



BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

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Features:

**Nutrition: Exploring
Dietary Trends and
Cultural Practices
through Temple Visits**



Project SUPPORT

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INTRODUCTION



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

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

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

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

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

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

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



NUTRITION



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

BLOG DISCUSSION #9

EXPLORING DIETARY TRENDS AND CULTURAL PRACTICES THROUGH TEMPLE VISITS

Asian Media Access and Rochester Clinic collaborated on Cambodian temple visits to observe and assess the nutritional status of the Cambodian community. These observations took place on June 16, June 27, June 30, and July 13, 2024, at Watt Dhamma Visudhikaram (Buddhist Support Society) in Rochester, MN. Through these visits, we aimed to capture the temple's diverse environmental settings, foods, and cultural context throughout the process, including preparing, offering, blessing, and sharing. The goal was to evaluate the types of dishes offered to 5-9 monks at Watt Munisotaram, with over 60 community members in attendance, providing valuable insights into the community's dietary habits and overall health. In this article, we aim to highlight the cultural process of the monks' diet and provide a nutritional analysis based on the observations. This article is a two-part analysis, with Part 1 focusing on the cultural process of the monks' diet and the nutritional analysis based on the observations.

THE SPIRITUAL AND CULTURAL SIGNIFICANCE OF FOOD OFFERING IN CAMBODIAN BUDDHISM

In Cambodian culture, offering food to monks at the temple, known as "Dana," is a deeply significant religious and communal practice rooted in Theravada Buddhism. This tradition embodies generosity and the merit-making central to Buddhist

teachings, where individuals give selflessly to gain spiritual merit. Beyond its religious importance, Dana also plays a vital role in preserving Cambodian cultural identity, particularly for communities living abroad. It fosters not only a strong sense of spiritual connection but also reinforces communal bonds, serving as a crucial link to their heritage and shared values.



UNDERSTANDING OFFERING PROCESS: MEAL OFFERINGS AND COMMUNITY BONDING

In Cambodian Buddhist practice, meal offerings to monks are a deeply symbolic and communal activity. Families and community members gather to prepare a variety of home-cooked dishes, such as rice, main courses, fruits, and desserts. These offerings represent the best efforts of each family, with the food carefully divided into individual servings and placed on the monks' tables. In addition to the food, beverages like bottled water, protein drinks, and soda are also provided. Families often wear traditional Cambodian attire, with white clothing symbolizing purity and respect. Upon arriving at the temple, participants neatly arrange the food on tables, ensuring it is respectfully presented to honor the monks, who embody the teachings of the Buddha.



The offering ritual begins with a procession, during which the monks, dressed in saffron robes, receive the food with deep reverence. The act of offering is performed with both hands, often accompanied by prayers or chants in Pali, the sacred language of Theravada Buddhism. After the monks receive the offerings, they bless the community with sacred chants. These blessings are believed to confer merit not only on those present but also on their deceased loved ones and all sentient beings. The merit gained from offering food is frequently dedicated to the deceased or to all sentient beings, reflecting the interconnectedness of all life, a key aspect of Cambodian Buddhist practice. After the monks have eaten, the remaining food is shared among the community members, reinforcing a sense of unity and fostering stronger bonds within the group.

ANALYZING DIETARY PATTERNS ACROSS SEVERAL VISITS

Over the course of the temple visits, meals were observed on five occasions across four days, including one breakfast and four lunches. The food offerings were categorized into five distinct groups: fresh fruits, jelly with added sugar, refined starchy foods, animal-based dishes (meat, fish, and eggs), and plant-based dishes (vegetables). Notably, desserts made up 24% of the total offerings, with fresh fruits comprising 33%, jelly with added sugar 25%, and refined starchy foods 42%. The remaining 76% of the meals were classified as main dishes, heavily skewed toward animal-based items, which constituted 78% of this category, while plant-based dishes accounted for just 22%. This analysis highlights a dietary pattern centered on animal-based dishes, with fewer plant-based options, offering key insights into the nutritional landscape of the community during these temple visits.

It is important to emphasize that the food offerings were presented in a "potluck" style, which may not fully represent a typical or nutritionally balanced meal. Consequently, drawing conclusions about the overall dietary balance based solely on these observations would be misleading. Instead, Rochester Clinic provided recommendations focused on the ingredients used and the cooking methods observed during the temple visits. In the next article, we will explore these recommendations in detail, along with an implementation plan aimed at improving the nutritional quality of the monks' diet.



PHYSICAL ACTIVITY



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

BLOG DISCUSSION #9

COLLABORATIVE EFFORTS FOR NEIGHBORHOOD SAFETY

PREFACE: The safety of the Minneapolis Blue Line has been a concern, with some passengers reporting harassment and assault, and others noticing drug use and smoking on the trains. Reported crimes have increased by 32% compared to 2022. Some members of the Park Board are also concerned about the safety of pedestrians and cyclists at the Blue Line light-rail crossing in North Minneapolis. Asian Media Access has joined our partners to support the Northside Business Luncheon to raise awareness of safety discussion around the Northside.



The West Broadway Business & Area Coalition hosted the Northside Business Luncheon on August 15th from 11:30 AM to 1:00 PM at the Emerge Career & Technology Center. Asian Media Access has joined the discussion to combat the North Minneapolis' violence crimes, especially in the Blue Line station areas. This luncheon provided a unique opportunity for business owners,

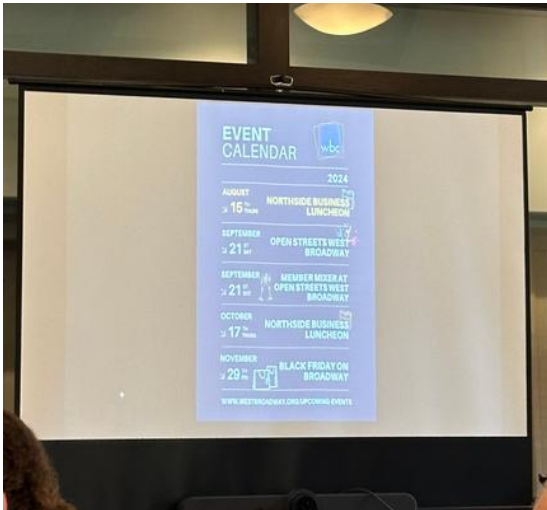
property owners, and residents along West Broadway Avenue to come together, share concerns, and explore resources aimed at fostering a safer and more vibrant community. The event highlighted various organizations dedicated to supporting the community, offering valuable insights on how to report safety issues along the Blue Line stations and become more actively involved in enhancing neighborhood safety.

