



# BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

APRIL, 2025 | VOLUME 2 | ISSUE 4



## Features:

**Upcoming Produce  
Prescription Program  
Expansion at Northside**



# Project SUPPORT

## Table of Contents

02~03	Introduction
04~06	Nutrition
07~10	Physical Activity
11~13	Tobacco Control
14~17	Vaccination for Adults
18~23	Project SUPPORT Events
24~26	Understanding and Stopping Anti-Asian Hate
27~29	Upcoming Events
30	Contact

# 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](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.

## UPCOMING PRODUCE PRESCRIPTION PROGRAM EXPANSION AT NORTHSIDE

Over the past four months, Asian Media Access has collaborated with the Northside Produce Prescription Advisory Committee to assess neighborhood needs for expansion of Produce Prescription Program in North Minneapolis. Using the Minneapolis Health Department's Produce Rx Evaluation Report (2024) as the baseline data, we found that the City Minneapolis' Pilot delivered significant benefits: increased access to nutritious foods through convenient home delivery (eliminating transportation barriers), with 53% of participants consuming more fresh foods and 50% eating more fruits and vegetables. Some participants also reported improved management of chronic conditions such as diabetes and hypertension.

**ASK YOUR DOCTOR**

**WHETHER FRESH PRODUCE IS GOOD FOR YOU?**

Potential side effects may include but not limited to:

- Lower Blood Pressure
- Lower Blood Sugar
- Lower Cholesterol
- Weight loss
- Improve Energy
- Improve mood
- Improve blood flow
- Better Sleep
- Improve gut health
- Improve Hormone Balance

**REACH**  
Racial and Ethnic Approaches to Community Health

**Asian Media Access**

**Rochester Clinic**  
Lifestyle Medicine For Your Well-Being

**Lotus Health Foundation**

**Produce Prescription**



However, the report also highlighted notable challenges, including insufficient funding—where the \$20 weekly benefit, only adequate for individuals, proved not sufficient for family of 4, suggesting an increasing may be to \$40 - \$50 per week to meaningfully support household needs. Many participants expressed the need for better access to culturally familiar foods, as some received unfamiliar produce—leading to waste. Additionally, requests for indigenous or culturally specific foods (e.g., berries) remained unmet. The rigid, pre-selected, delivered-only produce bundles limited flexibility, with participants frequently requesting customizable options to better meet their cultural preferences and nutritional needs. These gaps underscore key areas for improvement to enhance program effectiveness and participants' health.

These findings align well with AMA's Advisory Committee's priorities:

- Better Defining Fresh Produce: Exclude processed items such as fruit juices, French fries, and canned vegetables while prioritizing whole, unprocessed fresh fruits and vegetables.
- Target Populations: Focus on underserved Southeast Asian and Black residents in the 55411 and 55412 zip codes, areas with high poverty rates and diet-related diseases.
- Community Partnerships: Conduct the project in collaboration with the Boys & Girls Club and Shiloh Temple Church, reaching over 300 families weekly.
- Flexible Delivery Models: Implement a combination of flexible spending coupons for preferred produce and urban farming initiatives (Foster Green Project).
- Community Input: Revise survey intake tracking from daily to weekly for improved data collection and participant engagement.



These findings also align with AMA's survey results, where Northside residents reported:

- 74.7% were unaware of Produce Rx, highlighting the need for more education.
- 70.8% preferred store vouchers and online ordering for greater flexibility and choice.
- 15.8% struggled with access to culturally appropriate foods, emphasizing the need for culturally tailored dietary options.

In response to these insights, AMA has partnered with Neighborhood HealthSource to design an enhanced 12-week Produce Rx program. This expansion will provide 20 Southeast Asian and Black families with \$40/week in coupons at area ethnic grocery stores, testing whether this improved model increases access to traditional foods and enhances health outcomes. These program expansion at the Neighborhood HealthSource will be closely monitored to evaluate its effectiveness in addressing the gaps identified in the City of Minneapolis Landscaping Report.

Additionally, the high percentage of Northside residents unaware of Produce Rx underscores the importance of stronger outreach and education efforts. Many at risk families may be missing out on critical produce intakes simply due to a lack of awareness. To address this gap, AMA and Advisory Committee plan to launch a targeted educational campaign using multilingual materials, culturally relevant messaging, and community engagement strategies. This will include outreach through trusted neighborhood organizations, faith-based groups, and social media platforms, as well as in-person workshops at local gathering spaces.

