

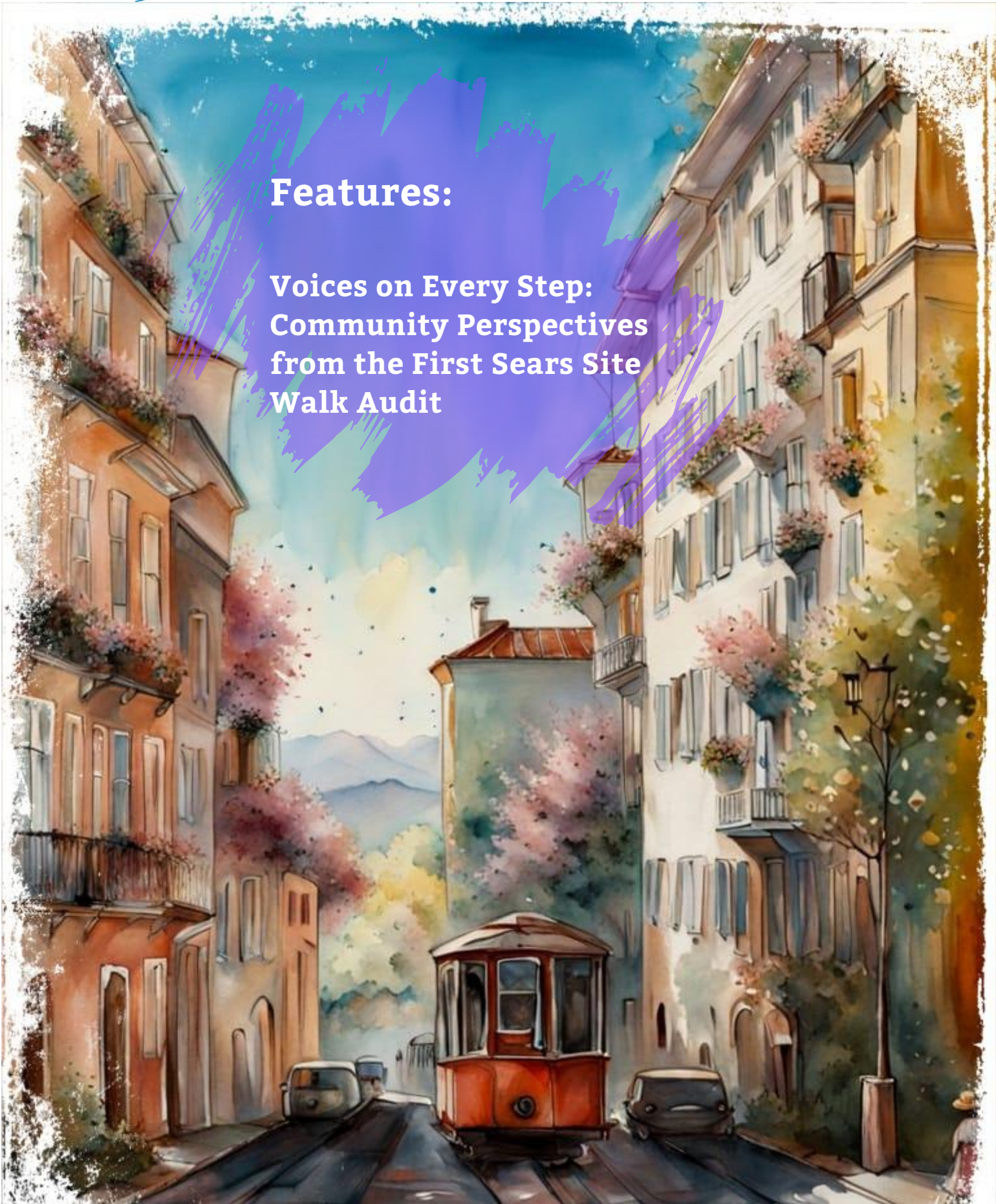


BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

JULY, 2025 | VOLUME 2 | ISSUE 7

Features:

**Voices on Every Step:
Community Perspectives
from the First Sears Site
Walk Audit**



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



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.

OBSERVING NUTRITION AND RITUAL TO STRENGTHEN COMMUNITY HEALTH: AMA AND ROCHESTER CLINIC PARTNER WITH LOCAL HINDU TEMPLES

As part of the second-year initiative, Asian Media Access (AMA) and Rochester Clinic expanded their efforts to reach a broader range of ethnic communities. With the new initiative, AMA and Rochester Clinic collaborated on visits to Hindu Temples to observe and assess the nutritional status of the Indian American community.



These visits focused on understanding the community's nutritional practices within the cultural and religious context of the Temples through federal Food Service Guideline (FSG). Across four site visits, various factors were documented, including food preparation and serving processes, dietary habits, cultural rituals, and approaches to waste management and sustainability. The goal was to gain a deeper understanding of how food is integrated into the temple environment and community life while in compliance with the FSG guideline.

WHERE INSIGHTS WERE GATHERED?

