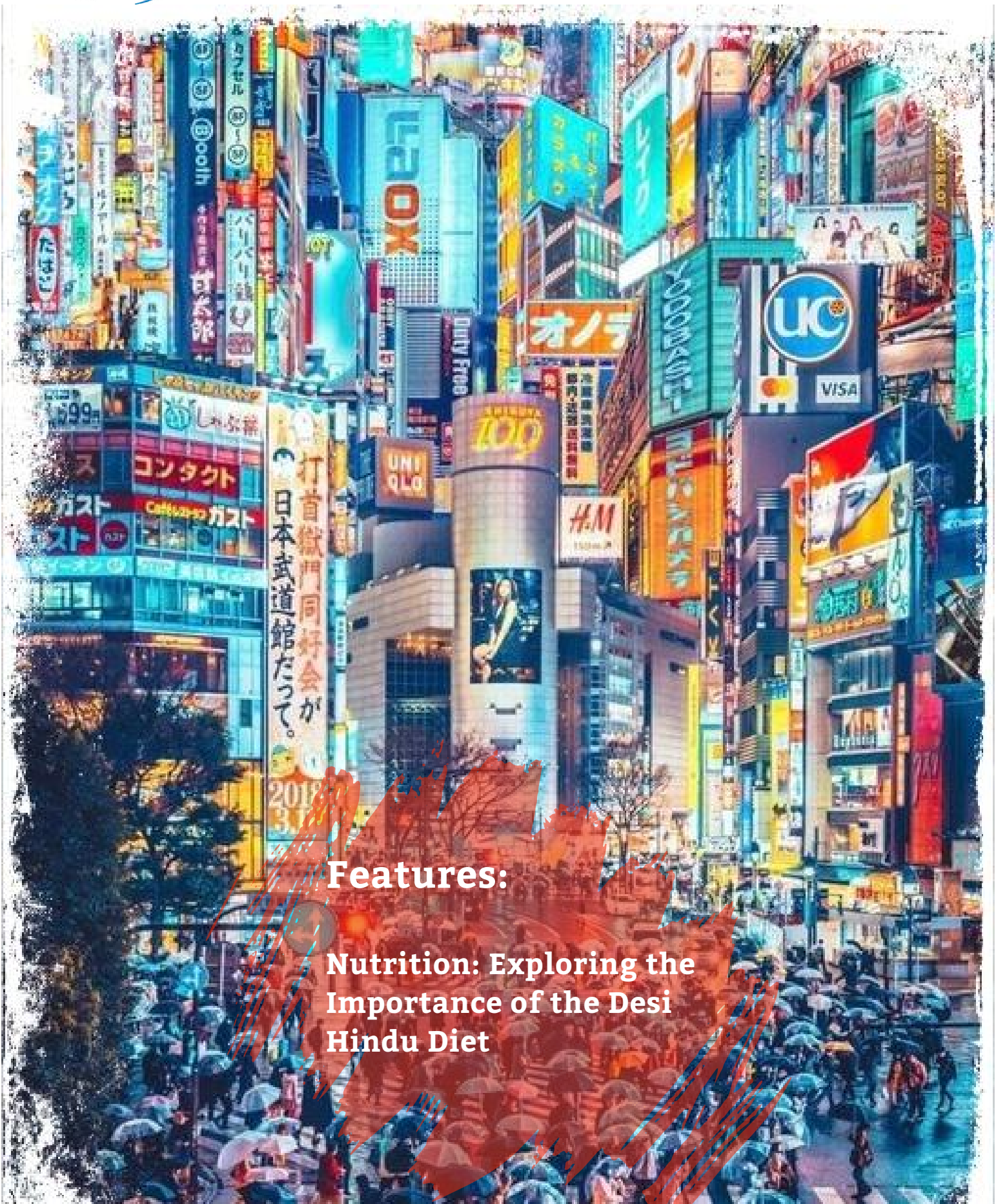




BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

JUNE, 2025 | VOLUME 2 | ISSUE 6



Features:

**Nutrition: Exploring the
Importance of the Desi
Hindu Diet**

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.

EXPLORING THE IMPORTANCE OF THE DESI HINDU DIET: A PLANT-BASED APPROACH FOR HEALTH AND COMMUNITY

Asian Media Access (AMA) is proud to collaborate with Asian Indian community and Rochester Clinic to explore the cultural and nutritional significance of the traditional Desi Hindu diet, within congregate dining settings. This partnership will combine ancient dietary wisdom with modern nutritional science to create a model that nourishes both body and community.

CULTURAL AND NUTRITIONAL FOUNDATIONS

The Desi Hindu diet, as illustrated in the My Desi Food Plate guide from AMA partner's SEWA, emphasizes a balanced, plant-forward approach:

- 50% Vegetables & Fruits: Prioritizing vegetables like spinach, green beans, and salads ensures high fiber, vitamins, and antioxidants.
- 25% Whole Grains: Brown rice, roti, and oats provide sustained energy and digestive health benefits.
- 25% Proteins & Fats: Lentils (dal), beans, nuts, and dairy (paneer, yogurt) offer lean protein and healthy fats, aligning with Ayurvedic principles of sattvic (pure) eating.

This framework not only supports physical health but also reflects Hindu values of ahimsa (non-violence) by minimizing reliance on animal products. Rooted in centuries-old culinary wisdom, this diet aligns seamlessly with modern health recommendations while preserving cultural authenticity.



PRACTICAL APPLICATIONS FOR THE COMMUNITY

The Asian Indian community can leverage this dietary model to promote health, education, and cultural celebration. By incorporating daily meals that feature nutrient-dense options like dal, vegetable curries, whole grains, and fresh fruits, the community can help prevent chronic diseases while aligning with traditional dietary practices. Workshops on portion sizes—such as 6 ounces of grains or 3–4 cups of vegetables—and the benefits of low-sugar fruits like berries and kiwi can empower families to make informed, healthier choices. Additionally, festive meals can highlight plant-based dishes such as sambhar, idli, and nut-based sweets, reinforcing cultural pride while demonstrating how tradition and nutrition go hand in hand.