Several organizations participated, including the Minneapolis 4th Precinct, the City's Livability Coalition, the Northside Residents Redevelopment Council (NRRC), the Jordan Area Community Council (JACC), We Push For Peace, and Better Futures West Broadway Ambassadors. These agencies share the resources and insights of the collaborative efforts to create a safer environment for our youth and community at Northside.

CRIME PREVENTION SPECIALIST

Crime Prevention Specialist Bill Magnuson highlighted the crime trends and the role of crime prevention specialists. These specialists monitor crime patterns, provide crime prevention tips and information, and organize block clubs to enhance community safety. At the event, Magnuson highlighted several concerning trends within the 4th Precinct, including RVs repeatedly cruising the same areas, issues related to mental health and addiction, and the use of vacant buildings for illicit activities.





CITY OF MINNEAPOLIS BUSINESS LICENSING

Amy Lingo, representing the City of Minneapolis Business Licensing, attended the event to share insights of the Business Licensing department to assist business owners in obtaining the necessary licenses and addresses issues that may arise in the process. They focus particularly on businesses involving alcohol, such as liquor stores and restaurants, and work closely with code enforcement, along with crisis de-escalation training and trespass training.

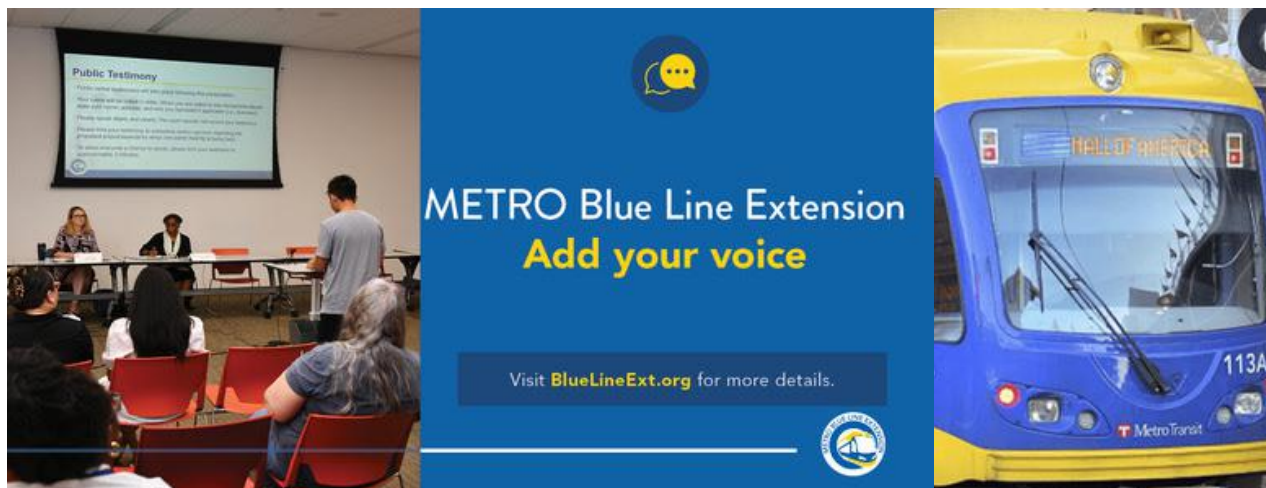
NORTHSIDE RESIDENTS REDEVELOPMENT COUNCIL (NRRC)

The Northside Residents Redevelopment Council (NRRC) is dedicated to fostering positive social change within the Near North and Willard Hay neighborhoods of North Minneapolis, and around Blue Line station areas. To address safety concerns, NRRC collaborates closely with residents through safety surveys, ensuring that community needs are accurately understood. Their safety committee meets bi-monthly to advance their goals and mission.

These key organizations have supported the safety of Blue Line and area stations. For more information and details on upcoming engagement Safety meetings, please visit the West Broadway Business & Area Coalition.

Educational Article

METRO BLUE LINE EXTENSION - LOCAL REVIEW OF PRELIMINARY DESIGN PLANS



North Minneapolis and Northwestern communities

The METRO Blue Line Extension light rail transit project will extend the existing Blue Line from Target Field Station northwest to Brooklyn Park and connect communities along the way.

On light rail transit projects, state law requires the Met Council to send Preliminary Design Plans to the cities on the route. They are required to review and approve the physical design components of the project in a process often referred to as municipal consent. If the city does not approve, they must submit an amendment or amendments to the plan with the changes they would like to see.

Through October 10, 2024, each city will hold a public meeting to discuss the plans, and then vote on them. The Met Council reviews and analyzes any proposed changes. That may involve working with the city to develop a compromise design.

To understand and address local concerns the Blue Line Extension project office and city public works officials have worked together on Issues Resolution Teams since August of 2020, reviewing design work to address a wide range of issues like traffic flow, safety, trail connections and utility locations.

Public comments on the Municipal Consent Plans will be accepted starting at the end of July through October 10.

