



BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

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Features:

**Project SUPPORT
Strategies and
Infographics Report**



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



The strategy aims to analyze dietary patterns and increase access to healthy cultural food by implementing Food Service Guidelines (FSG) at Asian Temples and Black Churches. Additional strategy to establish Produce Rx area at clinics and hospitals.

4 Location: Serving the Hindu Temples in MN

48 Cultural dishes examined during **4** observation sessions

Conclusion

The Food Service Guideline assessment tools were successfully applied to evaluate the congregated dining experience at the area Hindu Temples. Based on the assessment, policy recommendations were made to better support balanced nutrition for the community, incorporating considerations for cultural dietary preferences. Additionally, cultural diet assessment factors were suggested for inclusion in the Food Service Guideline.

Project SUPPORT is led by Asian Media Access, collaborated with Multi Cultural Community Alliance, for more information at 612-376-7715 * amamedia@amamedia.org

Successful Nutrition Policy Recommendations

01

Preserve Hindu Cultural Traditions: The Hindu Temples already excel with plant-based vegetarian meals, clean stainless steel kitchens, dedicated volunteer service, and environmentally conscious recyclable plates. These sattvic traditions of avoiding garlic/onions, serving diverse legumes, vegetables, and grains create an excellent foundation for community health and spiritual nourishment.



02

Enhance Food Preparation: Gradually introduce baked samosas, air-fried puris, and steamed preparations alongside traditional deep-fried items. Reduce sugar coating, offer fresh fruits as alternatives, and feature more lightly-spiced vegetables. Replace white rice with brown rice options and use whole grain flours to maximize nutritional benefits. Emphasize plant-based alternatives by using lighter oils, nuts, and seeds in place of ghee, and choose dairy-free or low-fat options to create flavorful dishes with less saturated fat.



03

Policy & System Enhancement: Implement Temple Wellness Committees combining religious leaders with health professionals. Establish cooking workshops teaching healthier preparation methods, create seasonal menus emphasizing whole foods, develop educational programs connecting Ayurvedic principles to modern nutrition science for sustainable community health.



04

One highlight for our **Produce Prescription Train-the-Trainer effort** is the presentation from Chuck Carroll, "The Weight Loss Champion," transformed his life by losing 275 pounds through plant-based nutrition after struggling with severe food addictions. Chuck credits 90% of his success to adopting a plant-based lifestyle, proving that understanding food addiction science and choosing whole foods over processed ones can break the cycle of compulsive eating and transform health.



Learn more at -
[https://ballequity.amamedia.org/
project-support/](https://ballequity.amamedia.org/project-support/)



Physical Activity



Increase policies, plans, and community designs, including implementing routes to promote more physical activity for resident through the North Minneapolis Blue Line and St. Paul Sears Redevelopment.

4 Neighborhood Locations: Focusing on former St. Paul Sears site at the Frogtown/Rondo neighborhoods and Blue Line Extension Station Planning at North Minneapolis' Camden and Near North Neighborhoods

46,178 members reached about the St. Paul Sears Redevelopment the Sears Redevelopment

5,938 members reached for Blue Line Extension's Visioning and Anti-Displacement Effort

Conclusion

We have continuously engaged with Frogtown and Rondo neighborhoods, which have historically faced challenges from the Highway 94 construction and intergenerational poverty, inviting residents to help shape the Master Plan for the former St. Paul Sears site. The plan promotes diverse transportation options, encourages active living, and supports inclusive economic development opportunities.

Additionally, in the 2nd year, we have helped to organize the Blue Line Extension DREAM Team, with 10 area BIPOC CBOs to help residents to explore what matters to them, including the connectivity throughout the North Minneapolis and programs/amenities they'd like to have along the BLE station areas that supporting the neighborhoods.