BROADER BENEFITS: SUSTAINABILITY AND ENVIRONMENTALLY FRIENDLY

The Desi Hindu diet's emphasis on legumes, seasonal produce, and cooking techniques like stewing (rather than stir-frying), relying on raw ingredients, enhances both nutrition and digestibility. This approach, combined with minimal food processing, not only supports individual health but also reduces environmental impact—aligning with principles of sustainability. Shared community meals further amplify these benefits by strengthening community bonds, fostering intergenerational connections, and modeling eco-conscious eating habits for future generations.





‘OLD IS GOLD’: HOW TRADITIONAL INDIAN DIETARY PRACTICES CAN SUPPORT PEDIATRIC DIABETES MANAGEMENT

Check out the full article at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC8707693/>

Nutrition is crucial for maintaining normal growth, development, and glycemic control in young people with diabetes (PwD). Undue restrictions cause nutrient deficiencies as well as poor adherence to meal plans. Widespread availability of low-cost, ultra-processed, and hyperpalatable food is further damaging. Most families struggle to find ways to provide nutritious, yet attractive, food with a low glycemic index (GI). India is one of the oldest continuous civilizations with a rich and diverse cultural and culinary heritage. Traditional dietary practices, including the centuries-old ‘Thali’ (meaning plate) concept, emphasize combinations (grains, lentils, vegetables, dairy, spices, prebiotics and probiotics, and fats) of local, seasonal, and predominantly plant-based ingredients. These practices ensure that all of the necessary food groups are provided and fit well with current evidence-based recommendations, including the International Society for Pediatric and Adolescent Diabetes (ISPAD) 2018 Guidelines. Techniques for the preparation, cooking, and preservation of food further impact the GI and nutrient availability. These practices benefit nutrient density, diet diversity, and palatability and thus improve adherence to meal plans and glycemic control. This narrative review describes the ancient wisdom, food composition, and culinary practices from across India which are still valuable today. These may be of benefit worldwide to improve glycemic control as well as quality of life, especially in PwD.

Keywords: diabetes management, medical nutrition therapy, traditional Indian practices, ancient food wisdom, India, glycemic control, diabetes education, Indian Thali concept.



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.

A WALK TOWARD A BETTER FUTURE: WALK AUDIT PROPOSED FOR SEARS SITE REDEVELOPMENT

This summer, Asian Media Access (AMA), the Asian American Business Resilience Network (AABRN), and the Frogtown-Rondo Business and Cultural Alliance (FRBCA)—are working in collaboration with REACH and other community partners to propose a series of Walk Audits around the future redevelopment of the Sears site at 425 Rice Street in St. Paul, MN. Although specific dates and times are still being finalized, the initiative is designed to bring together community voices to help shape a safer and more connected neighborhood—one that supports active transportation and fosters potential pedestrian and cycling connections.

WHY A WALK AUDIT—AND WHAT WILL IT DO?

The Walk Audit offers an opportunity to experience the neighborhood at street level. By walking the areas surrounding the Sears site in each of the four cardinal directions, participants will be able to closely examine what's working well, what's missing, and where improvements are needed for walkability, bike



infrastructure, public transit access, and overall active transportation connectivity. This includes advocating for pedestrian-friendly infrastructure, safe bike lanes, and equitable access to public transit to promote walking, cycling, and sustainable mobility in the community. The audit will also consider how easily people can reach everyday destinations—such as homes, schools, grocery stores, restaurants, and medical facilities—using safe and accessible routes.

More than just assessing infrastructure, the Walk Audit is intended to collect meaningful input from community members. Photos, videos, and completed audit forms will be used to document conditions and insights, while participant feedback will help shape both short-term interventions—such as pop-up crosswalks and protected bike lanes—and longer-term infrastructure solutions that reflect the community’s needs and aspirations for safer, more inclusive streets.



DAY ONE: EXPLORING THE WEST AND SOUTH

The first day of the Walk Audit will focus on the west and south sides of the Sears site. The west route centers on Marion Street and Western Sculpture Park, with particular attention given to pedestrian crossings at Marion & Fuller and Marion & Ravoux. Observers will also examine sidewalk conditions, lighting, and potential greenway connections, while considering links to nearby areas like Summit-University, Rondo, and the Ravoux Hi-Rise.

The south route will highlight Rondo Avenue and the I-94 barrier—an area with historical significance and ongoing challenges. The construction of Highway 94 displaced hundreds of families and physically divided the Rondo community, severing social and economic ties that once connected the neighborhood. Today, the possibility of crossing the highway to reach downtown St. Paul remains limited, often unsafe, and unwelcoming for pedestrians and cyclists.

The audit will explore current sidewalk conditions and one-way traffic patterns, while

also encouraging dialogue around long-term ideas such as improved connectivity and the possibility of a freeway lid park. This portion of the audit also provides a chance to reimagine how these streets can support more comfortable and equitable active transportation options.

DAY TWO: LOOKING NORTH AND EAST

On the second day, the audit will begin at the northeast corner of the Sears building. The north route will move toward University Avenue and the Capital Rice Transit Station, with a focus on pedestrian flow, signage, safety at crossings, and walkability through Leif Erikson Park. The route also includes an assessment of the nearby business corridor in terms of accessibility and commercial viability. This area also serves as a key connector to daily destinations such as housing, schools, and local shops.

The east route will continue along Rice Street toward the Capitol Campus. Observations will focus on midblock crossings, bus stop safety near MNDOT, curb ramps, and signage. Particular attention will be given to the lack of dedicated bike lanes and limited multimodal connections, highlighting areas where infrastructure can better support a range of active transportation users. For potential pedestrian and cycling connections, ensuring safe, accessible, and equitable active transportation options for all community members remains a key priority. Improving these connections is essential for anyone traveling to everyday destinations—like grocery stores, restaurants, and medical services—whether by foot, bike, or transit.

