



National
Indigenous
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Association

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NEWS RELEASE

I-SPARC and NIDA Unveil “Nashmene” Colouring Book in Recognition of World Diabetes Day

Traditional Territory of the Quw’utsun (Cowichan) Tribes, Duncan B.C. / Treaty One Territory, the lands of the Anishinaabeg, Nehethowuk (Cree), and Dakota Oyate and the National Homeland of the Red River Métis Winnipeg, MB (November 14, 2025) – In recognition of *World Diabetes Day*, the Indigenous Sport, Physical Activity and Recreation Council (I-SPARC) and the National Indigenous Diabetes Association (NIDA) are proud to announce the release of **Nashmene**, a new Indigenous-inspired colouring book celebrating healthy living through traditional foods, activities, and sport.

The word *Nashmene* means “go for it!” in the St’at’imcets language, gifted by Elder Gerry Oleman. The book encourages communities to connect with Indigenous knowledge and cultural practices found throughout British Columbia that support active, balanced lifestyles — from berry picking and cedar weaving to moose hunting, canoeing, and lacrosse.

A playful touch runs through every page: a hidden coyote illustration invites readers to look closely and engage with each scene.

Five Years in the Making

The idea for *Nashmene* began five years ago when NIDA approached I-SPARC with the concept. Inspired by traditional food gatherings the two organizations had attended, the project evolved gradually as staff dedicated time between busy community programs.

“This book is the result of many hands and hearts. We are deeply grateful to the communities and individuals who entrusted us with their knowledge and experiences, and to the gifted artists who brought these stories to life on every page,” said Robynne Edgar, I-SPARC Executive Director of Healthy Living Programs. “We saw this as a meaningful way to bring storytelling and

culture together with traditional activities and sport — strengthening intergenerational connections through creativity and shared knowledge.”

“We extend our heartfelt *maarsii* (thank you in Michif) to all the artists who brought *Nashmene* to life and to everyone who answered our open call. From the printer to the designer to the communities who helped choose the activities, every person involved is Indigenous — showing what’s possible when we work in a values-driven way,” said Céleste Thériault, Executive Director, NIDA. “This colouring book reflects our strength and spirit as Indigenous Peoples, through our languages, foods, movement, and relationships. By weaving together culture, sport, and creativity, it reminds us that wellness lives in how we connect, share, and create. *Maarsii* to Elder Gerry Oleman for that teaching. We hope this book inspires families to colour, laugh, and live in a good way — a perfect celebration on World Diabetes Day.”

Collaboration on all Fronts

Over thirty-five individuals, four organizations, and several Indigenous communities contributed to the development of *Nashmene*, sharing their knowledge of traditional foods, activities, and sports that reflect Indigenous life across the West Coast.

The colouring book displays work by five gifted Indigenous artists from across B.C., each bringing a unique style and cultural lens to the project:

- Roy Henry Vickers (Haida, Heiltsuk, Tsimshian)
- Earlene Bitterman (Métis Nation BC)
- Kika7 Sampson (Lílwat Nation)
- Alex Stoney (Gitksan Nation)
- Jamin Zuroski (Kwakwaka’wakw)

World Diabetes Day

World Diabetes Day is observed annually on November 14 to raise awareness about one of the fastest-growing health challenges of the 21st century. Over 500 million adults worldwide live with diabetes, with nearly half undiagnosed. The day is an opportunity to recognize the many ways diabetes affects individuals, families and Nations – and the disproportionate impact it continues to have on Indigenous Peoples. It reaffirms the importance of equitable, culturally grounded care, awareness, and support for all types of diabetes. Early detection, supportive environments that promote healthy living, regular screening, and equitable access to care are key steps toward prevention and wellness.

The release of *Nashmene* on this day underscores the shared commitment of I-SPARC and NIDA to support wholistic wellness in Indigenous communities through culture, connection, and creativity.

Availability

The *Nashmene Colouring Book* will be available for free download through [I-SPARC's](#) and [NIDA's](#) websites.

I-SPARC will distribute physical copies during their 2025 Regional Leader Training Conferences and at the Gathering Our Voices (GOV) 2026 Youth Conference in Vancouver. While NIDA will offer printed copies during various community events in the next year and upon request by individuals or communities.

Nashmene — Go for it!

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About the Indigenous Sport, Physical Activity & Recreation Council

The Indigenous Sport, Physical Activity & Recreation Council (I-SPARC) is a provincial organization established with the purpose of improving the health outcomes of Indigenous peoples by supporting and encouraging physically active individuals, families, and communities. The programs and services delivered by I-SPARC are designed to build capacity and increase access to sport, physical activity, and recreation in First Nations communities, Métis Chartered Communities, Aboriginal Friendship Centres, schools, and other delivery agencies throughout British Columbia.

For more information, please visit: www.isparc.ca

About National Indigenous Diabetes Association

Formed in 1995, the National Indigenous Diabetes Association (NIDA) is Canada's only national Indigenous-led diabetes charity. NIDA advances Indigenous health through wholistic, distinction-based approaches that honour the voices and leadership of First Nations, Inuit, and Métis. Our mission is to be the driving force in addressing diabetes in First Nations, Inuit, and Métis Peoples as a priority health issue. We believe that by working together with Peoples, communities, and organizations in a good way, we can best promote healthy environments to prevent and manage diabetes and improve wholistic health for all Indigenous Peoples in Canada.

For more information, please visit: www.nada.ca

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