



# BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

AUGUST, 2024 | VOLUME 1 | ISSUE 8

## Features:

**Tobacco Control: How  
BIPOC Insights Can Shape  
Effective Tobacco Control  
Policies**



# Project SUPPORT

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# INTRODUCTION



Project SUPPORT (Supporting Under-served through Produce/Park Prescription, and Opportunities to Recreation-activity & Tobacco-control), is led by Asian Media Access (AMA), collaborated with Multi Cultural Community Alliance (MCCA), Project SUPPORT is a cross-cultural, cross-generational, and cross-sectoral initiative, aims to improve health, prevent chronic disease, and reduce health disparities among Black, Indigenous, and People of Color (BIPOCs) who face the highest risk, and bear the highest burden of chronic disease, named: African American/Black, Asian American and will put a special focus on young people from the two poorest but most diverse neighborhoods in MN – North Minneapolis, and Midway St. Paul.

Supported by CDC's REACH funding, AMA will leverage our extensive network of trusted community partners who provide subject matter expertise and have a history of successful engagement with the respective cultural and geographic communities. All partners have been involved in co-designing this Initiative – Project SUPPORT (Supporting Under-served through Produce/Park Prescription, and Opportunities to Recreation-activity & Tobacco-control), through below 4 culturally tailored strategies to promote Bicultural Healthy Living, especially for immigrant and refugee communities:

- **Nutrition:** Increase healthy cultural food access by implementing Food Service Guidelines (FSG) at area Asian Temples and Black Churches, and establishing Produce Rx at area clinics/hospitals.
- **Physical Activity:** Increase policies, plans and community designs through North Minneapolis Blue Line and St. Paul Sears Redevelopment to better connect residents with activity friendly routes to everyday destination to live/learn/work/play, and provide safe, culturally based places for increasing physical activities.

- **Tobacco Control:** Support a Media Campaign to educate BIPOC communities about the potential statewide tobacco flavor ban, and work with area sports teams to find out what people/youth know and feel about flavored tobacco products. Focus groups and media message testing will be done to determine what the community needs to know and what messages related to flavored tobacco would appeal to which cultural groups. We will focus on young athletes from pan-Asian and pan-African communities, and a media campaign featured the young athletes based on what the message testing reveals.
- **Vaccination for Adults:** Increase education, demand for, and access to flu, COVID-19, and other adult vaccinations via pop-up community clinics at the places that cultural groups feel comfortable and connected, and increase regularity of vaccine promotion in priority communities; and increase the percentage of pan-Asian and pan-African seniors who are up-to-date with recommended adult vaccinations.

Please check the Project SUPPORT updates through our Bicultural Active Living Lifestyle (BALL) website, weblog, Facebook, and e-Magazine:

- BALL Facebook at – <https://www.facebook.com/ballequity/>
- BALL Monthly eMagazines: <https://ballequity.amamedia.org/project-support/>
- BALL Website: <https://ballequity.amamedia.org/>
- BALL Web Blog: <https://www.behavioralhealthequityproject.org/>

For More Information: 612-376-7715 or [amamedia@amamedia.org](mailto:amamedia@amamedia.org)



# NUTRITION



**STRATEGY INTRO:** Increase healthy cultural food access by implementing Food Service Guidelines (FSG) at least one Asian Temple, establishing Produce Rx at three clinics/hospitals.

## **BLOG DISCUSSION #8**

# **EXPLORING PRODUCE RX: HOW PRESCRIPTIONS FOR FRUITS AND VEGETABLES ARE CHANGING HEALTHCARE**

Asian Media Access (AMA) has collaborated with Rochester Clinic, the Lotus Foundation, and the University of Minnesota to enhance the understanding of Produce Rx and support local clinics and hospitals in establishing their own Produce Rx program. AMA is working closely with the University of Minnesota to develop a statewide roster of clinics offering Produce Rx. This article will introduce the concept of Produce Rx, detail the types of produce included, and explore potential local and statewide support activities.

## **WHAT IS PRODUCE RX?**

According to the CDC's "Understanding Fruit and Vegetable Programs," Produce Rx programs are an innovative healthcare initiative that allows healthcare providers to prescribe fruits and vegetables to patients, particularly those with chronic diseases who lack access to nutritious food. These prescriptions are designed to improve health outcomes, reduce medical spending, and increase patient engagement and satisfaction. By integrating this approach within healthcare settings or leveraging community resources, Produce Rx programs work to promote healthier lifestyles and enhance overall patient well-being.



There are voucher incentive programs that go along with Produce Rx. Voucher incentive programs provide coupons or cash incentives to consumers to use at the point of purchase. These incentives can come in physical forms, like paper or wooden tokens, or in electronic forms, such as loyalty or debit cards. They can be redeemed at a variety of locations, including participating food pantries, farmers' markets, physical and online grocery stores, and mobile markets.

### **SUPPORTING LOCAL COMMUNITIES AND KEEPING IT ACCESSIBLE**

When considering which fruits and vegetables to include in Produce Rx programs, it's important to recognize that they encompass more than just fresh produce. The Dietary Guidelines for Americans recommend including canned, frozen, and dried options as key components of a healthy diet. These alternatives are often more affordable, widely available, and have a longer shelf life, making them practical choices for patients. Also Produce Rx can support locally grown cultural crops, such as: Chinese Bok Choy, Thai Chili to strengthen community food systems. And farmers' markets are a also great source of fresh, affordable fruits and vegetables while simultaneously supporting local farmers. Promoting canned, dried, and frozen varieties alongside fresh produce can ensure year-round accessibility, but it's crucial to select options free from unhealthy additives like added sugars, sodium, and certain fats to maximize their nutritional benefits.





## **BALANCING CULTURAL PREFERENCES, MEDICAL CONDITIONS, AND SUSTAINABILITY**

It is important to highlight that the Produce Rx program is customizable and adaptable to effectively address the diverse needs of patients. This involves considering cultural food preferences, accommodating specific medical conditions that impact dietary choices,

and ensuring the nutritional quality of the prescribed produce. Additionally, the environmental and community effects of sourcing food should be taken into account, with an emphasis on supporting local and sustainable food systems. By customizing Produce Rx programs in this way, healthcare providers can offer more personalized and impactful care.

