



BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

FEBRUARY, 2025 | VOLUME 2 | ISSUE 2



Features:

**How to Better Frame
the Conversation with
Vaccine-Hesitant
Individuals**

Project SUPPORT

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INTRODUCTION



Project SUPPORT (**S**upporting **U**nder-served through **P**roduce/**P**ark **P**rescription, and **O**pportunities to **R**ecreation-activity & **T**obacco-control), is led by Asian Media Access (AMA), collaborated with Multi Cultural Community Alliance (MCCA), Project SUPPORT is a cross-cultural, cross-generational, and cross-sectoral initiative, aims to improve health, prevent chronic disease, and reduce health disparities among Black, Indigenous, and People of Color (BIPOCs) who face the highest risk, and bear the highest burden of chronic disease, named: African American/Black, Asian American and will put a special focus on young people from the two poorest but most diverse neighborhoods in MN – North Minneapolis, and Midway St. Paul.

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

- **Nutrition:** Increase healthy cultural food access by implementing Food Service Guidelines (FSG) at area Asian Temples and Black Churches, and establishing Produce Rx at area clinics/hospitals.
- **Physical Activity:** Increase policies, plans and community designs through North Minneapolis Blue Line and St. Paul Sears Redevelopment to better connect residents with activity friendly routes to everyday destination to live/learn/work/play, and provide safe, culturally based places for increasing physical activities.
- **Tobacco Control:** Support a Media Campaign to educate BIPOC communities about the potential statewide tobacco flavor ban, and work with area sports teams to find out what people/youth know and feel about flavored tobacco products. Focus groups and media message testing will be done to determine what the community needs to know and what messages related to flavored tobacco would appeal to which cultural groups. We will focus on young athletes from pan-Asian and pan-African communities, and a media campaign featured the young athletes based on what the message testing reveals.
- **Vaccination for Adults:** Increase education, demand for, and access to flu, COVID-19, and other adult vaccinations via pop-up community clinics at the places that cultural groups feel comfortable and connected, and increase regularity of vaccine promotion in priority communities; and increase the percentage of pan-Asian and pan-African seniors who are up-to-date with recommended adult vaccinations.

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

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

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





NUTRITION

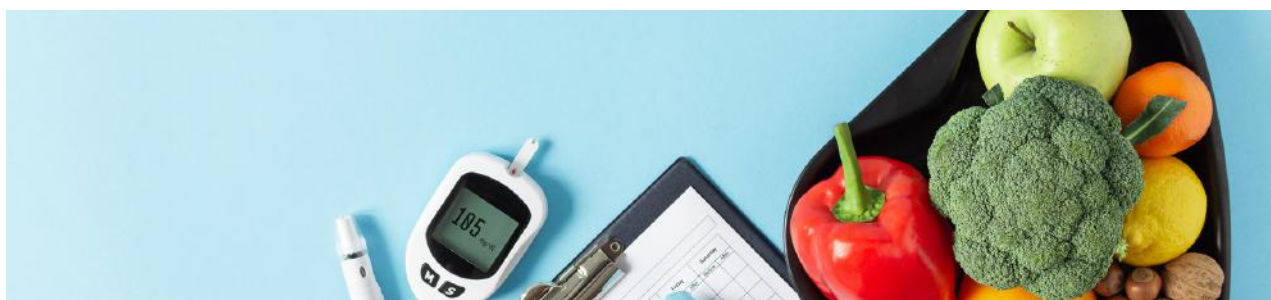


STRATEGY INTRO: Increase healthy cultural food access by implementing Food Service Guidelines (FSG) at least one Asian Temple, establishing Produce Rx at three clinics/hospitals.

POTENTIAL EXPANSION WITH ROCHESTER CLINIC TO SUPPORT AT-RISK PAN AFRICAN AND PAN ASIAN RESIDENTS WITH PRODUCE PRESCRIPTION IN NORTH MINNEAPOLIS

Guided by the Rochester Clinic, Asian Media Access has been working with the Northside Produce Prescription Advisory Committee to explore ways to expand the Produce Prescription (Produce Rx) program in North Minneapolis to better support Pan African and Pan Asian communities.

Late last year, the U.S. Department of Health and Human Services released its new “Food Is Medicine Virtual Toolkit.” This toolkit was developed in response to the National Strategy on Hunger, Nutrition, and Health and aims to help communities design and implement effective “**Food Is Medicine**” interventions.