Learn more at <https://metrocouncil.org/Transportation/Projects/Light-Rail-Projects/METRO-Blue-Line-Extension.aspx>

TOBACCO CONTROL



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

BLOG DISCUSSION #9

ANALYSIS OF MN STUDENT SURVEYS FOR AFRICAN AMERICAN AND ASIAN AMERICAN SUBSTANCE USAGE PATTERNS

Preface: Substance abuse in adolescents is an important topic to consider, especially because of the potentially harmful effects it can have on youth. Often tobacco is the gateway drug. Nicotine is often the first drug used by people who later develop alcohol or other substance use problems. Therefore, Asian Media Access has looked into a historical trend analysis for both African American and Asian American Substance Usage Patterns, as part of our Tobacco Control Landscaping Report.

To consider the causes and effects of substance use among students in Minnesota, the Department of Health and Department of Human Services, all have conducted multiple surveys among different categories in a span of decades to properly collect and analyze data. This report will focus on the MN Student Survey, where information compiled for 2 categories in regular public schools: *Black, African, or African-American and Asian, South Asian, or Asian American*. Each survey was conducted every 3 years starting from 2007. The data will be summarized and analyzed to better determine various factors and consequences that are related to substance use.

To provide some background information on the data, all of the participants in 2007 and 2010 were in grades 6, 9, and 12. Starting from 2013 up to 2022, participants were from grades 5, 8, 9, and 11. This report does not contain data from alternative schools or juvenile corrections facilities, although those may be found in the surveys conducted. The surveys also include environmental factors that may contribute to substance use, such as feelings about school, free or reduced-price lunch, and treatment of other students at school (if students are being treated differently because of their race or background). However, the contents of the survey may not be 100% accurate. It also includes treatment from teachers and students' perceptions of safety. For the sake of conciseness, this report will not include all of the information reported in all of the surveys.



In 2007, the Minnesota Student Survey included around 1,300-2,700 reports per grade (6th, 9th, 12th) for the Black, African, or African American population of students. Out of these, the number of males and females surveyed was relatively similar for each grade (around 50/50). Per the respondents, many of them enjoyed going to school, but there was a considerable amount of dislike for school at around 15-20% of students from these 3 grade levels reporting that they either don't like school or hate school. A similar amount of students skipped or cut full days of school 3 or more times within the last 30 days of the survey being conducted. An interesting number to consider is that around 70% of all participants reported getting free or reduced-price lunch at school, which may be important to consider when analyzing the effects of different environments or situations students may be in that prompt them to turn to substance abuse. In considering perceptions of school environment, there were quite a few who said that only some students were friendly and behaved well. Although most of those who were surveyed showed that they generally enjoyed school, many reported that students would get made fun of or disrespected by teachers. Out of those surveyed, 40-50% in each category (gender, grade) reported living only with their mother.

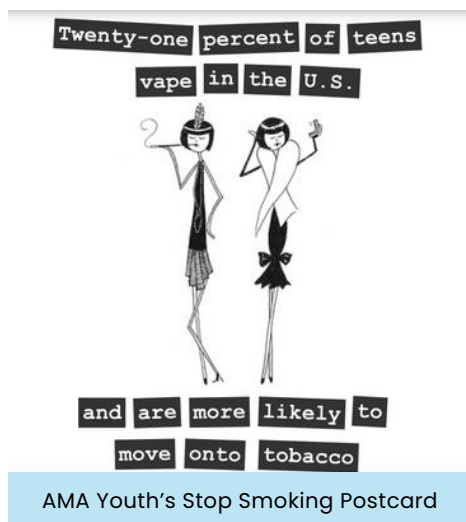
To summarize substance use, relatively few students reported using any tobacco products in the past 30 days when the survey was conducted in the lower grades. However, this number jumps to 12% for 12th-grade males and 5% for females. The numbers show similar patterns when considering binge drinking and drug use. An average of 10% smoked their first cigarette when they were 10 years old or younger. There is no mention of electronic cigarettes in the 2007 survey. Most of these



teenagers bought tobacco from gas stations or convenience stores or received it from their friends. However, they usually got alcohol from getting someone else to buy it for them, getting it at parties, or getting it from friends. There is relatively low drug use reported, but the pattern for all reveals that the older you become, the more susceptible you are to using tobacco, alcohol, or drugs. A few percent of those who used these substances reported neglecting responsibilities, having problems with the law, becoming violent, and forgetfulness. Overall, although the number of students who have used these substances may seem small, an average of around 10% of 12th graders is an alarmingly high number. Since this survey was only conducted among a small sample of around 6,000 overall, it cannot speak for the whole population, but it gives a relatively good idea of how and which teenagers are more susceptible to substance use.

In 2022, the survey was quite different compared to the one taken in 2007. For example, there were new questions included and comparisons to previous years added. Also, some responses were identified as invalid (inconsistent or pattern of exaggeration). This survey was conducted among a larger number of students, having about 2,000 to almost 4,000 per grade (5th, 8th, 9th, 11th). A slightly larger percentage of students reported wanting to attend a four-year college or university after high school. Compared to 2007, a similar amount of students missed or didn't go to school 3 or more times, but this survey gave specific reasons, including sickness, missing a ride, or taking care of other people. Only around 3-15% reported missing school because they were bored or uninterested. Something to consider is that only around 60% of 5th and 8th graders feel comfortable going to the police if they needed help. Most students agree with feeling safe at school and in their neighborhood, but there were still around 20% per grade and gender that reported feeling unsafe at school. Around 20% per category reported being harassed or bullied because of their race or ethnicity. Around 50% of all participants reported having a parent or guardian in jail or prison.