## **POTENTIAL LOCAL AND STATE-LEVEL STRATEGIES FOR SUCCESS**

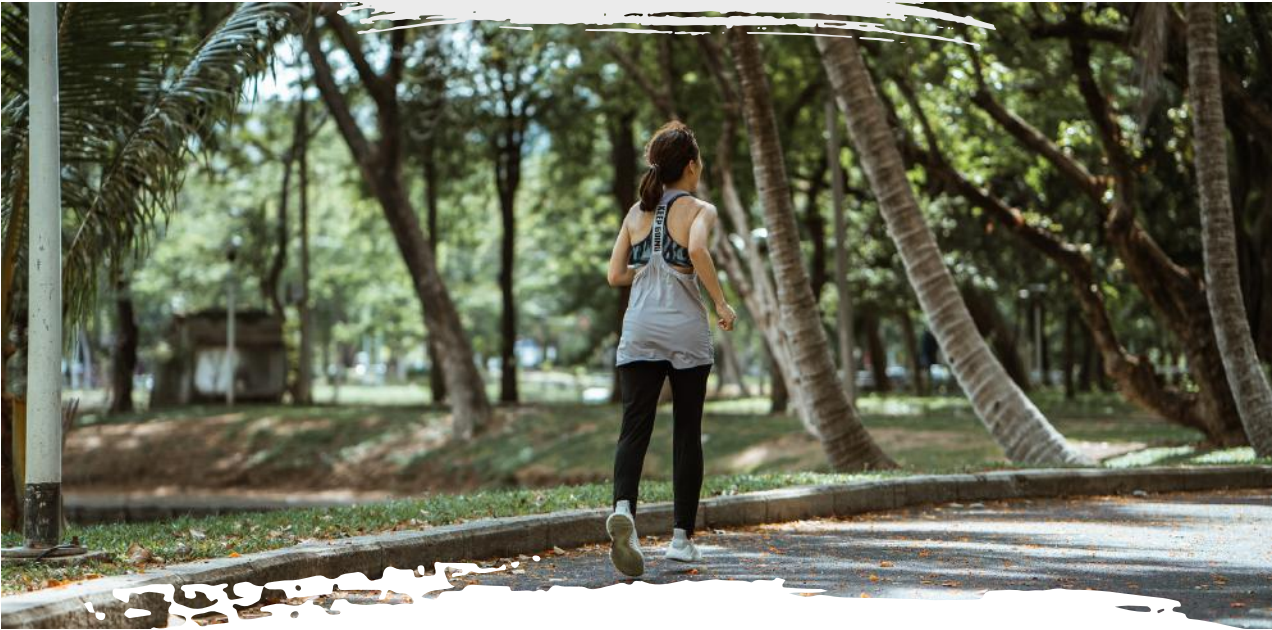
To support the Produce Rx and incentive programs at both local and state levels, several activities can be implemented or expanded. Locally, communities can enhance the program by connecting incentive and prescription initiatives with local food sources, such as collaborating with farmers and food business owners who are part of the communities being served. At the state level, efforts can focus on supporting policies that increase participation in Produce Rx programs, such as advocating for state benefit coverage for patients enrolled in these programs or pursuing state waivers to provide additional resources or funding. These actions can help improve fruit and vegetable consumption and strengthen the impact of Produce Rx initiatives.

In conclusion, Produce Rx programs not only support individual health but also bolster local economies and sustainable food systems. The collaboration between AMA, Rochester Clinic, the Rotus Foundation, and the University of Minnesota illustrates a proactive effort to expand the reach and impact of Produce Rx, paving the way for a more inclusive and effective healthcare model that values both nutrition and community well-being.

## **REFERENCES**

\*Centers for Disease Control and Prevention. (n.d.). Understanding fruit and vegetable programs. Centers for Disease Control and Prevention. <https://www.cdc.gov/nutrition/php/incentives-prescriptions/understanding-programs.html#:~:text=Produce%20prescription%20programs%20allow%20health,lack%20access%20to%20nutritious%20food.>

## PHYSICAL ACTIVITY



**STRATEGY INTRO:** Increase policies, plans and community design changes through China Garden, Minneapolis Open Streets and St. Paul Sears Redevelopment to better connect residents to everyday destination to live/work/play, and provide safe, culturally based places for increasing physical activities.

### **BLOG DISCUSSION #8**

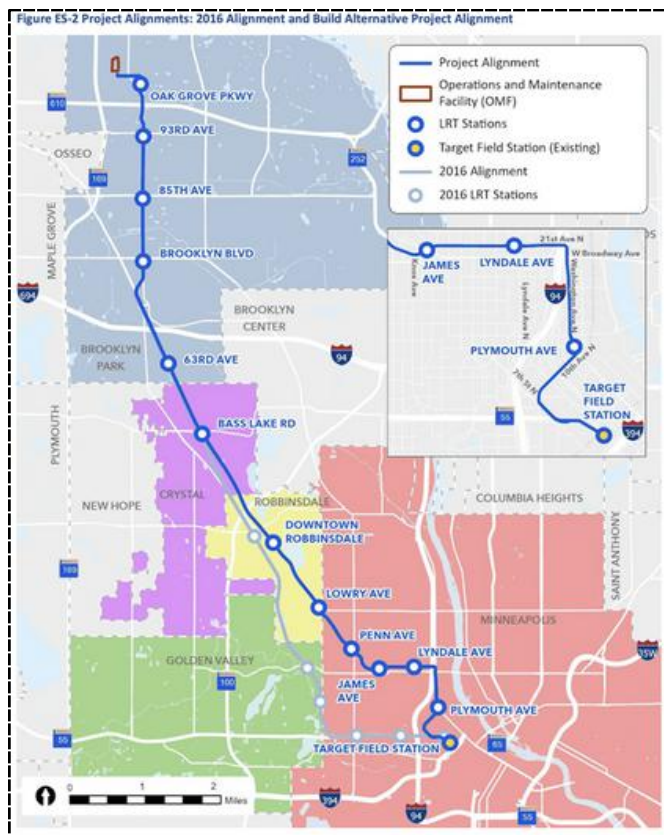
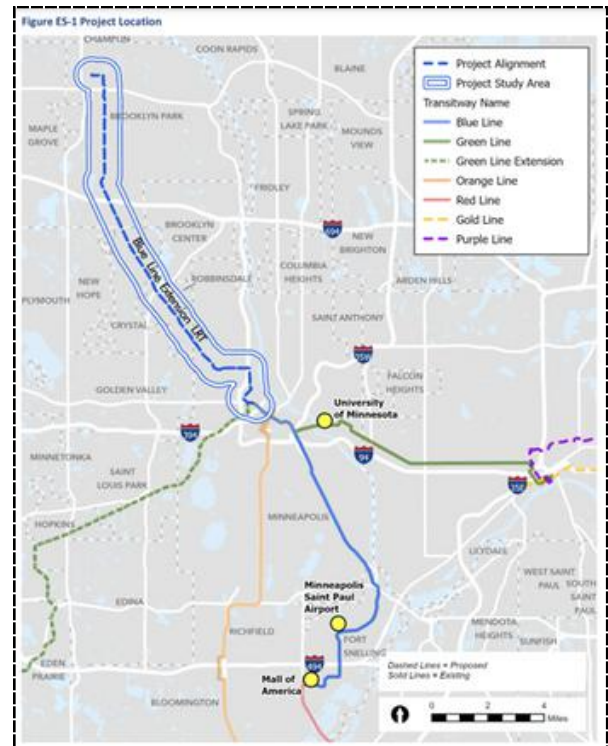
## **BLUE LINE EXTENSION'S SUPPLEMENTAL PUBLICIZED ENVIRONMENTAL IMPACT STATEMENT DRAFT PUBLICIZED AND COMMENTS WELCOMED!!!**



