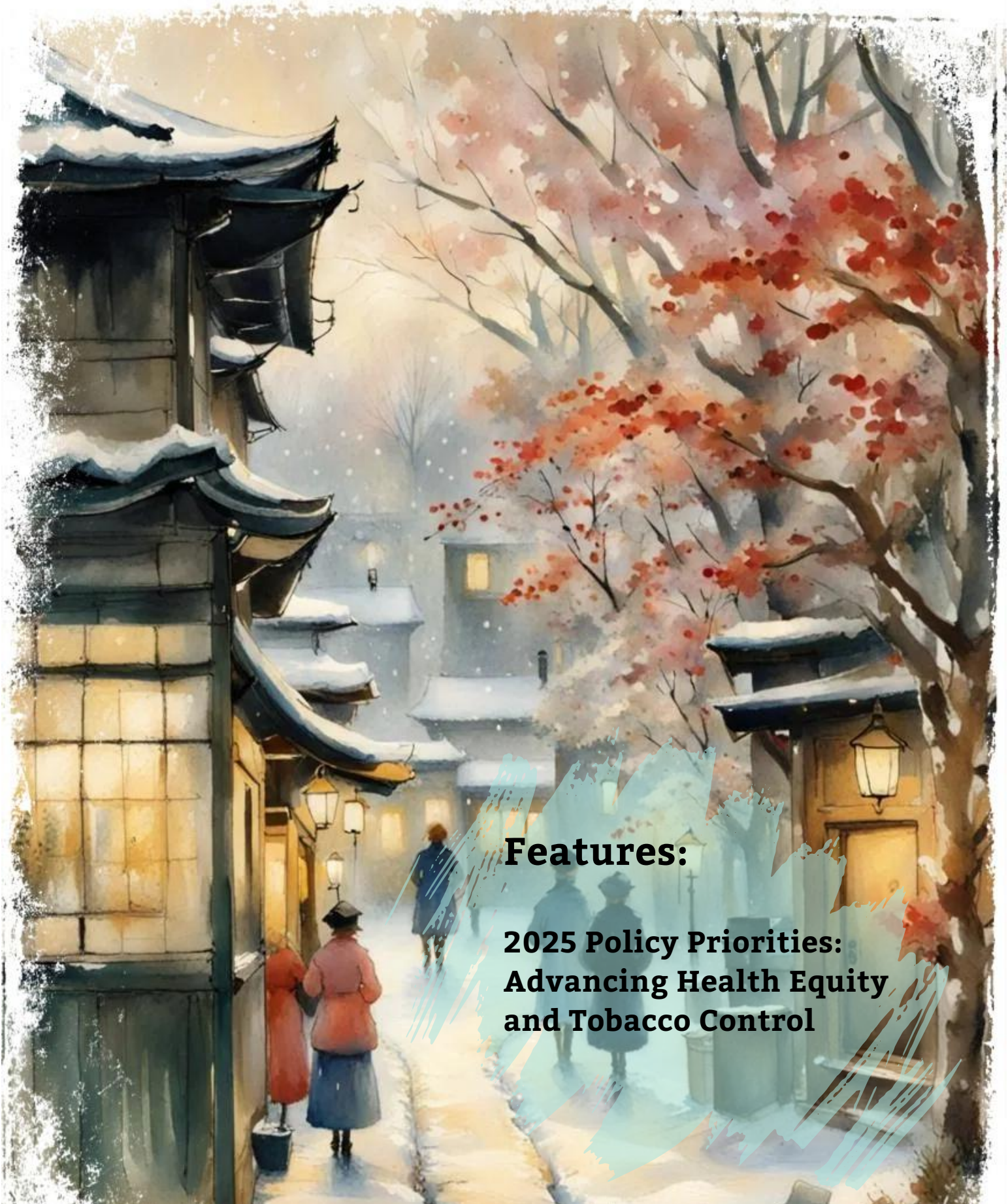




BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

JANUARY, 2025 | VOLUME 2 | ISSUE 1



Features:

**2025 Policy Priorities:
Advancing Health Equity
and Tobacco Control**

Project SUPPORT

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INTRODUCTION



Project SUPPORT (**S**upporting **U**nder-served through **P**roduce/**P**ark **P**rescription, and **O**pportunities to **R**ecreation-activity & **T**obacco-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





Happy

LUNAR
NEW
YEAR

新年快樂

2025

YEAR OF THE SNAKE



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.

PROMOTING HEALTHIER LIFESTYLES: SURVEY INSIGHTS FROM THE CULTURAL DIET & NUTRITION FAIR

This past Saturday, December 21, Asian Media Access (AMA) hosted a vibrant Toys for Tots and Cultural Diet & Nutrition Fair at the University of Minnesota's Urban Research and Outreach-Engagement Center. The event brought together over 250 community members for a day filled with meaningful activities, including a vaccination clinic pop-up and partner resource tabling. Attendees also enjoyed delicious cultural foods prepared by talented chefs who shared the significance of veggie cultural dish. The success of this event was made possible by the dedication of amazing volunteers, resource teams, and chefs who enriched the experience for all.



Fruits/Vegetables Intakes and Produce Prescription Survey

1) A serving of vegetables – not including French fries – is one cup of salad greens or a half cup of vegetables. How many servings of FRESH vegetables did you have in a typical day over the last two weeks? 3 Number of servings

2) A serving of fruit is a medium-sized piece of fruit. Do not include fruit juice OR canned fruit. How many servings of FRESH fruits did you have in a typical day over the last two weeks? 5 Number of servings

3) How easy or difficult is it for you to get...? Your zip code: 5850

a. Fruit and vegetables in your local area?
 Very easy Somewhat easy Somewhat difficult Very difficult

b. Food in your local area that reflects your culture and is affordable?
 Very easy Somewhat easy Somewhat difficult Very difficult

4) Have you heard about the term – "Produce Prescription" or "Fresh Prescription" ???
 Yes No

A "Produce Prescription" is a medical prescription given by a healthcare provider that allows patients to access fresh fruits and vegetables at no cost, typically aimed at individuals experiencing food insecurity or at risk for diet-related health issues (ex. Obesity, Type 2 Diabetes, Cardiovascular Disease (Heart Disease), Hypertension (High Blood Pressure), etc., it's considered a part of the "Food is Medicine (FIM)" approach to healthcare. The prescriptions may be used in the health care setting or local farmers' markets, local grocery store or online grocery stores, or mobile markets, to exchange for fresh produce.