Also, healthcare providers play a crucial role in connecting families to the program, yet many clinics and physicians may be unfamiliar with Produce Rx or how to effectively refer patients with proper dosages. To bridge this gap, AMA will collaborate with Rochester Clinic to provide Technical Assistance for medical professionals on the benefits of Produce Rx, referral processes, and ways to integrate it into patient care.

By expanding and refining the program's processes while increasing awareness at both the community and clinical levels, we aim to ensure more families can access and benefit from Produce Rx, ultimately promoting better nutrition, improved health management, and long-term well-being.





## 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.

## NORTH MINNEAPOLIS ROAD MAP: ASIAN AMERICAN COMMUNITY PERSPECTIVES

### OVERVIEW

In March 2025, Asian American communities in North Minneapolis gathered for a "Community Pulse Check" Forum with more than 80 people to share the Blue Line Extension (BLE) updates, as well as discuss the key strategies identified by African American Leadership Forum to further - Move North Minneapolis Forward. Led by Asian Media Access and collaborating with various Asian American organizations from Chinese, Hmong, Korea, Laotian and Vietnamese communities, the Forum addressed six strategic pillars in both English and Heritage Languages for community development while highlighting several critical gaps in BLE displacement frameworks.







### Key Concerns Across Pillars:

- **Pillar 1:** Thriving Corridors and Nodes: Community members expressed concerns about safety issues deterring business growth, inadequate maintenance of public spaces, and the need for culturally relevant amenities. Chinese American participants emphasized environmental monitoring, while Hmong, Laotian, and Vietnamese groups highlighted safety concerns limiting outdoor activities and business sustainability.
- **Pillar 2:** Cradle to Career Learning: Participants advocated for culturally responsive childcare and education, better school safety, and improved transportation for students. Recommendations included drop-in childcare centers, enhanced physical education, and professional development for teachers. Mental health support and soft skills development were identified as critical needs.
- **Pillar 3:** New Industries and Jobs: Community members noted the lack of small businesses, cultural amenities, and light industry jobs in the area. Participants supported increasing Asian restaurants and protecting small businesses while emphasizing the importance of developing soft skills and creating clear career pathways for residents.
- **Pillar 4:** Diverse Housing Options: The forum highlighted the need for more affordable housing, culturally informed housing designs, and better renting options. Suggestions included forming mini-family groups, increasing community center usage, and implementing anti-displacement strategies to support residents.





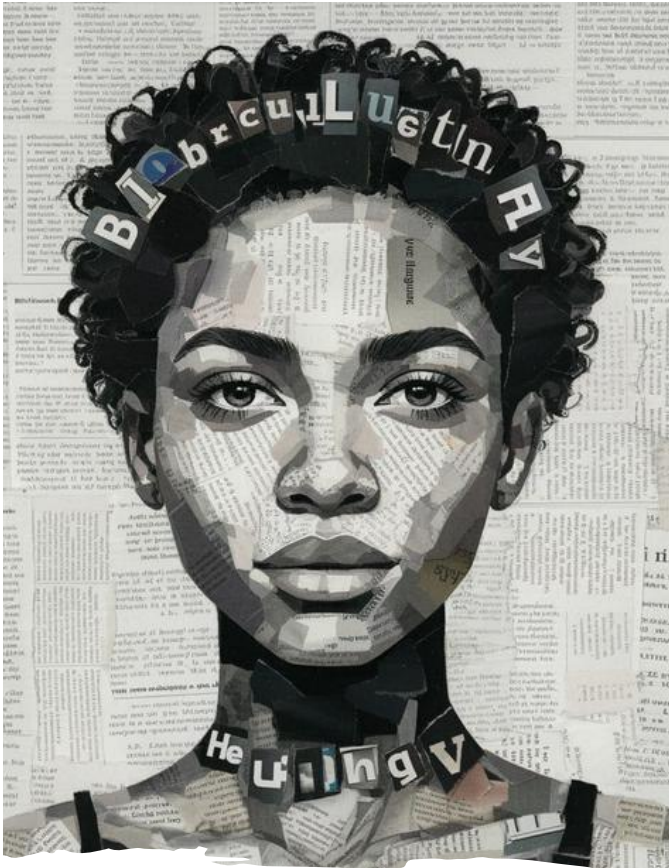
with improved kiosks featuring multilingual wayfinding (Laotian/Vietnamese priorities). Education needs can be met through transit-connected childcare centers near stations with cultural programming and youth apprenticeship programs.

