

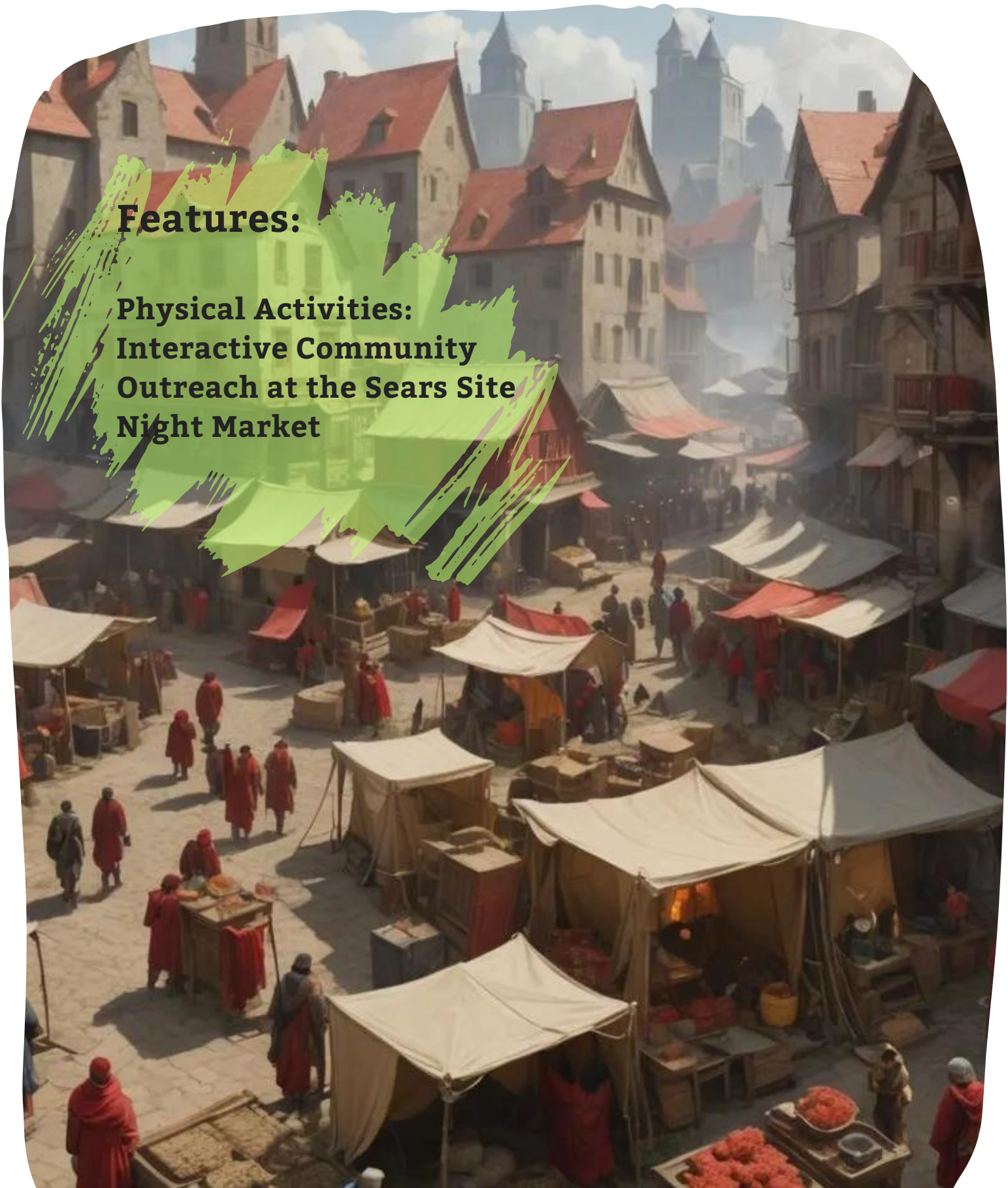


BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

JUNE, 2024 | VOLUME 1 | ISSUE 6

Features:

**Physical Activities:
Interactive Community
Outreach at the Sears Site
Night Market**



Project SUPPORT

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INTRODUCTION



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

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

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

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

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

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

For More Information: 612-376-7715 or amamedia@amamedia.org



NUTRITION



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

BLOG DISCUSSION #6

LIFESTYLE MEDICINE AND PRODUCE RX: BRIDGING HEALTHCARE AND NUTRITION

On May 16th and 17th, Asian Media Access had the pleasure of sponsoring the 2024 Community of Wellness Symposium, themed “Lifestyle Medicine: Pathway to Happiness,” at 125 LIVE in Rochester, MN. The event was hosted by Asian Media Access's partners for the Project SUPPORT - Lotus Foundation and Rochester Clinic. The symposium provided a train-the-trainer opportunity as well as an engaging and collaborative environment where participants shared personal experiences and knowledge, offering eye-opening insights into how produce prescription can manage, prevent, and even reverse modern disease conditions. The event underscored the transformative power of fruits and vegetables, highlighting the collective wisdom to support a paradigm change within the community.

THE SIX PILLARS OF LIFESTYLE MEDICINE REFLECTS THE KEY THEMES OF PROJECT SUPPORT



The principles of lifestyle medicine are founded on six essential pillars: nutrition, movement, social connectedness, passion, sleep, and stress management. Nutrition underscores the importance of consuming a diverse array of whole, plant-based foods, while staying hydrated through adequate water intake. Movement encourages incorporating gentle activities

into daily routines to combat prolonged periods of sitting, including walking, stretching, and engaging in cardio exercises. Social connectedness is vital for reducing stress and enhancing mental wellness by fostering strong support networks. Cultivating a sense of purpose provides motivation and energy to navigate life's challenges, while prioritizing good sleep hygiene supports overall well-being. Effective stress management, through activities like exercise, meditation, or pursuing hobbies, complements these pillars, collectively promoting a holistic approach to well-being and chronic disease prevention.