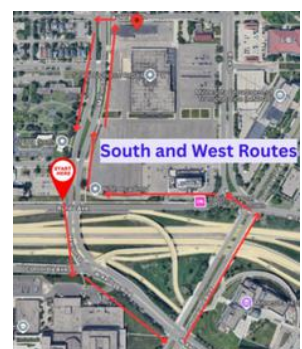
ENGAGING THE COMMUNITY IN PLANNING THE FUTURE

Beyond gathering data, the Walk Audit is intended to uplift the voices of those who live in and move through the area every day—particularly residents from Rondo and Frogtown. Special efforts will be made to include youth, elders, and individuals with mobility challenges. Using the AARP/Safe Routes Walk Audit Toolkit (Free Publication: AARP Walk Audit Tool Kit, n.d.), this initiative aims to ensure that community input directly informs future redevelopment efforts.

Those interested in participating or learning more are encouraged to stay tuned for additional details in the coming months on the AMA website: <https://ww1.amamedia.org/>.

REFERENCE

AARP. (n.d.). Free publication: AARP Walk Audit Tool Kit. AARP.
<https://www.aarp.org/livable-communities/getting-around/aarp-walk-audit-tool-kit.html>



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.

DRIVING HEALTHY CHANGE WITH SOCIAL MEDIA “WE WIN THE GAME” CAMPAIGN

Asian Media Access (AMA), in partnership with the Karen Football Association, Ten Thousand Lakes Foundation, and the Vietnamese Community of Minnesota, is proud to launch a coordinated three-month social media campaign. This campaign focuses on mobilizing BIPOC communities around the harms of flavored tobacco and vaping by uplifting youth voices—especially young athletes from Pan-Asian and Pan-African communities—to create culturally relevant messages that promote healthy choices. Through this unified effort, we aim to move toward a smoke-free generation.

CAMPAIGN IMPLEMENTATION STRATEGY

At the core of the campaign is the message that choosing sports is a powerful, life-affirming alternative to using tobacco. Our slogan, “We Win the Game,” represents both personal and collective victory—highlighting health, resilience, and community strength. The campaign uses the following five reasons to motivate youth and families to say no to tobacco and yes to movement:



5 Reasons Why You Should Choose Sports Over Tobacco:

- Better Health – Playing sports keeps your body strong and energized.
- Stress Relief – Sports offer a healthy way to manage stress.
- Builds Your Confidence – Winning in sports helps build self-belief.
- Healthy Habit – Choosing sports now builds lifelong wellness.
- Everyone Wins! – A healthy community benefits everyone.

No matter where you are in life, you can always start making the winning choice and say no to tobacco.

TURNING STORIES INTO STRATEGY

The campaign will primarily run on Facebook and Instagram, with content created in English, Hmong, Karen, Vietnamese, Oromo, and Somali to ensure language accessibility across Minnesota’s diverse BIPOC communities.

Youth sports teams will play a central role by developing and sharing culturally relevant messages that center on health, family values, and community pride. In addition to social media posts, AMA and its partners will roll out a variety of supporting media and community touchpoints to deepen engagement. These include:

- Postcards that visually highlight key campaign messages
- Video PSAs featuring youth athletes sharing personal stories and encouragement
- Audio interviews from individuals impacted by flavored tobacco use
- Monthly articles sharing insights, data, and community perspectives
- Surveys to measure audience response, gather feedback, and improve outreach efforts

The social media content will be organized around weekly themes to maintain a consistent and compelling narrative—highlighting the dangers of flavored tobacco and the benefits of physical activity, with messages such as “Tobacco vs. Sports: Choose Your Team Wisely!”, “Small Steps Equal Big Wins,” and “Winners Don’t Light Up, They Rise Up.”



MORE THAN A CAMPAIGN—IT'S A MOVEMENT

Through this campaign, AMA and its partners are building more than awareness—we're building a movement. Through engagement with youth leaders, cultural organizations, and communities in authentic dialogue, the campaign aims to inspire collective action for policy and behavior change. Because when we uplift health, family, and culture—We Win the Game. If you would like to learn more about our effort, please feel free to visit our website: <https://ballequity.amamedia.org/project-support/>



ONE



BETTER HEALTH!

Sports strengthen your heart, lungs, and immune system, while tobacco harms them. Choosing sports keeps your body strong and energized. You can go faster, play smarter, and be stronger. You can't do that with smoking. Smoking will make you fatigue, weaker and significantly slower. Sports keep you healthy, on the field or at home with friends and family. Smoking deteriorates your health no matter where you are.



TWO



STRESS RELIEF!

Physical activity is a natural way to reduce stress and boost your mood, unlike tobacco, which increases anxiety and tension over time. Reducing stress lowers your risk of high blood pressure, heart disease, and weakened immunity. When you're less stressed, your focus, memory, and decision-making improves. Isn't this good to know? What a relief!



THREE



BUILD CONFIDENCE!

No matter your age, sports help you build self-esteem and confidence. This is important in any aspect of leadership and teamwork. Tobacco use often isolates people and can lower self-confidence. This is devastating. Lift yourself up and build yourself strong. Have the confidence to say no to tobacco. We need to stay strong!



FOUR



HEALTHY HABITS!

Through sports, you set goals and work hard to achieve them. This encourages healthy habits and promotes a healthy mind set. Tobacco works against your goals by harming performance and focus. This discourages goals and achievements. Run faster, think clearer, and chase your dreams. Don't let tobacco stop you!



FIVE



EVERYONE WINS!

Everyone wins when you choose sports over tobacco. Your friends, family, and yourself included. For choosing a healthier life for yourself you become more capable to help others instead of being someone who needs more help. Your success is the joy of your friends and family. Set a good example and make them proud to cheer you on. Say no to tobacco!

