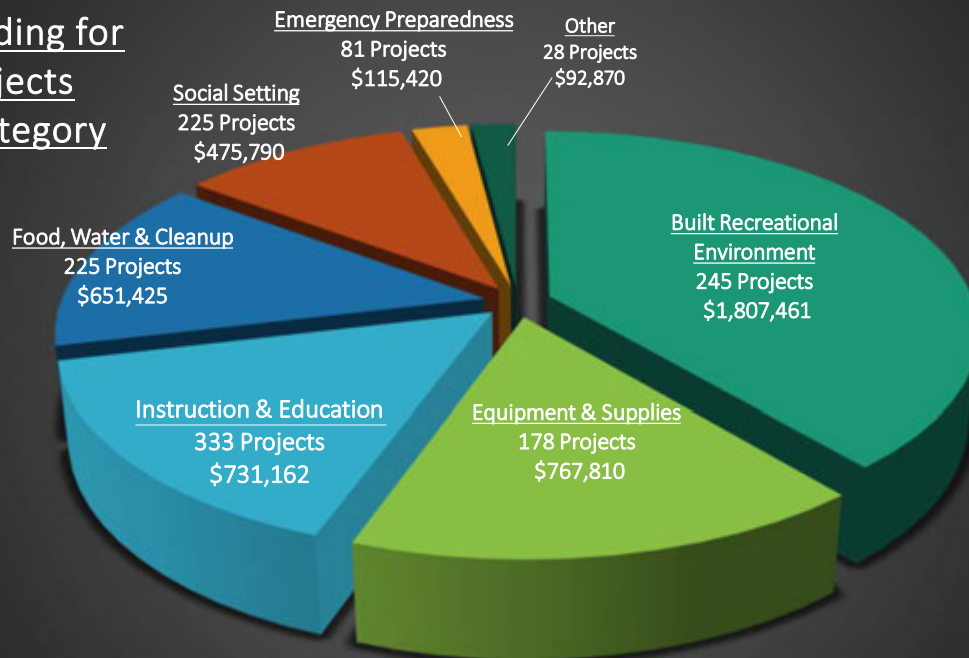
- Based on the Community Wellness Health Dine' Nation Project Guidelines and Distribution Policy outlined by DCD
- 9 Categories, 43 subcategories



| 9 Categories                          | 43 Subcategories   |
|---------------------------------------|--|
| 1. Instruction                        | Fitness class, food preparation workshops, health coaching         |
| 2. Equipment                          | Exercise equipment, storage facilities                             |
| 3. Built Recreational Environment     | Walking trail, playground (build, maintenance, upgrade)            |
| 4. Social Setting                     | Youth club, senior citizens events                                 |
| 5. Education                          | Health education materials, presentations, library                 |
| 6. Community Food & Water Initiatives | Farming and vegetable gardens, greenhouse, clean water initiatives |
| 7. Healthy Emergency Preparedness     | First-aid, CPR/AED courses   |
| 8. Matching Funds                     | Wellness projects partially funded by non-Navajo or tribal budgets |
| 9. Additional Expenses                | Professional/consultation fees, incentives, promotional items      |

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## 7. Funding for Projects by Category



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## 8. Sub-categories with the most funding

| Rank | Primary Code                  | Category              | # of chapters | # Activities | Total Funds |
|------|-------------------------------|-----------------------|---------------|--------------|-------------|
| 1    | Walking Trails                | Built Rec Env         | 59            | 98           | \$648,470   |
| 2    | Exercise Equipment            | Equipment & Supplies  | 78            | 135          | \$585,675   |
| 3    | Food for events               | Food, Water & Cleanup | 77            | 146          | \$288,879   |
| 4    | Playgrounds                   | Built Rec Env         | 19            | 23           | \$287,471   |
| 5    | Greenhouse                    | Food, Water & Cleanup | 35            | 54           | \$275,554   |
| 6    | Wellness Center               | Built Rec Env         | 20            | 26           | \$252,604   |
| 7    | (Non-) Traditional Food Demos | Instruction           | 68            | 129          | \$231,710   |
| 8    | Basketball/Volleyball courts  | Built Rec Env         | 36            | 40           | \$228,677   |
| 9    | Picnic grounds                | Built Rec Env         | 16            | 22           | \$171,723   |
| 10   | Fitness classes               | Instruction           | 43            | 58           | \$168,434   |
| 11   | Agricultural projects         | Food, Water & Cleanup | 42            | 66           | \$165,645   |
| 12   | Social/community events       | Social Events         | 45            | 64           | \$152,756   |
| 13   | Skate parks, community parks  | Built Rec Env         | 15            | 22           | \$150,357   |
| 14   | Recycling initiatives         | Food, Water, Cleanup  | 40            | 62           | \$116,745   |
| 15   | Traditional arts & crafts     | Instruction           | 32            | 38           | \$110,912   |