Four site visits were conducted at three Hindu temples in Minnesota, each lasting two hours and allowing for close observation and interaction with community members. On June 7, 2025, the Hindu Temple of Minnesota in Maple Grove hosted the Brahmotsavam Festival, serving 2,000 community members in the morning and 1,500 more in the evening with vegetarian meals and fruit offerings. That same day, the SV Temple in Edina served lunch to about 100 attendees, offering meals without garlic or onions for a fee. On June 8, 2025, the Sikh Society of Minnesota in Bloomington provided free lunches to around 200 community members, with dishes containing onions but no garlic. These visits highlighted different practices in meal preparation, serving, and cultural observances across the temples.

REFLECTING KITCHEN PRACTICES AND OBSERVATIONS

The site visits showed that all Temple kitchens were clean, well-organized, and equipped with stainless steel cookware. Handwashing stations were clearly available to support good hygiene. Meals were typically vegetarian and often prepared without garlic or onions, reflecting cultural and religious practices. At the Hindu Temple of Minnesota, the Brahmotsavam Festival created a large gathering where food was served after ceremonies, while the other temples provided regular community meals, either daily or on specific days. Dishes were arranged to match published menus, and volunteers served the meals carefully to prevent contamination. Recyclable plates and cups were used, although no separate containers for food waste were observed, with leftovers disposed of in regular garbage bins.



Photo Courtesy: Hindu Society of MN



THE COLORS AND FLAVORS OF COMMUNITY FOOD

The meals served during the temple visits were not only nourishing but also rich in culture and tradition. Visitors were treated to a colorful spread of vegetarian dishes that reflected the diversity of Indian cuisine. Plates were filled with papdi chaat—a vibrant mix of crispy crackers, yogurt, vegetables, and tangy chutneys—alongside golden-brown samosas packed with spiced potatoes and vegetables. Puffed puris and fragrant vegetable pulao added warmth and comfort to the meal, while a delicious, spicy, and flavorful kurma gravy, aloo kurma, brought depth to the spread.

In addition to the main dishes, a variety of traditional desserts were offered. Chum chum—soft paneer rolls filled with sweetened figs and cardamom—were coated in coconut flakes, while rava kesari, made with semolina, ghee, and nuts, offered a melt-in-your-mouth texture. Classic favorites like gulab jamun and rasgulla rounded out the meal, their syrup-soaked sweetness leaving a lasting impression. Each dish told a story, reflecting not just the ingredients but also the heart and care that went into preparing food for the community.

LOOKING AHEAD: SUPPORTING NUTRITION AND TRADITION TOGETHER

These visits offered valuable insights into how nutrition, culture, and community come together in local Hindu Temples. From observing daily meals to experiencing major celebrations like the Brahmotsavam Festival, the project documented a variety of traditional dishes and practices in clean, well-organized kitchens. Rochester Clinic will use FSG Assessment Forms to further document Hindu Temples' effort. In the coming months, AMA and Rochester Clinic plan to share the analysis and recommendations with the Temple communities and discuss recommendations based on CDC guidelines to help support healthy eating and food safety. If you are interested in learning more, please visit our website for updates.

<https://ballequity.amamedia.org/project-support/>



Photo Courtesy: Hindu Society of MN

Educational Article

CDC'S HEALTHY HABITS: FRUITS AND VEGETABLES TO MANAGE WEIGHT



Check out the full article at: <https://www.cdc.gov/healthy-weight-growth/healthy-eating/fruits-vegetables.html>

To lose weight, eat fewer calories than your body uses

Losing weight doesn't necessarily mean that you have to eat less food. You can create lower-calorie versions of some of your favorite dishes by substituting low-calorie fruits and vegetables in place of higher-calorie ingredients.

Most fruits and vegetables are naturally low in fat and calories. The water and fiber in fruits and vegetables will add volume to your dishes so you can eat the same amount of food with fewer calories. This means you can feel full while eating fewer calories.

Eat more fruits and vegetables throughout the day

Breakfast — start the day right

Substitute spinach, onions, or mushrooms for one egg or half the cheese in your morning omelet. The vegetables will add volume and flavor to the dish with fewer calories than the egg or cheese.

Cut back on the amount of cereal in your bowl to make room for bananas, peaches, or strawberries. You can still eat a full bowl of food but with fewer calories.

Lighten up your lunch

Substitute vegetables such as lettuce, tomatoes, or cucumbers for some of the cheese and meat in your sandwich, wrap, or burrito. Or, replace 2 ounces of meat or 1 cup of noodles in soup with 1 cup of chopped vegetables, such as broccoli, carrots, beans, or red peppers. The new version will fill you up with fewer calories than the original.



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.


VOICES ON EVERY STEP: COMMUNITY PERSPECTIVES FROM THE FIRST SEARS SITE WALK AUDIT

As announced in a previous article, Asian Media Access (AMA), the Asian American Business Resilience Network (AABRN), and the Frogtown-Rondo Business and Cultural Alliance (FRBCA) have launched their first Walk Audit in collaboration with REACH and other community partners.