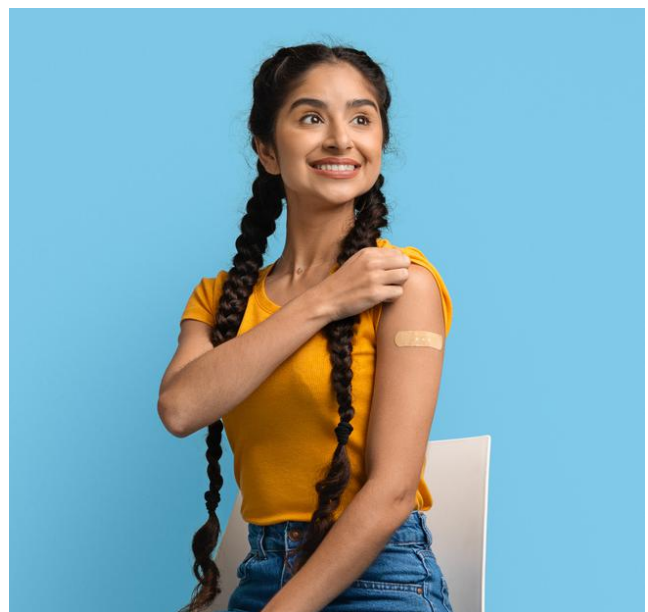
A hand is shown placing a letter cutout onto a central white card. The card features the text 'Bicultural Healthy Living' in a colorful, blocky font. The background is a dark wooden surface covered with various torn paper scraps and letter cutouts, creating a collage effect.

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.

COMMUNICATION CHALLENGES: MESSAGE FATIGUE AND MISINFORMATION ABOUT VACCINATION

Lately, Asian Media Access' pop-up vaccine clinics have seen COVID-19 vaccination rates drop to single digits. We are actively working to identify more effective ways to help the community understand that COVID-19 remains a circulating threat.

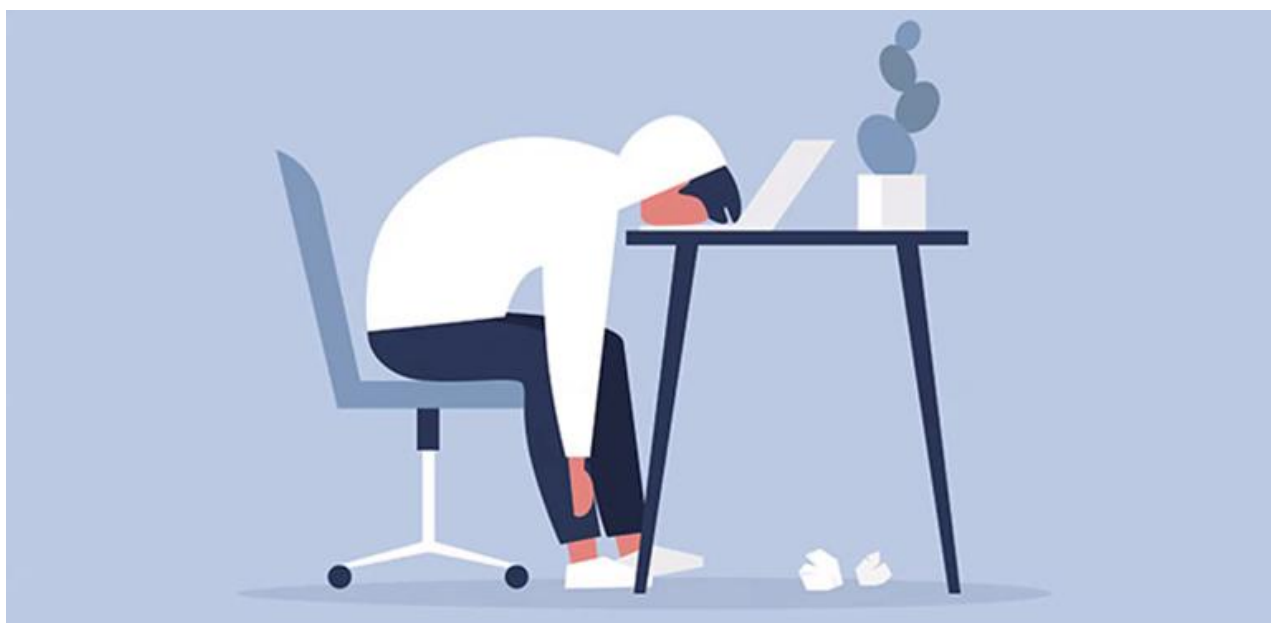
In our last issue, we discussed the importance of trusted community messengers in promoting vaccination education. This issue, we continue to explore strategies for navigating COVID-19 communication challenges. The pandemic has exposed critical barriers in public health communication: message fatigue and the spread of misinformation. These interconnected issues undermine the effectiveness of health campaigns and demand innovative solutions.



UNDERSTANDING MESSAGE FATIGUE

Message fatigue occurs when individuals become overwhelmed by repetitive public health messaging, leading to decreased engagement and responsiveness. This phenomenon creates several detrimental effects that undermine communication effectiveness. Research demonstrates that message fatigue increases frustration and decreases trust in messengers. When audiences perceive communications as nagging due to overexposure, public health authorities lose credibility. This erosion of trust extends beyond individual messages to affect the overall relationship between communities and health institutions.

Message fatigue also diminishes the perceived importance of health issues. When messages become repetitive, recipients view communicated topics as less urgent, leading to dangerous complacency and reduced motivation to adopt protective behaviors like mask-wearing or vaccination.