- **“Food Is Medicine”** encompasses a broad range of approaches that promote health and healing while reducing disease burden by providing nutritious food—alongside human services, education, and policy changes—through collaboration between healthcare and community organizations.
- **Recognizing Nourishment as Essential for Health and Well-being**, the toolkit highlights that proper nutrition supports not only physical health but also mental, social, and behavioral well-being across all stages of life.
- Why Exploring the **“Food Is Medicine”** Is Necessary:
 - 60% of U.S. adults have diet-related chronic diseases.
 - Approximately 18 million people live in food-insecure households.
 - \$4 trillion is spent annually on healthcare.

60%

of U.S. adults with
diet-related chronic
disease

~18M

people in homes
experiencing food
insecurity

\$4T

in health care
spending

PRODUCE PRESCRIPTION (PRODUCE RX) AS A KEY INTERVENTION


Following the guidance of the Toolkit, Produce Rx has been identified as one of the most effective interventions to increase daily produce consumption. The program provides fresh, frozen, or canned produce (with no added salt, sugar, or fat) to individuals with prescriptions from their doctors due to specific nutritional needs and food access challenges.

Healthcare professionals prescribe a set dollar amount of fruits and vegetables to patients who are at risk of, or currently experiencing, negative health outcomes.

These prescriptions can be redeemed at three main access points:

- Private industry (e.g., grocery stores, private grocery delivery services).
- Healthcare sites (e.g., hospital-based food pantries).
- Community distributors (e.g., food banks, food pantries deliveries).





Field experience has shown that a Produce Rx program with a minimum duration of six months, with the ability to re-dose as medically necessary, is recommended to improve patient outcomes.

GUIDING PRINCIPLES FOR LOCAL EXPANSION

The Northside Produce Prescription Advisory Committee has developed key guiding principles to shape the local expansion of the Produce Prescription program:

- **Uniting partners with diverse assets** to create sustainable and integrated solutions. By working across sectors and sharing knowledge, we aim to strengthen policies and programs that support health and nutrition beyond a one-time initiative.
- **Investing in under-resourced communities**, particularly Pan African and Pan Asian refugees, who experience high rates of food insecurity and chronic diseases. Ensuring fair access to resources and opportunities is essential for improving community well-being.
- **Providing free and easier access to healthy produce** in ways that meet people's needs. Our approach prioritizes physical, mental, cultural, and social well-being, ensuring that food access is respectful, practical, and community-driven.
- **Supporting education on the connection between nutrition and health** by integrating "Food Is Medicine" education to help people make informed food choices that improve their overall health.

Together, these principles guide our mission to enhance health equity and expand Produce Rx in the Northside community.

COMMUNITY ENGAGEMENT AND NEXT STEPS

Since the holiday season last year, Asian Media Access has been collecting surveys to better understand Northside residents' produce consumption habits and preferred access points. Please refer to our last issue for preliminary results. We will continue to collect surveys until the end of the Lunar New Year celebrations to ensure we reach a broader range of Pan African and Pan Asian communities in North Minneapolis. If you are interested in supporting this initiative, please contact our project lead, Ange Hwang, at amammedia@amamedia.org.



Educational Article

FOOD IS MEDICINE TOOL KITS - UNDERSTANDING FOOD IS MEDICINE



To view the original document, visit:

<https://odphp.health.gov/foodismedicine/understanding-food-medicine>

Food Is Medicine encompasses a broad range of approaches that promote optimal health and healing and reduce disease burden by providing nutritious food—with human services, education, and policy change—through collaboration at the nexus of health care and community.

There are a variety of FIM models and a quickly evolving landscape of FIM interventions across communities and systems. HHS and its federal partners are working to advance Food Is Medicine by setting a unifying foundation that supports cross-sector collaboration and greater uptake of proven Food Is Medicine models.

More in This Section

Our Principles for Food Is Medicine

Food Is Medicine takes various approaches to providing nutritious food through education, policy changes, and collaboration at the nexus of health care and community.

[Read more](#)

Our Vision for Food Is Medicine

We aim to work alongside our federal agency partners to unify efforts to encourage the integration of Food Is Medicine interventions across communities and health systems.

[Read more](#)

Exploring the Food Is Medicine Landscape

This analysis captures current Food Is Medicine research and policy environment and provides the approaches, opportunities, and challenges to inform current and future efforts.

[Read more](#)

Select Policy for Interventions

We provide foundational information about how select HHS policy guidance can support Food Is Medicine interventions within health systems.

[Read more](#)

Types of Interventions

Food Is Medicine interventions are most effective when designed and built to align with the assets of the community and partners.

[Read more](#)



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.