BEYOND PILLS AND PROCEDURES: THE POWER OF LIFESTYLE MEDICINE

The training shed light on a powerful approach to health: lifestyle medicine, paired with the innovative concept of Produce Rx (Produce Prescription). This evidence-based approach prioritizes whole-person wellness by focusing on adjustments to daily habits. The impact is significant – a surprising 75% or more of modern diseases, including heart disease, stroke, diabetes, and even certain cancers, are linked directly to our lifestyle choices. Lifestyle medicine empowers individuals to combat these conditions through a focus on key components: nutrition, movement, passion, sleep, stress management, and social connectedness. By optimizing these areas, lifestyle medicine offers a promising path towards preventing and managing a wide range of chronic health issues.



PRODUCE RX: BRIDGING HEALTHCARE AND NUTRITION

Produce Rx programs play a crucial role in lifestyle medicine by allowing healthcare providers to prescribe fresh fruits and vegetables to patients with diet-related health conditions or food insecurity. These prescriptions can be redeemed for fresh produce at participating retailers, making

healthy foods more accessible and affordable. Produce Rx aims to enhance dietary health, improve food security, and reduce healthcare costs

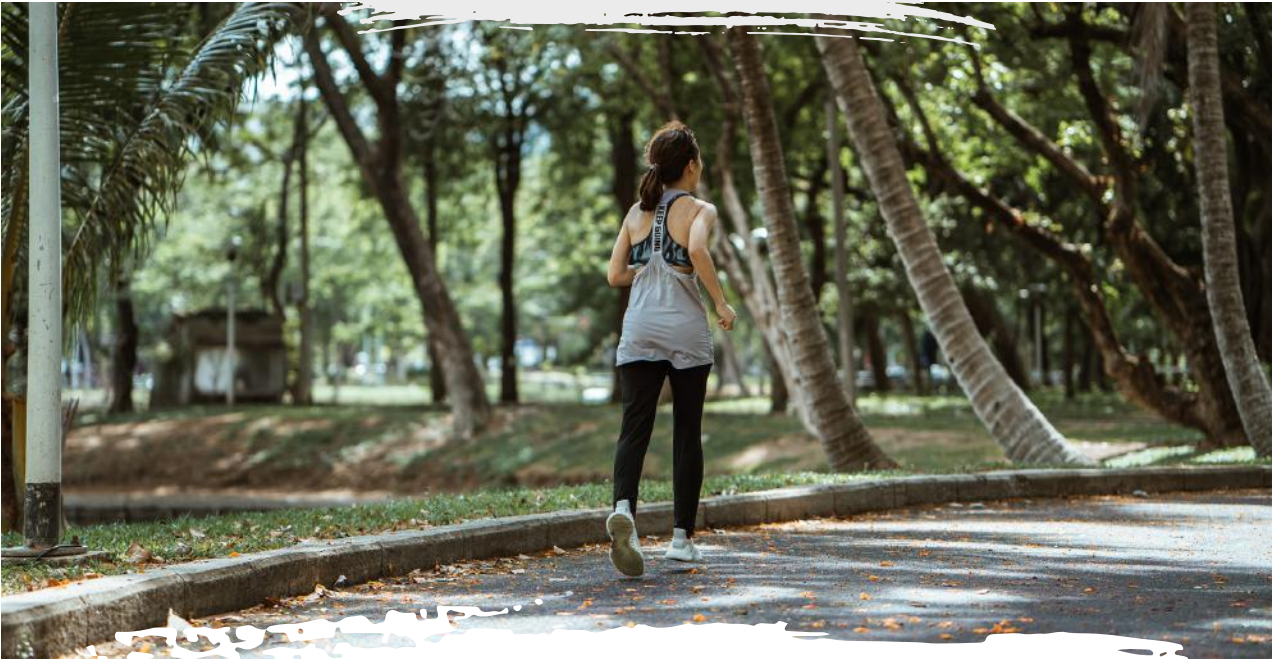
By addressing the root causes of poor dietary habits and providing direct access to nutritious fruits and vegetables, Produce Rx programs not only improve individual health outcomes but also support local farmers and food systems. This innovative approach is a testament to the evolving understanding that true health care involves more than just treating symptoms; it requires creating environments that support healthy choices and sustainable living.

SMALL TALK, BIG IMPACT: COMMUNITY ENGAGEMENT

The training provided a vibrant and interactive space where participants could exchange knowledge and learn from each other's experiences. It was a dynamic forum for community engagement and peer learning. Throughout the event, attendees were constantly engaging in small talk, sharing personal journeys toward healthier futures, and offering insights into their successes and challenges. This collaborative environment highlighted the importance of community in achieving and maintaining well-being, demonstrating that while individual effort is crucial, shared knowledge and support can significantly motivate more physicians to join the new trend of Produce Rx, and actively prescribe the fruits/vegetables to their patients, so all can benefit toward a healthier lifestyle.



PHYSICAL ACTIVITY



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

BLOG DISCUSSION #6

ENGAGING PERSPECTIVES: INTERACTIVE COMMUNITY OUTREACH AT THE SEARS SITE NIGHT MARKET

Asian Media Access (AMA), Asian American Business Resilience Network (AABRN), and the Asian Street Night Food Market collectively hosted a vibrant night market on June 8-9, held at the historical Sears parking lot. This engaging event featured an AMA booth equipped with an interactive 3D model of the Sears site, allowing community members to actively participate in discussions about the site's future. The event aimed to raise awareness of the Sears site's significance, foster community engagement through interactive activities, and promote physical activity among attendees. By combining cultural celebration with community-driven initiatives, the night market successfully attracted more than 20,000 visitors the Sears site with more than 100+ people directly play with the interactive 3D model to express their views about a CONNECTED NEIGHBORHOOD,

COMMUNITY ENGAGEMENT IN ACTION: 3D MODEL ENGAGES COMMUNITY AT THE SEARS SITE

The night market event highlighted a collaboration with Juxtaposition Arts, a non-profit youth art and design education center, gallery, retail shop, and artists' studio

space in North Minneapolis. At the AMA booth, an intricate 3D model displayed the Sears site and its surrounding neighborhoods, buildings, and streets. Each street was marked with a 3D panel, and small businesses around the Sears site were indicated with signs featuring their logos. The Sears site itself was colored blue to denote the project's focus area. This interactive model enabled attendees to visualize the site and rearrange elements to express their visions for utilizing the extensive parking lot area. The 3D model's purpose was to foster community engagement by allowing people to see, touch, and manipulate the model, thereby bringing their ideas to life, sharing their insights, and interacting directly with the community. This hands-on approach ensured that the real voices of the community were heard and considered in the development process.



