



# BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

MAY, 2025 | VOLUME 2 | ISSUE 5



## **Features:**

**Tobacco Prevention  
Campaign Kicks Off with  
Area Cultural Sports Teams**



# 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](mailto:amamedia@amamedia.org)





**MAY IS PAN ASIAN HERITAGE MONTH**

## 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.

### CENTERING CULTURE IN NUTRITION: DR. JONATHAN NEZ ADVOCATES FOR INCLUSIVE DIETARY GUIDELINES

Project SUPPORT partner - Rochester Clinic, recently invited Dr. Jonathan Nez, former President of the Navajo Nation, to Minnesota to share his experiences leading the "Produce Prescription" program and advocating for updates to federal dietary guidelines that recognize cultural diets. During his visit, Dr. Nez emphasized the need for nutrition policies that reflect the realities of Native American communities—many of whom, like several Asian populations, experience lactose intolerance and are underserved by traditional dairy-focused recommendations. His leadership continues to drive national conversations about equity and inclusion in food policy.



Former President and First Lady, Navajo Nation  
Photo Courtesy: [whova.com](http://whova.com)



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At the April 18 Community of Wellness Forum, Dr. Nez expanded on these themes, offering powerful reflections on community-led health initiatives. With decades of public service experience—from grassroots governance to leading the Navajo Nation through the COVID-19 pandemic—he has long championed the integration of traditional values into public health. Today, through Nez Consulting, LLC, he advises Native communities on health, education, and tribal governance, continuing to uplift culture and self-determination as essential tools for building healthier, more resilient communities.

### **HONORING TRADITION: THE NAVAJO NATION'S PLANT-BASED ROOTS**


A central theme of Dr. Nez's advocacy is the deep connection between cultural traditions and nutritional health. His message resonated with the Navajo Nation's rich history of plant-based eating, rooted in sustainable practices and traditional crops. Core to this diet are the "Three Sisters"—corn, beans, and squash—grown together in a mutually beneficial relationship that nourishes both land and people. While hunting and gathering once supplemented the diet, plant-based foods remained foundational for generations. Even after the Spanish introduced sheep, leading to the popularity of mutton, the Navajo continued to rely heavily on traditional crops. Today, in response to rising rates of diabetes and other health challenges, there is a renewed movement within the Navajo Nation to reclaim food sovereignty—through community gardens, traditional farming, and educational initiatives that reconnect families with ancestral foods.



Photo Courtesy: Oceanic Preservation Society (OPS).

### **PUSHING POLICY FORWARD: A CALL FOR INCLUSIVE DIETARY GUIDELINES**

To expand on this advocacy, Dr. Nez shared further reflections in his article, "How Native Americans are working to improve federal dietary guidelines." The piece calls for federal nutrition standards that better reflect Indigenous food traditions and lived realities. Dr. Nez explains how the latest Dietary Guidelines Advisory Committee



(DGAC) report finally begins to prioritize plant-based foods, long central to the Navajo diet. He also sheds light on the historical harm caused by federal food programs that distributed unhealthy rations to Native communities. “For many years, Indigenous people were dissuaded from planting, harvesting, or gathering our traditional foods but, instead, were given lard, canned meat, flour, and other unhealthful rations,” Dr. Nez recalled, reflecting on the lasting impacts of displacement and dependency. His article not only highlights the progress being made, but also issues a call to action: to ensure all Americans—especially Indigenous populations—have access to nutritious, culturally appropriate foods. Through personal stories and sharp policy analysis, he makes a compelling case for food sovereignty as a path toward health equity.

### **RE-CENTERING INDIGENOUS FOODS IN NATIONAL NUTRITION POLICY**

This message is further supported in Usha Lee McFarling’s Stat article, “Life expectancy for Native Americans has stagnated — even long before Covid” (June 16, 2022). McFarling details how federal food programs have long overlooked the needs of Native communities, contributing to stark health disparities. She explains that once-nutrient-rich staples like corn, beans, and squash have been overshadowed by federal guidelines that emphasize meat and dairy—despite high rates of lactose intolerance in Native populations. McFarling argues that re-centering traditional, plant-based diets within national nutrition policy isn’t just culturally appropriate, but also it’s a necessary step toward reversing decades of public health harm for indigenous people.

### **A VISION FOR INCLUSIVE NUTRITION: THE AMA APPROACH**

Dr. Nez’s advocacy underscores a powerful truth: culturally rooted food traditions are not only vital to identity, but also to public health. His reflections reinforce the importance of aligning nutrition policies with the lived realities of diverse communities. This perspective directly supports the goals of Asian Media Access’s nutrition strategy—to increase healthy cultural food access by implementing Food Service Guidelines (FSG) and establishing Produce Prescription (Produce Rx) programs at area clinics and hospitals. By centering culture in both policy and practice, we have the opportunity to build a more equitable food system—one that nourishes not just the body, but also community, heritage, and healing. If you’re

### **REFERENCE:**

- McFarling, U. L. (2023, July 25). Life expectancy for Native Americans has stagnated — even long before Covid. STAT. <https://www.statnews.com/2022/06/16/life-expectancy-native-americans-stagnated/>
- Nez, J. (2025, January 22). How Native Americans are working to improve federal dietary guidelines. STAT. <https://www.statnews.com/2025/01/22/dietary-guidelines-advisory-committee-recommendations-native-american-diet-navajo-nation/>
- Oceanic Preservation Society (OPS). (2025, January 24). Navajo Nation: Reclaiming the plate [Video]. YouTube. <https://www.youtube.com/watch?v=v8bPzJC15SI>