REVISITING AMA'S SUCCESSFUL DUSK2DAWN EVENT TO PLAN FOR THE WALK/RIDE AUDITS:



Back in 2017, Asian Media Access proudly supported the Dusk2Dawn “Bicycling Through History” event, organized together with the Major Taylor Bicycling Club of Minnesota, which promotes cycling among all. This unique night ride served as more than just a cycling event - it was an innovative approach to addressing urban development challenges and

advocating for healthier lifestyles. By guiding participants through historically significant sites, the event shed light on the lasting impacts of car- and suburb-focused growth on urban communities. Additionally, Dusk2Dawn reinforced the idea that physical activity and healthy living are not limited to daylight hours, encouraging participants to embrace movement as an integral part of their daily lives, regardless of the time.



THE NIGHT RIDE OF CULTURE AND HISTORY

AMA event took riders on a 50-mile night journey through Minneapolis and St. Paul. More than just a ride, it was a powerful blend of cycling, history of inequality urban development, and culture, highlighting significant African American displacements and long lasting traumas. Key stops included Penumbra Theatre, the last remaining African American theater in the U.S., the Rondo Neighborhood, where participants reflected on the impact of Interstate 94 destroyed the thriving 1960s black neighborhood, and the Green Line Victoria Street Station, where discussions centered on community equality for transit oriented developments. The event was a unique and educational experience, inspiring participants to further explore these important historical sites and its traumatic impacts.

BEYOND THE RIDE: A POWERFUL TURNOUT FOR REFLECTION AND ACTION

The event successfully blended cycling, history of displacements, and community engagement, creating a truly impactful experience. Our 2017 event brought together 32 riders and 7 AMA youth to explore neighborhoods, visited key landmarks, and engaged in meaningful discussions. Community leaders, including Darius Gray, shared insights on proposed reparations aimed at reconnecting historically divided communities. As noted by Daniel Choma, the event was not only educational and inspiring but also emphasized the importance of inclusive Transit Oriented Development (TOD), ensuring that all cyclists - regardless of background - have a voice in shaping their urban environment.

STRENGTHENING COMMUNITY CONNECTIVITY THROUGH WALK AND BIKE AUDITS

As part of our ongoing commitment to fostering active and connected communities at the Sears Site, AMA is excited to move forward with upcoming initiatives aimed at

improving walkability, bike access, and transit connectivity, along with acknowledgement of the Hwy94 traumatic impacts on the Frogtown/Rondo neighborhoods. At coming spring and summer, we plan to conduct walk audits at the former St. Paul Sears parking lot and surrounding neighborhoods across the Highway and engaging residents in evaluating the area's potential for a pedestrian- and biker-friendly environment, food accessibility, and connectivity to key destinations.

Additionally, we plan to collaborate with local partners to host a bicycle ride audit around the Blue Line Extension station areas from North Minneapolis to Brooklyn Park, allowing participants to experience the transit corridor firsthand and provide valuable feedback on safety and connectivity for the station area design. These efforts are just the beginning, as we continue our long tradition - using CREATIVITY to engage with BIPOCs in working toward a future where all communities benefit from improved connectivity, accessibility, and a safer/greener environment to better engage in physical activities.

Any interested parties to get involved in planning these walk/bike ride audits, please connect with AMA staff – John Yang at john.yang@amamedia.org.



TOBACCO CONTROL



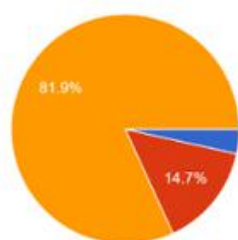
STRATEGY INTRO: Support a Media Campaign to educate BIPOC communities about the proposed statewide tobacco flavor ban, and work with area sports teams to find out what people/youth know and feel about flavored tobacco products. Focus groups and media message testing will be done to determine what the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

EXPLORING TOBACCO HABITS IN SOMALI AND VIETNAMESE COMMUNITIES: SOCIAL, CULTURAL, AND PERSONAL INFLUENCES

As part of CDC's REACH project, AMA aims to educate BIPOC communities about the potential state-level tobacco flavor bans and raise awareness about the risks associated with various tobacco products. In the past few months, Asian Media Access (AMA) collected 116 surveys to understand tobacco use patterns within the Somali and Vietnamese communities during various events. Of the 116 participants, 82% had never used tobacco, 15% had quit, and 3% were current users. This article explores the cultural and community factors influencing tobacco habits in these two communities, highlighting key differences and commonalities in their experiences.