This initiative is designed to assess walkability and active transportation by having volunteers explore the areas surrounding the site in all directions—sidewalks, crossings, bike routes, and transit access—to identify what’s working well and where improvements are needed to support safer walking, cycling, and transit connections. The audits also serve as a tool for gathering community insight, engaging local residents—especially youth, elders, and people with mobility challenges—to share their perspectives through photos, videos, and form-based feedback. This input will directly inform both short-term enhancements, such as

**ST. PAUL SEARS
REDEVELOPMENT WALK AUDIT**
You're Invited!
HELP SHAPE THE FUTURE OF
YOUR NEIGHBORHOOD!
-COMPLIMENTARY FOOD & WATER
-\$25 GIFT CARDS FOR PARTICIPANTS
LOCATION: 425 RICE STREET, ST. PAUL, MN 55103
WALK AUDIT 1 - NORTH & EAST ROUTES
Thursday, June 26
7:00 AM-9:00 AM
Meet at Radisson Hotel,
161 Rondo Ave (breakfast served)
WALK AUDIT 2 - SOUTH & WEST ROUTES
Thursday, July 10
5:00 PM-7:00 PM
Meet at Berean Church,
441 Rice Street (dinner served)
WHY ATTEND?

- Share your voice on walkability, safety, sidewalks, bike paths, public transit, and connectivity.
- Identify ways to improve connectivity for the St. Paul Sears Redevelopment

RSVP: <https://searstpaul.info/walk-audit>
info@searstpaul.info
888-907-2284
**Guided by
AARP Safe Routes
Walk Audit Toolkit**


pop-up crosswalks and protected bike lanes, and long-term infrastructure planning that reflects the community's priorities.

WHY WALK THE NORTH AND EAST ROUTES—AND WHAT DID WE DISCOVER?

On June 26, 2025, the first Walk Audit explored the north and east routes surrounding the former Sears site. Along the North Route, observers examined pedestrian flow and safety at the Capitol Rice Transit Station, walking through Rice Street, Aurora Avenue, Fuller Avenue, University Avenue, and the Capitol Campus to document signage, crosswalks, and overall accessibility. The group also assessed the nearby business corridor for its commercial viability and ease of access for people traveling on foot or by transit. The East Route focused on Rice Street and its connection to the Capitol grounds, highlighting concerns about midblock crossings, bus stop safety near MnDOT, limited bike lanes, and inconsistent curb ramps and signage. Together, these observations provided valuable insights into how infrastructure improvements could better support safe, active transportation for all community members.



DOCUMENTING BARRIERS AND OPPORTUNITIES FOR SAFER MOBILITY

A total of eight St. Paul neighbors joined the Walk Audit, bringing a range of perspectives and experiences to the discussion. As they moved through the routes, the group reflected on how easy it is to get around, whether sidewalks are clear and connected, and if crossings feel safe and visible. They also considered whether the space feels welcoming, with amenities like seating, shade, and clear signage, and discussed who the area currently serves—and who it leaves out. To guide direct feedback, participants were asked three key questions:

- Access: How would you like to reach this site—walking, bicycling, bus, light rail, or car?

- **Equitable Access:** What improvements would make you more likely to walk, bike, or take transit here? (e.g., safer crossings, better sidewalks, improved bike parking, more frequent transit)
- **Services and Retail:** What types of businesses or activities would you want to see? (e.g., grocery stores, restaurants, parks, healthcare, education)

LISTENING TO THE COMMUNITY: KEY TAKEAWAYS ON ACCESS AND RETAIL NEEDS

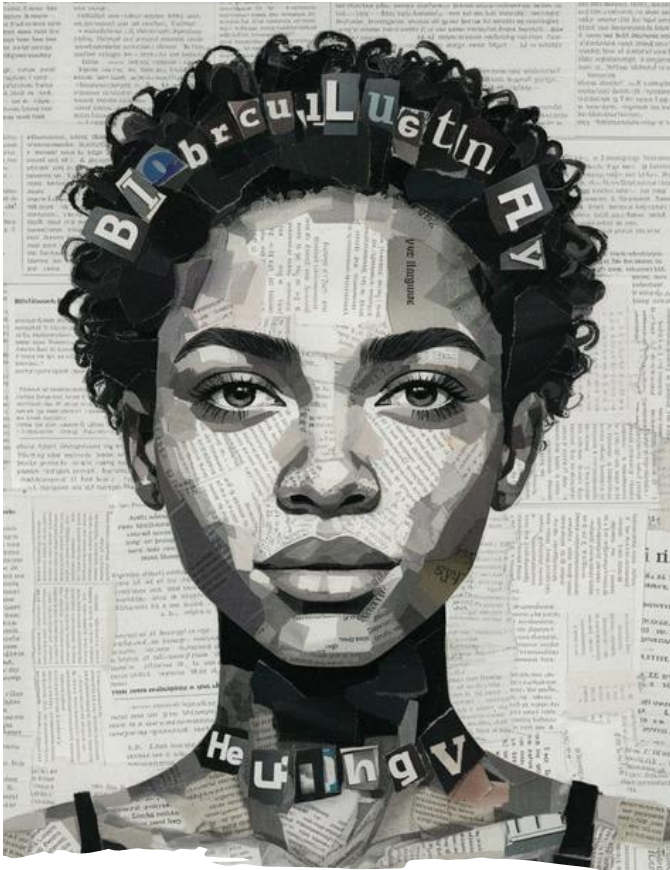
Survey feedback was collected from six participants, offering insights across three key areas. For access preferences, most respondents indicated a desire to reach the site by walking (mentioned by four participants), while half preferred biking, and a few also mentioned using public transit or driving. In terms of improving equitable access, the most frequently suggested changes included creating safer bike paths (noted by four respondents) and larger crosswalks to better protect children (three). Additional ideas included cleaner sidewalks, better lighting, slower traffic supported by more stoplights, and added speed bumps. Regarding desired services and retail, participants expressed interest in housing options and a nursing home (each cited by two people), along with a light rail connection to nearby hotels. Others highlighted the need for everyday amenities such as restaurants, a fitness center, entertainment venues, arcades, and grocery stores. Across all responses, there was a consistent emphasis on cleaner sidewalks and improved biking infrastructure to support safe, active transportation.