Asian Media Access has collaborated with City of Minneapolis, Hennepin County and CDC to bring the timely Blue Line Extension (BLE) information to our communities. The BLE project is very important to effectively address long-term regional transit mobility and local accessibility needs while providing efficient, travel-time-competitive transit service that supports economic development goals throughout BLE Route from North Minneapolis, Crystal, Robbinsdale, all the way to Brooklyn Park, especially areas within 1 mile of the proposed Blue Line Extension alignment.



The discussion activity had an impressive turnout, with a little more than 100 participants. The community members who participated were diverse in age, race, gender, and background. Some participants mentioned that they bike or run almost everyday around the Sears site and state capital area. On average, participants spent 10-15 minutes engaging in the discussion and survey, with some staying longer to passionately share their thoughts and perspectives on the project. During the 3D discussion activity for the SEARS redevelopment project, important messages and voices were heard. This article will highlight three main ideas from the 3D interactive discussion and highlights from conversations with community members.

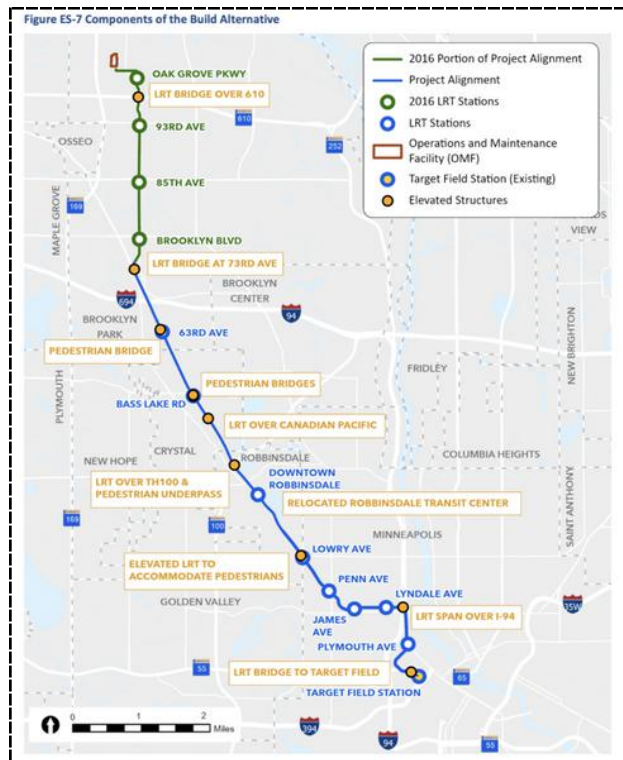


The report has included the most communities concerned topics – Safety (at Ch. 4 – Community and Social Analysis), Potential Displacement (Ch. 6 – Indirect Impacts and Cumulative Effects), Area Parking (Ch. 3 – Transportation) and Noises (Ch. 7 – Environmental Justice and Justice 40 Initiative, P. 47).

Please check out the Draft Report at <https://metro council.org/Transportation/Projects/Light-Rail-Projects/METRO-Blue-Line-Extension/Environmental/Supplemental-Draft-EIS.aspx>

Comments are welcomed through below methods. Members will be requested with name and contact info, so the Collaborative can notify you when the Supplemental Final Environmental Impact Statement is available in mid 2025. PLEASE:

- Submit a comment online – <https://www.surveymonkey.com/r/YQHWTWK>
- Record your comment by calling the SDEIS project hotline at 612-373-3970
- Email comments to [BlueLineExt@metrotransit.org](mailto:BlueLineExt@metrotransit.org) any time during the comment period
- Provide written comments at the Public Hearing or at the office hour



**AAPI ECONOMIC DEVELOPMENT ALONG THE BLUE LINE MINI SUMMIT #3**

Come to enjoy the dinner together, and share your thoughts!!!

DATE/TIME: AUGUST 13, 2024, 5:00PM-8:00PM

5:00-6:20PM GROUP 1  
6:30PM-7:50PM GROUP 2

PLACE: UROC, 2001 PLYMOUTH AVE N, MINNEAPOLIS, MN 55411, ROOM 105 AND 107

Selection Criteria: Inviting Asian American and Pacific Islander (AAPI) Small Businesses along the Blue Line Planned Corridors (from Minneapolis to Brooklyn Park) to join the 1.5 hours discussion, we will support \$100 Gift Cards for your expertises.

Register:  
<https://forms.gle/VzF1RtSiCQh8H3Cv5>  
Total of 20 slots available

Logos for Minneapolis, AABRN, CAPI, and IAO CENTER are shown at the bottom.