## Educational Article



# HOW NATIVE AMERICANS ARE WORKING TO IMPROVE FEDERAL DIETARY GUIDELINES. STAT.

Plant-based foods are center stage in the new scientific report from the Dietary Guidelines Advisory Committee (DGAC). The committee recommended that the 2025-2030 Dietary Guidelines “include more nutrient-dense plant-based meal and dietary recommendation options,” prioritize plant-based protein over animal protein, and center plain water, instead of dairy milk and soda, as a beverage of choice. The recommendations are not binding, but I hope that the Department of Health and Human Services along with the Department of Agriculture will enshrine them in the official guidelines formerly known as the food pyramid.

As the former president of the Navajo Nation, mine was just one voice of many in the Native American community to speak in favor of these changes. I welcome this latest chapter in a long-standing nutrition policy evolution.

President Biden’s 2022 memo “Uniform Standards of Tribal Consultation” requires that Tribal Nations be consulted about government policies and actions. However, there was no consultation about the Dietary Guidelines for Americans (DGA). Despite not being consulted, tribes made sure their voices were heard.

Learn more at: <https://www.statnews.com/2025/01/22/dietary-guidelines-advisory-committee-recommendations-native-american-diet-navajo-nation/>



Photo Courtesy: statnews.com

## 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.

# REDESIGNING FOR HEALTH: ACTIVE TRANSPORTATION STRATEGIES FOR THE SEARS SITE REDEVELOPMENT

The Sears Redevelopment Project in Saint Paul's Capitol Rice area is gaining momentum as a hub for physical activity, equity, and connection. With leadership from Asian Media Access (AMA) and support from local partners, this effort aligns with broader public health goals to create active, culturally responsive spaces for North Minneapolis and Saint Paul residents to live, learn, work, and play. A recent Technical Assistance report by Safe Routes Partnership outlines the site's potential, challenges, and strategic pathways to ensure "Active Transportation," which means bicycling, pedestrian activities, and other forms of nonmotorized transportation, to enhance community health and access. This article is a summary of the Safe Routes Partnership's Technical Assistance Report regarding the Sears Redevelopment Project and its integration with AMA's physical activity strategy.



**ST. PAUL SEARS REDEVELOPMENT**  
**WORLD CULTURAL**  
**HERITAGE CORRIDOR**



## RECLAIMING SPACE FOR MOVEMENT AND CONNECTION

The current Sears Site offers a rare opportunity to improve health equity by redesigning public space for active living. AMA's 2024 Physical Activity report identified a lack of sidewalks, bike lanes, safe crossings, and green spaces—especially along surrounding roads like Marion Street and Rice Street. These barriers disproportionately impact low-income communities of color, many of whom face high rates of chronic disease and limited access to safe exercise options. Through over 100 neighborhood meetings and engagement events—including multicultural festivals and 3D modeling demos—AMA heard from residents who want to walk and bike more but feel unsafe or unwelcome in existing infrastructure. Addressing these challenges with culturally informed design is central to the redevelopment strategy.



## A SITE AT THE HEART OF DIVERSE COMMUNITIES

Surrounded by historic and culturally rich neighborhoods like Rondo and Frogtown, the Sears Site connects multiple districts, including the Capitol Mall and University/Rice transit hub. Yet the area's layout reflects decades of disinvestment and harmful planning. The construction of I-94 in the 1960s severed Rondo Avenue, displacing hundreds of African American families and cutting off walkable connections across the freeway. Today, Marion and Rice Streets remain wide, busy roads with limited bike infrastructure, poor lighting, and few safe crossings. Despite its central location, the site's inaccessibility hinders neighborhood cohesion and mobility. Strengthening east-west and north-south routes is essential to turning the Sears Site into a true community asset.

## GUIDED BY LOCAL PLANNING AND COMMUNITY VOICES

Fortunately, the Sears Site is not starting from scratch—it's supported by a range of existing plans and strategies that AMA can build upon. The Capitol Rice 2040 Development Plan envisions the area as a mixed-use urban village with central green space, improved street connectivity, and new housing and businesses. The Saint Paul

Bicycle and Pedestrian Plans identify Rice and Marion Streets as priority routes for future bikeways and safer crossings. Demonstration projects using low-cost materials, such as temporary curb extensions and protected bike lanes, are specifically encouraged and align with AMA's REACH goals. Past community engagement has also shown strong support for more parks, safety improvements, youth programming, and cultural signage—ideas AMA is well-positioned to bring to life through its ongoing partnerships.



## **NEXT STEPS FOR A HEALTHIER FUTURE**

The Technical Assistance Report recommends that AMA continue building momentum through three strategies:

- Host neighborhood walk/roll audits to identify barriers and gather local insights. These audits help document safety gaps and prioritize improvements.
- Pilot low-cost pop-up projects like temporary crosswalks or walk/bike lanes to test improvements.
- Develop a long-term Active Transportation Plan that incorporates walkability goals, cultural design elements like signage and art, and safe routes to transit and parks. providing a long-term roadmap while also guiding near-term actions to increase physical activity and access.