UPCOMING PLANS FOR INCLUSIVE REDEVELOPMENT

The first Walk Audit provided valuable perspectives on how the former Sears site and its surrounding streets can better serve the community. Feedback underscored the importance of creating safer crossings, expanding bike infrastructure, and ensuring that sidewalks and public spaces feel clean, welcoming, and accessible to all. Participants also shared a vision for a vibrant mix of housing, essential services, and neighborhood amenities that would draw people to the area and support daily life. Building on these insights, the next Walk Audit is scheduled for July 10, 2025, from 5:00 to 7:00 p.m., offering another opportunity for residents and stakeholders to help shape plans for a safer, more connected, and inclusive neighborhood. For more information, check out the St. Paul Sears Redevelopment's Facebook and website.

TOBACCO CONTROL



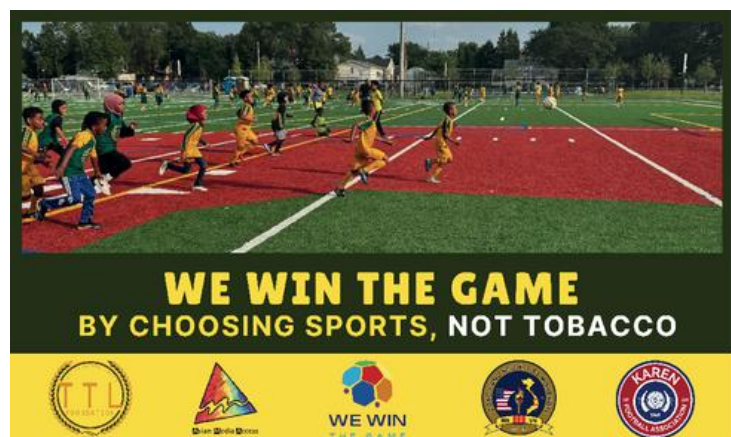
STRATEGY INTRO: Support a Media Campaign to educate BIPOC communities about the proposed statewide tobacco flavor ban, and work with area sports teams to find out what people/youth know and feel about flavored tobacco products. Focus groups and media message testing will be done to determine what the 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.

OROMO COMMUNITY MOBILIZES AGAINST YOUTH TOBACCO USE THROUGH POLICIES AND SPORTS

The Ten Thousand Lakes Foundation (TTL Foundation) has joined Asian Media Access' "We Win the Game by Choosing Sports, not Tobacco" Public Campaign, mobilizing the Oromo community to keep youth away from smoking and vaping through athletics' involvement, positive mentorship, and policy changes.

BUILDING ON PAST SUCCESS

This initiative builds upon the foundation's successful focus group interviews and discussions conducted last year, where young athletes shared their experiences and perspectives on tobacco use prevention. The Foundation recognized that peer-to-peer



Central to their approach is the powerful personal story of team mentor Andrew, who courageously shared his painful journey through hookah addiction and his difficult quitting process. His authentic testimony has become a cornerstone of the Foundation's prevention messaging to Oromo youth, showing young athletes the real consequences of tobacco use and the team works to change policies.

THE POWER OF SPORTS AS PREVENTION

The TTL Foundation's soccer programs serve as a natural vehicle for tobacco prevention, providing youth with positive peer relationships built through teamwork, physical activity that demonstrates the importance of healthy lungs and cardiovascular fitness, mentorship opportunities with coaches and community leaders who model healthy choices, and achievement and recognition that builds self-esteem without harmful substances while mobilizing others to support statewide policy changes to protect youth.