- To boost small businesses, station plazas could feature incubator spaces for Asian-owned enterprises (e.g., Vietnamese pho kitchens, Hmong textile vendors) with subsidized leases and technical support. The BLE corridor can also catalyze job growth by locating clean manufacturing (Hmong/Laotian priority) near the rail line, while station-area commercial nodes can support entrepreneurs through small business incubators.
- Affordable housing solutions should prioritize family-sized, culturally diverse units near BLE stations—such as multigenerational housing with ground-floor spaces for Hmong elders and Laotian temple gatherings—paired with anti-displacement protections.
- Health and safety improvements could include integrating urgent care clinics and mental health hubs into TOD developments, with "Healthy Station" features like covered bike parking and real-time safety tools. Community leadership should guide station design through culturally-specific working groups and civics training on TOD benefits.
- Culturally responsive facilities must be embedded in station design, from multilingual wayfinding to prayer rooms and herb gardens for traditional healing (addressing Priority 7). Smaller neighborhood hubs within a 5-minute walk of stations could co-locate childcare, ESL classes, and mental health services—mirroring the Lao temple model of community care. Safety and beautification would be enhanced through culturally informed lighting (e.g., lunar festival-inspired fixtures) for example.
- Most importantly, the BLE should link these elements into an integrated cultural corridor - an Asian cultural district around the station. Imagine a "Little Mekong" node near Penn Station with affordable housing above a Lao-Thai temple and grocery, or a "Hmong Marketplace" stop with transit-connected sewing cooperatives and a senior day center. By treating each station area as both a transit point and a cultural anchor, the BLE can deliver not just mobility but also economic dignity, health access, and intergenerational community healing.

By addressing these priorities through collaborative efforts between residents, organizations, and government agencies, North Minneapolis can create a more equitable, inclusive, and thriving community for all residents while utilizing public transportation like the BLE to stimulate the area's economy.



# 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.

## STRENGTHENING YOUTH LEADERSHIP IN TOBACCO PREVENTION

*Interview with Donnell Bratton - AMA project staff as well as the RHE (Racial and Health Equity) Committee Member under Minnesotans for a Smoke-Free Generation (MSFG)*

Minnesotans for a Smoke-Free Generation (MSFG) hosted the "Youth Voices for Tobacco Prevention" exhibition at the Minnesota State Capitol from February 19–28, with support from area youth. The event showcased youth stories on the impact of flavored tobacco. This article features an interview with AMA staff Donnell Bratton, who shared his insights on engaging youth in tobacco prevention.

Donnell shared that the exhibition was an eye-opening experience for the youth who participated. He brought 14 youth there to represent RHE, and for many, just being at the Capitol was a unique opportunity. They observed presentations and witnessed protests for various initiatives. "It was great for them (youth) to see how others were advocating for their causes," he said. The exhibit was well-prepared, allowing youth to engage naturally with visitors who stopped by to ask questions, rather than having to seek out conversations themselves.



## **RIISING TREND: HOW FLAVORED TOBACCO IS REACHING YOUNGER YOUTH**

Donnell emphasized that flavored tobacco and vaping are major issues among youth, particularly because they are small, easy to hide, and don't have a strong smell, making them difficult to detect in schools. Through conversations with young people, he learned that peer pressure plays a big role, with even younger youth—as early as 7th and 8th grade—being introduced to these products. “It’s not just older teens using them; younger kids are being approached and actively participating,” he noted. The tobacco industry has made these products look cool and appealing, making it easier for youth to access and use them without getting caught.

## **PROTECTING YOUTH: THE CHALLENGE OF STOPPING TARGETED TOBACCO MARKETING**

Youth tobacco prevention faces significant challenges, particularly in communities of color, where targeted advertising and easy access make it harder to keep young people away from smoking and vaping. Donnell highlighted how local corner stores and smoke shops in marginalized neighborhoods frequently sell these products, making them easily accessible. He also pointed to the issue of couponing, where older teens take advantage of “buy one, get one free” deals or discounts, then resell or share tobacco products with their peers. “It’s not just about access—the industry is actively targeting these communities, making it even more difficult to keep youth away from smoking and vaping,” he said.