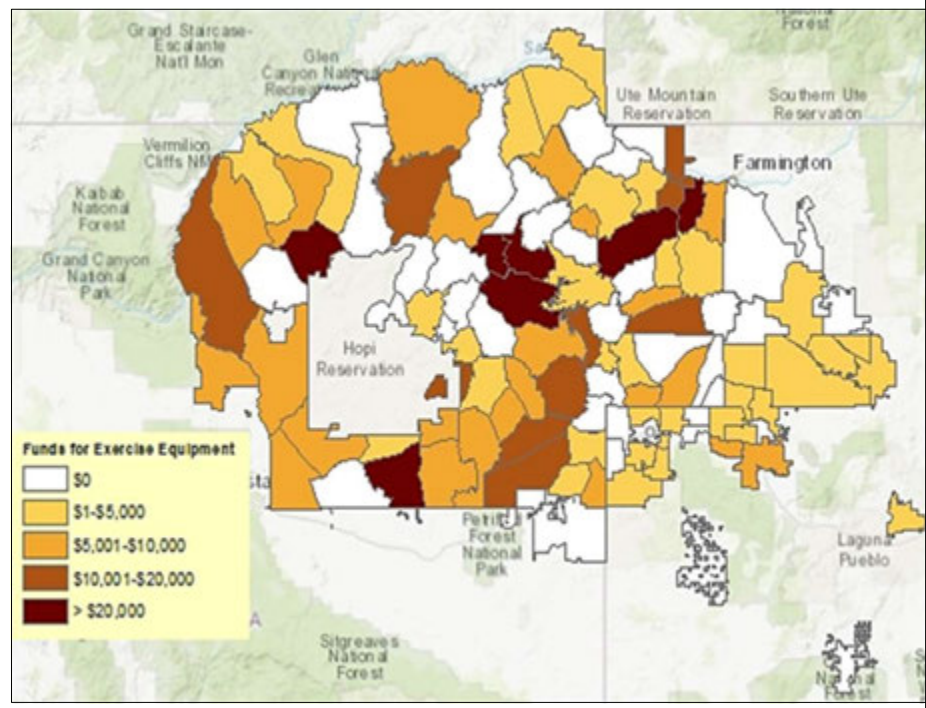
### **Not specific to one category:**

- 194 cultural/traditional activities (\$401,029)
- 117 Youth, Elder, Intergenerational activities (\$288,718)