INSPIRATIONAL MOMENTS THROUGH AUTHENTICAL ENGAGEMENT

The Foundation's impact extends beyond the practice field with leadership building and community engagement. Recently, their girls' team experienced an unforgettable weekend when they attended a U.S. Women's National Team practice session on Friday, May 30th, watching world-class professionals prepare for their match against China. The following day, they witnessed the USWNT's thrilling 3-1 victory over China live. These experiences demonstrate how exposure to professional athletics can reinforce positive substance-free lifestyle and athletic aspirations. The Foundation's commitment continues through their summer programming. Their first Tuesday practice on June 24th, 2025, marked the beginning of another season focused on "Winning the Game by Choosing Scotter, not Tobacco." As one mentor noted, "It's more than just practice—it's about building confidence, character, and community."

A TWIN CITIES WIDE MOVEMENT WITH FUTURE IMPACT

By joining AMA's "We Win the Game" coalition, the TTL Foundation connects with other organizations across the Twin Cities, working toward the same goal for better policies to protect the next generation. Our collaborative approach amplifies their message and creates a unified front against youth tobacco use.

TTL foundation's integration into this movement represents a growing recognition that sports-based prevention programs offer one of the most effective approaches to combating youth tobacco use. Through authentic storytelling like Andrew's recovery journey, combined with high-quality mobilization effort through social media campaign and exposure to professional role models, they're showing young athletes that the biggest win they can achieve is choosing a healthy, tobacco-free future.

For more information for TTL Foundation's success, please e-mail - Ttlfoundation2019@gmail.com



A hand is shown cutting out letters from a newspaper. The letters are being arranged to form the phrase "Bicultural Healthy Living". The letters are in various colors and fonts, and are being placed on a white background. The background is a wooden surface covered with newspaper clippings and other paper scraps.

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.

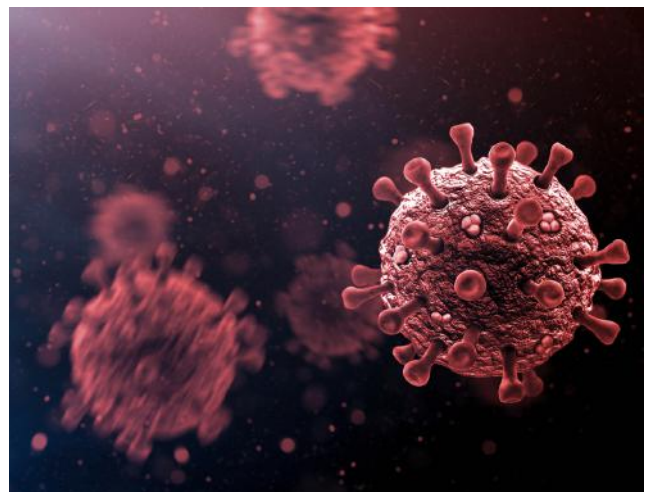
THE EMERGENCE OF COVID-19 VARIANTS IN SUMMER 2025: NB.1.8.1 AND XFG CHALLENGE GLOBAL HEALTH RESPONSE

As summer 2025 unfolds with travel at an all-time high, health officials are closely monitoring multiple new COVID-19 variants that have emerged as significant concerns. The variants NB.1.8.1 and XFG are beginning to reshape the pandemic landscape as they spread across the United States and other countries worldwide, presenting a complex challenge for global health authorities.

WHAT IS NB.1.8.1?

NB.1.8.1 is a descendant of the Omicron JN.1 lineage, and has demonstrated increased transmissibility compared to LP.8.1, the previously dominant global strain, making it a formidable contender for driving summer case increases.

The variant first gained attention in late April 2025 when it began surging in



China. Within weeks, it had spread internationally, with detection confirmed in multiple U.S. states including New York, Illinois, Texas, and California. Global genome sequencing data shows that NB.1.8.1 accounted for 10.7% of sequenced COVID cases worldwide between April 21-27, 2025, representing a dramatic increase from just 2.5% a month earlier. (1)

WHAT IS XFG?

Adding to the complexity of the summer 2025 variant landscape, the World Health Organization recently designated XFG as a "variant under monitoring"—the least urgent of WHO's variant categories but still significant enough to warrant close observation. (2) XFG is spreading most widely in Southeast Asia, although cases have been reported in 38 countries worldwide. According to the UK Health Security Agency (UKHSA), XFG variants currently account for just over 30% of COVID cases in the U.K. and 14% of confirmed cases in the U.S., according to the Centers for Disease Control and Prevention.

Perhaps most concerning, samples of XFG sent to the global database of genetic virus sequences jumped from 7% of all COVID-19 samples in May 2025 to nearly 23% just a few weeks later. XFG represents a unique evolutionary development as it derives from the JN.1 Omicron group through recombination—a combination of two other variants, LF.7 and LP.8.1.2. Compared to the currently dominant NB.1.8.1 variant, XFG contains nine additional mutations in the spike protein, potentially affecting its transmissibility and immune evasion capabilities. (3)