Finally, to summarize substance use, around 3% used tobacco (within the past 30 days of the survey being conducted) throughout all grades and genders, 8% used tobacco products, 1% reported binge drinking, and around 20% reported using alcohol or other drugs besides tobacco at least once within the past year. Around 5% of 5th graders have either vaped or used an e-cigarette. This statistic is concerning because there was no report of e-cigarette use in the 2007 survey, making the rise of e-cigarettes relatively new. More than 5% of 8th, 9th, and 11th graders have vaped or used an e-cigarette. In contrast with tobacco use rates, which have declined since 2007, e-cigarette and vape use has become more prominent. It is now becoming a larger problem than tobacco for teens. Out of the students who have vaped in the past 30 days of the survey, around 85% used a flavored e-cigarette. Out of the flavors of e-cigarettes (or e-juice), menthol or mint, fruit, and candy or other sweets are the most popular flavors. Vape companies lure in underaged customers by advertising fun flavors such as the ones listed above. The marketing aspect and availability of vapes has become so widespread that it is impossible for young people to ignore. This is a problem because although vaping may be different from smoking tobacco, there are still extremely harmful and negative effects that cannot be ignored.



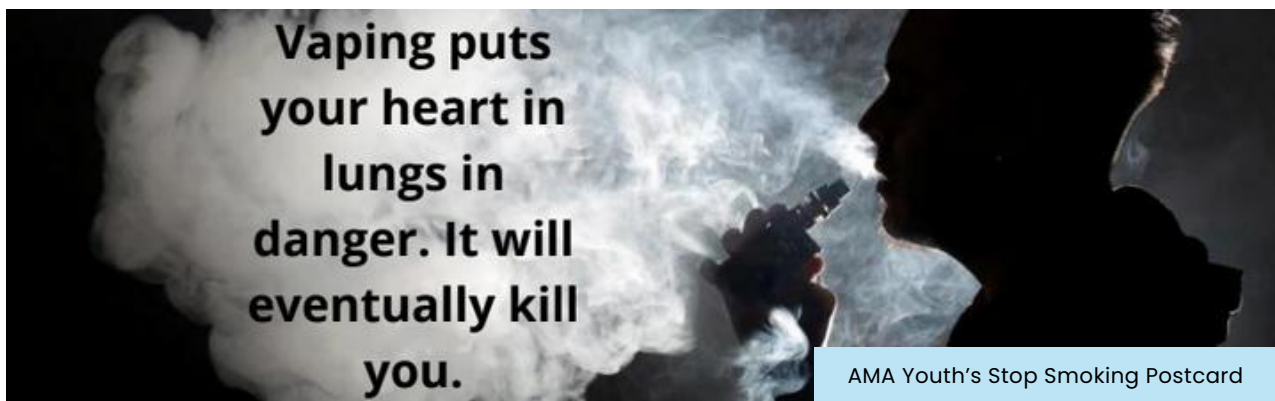
According to the CDC, most e-cigarettes contain nicotine (a highly addictive substance), and e-cigarettes are now the “most commonly used tobacco products among U.S. youth” (CDC, <https://www.cdc.gov/tobacco/e-cigarettes/youth.html>) . Most African American students who vaped in the past 30 days of the survey got vapes from their friends (around 50% of respondents). Others got it from gas stations or convenience stores and some got it from family members. Many of these students reported that they got alcohol from their friends, at parties, or taking it from home. The numbers are relatively similar to the ones reported in 2007. Not many report using drugs such as LSD, PCP, MDMA, cocaine, or heroin, the use of tobacco, alcohol, marijuana seems to have gone down compared to the numbers reported in 2007. Overall, there seemed to be a slight reduction in substance use compared to 2007, but some of the numbers are still alarming when considering the harmful effects that this may have on students’ lives and futures.

The 2007 survey for Asian American/Pacific Islander identifying students is similar to the one previously discussed in sample size. Around 1,600 to 2,500 participants were spread across 6th, 9th and 12th grade. Out of these, 52% were female while 48% were

male. Around 12% reported either not liking or hating school, but around 90% described themselves as likely to go to college after high school. Less than 20% skipped or cut full days of school more than 3 times, but this number more than doubles if including those who skipped school once or twice. Half stated that they got free or reduced-price lunch at school, which is still a significant number. Most believed that other students were friendly but reported that at least a few (some more than a few) had been made fun of or threatened because of their race or background. About 11% feel unsafe at school, and even more agree or strongly agree that illegal gang activity and student use of alcohol or drugs is a problem at their school. There was a higher number of students who lived with both biological parents compared to African American students in 2007, but many do not feel comfortable talking to their parents about problems they may have. Tobacco use shoots up for teenagers once they hit high school, and many more also report binge drinking especially in 12th grade. Interestingly, when asked if they had taken part in frequent binge drinking in the past year, the numbers are relatively low for all 6th graders, all 9th graders, and 12th grade females (although it is a little bit higher than the other grades). But for 12th grade males, the number goes from 3% in 9th grade to 11% in 12th grade, possibly reflecting environmental pressures or an outside factor. Few report smoking a cigarette in the past 30 days, and other data relating to smoking is relatively low for Asian Americans/Pacific Islanders. Most received their tobacco from friends. A larger number reported drinking alcoholic beverages, with binge drinking being a more common occurrence among Asian American students than smoking tobacco. Around 10% of students had their first drink of alcohol when they were 10 years old or younger, similar to African Americans, which is slightly concerning. Similarly to tobacco, many got their alcohol from friends or other family members. Drug use was also low, with most numbers being 0,1, or 2 percent. Drinking seemed to be a much more significant problem among Asian American youth in 2007 compared to tobacco and drugs.



The 2022 survey for those who identified as Asian American/Pacific Islander included around 1,600 to 2,500 for each grade (5th, 8th, 9th, and 11th). 98% or more of the students in each grade had plans after high school. When asked if they had missed school within the last 30 days, most students answered none or once/twice, with around 20% answering 3 or more times. The large majority of students answered that they cared about doing well in school, and this is reflected in the data of their feelings about school. Less, however, felt comfortable telling their school's police or School Resource Officer about their problems or asking for help (only about 60-70% felt comfortable). Around 25% have experienced bullying because of their race or ethnicity, with most of these from being either spreading rumors, threats, or forms of exclusion. Moving on to actual substance use, only 1% of Asian Americans reported using conventional tobacco products, with around 5% reporting that they used tobacco products (which includes e-cigarettes and hookah). Interestingly, 0% report frequent binge drinking in the past year, even in 11th grade. This shows a dramatic decrease from the 8% of 12th graders who self-reported binge drinking in 2007.