5) Are you considering yourself as an individual experiencing food insecurity or at risk for diet-related health issues?? Yes No

IF YES: Would you be interested in joining the Northside Produce Prescription program pilot, if so, please leave your name and contact info here:

IF YES: please rank the following options for receiving fresh produce from 1 to 5 (1 = most preferred, 5 = least preferred):

Weekly pick-up of a Fresh Produce Box at the designated clinic with health check-ups.
 Weekly home delivery of a pre-selected Fresh Produce Box.
 Use vouchers with a set amount to purchase fresh vegetables and fruits at a designated grocery store or at a designated farmers' market.
 Order online using a weekly given code to choose from a limited selection of fresh vegetables and fruits with free delivery through Amazon.
 Other ideas (please specify): _____

CONNECTING COMMUNITIES TO FRESH PRODUCE: KEY SURVEY INSIGHTS

As part of the Cultural Diet & Nutrition Fair, more than 75 community members participated in a survey exploring current vegetable and fruit consumption habits, awareness of the Produce Prescription Program, and preferences for accessing Produce Rx. The survey findings reveal key trends that will help shape future efforts to improve access to fresh produce and promote healthier lifestyles. The article dive into the survey results, uncovering valuable insights that will guide the development of culturally responsive solutions through the Produce Prescription Program.

COMMUNITY CONSUMPTION TRENDS: A CLOSER LOOK AT VEGETABLES AND FRUITS

The survey revealed insightful trends regarding the consumption of fresh vegetables and fruits among community members. For vegetables, 30.4% of participants reported consuming three servings per day, followed by 19% consuming two servings, and 15.2% consuming one serving daily. These findings suggest that while a significant portion of participants meets or exceeds the general dietary recommendation of three servings, a notable percentage consumes fewer servings, indicating room for improvement in vegetable intake. Similarly, fruit consumption showed a varied pattern: 20.3% of participants consumed one serving per day, 19% consumed four servings, and 17.7% consumed three servings. This diversity in fruit consumption highlights the need to promote consistent and balanced dietary habits across the community. These insights will be instrumental in tailoring the Produce Prescription Program to address gaps and encourage healthier eating practices.

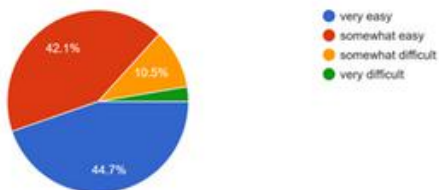


ACCESS AND AFFORDABILITY: EXPLORING COMMUNITY FOOD CHALLENGES AND OPPORTUNITIES

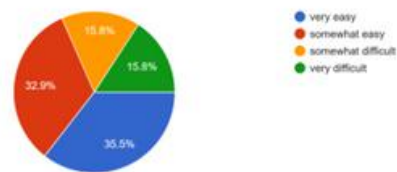
The survey also explored community members' access to fruits, vegetables, and culturally reflective, affordable foods. When asked about the ease of obtaining fruits and vegetables locally, 44.7% reported it was "very easy," and 42.1% found it "somewhat easy," indicating that the majority experience minimal barriers in accessing fresh produce. However, 10.5% of participants noted some level of difficulty, suggesting the need for targeted interventions to improve accessibility in certain areas.

When it comes to finding affordable food that reflects their culture, the responses were more varied. While 35.5% found it "very easy" and 32.9% found it "somewhat easy," a combined 15.8% reported it as "somewhat difficult" or "very difficult." This disparity underscores the importance of addressing cultural food accessibility and affordability to ensure that all community members can maintain culturally significant and nutritious diets. These findings emphasize the need for programs like the Produce Prescription Program to consider both general and culturally specific dietary needs.

3) How easy or difficult is it for you to get ... a. Fruit and vegetables in your local area
76 responses



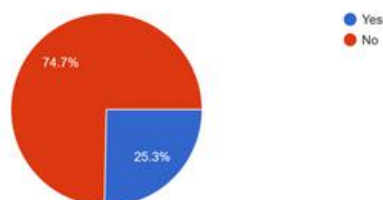
3) How easy or difficult is it for you to get ... b. Food in your local area that reflects your culture and is affordable?
76 responses



INCREASING AWARENESS AND ACCESS: COMMUNITY INSIGHTS ON PRODUCE PRESCRIPTION

The survey highlighted a significant gap in awareness of the term "Produce Prescription" or "Fresh Prescription," with 74.7% of participants indicating they had not heard of it. This finding signals a critical need for targeted campaigns to raise awareness about the program and its benefits. Increasing familiarity with the concept will be essential to ensuring community members can take full advantage of this resource to improve their dietary habits and overall health.

Have you heard about the term – "Produce Prescription" or "Fresh Prescription"?
75 responses



Among participants who identified as experiencing food insecurity or being at risk for diet-related health issues, the preferred methods for receiving fresh produce varied. The majority (70.8%) favored using vouchers with a set amount to purchase fresh vegetables and fruits at designated grocery stores or farmers' markets. Additionally, 54.2% of participants expressed interest in ordering online using a weekly code for a limited selection of fresh produce with free delivery through Amazon. Other popular options included weekly pick-up of a Fresh Produce Box at a designated clinic with health check-ups and weekly home delivery of a pre-selected Fresh Produce Box. These preferences highlight the importance of offering flexible and accessible options to meet diverse community needs.

