

Nike unveils shoe designed for Native Americans

News agencies have run multiple stories regarding the NIKE Air Native N7, a new NIKE shoe designed with a larger fit for the distinct foot shape of Native Americans. The design was determined by field testing with Native people from seventy tribes. NIKE has also incorporated a distinctive appearance with the Native American in mind. The shoe will NOT be available until mid to late October. When it is available, it will be distributed by NIKE to organizations serving Native Americans including tribal diabetes programs, diabetes prevention programs, tribal wellness programs, and tribal schools nationwide. It will NOT be available in regular department or shoe stores. Nike plans to use the proceeds of shoe sales to promote Native American health and fitness initiatives. Check with your local tribal or urban health program regarding when and where to obtain the shoe. For a picture of the shoes follow the link below.

NIKE Air Native N7 Pictures:

http://mont.images.worldnow.com/images/incoming/ktvq/documents/Native_Air.pdf (PDF 5.2MB)

Information for tribal and urban health care providers:

CAO Diabetes Clinical Management

<http://www.ihs.gov/FacilitiesServices/AreaOffices/California/Universal/PageMain.cfm?p=64>

CAO Health Promotion / Disease Prevention Clinical Management

<http://www.ihs.gov/FacilitiesServices/AreaOffices/California/Universal/PageMain.cfm?p=68>