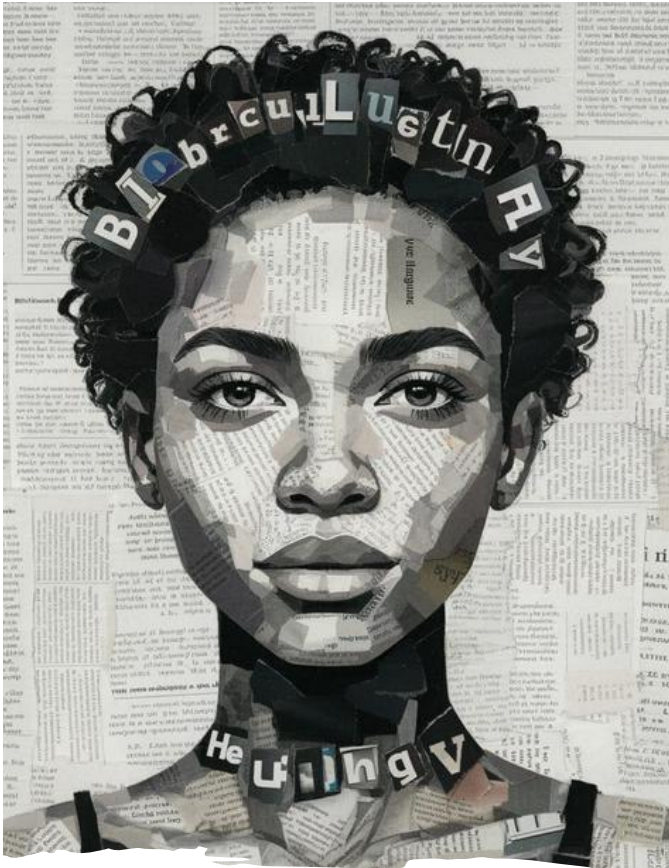
## **TRANSFORMING THE SITE, TOGETHER**

The Sears Redevelopment Project represents a unique opportunity to reclaim and reconnect land for the benefit of community health, mobility, and cultural belonging. By integrating transportation planning, community engagement, and public health, AMA is laying the groundwork for a future where all residents—regardless of race, income, or ability—can thrive. The work ahead requires continued collaboration with neighbors, local organizations, and public agencies, but the foundation is strong.

To learn more about AMA's work or get involved, visit <https://ballequity.amamedia.org/project-support/>



# 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.

## TOBACCO PREVENTION CAMPAIGN KICKS OFF WITH AREA CULTURAL SPORTS TEAMS

In a groundbreaking initiative to combat flavored tobacco use among Minnesota's diverse youth populations, Asian Media Access (AMA) is launching the "We Win the Game" tobacco prevention campaign in partnership with prominent cultural sports organizations including the Karen Football Association, TTL Foundation, and Vietnamese Community of Minnesota. The campaign, which will be formally kicked off from May - August, leverages the powerful influence of trusted athletic role models to deliver culturally relevant anti-tobacco messaging.

Strategic Theme: "We Win the Game"

The "We Win the Game" theme represents a strategic choice that resonates powerfully across cultural lines while directly countering tobacco industry tactics. The campaign emphasizes that winning—in sports and in life—comes from making healthy choices and rejecting harmful substances like flavored tobacco products.



*"We selected this theme because it speaks directly to the competitive spirit of young athletes while creating a clear contrast between healthy athletic achievement and the harmful effects of tobacco use," explains by Donnell Bratton, AMA's Tobacco Control Program Coordinator. "When athletes say 'We win the game by choosing sports, not smoking,' it creates a compelling narrative that youth can embrace."*

The campaign specifically addresses flavored tobacco products, which research shows are deliberately marketed to BIPOC (Black, Indigenous, and People of Color) communities. With flavors like mango, mint, and menthol masking the harsh taste of tobacco, these products serve as gateway products for youth addiction.

### **CAMPAIGN IMPLEMENTATION STRATEGY**

The "We Win the Game" campaign will utilize a comprehensive digital strategy combining targeted social media outreach with search-based advertising. Based on digital marketing research, the campaign will deploy:

#### **A. Social Media Engagement**

- Youth created postcards with 'We win the game by choosing sports, not smoking,' theme;
- Instagram and Facebook carousel ads featuring athletes from Karen, Oromo, Vietnamese, and other cultural communities with messages highlight - *'We win the game by choosing sports, not smoking.'*
- Interactive story polls asking viewers to choose between sports and tobacco
- Using Videos—from practices and athletes' greatest moments —spread the messages;
- Athlete takeovers on social media platforms using the hashtag #WeWinTheGameMN

#### **B. Search-Based Outreach**

- Google Search tools targeting keywords related to youth sports, tobacco cessation, and community health
- YouTube video PSAs featuring cultural sports teams delivering anti-tobacco messages in their native languages with English subtitles
- Retargeting campaigns to reach community members who have shown interest in tobacco prevention resources





The campaign will employ culturally-informed content development with consistent posting schedules, recognizing that 8-10 exposures are typically needed before action is taken. All materials will be available in multiple languages to ensure accessibility across Minnesota's diverse communities.

### **C. Cultural Sports Teams as the Trusted Messengers**

The decision to partner with the Karen Football Association, TTL Foundation, and Vietnamese Community of Minnesota represents a strategic approach to message delivery through trusted community voices.