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Successful Physical Activity Engagement

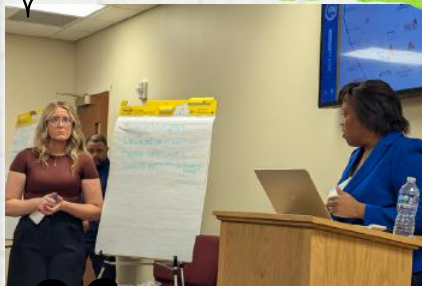
01

Hosted **Walk Audits** for area residents in the **Frogtown/Rondo neighborhoods**, captured the key findings from both walk audits, highlighting the main transportation and safety concerns as well as the desired amenities that emerged from community feedback across 29 total participants. These 2 walk audits for St. Paul Sears redevelopment (June-July 2025) revealed strong demand for safer neighborhood, safer street crossings, bike lanes, better lighting, and multi-modal access. Residents want grocery stores, restaurants, healthcare, parks, and cultural spaces in this mixed-use hub.



02

AMA has worked with the **DREAM Team** to envision a **comprehensive Blue Line Extension** development addressing diverse Northside community needs. Homeowners want displacement protections and infrastructure improvements. Elders need accessible parking, shuttles, and ADA compliance. Youth want Wi-Fi, job connections, and recreation access. Business owners desire consultation and anti-displacement resources. The vision includes mixed-use developments with village bodegas, workforce housing, arts venues, manufacturing districts, youth centers, and cultural spaces, along with multilingual station amenities.



03

Asian Media Access youth led **comprehensive community mapping** for **Minneapolis Blue Line Extension**, revealing food deserts with **concentrated fast food/liquor stores** and **limited green spaces** in North Minneapolis. Through Juneteenth street interviews, residents shared strategies for accessing fresh produce via community gardens, food shelves and produce prescriptions. Youth propose connecting community gardens to transit stations for improved food access and active transportation

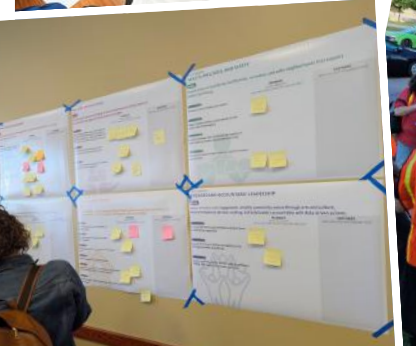


04

An Innovative **AR/VR** projects were proposed by **AMA youth** for the future to highlight area cultural entities, prevent displacements, and allowing Blue Line planners and neighbors to experience community challenges the firsthand while supporting anti-displacement and cultural place-keeping efforts.



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



Tobacco Control



Strategy includes focus groups to understand the level of knowledge and feeling towards flavored tobacco products, education on potential statewide flavor bans, and tailored messages to appeal to specific cultural groups.

1 Policy Engagement through “We Win the Game: Choosing Sports, Not Smoking” Media Campaign with **62,658** members reached

16 cultural partners and **9** community sports team focus groups to mobilize Pan African and Pan Asian community power to stop Tobacco

Conclusion

We collaborated with Pan African and Pan Asian sports teams to engage in the Minnesota Smoke-Free Generation initiative and sat on the Racial and Health Equity (RHE) committee, focusing efforts on statewide flavor ban policy mobilization. Although no statewide flavor ban policy was enacted during the 2024-2025 legislative session, we successfully inspired many cultural sports teams to lead community engagement processes and develop policy mobilization messages in culturally and linguistically appropriate ways.

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Successful Stories of Partnership

01

Collaborated with **state-wide Minnesotans for a Smoke-Free Generation (MSFG)** to **unit 60+ organizations** to combat tobacco use targeting BIPOC communities, and focuses on ending flavored tobacco sales and providing cessation support. Additionally, with a Buddy System in place to engage Pan African and Pan Asian communities throughout MSFG coalition work. Creates structured outreach, meeting reminders, and follow-ups for new members. Partners with sports teams promoting "We Win the Game: Choose Sports, Not Tobacco" campaigns in culturally responsive ways



02

Our Partner **TTL Foundation** hosted - the **Girls Empowerment Conference (May 28-31, 2025)** at Northend Community Center engaged 100+ East African, Karen, and Somali youth in transformative leadership development. Girls attended USWNT practice sessions, received autographs from elite athletes, and witnessed a 3-1 victory over China. The event integrated tobacco prevention outreach with sports and cultural activities, building confidence while promoting substance-free lifestyles through community engagement and athletic inspiration



03

Our partner **KaRen Football Assn** works within the **Karen refugee community** with a **youth led advocacy efforts from January-August 2025**, and developing culturally responsive anti-tobacco campaigns. 14 youth at Humboldt High unanimously supported statewide flavored tobacco ban after reviewing 2024 survey showing 92% believe flavored tobacco should be banned. Youth created "We Win the Game" and "Choosing Sports Not Tobacco" messaging, serving as campaign ambassadors with community leaders and parents supporting outreach through Karen-led organizations.



