

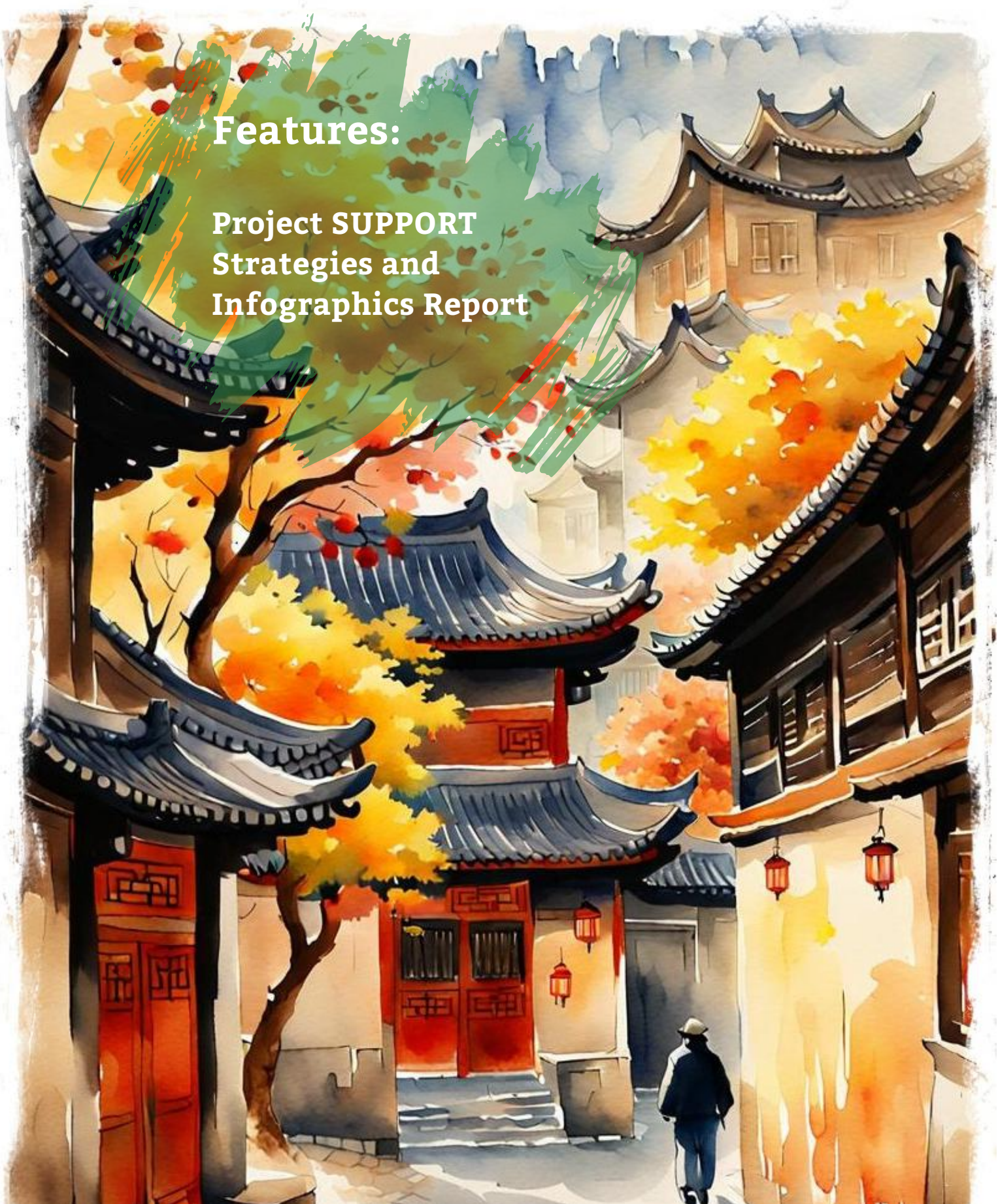


BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

OCTOBER, 2024 | VOLUME 1 | ISSUE 10

Features:

Project SUPPORT
Strategies and
Infographics Report



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



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

1 Location: Serving the Rochester Cambodian Temple

149 Cultural dishes examined during 4 observation sessions

Conclusion

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

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

Nutrition Policy Recommendations

01

The Temple can improve its offerings by introducing the Harvard's Healthy Eating Plate, tailored for Asians by replacing milk with water. Monks and the community will learn to balance food offerings with more vegetables, whole grains, and proteins. Cooking demonstrations will show how to prepare traditional dishes with less salt, refined carbohydrates, MSG, and oil. These efforts maintain cultural significance while promoting a healthier, balanced diet, ensuring nutritious meals for all members.