During the event, we engaged the community by asking for their input on various aspects such as parking lot space, public transportation and trails, park and recreation, safety, and outdoor exercise facilities. For instance, we posed questions like, "Are there enough parks, playgrounds, and sports fields in the Sears/Frogtown area where people can

walk, run, bike, or play?" The turnout for the discussion activity was impressive, with a total of 63 participants played and placed blocks onto the Sears site to visualize their ideas, and better communicate with one and another.

The participants were diverse in age, race, gender, and backgrounds. Some were from the Sears site neighborhood, and some specifically mentioned that they liked to bike or walk around the area. On average, people spent 10-15 minutes in the engagement discussion and survey, with some staying longer to share their passionate



perspectives and thoughts on the project. Additionally, even those who did not directly participate in the discussion showed interest by checking out the 3D model, asking about the project, taking pictures of the banner, and inquiring about where to find more information online. This enthusiastic participation demonstrated strong community interest and engagement with the Sears site project.

SURVEYING PHYSICAL ACTIVITY BARRIERS AND NEEDS

Along with the interactive 3D model discussion, we initiated surveys to further engage the community. The survey focused on identifying the barriers and needs related to physical activity within the community. Its purpose was to understand the factors preventing community members from engaging in physical activity and to gather insights on how to promote a healthier lifestyle. Over the course of the two days, more than 82 community members participated in the survey. The results provided valuable insights into the obstacles they face in being physically active and highlighted areas for improvement to encourage a more physically active lifestyle in the community.

VOICES HEARD, VISIONS SHARED

The night market event was a resounding success in terms of outreach and community engagement. The event itself brought significant awareness to the community, attracting over 20,000 people from St. Paul and beyond. Attendees physically walked around the site and drove through the parking lot, fully immersing themselves in the experience. The interactive 3D model activity captured amazing insights and voices from the community, which were previously collected and will be utilized in future articles and reports. This will allow a broader audience to understand how the community envisions the Sears site and what they desire for its future development. The enthusiastic participation and valuable feedback gathered demonstrate the community's strong interest and active involvement in shaping the future of the Sears site.



TOBACCO CONTROL



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

BLOG DISCUSSION #6

JOINED THE 2024 CDC DNPAO NATIONAL TRAINING

"Racial and Ethnic Approaches to Community Health" (REACH) is a national program initiated by the Centers for Disease Control and Prevention (CDC) aimed at reducing racial and ethnic health disparities. The program focuses on improving health outcomes and reducing health inequities among racial and ethnic minority populations by implementing community-driven strategies.

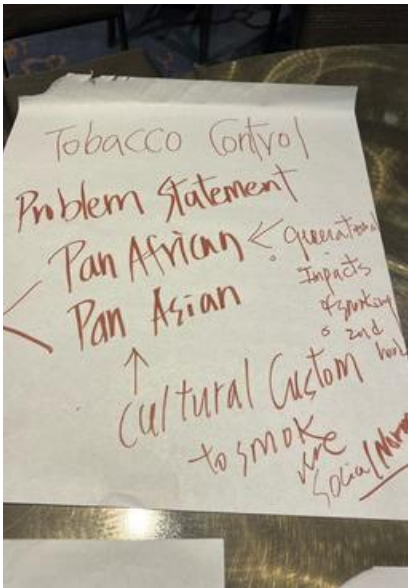
As a grantee of the REACH program, Asian Media Access (AMA) was invited to join the National Conference, held from May 5 to May 9, 2024. The national training is dedicated to advancing public health through focused strategies in breastfeeding, nutrition, physical activity, tobacco control, and vaccination. The conference features a variety of sessions aimed at enhancing the skills of community-based agencies and public health professionals. Key highlights include panel discussions on health equity, interactive strategy tracks covering breastfeeding, community design for physical activity, early care and education, and fruit and vegetable programs, as well as evening experiences exploring Atlanta's urban planning that enhances physical activities.



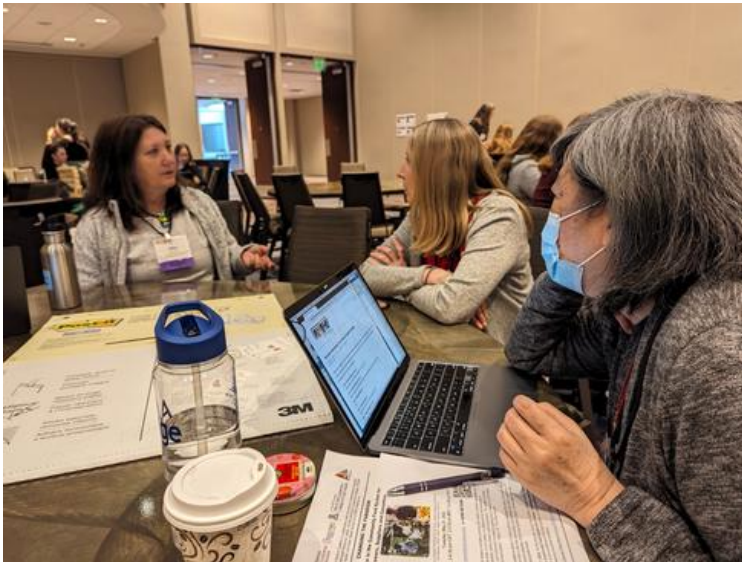
Asian Media Access (AMA) sent five members to the training, and the team had the opportunity to engage in comprehensive strategy planning, detailed meetings with project officers and technical assistance providers, and learning from mini-tracks on communication and evaluation strategies. The Team also has a chance to join the celebration of 25 years of REACH’s contributions to public health, joining the platform of National REACH Coalition for reflection and future planning in the quest for health equity and improved community wellness.