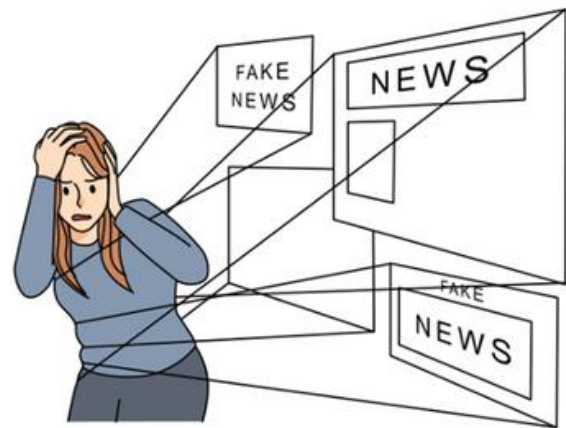


THE MISINFORMATION CHALLENGE

Compounding message fatigue is the rapid spread of misinformation, disinformation, and malinformation. These phenomena create confusion and undermine public health efforts in distinct ways: misinformation involves false information shared without harmful intent, disinformation is deliberately misleading, and malinformation uses factual information out of context.

Several factors increase susceptibility to false information during health crises. Cognitive biases lead people to believe information that aligns with existing beliefs, while familiarity bias causes acceptance of repeatedly encountered content. Sensationalized or emotionally charged content spreads effectively because it

captures attention and prompts sharing. Historical distrust of institutions, language barriers, and cultural practices further exacerbate the problem, particularly in diverse BIPOC communities. Additionally, much misinformation, disinformation, and malinformation occurs in the digital world, especially during the AI era, when news can be generated in seconds, making it increasingly difficult for people to distinguish between facts and fabricated content.



STRATEGIC SOLUTIONS

Addressing these interconnected challenges requires innovative approaches that combat message fatigue while building resilience against misinformation. Asian Media Access believes that successful strategies must balance consistent health messaging with techniques that maintain audience engagement and trust.

- **Narrative Messaging:** emerges as particularly effective for overcoming message fatigue. Personal stories and experiences resonate emotionally with audiences, making them more engaging and memorable than traditional informational approaches. Narratives create emotional connections that help audiences process and retain information more effectively.
- **Message Variation:** helps maintain interest while reducing fatigue. Messages delivered by different voices - health professionals, celebrities, community leaders, or peers - can reach diverse audience segments and prevent monotony. Framing messages in terms of gains versus losses or present versus future outcomes provides variety while addressing different psychological motivations.
- **Social Proof:** leverages widespread adoption of protective behaviors to encourage compliance. When individuals perceive that recommended behaviors are widely practiced within their community, they become more likely to adopt these behaviors themselves.

BUILDING TRUST AND EMPOWERMENT:

- **Individual empowerment and self-efficacy:** Effective communication strategies must focus on empowerment and self-efficacy. Messages should highlight individuals' ability to perform recommended behaviors and emphasize communities' collective power to achieve positive outcomes. This approach fosters shared responsibility and personal agency that motivates sustained adherence to health guidelines. Appealing to both emotional and cognitive

dimensions proves particularly effective. Messages that evoke hope, empathy, or concern capture attention and create deeper connections, while incorporating clear, factual information reinforces credibility and provides the logical foundation for informed decision-making.

- **Systematic Approaches to Misinformation:** Combating misinformation requires systematic processes for identification and response. Public health communicators must establish clear protocols for reviewing scientific evidence and determining when and how to respond to false information. However, directly confronting misinformation can sometimes amplify its reach, making strategic response crucial. Effective strategies focus on building media literacy and critical thinking skills. Encouraging individuals to pause, think, and research before sharing information helps reduce false information spread. This includes assessing post motivations, verifying authors and sources, checking dates and context, and relying on trusted, evidence-based sources.
- **Cultural Sensitivity and Community Engagement:** Successful public health communication must address root causes of both message fatigue and misinformation susceptibility through culturally sensitive community engagement. This involves building trust, addressing historical grievances, and working with communities to develop messaging that resonates with their specific needs and concerns. Community-based approaches that understand local contexts, languages, and cultural practices prove essential. By working within communities rather than imposing external messaging strategies, public health campaigns can build the trust necessary to overcome both challenges.

MOVING FORWARD

The lessons from COVID-19 provide valuable insights for future public health campaigns. Message fatigue and misinformation represent ongoing challenges requiring sustained attention and innovative solutions. Asian Media Access has continued to practice above approaches for maintaining community engagement while building resilience against false information. AMA also sees the importance for public health communicators to move beyond traditional one-way messaging toward more interactive, community-engaged approaches that recognize the complex information environment of modern health communication. The pandemic demonstrated that effective public health communication is not simply about transmitting information—it's about building relationships, fostering trust, and creating sustainable systems for community health that can withstand both information overload and misinformation threats.



Educational Article

WHAT TO KNOW ABOUT THE NEW COVID-19 VARIANT NB.1.8.1



Check out the full article at: <https://time.com/7289133/new-covid-variant-nb-181/>

Public-health experts have warned for months that the COVID-19 virus isn't gone—and, far from waning, SARS-CoV-2 has mutated yet again into a new variant. Called NB.1.8.1, it's causing a spike in infections in China. A few cases also recently appeared in the U.S. when people arriving at airports tested positive, according to a statement from the U.S. Centers for Disease Control and Prevention (CDC). The World Health Organization has also designated it as a "variant under monitoring."

Here's what to know about the new variant.

Where did NB.1.8.1 come from?

Data from GISAID, a global database of genetic sequences of major disease-causing viruses, show the first known cases of NB.1.8.1 toward the end of April, appearing in travelers from China, France, Japan, the Netherlands, Spain, South Korea, Taiwan, and Thailand.

NB.1.8.1 is now the dominant COVID-19 strain in China, where it is contributing to spikes in emergency room visits and hospitalizations.