## **STRENGTHENING YOUTH VOICES: THE KEY TO TOBACCO PREVENTION**

According to Donnell, two key actions are essential to better protect youth from tobacco. First, advertising and couponing must be restricted, especially in how they target young people. “Flavored tobacco ads should be limited, and discount deals

that make it easier for teens to access these products need to be cut down,” he emphasized. Without these restrictions, the industry will continue to expose youth to harmful products while communities struggle with a lack of resources to promote anti-smoking campaigns effectively.

Second, on a personal and community level, youth voices need to be empowered. He stressed the importance of self-advocacy, where young people can speak up for themselves and their peers. “As adults, we can sometimes take up space in conversations where youth should be speaking,” he noted. He believes in creating youth-led advocacy groups to help them develop the confidence and skills to share their experiences and push for change. “If we can find ways to give more power to young people—through resources, financial support, and training—the impact would be incredible,” he said. This is why he saw the youth presence at the exhibition as so powerful, proving that their voices can make a real difference.

Donnell also noted that RHE and AMA will collaborate together for a Social Media Campaign, along with area multicultural sports clubs, since the sports team and its members are being valued as role models, and carry heavy weight to influence other youth to NOT smoke and vape.

The interview with Donnell highlighted the growing impact of flavored tobacco on youth and the need for stronger advocacy and policy changes. He emphasized empowering young people to take an active role in prevention efforts. AMA will continue to serve as a bridge, amplifying community voices and empowering youth to drive meaningful change. If you are interested in learning more, check out the AMA website for Project SUPPORT - <https://ballequity.amamedia.org/project-support/> for latest updates.





# 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.

## STUDY REVEALS DISPARITIES IN MINNESOTA'S COVID-19 VACCINATION RATES

A recent study titled “Disparities in Minnesota’s COVID-19 Vaccination Rates” by Colin Planalp, MPA, Senior Research Fellow, and his colleagues at the State Health Access Data Assistance Center (SHADAC), reveals significant disparities in COVID-19 vaccination rates across various demographic groups in Minnesota. The study analyzed “time-to-vaccination” data—the amount of time it took to vaccinate 50% of different population subgroups—and found that communities of color and rural populations were often left under-vaccinated for significantly longer than others.

### RACIAL DISPARITIES IN VACCINATION RATES

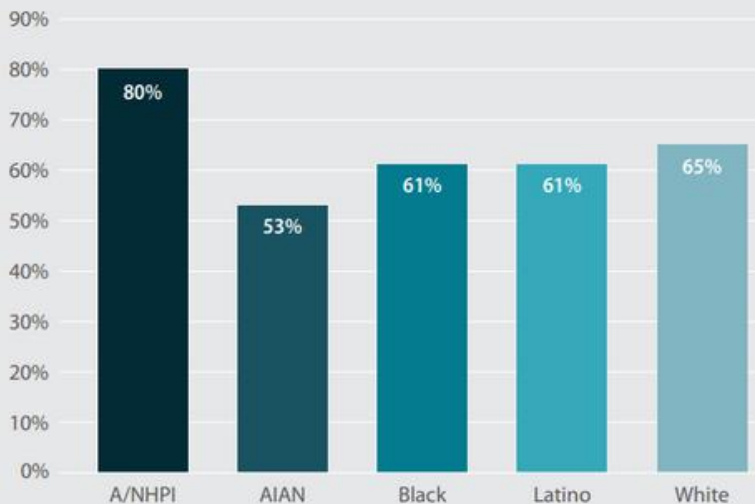
While the development of the COVID-19 vaccine was a major scientific achievement, the rollout exposed deep-rooted inequities in the public health system. The study found that Minnesota’s American Indian and Alaska Native populations faced the most prolonged delays. By the end of 2022, only 53% of this group had been fully vaccinated, compared to 65% of white



Minnesotans. It took 15 months for Minnesota to fully vaccinate half of its American Indian and Alaska Native population—more than double the time it took to vaccinate 50% of white, Asian, and Native Hawaiian and Pacific Islander residents.

Even among groups with similar end-of-year vaccination rates, the timeline revealed stark differences. Black, Latino, and white Minnesotans had comparable full vaccination rates by the end of 2022 (61%, 61%, and 65%, respectively). However, while 50% of white residents were fully vaccinated within six months, it took twice as long—about 12 months—for Black and Latino populations to reach the same milestone.