In the Conference, AMA team has identified tobacco usage as a key problem among Pan Asian and Black communities in MN and joined a special half-day discussion focused on Tobacco Control Policies. In many Pan Asian communities, smoking is deeply ingrained in social networks and cultural practices. Tobacco is often used as a valuable commodity for gifts and is shared during important ceremonies such as weddings and funerals. This cultural integration of tobacco presents unique challenges for AMA in reducing smoking rates. Efforts to curb smoking/vaping in these communities must consider these cultural norms and develop strategies that respect and work within these traditions while promoting healthier alternatives.

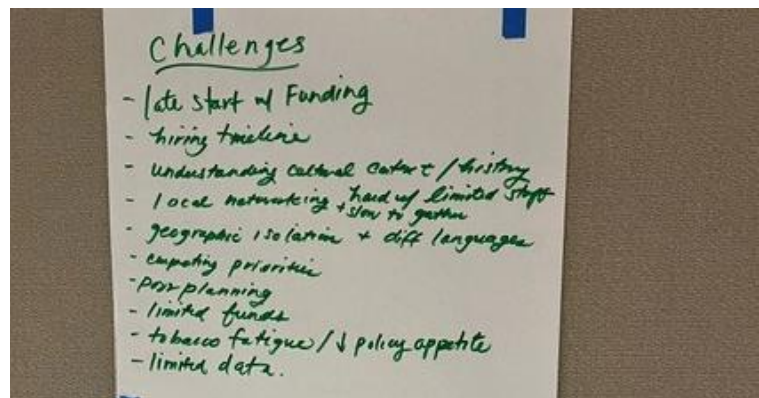
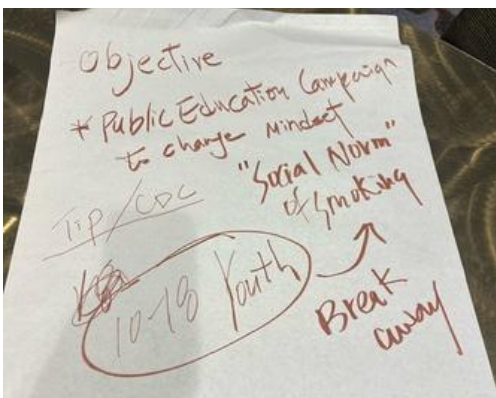
Similarly, in Black communities, smoking habits are frequently passed down through generations, and secondhand smoke exposure remains a critical concern. These generational smoking patterns perpetuate health risks and complicate efforts to break the cycle of tobacco dependence. Children growing up in households with



smokers are more likely to become smokers themselves, continuing the cycle. Additionally, the high prevalence of secondhand smoke in the Black household poses significant health risks, including respiratory issues and increased risk of cardiovascular diseases.



The AMA team had a chance to discuss these problems and agreed that the solution lies in engaging Pan Asian and Black youth to discuss these issues and mobilize them to take action. By involving young people, we can address the cultural and generational aspects of smoking and empower a new generation to lead the change. Initiating a public education campaign similar to the CDC's TIPs campaign can also play a crucial role in this effort. Such campaigns can raise awareness about the dangers of smoking, discourage initiation, and promote a shift in social norms. By highlighting personal stories and the severe health impacts of smoking, these campaigns can resonate deeply with communities and encourage a collective movement towards substance-free lifestyles.



AMA's team has returned with a wealth of information, resources, and armed with skills to address key public health issues through focused strategies, fostering collaboration, and developing innovative solutions.

Educational Article

TIPS ON TALKING TO YOUR KIDS



You want to talk to your kid about vaping, but you don't know where to begin? Don't worry – we have your back so you can have your kid's back. Together, we can get Big Tobacco's target off all kids' backs.

Key Conversation Tips

Here are some tips to consider before you have a conversation with your kids:

1. **Your goal is to keep the conversation going.** Nothing shuts down communication faster than yelling, judging, criticizing, or pressuring. A better approach is to listen, ask questions, and be supportive. Listen more, talk less.
2. **Don't freak out.** Just because they know or are asking about vaping doesn't mean they're doing it. Pause before you respond and recalibrate if your knee jerk response is to freak out.
3. **Look at where and when you're holding the conversation.** Are you trying to start a conversation about vaping while they're focused on studying for their math test or playing a video game? These talks are sort of like a round of jump rope; you need to know when to jump in. Look for low-pressure moments. For example, while you're cooking and they're snacking at the kitchen table. Or talk about it in the car, which removes the pressure of eye contact. You know your kid, and you know when they're most receptive to a conversation.
4. **Keep the touchpoints quick.** Quick, frequent conversations are much more effective than one big sit down conversation. There's too much pressure in a serious sit down, and your kids may tune you out.
5. **Look for teachable moments.** Don't bring it back to people they know; no one wants their friends judged. But e-cigarettes are often in the news or part of an assembly at school. Make the conversation relevant, and your kid won't feel like you're bringing up vaping out of the blue.
6. **Remember that it's fine to not have all the answers.** Whether it's about vaping or about how to combat peer pressure, you're not all-powerful. So admit that you're in this journey together, and you'll figure it... together.

Check out the educational article at

<https://www.tobaccofreekids.org/protectkids/resources-for-parents/tips-on-talking-to-your-kids>

VACCINATION FOR ADULTS



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

BLOG DISCUSSION #6

UNVEILING COMMUNITY PERSPECTIVES: FOCUSED GROUP INSIGHTS

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

Back in late April, AMA Team has been granted an unique opportunity to interview Iowa Tribe of OK with elders and Tribal Leaders to share their perspectives about the Native American's vaccine hesitancy, and how Iowa Tribe of OK, uses message like "Protect our elders" to conduct a successful #vacciNATION campaign. Below is their story.



UNVEILING COMMUNITY PERSPECTIVES: INSIGHTS OF NATIVE AMERICAN COMMUNITY'S HESITANCY

Native American vaccine hesitancy lies in a myriad of reasons that include distrust of Europeans due to past experiences, preference for traditional methods, and low representation. Compared to other communities, Native Americans generally have a lower vaccination rate for COVID-19. This article includes information from 9 interviews concerning Native American thoughts on the pandemic and vaccinations, aiming to find why they may be more hesitant than other groups to seek vaccinations.