The numbers of vaping, smoking, and drinking are very low (close to 0%) for all grades. Again, vaping was not reported in the 2007 Student Survey but has shown an alarming increase among youth in the past few years. 1-2% of Asian American students have used a vape or e-cigarette, which may not seem like an alarming number. However, this is already an increase from past years and will likely continue to grow in the future. The large majority of students used fruit or candy flavored e-cigarettes, again revealing the popularity of sweet flavored products to underaged youth. Around 75% of students across grades 8, 9, and 11 who vaped in the past 30 days of the survey used a flavored e-cigarette. Those who did vape (which seemed to be the most common) mostly got it from their friends or getting someone else to buy it for them. Some students who stated that they drank alcohol at least once usually did not drink more than one glass/can/drink at a time, and they seemed to get the alcohol mostly from friends, parents, or other family members. Most predicted that their parents and friends' perceptions of them using substances was either wrong or very wrong, which correlates well with the actual numbers of those who used

substances. Overall, the responses of Asian Americans/Pacific Islanders in the 2022 survey showed much less self-reported substance use compared to 2007 (and even just in general).

The trends generally show a decreasing rate of substance use among students, possibly due to better health education or some other factor. When comparing the trends from 2007 to 2022, it should be noted that the COVID-19 pandemic did have some degree of impact on both attendance and possible exposure to substances. There was most definitely a significant social effect that was negative in some ways yet positive in others. This report did not address the data between the years 2007 and 2022, but it can be assumed that there was a general decrease in substance use throughout. For African American students, smoking seemed to be a larger issue, while alcohol consumption was a larger issue for Asian American students. Both of these numbers were lower in 2022 than in 2007. Although there was a significant decline in substance use (except for vaping), there seemed to be a rise in mental health issues, which may need to be analyzed further. This Minnesota Student Survey will continue to monitor and evaluate substance use and mental health issues among students, but it is important to note that while the trends are generally moving in a positive direction, there is always more to be done to address and improve America's student substance abuse problem.



Educational Article

MINNESOTA DEPARTMENT OF HEALTH, “STATEWIDE TABLES BY EDUCATIONAL SETTING, RACIAL/ETHNIC GROUP, AND SEXUAL ORIENTATION - MINNESOTA STUDENT SURVEY”



To search this data interactively, visit:

[Minnesota Department of Education: Minnesota Student Survey Tables 2013-2022](https://www.health.state.mn.us/data/mchs/surveys/mss/statewidetables.html)

By educational setting

The Minnesota Student Survey is administered separately to three different kinds of educational settings: (1) regular public schools, including charter schools and tribal schools; (2) Area Learning Centers and alternative schools; and (3) juvenile corrections facilities. MDH has prepared tables for each population showing the statewide results for each question on the survey.

By racial/ethnic group

MDH has prepared statewide tables for students from different racial/ethnic groups attending regular public schools. Students are asked to choose one or more racial/ethnic groups to indicate how they might describe themselves. Because more than one group can be chosen, it is no simple matter to report survey results. Two options are offered. One option provides tables on students who checked one racial/ethnic group and no others—for example, African-American only. The second option provides tables on all students who checked a particular racial-ethnic group, including those who checked one or more other groups. These tables are based only on students in regular public schools.

By sexual orientation

Starting in 2019, MDH has prepared statewide tables for students in grades 9 and 11 who choose to identify their sexual orientation. As with racial/ethnic group results, these tables are based only on students in regular public schools.

Check out the survey reports at

<https://www.health.state.mn.us/data/mchs/surveys/mss/statewidetables.html>

VACCINATION FOR ADULTS



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

BLOG DISCUSSION #9

PERCEPTIONS OF COVID-19 VACCINE AMONG THE PREGNANT WOMEN

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

And this time the Vaccine Hesitancy story is focused on the Pregnant Women community. We have also seen a surge of COVID this summer again, please consider update your 2024 – 2025 COVID Vaccine.



Pregnant women are often seen as one of the more vulnerable groups to disease. Their susceptibility to disease and more severe symptoms when contracted make them a high risk group during disease outbreaks like the COVID-19 pandemic. So why are many reluctant to receive vaccinations? Although many are determined to protect themselves and their babies from disease, some lack the knowledge or autonomy to make personal and informed decisions.

Oftentimes, pregnant women are influenced to make certain decisions from other people, such as family members. Entire families are often extremely protective of pregnant women and

attempt to influence certain decisions. Older generations play an especially large role in family households and greatly impact communication between members. Sometimes, they feel entitled to influence the decisions of younger generations, resulting in some pregnant women feeling like they do not have complete autonomy and the ability to make their own choices. Pregnant women have to consider the input of their families and the impact on their babies when deciding whether or not to receive vaccinations of any kind. There are risks associated with both diseases and vaccines which need to be seriously considered. Since the COVID-19 vaccine is relatively new, there is not enough information to decide if there will be long-term effects on pregnant women or their babies, which may deter some from seeking out the vaccine. Misinformation and influence of family members plays a large role in the hesitancy of pregnant women to receive the COVID-19 vaccine.



Many methods exist to increase the rate of COVID-19 vaccinations among pregnant women. Firstly, seeking to truly understand and build trust with pregnant women and their families may help dispel fears about the vaccine. Allowing pregnant women to have and present their own opinions, then validating their questions, can help them realize that they do have the ability to make informed decisions for themselves. In addition, helping others in their families realize that the vaccine can be extremely

helpful in preventing severe symptoms of COVID-19 may result in more positive impacts as well. Some organizations that work with communities to build relationships have seen success when openly discussing the topic of vaccinations with pregnant women. Especially when vaccinated pregnant and breastfeeding women can pass the antibodies to their babies, and provide strong protection against symptomatic COVID-19. This can help protect them from serious illness caused by COVID-19 when they are too young to get vaccinated.