**Figure 3: Minnesota COVID-19 Vaccination Rates by Race and Ethnicity, Final Week of 2022**



Source: SHADAC analysis of Minnesota EHR Consortium data.  
A/NHPI: Asian and Native Hawaiian or Pacific Islander. AIAN: American Indian or Alaska Native.

### **AGE-BASED VACCINATION DISPARITIES**

The study also noted age-based differences in vaccine rollout. Older Minnesotans (65+) were prioritized effectively, with 50% fully vaccinated within three months of emergency-use authorization. By the end of 2022, nearly all elderly residents had been fully vaccinated. In contrast, younger adults (ages 19–24) were slower to reach vaccination milestones, with only two-thirds fully vaccinated by the end of 2022. Racial disparities among young adults were especially pronounced. While 84% of Asian and Native Hawaiian and Pacific Islander young adults were fully vaccinated, only 49% of their American Indian and Alaska Native peers had received full vaccination.

### **GEOGRAPHIC DIFFERENCES IN VACCINATION RATES**

Geography also played a significant role in vaccination outcomes. Residents of urban and suburban areas were vaccinated at much higher and faster rates than those in rural, exurban, or small-town communities. By the end of 2022, 72% of people in urban/suburban areas were fully vaccinated, compared to just over half of those in more remote areas.

Time-to-vaccination data showed that it took:

- Five months to reach the 50% vaccination threshold in urban and suburban areas
- Nine months for small towns
- 12 months for rural and exurban communities



## ADDRESSING HEALTH CARE INEQUITIES

Lead author Colin Planalp emphasized that the disparities revealed in the study serve as a stark reminder of persistent inequities in the U.S. healthcare system.

“Identifying these disparities, especially the glaring differences in the time it took to vaccinate various populations across the state, can be a useful tool for policymakers and public health officials in addressing future health emergencies,” Planalp said.

Data for the study was sourced from the Minnesota Electronic Health Record Consortium, a collaboration between the Minnesota Department of Health and several large health care providers, aimed at monitoring and improving the state’s health care quality.

August 2023

# Disparities in Minnesota’s COVID-19 Vaccination Rates

**shadac**  
STATE HEALTH ACCESS DATA ASSISTANCE CENTER

**MN EHR**  
CONSORTIUM

*In a Race to Protect People from the Coronavirus, Data from Minnesota Electronic Health Record Consortium Show that Some Communities were Left Under-vaccinated Longer than Others*

Author: Colin Planalp, MPA  
Senior Research Fellow at the State Health Access Data Assistance Center  
Data provided by the Minnesota Electronic Health Record Consortium

*This issue brief focuses on a project led by the Minnesota Electronic Health Record Consortium to examine disparities in COVID-19 vaccination in Minnesota. We present data on disparities from the end of 2022 to illustrate the recent landscape. However, we focus particularly on the length of time it took for population subgroups to reach a threshold of 50 percent (i.e., “most” of each subgroup) being “fully vaccinated.” That simple metric illustrates a critical way that inequities in health care in Minnesota manifested during the pandemic: Inequitable administration of vaccines left some marginalized groups vulnerable to COVID-19 for a longer period of time, likely contributing to a preventable disproportionate burden of severe disease and deaths.*

### Introduction

The breathtaking speed with which medical science produced vaccines against COVID-19 is widely considered a technological triumph. Researchers quickly sequenced and published the SARS-CoV-2 virus’s genome, then deployed leading-edge technologies and tested their innovations with accelerated clinical trials. Within roughly 12 months of the first documented cases of the novel virus, the U.S. Food and Drug Administration (FDA) granted emergency use authorization to not only one but multiple vaccines. To do any good, though, those vaccines needed to find their way into people—a challenge that has proved daunting.

Infectious diseases have haunted humanity for millennia, and they will continue posing a serious threat for the foreseeable future. Scientific discoveries and medical breakthroughs have given us tools to fight back against pathogens, but stumbles in U.S. vaccination efforts have illustrated how technical ingenuity alone cannot protect us. We need to learn from the shortcomings in our COVID-19 vaccination campaigns to avoid repeating the same mistakes during our next public health crisis. A novel distributed data model, the Minnesota Electronic Health Record Consortium (the Consortium), was developed by Minnesota health systems and produced statewide data to examine the progress of COVID-19 vaccination.