The survey provides valuable insights into the community's dietary habits, accessibility challenges, and preferences for receiving fresh produce. These findings will play a crucial role in shaping culturally responsive initiatives like the Produce Prescription Program to promote healthier lifestyles and improve food security. If you are interested in learning more about the Produce Prescription Program and staying updated on its progress, please visit <https://ballequity.amamedia.org/project-support/>

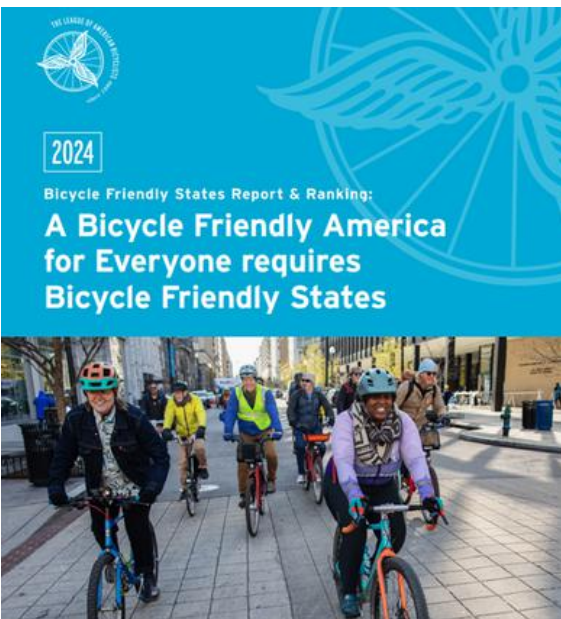


PHYSICAL ACTIVITY



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.

PAVING THE WAY: STRENGTHENING MINNESOTA'S LEGAL FRAMEWORK FOR CYCLISTS



The League of American Bicyclists is dedicated to creating a Bicycle Friendly America where everyone can safely enjoy the many benefits of bicycling. Every two years, the League collaborates with state Departments of Transportation and bicycle advocates to assess how states are improving conditions for bicycling. This article analyzes the *2024 Bicycle Friendly States Report & Ranking: A Bicycle Friendly America for Everyone Requires Bicycle Friendly States* by the League of American Bicyclists. The report evaluates what makes a state bicycle-friendly using seven key metrics: funding, infrastructure, laws, planning, capacity and support, safety, and the impact of every ride. Through this analysis, the article will highlight Minnesota's progress, strengths, and opportunities for improvement in fostering a bicycle-friendly environment.



BICYCLE FRIENDLY STATE RANKING

2024



RANK	STATE	NUMBER OF BICYCLE FRIENDLY ACTIONS*	FUNDING	INFRASTRUCTURE	LAWS	PLANNING	CAPACITY & SUPPORT	SAFETY	EVERY RIDE COUNTS
1	WASHINGTON	🚲🚲🚲🚲🚲	65	100	86	100	90	71	63
2	MASSACHUSETTS	🚲🚲🚲🚲🚲	63	98	63	97	90	74	73
3	OREGON	🚲🚲🚲🚲🚲	89	80	83	80	96	63	66
4	CALIFORNIA	🚲🚲🚲🚲🚲	56	95	86	100	90	58	60
5	MINNESOTA	🚲🚲🚲🚲🚲	68	98	43	86	82	70	53
6	COLORADO	🚲🚲🚲	58	79	63	69	88	46	44
7	DELAWARE	🚲🚲🚲	51	86	66	60	76	60	56
8	FLORIDA	🚲🚲🚲🚲🚲	58	90	63	63	96	48	63
9	MARYLAND	🚲🚲🚲🚲🚲	57	90	77	91	92	76	45
10	MICHIGAN	🚲🚲🚲	48	83	46	74	92	47	48

MINNESOTA'S PATH TO CYCLING LEADERSHIP: STRENGTHS AND OPPORTUNITIES IN 2024 RANKINGS

of American Bicyclists, reflecting its dedication to fostering a supportive environment for cycling. The state excels in several key metrics, including infrastructure, with an impressive 98% score, placing it among the highest in the nation. Strategic planning is another strength, with Minnesota achieving 86%, demonstrating a strong focus on developing cycling infrastructure. Additionally, its capacity and support systems for cyclists are robust, scoring 82%, and safety measures are commendable at 70%. However, areas such as laws, where the state scored only 43%, and Every Ride Counts, at 53%, highlight opportunities for improvement. By addressing these challenges and enhancing bicycle-friendly policies, Minnesota can further solidify its position as a leader in cycling accessibility and safety, potentially climbing even higher in future rankings.

HOW 'LAWS' SHAPE SAFE AND EQUITABLE CYCLING ENVIRONMENTS

The "Laws" metric evaluates the legislative framework that supports bicyclist safety and rights. Key aspects include safe passing laws, protections against harassment, and penalties for drivers involved in bike-related crashes. It also examines requirements for incorporating bicycle infrastructure into transportation planning, such as Complete Streets policies (Where our Sears Redevelopment is working on), and ensures the equitable enforcement of traffic laws. Additional considerations include helmet regulations, penalties for distracted driving to protect vulnerable road users, and clear definitions of bicyclist rights, such as lane use and protections against dooring. Strong laws in these areas demonstrate a state's commitment to fostering a safe and equitable environment for cyclists.