04



AMA partners with Pan-Asian and Pan-African youth athletes to support Minnesota state-wide flavored tobacco ban effort with a **social media - "We Win the Game: Choosing Sports, Not Tobacco" campaign**. Creates culturally relevant messages in 6 languages targeting BIPOC communities via postcards, PSA videos, social media, surveys, and community outreach to promote healthy choices over tobacco use. As of today, the Campaign has reached **62,658 members**.

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



Vaccination for adults



Increase education, demand for, and access to vaccinations such as flu and COVID-19 via pop-up community clinics. Selected locations emphasize cultural groups and where they feel most comfortable and connected with. Specifically, an emphasis to increase the percentage of pan-Asian and pan-African seniors who are up-to-date with recommended adult vaccinations and promote normalization within the community.

58 pop-up Vaccination Clinics throughout the state of Minnesota

Trained **60** community trusted messengers to better understand the Vaccine Impacts. Administered total **732** COVID-19 and **428** Flu shots

Conclusion

In collaboration with cultural partners, Asian Media Access successfully organized: 1) Vaccination pop-up clinics for uninsured and underinsured BIPOC communities; 2) Culturally and linguistically responsive vaccination education sessions for Limited English Proficiency (LEP) members; and 3) A vaccination awareness-building campaign to promote health equity.

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Successful Vaccination Education

01

Collected **184 Vaccination Education Surveys** in **multiple heritage languages** to **identify where are the missing Vaccination information** or misinformation that BIPOC communities may have, so we can further clarify with educational materials for the communities, and exploring potential community-led solutions.



02

Trained **60 trusted community messengers** to **apply bicultural healthy living concepts**, mobilizing members to learn more about vaccines and host 58 vaccination clinics at times and places that are culturally comfortable for their communities.



03

Shared vaccine education materials with Limited English Proficiency (LEP) seniors in **heritage languages – Chinese, KaRen, Khmer, Hmong, Laotian, Oromo, Russian, Somali, and Vietnamese.**

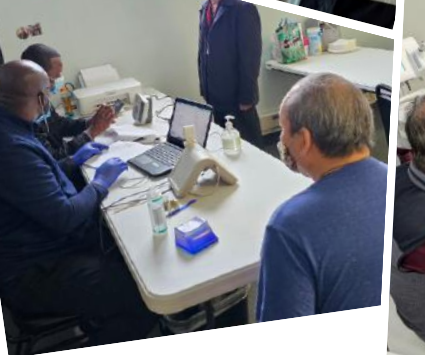
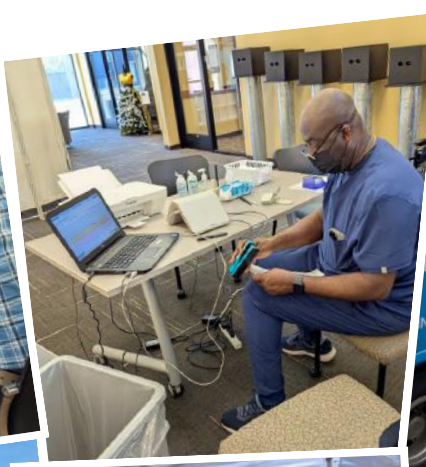


04

Empowered diverse BIPOC communities by fostering autonomy in understanding the importance of vaccines **while respecting their decision-making processes.**



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PROJECT SUPPORT EVENTS

August 15

WEST METRO CHINESE CHURCH

Asian Media Access has brought in diverse issues related to Food is Medicine and Food Accessibility to the Chinese American community through heritage language. Topics have included: Produce Prescription, SankofaPOWER (about North Minneapolis food insecurity), Community Garden, and being cautious about the Extreme Heat when working at Garden, etc.