### Background

After emerging in late 2019, the SARS-CoV-2 novel coronavirus quickly spread across the globe. Since then, there have been hundreds of millions of confirmed infections and millions of reported deaths, surely an underestimate of the true toll.<sup>1</sup> In the U.S. alone, more than a million people have died of COVID-19—the highest count in the world.<sup>2</sup>

However, the harm has been distributed unevenly. For instance, elderly adults (age 65 or older) have much higher death rates than younger adults and children.<sup>3</sup> Another realm of COVID-19 health disparities can be found by race and ethnicity. In the U.S., American Indian and Alaska Native people, Black people, and Latino people were more likely to be infected, be hospitalized, or die of COVID-19 during the pandemic.<sup>4</sup> But a virus does not harbor prejudices. The disparities we see in COVID-19’s impact are largely the result of social inequities that left some people more vulnerable—injustices perpetuated by social systems that humans created and that only humans can fix.

Using almost a year of experience with the pandemic and data showing which segments of the population were at greatest risk from the virus, Minnesota and other states developed plans for how to prioritize people for vaccinations and how to reach those people and administer shots.<sup>5</sup> In the initial weeks after the first vaccines were authorized by the FDA, supply was in precious short supply, so beginning January 4, 2021, Minnesota first focused on relatively small groups with unique situations. First, the state prioritized health care workers, who faced regular occupational exposure to the virus and who were desperately needed to treat other people with COVID-19 and myriad other health conditions. At the same time, it also first prioritized residents of long-term

“A virus does not harbor prejudices. The disparities we see in COVID-19’s impact are largely the result of social inequities that left some people more vulnerable.”

State Health Access Data Assistance Center

1

## **A CALL FOR MORE EQUITABLE PUBLIC HEALTH EFFORTS**

This study serves not only as a snapshot of the state's pandemic response but also as a call to action to ensure more equitable health outcomes in the future. The study highlights the need to develop targeted vaccination outreach strategies for American Indian and Alaska Native populations, who experienced the longest delays in reaching vaccination milestones. Health officials should create culturally responsive public health campaigns specifically addressing barriers faced by Black and Latino communities, who took twice as long as white residents to reach the 50% vaccination threshold. Young adults (ages 19-24) need dedicated education and incentive programs to improve their vaccination rates, with particular focus on closing racial disparities within this age group. Resources also should be redirected to rural, exurban, and small-town communities which had significantly lower vaccination rates than urban areas, requiring special attention to transportation and accessibility issues.

These findings highlight how differences in vaccination timing and access impacted various communities across Minnesota, especially those already facing systemic barriers. These insights reinforce the importance of inclusive and culturally responsive public health efforts. However, ongoing progress is now at risk. Due to sudden federal funding cuts, the Minnesota Department of Health (MDH) has been forced to suspend partner-led vaccine clinics, delay upgrades to the state's immunization information system, and reduce overall public health preparedness. Without sustained investment, the state may struggle to close longstanding gaps and protect vulnerable communities in future health emergencies.

## **REFERENCE**

Disparities in Minnesota's COVID-19 vaccination rates | SHADAC. (n.d.).

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Following federal funding cuts, MDH announces layoffs and reduced public health services - MN Dept. of Health. (n.d.). <https://www.health.state.mn.us/news/pressrel/2025/layoffs040125.html>

McDill, V. (2023, August 2). Study reveals disparities in Minnesota's COVID-19 vaccination rates - School of Public Health - University of Minnesota. School of Public Health.

<https://www.sph.umn.edu/news/study-reveals-disparities-in-minnesotas-covid-19-vaccination-rates/#:~:text=Young%20adults%20experienced%20more%20vaccination,and%20Native%20Hawaiian%20and%20Pacific>

Planalp, C. & State Health Access Data Assistance Center. (2023). Disparities in Minnesota's COVID-19 vaccination rates.

<https://www.shadac.org/sites/default/files/publications/Disparities%20in%20MN%20COVID19%20Vaccinations-SHADAC%20Brief.pdf>



# PROJECT SUPPORT EVENTS

March 10

## AAPI COMMUNITY PULSE CHECK AT UROC

Led by the Asian American Business Resilience Network, we along with the community partners hosted a fantastic gathering at UROC, bringing Asian American neighbors together to discuss the future of North Minneapolis! With language support in Hmong, Laotian, Mandarin, and Vietnamese, plus a mobile clinic offering health check-ups, flu shots, and updated COVID-19 vaccinations





March 12

## EFFECTIVE LAW ENFORCEMENT FOR ALL - ELEFA COMMUNITY MEETING

Asian Media Access joined over 120 neighbors to discuss safety and policing issues in North Minneapolis at the Ukrainian American Community Center, 301 NE Main St, Minneapolis, MN 55413. Many residents highlighted the disproportionate burden on BIPOC communities, citing high crime rates, lack of investment in the area, and police racial profiling. Both the City of Minneapolis and the Minneapolis Police Department (MPD) committed to honoring ELEFA's findings and improving safety at Northside.