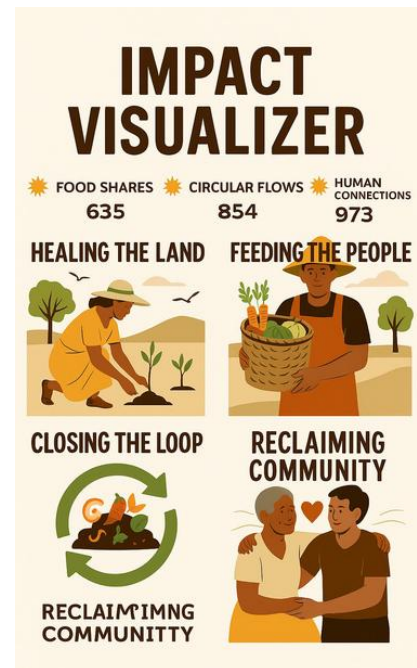
PROJECT SUPPORT EVENTS

Jan - June

NORTHSIDE PRODUCE PRESCRIPTION ADVISORY COMMITTEE WEEKLY THURSDAY MEETING

The Northside Produce Prescription Advisory Committee has recommended Asian Media Access to develop a 'Sankofa' (an African proverb meaning 'looking back in order to move forward') Initiative - a potential digital platform to better linkage for the Produce Prescription project. AMA has held weekly Thursday meetings since April to further explore how the Sankofa Digital Platform can enhance Northside food ecosystem, strengthen local food access, track produce prescription usages, and connect Northside residents with fresh, culturally relevant food resources.

The Committee suggested the digital connections with GIS maps can not only address food insecurity through clinic-based produce prescriptions but also empower neighbors by connecting them to Northside's community gardens, farmers markets, and other hyperlocal food sources, ensuring sustainable access to fresh produce beyond healthcare settings.



May 10

BLUE LINE EXTENTION - BUS TOUR

Asian Media Access joined the Blue Line Extension Bus Tour to examine the proposed route for potential economic development, displacement concerns, as well as suggest for pedestrian and cycling connections, ensuring safe, accessible, and equitable active transportation options for all community members



May 11

2025 SONGKRAN FESTIVAL

Led by Hmong Shaman and Herb Center, at this Southeast Asian Festival, we are there to promote Vaccination education and COVID Testing kits giving away, and collecting the SEARS Redevelopment and Physical Activity Surveys.

The event at the Minnesota State Capitol was a vibrant celebration of Thai New Year, filled with cultural pride, community spirit, and joyful festivities. The event featured traditional performances, delicious street food, temple blessings, and fun activities for all ages.



May 15 ~ 16

MINNESOTA PUBLIC HEALTH ASSOCIATION (MPHA)'S ANNUAL CONFERENCE

Asian Media Access presented at the Minnesota Public Health Association (MPHA)'s Annual Conference located at Duluth, MN, to promote Bicultural Active Living Lifestyle for the Mental Wellness. This year's conference, "Resilient Communities: Advancing Health Equity through Collective Action, Policy, and Partnerships," showcased how community-driven efforts and equitable partnerships can transform public health. Sessions focused on addressing health inequities, promoting data justice, and advancing shared ownership of health outcomes.



May 17

CAMBODIAN SENIOR DAY

Led by AABRN and PAAA, we jointly hosted a special session for a Cambodian Senior Day at Rochester, MN. We have given away "Long COVID Symptom" brochures, offered vaccination education, regular health checkups, blood pressure and bone density screening, along with one-on-one IT support to help seniors set up 911 features on their phones for fall emergencies.



May 17

SEWA - AIFW HEALTH & RESOURCE FAIR 2025

Asian Media Access joined the 2025 Health & Resources Fair on May 17 with a pop-up Vaccination Clinic, served 10 updated 2024-2025 COVID vaccines given. The event was led by our partner SEWA, it featured free health screenings, consultations, helpful resources, fun giveaways—and free lunch for the first 300 attendees. With kids' activities and emergency vehicles on site, it was a fun, family-friendly day focused on community wellness. Photo Courtesy: SEWA - AIFW



 Website
SEWA-AIFW.org

HEALTH & RESOURCE FAIR

 Saturday
May 17, 2025

 10:00am -
3:00pm

 6645 James
Ave N,
Brooklyn
Center, MN

SCREENINGS

- Vision Services
- Dental Check Ups
- Lipid Panels
- A1C Testing
- Blood Glucose Testing
- Dental Fluoride Varnish
- Blood Pressure Checks
- Electrocardiogram (ECG)
- COVID-19 Vaccinations (25\$ Gift Card for participants)

SPECIALIZED CONSULTATIONS

- Cardiology
- Neurology
- Dermatology
- Diabetes
- Hypertension
- Men's Health
- Women's Health
- Family Medicine
- Sleep Issues
- & Much More!

HEALTH & MEDICAL RESOURCES WILL BE AVAILABLE DURING THIS EVENT!