Shifting such knowledge about the pandemic and vaccine starts with honesty and answering questions without judgments. Public health policy may attempt to direct the population in a certain direction regarding the vaccine, but does not try to truly understand the feelings of the public. This renders it somewhat ineffective. Instead, providing information in a clear and straightforward way after actually understanding the reasons relating to hesitancy may prove to be a more efficient way of raising

Vaccination rates. Authoritative statements only get so far when there isn't much established trust between 2 parties. Providing accommodations and incentives comes after understanding others' experiences with both the disease and vaccinations. An open and comfortable environment can help pregnant women feel more comfortable in discussing their hesitancy. After genuine conversations are held, reliable information can be shared to increase willingness to receive vaccines. For instance, COVID vaccines can actually provide immunity to babies out of the womb if mothers are vaccinated while pregnant. Information like this can influence pregnant women to receive vaccines. Some may also respond well to monetary or other types of incentives.



Overall, vaccination rates can go up, but only after a certain amount of trust and understanding has been established. Even though some pregnant women may still have doubts about the vaccine, it has been proven to be safe and effective of COVID vaccines. There are more cons to not receiving it than getting it, so let's raise vaccination rates by understanding others opinions and dispelling their fears, especially for women during pregnancy.

Pop up Vaccination

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

ONE GIFT CARD PER 18+ YEARS OLD GUILDS

Wednesday, September 11, 2024 from 10:00am-2:00pm at Asian Community Center, 710 Arcade St., St Paul, MN 55106
FMI: infoamamedia.org

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

Asian Community Center
 AABRN
 ucare
 Pharmacy

Pop up Vaccination

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

ONE GIFT CARD PER 18+ YEARS OLD GUILDS

Tuesday, September 24, 2024 from 10:00am-12:00pm at United Cambodian Association of Minnesota សហសមាគមខ្មែរនៅរដ្ឋមីនីសូតា, 1385 Mendota Heights Rd suite 500, Mendota Heights, MN, 55120
FMI: infoamamedia.org

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

AABRN
 ucare
 Pharmacy

Pop up Vaccination

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

ONE GIFT CARD PER 18+ YEARS OLD GUILDS

Wednesday, September 25, 2024 from 10:00am-12:00pm at Care4u Home Care Services LLC, 7935 Upper 139th Ct, Apple valley, MN 55124, **FMI: infoamamedia.org**

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

AABRN
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 Pharmacy

Educational Article

COVID-19 VACCINATION AND BOOSTING DURING PREGNANCY PROTECTS INFANTS FOR SIX MONTHS



Women who receive an mRNA-based COVID-19 vaccination or booster during pregnancy can provide their infants with strong protection against symptomatic COVID-19 infection for at least six months after birth, according to a study from the National Institute of Allergy and Infectious Diseases (NIAID), part of the National Institutes of Health. These findings, [published in Pediatrics\(link is external\)](#), reinforce the importance of receiving both a COVID-19 vaccine and booster during pregnancy to ensure that infants are born with robust protection that lasts until they are old enough to be vaccinated.

COVID-19 is especially dangerous for newborns and young infants, and even healthy infants are vulnerable to COVID-19 and are at risk for severe disease. No COVID-19 vaccines currently are available for infants under six months old. [Earlier results](#) from the Multisite Observational Maternal and Infant COVID-19 Vaccine (MOMIv-Vax) study revealed that when pregnant volunteers received both doses of an mRNA COVID-19 vaccine, antibodies induced by the vaccine could be found in their newborns' cord blood. This suggested that the infants likely had some protection against COVID-19 when they were still too young to receive a vaccine. However, researchers at the NIAID-funded [Infectious Diseases Clinical Research Consortium \(IDCRC\)](#), which conducted the study, did not know how long these antibody levels would last or how well the infants would actually be protected. The research team hoped to gather this information by following the infants through their first six months of life.

Check out the full article at: <https://www.nih.gov/news-events/news-releases/covid-19-vaccination-boosting-during-pregnancy-protects-infants-six-months>

Pop up Vaccination

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

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

Walk ins welcomed

New Covid-19 vaccine for 6 months old and up

Practice all COVID-19 precautions

ucare, AABRN, Harmony Adult Day Center, Pharmacy, and other logos.

Pop up Vaccination

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

THE GIFT CARD PER 18+ YEARS OLD GOLF

Wed., September 18, 2024 from 10:00am-1:00pm at Kasha Adult Day Center, 5650 Lilac Dr, Brooklyn Center, MN 55430
FMI:infoeamedia.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!

Kasha Adult Day Center

ucare, AABRN, Pharmacy, and other logos.

Pop up Vaccination

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

THE GIFT CARD PER 18+ YEARS OLD GOLF

Wednesday, September 11, 2024 from 10:00am-2:00pm at Asian Community Center, 710 Arcade St., St Paul, MN 55106
FMI:infoeamedia.org

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

Asian Community Center

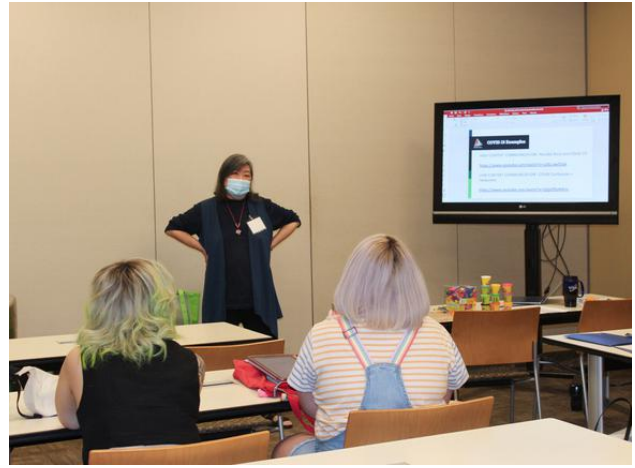
ucare, AABRN, Pharmacy, and other logos.