Table 1: Global proportions of SARS-CoV-2 Variants, epidemiological week 19 to 22 of 2025

| Lineage* | Countries§ | Sequences§ | 2025-19 | 2025-20 | 2025-21 | 2025-22 |
|-------------|------------|------------|---------|---------|---------|---------|
| VOIs | | | | | | |
| JN.1 | 144 | 342221 | 9.2 | 9.0 | 10.7 | 15.3 |
| VUMs | | | | | | |
| KP.3 | 86 | 61946 | 1.9 | 1.2 | 1.4 | 0.8 |
| KP.3.1.1 | 91 | 119109 | 5.0 | 3.9 | 3.9 | 3.8 |
| LB.1 | 99 | 25816 | 0.6 | 0.5 | 0.9 | 0.3 |
| XEC | 78 | 54778 | 11.0 | 9.9 | 6.1 | 5.2 |
| LP.8.1 | 60 | 21618 | 33.5 | 30.1 | 30.0 | 22.6 |
| NB.1.8.1 | 37 | 4176 | 25.1 | 29.6 | 26.4 | 24.9 |
| XFG | 38 | 1649 | 7.4 | 9.5 | 15.7 | 22.7 |
| Recombinant | 145 | 514376 | 6.2 | 6.1 | 5.2 | 4.4 |
| Others | 111 | 35307 | 0.1 | 0.1 | - | - |

SYMPTOMS AND CLINICAL PRESENTATION

One of the most notable characteristics of NB.1.8.1 infections is the severity of throat symptoms, leading some to nickname it the "razor blade throat" variant. Patients frequently report intense throat pain that distinguishes this variant from previous strains. While the complete symptom profile is still being documented, the throat

symptoms appear to be more pronounced and persistent than those typically associated with other recent variants. One of the most noticeable symptoms of the XFG (Stratus variant) is hoarseness, which includes a scratchy or raspy voice. Despite these concerning symptoms, health experts emphasize that the variant does not appear to cause more severe illness overall or show significant ability to evade immune protection compared to previous strains. (4)

SUMMER 2025 SURGE POTENTIAL

Health authorities across multiple continents are preparing for a potential summer surge driven by NB.1.8.1 and XFG. The timing is particularly concerning as it breaks from typical seasonal patterns. Traditionally, respiratory viruses like COVID-19 have shown more predictable seasonal behaviors, but recent variants have demonstrated the ability to cause significant waves throughout the year, regardless of season. (2)



VACCINE EFFICACY AND NEEDED PUBLIC RESPONSE

Existing immunity, whether from prior infection or vaccination, is expected to provide some protection against severe illness, as NB.1.8.1 and XFG remain phylogenetically linked to the Omicron family. The 2024-2025 COVID-19 vaccine should offer cross-protection. Public reaction to the new variant has been polarized. While some individuals express concern and advocate for renewed preventive measures such as masking and booster vaccinations, others dismiss the risks, arguing that COVID-19 no longer poses a significant threat. (1)

Nevertheless, with hundreds of Americans still dying weekly from the virus, health officials stress that precautions remain vital, particularly for vulnerable populations, including older adults and immunocompromised individuals. To minimize transmission, experts recommend:

- Receiving the updated vaccine, especially for high-risk groups
- Wearing high-quality masks (KN95/N95) in crowded indoor settings
- Testing and isolating when symptomatic to prevent further spread

Although NB.1.8.1 and XFG do not appear to cause more severe illness than previous variants, its increased transmissibility could lead to higher case numbers, potentially burdening healthcare systems though. The ongoing debate over vaccines and masking reflects broader societal fatigue with pandemic-related measures. However, experts emphasize that COVID-19 remains a persistent public health challenge. Continuous monitoring of the variant's spread and adaptive prevention strategies will be essential for mitigating its impact in the coming months.



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4. Walrath-Holdridge, M., Cross, G., & Gome, J. (2025, June 23). A new COVID variant is spreading in the US: What are the symptoms? USA Today. Updated June 24, 2025. Retrieved from <https://www.usatoday.com/story/news/health/2025/06/23/new-covid-variant-2025-symptoms/84317260007/>

PROJECT SUPPORT EVENTS

June 14 ~ 15

ASIAN STREET FOOD NIGHT MARKET

Asian Media Access was excited to join the Asian Street Food Fest at the Sears parking lot as part of the Sears Redevelopment and Project SUPPORT's focus on connectivity. The Night Market brought together diverse Asian communities through cultural cuisine, live entertainment, and family-friendly activities. Members took surveys at our partner Asian American Business Resilience Network's (AABRN) booth to share more of their ideas of how to converting Sears Parking lot to increase NEIGHBORHOOD CONNECTIVITY.



June 19

WEST BROADWAY JUNETEENTH

Asian Media Access was proud to join the Juneteenth Minnesota celebration hosted by BOB Rewards Club in Minneapolis, a vibrant day filled with live music, delicious food, and community connection, where we also conducted a Food Insecurity Survey along the Blue Line as part of Project SUPPORT.