August 21 ~ 30

MN STATE FAIR

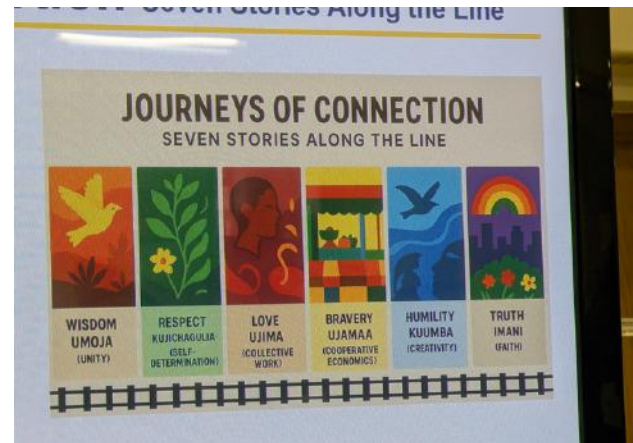
Working with the Asian Health Coalition, Asian Media Access tabled at the State Fair to engage with fairgoers and explore diverse health-related topics. We talked to more than 200 people a day, and many people had a good mindset about health consciousness and were very appreciative of the conversations. Best of all, the weather was beautiful for such healthy outdoor discussions.



August 27

BLUE LINE EXTENTION'S CULTURAL PLACEKEEPING GATHERING

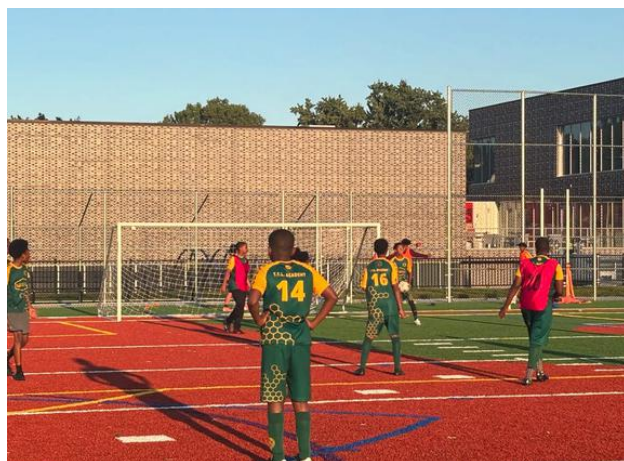
Asian Media Access has worked with the Blue Line Extension team to support Cultural Placekeeping effort, along with the station engineering design. At this meeting, we have engaged with artist presentations by Philli, Costanza, Marliisa & Adrian, and joined the small group discussion to finalize station themes & discuss on-platform opportunities.



August 30 ~ 31

PAN AFRICAN IN-PERSON EVENT FOR THE "WE WIN THE GAME: CHOOSING SPORTS, NOT TOBACCO" CAMPAIGN

Pan African event brought another two days of soccer and healthy Lifestyles Promotion. Hosted by Ten Thousand Lakes Foundation, the event empowered youth with healthy behaviors, and promoted the message "We Win the Game: Choosing Sports, not Tobacco."



UPCOMING EVENTS

2025 Fall semester registration is NOW open!
<https://sites.google.com/view/tcml-mn/registration>



TCML-MN 2025 SUMMER PROGRAM

DATE/TIME: Saturdays, September 13-
December 20, 2025, 9:15am-11:15am

PLACE: Hubbs Learning Center, St. Paul MN
(1030 University Ave W, St Paul, MN 55104)

[Register here](#)

Tuition Including:

- In person classes for 14 weeks
- Textbook and workbook
- Cultural Workshop
- Mid-Autumn Festival:
- TOCFL Screening Test (Optional)

MINNESOTA UKRAINIAN FESTIVAL

DATE/TIME: September 19-20, 2025
PLACE: Ukrainian Event Center, 301 NE
Main St Minneapolis, MN 55413

Join us on Friday and Saturday, September 19-20, 2025 to celebrate Ukrainian culture and traditions! Experiencing traditional dance, music, food and pivo (beer) in the company of an open and welcoming community.

Featuring entertainment from the Ukrainian Village Band, Cheremosh Ukrainian Dance Ensemble and more!





VENDORS WANTED

Cambodian Heritage Day 2025

Join us in celebrating culture, community, and Cambodian Heritage!
We're seeking food vendors, local makers, artists, small businesses, nonprofits,
and youth-friendly booths to be part of this dynamic, private event.