MINNESOTA'S 'LAWS' METRIC: KEY AREAS FOR IMPROVEMENT

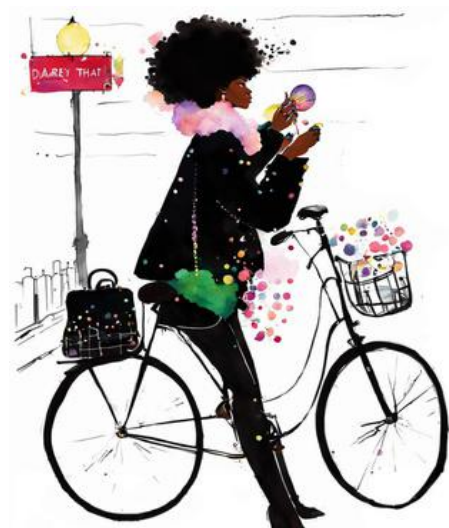
Additionally, Minnesota's 43% score in the "Laws" category indicates potential gaps in

its legal framework for bicyclist safety and rights. One likely area of weakness is the lack of comprehensive safe passing or vulnerable road user protections, which are critical for ensuring cyclist safety. MN state may have limited or inconsistent helmet laws, particularly for younger riders, which could impact its rating. Challenges in equitable enforcement of traffic laws affecting cyclists might also contribute to the low score, highlighting a need for fairer treatment of bicyclists in legal contexts. To improve, Minnesota would benefit from adopting stronger legal protections, addressing enforcement inequities, and aligning its policies with national best practices to better support a safe and equitable environment for cyclists.

MINNESOTA'S 'LAWS' METRIC: KEY AREAS FOR IMPROVEMENT

In conclusion, while Minnesota has made significant strides in creating a bicycle-friendly environment, its 43% score in the "Laws" category underscores the need for targeted improvements to its legislative framework. Addressing these gaps requires a multifaceted approach. At the public level, communities can play a vital role by raising awareness about bicyclist rights and safe driving practices through campaigns and encouraging voluntary helmet use, especially for children, via partnerships with schools. Engaging in policy discussions and attending public hearings provides opportunities to advocate for stronger bicycle safety measures, while community reporting tools can help identify and resolve unsafe road conditions or behaviors.

Asian Media Access' Sears Redevelopment also commits to creating connected streets and bike-friendly roads as part of the Sears building redevelopment. This effort aims to further enhance Minnesota's legal framework, promote equitable enforcement, and ensure a safer, more inclusive environment for all modes of transportation, positioning the state as a national leader in cycling accessibility and safety.



Educational Article

A BICYCLE FRIENDLY AMERICA FOR EVERYONE REQUIRES BICYCLE FRIENDLY STATES



To view the original document, visit:

https://bikeleague.org/wp-content/uploads/2024/12/BFS_Report_2024-1.pdf

The League of American Bicyclists (League) is committed to creating a Bicycle Friendly America for everyone so that people can safely enjoy the many benefits of bicycling. Every other year, the League works with state Departments of Transportation and bicycle advocates to understand how states are improving conditions for bicycling. Our Bicycle Friendly State ranking scores each state on its efforts and conditions. States that rank near the top have policies, practices and resources that support improving conditions for people who bike. States that rank near the bottom often are missing key policies and practices to address the conditions faced by people biking.

Our rankings offer three ways for state leaders and residents to make a difference:

1. Benchmark – our ranking provides category scores, key data, and Bicycle Friendly Actions that can facilitate comparisons between states and identify areas for improvement.
2. Celebrate – each state receives credit for a success on its report card and advocates can look at leading states' successes for inspiration.
3. Act – with a ranking and report card, advocates are equipped to act and engage their state decision makers about bicycling in their state.

Key Findings:

- There is an ongoing traffic safety crisis in the U.S. which disproportionately impacts people who bike and walk. Preliminary estimates from the Governors Highway Safety Association predict a new record of bicyclist deaths in 2023, with 1,149 bicyclists killed.
- Efforts to understand how many people bike, a key context for understanding safety, show little progress. In our survey this year, states reporting programs to count bicyclists decreased and our category that asks about those efforts – Every Ride Counts – was the lowest scoring category.
- The Infrastructure Investment and Jobs Act led to record federal funds spent on bicycling and walking projects in the last two years.

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.

2025 POLICY PRIORITIES: ADVANCING HEALTH EQUITY AND TOBACCO CONTROL

As the Minnesotans for a Smoke-Free Generation (MSFG) Coalition prepares for the 2025 legislative session, the spotlight shines on advancing public health policies through a strong equity lens. Asian Media Access (AMA), as a key partner within the coalition's Racial and Health Equity (RHE) Committee, continues to play a significant role in addressing systemic disparities, particularly within tobacco control efforts. Together, the coalition reaffirms its commitment to protecting vulnerable communities while maintaining strategic momentum in education, advocacy, and grassroots action.

PRIORITIZING RACIAL AND HEALTH EQUITY

At the heart of MSFG's 2025 strategy is the work of the Racial and Health Equity (RHE) Committee, where Asian Media Access (AMA) is a driving force. The committee ensures that every policy priority is rigorously assessed for its impact on marginalized populations, particularly those disproportionately harmed by the commercial tobacco industry. Tobacco products, such as menthol cigarettes and other flavored varieties, are aggressively marketed to communities of color, exacerbating health disparities. AMA has brought invaluable expertise and insights to

highlight how these inequities affect Pan African and Pan Asian refugee communities, guiding the coalition’s equity-driven approach.

The RHE Committee will revisit and update its comprehensive flavors policy assessment, evaluating how policies to end menthol and flavored tobacco sales can combat racial health disparities. By focusing on education, research, and advocacy, AMA helps ensure MSFG’s policy priorities align with community needs and highlight the industry’s harmful targeting practices. This approach underscores MSFG’s principle that racial and health equity is not a separate issue—it is the foundation for all public health efforts.