*"Cultural sports teams hold unique influence in our communities," notes the KaRen Football Assn. campaign coordinator Kyle Johnson, "Young people look up to these athletes not just as sports figures, but as cultural role models who understand their specific experiences and challenges."*

This approach aligns with findings from the recent Shared Health Minnesota Virtual Summit, which emphasized the importance of community-specific influencer engagement in health education. By training athletes to share personal experiences related to tobacco prevention and equipping them with culturally-specific communication styles, the campaign creates authentic connections that institutional messaging cannot achieve.

The participating sports organizations were selected based on their deep community connections and commitment to youth development beyond athletic achievement.

*"Our athletes understand the pressures facing young people in our community," says a representative from the TTL Foundation. "When they speak about rejecting flavored tobacco products, it carries weight because they've navigated the same cultural contexts and challenges."*



Exciting parents and Family Members cheering the athletes success

## COMMUNITY REVIEW AND PARTICIPATION

A cornerstone of the "We Win the Game" campaign is its commitment to community input. In September, AMA will host a series of community review sessions after 4 months of showcasing the Campaign, where members from Minnesota's diverse cultural communities can provide feedback on campaign materials, suggest refinements to messaging, and identify additional partnership opportunities.

These sessions will include:

- Review of digital campaign materials
- Discussion of analytical results about posts engagement
- Did we include the considerable cultural context?

*"This isn't just about pushing a message to communities—it's about creating a campaign with communities," Chou further explained. "The September review sessions ensure that our approach authentically represents each cultural community's values and concerns around tobacco use."*

## EXPECTED OUTCOMES

The "We Win the Game" campaign aims to achieve measurable results in tobacco prevention awareness and community engagement, including:

- Increased awareness of how flavored tobacco products target BIPOC youth
- Higher engagement with prevention resources through website traffic and material downloads
- Growth in community advocacy actions
- Establishment of ongoing communication channels between health advocates and cultural sports organizations

Through this innovative partnership between health advocates and cultural sports teams, the "We Win the Game" campaign represents a new model for tobacco prevention that recognizes the power of culturally-specific messaging delivered by trusted community voices.

Community members interested in participating in the review sessions can contact Asian Media Access at – [info@amamedia.org](mailto:info@amamedia.org) for more information about dates and locations.

# We Win the Game



## A hand is shown cutting out letters from a newspaper. The letters are arranged to spell out 'Bicultural Healthy Living' in a colorful, blocky font. The background is a wooden surface covered with newspaper clippings and cut-out letters.

**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.

# MINNESOTA STATEWIDE VACCINE EDUCATION STRATEGY: THE COMMUNITY INFLUENCER APPROACH

**Preface:** This article highlights Asian Media Access's third-party analysis of the Shared Health Minnesota Virtual Summit on vaccine education at April 30th, 2025. As a community organization serving diverse BIPOC populations in Minnesota, Asian Media Access brings critical perspectives to help shape effective influencer strategies and educational materials across cultural contexts.

The recent Shared Health Minnesota Virtual Summit brought together 36 participants including community influencers, health department representatives, and community organizations to better address vaccine hesitancy through trusted voices. The Summit revealed the Shared Health MN Coalition, and few critical insights that can strengthen Minnesota's approach to vaccine



education, particularly through community-specific influencer engagement.

During the Virtual Summit, communities have shared several key barriers that Shared Health Minnesota must address. These include cultural and religious concerns, with communities like the Amish (700-800 individuals) requiring specially tailored approaches that respect religious perspectives. Pervasive misinformation is another challenge, with myths about vaccines containing tracking chips or government surveillance tools circulating widely. Post-COVID communication challenges exist due to general exhaustion regarding vaccine discussions, with communities showing resistance to educational conversations. Community-specific concerns have emerged, such as the Somali community expressing specific concerns about potential links between measles vaccines and autism, and the Asian American community questioning why they are more easily catching colds compared to before taking the COVID-19 vaccine. Additionally, families are increasingly requesting modifications like spacing out vaccines or selective vaccination.



### **Critical communication barriers requiring strategic solutions have been identified.**

These include language access gaps with insufficient quality interpreters and translated materials, institutional resistance where some WIC program participants actively avoid vaccination discussions, and information overload with communities feeling overwhelmed by competing health messages.

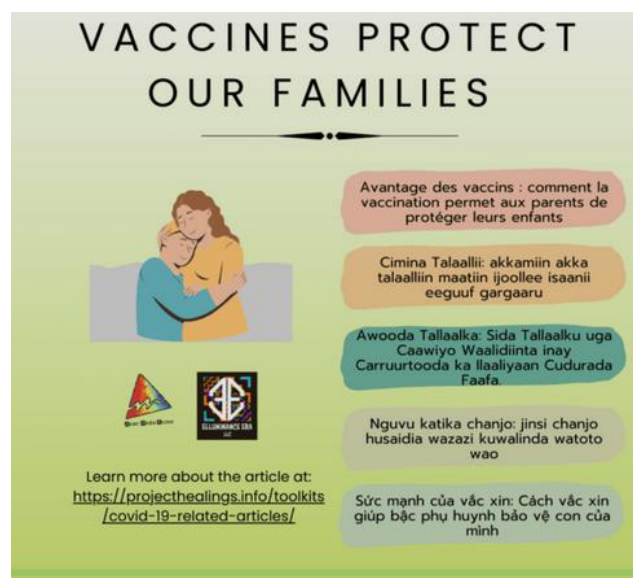
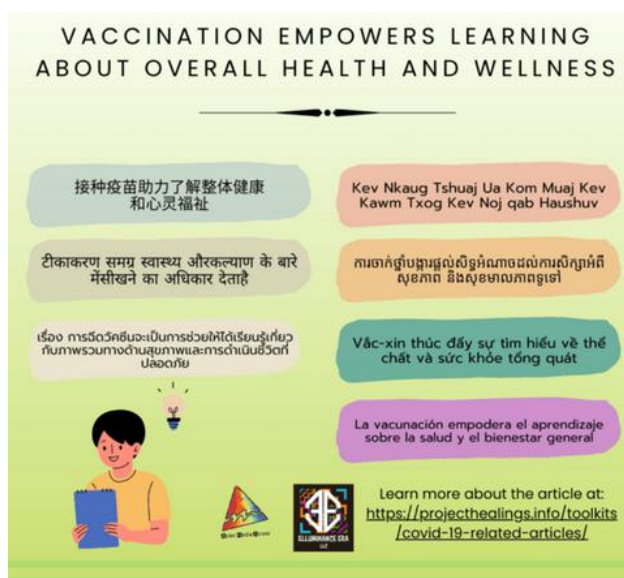
Based on previous cultural integrated works, Asian Media Access recommends an "Influencer Strategy Framework" with **in-person influencer engagement**. This includes identifying respected community members with cultural integration framework, emphasizing parent-led communication networks (especially mother-to-mother), and