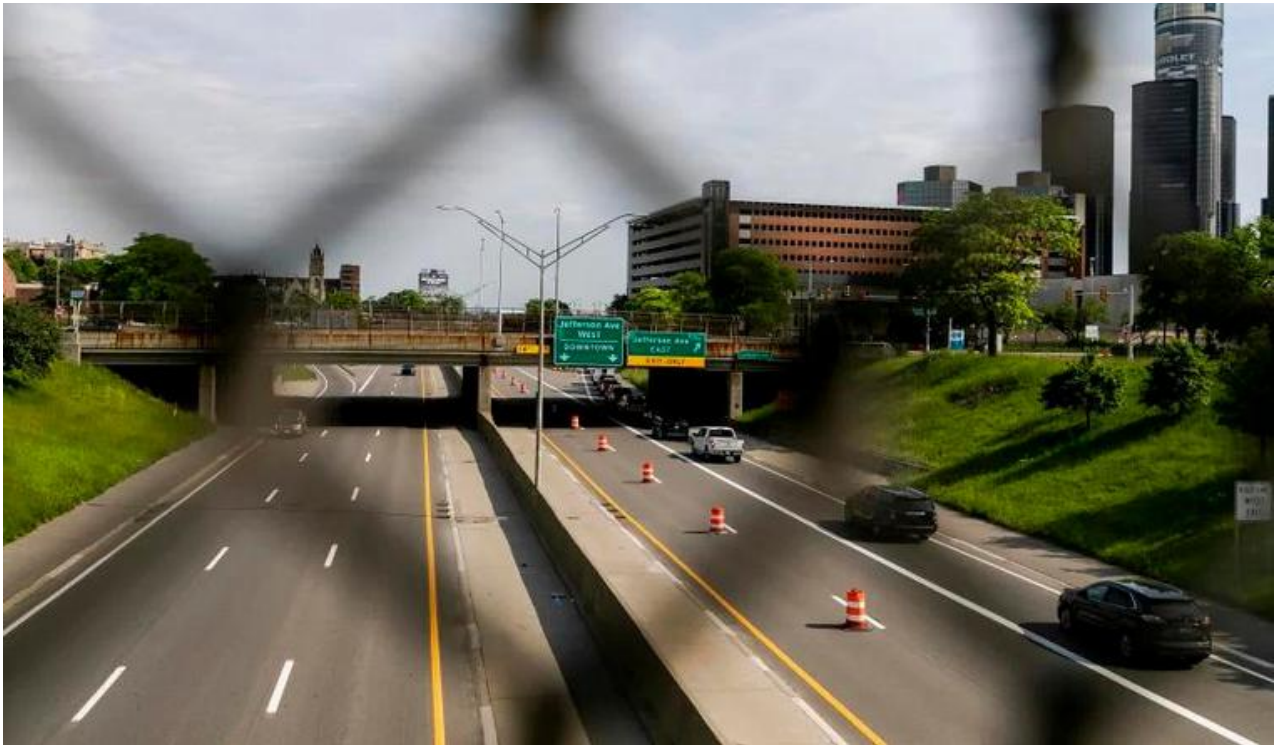
Later on August 13 from 5-8pm, Asian Media Access will host another discussion about the AAPI Cultural Hub along the Blue Line to increase daily destination sites, we welcome interested AAPI small business owners who have business entities at those areas to join us for an in-depth discussion how to better involve in the BLE, as well as to find out more anti-displacement services.

Register: <https://forms.gle/VzF1RtSiCQh8H3Cv5>

Total of 20 slots available. FMI: [info@amamedia.org](mailto:info@amamedia.org).

Educational Article

## NEW REPORT: REMOVING THE HIGHWAY IS THE EASY PART- RECONNECTING THE COMMUNITY IS HARDER



This NPR story illustrates complexities implicit in the goals of federal funding aimed at repairing the damage done by some highway projects. A billion dollars has been allocated to remove highways and replace them with something that connects rather than divides communities, but challenges remain.

JULY 4, 2024 5:00 AM ET

HEARD ON [ALL THINGS CONSIDERED](#)

By [Laurel Wamsley](#)

Access the report at: <https://www.npr.org/2024/07/04/nx-s1-4986081/detroit-highway-removal-boulevard-reconnecting-communities#:~:text=Reconnecting%20the%20community%20is%20harder%20In%20Detroit%2C%20a%20one%2Dmile,plan%20itself%20has%20been%20contentious.>

# TOBACCO CONTROL



**STRATEGY INTRO:** Support a Media Campaign to educate BIPOC communities about the proposed statewide tobacco flavor ban, and work with area sports teams to find out what people/youth know and feel about flavored tobacco products. Focus groups and media message testing will be done to determine what the community needs to know and what messages related to flavor bans would appeal to which cultural groups. We will focus on young athletes from pan-Asian and pan-African communities, and a media campaign featured the young athletes based on what the message testing reveals.

## BLOG DISCUSSION #8

# BREAKING BARRIERS: HOW BIPOC INSIGHTS CAN SHAPE EFFECTIVE TOBACCO CONTROL POLICIES

Asian Media Access has been working with Racial & Health Equity Committee (RHE) under Minnesotans for a Smoke-Free Generation (MSFG) to conduct interviews with BIPOC community missions. Our mission for RHE is to advance justice by striving toward a future where every person is free from commercial tobacco's harms and can reach their full health potential. The coalition has a long history of success in advocating for policies at both the local and state levels to reduce commercial tobacco use.



Our Interviewees included individuals working on prevention, cessation, and vaping programs, and people working in non-profit organizations. During the interview, several important questions were explored, shedding light on crucial issues surrounding commercial tobacco use and the need for greater diversity in public policy work. Here are some highlights from the conversation, along with key insights:



Photo Courtesy: [Minnesotans for a Smoke-Free Generation](#)

## **TOBACCO INDUSTRY TACTICS AND THE NEED FOR BIPOC VOICES IN PUBLIC HEALTH POLICY**

The tobacco industry appears to strategically target vulnerable populations, including African-Americans, college students, and younger generations. Several interviewees observed that this aggressive marketing targets specific groups and believe that such advertisements contribute to higher rates of tobacco and menthol use, as well as widespread health issues within these communities. This strategic targeting underscores the urgent need for focused public health interventions and policy changes to protect these vulnerable groups from the predatory practices of the tobacco industry.

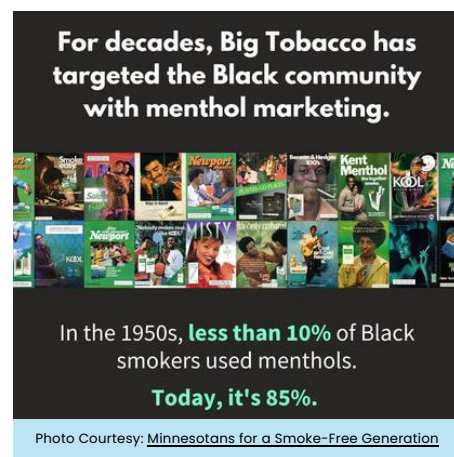
This highlights a key reason why BIPOC communities should be involved in public policy work: to address targeted marketing and foster community impact. BIPOC participation is crucial in advocating against aggressive marketing strategies and promoting healthier community standards. Representatives from these communities can offer valuable insights and data on how tobacco advertising is disproportionately directed at them, strengthening the case for stricter regulations on tobacco marketing and sales. Policies and campaigns developed with input from those directly affected are more likely to be effective; BIPOC community members can provide perspectives on messaging and interventions that resonate best with their peers, leading to more successful public health initiatives. Moreover, when BIPOC communities actively participate in shaping policies that affect them, it empowers individuals and groups to take ownership of their health outcomes, thereby enhancing community engagement and support for anti-tobacco efforts at grass-root level

## UNDERSTANDING TOBACCO'S CULTURAL IMPACT AND BREAKING CULTURAL BARRIERS

Additionally, some interviewees shared personal observations on commercial tobacco use and its cultural impact on various communities. One interviewee noted that a Hmong neighbor's smoking habits reflect a broader cultural trend, where many Hmong men smoke socially, while women do not. Smoking is common during social gatherings, such as funerals, where men often smoke outside the venue. This cultural context makes it challenging for Hmong men to quit smoking despite being aware of the health risks. The interviewee also reflected on her personal experience with her father, who smoked throughout her childhood. This experience profoundly influenced her views on tobacco and highlights the importance of community and familial support in combating tobacco use, underscoring the need for culturally sensitive approaches in tobacco control efforts.