Have you ever tried or currently use any tobacco or hookah or vaping products?

116 responses



- Yes, I currently use them
- Yes, but I've stopped using them
- No, I have never used them

UNDERSTANDING TOBACCO HABITS: SOCIAL AND CULTURAL PERSPECTIVES

The survey findings indicate that tobacco use holds little social significance in both Somali and Vietnamese communities, with over 72% of respondents from each group stating that smoking, vaping, or hookah use is not important at all in social settings. However, there is a notable difference in cultural acceptance of tobacco. While 82% of Somali respondents deemed it unacceptable, only 59.52% of Vietnamese participants shared this view, with a higher percentage of Vietnamese respondents considering it somewhat acceptable. This suggests that while both communities generally discourage tobacco use, Somali respondents exhibit a stronger cultural opposition.

IS VAPING SAFER? SOMALI AND VIETNAMESE VIEWS ON TOBACCO ALTERNATIVES

The survey results reveal a strong consensus in both Somali and Vietnamese communities that vaping and hookah use are just as harmful as smoking traditional cigarettes. However, Vietnamese respondents were even more likely to reject the idea that these alternatives are safer, with 89.02% holding this belief compared to 78.57% of Somali participants. Conversely, 21.43% of Somali respondents believed vaping or hookah to be safer, nearly double the 10.98% of Vietnamese participants who shared this view. These findings suggest that while both communities largely recognize the risks associated with vaping and hookah, Vietnamese respondents demonstrate a stronger perception of harm compared to their Somali counterparts.



Photo Courtesy: AMA youth tobacco prevention postcards

TOBACCO AWARENESS AND SUPPORT FOR BANNING FLAVORED PRODUCTS

The survey results reveal that both Somali and Vietnamese communities have limited familiarity with tobacco products, including flavored options, hookah, and vaping devices. Over 53% of Somali respondents and 60% of Vietnamese respondents reported being unfamiliar with these products. Despite this, both groups strongly support banning flavored tobacco to prevent youth use, with 87.50% of Vietnamese participants and 80% of Somali participants in favor of such a ban. While a small percentage found flavored tobacco appealing, this opposition reflects a shared concern about the potential for flavored products to attract young users.

STANDING STRONG AGAINST EXTERNAL INFLUENCE

Survey results show that both Somali and Vietnamese communities report minimal influence from advertising, social media, and peer pressure when it comes to tobacco, hookah, or vaping products. Over 50% of respondents in both groups indicated they were not influenced at all by advertising or social media (53.57% Somali, 62.35% Vietnamese). Similarly, the majority of participants from both communities felt not influenced by peers (57.14% Somali, 63.95% Vietnamese). These findings suggest that, despite some level of influence, both communities maintain a strong personal stance against tobacco use.

STANDING STRONG AGAINST EXTERNAL INFLUENCE

These surveys have helped us to better understand diverse communities' tobacco habits and provide targeted education. For example, survey results show that 21.43% of Somali respondents believed vaping or hookah to be safer, nearly double the 10.98% of Vietnamese participants who shared this view. Given this misconception, AMA would consider hosting educational sessions on the harmful effects of hookah and vaping specifically for the Somali community. This would help address misinformation and promote healthier choices.

On the other hand, only 59.52% of Vietnamese participants viewed smoking as unacceptable, a higher percentage found it somewhat acceptable. To address this, AMA could work on increasing awareness within the Vietnamese community about the importance of making homes, workplaces, and gatherings smoke-free.

AMA will continue collecting Tobacco Surveys within subcultural groups, allowing us to conduct targeted outreach and develop culturally specific marketing strategies. For more information, feel free to visit <https://ballequity.amamedia.org/project-support/>.

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.

HOW TO BETTER FRAME THE CONVERSATION WITH VACCINE-HESITANT INDIVIDUALS

Asian Media Access participated in more than 100+ vaccine clinics and tabling events last year. During these events, we often encountered individuals who were hesitant or skeptical about vaccines. In the past, we thought it was best to let them walk away to avoid making them feel pressured. However, we've realized that many of them are genuinely looking for answers. It's important to ensure they receive accurate information in a respectful and supportive way.



For example, last year, we met a family of three who came to get vaccinated. Both parents were eager to receive their shots, but their son refused to leave the car. The family had already experienced multiple COVID incidents, all of which had started with their son contracting the virus. Despite their efforts to convince him, he remained reluctant. This situation reinforced the importance of framing vaccine conversations in a way that encourages openness and trust.