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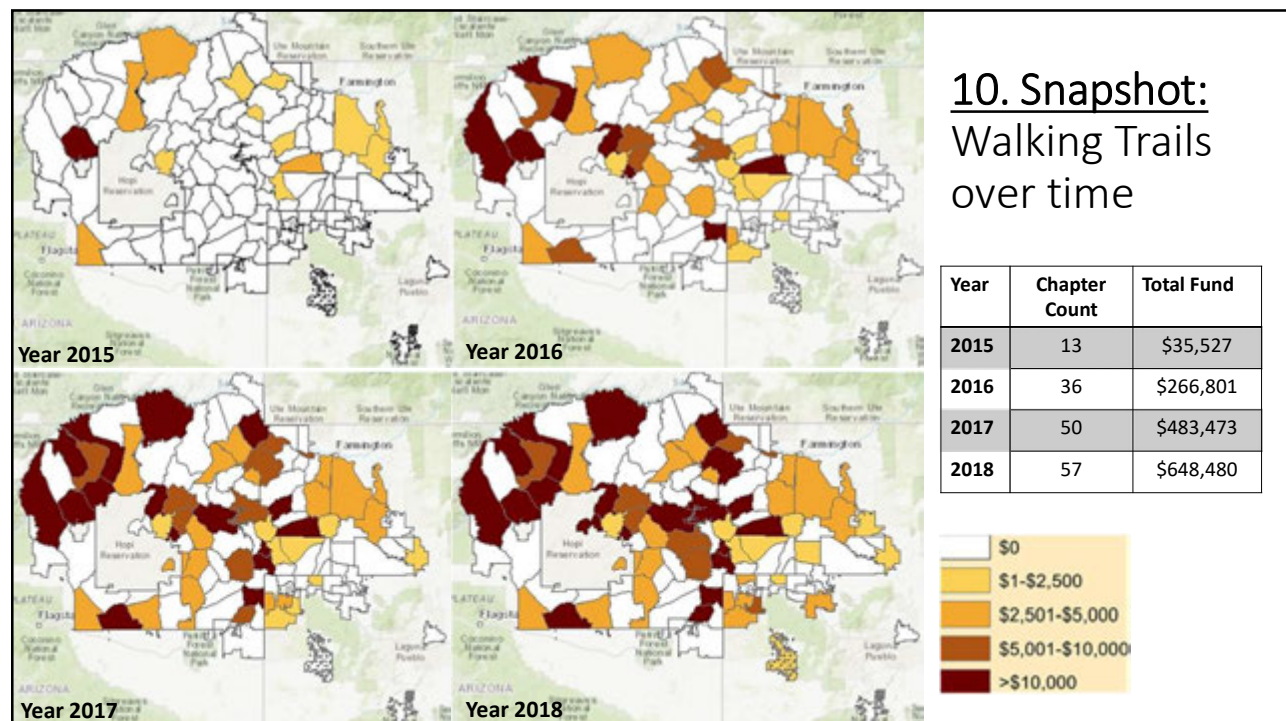


## 9. Snapshot: Exercise Equipment



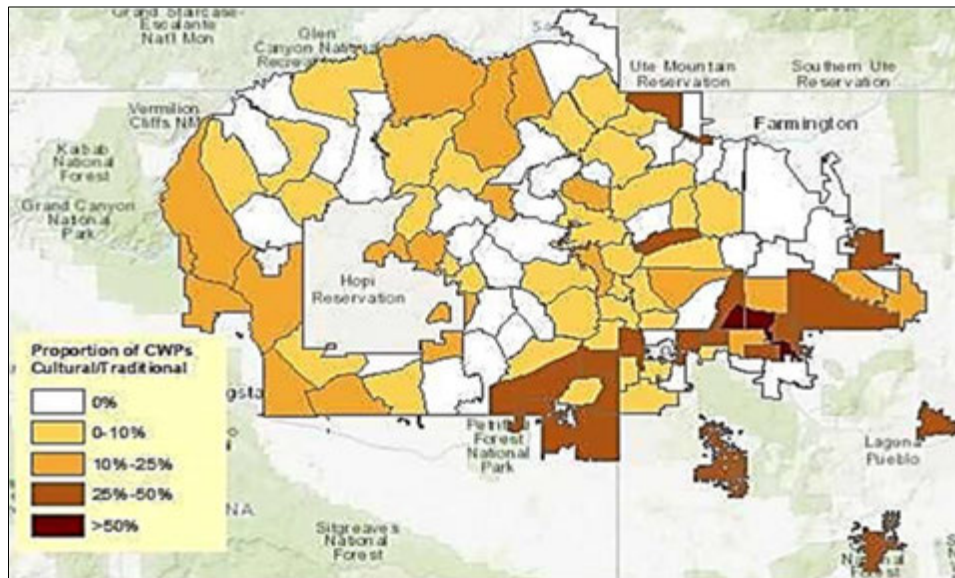
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## 10. Snapshot: Walking Trails over time