March 19

## VACCINATION CLINIC/EDUCATION AND BICULTURAL HEALTHY LIVING TRAINING

Led by Pan Asian Arts Alliance, AMA has support the Senior Wellness Day visit at Pebmoob Senior Center, 899 Payne Ave, St Paul, MN 55130 to share updated CDC approved COVID-19 booster for 65+ years old Laotian and Hmong seniors, as well as share the Bicultural Healthy Living knowledge and practices with members.





### ENJOY AN AGE-FRIENDLY MINNESOTA (AFMN) COMMUNITY WITH COMPREHENSIVE SENIOR SUPPORT

**DATE/TIME:** Wednesday, March 19, 2025, 10:00am-2:00pm  
**PLACE:** Adult Daycare - Pebmoob Senior Center  
899 Payne Ave, St Paul, MN 55130

#### Session 1 Fall Prevention

- AMA - 1on1 IT support to set up 911 on seniors' cell phones for falling, and 25lb jasmine rice to each Senior who will do the Bone Density Screening
- Odam Medical - FREE Bone Density Screening with or without insurance, and FREE COVID vaccines.



#### Session 2 Senior Health Insurance 101 and vaccination

- AABRN will share Medical Assistance and MinnesotaCare Flyers, as well as hosting small physical activities to get Seniors moving around with Gift Cards incentives
- PAAA: will support vaccination mobilization and education with seniors









March 22

## COMMUNITY KNOW YOUR RIGHT EVENT

Asian Media Access partnered with Frogtown/Rondo area agencies to support immigrant and refugee families, specific to Southeast Asian refugees, at the "Know Your Rights" event, empowering them to safeguard their safety and mental wellness.



### DISCLAIMER:

- We do not want to cause fear or anxiety
- We have the right to information
- Being informed equips us to protect ourselves and strengthens our ability to fight for justice
- Detention and deportation *IS* serious - we will never downplay the risks and life-altering impacts
- The Trump Admin has made it clear that mass deportation is their priority - we must not ignore what's happening in front of us
- There are actively people being detained & deported

MN8





April 02

## VACCINATION CLINIC/EDUCATION AND BICULTURAL HEALTHY LIVING TRAINING

Led by Pan Asian Arts Alliance, AMA has support the Senior Wellness Day visit at Asian Community Center, 710 Arcade St., St Paul, MN 55106, to share updated CDC approved COVID-19 booster for 65+ years old Hmong seniors, as well as share the Bicultural Healthy Living knowledge and practices with members.





April 08

## VACCINATION CLINIC/EDUCATION AND BICULTURAL HEALTHY LIVING TRAINING

Led by Pan Asian Arts Alliance, AMA has support the Senior Wellness Day visit at Daphne Elders Center, at 1983 Sloan Place, Suite 13-14, St. Paul, MN 55117, to share updated CDC approved COVID-19 booster for 65+ years old KaRen seniors, as well as share the Bicultural Healthy Living knowledge and practices with members.





# 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 #16

## **UNDERSTANDING AND STOPPING ANTI-ASIAN HATE: ASIAN CULTURES**

*Janie Ye - Wayzata High School*

Hate against any individual or group needs to be addressed. One way to do so is spread information throughout communities and society. By encouraging civic engagement in the Asian American community, violence and discrimination is more likely to be addressed. Civic engagement aims at addressing public concerns through activism, awareness, projects, and political participation. Through doing these actions, Asian Americans can improve the quality of their communities while advocating against racism.