HOW TO FRAME THE CONVERSATION

When speaking with a vaccine-hesitant individual, follow these evidence-based strategies:

1. Set the Stage:

- Create a safe and comfortable space for conversation.
- Be empathetic: Try to understand their perspective without judgment.
- Be an active listener: Focus on what they are saying rather than thinking about your response. You may uncover key concerns simply by listening.

2. Identify the Core Concern: Ask them to name their biggest concern or fear. This helps narrow down what is truly holding them back.

3. Validate, Don't Berate: Acknowledge their concerns with respect. Encourage questions instead of dismissing their worries. Judgment can create resistance, while validation fosters trust.

4. Ask Open-Ended Questions & Use Storytelling: Avoid yes/no questions. Instead, ask open-ended ones that encourage meaningful dialogue and deeper understanding. Storytelling is a powerful way to connect with vaccine-hesitant individuals. Facts alone may not be enough to change minds, but personal stories help people relate on an emotional level. A personal experience can make the conversation more engaging and relatable rather than overwhelming.

5. Ask Permission Before Sharing Information: People need to feel in control of their choices. Offer information rather than assuming they want it. Let them decide if they are ready to hear it. Instead of just telling them facts, show them through real-life examples. Most people are not scientists, and vaccine safety data alone can be confusing or even intimidating. Decisions are often influenced by emotions as much as logic, and storytelling helps bridge that gap.

6. Reinforce Their Knowledge and Decision-Making: Acknowledge what they already know and affirm their ability to make informed decisions for themselves and their families.

7. Be Patient: Changing deeply held beliefs takes time. If someone isn't ready, give them space. The goal is to maintain a respectful relationship so they feel comfortable returning when they are ready.

THE 4-A APPROACH: ACTION, AFFIRM, APPROACH, ASSIST

Since this may seem like a lot, we've simplified it into the 4-A Approach (Action, Affirm, Approach, Assist) to ensure vaccine conversations are supportive and effective.

Using the previous case as an example:

Step 1: Action

AMA staff took the first step by inviting the young man out of the car and into the vaccination site—a cultural temple, a familiar and comforting space he had visited many times before. This helped ease him into the setting without pressure.

Step 2: Affirm

Instead of overwhelming him with data, staff members acknowledged his fear of needles. We reassured him not as medical professionals, but as trusted elders, offering empathy and understanding. We also shared our own struggles with decision-making when it came to getting family members vaccinated.

Step 3: Approach

Staff engaged him in a conversation about his past immunization experiences, helping him reflect on how he had overcome similar fears of needles before. We framed the COVID vaccine as just another MUST-HAVE shot, especially since his family had already experienced two COVID incidents. This helped him recognize the vaccine's importance in protecting his loved ones.

Step 4: Assist

We stayed by his side for more than 40 minutes, ensuring he felt safe and respected. Such patience and encouragement ultimately led him to decide to get vaccinated that day.



So SHOW them, not just telling them we CARE. Let's demonstrate our commitment through compassion and understanding, not just by telling people scientific data. By using empathy, patience, and storytelling, we can foster meaningful conversations that help individuals make informed choices about their health.

Educational Article

ENGAGING VACCINE-HESITANT LOVED ONES WITH EMPATHY



As flu season collides with the holidays and Arizona's [continuing COVID-19 incidence](#), many people are taking steps to reduce their risk for illnesses. But with so much misinformation and apprehension about vaccines circulating, rifts can appear among friends and families when not everyone shares the same perspective.

In response, University of Arizona Health Sciences students and faculty are working to figure out how to reach vaccine-hesitant individuals and communicate more effectively. [Mel and Enid Zuckerman College of Public Health](#) doctoral student Maiya Block has spearheaded a series of virtual workshops to help people navigate these challenging conversations, giving participants the opportunity to learn communication techniques and practice using them in role-playing scenarios.

"Personally, I've been struggling, and a lot of people on our research team have family members or friends who are not getting vaccinated," Block said. "They were not sure how to talk about it in an effective manner. People get their feelings invested, and it's difficult to see eye to eye."

View the full article at: <https://news.arizona.edu/news/engaging-vaccine-hesitant-loved-ones-empathy>.