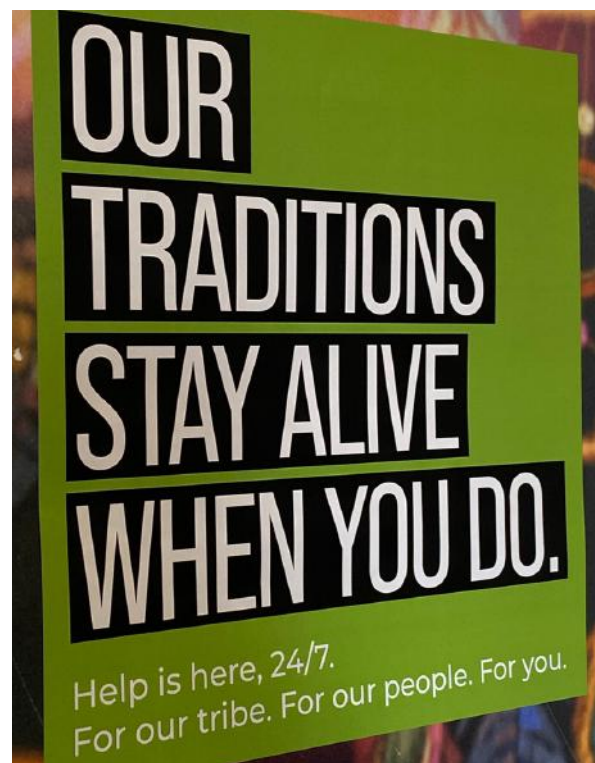
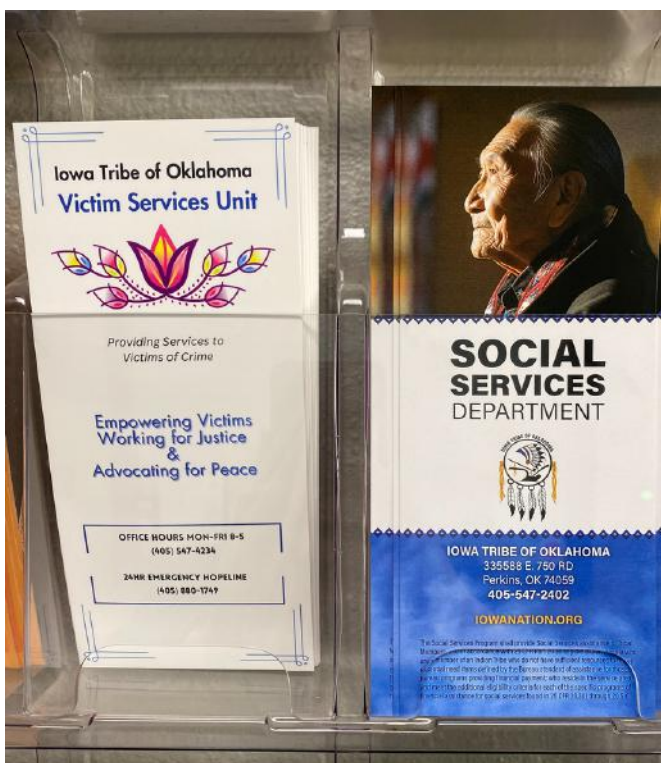
One of the primary reasons that Native Americans feel more hesitant in getting vaccinated for COVID-19 is because they prefer traditional medicines from their culture. There is a lot of distrust of modernized, western methods because Native Americans have been negatively affected by Europeans in the past. From the Columbian Exchange, diseases predominantly affected Native Americans, who were less immune to new diseases that they had never encountered before. In addition, the American government's detrimental treatment of Native Americans in history has led to a large amount of distrust. Native Americans have low trust that the American government is willing to help them because of disasters like boarding schools, the Indian Removal Act, and the Dawes Act. These, along with questionable government treatment for previous outbreaks, deter Native Americans from trusting anything promoted by the federal government.

Government responses to outbreaks in Native communities have also been slow; it takes much longer than normal for testing equipment to reach Native American communities. Traditional Native American methods that are culturally significant and have been used for centuries are looked down upon and banned in hospitals, adding to Native American discontent with government facilities and materials. Many of the interviewees stated that they choose to pray and use Native methods to fight COVID because that is what they trust and have always known and worked for the community.



Secondly, many Native Americans aren't very familiar with vaccines and lack the knowledge to understand why they could be helpful. The younger generation may feel more comfortable with vaccinations because they use social media to learn about them. However, since the elders in tribes possess more influence, if they aren't comfortable with vaccinations, most of the tribe may be more averse to vaccines as well. Also, because the vaccine is relatively new, some are conflicted because they don't know if there are any long-term effects that could arise from the vaccine. Misinformation spreads from fear and anxiety, which impacts the reputation of vaccines in some communities. People aren't willing to trust something that has relatively little backing. The lack of communication between people in tribal communities during COVID also contributed to lack of general understanding about the vaccine, resulting in little or no trust. Natives are also not represented enough in the federal government, again adding to the distrust.

Luckily, Tribal Leaders and area tribal healthcare facilities have taken on tremendous responsibilities, and serve as trusted messengers to promote vaccine safety. They feel strongly that the vaccine is necessary to prevent genocide. Many Native Americans who are associated with their health departments are working to build trust and relationships, especially with elders, so that whole communities can get vaccinated. Since the elders act as role models, it is important to get them on board with vaccinations. If someone in the tribe is unsure of something, they would ask one of the tribe elders, but many of the elders have faced experiences that prevent them from completely trusting vaccines.



One of the Native healthcare workers stressed the importance of one-on-one explanations with people they are comfortable and familiar with. Trust can also be expressed in other forms, like vaccination posters that contain tribal symbols or are vouched for by people who are trusted in the community. Educating those in the community can greatly increase willingness to get vaccinated. Some people are willing to vaccinate in order to protect loved ones. A few of the interviewees originally didn't plan on getting vaccinated, but did so in order to protect family members. A large concern in native communities is the loss of culture and tradition because Native culture has deteriorated as a result of historical American policies, and the few who are familiar with the languages and traditions are at risk from COVID. Some tribes feel that it is a duty for them to protect the elders by vaccinating, as their numbers are already sparse.