training influencers in culturally-specific conversation techniques. Community-tailored approaches are essential, including customizing outreach for specific cultural communities, creating culturally safe spaces for questions and concerns, and adopting holistic health frameworks that align with cultural perspectives on wellbeing beyond just vaccination.

For **digital influencers (Internet celebrity)**, members have suggested strategic platform selection, maintaining presence on established shared resources channels (Instagram/Facebook: @sharedhealthmn), expanding to platforms with growing multicultural audiences like TikTok, Threads, Lemon8, and Pinterest, and designing content resembling personal conversations rather than just health education, which is especially important for younger generations. Culturally-informed content development should include implementing regular posting schedules recognizing that 8-10 exposures are needed for action, utilizing diverse formats such as Instagram Reels, TikTok videos, and culturally-relevant infographics, employing culturally-resonant humor and trending audio, creating content people can engage with at their own pace, and emphasizing faces and personal stories over scientific language.

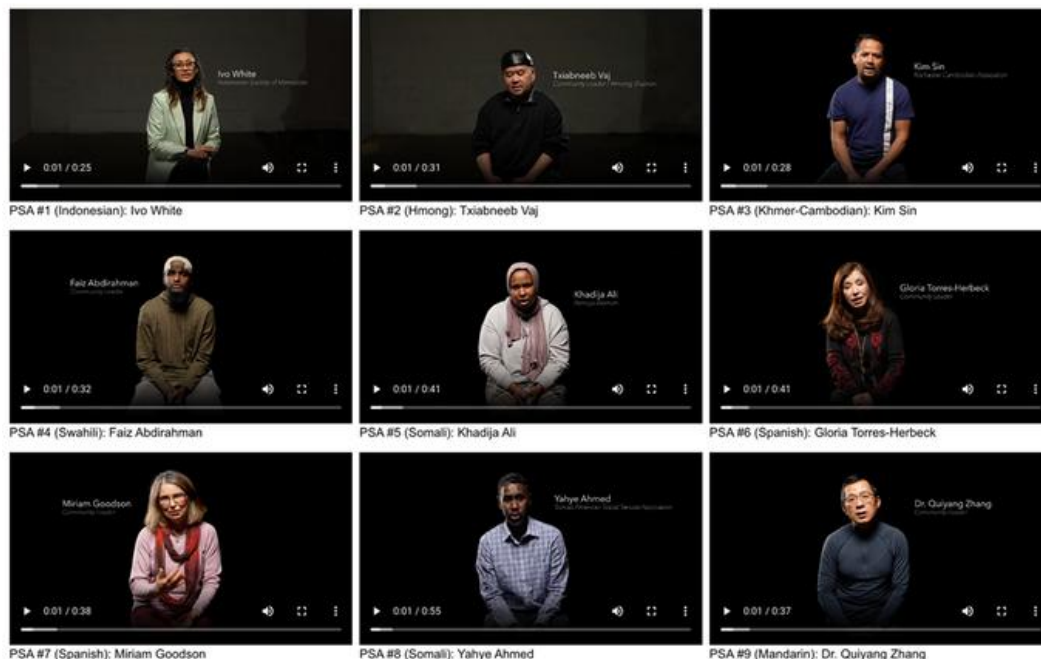
For implementation, a **Health Department Collaboration Strategy** is recommended. This involves identifying and partnering with culturally-specific influencers rather than relying on institutional communications, developing multilingual resource repositories addressing community-specific concerns, establishing culturally safe platforms for community questions, training staff to acknowledge hesitancy without judgment, and implementing culturally appropriate recognition for those choosing vaccination.



Community Organization Network Building should create a centralized resource hub, like the Shared Health MN – to prevent duplication across communities, provide cultural integrating framework training for cross-cultural vaccine conversations,

recognize interconnections between vaccine hesitancy and cultural health beliefs, and develop support systems for frontline workers addressing misinformation.

An Influencer Development Strategy should support authentic sharing of personal experiences related to vaccination decisions, train in culturally-specific communication styles, develop consistent cross-platform messaging strategies, provide platform-specific content creation training, and guide balancing of educational content with relationship building.