FIVE STEPS TO A HEALTHY AND HELPFUL VACCINE CONVERSATION

The University of Arizona Health Sciences

- 1 Listen Actively and With Empathy**
Getting a vaccine is an important medical decision, and the decision to get vaccinated may be stressful. When talking to a friend or loved one:
 - listen without judgment
 - listen for their root concern
 - acknowledge their reasons and validate their emotions
- 2 Ask Permission to Share Information**
Respectfully focus on their root concern, and ask if you can share more information about it. Let them know where you found the information so they can access the same resources for themselves.
- 3 Empower Them to Find Their Own Reasons to Get Vaccinated**
People generally prefer to make their own decisions. Guide them to finding their unique "why" for receiving the vaccine. Share your own thought process and your "why" for inspiration.
For me, getting vaccinated was about protecting my loved ones as well as myself.
- 4 Frame the Conversation Positively**
Remember that this is someone you care about. Keep a positive tone, focusing on concepts like health rather than illness. Address their concerns without bringing up potentially divisive topics like politics.
I care about you and your health.
- 5 Use Trusted Sources of Information**
Be honest when you don't know something, and help them find the answer. Trusted sources include:
 - CDC.gov
 - local health department website
 - doctors, nurses, pharmacists

PROJECT SUPPORT EVENTS

January 23

NORTHSIDE PARTNERSHIP DISCUSSION

Asian Media Access has joined the Northside neighbors, to share area concerns and address the Blue Line Station Design with Reps. Esther Agbaje, Fue Lee and Cedrick Frazier.



January 25

KOREAN NEW YEAR CELEBRATION

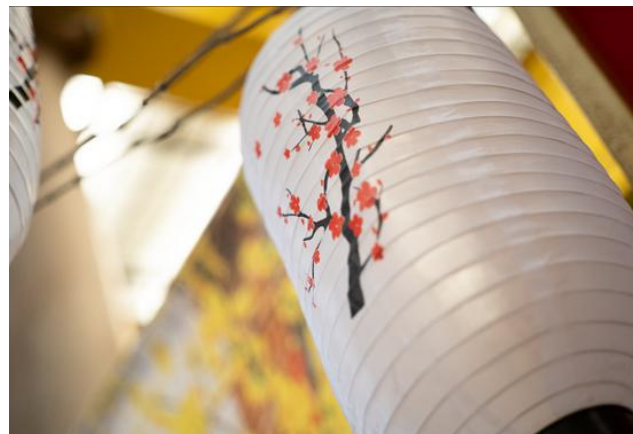
Led by the Asian American Business Resilience Network, we successfully hosted another pop-up vaccination event at the Arbeiter Brewing Co. The event also featured cultural festivities, delicious food, fun activities for kids, and exclusive beer releases while celebrating lunar new year. During the event, Asian Media Access also collected the Produce Prescription Survey to better understand the area residents' level of food insecurity.



January 28 ~ February 16

LUNAR NEW YEAR DISPLAY AT UNION DEPOT

From January 28 to February 16, 2025, Asian Media Access proudly presents the Year of the Snake Lunar New Year Display at the St. Paul Union Depot Station. This captivating exhibit features three golden snakes in various artistic forms, set against a bold red backdrop symbolizing luck and prosperity in the new year. The vibrant installation highlights the cultural significance of the snake in Asian traditions, embodying qualities of wisdom, transformation, and adaptability. A celebration of heritage and renewal, this display invites visitors to immerse themselves in the beauty and meaning of the Lunar New Year while honoring the spirit of the snake.



February 01~02

MALL OF AMERICA - NEW YEAR CELEBRATION

We participated in this MOA New Year Celebration, and this event showcased the rich cultural heritage of Hmong, Indian, Indonesian, Japanese, Korean, Lao, Thai, Vietnamese, and Chinese communities. From mesmerizing performances by renowned folk artists to meaningful cultural exchanges, the celebration highlighted the beauty of ancient traditions while embracing the vibrancy of modern life in Minnesota.



February 01

TAIWANESE LUNAR NEW YEAR CELEBRATION

We attended the Taiwanese Lunar New year celebration and the event was filled with cultural festivities and community tabling. During the event, Asian Media Access collected the Tobacco Surveys among Taiwanese Americans to better understand the cultural group smoking habits. We also had the opportunity to engage with community members directly, sharing resources and celebrating together!



February 01 ~ 08

DESIGN CHARRETTE

Asian Media Access has joined the 39th Search for Shelter event, to work with more than 50 urban developers and architects from the region, as well as architecture students from University of Minnesota College of Design and Dunwoody. AMA has presented the Sears Project, indicating the need to break the large parking to small parcels to create connectivity for the community.