The cultural observations not only highlight the deep-rooted social factors influencing tobacco use but also underscore why BIPOC perspectives are crucial in shaping effective public policies. Involving BIPOC communities is essential to enhance both strategic and cultural relevance. These community members provide invaluable insights into the cultural and social factors affecting tobacco use, which can lead to the development of more effective prevention and cessation programs.

Understanding cultural contexts, such as how smoking may be tied to social rituals or stress relief in certain cultures, is key to overcoming barriers to quitting. Policies and programs that address these cultural factors are more likely to succeed, ensuring that anti-tobacco initiatives are respectful and effective across diverse communities.



## INVITING MORE BIPOC LEADERS TO JOIN THE RHE COMMITTEE

Currently, RHE is looking for more BIPOC members to join the movement. There are many different ways BIPOC leaders can get engaged with the coalition, and each member makes their own decision about what roles make most sense for them. As examples, coalition members have the opportunity to meet with legislators and local elected officials; attend legislative hearings, city council meetings, and county board meetings; work with the media to get the coalition's message out; and organize the community to support commercial tobacco policies. For more information, please follow up with AMA staff Donnel Bratton at [donnell.bratton@amameida.org](mailto:donnell.bratton@amameida.org).

## Educational Article

# THE TOBACCO INDUSTRY & THE BLACK COMMUNITY



Photo Courtesy: Public Health Law Center

Big Tobacco, including more recent players like Juul Labs, has a sordid and lengthy history of targeting and exploiting Black, Indigenous, and other historically marginalized racial and ethnic groups, youth, the LGBTQ+ community, women, and others for corporate gain.

The tobacco industry does this through sophisticated marketing tactics to lure new consumers to its deadly products and keep them hooked. An additional, lesser known tactic, one that the industry uses to whitewash its reputation, safeguard its regulatory influence and power, manipulate messaging, and gain public support is to make hefty contributions to culturally-relevant organizations, newspapers, magazines, and events of targeted communities. The tobacco industry is notorious for making corporate donations to numerous organizations and causes championed by the very populations it preys upon for profit.

This factsheet is intended to raise awareness of this form of the industry's manipulation and abuse of targeted, at-risk populations. It describes the tobacco industry's use of front groups, distortion, and corporate giving to mask disreputable corporate conduct and highlights recent examples of the way the industry exploits the African American community to maintain political access and shape policies that serve its corporate interests.

Check out the factsheet at

<https://www.publichealthlawcenter.org/sites/default/files/resources/Tobacco-Industry-Targeting.pdf>

# VACCINATION FOR ADULTS



**STRATEGY INTRO:** Increase demand for, and access to flu, COVID-19, and other adult vaccinations via 40 pop-up community clinics at the places that cultural groups feel comfortable and connected, and increase regularity of vaccine promotion in priority communities; and increase the percentage of pan-Asian and pan-African seniors who are up-to-date with recommended adult vaccinations.

## BLOG DISCUSSION #8

# PERCEPTIONS OF COVID-19 VACCINE AMONG THE LGBTQIA+ COMMUNITY

**PREFACE:** Since late last year, Asian Media Access has been actively interviewed BIPOC members for issues related to vaccination hesitancy, in order to better design our vaccination mobilization effort. Please follow us, we will have a new story every month.

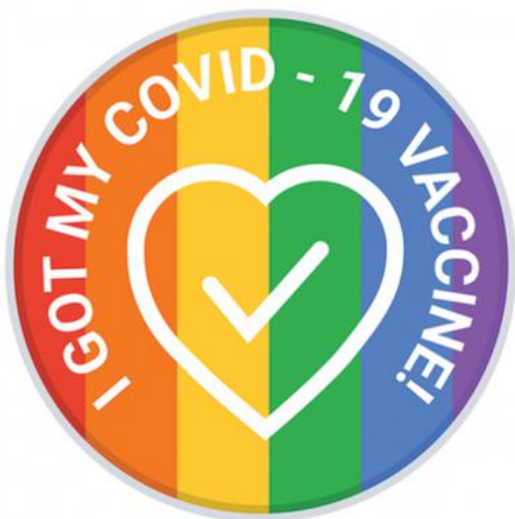
And this time the Vaccine Hesitancy story is focused on the LGBTQIA+ community. We have also seen a surge of COVID this summer again, please consider update your COVID Vaccine.



Minority groups are often more hesitant than the general population to get vaccinated. Even though COVID-19 vaccines are now safe, effective, and available, LGBTQIA+ communities are still skeptical and reluctant to receive vaccinations. Although many studies have been conducted relating to vaccine hesitancy, few of them specifically address the LGBTQIA+ population, revealing that underrepresentation is an evident problem. Similarly to other marginalized groups, the LGBTQIA+ community's hesitancy stems mainly from distrust of America's healthcare system. This and other factors have resulted in a disproportionate amount of those who are vaccinated compared with the general population.



Willingness to receive a vaccination depends largely on trust. If people do not trust the vaccine, they aren't willing to get it because they do not know what negative effects will result from it. If people do not trust the government, they won't respect and follow policies that the government recommends or puts in place. In this case, the LGBTQIA+ community does not trust either, resulting in the lack of vaccinations. For some communities, hesitancy is mostly driven by misinformation. Especially right after the COVID vaccines were developed, lots of false information was spread on social media. People were unsure of the side effects, including long-term ones, and there are always those who spread rumors. Not a lot of effort was put into thoroughly explaining the possible risks and effects of the vaccine, impacting its credibility. This was made worse by deeper mistrust of the government from the LGBTQIA+ community. Since the American government and public has historically disempowered the LGBTQIA+ community, there is a somewhat negative relationship toward the authorities. After the vaccine was released and the government started recommending people to get the vaccination, they didn't focus on rebuilding a more positive relationship with marginalized communities. They expected citizens to follow orders, but people aren't likely to follow someone that they don't trust. The government doesn't hold much credibility to certain communities because of historical grievances.