PROJECT SUPPORT EVENTS

July 19~20

ASIAN YOUTH JUSTICE SUMMIT

Asian Media Access has joined the Asian Youth Justice Summit, not only hosted training workshop to empower Asian youth, we have highlighted the Safety issues and Anti Asian Hate violence around the St. Paul Frogtown neighborhood, and encourage Asian youth to share their perspectives about Safety and Mental Health issues through arts activities.



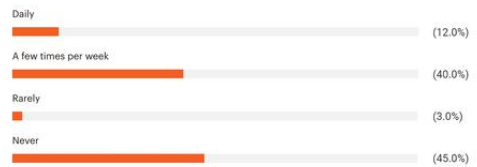
August 9~10

KAREN MARTYR'S DAY AND TOURNAMENT

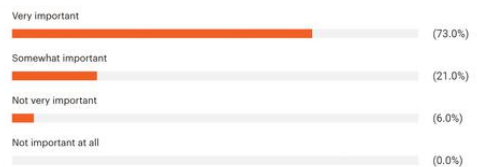
Our partner, the Karen Football Association, participated in this significant cultural event while also conducting community surveys on smoking and tobacco products.



"How often do you currently smoke traditional cigarettes or other tobacco products?"



"How important is smoking as a social activity within your community?"



"Do you feel that smoking plays a role in strengthening bonds and connections within your community?"



August 10

CITY OF BROOKLYN CENTER'S HEALTH FAIR DAY

Led by the Asian American Business Resilience Network, collaborated with Restoration for All and Odam Medical group, Project SUPPORT hosted the COVID vaccination clinic during the event.



August 17 ~ 18

ASIAN STREET FOOD NIGHT MARKET

Led by the Asian American Business Resilience Network, Frogtown/Rondo Black Church Alliance and Juxtaposition, we have co-hosted another Asian Street Food Night Market at the old historic Sears St. Paul parking lot. We conducted Physical Activity Surveys and discussed potential everyday destination ideas with neighbors through Sears 3D model exercises.



August 24

BACK TO SCHOOL BASH VACCINATION EVENT

Led by the Asian American Business Resilience Network, collaborated with Task Force Inc, Restoration for All and Odam Medical group, Project SUPPORT hosted the COVID vaccination clinic during the event.

The poster features a dark blue background with white and green text and icons. At the top left is the Task Force Inc logo with the tagline 'Together, We Are Changing Lives'. The main title 'BACK TO SCHOOL BASH' is in large, bold, white letters, with 'TO' in a green circle. Below it, '24TH AUGUST, 2024' is in a green banner. The event details include 'WHAT TO EXPECT' with 'SCHOOL SUPPLIES BAZAAR & GIVEAWAY' and 'MUSIC & ENTERTAINMENTS'. The location is '5901 Brooklyn Blvd #105, Brooklyn Center, MN' from '10 AM To 4 PM'. Contact information at the bottom includes 'info@taskforce.org', 'deniset@taskforce.org', and '763-777-1803'. Icons include a pencil, a backpack, a globe, a calculator, a lightbulb, a notebook, and a school bus.

Task Force Inc
Together, We Are Changing Lives

TASK FORCE INC. PRESENTS

BACK TO SCHOOL BASH

24TH AUGUST, 2024

WHAT TO EXPECT

- ★ SCHOOL SUPPLIES BAZAAR & GIVEAWAY
- ★ MUSIC & ENTERTAINMENTS

LOCATION

5901 Brooklyn Blvd #105, Brooklyn Center, MN
10 AM To 4 PM

info@taskforce.org deniset@taskforce.org 763-777-1803

The poster features a white background with green and red text. At the top, a speech bubble says '\$25 incentive for ages 18+ who receive a vaccine on-site'. Below it, 'Pop up Vaccination' is in large green letters, with 'ONE GIFT CARD PER 18+ YEARS OLD ONLY' in smaller text. A black and white illustration of an elderly woman is on the left. The event details include 'Saturday, August 24, 2024' from '10:00am-4:00pm' at '5901 Brooklyn Blvd #105, Brooklyn Center, MN' with contact 'FMI:info@amamedia.org'. A list of services includes 'Vaccines (Pfizer and Moderna) available for 6 months+', '65+ eligible for additional booster', and 'Walk-ins welcome -- no need to register!'. Logos for Task Force Inc, Odam Medical Group, and AABRN are at the bottom.

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

ONE GIFT CARD PER 18+ YEARS OLD ONLY

Pop up Vaccination

Saturday, August 24, 2024
from 10:00am-4:00pm at
5901 Brooklyn Blvd #105,
Brooklyn Center, MN
FMI:info@amamedia.org

Back to School Bash

- School Supplies Giveaway
- Music and Entertainment

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

Task Force Inc
ODAM MEDICAL GROUP
Family Care & Clinic Street
Restoration for All, Inc.
Asian American Business Resilience Network

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 #9

ANTI-ASIAN HATE EXPERIENCES AND THEIR IMPACTS

Janie Ye - Wayzata High School

Anti-Asian hate and racism often lead to violence. Unfortunately, America has no shortage of hate stories, especially recently. The negative impacts of violent incidents on the Asian community and American society overall have extreme repercussions. The deep roots of prejudice and bias in America have resulted in suffering and oppression for Asian Americans and other groups. Discrimination has many different forms and can occur at school, in the workplace, and within the community. Experiencing discrimination in any setting is unsettling and can have unintended results.