Political participation is important because it is a source of Asian American representation. Whether creating new laws or changing old ones, many of these laws affect most (if not all) citizens. But voter turnout among Asian Americans (compared with other groups) has remained low due to barriers to voter registration. Immigrants from Asia face complications in the registration process, and difficult living situations don't help either. America's history of limiting voting privileges and systematic racism continues to affect people of color, including Asian American



communities. Increasing voter registration can lead to greater political participation to help fight discrimination. A way to increase voter registration could be to switch to automatic voter registration. In some states, citizens are automatically registered to vote, and can opt out (instead of opting in). Online registration would also be helpful for many, because it saves money and makes registering easier. Lastly, preregistration aimed at 16 and 17 year olds can increase political awareness among youth and make it easier for them to vote once they turn 18.

The AAPI Civic Engagement Fund is an organization that aims at strengthening democracy through building the political power of AAPI communities. They donate to struggling communities and work on fostering a culture of civic participation. With annual gatherings and training to facilitate conversations on AAPI communities and perspectives, the organization also conducts research and polls that specifically target the AAPI community.

An example of the impact of spreading civic engagement can be seen in Orange County's Asian American Initiative. Community organizations will work with a nonprofit to increase Asian American voter turnout by educating the community. Anti-Asian racism is a problem that cannot be stopped without political participation. Communities working together to fight against violence and injustice can also serve as a motivator. Without doing anything, many Asian Americans feel dispirited and unwilling to address issues that affect them. By participating in politics, Asian Americans may feel a greater sense of inclusion and capability.



## UPCOMING EVENTS

### BALANCE AND MOBILITY FOR LIFE

DATE/TIME: Sunday, April 13, 2025, 7:00pm

PLACE: [Zoom Link](#)

Meeting ID: 863 9549 9111,  
Passcode: 2025

Christine Calkwood is a fitness instructor and massage therapist with a passion for helping people to live their best lives at whatever age or stage they are in. She will talk about three important elements of healthy aging: the importance of muscle mass, balance and mobility.



### AI HANDS-ON WORKSHOP

DATE/TIME: Wednesday, April 16, 2025, 3:00pm ET

Register: <https://us06web.zoom.us/meeting/register/G2lmYhKzSeuZfQ2L90cqgQ>

Join this hands-on workshop to learn how to use an image-generating AI tool!  
Discover how to craft prompts to produce custom visuals and integrate AI into your classroom. No experience required.



## KAREN CULTURE PRESENTATION

DATE/TIME: Friday, April 18, 2025,  
11:00am-12:30pm

PLACE: Online,

<https://us06web.zoom.us/j/84461212693>

Join us for our Karen Culture Presentation online every other month! During this presentation, participants will learn about the Karen history, culture, and resettlement in the U.S. We will explore the history of the Karen and how they became refugees, and discuss how the Karen have adapted to life in the U.S. We will also give a brief overview of Karen culture, covering everything from food, to clothing, to family, to communication styles, and more. Learn more: <https://mnkaren.org/event/karen-culture-presentation-online-4/2025-04-18/>



## EARTH DAY

DATE/TIME: Saturday, April 19, 2025,  
12:00pm-3:00pm

PLACE: The Wellstone Center, 179 Robie St E, St Paul

MN350 is looking for likeminded organizations to join us for a community Earth Day event! Join us for a free community meal, family-friendly activities, live entertainment, and inspiring speakers! If you are interested in sponsoring, tabeling, or otherwise participating in this event please contact Krystil (Krystil@MN350.org)



## HEALING TOGETHER: A FAMILY WELLNESS DAY

DATE/TIME: Saturday, April 26, 2025,  
11:00am-4:00pm

PLACE: 1115 Greenbrier Ave Saint Paul, MN,  
55177

A resource fair providing valuable community support and services.

- Engaging activities promoting creativity and mental well-being.
- Workshops & guest speakers on topics of mental health, cultural healings, holistic & family wellness
- Holistic wellness sessions:
- meditations, energy healing, and more.

A family-friendly event open to all ages—bring your loved ones and join us!

## MINNESOTA SONGKRAN FESTIVAL

DATE/TIME: Saturday, May 10, 2025, 11:00am-9:00pm and Sunday, May 11th, 2025, 11:00am-6:00pm

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

The Minnesota Songkran Festival is a FREE event to experience the excitement of the new year and celebrate the beauty of cultural diversity. The event highlights authentic food vendors and souvenir boutiques that will keep everyone in the family AND our furry friends busy for hours! Visitors are more than welcome to wear traditional clothes at the event! Enjoy 2-days worth of music performances and traditional dances from various cultures. Last but not least, for the brave souls, we will be hosting our infamous papaya eating contest. Hope to see everyone soon!







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## Partnering with