Plaza West Entry View



Community Gardens

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 #14

UNDERSTANDING AND STOPPING ANTI-ASIAN HATE: ANTI-ASIAN BIAS IN AFFIRMATIVE ACTION

Janie Ye - Wayzata High School

Affirmative action, or improving opportunities for minority groups, may seem like a beneficial method to boost diversity and help out marginalized communities. It can serve a purpose in improving racial equity in education and the workplace where people of color are underrepresented. Many see it as part of the solution to historical racial prejudices. However, although affirmative action is not anti-Asian, there is prominent anti-Asian bias that needs to be addressed.

Diversity is the end goal of affirmative action. But does affirmative action always promote diversity? There are many cases, most of them involving Asian Americans, where affirmative action has reinforced racial bias instead of improving opportunities. When applying to top schools especially, many Asian Americans are rejected with higher test scores and grades than their peers. Harvard admissions officers offered the explanation that Asian Americans have worse personalities. Now, college advisors ask Asian American students to break from common activities in

order to seem less Asian. Although there are no specific quotas and “proof” that admissions officers are really discriminating against Asian Americans, implicit bias does play a role in the studies which show that Asian Americans often do have a harder time getting accepted into top schools. Being described as hardworking but also having no personality definitely hurts students who are trying their best to secure a successful future. Changing this situation starts with fixing implicit bias. Unconscious negative attitudes that stereotype Asian Americans are hurting diligent students who try their best. College admissions should focus less on race and more on performance when deciding who to accept. In the end, affirmative action may be ok (and even beneficial in some cases), but racial bias in college admissions is not.

Although the Supreme Court has addressed affirmative action and recently “ended” it in 2023, it is more difficult to end inherent racism that has existed for centuries.

In the context of the workplace, affirmative action may not be as impactful as it is in college admissions. There are already many rules in place that allow employers to consider diversity without being negatively biased towards a specific group. However, it is important to note that race is not the only form of diversity, so it should not be a deciding factor in major decisions. Everybody is different, so perhaps it is time to find a different concept of diversity that doesn’t only include race.



UPCOMING EVENTS

JOB FAIR

AMERICAN INDIAN OIC

JOB FAIR

WEDNESDAY, FEBRUARY 12
11 AM - 2 PM

Minneapolis American Indian Center
1530 E Franklin Avenue 55404

American Indian OIC
American Red Cross
Atlas Staffing
Blaze Credit Union
Children's Minnesota
CINTAS
Circle Of Life
City of MPLS Human Resources
City of Saint Paul Public Works
Enterprise Mobility
Great Wolf Lodge
Hennepin County
Hennepin Healthcare
International Paper
Lutheran Social Services
M Health Fairview
Marsden

McGough Construction
Minneapolis American Indian Center
MN Dept Of Transportation
MN Dept Veterans Affairs
MN Valley National Wildlife Refuge
MPLS Electrical JATC
MPLS Police Dept
Metro Transit
Ramsey-Washington Metro -
Watershed District
Resource MFG
Rochester Public Schools
RTD Services
SMSC/Mystic Lake Casino
Twin Cities Outdoor Services
U of M Information Technology
USA Army
USA Marines
Waste Management

Contacts for applicants and employers:

Brian Joyce Mpls American Indian Center (612) 879-1770 bjoyce@MAICNET.org	José Santos Jr. AIOIC (612) 341-3358, ext. 119 joses@takoda.org	Donald D. Lenhart III AIOIC donald@takoda.org or (612) 341-3358 ext. 136
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DATE/TIME: Wednesday, February 12, 2025, 11:00am-2:00pm
PLACE: Minneapolis American Indian Center
1530 East Franklin Avenue, Minneapolis, MN 55404