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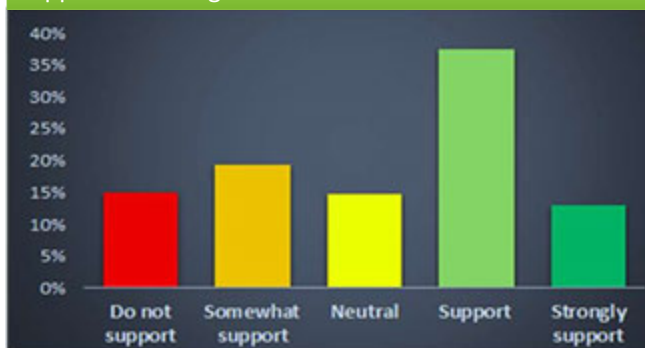
## 11. Proportion Funds to Cultural /Traditional activities



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## 12. Community Survey

### Support for taxing foods of little-to-no nutritious value

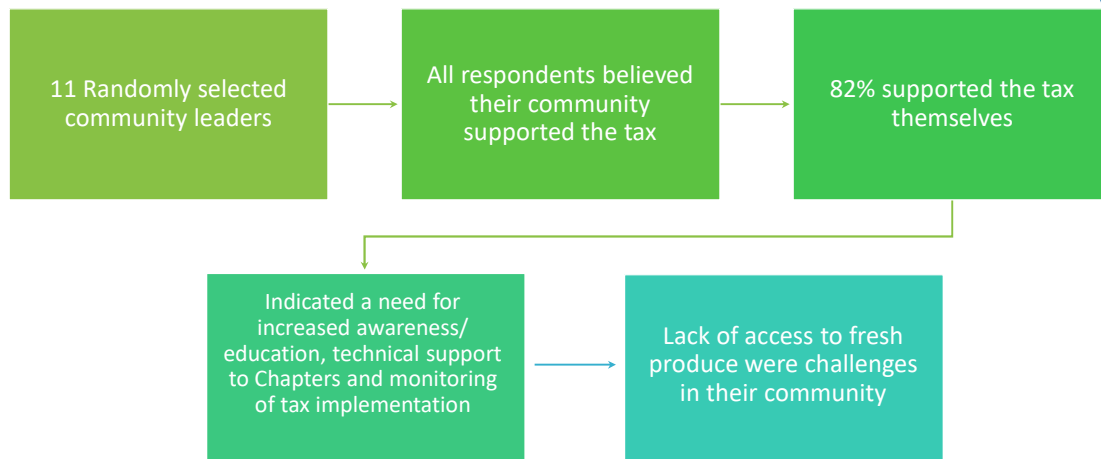


- Perceived barriers for CWP implementation:
  - Lack of guidance
  - Challenges prioritizing community needs
  - No info on successful projects
  - Unclear leadership
- Preferred help from NDOH, CHR's, and local organizations

| Question  | Response  |
|---|---|
| Total Participants  | 238   |
| Total Chapters surveyed   | 22  |
| Have you heard of: HDNA 2% unhealthy Food tax?                          | 73.1% Yes                                       |
| 5% waiver of sales tax on fruits, vegetables & water?                   | 45.5% Yes                                       |
| Do you think Navajo people would become healthier by taxing junk foods? | 51.7% - Yes<br>29.8% - No<br>18.5% - Don't Know |
| Do you shop on the Navajo Nation?                                       | 61% - Yes<br>37% - No                           |