Many Native Americans believe that incentives could be used to increase positive sentiment towards vaccinations. Monetary incentive is a good way to get people to vaccinate, but it is still difficult without trust. Building up relationships is the first step to improve Native American vaccination rates. Native people value their cultures, which is why it is important to respect their beliefs and traditions. It may be helpful for Native Americans who are comfortable with vaccinations to first explain their reasons and the benefits of vaccines to the people around them. As information spreads and vaccines become safer, many Native Americans are already more willing to get them, but it's still important to build trust with communities and respect native ways of life.



Educational Article

STRATEGIES FOR IMPROVING VACCINE COMMUNICATION AND UPTAKE



Vaccines have led to a significant decrease in rates of vaccine-preventable diseases and have made a significant impact on the health of children. However, some parents express concerns about vaccine safety and the necessity of vaccines. The concerns of parents range from hesitancy about some immunizations to refusal of all vaccines. This clinical report provides information about the scope and impact of the problem, the facts surrounding common vaccination concerns, and the latest evidence regarding effective communication techniques for the vaccine conversation.

After reading this clinical report, readers can expect to:

1. Understand concepts and underlying determinants of vaccine uptake and vaccine hesitancy.
2. Understand the relationship between vaccine hesitancy and costs of preventable medical care.
3. Recognize and address specific concerns (eg, vaccine safety) with caregivers when hesitancy is present.

VACCINE UPTAKE: DEFINITIONS AND UNDERSTANDING COMMON CAUSES OF VACCINE HESITANCY

It is critical to be clear about the terms used when discussing vaccine uptake. A helpful approach is to categorize terms within the attitudes, intentions, and behaviors framework. Vaccine attitudes signify how one thinks and feels about vaccination. Vaccine attitudes shape vaccine intentions, which reflect one's willingness to act on these attitudes. Vaccine intentions, in turn, shape vaccine behavior, which comprises the actions one takes with respect to vaccination.

Vaccine confidence, which describes the belief that vaccines are safe, effective, and part of a trustworthy medical system, is a vaccine attitude. Vaccine hesitancy, a motivational state of being conflicted about, or opposed to, getting vaccinated, is a vaccine intention. And vaccine uptake, defined as receipt of a vaccine, is a vaccine behavior. Barriers to accessing vaccines as well as intentional vaccine refusal and delay are two important predictors of vaccine behavior.

Check out the educational article at

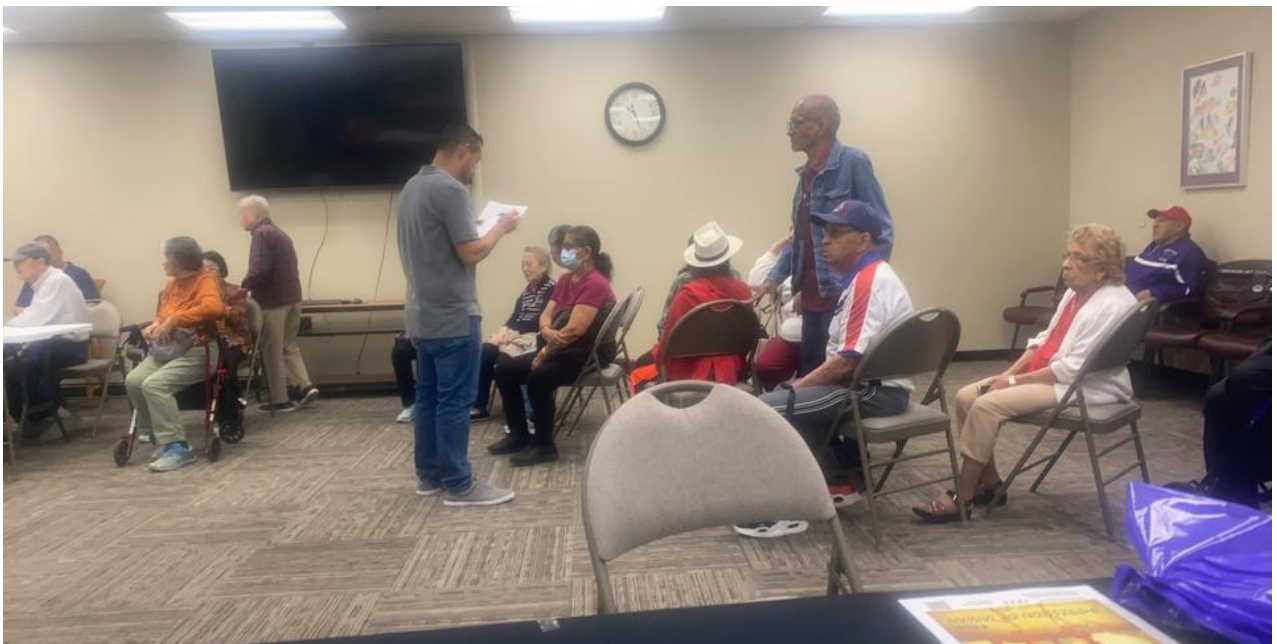
<https://publications.aap.org/pediatrics/article/153/3/e2023065483/196695>

PROJECT SUPPORT EVENTS

May 15

LEGACY ADULT DAY CARE VACCINATION EVENT

Collaborated with Asian American Business Resilience Network and Hmong Shaman and Herb Center. we hosted another COVID-19 vaccination event with incentives at Legacy Adult Daycare, led by our partners—the Asian American Business Resilience Network and the Hmong Shaman & Herb Center.



May 16~17

PROJECT SUPPORT'S PARTNER - ROCHESTER COMMUNITY HOSTED THE TRAIN THE TRAINER SESSION

Collaborated with the Lotus Foundation, the 2024 Community Wellness Training has highlighted the importance of Produce Prescription (Produce Rx) among area physicians. This two-day event brought together 15 distinguished speakers who shared their expertise on managing, preventing, and reversing chronic diseases through lifestyle medicine.