Source: <https://projecthealings.info/psa-videos/>

Strategic Next Steps for Shared Health MN include expanding the Shared Health newsletter with culturally-specific content streams, developing platform-specific social media strategies for diverse communities, creating collaborative opportunities between cultural influencers and health departments, and building comprehensive, culturally-informed resource toolkits addressing community-specific vaccine questions. The Shared Health Minnesota approach represents a promising foundation. However, maximizing effectiveness requires deeper integration of cultural perspectives, community-specific messaging, and trusted community voices, like Asian Media Access. By mutually supporting both initiatives and embracing these recommendations, Shared Health Minnesota can develop a truly inclusive vaccine education strategy that resonates across Minnesota's diverse communities.

Presented by Asian Media Access in collaboration with Shared Health Minnesota

Contact: [sharedhealthmn.org](https://sharedhealthmn.org)

Social Media: [Facebook](#) | [Instagram](#)



# PROJECT SUPPORT EVENTS

April 10

## YOUR HEALTH IS YOUR WEALTH FAIR

Asian Media Access participated in the Your Health is Your Wealth fair at the University YMCA, where we hosted a tabling session alongside Lotus Health Foundation and UCare. We connected with students, shared helpful resources, and gathered valuable input through our community survey on the Produce Prescription program. From flu shots to stress-relief activities, we are there to support.



**FOR COLLEGE STUDENTS!**  
**YOUR HEALTH IS YOUR WEALTH FAIR**  
**THURSDAY APRIL 10TH, 2025**

**FLU VACCINATIONS!**  
GET VACCINATED at the UY!  
Must be 18+ years old to be eligible! Post receiving vaccination at our event, your name will be entered into a drawing for a 25.00 gift certificate!  
[SIGN UP](#)

**1801 University Ave SE 3:30 - 5:30PM**  
**University YMCA FLOOR BY FLOOR!**

**3** **ucare** MINNESOTA  
TOXIC FREE personal care products and chemical exposures info  
Health and Health Insurance Information  
UY Wheel of Health & Hope Fortune! Learn about Mental Health First Aid Training

**2** **JJ's Job-oree, Flu Vaccinations with Boynton**  
Health Services & Vaccinate Your Family

**1** **PAUSE TO... PLANT PAINT RELAX**  
SUCULENTS!  
BUNNIES from Bestie Bunnies will be visiting from 4:00 - 5:00PM

**8** **ucare** **VACCINATE YOUR FAMILY** **FAMILIES FIGHTING FILL, INC.**

**50-80 YEARS**

**CURRENTLY SMOKE** OR **STOPPED LESS THAN 15 YEARS AGO**

**AND HAVE AT LEAST A 20 PACK-YEAR SMOKING HISTORY**

20 pack-year = 1 pack/day X 20 years

[www.YouAndLungCancer.org](http://www.YouAndLungCancer.org)



April 15

## HARMONY ADULT DAYCARE

Led by the Asian American Business Resilience Network, we hosted the "Bicultural Healthy Living" Training at the Harmony Adult Daycare in St. Paul. We provided MN Healthcare Insurance Info, 1-on-1 IT support and helped seniors set up 911 calls on their phones. Those who completed the Vaccination Education, Bone Density Screening received a 25lb bag of jasmine rice! Huge shoutout to Odam Medical, Hmong Shaman and Herb Center, Pan Asian Arts Alliance for their amazing support in translation and collaboration in making this event a meaningful and successful day for our seniors!





**April 18**

## **COMMUNITY OF WELLNESS EVENT**

The Community of Wellness brought together health professionals, wellness advocates, and community members connection and celebration. Guests enjoyed a delicious plant-based dinner, our partner Rochester Clinic has supported Produce Prescription Training with event goers, focusing on diverse plant-based diets from Navajo Nation to Marshall Island, and meaningful conversations in a warm, uplifting atmosphere. Photo courtesy: Lotus Foundation





April 22

## HMONG ELDERS CENTER SENIOR WELLNESS

Led by the Asian American Business Resilience Network, we provided MN Healthcare Insurance Info, 1-on-1 IT support and helped seniors set up 911 calls on their phones. Those who completed the Vaccination Education, Bone Density Screening received a 25lb bag of jasmine rice! Huge shoutout to Odam Medical, Hmong Shaman and Herb Center, Pan Asian Arts Alliance for their amazing support in translation and collaboration in making this event a meaningful and successful day for our seniors!





April 26

## COMMUNITY CHECK-IN

Led by the Asian American Business Resilience Network, Odam Medical, Hmong Shaman and Herb Center, Pan Asian Arts Alliance, we hosted a Community Check-In bringing together community members to focus on health, wellness, and connection. We're proud to support our community with resources and check-in opportunities.