June 20

SUMMER SOLSTICE PARADE AND CELEBRATION

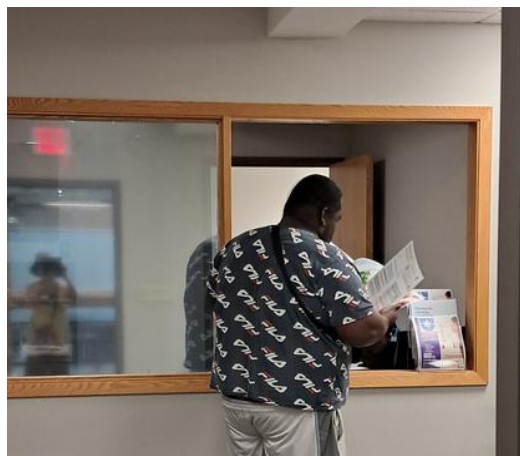
Asian Media Access has been working with In the Heart of the Beast Puppet and Mask Theatre since 1990s, and their new Summer Solstice Parade and Celebration is a great hit, not only highlight the concepts of Completed Street (Street belonging to all, not just the car), and using ARTS to promote connections for neighbors to come out and engage in physical activity.



June 21

ART OF HEALING COMMUNITY WELLNESS DAY

Collaborated with Frogtown/Rondo Black Church Alliance, Hmong Shaman and Herb Center, Pan Asian Arts Alliance, Asian Media Access hosted the "Art of Healing" event which brought the community together for a relaxed and family-friendly day focused on health and healing, with free Health Check-ups, Blood Pressure Screenings, and Vaccination along with fun giveaways for everyone to enjoy.



Art of Healing
**Come to join us for a fun
Community Wellness day**

DATE/TIME: Saturday, June 21, 2025, 1:00pm-4:00pm
PLACE: Odam Community Clinic, at 1350 Energy Ln,
suite 220, St Paul, MN 55108
FMI Contact: 612-376-7715 or amamedia@amamedia.org

FREE HEALTH RESOURCE FAIR

- A1C Testing (for pre diabetes & diabetes)
- Bone Density Screening
- Mammogram Screening
- Medical Treatment Referrals
- Nutritional Consultation
- Physician Consultation
- PPE & Rapid Test Kits
- Vaccination

Please bring your insurance, if you have one. Non-insured members are totally FREE

Free food, children games, bouncy house, prizes, & give-aways

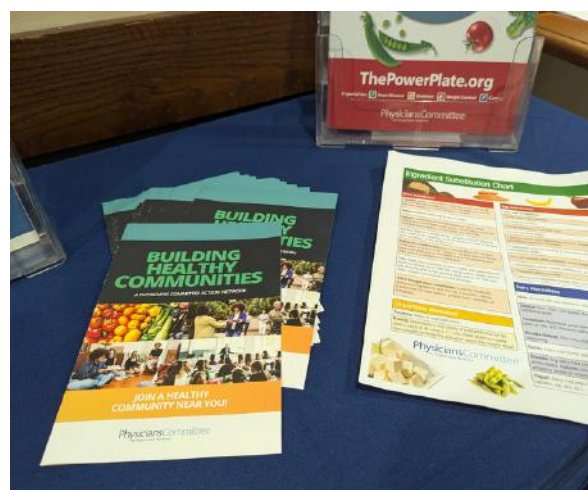
FREE FUN FOOD FAMILY



June 28

INTRODUCING THE PLANT-BASED DIET AT FREEDOMWORKS

AMA collaborated with Rochester Clinic and FreedomWorks to host a powerful nutrition session to highlight the importance of Plant-based Diet, where “Weight Loss Champion” Chuck Carroll shared his 275-pound transformation and broke down the science behind food addiction, offering participants practical, plant-based strategies to support recovery and long-term health.



July 4

INDEPENDENCE DAY CELEBRATION

Asian Media Access were excited to celebrate Independence Day with our community at Red, White & BOOM!, the city's largest and most beloved Fourth of July event hosted by the Minneapolis Park and Recreation Board. It was a wonderful night on the downtown riverfront, filled with vibrant fireworks, joy, and togetherness.



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 #19

UNDERSTANDING AND STOPPING ANTI-ASIAN HATE: ASIAN MIGRATION TO THE U.S.

Janie Ye - Wayzata High School

Immigration from Asia is not a new occurrence. America was originally occupied by people of Asian-descent who crossed the Bering Strait tens of thousands of years ago. After Europeans discovered the Americas, there has been further immigration from Asian countries since the 19th century. Oftentimes, these Asian immigrants were (and still are) met by nativist resistance and sometimes even outright racism. Examining the causes and effects of immigration can allow for further analysis on nativism and discrimination.

Many Asian immigrants decide to immigrate for better opportunities for themselves and their children. Demand for labor and the promise of freedom drew different groups of immigrants to the United States, the largest of which were from China. Today, there are around 2.5 million Chinese Americans in America, making them the largest group of Asians. The first wave of Chinese immigrants came during the 1848 Gold Rush, and tens of thousands still immigrate each year now. Immigrants from different countries come to America to escape oppression because of America's

democratic system and protection of liberties. Most immigrants end up improving their living conditions and financial situations after moving to America, which becomes an incentive for relatives and friends to also migrate. Ultimately, people from Asia (and most other places) immigrate for better lives.