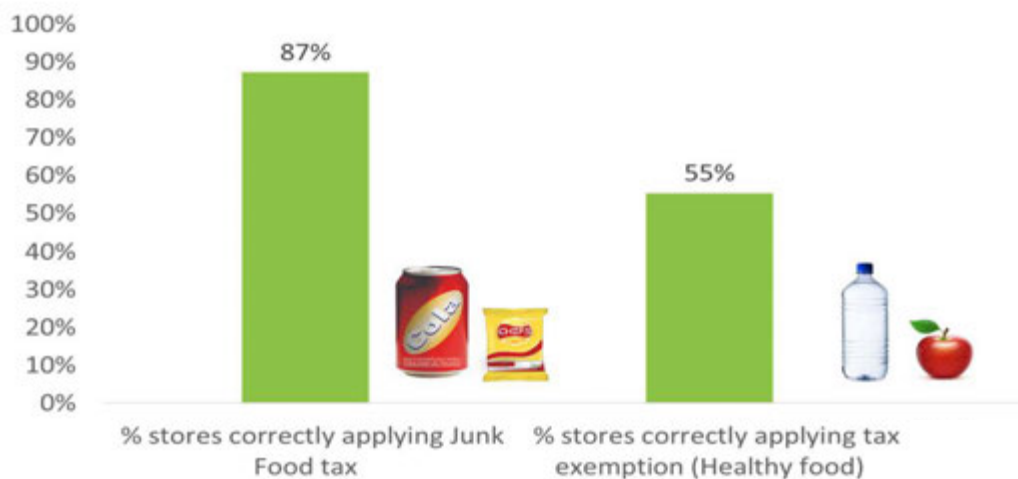
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### 13. Leadership Survey



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### 14. HDNA Implementation in Navajo Stores (n=47)



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## 15. Food Store Survey

- 2013 Food Store survey in 84 grocery/convenience stores
- Repeated in 76 stores in 2019
  - **51 of the same stores**
  - 25 new stores
  - 19 old stores not re-sampled (11 closed)
  - 15 declined
- Assess food availability and pricing
  - Changes from 2013-2019
  - Differences by store type and region

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## 16. Food Store Survey



71% of store 3+ fruits and 65% had 3+ vegetables available



Cost fruits decreased 10% from 2013-2019, but price changes inconsistent



More healthy eating promotion in 2019, but still low promotion of local/ organic foods



More stores offered Traditional food in 2019

All Navajo stores sold Mutton, Blue Corn  
and all except one sold Yellow Corn



No difference in the variety of fruits, vegetables, snacks, low-calorie  
beverages, sugar-sweetened beverages

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## 17-A. Take Home Messages Part 1

- **Historic Legislation**
- Since 2015, over **\$7.5 Million collected; with about a 3% decrease/year**
- **Over 99% of allocated funds were successfully disbursed** to chapters
  - Average \$13,000/year per chapter
- **The most common HDNA funded projects:**
  - Built environment and recreational spaces
  - Agricultural projects that include farming
  - Exercise equipment
  - Instruction and education
  - Social events

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## 17-B: Take-Home Messages Part 2

- **In a survey of 238 people in 22 Chapters**
  - **85% were supportive or neutral towards the HDNA**
  - **Need for technical assistance** with projects and evaluation/sharing successes;
  - Continued challenges with access to healthy foods.
- **Most stores (87%) correctly charge the 2% tax on unhealthy foods**
  - Fewer correctly waived the 6% sales tax on healthy foods
- **Store Food availability/ pricing hasn't changed consistently 2013-2019**
  - 65-70% of stores sell 3+ fruits and vegetables
  - In 2019 **more healthy food promotion** and fruits were slightly cheaper

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Questions?

Ahxé'héé

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### Chapter wellness projects as stated in the HDNA:

A. "Community Wellness Projects" means Navajo Nation Chapter community-based, community-owned wellness projects to address improvements to the physical and social environment of the community because of the need to prevent and/or reduce the incidence of obesity and Type 2 Diabetes Mellitus. Projects may include: farming and vegetable gardens; greenhouses; farmers' markets; healthy convenience stores; clean water; clean communities; wellness/exercise equipment and supplies; skate parks; health classes; parks; traditional, intergenerational, and contemporary wellness; traditional and non-traditional healthy food preparation classes; food processing and storage facilities; health food initiatives; community food cooperatives; playgrounds; basketball courts; walking, running, biking trails; picnic grounds, swimming pools; emergency preparedness; agricultural, recreational, health, youth clubs; library; Navajo traditional craft classes, equine therapy, health coaching; and any other community-based wellness projects to address improvements to physical and social environment of the community that are planned, implemented, directed, and reported by members of the Navajo Nation communities.

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