More recently, there's been less interest in the topic in general, which can both be positive and negative. People are feeling more comfortable to talk about COVID but this has also resulted in less people caring about vaccinations. Since it may not be a big deal anymore whether or not you've been vaccinated, as opposed to the height of the pandemic where you needed to prove COVID vaccination in some places. It's now more of a personal decision that people don't really talk about. Also, since LGBTQIA+ people may be viewed differently from others, there is often a sense of isolation and lack of assistance from family and friends. Social stigma has resulted in negative experiences with both general clinical setting and healthcare workers.



Communities are improving by establishing a sense of normalcy as the pandemic is becoming less severe, but even more can be done to improve vaccination rates. Building open and honest communication starts with one-on-one direct communication. People value being able to share their own experiences and discussing with others in their community without feeling judged. Instead of treating others differently based on gender, race, or other categorizations, taking steps to bridge the disparities in healthcare system is a positive start to repairing broken relationships and increasing willingness for vaccines. Reducing stigma in communities can also lead to a sense of acceptance and more communication and knowledge being spread relating to COVID-19 and vaccines.

Suggested from our interviewees - providing role models could help – having individuals that are part of the LGBTQIA+ community to take the lead and get vaccinated. Afterwards, they can integrate individuals by helping to explain COVID and the impact of the vaccine. Encouraging leaders to engage in and initiate campaigns that target awareness and addressing vaccine hesitancy among LGBTQIA+ community is also important. Doing so requires trusted individuals part of LGBTQIA+ communities to step forward and lead others. Everyone has a story that they would like to share, which is why forming direct relationships is important. Having trusted members lead one-on-one direct communication leads to open and honest relationships. In addition, looking up to a role model can push other members of these communities to step forward and receive vaccinations. Leaders and role models are necessary to inspire and support other individuals. Having a system of support and guidance can really make a difference in influencing LGBTQIA+ members to receive vaccinations.

Educational Article

# BARRIERS TO COVID-19 VACCINE UPTAKE IN THE LGBTQIA COMMUNITY



by *Danny Azucar, PhD, MPH, Lindsay Slay, MSW, Damaris Garcia Valerio, and Michele D. Kipke, PhD*

**Objective:** To report findings from qualitative research that describe sources of hesitancy and barriers to vaccine uptake among lesbian, gay, bisexual, transgender, queer, intersex, and asexual (LGBTQIA) populations.

**Methods:** In March 2021, we conducted focus groups with members of the Los Angeles, California LGBTQIA community to identify barriers to becoming vaccinated. Semistructured interviews were conducted with 32 individuals in 5 focus groups. Thematic analysis was conducted to identify themes.

**Results:** Historical and ongoing medical trauma, including misgendering, and perceived emotional violence emerged as significant barriers to LGBTQIA individuals becoming vaccinated. Fear of violence was found to be a major barrier among transgender individuals, whereas fear of an unwelcoming vaccination site was a barrier for seniors. Finally, surviving was a higher priority than becoming vaccinated.

**Conclusions:** Participants reported vaccine hesitancy and barriers that are unique to the life experiences of LGBTQIA individuals; these include medical trauma, violence, stigma, and discrimination. Our findings highlight the need to include LGBTQIA leaders and trusted individuals in the development of vaccination education and the delivery of vaccination services. (*Am J Public Health.* 2022;112(3):405– 407. <https://doi.org/10.2105/AJPH.2021.306599>)

Check out the full article at:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8887181/pdf/AJPH.2021.306599.pdf>



# PROJECT SUPPORT EVENTS

July 20&21

## COLLECTING COMMUNITY PERCEPTION ABOUT TOBACCO PRODUCTS DURING KAREN ANNUAL COLLEGE SHOWCASE TOURNAMENT

Led by the Karen Football Association, over 160 teens and young adults, ages 14-21, who played in and attended the tournament were polled on their knowledge of different types of tobacco products.



July 23

## COMMUNITY PULSE CHECK

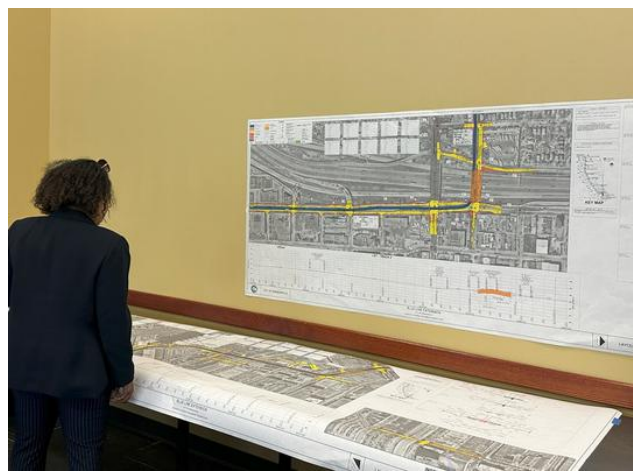
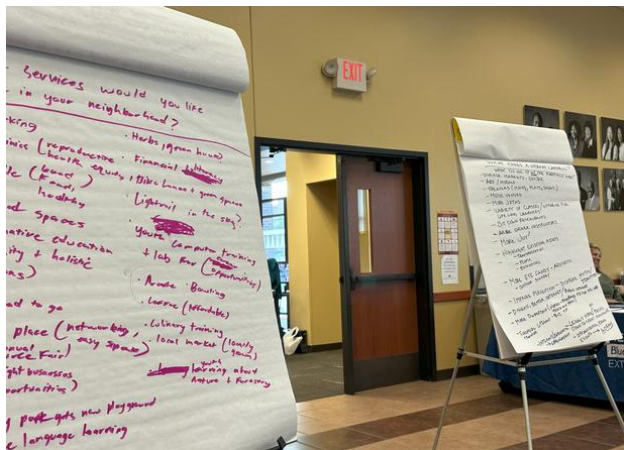
Led by Asian American Business Resilience Network, Project SUPPORT hosted a series of 7 Vaccination Education Workshops to support diverse Pan African and Pan Asian communities in English and Heritage Languages. This Community Pulse Check event focuses on Minneapolis's generational poverty or homelessness.



July 25

# METRO BLUE LINE COMMUNITY EVENT

We co-sponsored the METRO Blue Line Extension Community Engagement Meeting at the University of Minnesota's Urban Research and Outreach Engagement Center. The meeting covered the project's progress, schedule, potential routes, roadways, stations, anti-displacement plan updates, and engagement metrics.



July 27

## METRO BLUELINE ROUTE BUS TOUR

We co-sponsored in the DREAMNorth Engagement series for a bus tour of the proposed Blue Line Extension route.



July 30

## COMMUNITY PULSE CHECK

Led by Asian American Business Resilience Network, Project SUPPORT hosted a series of 7 Vaccination Education Workshops to support diverse Pan African and Pan Asian communities in English and Heritage Languages. This Community Pulse Check event focuses on the Somali community.