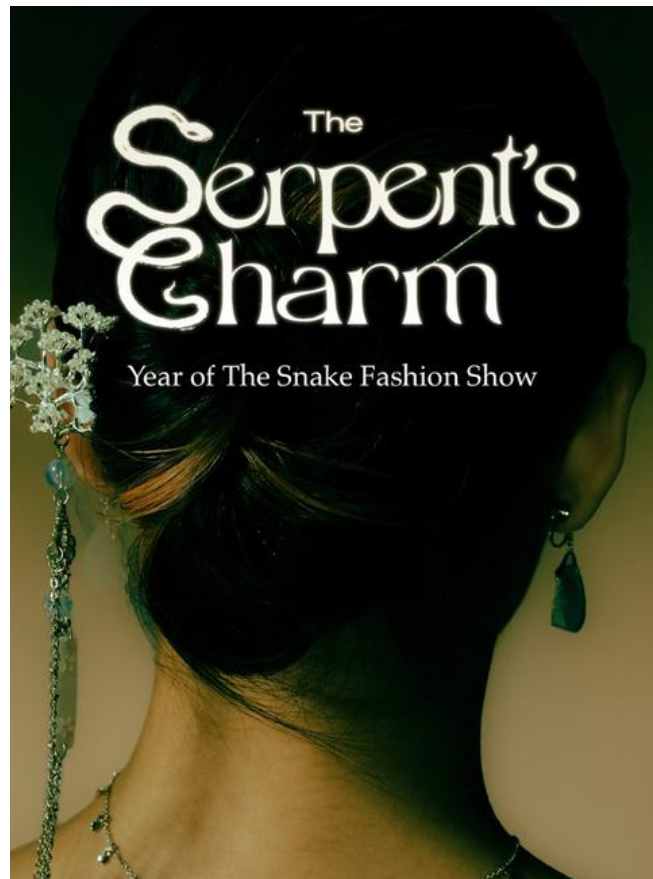
A free community job fair hosted by American Indian OIC and the Minneapolis American Indian Center's Workforce Innovation and Opportunities Act (WIOA) Program. The event takes place in the Frances Fairbanks Memorial Gymnasium.

The job fair is free and open to all job seekers. More information about participating employers will be added as it becomes available.

SERPENT'S CHARM PHOTO EXHIBITION

DATE/TIME: February 15-March 29, 2025
PLACE: Xia Gallery and Cafe, 422 University Ave W, St Paul, MN 55103

Curated by: Aeola Lu and Vivian Tran



LUNAR NEW YEAR BLESSING CEREMONY

DATE/TIME: Sunday, February 16,
2025, 2:00pm-4:00pm

Register: Lauderdale City Hall, 1891
Walnut St., Lauderdale, MN 55113,
RSVP:

<https://forms.gle/wNVKDD5XbxrhW8xz5>

This will be the Year of the Snake, symbolizing wisdom, elegance, and transformation – which we hope to cultivate in ourselves for a better and brighter 2025!

As we receive the blessings from Master Cheng Yen and witness the beauty of selfless love, we hope everyone extend their love to those in need around the world!



佛教慈濟基金會明尼蘇達聯絡點
Buddhist Tzu Chi Foundation - Minnesota Office

2025 Lunar New Year Blessing Ceremony
乙巳年新春祈福感恩會

正念勤修學與覺 精進力行菩薩道

靈鷲山中雲霧深·靈山塔下法音沉·當年法雨潤心地·今世精進正道尋。
*May we learn and attain awakening with mindfulness.
May we walk on the Bodhisattva Path with diligence.*

- 祈福點燈 • Lighting candles for blessings
- 福慧紅包 • Receiving Red Envelope
- 竹筒回娘家 • Bamboo Bank
- 靜思寶糧 • Jing Si Books & Products
- 蔬食茶點 • Refreshment Served
- 靜思語春聯 • Spring Couplets
- 創作DIY • DIY Creations
- 闖關遊戲 • Fun Games

02.16 SUN
14:00~16:00
(13:30 check-in)

Lauderdale City Hall,
1891 Walnut St, Lauderdale, MN 55113

RSVP QR Code

tzu.chi.mn.office@gmail.com @TzuChiMN www.tzuchi.org



RESISTANCE: STORYTELLING THROUGH CLOTH - FRONDO: HMONG AND BLACK CULTURES OF FROGTOWN & RONDO

DATE/TIME: Saturday, February 22, 2025, 1:00pm

PLACE: 422 University Ave W, Suite 14, Saint Paul, MN, United States, Minnesota
55103

Neuveausoul Production presents FRONDO, collaborative experiences guided by community leaders and artists to celebrate the combined Hmong and Black cultures of the Frogtown and Rondo neighborhood.

WINTER WALK & TALK

DATE/TIME: Saturday, February 22, 2025, 2:00pm-4:00pm

PLACE: North Commons Park , 1801 James Ave North, Minneapolis, MN 5541, register:

<https://ow.ly/wTfo50UPRGv>

Join The Minneapolis Parks Foundation and Melanin in Motion for a Winter Walk & Talk at North Commons Park



AAPI IN STEM

DATE/TIME: Saturday, March 8, 2025, 11:00am-3:00pm

PLACE: 120 W. Kellogg Blvd, Saint Paul, MN 55102, ride free to the museum with metro transit

Discover the impactful careers and contributions of diverse STEM professionals in healthcare, technology, and more, with on-site demonstrations and presentations from local scientific organizations.



Contact Us

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Minneapolis, MN 55411



Partnering with