May 18~19

MINNESOTA SONGKRAN FESTIVAL VACCINATION CLINIC

The Minnesota Songkran Festival is an event to experience the New Year's excitement and celebrate the beauty of cultural diversity. Collaborated with the Asian American Business Resilience Network and the Hmong Shaman and Herb Center, we organized a two-day vaccination event, providing vaccines with incentives and COVID-19 educational materials.



May 26

QEEJ AND HMONG ARTS FESTIVAL

Collaborated with the Asian American Business Resilience Network and the Hmong Shaman and Herb Center, we have provided vaccination educational materials at the at the Qeej and Hmong Arts Festival! We experienced the richness of Hmong traditions and creative expressions through captivating live music and performances.



May 28

KANG LE ADULT DAYCARE SAFETY TRAINING

Collaborated with the Asian American Business Resilience Network and the Hmong Shaman and Herb Center, we have provided vaccination safety training at Kang Le Adult Daycare on May 28, with Chinese and Vietnamese translations provided on-site.



June 01

TWIN CITIES WEST METRO ASIAN FAIR VACCINATION CLINIC

Asian Media Access supported the Tech Booth and Vaccine Event at the Twin Cities West Metro Asian Fair. It was a beautiful day for a beautiful event!



June 08~09

ASIAN STREET FOOD NIGHT MARKET VACCINATION CLINIC AND INFORMATION BOOTH

Collaborated with the Asian American Business Resilience Network, Asian Media Access supported the Asian Street Food Festival by hosting a Vaccine Clinic and a Sears Redevelopment Interactive Demo at the St. Paul Sears Site. We collected insights about the future of Sears, hoping that our development will help connect more with the Frogtown Neighborhood and create a memorable site for the Rondo Community.







Understanding and Stopping Anti-Asian Hate



PREFACE

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

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

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

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

Asian Media Access
Jarrelle Barton
He\him



Understanding and Stopping Anti-Asian Hate: Article #6

MEDIA REPRESENTATION AND STEREOTYPES CONTRIBUTING TO ANTI-ASIAN BIAS

Janie Ye - Wayzata High School

The media's influence on the general public continues to grow as technology advances. More and more people rely on the news to inform them on various topics and current events. However, this does not mean that the media is not subject to bias and inaccuracy. Media stereotypes are content that communicate overgeneralized (and often inaccurate) about different groups. This content often associated characteristics, both positive and negative, with the group. Media stereotypes negatively impact the Asian American community by spreading misinformation about the culture and qualities of Asian Americans.

Throughout history, Asian Americans have faced no shortage of discrimination and racial stereotyping in the United States. From being labeled as undesirable and unassimilable to being thought of as overly academic and lacking personality, stereotypical views on Asian Americans have persisted. These harmful stereotypes are echoed and amplified through media coverage. Media coverage greatly impacts the public because it lets opinions spread quickly in a very short time. However, since it is extremely difficult to control what is spread (fake news is evident in today's

society), this leads to the popularization of ideas that may not be factual. Faulty representation of Asian Americans in the US can be seen in Hollywood productions, especially those during the late 1900s and early 2000s. Not many Asian Americans are casted in film and the portrayal of Asian Americans in film are often erroneous and stereotypical. Asian men are often shown as nerdy and weak while Asian women are objectified. American news outlets also often pass over Asian American issues and lack of Asian representation is evident. Racial issues are especially ignored, due to stereotypes that assume Asian Americans are wealthy and privileged.

During the COVID-19 pandemic, Asian Americans received increased media coverage, but it was mainly to blame the Asian American community for the spread of the virus. This type of media coverage directly contributed to violence and discrimination towards Asian Americans during the pandemic. Usage of racist language in the media condemned Asian Americans for supposedly bringing the virus to the United States, and neglected to mention the large number of Asian American doctors and researchers helping to lessen the impact of the disease. Evidently, media coverage can be good and bad, but the portrayal of Asian Americans during COVID only fueled fear and negative assumptions about an entire group of people.

Thankfully, journalists are coming to realize the impact their work has on different communities. Many are starting to work with Asian American activists to include more factual information about Asian Americans. There has been less stereotyping and generalizations, and increased coverage on the positive impact Asian Americans have on society. More stories on the problems Asian Americans face in society are being published, which is helping to raise awareness of the hardships that they face. It also helps dispel the harmful stereotypes that are placed on Asian Americans.



Resources

Feed Their Summer Smiles With SUN Programs!

Make this summer one to remember with SUN Programs: USDA's Summer Nutrition Programs for Kids. We've got meals and new benefits to keep your kids fueled up for summer.



SUMMER ELECTRONIC BENEFIT TRANSFER (SUMMER EBT)

Summer EBT is a new food support program that provides families \$120 for eligible school-aged children to buy groceries when school is out for the summer.

Summer is a time when many children lose the free and reduced-price meals they get at school, and when households might need a little extra help putting meals on the table. Most families will get these benefits automatically, but some parents will need to apply. The new program is in addition to free meals that kids of all ages can get at summer meal sites in their communities.

How it works

- Families will receive \$120 per eligible child for the summer period.
- Benefits will be pre-loaded and a new Summer EBT card will be sent for each school-age eligible child beginning at the end of July or beginning of August.
- The Summer EBT card will have the child's case number and name listed on the front of the card.
- Benefits can be used at authorized retailers, like grocery stores and farmers markets, to purchase healthy foods like fruits, vegetables, meats and other protein sources, whole grains and dairy.

Learn more about where to shop with an EBT card, what you can (and can't) buy, and more on the [Minnesota EBT card webpage](#).

UPCOMING EVENTS



ECO FAIR

DATE/TIME: Saturday, June 15, 2024, 9:00am-1:00pm

PLACE: Como Park, St. Paul

Exhibitor registration and full event information can be found [HERE](#).