Contact Us
(763) 205-9873

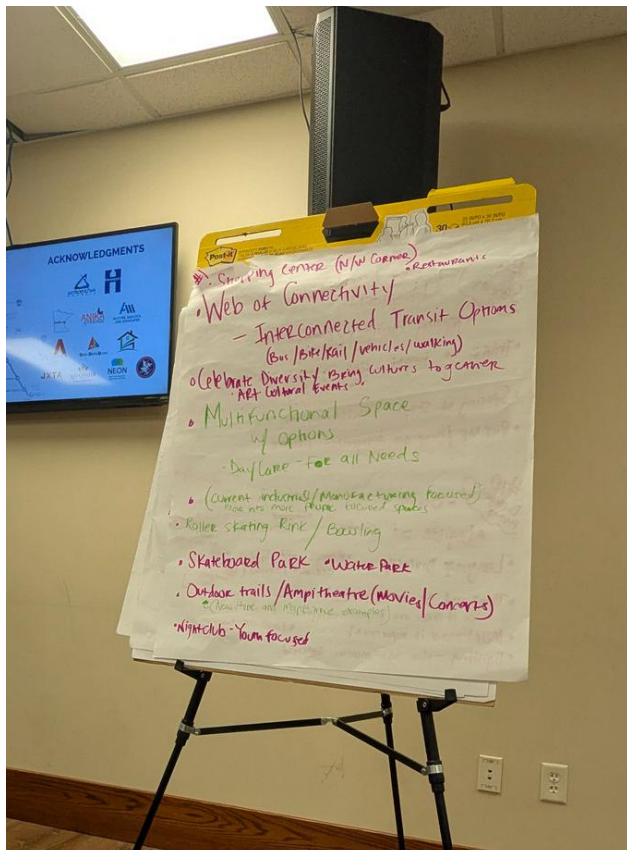
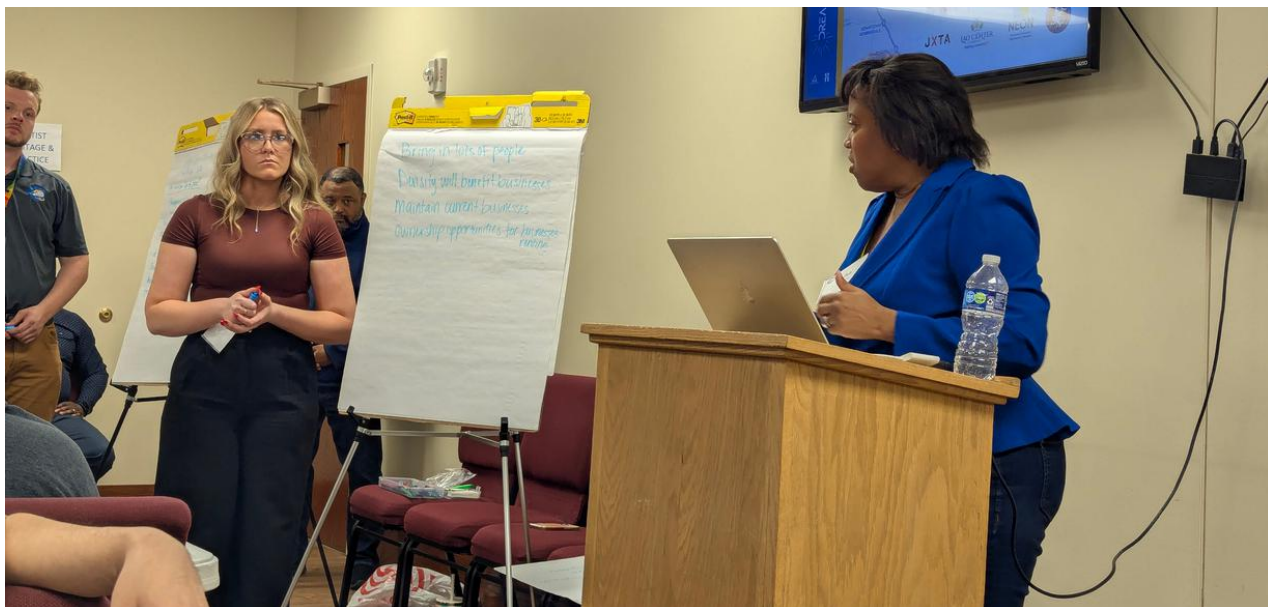




May 27

BLUE LINE DREAM MEETING AT CITY OF CRYSTAL

Asian Media Access has been participating in a series of DREAM events for the Blue Line Extension station planning effort from North Minneapolis to the City of Brooklyn Park. We are leading many discussions on station area economic development, displacement concerns, and advocating for pedestrian-friendly infrastructure, safe bike lanes, and equitable access to public transit to promote walking, cycling, and sustainable mobility in the community.



June 07

COLORS OF SOUTHEAST ASIA FEST

Led by Hmong Shaman and Herb Center, at this Southeast Asian Festival, we are there to promote Vaccination education and giving away COVID Testing kits. The colors of Southeast Asia Fest honored the past and illuminated the future through engaging, family-friendly experiences. Programming featured intentional community-building activities, cultural showcases, and personal stories from community members.



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 #18

UNDERSTANDING AND STOPPING ANTI-ASIAN HATE: SOCIAL MEDIA ACTIVISM

Janie Ye - Wayzata High School

Information spreads quickly on social media. This is a fact. Whether or not the information is accurate or relevant may depend on context, but human innovation has led us to an era where information can be quickly received and shared with many different people. This makes social media a prime place for activism. Before anything can be done about a problem, there needs to be general knowledge and awareness that there is a problem in the community.

Two examples of the quick spread of social media can be seen in the Black Lives Matter and #MeToo movements. Both movements, originally from America, spread around the globe within hours through hashtags on social media. Protests sprang up in multiple cities across America and gained a lot of ground in other places around the world. Since technology is such a prominent part of modern life, and social media is so accessible, activist movements spread rapidly. Hashtags from popular activist movements have gained millions of tags and shares, and most people who are online are aware of the power and cause of these movements.

Clearly, social media can be a great platform for spreading awareness on a specific topic. In short, it's a great method for activists to use. However, there are definitely drawbacks to using social media. False information spreads quickly, and ideas and words may become warped or distorted. When someone is scrolling on Twitter or Instagram, they rarely check the sources or validity of the statements they may see. Also, social media is so popular that many have now started using it for clout, instead of actually caring about social topics and activism. It is simple to repost or share a hashtag, but doing something more to become involved takes so much more. Activism means much more than simply looking like you care about an issue. Nothing can be done without action. Social media rarely encourages more motion on an issue; rather, it may lead to a bunch of reposts and awareness but no action.

#StopAsianHate became a popular hashtag after outrage over racially motivated hate crimes and discriminatory practices spread across America. Especially due to the COVID-19 pandemic, efforts to reduce the amount of hate Asian Americans were receiving resulted in social media activism. Spreading awareness through Twitter resulted in increased support for Asian Americans fighting for representation and respect. Organizations created hate report sites and legislation was passed in favor of Asian Americans, so social media activism had a largely positive effect on the cause Asian Americans were fighting for.