# COMMUNITY PULSE CHECK



## 100% FREE

### MOBILE CLINIC

- Bone Density Testing

### VACCINATION

- Flu
- Updated 24-25 COVID-19

### INSURANCE

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

### RESOURCES

- Health Info
- Odam Medical Group Health and Mental Health Referrals
- Potential Free Treatments

### INCENTIVE

- \$25 Gift Card for COVID Vaccine AND Bone Density Testing

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

**PLACE:** 1115 Greenbrier Ave Saint Paul, Minnesota, 55117



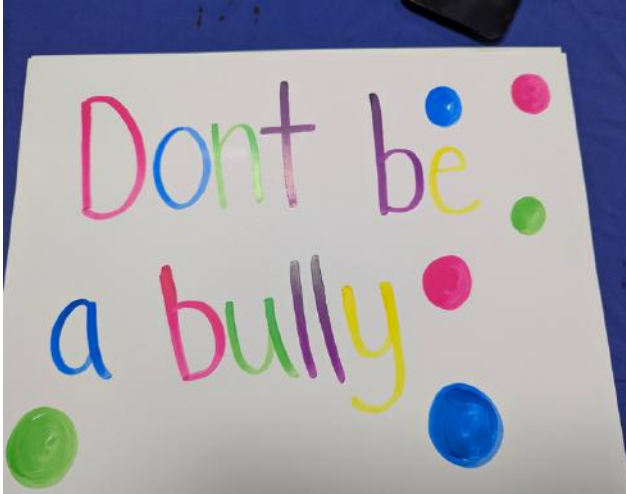




May 03

## FREEDOM WORKS COMMUNITY DAY

Asian Media Access has joined Hawthorne Neighborhood Council to support ex-offenders and their families to share ideas of "Bicultural Cultural Healthy Living," and vaccination education, along with a full medical van to support vaccination and health check ups.





# 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 #17**

## **UNDERSTANDING AND STOPPING ANTI-ASIAN HATE: CULTURAL INTELLIGENCE TRAINING**

*Janie Ye - Wayzata High School*

There are thousands of different cultures spread all around the world, yet racism and disrespect of various cultures is still a significant problem in modern times. Cultural intelligence training is now being implemented in different spheres of society, such as the workplace and educational institutions. Cultural intelligence refers to an individual's ability to adapt and effectively function in culturally diverse situations despite dissimilarities. It is an essential skill that is relevant in the complex and connected world we live in. America is a country of immigrants who bring together a multitude of cultures, so it is important to respect others.

[The Cultural Intelligence Center](#) offers in-depth explanations on cultural intelligence and dives into topics relating to this intricate topic. However, to summarize, being aware of diversity is the beginning of developing strong cultural intelligence. In addition to awareness, which is only the first step, people wanting to develop strong cultural intelligence must be motivated to learn about others, willing to expand their



knowledge about different ideologies, and able to take action and adapt to different situations. Culture is an umbrella term that encompasses beliefs, behaviors, values, religion, food, and more. Knowing every single detail about every single cultural group in the world is impossible. Cultural intelligence focuses more on an individual's behavior when exposed to someone from a different culture (who possibly has different values and/or interests)

Having cultural intelligence is important because it lets us respect and form connections with different people. Because it is related to emotional intelligence, it also relates with empathy. Through connecting the head, body, and heart, cultural intelligence requires a lot of effort to understand and implement. Teachers nowadays are including more opportunities for students to show off their various talents and cultures to create a more accepting and diverse community in school. Management of many companies are also training employees to respect each other and hold events where everyone can learn about each others' abilities.

There are multiple ways to train cultural intelligence. Some websites and programs offer cultural intelligence training. The National Education Association offers resources for training that can be found on their [website](#). Coursera also offers a cultural intelligence course with lectures, quizzes, and discussions that can strengthen one's understanding of cultural intelligence. To succeed, we must all have some basic knowledge about cultural intelligence and remember to respect others. Cultural intelligence is not a skill that you learn once and immediately understand. It is something that is built up through experience, interaction, and possibly even training. As society continues to evolve, individuals should focus on enhancing their cultural intelligence in order to effectively grow and develop.



## UPCOMING EVENTS

### BUFFALO SHOW

DATE/TIME: Tuesday, May 13, 2025, 7:00pm  
PLACE: Bryant Lake Bowl, 810 W Lake St,  
Minneapolis, MN 55408

Oyate Hotanin exists to creatively channel the potential of conversation, stories, art, and mobilizing to bring communities together to laugh, think, inspire healing, and address critical issues that spur change.

We are working to host regular artistic events and imbed community conversations in many settings to develop a movement in Indian country and beyond that supports a new era of art, healing and change.



### API HERITAGE EVENT

DATE/TIME: Thursday, May 15, 2025,  
5:00pm-8:00pm  
PLACE: DK Training Center, 1821 University  
Ave West, Suite 242, Saint Paul, MN 55104  
US  
Register: <https://bit.ly/42ANY6J>



Join Asian American Organizing Project (AAOP) for an evening of reflection, connection, and empowerment as we gather to honor the diverse histories and lived experiences as Asian Minnesotans during Asian American and Pacific Islander Heritage Month. This event is designed to deepen our understanding of collective care, strengthen our ties to our ethnic, gender, sexuality and more multifaceted identities and communities, and affirm ourselves as vibrant changemakers in our collective future.