Photo Courtesy: Minnesotans for a Smoke-Free Generation

2025 POLICY FOCUS

Building on the leadership of the RHE Committee and the contributions of AMA, the MSGC Coalition’s priorities include:

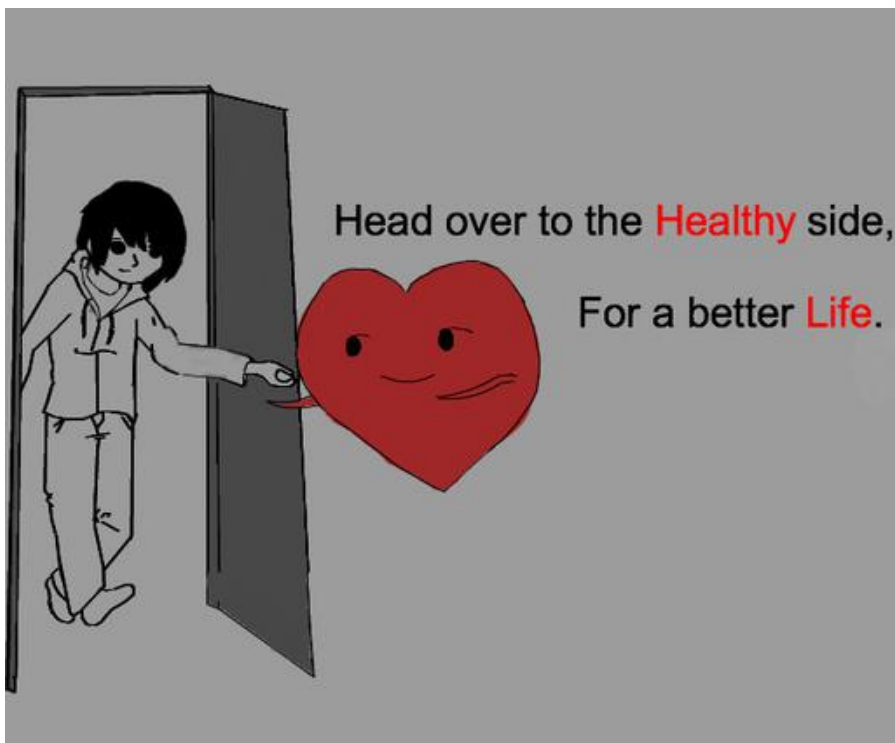
- **Ending the sale of menthol cigarettes and all flavored tobacco products.** AMA supports MSFG’s local policy strategies to share the evidence based information with communities about these products, which disproportionately harm youth and communities of color. Through education campaigns and outreach, AMA amplifies community voices to build broad legislative support.

- **Maintaining high prices for commercial tobacco products.** Proven to reduce consumption among youth and vulnerable populations, this strategy is vital to protecting public health. AMA has taken a proactive role by working with refugee youth sports teams, to create messages to educating peers and families about the dangers of price promotions, coupons, and tobacco industry marketing tactics that target low-income communities.
- MSFG will support the Lithium-Ion Battery Bill, addressing safety concerns tied to e-cigarettes. AMA’s involvement in this effort aligns with broader **goals to protect communities from emerging tobacco-related threats while addressing environmental impacts on vast e-cigarettes’ disposals.**

AMA’s grassroots strategy (ex. working with refugee youth sports clubs) aligns with the RHE Committee’s equity goals, empowering BIPOC communities disproportionately affected by tobacco use, through:

- Community-driven education initiatives tailored to Pan African and Pan Asian refugee and immigrant populations.
- Social media campaigns to raise awareness and engage younger audiences.
- Grassroots advocacy networks to mobilize support for policy priorities.

By uplifting voices often sidelined in policy discussions, AMA will help advance bold tobacco control measures that prioritize racial and health equity. Together, MSFG and AMA will continue to address systemic disparities, hold the tobacco industry accountable, and build a healthier, smoke-free future for all Minnesotans.



Educational Article

PRICE DISCOUNTING FACT SHEET



To view the original document, visit:

<https://dontdiscountmylife.org/wp-content/uploads/2018/12/PriceDiscountingFactSheet.pdf>

Keeping tobacco prices high is the most effective way to help people quit & prevent young people from starting to use tobacco.

When prices are higher, tobacco use decreases, especially among youth and low-income smokers. Tobacco companies use coupons and retail promotions to lower the price of products.

Price promotions are so targeted to smokers, they are nearly invisible to the general public and allow the tobacco industry to avoid regulations.

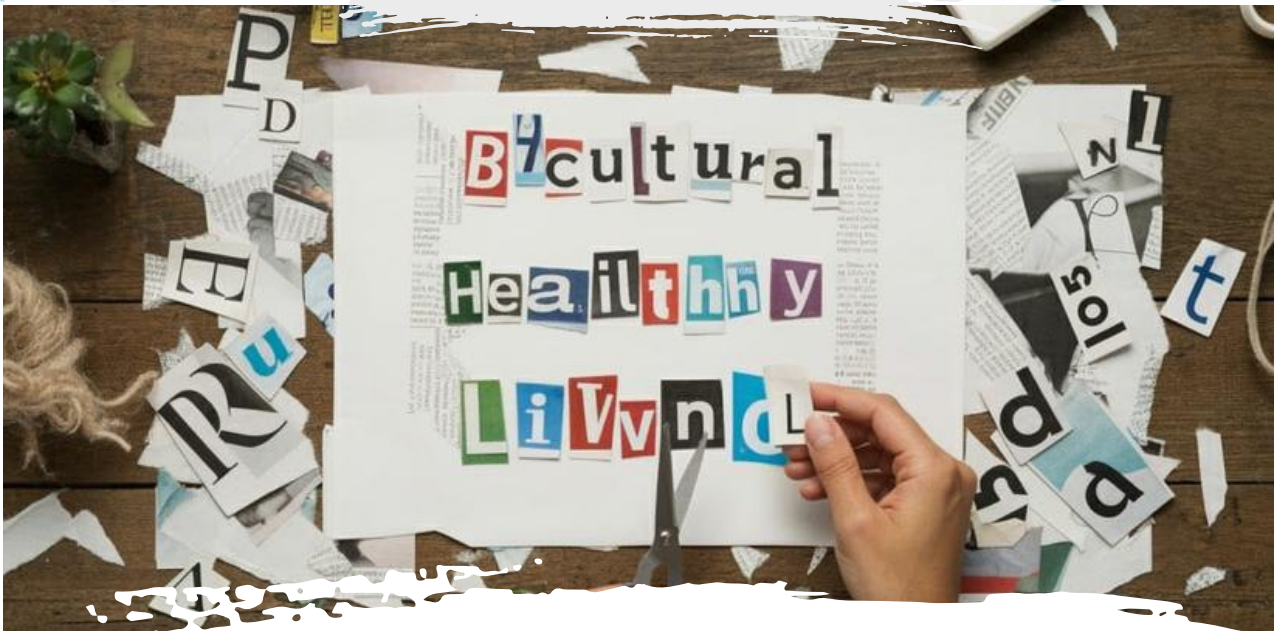


The facts are:

- Tobacco companies spent \$7.7 BILLION in 2016 to reduce the price of cigarettes and smokeless tobacco for consumers. That is nearly \$900,000 every hour.
- Coupons hinder smokers' attempts to quit. Minnesota adult smokers who redeemed cigarette coupons were much less likely to quit smoking than those who didn't use coupons.



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.

CDC ISSUES HIGH RISK FOR RESPIRATORY ILLNESS NATIONWIDE

On January 3, 2025, the CDC issued a high alert for respiratory illnesses as COVID-19, influenza, and RSV activity surged across the United States, straining healthcare systems and prompting urgent calls for vaccination and preventive measures.

Respiratory illnesses, including COVID-19, influenza, and RSV, are increasing across the United States this winter season. COVID-19 activity is rising in many areas, with predictions of further increases. Seasonal influenza is elevated nationwide, while RSV is particularly impacting young children and older adults, leading to high emergency department visits and hospitalizations.

Nationally,
**Respiratory
Illness**

causing people to
seek healthcare is



Wastewater viral activity level in **the United States**



Emergency department visits in **the United States**



Vaccination coverage remains low for all three illnesses, though COVID-19 vaccine uptake has improved slightly among older adults. The CDC strongly encourages for vaccination and preventive measures to reduce risks. The less known respiratory illnesses - Respiratory Syncytial Virus (RSV), which is a common respiratory virus that causes infections in the lungs and respiratory tract. It is particularly dangerous for young children and older adults, often leading to severe illness such as bronchiolitis or pneumonia. RSV spreads through respiratory droplets and close contact and typically surges during the fall and winter seasons. Below is a Symptom Comparison Chart for RSV, COVID-19, and Flu:

Symptom	RSV	COVID-19	Flu
Fever	Mild to moderate	Common, varies in severity	High, sudden onset
Cough	Persistent, may progress to wheezing	Dry or productive, often severe	Dry, hacking
Runny/Stuffy Nose	Common	Common	Common
Sore Throat	Sometimes	Common	Common
Fatigue	Mild	Common, can be prolonged	Severe, sudden onset
Loss of Taste/Smell	Rare	Common (unique to COVID-19, less frequent in newer variants)	Rare
Body Aches	Rare	Common	Severe
Headache	Rare	Common	Common
Shortness of Breath	Severe cases (especially in infants/older adults)	Common, can be severe	Rare
Wheezing	Common in severe cases	Rare	Rare
Onset of Symptoms	Gradual	Gradual or sudden	Sudden
At-Risk Groups	Young children, older adults	All ages	Young children, older adults, chronic illness patients

In summary:

- RSV is most dangerous for infants and older adults, often causing wheezing or difficulty breathing.
- COVID-19 has a broader range of symptoms, including loss of taste/smell and systemic effects like fatigue and shortness of breath.
- Flu typically has a sudden onset of high fever, body aches, and fatigue.

To not delay in treatment, Testing is crucial as symptoms can overlap. Vaccines are also available for all three illnesses, and early medical intervention can help manage severe cases. Please protect yourself and your family by wearing masks in crowded or indoor spaces, staying home when feeling unwell, practicing good hand hygiene, and ensuring everyone is up to date on recommended vaccinations to reduce the spread of COVID-19, influenza, and RSV this season.

Educational Article

COVID-19 REINFECTION UPS RISK OF LONG COVID, NEW DATA SHOW



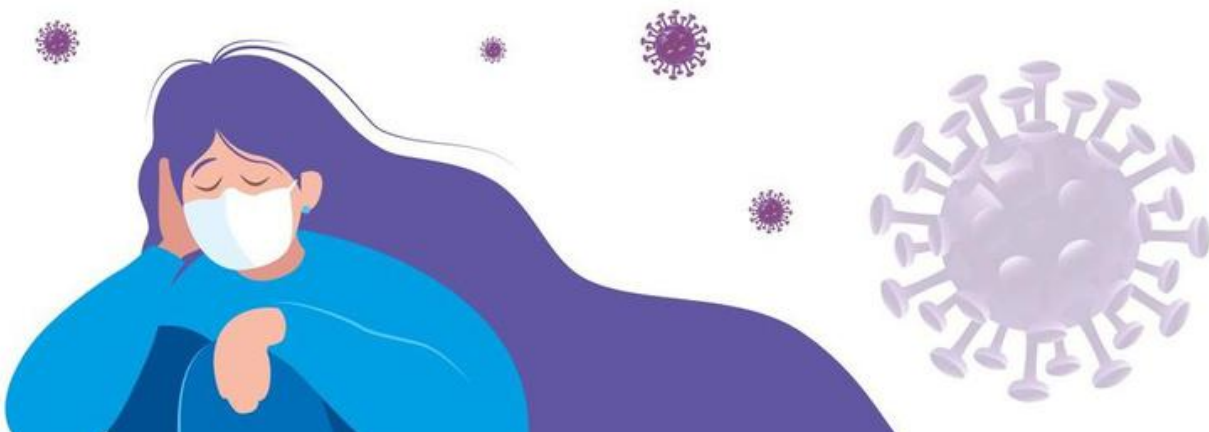
A [new survey study](#) reveals that people who had two COVID-19 infections were more than twice as likely—and those who had three or more COVID-19 infections were almost four times more likely—to report long COVID as those with one infection. The study involved 3,382 global survey respondents and was conducted by researchers with the [Patient-Led Research Collaborative](#) on long COVID. It was published this week on Research Square, which is the preprint service of the Nature Portfolio. It has not yet undergone peer review.