Event includes: exhibitors, mini classes, reuse crafts, reuse/donation stations, and a tool swap

- Network with other great environmentally focused organizations
- Family friendly
- Bring your own table/tent and exhibit materials
- Zero waste event (reused/upcycled/compostable materials, no newly-produced giveaway items)
- Adjacent parking lot, on bus line, bike racks available
- Free & Open to the Public

CELEBRATE JUNETEENTH

DATE/TIME: Saturday, June 15, 2024, 11:00am-4:00pm

PLACE: Sears Parking Lot, 425 Rice Street, St Paul, MN 55103

- Live Music
- Arts & Entertainment
- Fun Games for Kids
- Food Trucks
- Exhibit Booths





16TH ANNUAL COMMUNITY EMPOWERMENT THROUGH BLACK MEN HEALING CONFERENCE

DATE/TIME: June 20-21, 2024

PLACE: Metropolitan State University St. Paul Campus, Founders Hall, 700 East Seventh Street, St. Paul MN 55106

Speakers



Dr. Deadric Williams



Dr. LaVonne Moore



Sam Simmons



Dr. Andre Johnson

A day and a half of inspiration, healing, and empowerment. The theme year's event is "The Black Family". This event is dedicated to addressing the challenges confronting families and explores practical, culturally sensitive, trauma-informed approaches that celebrate and community uplift. [Learn More.](#)

TWIN CITIES WORLD REFUGEE DAY

DATE/TIME: Saturday, June 22, 2024, 10:30am-5:00pm

PLACE: 6301 Shingle Creek Pkwy Minneapolis, MN US 55430, [Register Here](#)

Celebrate Minnesota's diversity with delicious food, rich culture, and captivating musical performances. It's a perfect opportunity to connect with your neighbors, both new and familiar faces are welcome





COMMUNITY PULSE CHECK

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

DATE/TIME: JULY 2, 2024

WE WILL HAVE 2 SESSIONS AND DINNER SERVED AT BOTH SESSIONS

5:00PM - 6:20PM - SESSION 1A - LOOKING FOR 50+ YEAR OLD SENIORS WHO LIVE IN MINNEAPOLIS
 6:30PM - 7:50PM - SESSION 1B - LOOKING FOR 50+ YEAR OLD AFRICAN AMERICAN SENIORS WHO LIVE IN NORTH MINNEAPOLIS

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

Looking for 50+ year old Seniors who live in Minneapolis to join us for Series #1 Vaccine Hesitancy Discussion, with \$100 compensation for participation

These sessions will be conducted in English, and will be asked to answer each question related to vaccination. Other heritage language sessions will also be arranged later.

Register:
<https://forms.gle/fNth9h7cQJZRgJvB7>
 Total of 30 slots available




COMMUNITY PULSE CHECK

DATE/TIME: Tuesday, July 2, 2024, 5:00 pm-7:50 pm

PLACE: UROC, 2001 Plymouth Ave N, Minneapolis, MN 55411, Room 105 and 107

Looking for 50+ years old Seniors who live in Minneapolis to join us for Series #1 Vaccine Hesitancy Discussion, with \$100 compensation for participation.



Hmong Community
Explore Your Parks!



HMONG COMMUNITY EXPLORE YOUR PARKS

DATE/TIME: Saturday, July 13, 2024, 1:00pm-4:00pm

PLACE: Centennial Park, 6301 Shingle Creek Pkwy, Brooklyn Center, MN 55430

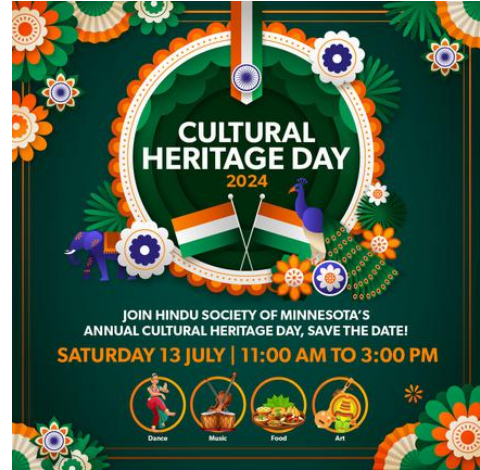
Planned events:

- Sports, games, and recreation activities
- Traditional Hmong games
- Story strolls, Kids and Youth activities
- Free books!
- Arts and cultural performances
- Food/healthy eating
- Health-supporting activities (2023 featured COVID-19 vaccinations and lots of health info!)
- Local organizations tabling

CULTURAL HERITAGE DAY

DATE/TIME: Saturday, July 13, 2024, 11:00am-3:00pm

Cultural Heritage Day Come join us in celebrating India's rich and diverse cultural Heritage; Experience beautiful classical/folk dances/vocals/music and paintings from local artists; Enjoy mouth watering regional Indian cuisine; Have fun while shopping and playing games with family and kids... We look forward to seeing you and your family at Hindu Temple. Classical/folk dances/vocals/music, Games, Shopping, Delicious Regional indian cuisine



COMMUNITY PULSE CHECK

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

DATE/TIME: JULY 23, 2024

WE WILL HAVE 2 SESSIONS, FEEL FREE TO SIGN-UP EITHER ONE DINNER SERVED AT BOTH SESSIONS

5:00PM - 6:20PM - SESSION 4A
6:30PM - 7:50PM - SESSION 4B

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

Looking for 18+ experienced generational poverty or homelessness who live in Minneapolis to join us for Series #4 Vaccine Hesitancy Discussion, with \$100 compensation for participation

These sessions will be conducted in English, and will be asked to answer each question related to vaccination. Other heritage language sessions will also be arranged later.

Register:
<https://forms.gle/fNth9h7cQJZRgjb7>
Total of 30 slots available



COMMUNITY PULSE CHECK

DATE/TIME: Tuesday, July 23, 2024, 5:00 pm-7:50 pm

PLACE: UROC, 2001 Plymouth Ave N, Minneapolis, MN 55411, Room 105 and 107

Looking for 18+ experienced generational poverty or homelessness who live in Minneapolis to join us for Series #4 Vaccine Hesitancy Discussion, with \$100 compensation for participation.



Contact Us

Email

ball@amamedia.org

Telephone

612-376-7715

Address

2418 Plymouth Ave N
Minneapolis, MN 55411



Partnering with