02

To boost vegetable intake and improve carbohydrate choices, the Temple should incorporate a variety of colorful, minimally processed vegetables into meals. Whole grains like quinoa and barley can replace refined carbohydrates like white rice. Educating the community on reheating rice to lower its glycemic index can offer healthier alternatives. These changes ensure more nutritious meals that promote better blood sugar control and overall health, addressing common dietary concerns.



03

Reducing oil, MSG, and sugar is crucial for healthier meals. Switching from deep-frying to steaming or grilling lowers calorie intake, while mushroom powder can replace MSG without sacrificing flavor. Encouraging water/tea instead of sugary drinks also reduces sugar consumption. These modifications promote healthier cooking and eating habits while preserving traditional flavors, helping the community make positive dietary changes.



04

The Temple can adopt sustainable practices by reducing disposable utensils and encouraging reusable dishware and food carriers. Implementing trash separation and recycling systems supports environmental goals. Educating the community on food safety, like proper food prep, keeping right temperatures and utensil use, to ensure meals are safe and nutritious while minimizing waste. These changes promote health and sustainability, enhancing the Temple's communal and environmental impact.



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

Physical Activity



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

1 Location: Focus on former St. Paul Sears site at the Frogtown/Rondo neighborhood

30,168 BIPOC members reached about the Sears Redevelopment

Conclusion

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

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Successful Physical Activity Engagement

01

140+ neighborhood surveys revealed barriers like: lack of time and motivation to physical activity. It should be noted that 18% of the total participants pointed to not having facilities nearby as the third most challenging barrier. Respondents expressed strong interest in more accessible parks, walking paths, and group fitness programs. The survey results underscore the need for targeted infrastructure improvements and community initiatives to promote active living.



02

The community engagement process for the Sears redevelopment, utilized a 3D interactive demo to gather local residents' visions and concerns about the site's future. Participants emphasized the need for affordable housing, accessible public spaces, and diverse economic opportunities to reflect the community's needs. The process fostered collaboration and provided valuable inputs to ensure the redevelopment aligns with the neighborhood's priorities and promotes inclusivity.



03

Applied ACT Module 1: Street Design and Connectivity to assess the physical roadway network around Sears site in promoting physical activity. The module emphasized the importance of designing Completed Streets in supporting walking, biking, and other forms of active transportation. Participants identified key opportunities to incorporate active living features into the site's development, supporting a healthier and more engaged community.



04

Applied ACT Module 4: Land Use Planning to assess the Sears site focusing on everyday destinations to transform the area into a vibrant, multi-use space that meets daily community needs. Participants discussed incorporating the mixed use with essential services, housings, cultural businesses, and recreational spaces to create a hub where residents can live, work, shop, and gather. Participants recommended of making the site an accessible and attractive destination that enhances cross-cultural connections and supports local economic growth.



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



Tobacco Control



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

1 Policy Engagement: MN state-wide flavor ban policy

11 cultural partners and **23** sports meets to mobilize Pan African and Pan Asian community power to stop smoking

Conclusion

We collaborated with Pan African and Pan Asian sports teams to engage in the MN Smoke-Free Generation initiative and the Racial and Health Equity (RHE) committee, engaging effort on statewide flavor ban policy. Although the process unsuccessful during the 2024 state legislative session, we have inspired the cultural sports teams to lead community engagement process and develop policy mobilization messages in cultural and linguistic appropriate way.

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Stories of Partnership

01

Worked with Racial and Health Equity (RHE) committee to conduct 16 listening sessions with BIPOC leaders to include diverse perspectives, helping refine messaging on potential flavored tobacco ban policy. Findings focused on how to stop youth initiation of smoking, encourage cessation, reduce disparities in use of, and impact from, flavored commercial tobacco products, and address policy gaps like culturally competent cessation services and small business outreach.