August 1

# METRO BLUELINE COMMUNITY MEETING

We co-sponsored the third session of the METRO Blue Line Extension Community Engagement Meeting at the University of Minnesota's Urban Research and Outreach Engagement Center. The community explored different perspectives and approaches to the project and shared their insights.



August 6

# COMMUNITY PULSE CHECK

Led by Asian American Business Resilience Network, Project SUPPORT hosted a series of 7 Vaccination Education Workshops to support diverse Pan African and Pan Asian communities in English and Heritage Languages. This Community Pulse Check event focuses on the Laos community.



# Understanding and Stopping Anti-Asian Hate



## PREFACE

Anti-Asian hate is a serious problem that needs to be resolved quickly. Our Asian American and Pacific Islander (AAPI) communities, families, and individuals have tragically been victims of targeted hate crimes. AAPI communities should not have to worry about safety, safety is a human right. More needs to be done in combating anti-Asian hate so that our communities are safer, this starts with education and communication. With the surge of hate towards AAPI individuals after the Covid-19 pandemic, we can clearly see what issues need to be addressed when it comes to ending hate.

In early 2020 Asian Media Access (AMA) engaged the community by raising awareness on anti-Asian hate and racism. In 2021, AMA taught the youth how to make anti-Asian hate postcards, which were also shared on social media to raise awareness. AMA delivered a poem by Taiwanese poet, Xi Murong which expresses the "sentiment of immigration and displacement." Later, AMA led the forces with the community for a rally at the Minnesota state capitol to commemorate the victims of the Atlanta Georgia shooting.

Since then, AMA has published an on-going series of "Stop Anti-Asian Hate" educational materials, and joined the 2023 online commemoration of the 40 year anniversary of the Murder of Vincent Chin. On June 1st of 2023 AMA presented the dance drama "Between the Water and Cloud", this was a Multidisciplinary Arts Showcase which strived to share Chinese culture and arts with an environmental justice message. It is crucial we continually make our voices heard so that change can be made.

In celebrating the new year of 2024, AMA will publicize a series of articles that will highlight issues that need to be discussed, shed light on historical systematic racism, and create an opportunity to share the perspectives of those impacted by anti-Asian hate. As editor of this series "Understanding and Stop the Anti-Asian Hate," I hope that our works can encourage readers to join forces, embody love, promote and protect culture, and be a vehicle for justice and equity for AAPIs. Let's stand in solidarity with AAPI communities.

Asian Media Access  
Jarrelle Barton  
He\him



## Understanding and Stopping Anti-Asian Hate: Article #8

# COMMUNITY EFFORTS IN STOPPING ANTI-ASIAN HATE

*Janie Ye - Wayzata High School*

There have been multiple efforts to combat hate towards Asian Americans in the United States both locally and nationally. Because of the prevalence of hate in the community, the tasks of influential individuals and organizations should not be overlooked. Oftentimes, these groups attempt to reshape decades of racism in society and change the minds of sometimes unwilling people. Therefore, the impact that community efforts have in stopping anti-Asian hate is extremely significant for the future of Asian Americans in the United States.

On a national level, there have been some attempts to lessen anti-Asian hate. One of the most impactful organizations is Stop AAPI Hate, a coalition of community-based organizations dedicated to reforming prejudices in society in order to improve Asian American lives. Also, the Federal Government has released a report to assess "the rise in anti-Asian hate crimes in the U.S. from 2019 through 2021, and the federal role in preventing and enforcing federal hate crime laws" (U.S. Commission on Civil Rights). This report examines the national rise in incidents and prevention and reporting methods, and also reveals federal efforts to stop anti-Asian hate.

Minnesota's state government is also starting to consider and implement legislation to fix the state's hate crime law. Due to the increased harassment and discrimination towards Asian Americans during the pandemic, the state has set forward plans to make incident reports more accessible. A local organization, the Asian Minnesotan Alliance for Justice, was founded to end xenophobia to better the world. It lists numerous methods to combat anti-Asian racism and provides a helpline to report hate crimes. The organization also encourages people to contact Minnesota State legislators to increase support for victims and speak out against racism. Various organizations similar to the Asian Minnesotan Alliance for Justice also empower Asian Americans to speak up and promote unity in the fight against racism in the community.

In reality, hate and violence originate from certain viewpoints and thoughts that were ingrained in society since the beginning of American history. Altering these ideologies may be difficult, but the end result will benefit the community. Starting small and gradually growing the movement to stop anti-Asian hate will help modify previously set mindsets on racism and xenophobia. It is important to contribute to community efforts to stop anti-Asian hate because no one should have to face violence in any situation and setting.

In the end, stopping anti-Asian hate starts with identifying the problem and spreading the information. Speaking out against racism and taking action are steps along the way to reinvent society's view on Asian Americans and inform others about the challenges that they face. Stopping anti-Asian hate starts within our own communities, and contributing to the effort is necessary to improve society. Asian Americans deserve respect and equal treatment. No one should suffer from violence and discrimination. All of this starts within the community.



## Resources



### CITY'S HEALTH DEPARTMENT PROMOTES NATIONAL IMMUNIZATION MONTH

Catch up on recommended vaccinations before heading back to school.

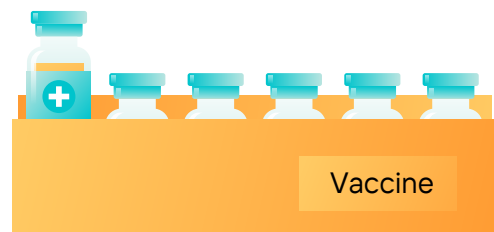
Aug. 1, 2024 (MINNEAPOLIS) – August is National Immunization Awareness Month and the start of back-to-school kickoff time. The Minneapolis Health Department is using this opportunity to draw attention to the importance of fully vaccinating children. The Health Department's Maternal Child and Adolescent unit is continuing its efforts to increase access to vaccines and reduce vaccine hesitancy with its series of free community vaccination clinics.

#### Back-to-School vaccines

As caregivers get their children ready to head back to school, ensuring their vaccinations are up to date should be at the top of the checklist.