Among the survey respondents, who were polled from March 30 to September 1, 2023, 22% had never had COVID-19, 42% had it once, 25% twice, and 10% three times or more. They said their acute SARS-CoV-2 infections occurred from February 2020 through August 2023, with 24% of first infections and 27% of re-infections in 2020. They reported that 52% of first infections and 43% reinfections were in 2022, while 7% of first infections and 15% of reinfections were in 2023.

Reinfection raised risk of severe fatigue, functional limitations

The researchers found that, compared with people who had COVID only once, those who had two COVID infections were 2.14 times more likely to report long COVID, and those who had three or more COVID infections were 3.75 times more likely to have the long-term condition. They also noted that the odds of both severe fatigue and post-exertional malaise, both of which can be quite debilitating, increased with reinfections.

View the full article at: <https://www.cidrap.umn.edu/covid-19/covid-19-reinfection-ups-risk-long-covid-new-data-show>



PROJECT SUPPORT EVENTS

December 10

KANG LE ADULT DAYCARE CENTER VACCINATION EVENT

Led by the Asian American Business Resilience Network, we had a pop-up COVID-19 vaccination booth at the Kang Le Adult Daycare Center for Chinese Seniors.



December 21

TOYS FOR TOTS AND POP-UP VACCINATION EVENT

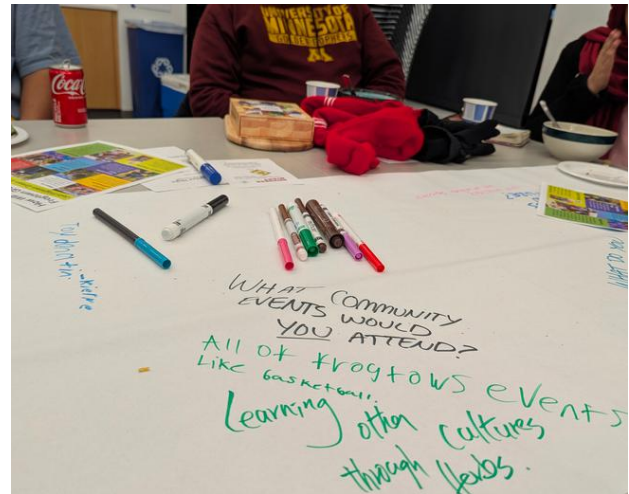
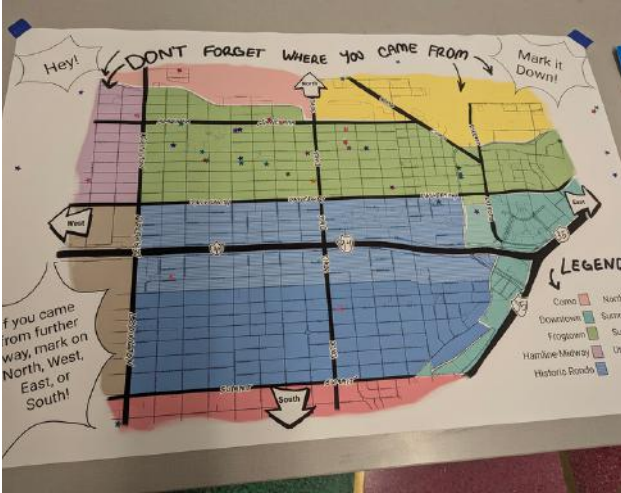
Led by the Asian American Business Resilience Network, we had a pop-up COVID-19 vaccination booth at the University Urban Research and Outreach Engagement Center. The event also featured Cultural Diet & Nutrition Fair which discover the health benefits of diverse Asian cuisine and learn about produce prescriptions



January 02

FROGTOWN GREEN MEETING

Asian Media Access participated in the Frogtown Green's Community Discussion to address the climate impacts of the heat effect caused by the expansive cement surface of the Sears Parking Lot, exploring solutions such as tree planting to mitigate these environmental challenges.



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 #13

UNDERSTANDING AND STOPPING ANTI-ASIAN HATE: RACISM IN HEALTHCARE

Janie Ye - Wayzata High School

Compared to other topics like education and public policy, racism in healthcare is not addressed much. However, that does not mean it doesn't exist. In different areas of healthcare, whether it be medical school, hospitals, or nursing, discrimination against Asian Americans is prominent. Racial prejudice in healthcare is a significant example of how widespread racism is in society. It is important to recognize that this can greatly affect Asian Americans and other ethnicities. Lower quality treatments and reduced access to care leads to poor health and other negative outcomes.

Don't doctors take an oath to promise to help patients? Well, yes, but this doesn't account for unconscious prejudices. Also known as implicit bias, these prejudices may be part of the reason why health disparities among different races are so prominent. Societal attitudes that have existed for decades have permeated the medical world.

Asian Americans are already at a disadvantage for finding jobs in healthcare. Medical

students experience discrimination not just from patients, but also their peers and educators. In addition, there aren't many support structures in place where these students can seek help. During the pandemic, Asian doctors were subject to racial slurs about the virus from patients. Other medical professionals have made rude comments about racial stereotypes to their Asian peers, and medical schools have made no efforts to help so far.

Asian Americans also face disadvantages in receiving actual care. The model minority stereotype that portrays Asian Americans as prosperous and self-sufficient has resulted in minimal efforts to provide care. Many lack health insurance and face language barriers, even though Asian Americans are most at risk for deadly diseases like cancer. By grouping so many ethnicities under one name, Asian Americans, patients are ignored by the stereotype that Asians are healthy and don't face any injustices. However, just because some Asian Americans aren't in poor health doesn't mean all Asian Americans don't need to see doctors. Those who actually need care are ignored because they are grouped with those who don't.