There are multiple ways in which Asian Americans experience racism, and although not all of them are violent, any type of discrimination will have negative consequences. Asian Americans encounter discrimination through incidents in daily life. According to Pew Research Center, "About six-in-ten Asian adults (58%) say they have ever experienced racial discrimination or been treated unfairly because of their race or ethnicity." These include cases at restaurants, hotels, and even public and government buildings like police stations and libraries. Race related Incidents such

as offensive name calling, aggressive language, and even physical force are all considered racism. In addition, Asian American adults have stated that some strangers act like Asians are dishonest or are afraid of them. One of the prominent examples is airport security checkpoints. Although these statistics may also vary by ethnic groups, “20% [of Asian adults] say they have been held back at a security checkpoint for a secondary screening because of their race or ethnicity” (Pew Research Center). South Asians especially face extreme racial profiling, with many being pulled away for hours of interrogation because of their race. Even within their communities, Asian adults are often stopped and questioned by the police because of their ethnicity.

Another major issue that Asians face is discrimination in the workplace. Asian Americans are often denied jobs and promotions because of their race, and stereotypes such as the model minority influence others’ view on Asian Americans and their character. Also, Asian Americans face challenges with language and culture in the workplace, and this negatively affects their opportunities in the workplace. For example, Asian Americans have said that their accents when speaking English caused others to treat them differently. Asian Americans also face social discrimination when buying homes and in neighborhoods. They are not always welcomed in neighborhoods and are sometimes even prevented from moving into a specific neighborhood because of their race. Race should not be a factor that is considered in any of these situations. Every group should have equal opportunities and feel safe in their communities.

The impacts of these experiences (and many more) have caused Asian Americans to feel unwelcome and unsafe in America. Although America is a diverse country with many immigrants, it is important to note that we should treat others with respect and kindness. Asian Americans have contributed great achievements to American society that should be recognized. However, treating others with respect is the bare minimum and should be universal knowledge.



Resources



2024-2025 LEAP IMPACT APPLICATIONS ARE NOW OPEN!

The LEAP Impact Program is a dynamic and immersive cohort learning experience designed to empower Asian and Pacific Islander, nonprofit leaders through culturally responsive workshops, frameworks, and community building.

Impact is suitable for mid-to-senior-level, full-time, nonprofit staff and managers with 2+ years working at a nonprofit organization looking to enhance or further develop their leadership skills.

If you or someone you know may be interested in Impact, please use this [link](#) to learn more and apply. The application portal will remain open until October 4.

UPCOMING EVENTS

FREE FRESH FOOD FRIDAYS

DATE/TIME: Fridays, September 13 and 27, 2024, 9:30am

PLACE: North point health, Parking lot at Penn & 14th

- Free Produce
- Community Resources

Location: Parking lot at Penn & 14th



FREE FRESH FOOD FRIDAYS
Free Produce • Community Resources

9:30 am
until supplies run out
rain or shine

LOCATION: Penn & 14th

MAY	JUNE	DATES:	AUGUST	SEPTEMBER
10 & 24	14 & 28	JULY 12 & 26	9 & 23	13 & 27

612-767-9500 • www.northpointhealth.org



MINNESOTHAI

DATE/TIME: Saturday, September 14, 2024, 10:00am-10:00 pm and September 15, 2024, 10:00 am - 6:00 pm

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

This free, two-day event will showcase authentic Thai street food and feature cultural performances, live music, art and souvenirs, a beer and wine garden featuring local brews, kids' bounce houses, fire dancing and more!



MOON FESTIVAL 2024

DATE/TIME: Saturday, September 14, 2024, 12:30 pm - 5:30 pm

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

The Alliance of Minnesota Chinese Organizations (AMCO) with Minnesota Chinese Community + local ethnic

communities invite you to join us for the Moon Festival Celebration happening at Mall of America®! Enjoy an afternoon of cultural performances by art troupes from local Chinese, Hmong, Laotian + Vietnamese communities. The Moon Festival is a time to bring artists together to celebrate, share community heritage, praise the greatness of modern life, promote ancient traditions + unite communities.



CELEBRATING MID-AUTUMN FESTIVAL

DATE/TIME: Sunday, September 15, 2024, 12:00 pm - 5:00 pm

PLACE: Asia Mall, 12160 Technology Dr. Eden Prairie, MN 55344

Join Asia Mall for a fun, family-friendly Mid-Autumn Festival celebration on Sunday, September 15th from 12 pm to 5 pm, featuring festive paper cutting, origami, calligraphy bookmarks, a spectacular Lion Dance at noon, a Taiqi show at 2:00 pm, a Guzheng performance at 4:00 pm, and complimentary LED lanterns for each child while supplies last, along with mooncake and tea to enjoy!



OPEN STREETS MPLS WEST BROADWAY 2024

DATE/TIME: Saturday, September 21, 2024, 11:00 am - 5:00 pm

PLACE: West Broadway, Lyndale Ave N. - Penn Ave N.

Open Streets West Broadway is a free, family-friendly event that offers a variety of activities such as biking, walking, playing, eating, dancing, and singing. The event covers 17 blocks on West Broadway and attracts over 250 participants and vendors with over 3,000 attendees. This event is not just a street festival, but it is a celebration of community and allows neighbors to experience city streets as public spaces where communities thrive!

4TH ANNUAL MID-AUTUMN FESTIVAL CELEBERATION

DATE/TIME: Saturday, September 21, 2024, 1:00 pm - 6:00 pm

PLACE: 1624 Phalen Dr., St Paul, MN 55106

- Artistic performances
- Family/personal photography
- Food and moon cake testing
- Family-friendly cultural booths
- International fashion displays
- Poetry contest



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.



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!



Contact Us

Email

ball@amamedia.org

Telephone

612-376-7715

Address

2418 Plymouth Ave N
Minneapolis, MN 55411



Partnering with