02

The KaRen Football Association collected 360+ surveys during sports meets and KaRen Martyr's Day Festival to explore smoking's cultural relevance. Conversations revealed complex attitudes: 73% acknowledged smoking as culturally important, yet 76% did not believe it strengthened community bonds. Additionally, 89% recognized health risks from smoking and non-smoking tobacco products alike. Moving forward, a campaign focusing on these health risks could shift perspectives, challenging the idea that smoking is culturally acceptable while promoting statewide flavor tobacco ban.



03

TTL Foundation hosted 6 summer sports camps for Oromo and Somali refugee youth, focusing on team building, leadership development and advocacy skills. During the camps, participants learned about the dangers of flavored tobacco and the importance of supporting a statewide ban to protect their communities. The camps focused on building self-esteem and empowering the youth to educate their families and peers about the policy for flavor tobacco ban reaching hard-to-reached cultural communities.



04

The Vietnamese Community of MN hosted ongoing community events and educational sessions to raise awareness about the statewide flavor tobacco ban policy. They expanded their coalition by reaching out to other Asian American subgroups, including Asian Indian, Chinese, and Hmong communities, to strengthen their advocacy efforts. These collaborations helped broaden their impacts and create a unified voice in support of tobacco control policy.

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



VAPING

It can get - It can bring
addicting sign of
and harmful depression
and irritatio

Contain nicotine like tobacco

IT IS GOOD TO KNOW SIGN



why tobacco is harmful

by amamedia



smoking is the cause of 1
in 5 deaths in the US

annually

“How important is smoking as a social activity in your community?”

Very important

Somewhat important

Not very important

Not important at all



STOP YOUTH FROM STARTING

Minnesota continues to face a youth tobacco epidemic, which has erased decades of progress in reducing youth tobacco rates.

LEARN MORE

KEEP LUNGS LOUD

GET IT DONE FOR



Leading the Charge for a Healthier Nation

Challenges

- late start of funding
- hiring timeline
- understanding cultural context / history
- local networking / slow to gain traction
- geographic isolation + diff languages
- competing priorities
- poor planning
- limited funds
- tobacco fatigue / ↓ policy appetite
- limited data



Tobacco destroys your body.

Soon you will never be able to run again.



Light up your life, not a cigarette

Stay tobacco free

I'll huff and puff
And I'll blow your house down

If you huff and puff tobacco
It's your lungs that will be going out with a frown



Twenty-one percent of teens
vape in the U.S.

and are more likely to
move onto tobacco



Vaccination for adults



Increase education, demand for, and access to vaccinations such as flu and COVID-19 via pop-up community clinics. Selected locations emphasize cultural groups and where they feel most comfortable and connected with.

Additionally, an emphasis to increase the percentage of pan-Asian and pan-African seniors who are up-to-date with recommended adult vaccinations and promote normalization within the community.

104 pop-up Vaccination Clinics throughout the state of Minnesota

2300 administered total COVID and **2129** Flu shots

Conclusion

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

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

Successful Vaccination Stories

01

Conducted **25** video interviews and **7** focus groups with BIPOC community leaders, addressing vaccination hesitancy and exploring potential community-led solutions.



02

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



03

Conducted vaccine education sessions for Limited English Proficiency seniors in heritage languages - Cantonese, Hmong, Laotian, Mandarin, Somali, and Vietnamese.



04

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



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



Pop up Vaccination

\$25 incentive for ages 18+ who receive a COVID vaccine on-site

USE GIFT CARD FOR 18+ YEARS OLD INDIV.

Tuesday, September 17, 2024
 from 10:00am-12:00pm at
 Harmony Adult Day Center, 475
 Etna St #12, St. Paul, MN 55106
 FMI: info@ammedia.org

- New COVID Vaccines (Pfizer and Moderna) available for 6 months+
- 65+ eligible for additional booster
- Flu Shots - No incentive
- Walk-ins welcome -- no need to register!

Logos: **Pharmacy**, **ABRIN**, **ucare**, **Pharmacy**

Pop up Vaccination

\$25 incentive for ages 18+ who receive a vaccine on-site

Saturday, July 13 2024
 from 1:00pm-4:00pm at Harmon
 Community Center, 6501 Skin
 Pkwy, Brooklyn Center, MN
 FMI: info@ammedia.org

- Vaccines (Pfizer and Moderna) for 6 months+
- 65+ eligible for additional booster
- Walk-ins welcome -- no need to register!