There is also a cultural barrier for Asian American healthcare. Emphasis on traditional medicine and herbal remedies makes some think that there is no need for further treatment. Asian Americans are also more likely to hide health conditions from their families, and there is a lot of stigma surrounding mental health. Some Asian immigrants do not view mental health as a serious condition that should be treated, so this discourages Asian Americans from seeking help when they are suffering from mental diseases.

Although there has been an increase in the amount of care provided to Asian Americans, it is important to get rid of stereotypes and cultural barriers in order to effectively treat those that need treatment. Providing unbiased services and increasing the opportunities for Asian Americans in healthcare is a good place to start.



UPCOMING EVENTS



TET FESTIVAL 2025 YEAR OF THE SNAKE

DATE/TIME: January 11-12, 2025

PLACE: Burnsville Center, 1178

Burnsville Center, Burnsville, MN 55306

Cultural Performances

Dragon Dance

Children Activities

Food Vendors

NORTHWEST GROWTH AREA COMMUNITY OPEN HOUSE

DATE/TIME: Wednesday, January 22,
2025, 5:00pm-7:00pm

PLACE: Brooklyn Park Small Business
Center, 7970 Brooklyn Blvd

The city of Brooklyn Park is developing a
plan for the development of its 700-acre
Northwest Growth Area

This is a rare opportunity to envision great
new places that add value to the
community

Come Learn about the project and share
your thoughts



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Come learn about the project
and share your thoughts!

Community Open House

Wednesday, January 22
5PM - 7PM

**Brooklyn Park Small
Business Center**
7970 Brooklyn Blvd.

www.brooklynpark.org/northwest-plan

If you need this information in another language or format or disability accommodations, email
access@brooklynpark.org or call 763-424-8000. | Si usted necesita esta información en español: 763-424-8000 | Yোগ
xav tau kev pab, thov hu rau 763-424-8000 leav mwm li nhlav ib tus neeq thais lus rau koj

CELEBRATE THE YEAR OF THE SNAKE AT ASIA MALL

DATE/TIME: January 25-26, 2025

PLACE: Asia Mall, 12160 Technology Dr., Eden Prairie, MN, United States, Minnesota

Event Highlights:

- Spectacular lion dance performances
- Red packet giveaways for good luck
- 20+ cultural activities
- 10+ performing companies showcasing traditional arts
- Mouthwatering authentic Asian food

Mark your calendar for an unforgettable and blessed weekend filled with joy, culture, and deliciousness! Stay tuned for more details.



communityconnectionsconference

Saturday, Feb. 8, 9 a.m. - 4 p.m.



Minneapolis
City of Lakes

Participation is Power
Speak Act Grow
Minneapolismn.gov/cc

COMMUNITY CONNECTIONS CONFERENCE

DATE/TIME: Saturday February 8, 2025, 9:00am-4:00pm

PLACE: Minneapolis Convention Center, 1301 2nd Ave S, Minneapolis, MN 55404.

The Community Connections Conference is an annual free event that connects residents of Minneapolis, community groups, neighborhoods and local government.

LUMINARY LOPPET

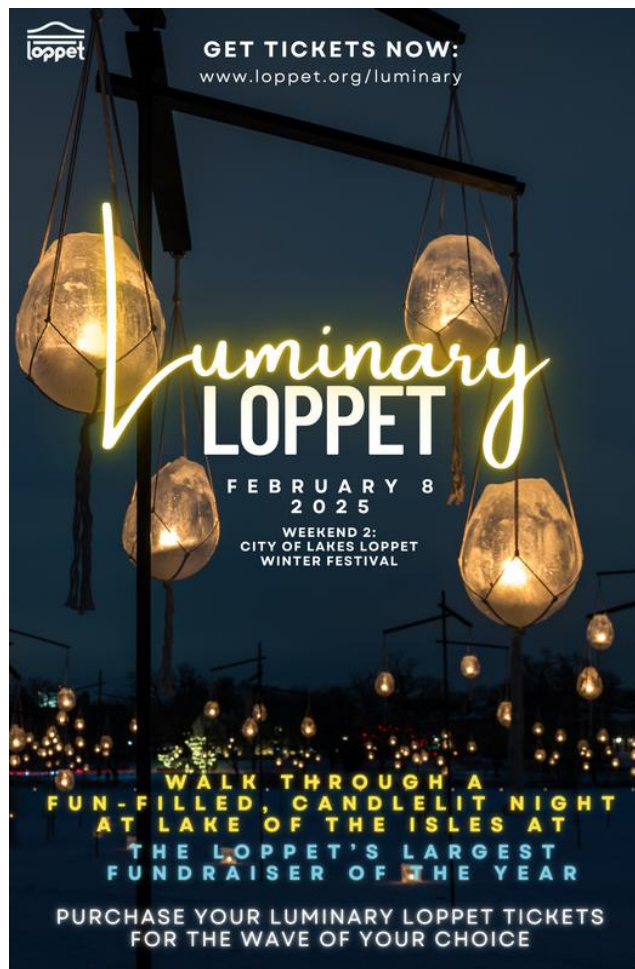
DATE/TIME: Saturday February 8, 2025,
6:00pm-10:00pm

PLACE: Lake of the Isles

Tickets:

<https://www.loppet.org/events/luminary/>

Join us for the “coolest” party in town. The Luminary Party kicks off and heats up with an outdoor concert and dancing. The party also features Utepils beer (for attendees ages 21+), photo booths, fire pits, food trucks, Loppet merchandise for sale, and prize giveaways/sweepstakes.



SENIOR SOCIALS AT THE LOPPET

DATE/TIME: Fridays, March 28, May 30,
September 5, December 5, 2025, 10:00am-
2:00pm

PLACE: The Trailhead, 1221 Theodore Wirth
Pkway, Minneapolis, Minnesota, 55422

Event website:

<https://www.loppet.org/events/community-events/#senior-social>



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