Nearly 40% of Minneapolis Public School children are behind on their childhood vaccines. So, the Health Department is encouraging parents and guardians to talk with their healthcare provider to review and update their child's immunizations. It can help your family avoid missing:

- School
- Activities
- Work
- Family events
- Vacation



*"While we offer free vaccination clinics year-round, the month of August is crucial to reach those who need to get caught on their routine vaccinations, especially school-age children," says Minneapolis Health Department Director of Public Health Initiatives Luisa Pessoa-Brandão. "Now is an important time to check your child's vaccination status to catch up if they are behind on immunizations. Add vaccinations to your back-to-school shopping list this year."*

[How to check your child's vaccination status](#)

### **Minneapolis child and adolescent vaccination numbers need boosting**

- Approximately three in five (60%) Minneapolis teenagers are not up to date on their adolescent vaccines.
- Minneapolis kids are well below the target set by the national Centers for Disease Control and Prevention (CDC) for starting measles, mumps and rubella (MMR) vaccines.
  - The CDC wants 95% of kids to have their first shot by kindergarten, but only 62% of Minneapolis kids from birth to 4 years old have had their first measles shot.
  - 71% of kids ages 5-9 up to date on measles, and only 60% of 4-year-olds getting their first measles shot.

### **Free community vaccination clinics**

The Health Department and its partners are hosting a vaccination clinic at Lowry Avenue:

- When: Tuesday, Aug. 13 from 4:30-6:30 p.m.
- Where: Jordan Area Community Council, 2147 Lowry Ave. N.
- Vaccines available:
  - COVID-19, Mpox

*“Updating your child’s vaccines today can prevent future illness and the financial burden of medical costs associated with vaccine-preventable diseases,”* says Sebastiana Cervantes, Senior Public Health Specialist, Minneapolis Health Department.

### **Resources**

- [See all upcoming vaccination clinics](#)
- [Additional childhood vaccine clinics hosted by Hennepin County Public Health](#)
- [Enroll in the Uninsured and Underinsured Adult Vaccine Program](#)

### **Outreach success**

After the pandemic, the City’s Maternal Child and Adolescent health unit significantly increased the number of clinics and free vaccines provided to the community. It partnered with local healthcare providers and community organizations to provide a “one-stop shop” for community members and adjusted its clinics to meet community members where they live.

The Health Department, with partners, has hosted the following number of clinics since 2022:

- 2022: 41 clinics, 1,217 COVID-19 vaccinations
- 2023: 52 clinics, 1,049 COVID-19, 239 flu vaccinations and 673 Mpox vaccinations
- 2024: 28 clinics, 247 COVID-19, 59 flu, 463 Mpox, and 9 MMR vaccinations as of July 30

The City of Minneapolis Health Department partners with [M Health Fairview](#), [Hennepin County](#), the [Minnesota Department of Health](#) and the [Minneapolis Mpox Taskforce](#) on its vaccination clinics.

# UPCOMING EVENTS

## EBENEZER'S FREE PRODUCE MARKET



**Location**  
Ebenezer S.D.A Church  
3418 E. Lake Street  
Minneapolis, MN  
55406  
PH: 612-722-1890

**Pastor**  
Richard W. Palmer Jr.

**Second Harvest Liaison:**  
Callmie Dennis

### EBENEZER'S FREE PRODUCE MARKET

**DATES/TIME:** August 14, 28 and September 4, 11, 2024, 3:00pm

**PLACE:** Ebenezer S.D.A. Church, 3418 E Lake Street, Minneapolis, 55406

### MINNEAPOLIS COMMUNITY TREE WORKSHOPS

**DATE/TIME:** Thursday, August 15, 2024,  
5:00pm-7:00pm - Common Tree Pests

**DATE/TIME:** Saturday, October 19, 2024,  
2:00-5:00pm - Tree Care and Planting

**DATE/TIME:** Saturday, November 2, 2024,  
2:00-5:00pm - Pruning Techniques, , Little  
Earth

**PLACE:** Little Earth

These workshops aim to support residents in caring for trees and becoming local advocates for the preservation of natural environments. You are welcome to register for one or the full series of these workshops.

## Community Tree Workshops

A series of five free workshops

Sign up today for one  
or the full free series!  
[tinyurl.com/bdd2k2wf](https://tinyurl.com/bdd2k2wf)





## ASIAN STREET FOOD NIGHT MARKET

**DATE/TIME:** August 17-18, 2024  
August 17, 2024, 3:00pm-11:00pm and  
August 18, 2024, 1:00pm-10:00pm

**PLACE:** 425 Rice St Saint Paul MN 55103

Talent show, food, arts, beer garden, lion dance. For the vendor, volunteer, and artist applications, please contact Ka Vang at 651-302-6218



## OBON FESTIVAL

**DATE/TIME:** Sunday, August 18, 2024  
**PLACE:** Como Park, 1224-1256 Midway Pkwy, St Paul, MN 55103



Music, martial arts, singing, dancing, drumming, delicious food, vendors, games, and other aspects of Japanese culture will be featured at the annual Como Park Japanese Obon Festival on the grounds of the Marjorie McNeely Conservatory from 3:00pm – 9:00pm on Sunday, August 18. At the end of the Obon festival, lanterns are released into the water so that the spirits can return to the other world. We will be selling only advanced tickets again in 2024. More details to come!

## LABOR DAY SPORTS TOURNAMENT

**DATE/TIME:** August 31-September 1, 2024

**PLACE:** Kingston Park, 9195 75th St S, Cottage Grove, MN 55016

One Family- Ib Tsev Neeg will be back in Cottage Grove, MN, hosting Flag Football, Volleyball, Pickleball, Basketball, Soccer, Cornhole, a Fitness Competition.



## MINNESOTHAI

**DATE/TIME:** Saturday, September 14, 2024, 10:00am-10:00 pm and September 15, 2024, 10:00 am - 6:00 pm

**PLACE:** West End Festival Site, 1693 Duke Dr St. Louis Park, MN 55416

This free, two-day event will showcase authentic Thai street food and feature cultural performances, live music, art and souvenirs, a beer and wine garden featuring local brews, kids' bounce houses, fire dancing and more!



**OPEN STREETS MPLS WEST BROADWAY 2024**

**DATE/TIME:** Saturday, September 21, 2024, 11:00 am - 5:00 pm

**PLACE:** West Broadway, Lyndale Ave N. - Penn Ave N.

Open Streets West Broadway is a free, family-friendly event that offers a variety of activities such as biking, walking, playing, eating, dancing, and singing. The event covers 17 blocks on West Broadway and attracts over 250 participants and vendors with over 3,000 attendees. This event is not just a street festival, but it is a celebration of community and allows neighbors to experience city streets as public spaces where communities thrive!

**4TH ANNUAL MID-AUTUMN FESTIVAL CELEBERATION**

**DATE/TIME:** Saturday, September 21, 2024, 1:00 pm - 6:00 pm

**PLACE:** 1624 Phalen Dr., St Paul, MN 55106

- Artistic performances
- Family/personal photography
- Food and moon cake testing
- Family-friendly cultural booths
- International fashion displays
- Poetry contest





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## Partnering with