Nativism is focusing on protecting the interests of people already established in an area. Nativists support excluding immigrants in various policies and rejecting change in the community, often believing that immigrants steal away opportunities. During the 1850s, Chinese miners worked for very low wages, resulting in less jobs for White miners. This combined with existing racism and resulted in a wave of nativist sentiment, which led to restrictions on immigration from Asia. Immigrants were also subject to discrimination and violence. Many were attacked and left out in job advancement opportunities. Oftentimes, nativists also reject others' customs and views in defense of their own, refusing to acknowledge outside perspectives because of fear of foreign influence. Despite these challenges, immigrants established their own sense of culture and acceptance which can be seen in cultural communities like Chinatowns and Koreatowns.

Even in a modern world where immigration should be normal and accepted, racism still has negative effects on views about immigration. Islamophobia peaked after the tragic 9/11 incidents, even though the actions of a few do not reflect the beliefs of the majority. Although America prides itself on acceptance and freedom, discrimination against Muslims is prominent. Asian migration is not new and will continue to happen in the future, which is why it is important to have a positive and open mindset on immigration. After all, in the end everyone seeks happiness, and America is a country of immigrants.



UPCOMING EVENTS

POSITIONING YOURSELF FOR NONPROFIT LEADERSHIP ROLES

DATE/TIME: Thursday, July 17, 2025, 2:00pm

PLACE: [Online Zoom](#)

Register for the FREE LIVE Resume Clinic. Nonprofit, business & government leaders are reassessing/resetting their orgs and their careers, and we're on-call support. Resume Clinic is tailored to the specific needs of senior professionals seeking nonprofit leadership roles. The session will focus on: - Your unique value proposition. - Better, more contextualized resumes. - Effective, short cover letters.



Writing a Resume

This article is intended to help executives interested in leading nonprofits to refresh their resumes. We're holding a free live Resume Clinic on July 17 ([click here to register](#)), and there are opportunities for individual counseling ([click here for details](#)).

Career-disrupting forces are at work in today's economy, causing nonprofit, business and government leaders to reassess and reset their orgs and careers. Changes to government policy & funding, consumer tastes, tariffs and rollout of AI have created a perfect storm of factors leading to career changes and organizational challenges.

In a certain sense it doesn't matter why people and orgs are in reset mode – we just all have to navigate. So let's discuss key points to consider when you require a **resume refresh** as you seek a nonprofit or other leadership role.

CSFA Philippine Day 2025

DATE/TIME: JULY 19, 2025
SATURDAY, 3 TO 8 PM
OJIBWAY PARK, WOODBURY, MN

Visit Us
philippineday.csfamn.org

For More Information:
info@csfamn.org

Cultural Society of Filipino-Americans

Facebook Event Page

SPONSORS: COUNCIL ON ASIAN PACIFIC MINNESOTANS, BEST BUY, AERO ASSEMBLIES INC.

CSFA PHILLIPINE DAY 2025

DATE/TIME: Saturday, July 19, 2025,
3:00pm-8:00pm

PLACE: Ojibway Park, 2695 Ojibway Dr,
Woodbury, MN 55125

37th annual gathering, and explore all of the experiences Philippine Day features:

- Onstage Sa Entablado Program
- Taste of the Philippines Food Vendors
- Palengke Marketplace
- Cultural Exhibit
- Parade
- Games & Prizes

PROJECT HOPE: RONDO VIRTUAL REALITY EXHIBITION AND MUSIC FESTIVAL

DATE/TIME: Saturday, July 26, 2025,
2:00pm-9:00pm

PLACE: Union Depot, 214 4th Street
East, St. Paul, MN 55101

Live Entertainment, Foods, Arts &
Culture, Resource Booths and more



SUMMER PICNIC

DATE/TIME: Sunday, July 27, 2025,
11:00am-2:30pm

PLACE: Rosland Park Shelter 4300 West
66th Street, Edina 55435

[Register Here](https://tinyurl.com/4au297ae)

We will have potluck food, games, and a
performance from Sansei Yonsei Kai!



2025 COOKING & CRAFT SUMMER CAMP

DATE/TIME: August 4-8, 2025, 9:15am-12:00pm

PLACE: 3300 University Ave SE, Minneapolis, MN 5541

Age: Entering 3rd to 8th grade (2025–2026 school year)

Cost: \$120 per camper

Come unleash your creativity with delicious Taiwanese food-themed crafts and cooking. In this unique camp, we'll not only enjoy making tasty treats but also explore the culture behind them—broadening each child's worldview through hands-on learning.

INDIA FEST

DATE/TIME: Saturday, August 16, 2025,
11:00am-9:00pm

PLACE: Minnesota State Capitol, 75 Rev Dr
Martin Luther King Jr Boulevard., St Paul,
MN 55155

There is a cultural stage that showcases an array of cultural performances from the community groups and professional dance schools through the day.

event website

<https://iamn.org/event/indiafest-2025/>





Contact Us

Email

ball@amamedia.org

Telephone

612-376-7715

Address

2418 Plymouth Ave N
Minneapolis, MN 55411



Partnering with