We're looking for:
Food Trucks & Food Vendors
Non-Food Vendors
Nonprofits & Community Organizations
Small Businesses & Local Entrepreneurs

Please visit [CAPMN.org](https://www.capmn.org) for more information

CAMBODIAN HERITAGE DAY 2025

DATE/TIME: Saturday, September 27, 2025, 11:00am-6:00pm

PLACE: Oak Grove Middle School

1300 West 106th Street, Bloomington, MN 55431

Sign up <https://www.capmn.org/chd-2025>

This private event offers a rich experience of Cambodian culture and a time to reflect on our journey—from surviving the Khmer Rouge genocide to rebuilding vibrant lives in Minnesota. Cambodian Heritage Day is more than a celebration—it's a space for connection, remembrance, and pride.



THAI STREET FOOD FESTIVAL

MINNESO THAI
2025
SEP 27 | 11AM-8PM
SEP 28 | 11AM-6PM
West End Festival Site
1693 Duke Dr, St. Louis Park, 55416

Presented by:
Thai Cultural Council of MN
& Wat Promwachirayan

Cash & Credit Cards Payment Available
Free Parking Family Friendly
(612) 605-7979 MinnesoThai www.thaiculturemn.us

Sponsored by: St. Louis Park, Citizens Bank, 75, and other local businesses.

MINNESOTHAIR

DATE/TIME: September 27, 2025, 11:00am-

8:00pm, September 28, 2025, 11:00am-6:00pm

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

This free, two-day event will showcase authentic Thai street food and feature cultural performances, live music, art and souvenirs, a beer and wine garden featuring local brews and more! Plus, don't miss Minnesota's biggest Pad Thai cooking demonstration. This event is family and dog-friendly and there is ample free parking. Food is available to-go.



MOON FESTIVAL CELEBRATION

DATE/TIME: Saturday, October 4, 2025

PLACE: Mall of America, 60 E Broadway,
Bloomington, MN 55425

Time-traveling cultural performance with the ancient Asian community shared heritage, praise the greatness of modern life in Minnesota and America, promote the ancient tradition and heritage in the State, and engage communities with similar cultural and art backgrounds.

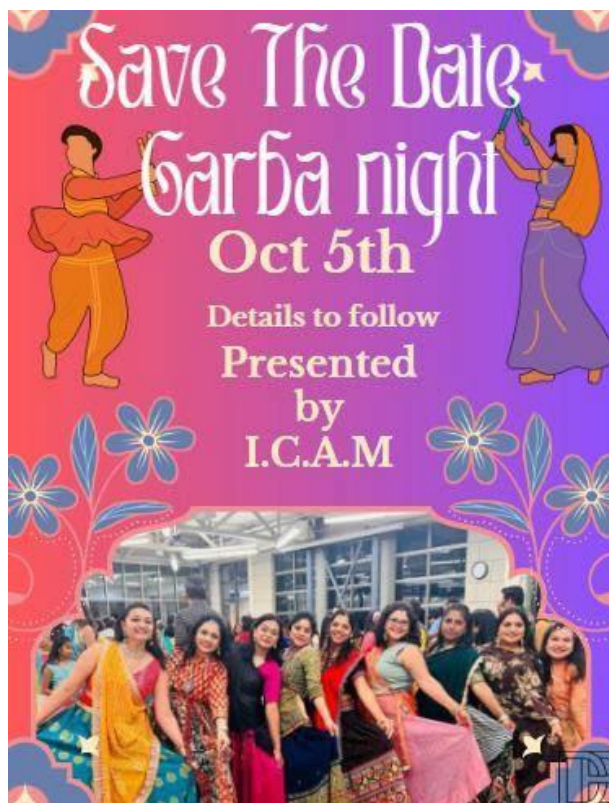
GARBA NIGHT

DATE/TIME: Sunday, October 5, 2025

Event website: <https://icamn.org/garba-night>

We are truly humbled by the overwhelming turnout and incredible energy at our last Garba night! A special shoutout to the crowd for bringing such vibrant spirit and making the night one to remember. We can't wait to dance with you all again at the next one!

Stay tuned for event details.





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Partnering with