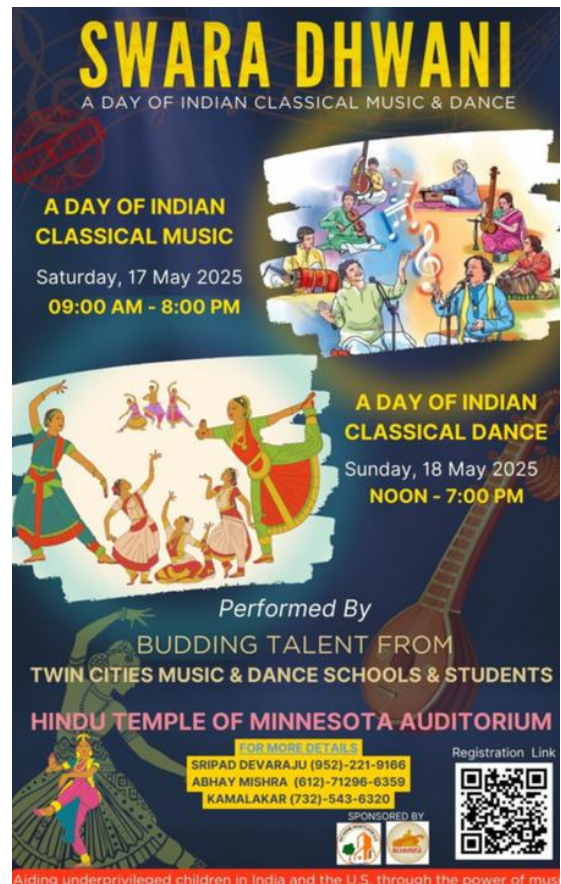
## SWARA DHWANI

DATE/TIME: Saturday, May 17, 2025, 9:00am-8:00pm and Sunday May 18, 2025, 12:00pm-7:00pm

PLACE: Hindu Temple of Minnesota, 10530 Troy Ln N, Maple Grove, MN 55311

<https://www.swaravedika.org/minea>

- Promote Indian classical music and Dance
- Provide a professional-level concert environment to students
- Provide opportunities to learn by listening/watching to other students' performances



## WEST METRO ASIAN FAIR

DATE/TIME: Saturday, Saturday, May 31, 2025, 11:00am-7:00pm

PLACE: Plymouth Hilde's Performance Center, 3500 Plymouth Blvd, Plymouth, MN 55447



The Twin Cities West Metro Asian Fair is an annual event that celebrates the rich and diverse Asian cultures in the local community with all residents. The Fair aims to promote and celebrate the richness and diversity of Asian culture by providing a platform for Asian art performances, food tasting, culture display, and other related activities. The goal is to bring together people of all backgrounds and ages to learn, appreciate and celebrate the beauty of Asian culture. Learn More:


<https://tcasianfair.org/>

TAIWAN CENTER FOR MANDARIN LEARNING - MINNESOTA

## 2025 SUMMER PROGRAM

Online Mandarin Learning

- Master your language skills in speaking, listening, reading, and writing with engaging, real-life topics designed for adults.
- Enjoy practical and fun learning experiences that enhance everyday communication. Immerse yourself in authentic culture by exploring food, customs, entertainment, and festivals.
- Scanning the QR Code to see the course syllabus and more details.




Duration / Tuition  
Jun. 1 - Aug. 10 (10 Weeks)  
USD \$250 per person

Class / Date / Time

Level	Class / Date / Time
Novice A	Saturdays 9am-11am CDT
Novice B	Thursdays 6pm-8pm CDT
Intermediate	Wednesdays 7pm-9pm CDT

Register Here!



**NOVICE A**

- You'll master the essentials of Mandarin pronunciation and characters while building strong reading and writing skills.
- Topics including: Family members, Chinese Zodiacs, Hobbies, Careers, Greetings, and Cultures.

**NOVICE B**

- This course is designed for adult learners with no prior Mandarin experience.
- It builds up language skills gradually using practical vocabulary, foundational grammar, stroke and radical recognition, and Taiwanese cultural themes.

**INTERMEDIATE**

- Engage in extended listening & speaking and learn to speak more coherently and fluently.
- Explore cultural norms, customs, traditions & societal values and gain deeper insights into the context in which Mandarin is spoken. Featuring task-based learning!

TCMLMN@GMAIL.COM TCML-MN.ORG

## TCML-MN 2025 SUMMER PROGRAM

DATE/TIME: June 1-August 10, 2025 (10 weeks)

PLACE: Online Zoom, Register here:

<https://shorturl.at/Ahhvz>

Looking to improve your Mandarin skills and explore Taiwanese culture this summer—no matter where you are?

For more information:

<https://sites.google.com/view/tcml-mn/home>

## YOUTH CURATOR PROGRAM

DATE/TIME: Saturdays, June 7-August 16, 2025, 10:00am-1:00pm

PLACE: Minnesota African American Heritage Museum & Gallery, 1256 N Penn Ave, Minneapolis, MN 55411

Join us this summer and learn how to use various media tools and create engaging content! Open to ages 13-18

This summer we're letting the youth curators take over the museum's media platforms to create exciting content including photos, videos, social media posts, a newsletter and a podcast. If you are interested or know any youth who want to learn media skills and earn money at the end of the program, this opportunity is for you! Space is limited so apply now!

Minnesota African American Heritage Museum and Gallery

## YOUTH CURATOR PROGRAM

JUNE 7 - AUGUST 16 | SATURDAYS  
10:00 AM - 1:00 PM

Open to Ages 13 - 18

Earn \$500 at the end of the program!

Apply Now!

Applications Close May 19



Are you interested in photography, creating videos, hosting a podcast, publishing a newsletter or being a social media influencer?

SCAN HERE TO APPLY



THIS SUMMER, learn how media can be used by organizations, specifically museums, to get out their message and reach existing and new audiences.

Program held at the museum: 1256 Penn Ave. N., Minneapolis

If you have any questions, contact us at: [info@maahmg.org](mailto:info@maahmg.org)





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## Partnering with