Logos: **Metro Transit**, **ABRIN**, **shjip**, **THIRTY RIVERS**, **MINNESOTA CENTER**, **MN STATE GOVT**



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 #10

MENTAL HEALTH EFFECTS OF ANTI-ASIAN HATE

Janie Ye - Wayzata High School

The consequences of racism are widespread and differ depending on individuals. However, it can be concluded that racism has a significant effect on the mental health of the vast majority of victims. Trauma caused by racism may lead to anxiety and higher stress levels, as well as insomnia and memory loss. Frequent discrimination can also result in hopelessness and a higher likelihood of drug and alcohol abuse, leading to a cycle of depression and substance abuse. Although the impacts of racism on normal people are usually not severe, there are still notable effects that should be mentioned.

The mental health effects of racism were exemplified during the COVID-19 pandemic. The surge in hate crimes directly led to greater risks of depression and self-harm in the Asian American community. Many turned to binge drinking and some developed suicidal thoughts. Mental effects from racism also lead to physical effects such as muscle tension and a faster heart rate, because stress changes the brain and interferes with regular function. Discrimination makes people feel isolated and unsafe, and encountering racism regularly may cause one to feel surrounded and

suppressed. The oppression that Asian Americans faced due to the pandemic influenced their thoughts and lowered their self-confidence.

Being subject to discrimination can also result in internalized racism, which is holding negative views on one's own race. Asian Americans may accept the prejudiced beliefs that others have pushed onto them and believe that they are inferior. Oftentimes, Asian Americans (especially children) are teased about their physical features, leading to "dissatisfaction with and a desire to change these particular features" (Science Direct). Since Asian Americans have distinct features like eye shape and skin color, they tend to stand out in communities that are not dominantly Asian. This may lead to distorted views on body image and the belief that they need to change in order to fit in. They are also more likely to accept stereotypes like the model minority or perpetual foreigner views. Furthermore, since racism towards Asian Americans is somewhat institutionalized (because Asian Americans do not have equal access to services and opportunities), internalized racism has a larger effect because Asian Americans are more likely to believe that they are not valued in the community.

It is important to seek care if you are impacted by racism. The Substance Abuse and Mental Health Services Administration (SAMHSA) provides a confidential and free National Helpline that operates 24/7. Please call 1-800-662-HELP (4357) if you are struggling with racism or mental health. A Safe Haven for Asians and Asian Americans also has a webpage that provides mental health resources and a place where you can file civil rights complaints. Their website can be accessed here: <https://www.ashaaa.org/>. It is also important to have conversations with family and friends and to connect with your community if you feel unsafe or discriminated against.



UPCOMING EVENTS



FARMINGTON RAMBLING RIVER CENTER

DATE/TIME: October 15, 2024

PLACE: 325 Oak, St. Farmington, MN 55024

Food items may vary each month, includes: shelf stable pantry items, fresh fruit, vegetables, and dairy items, while items supplies

TASTE OF ASIA

DATE/TIME: October 19-20, 2024, 2:00pm-6:00pm

PLACE: Asia Village that will be opening at the site of the Northtown Mall in Blaine in 2025.

Event website: <https://tasteofasiamn.org/>

After a break in 2023, the Chinese Community Center and its partners are excited to announce that Taste of Asia will be returning in 2024!



POSTERS FOR PARKS 2024

DATE/TIME: Saturday, October 19, 2024,
2:00pm-6:00pm

PLACE: Minnehaha Park Pavilion, next to
Sea Salt Cafe, Wabun F, Minneapolis, MN
55417

Posters for Parks is an annual show featuring limited-edition posters inspired by Minneapolis parks. This event is a joint venture of LoveMplsParks and the Minneapolis Parks Foundation. Your participation benefits the local community with 50% of each poster purchase going back to the artist who created it and profits from the other 50% to support the Minneapolis Parks Foundation's People for Parks Fund.



2024 HAN CHARACTER FESTIVAL

DATE/TIME: Saturday, October 26, 1:30pm-
4:00pm

PLACE: Full Meeting Room ABC,6125
Shingle Creek Pkwy, Brooklyn Center, MN
55430, [Sign up here](#)

The Han Character Festival brings together cultural exploration, fun, and creativity. As the coolness of late autumn settles in, join us for a warm and joyful gathering with family and friends!



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Partnering with