Even though there are some drawbacks to using social media for activism, it can be helpful, especially in spreading awareness on an issue. Using it for actual activism may have varied results, because it can lead to less meaningful actions and few results, but it can be a great way to gain popularity for a just cause.



Photo Courtesy: Jason Leung/Unsplash

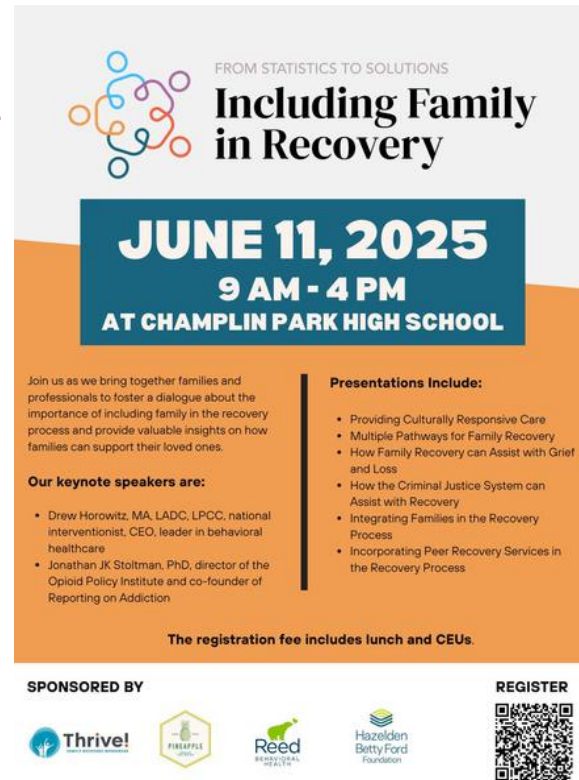
UPCOMING EVENTS

INCLUDING FAMILY IN RECOVERY

DATE/TIME: Wednesday, June 11, 2025,
9:00am-4:00pm

PLACE: Champlin Park High School, 6025
109th Ave N, Champlin, MN 55316

Celebration of Women in Hip Hop 🎉
Iconic KRUMP Battle The Uprizing 🤖
Award Winning ROOTED 🏆
100+ Artists MNXNational XInternational
✨
VIP access ➡️ www.sotamove.com



FROM STATISTICS TO SOLUTIONS

Including Family in Recovery

JUNE 11, 2025
9 AM - 4 PM
AT CHAMPLIN PARK HIGH SCHOOL

Join us as we bring together families and professionals to foster a dialogue about the importance of including family in the recovery process and provide valuable insights on how families can support their loved ones.

Our keynote speakers are:





- Drew Horowitz, MA, LADC, LPCC, national interventionist, CEO, leader in behavioral healthcare
- Jonathan JK Stoltman, PhD, director of the Opioid Policy Institute and co-founder of Reporting on Addiction

Presentations Include:

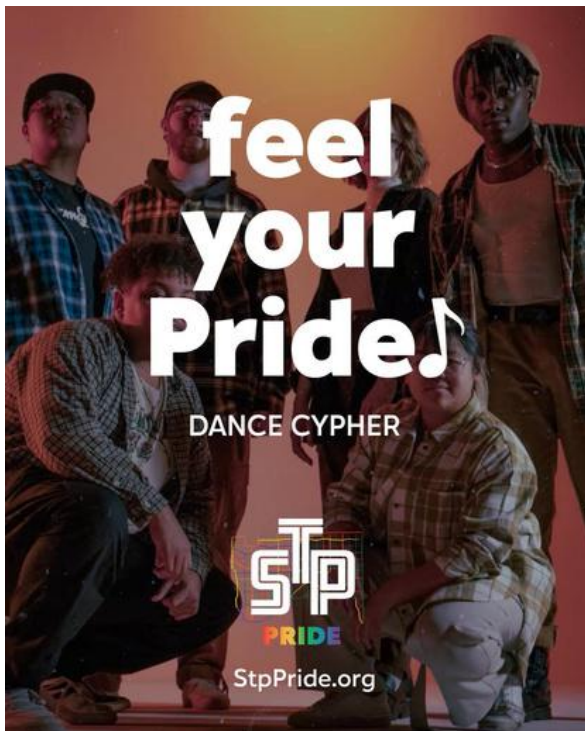

- Providing Culturally Responsive Care
- Multiple Pathways for Family Recovery
- How Family Recovery can Assist with Grief and Loss
- How the Criminal Justice System can Assist with Recovery
- Integrating Families in the Recovery Process
- Incorporating Peer Recovery Services in the Recovery Process

The registration fee includes lunch and CEUs.

SPONSORED BY



REGISTER



DANCE CYPHER

DATE/TIME: Saturday, June 14, 2025
PLACE: Saint Paul Pride Festival, Rice Park,
109 W 4th St, St Paul, MN 55102

Dancers:

Melvina Cha, Meng Lor, Joseph "GodSent"
James, Che "Cheedawdee" Yang, Nebiy
Tesfaldet, Anna Maniak, Peter Stude, Daniel
Adu-gyamfi, Kate Sosas

JUNETEENTH

DATE/TIME: Thursday, June 19, 2025,
12:00pm-6:00pm

PLACE: Minnesota State Capitol, 75
Rev Dr Martin Luther King Jr
Boulevard., St Paul, MN 55155

[Register Link](#)

Celebrate Juneteenth at the Minnesota State Capitol with a day filled with music, food, and community. Join us in commemorating the end of U.S. chattel slavery in the United States with live performances, historical exhibits, face painting, and delicious local cuisine.



GROUNDBREAKING CEREMONY: CAPI IMMIGRANT OPPORTUNITY CENTER

DATE/TIME: Thursday, June 26, 2025, 4:30pm-6:30pm

PLACE: 5930 Brooklyn Boulevard Brooklyn Center, MN 55429, rsvp [here](#)

Join us for an afternoon of celebrating and fundraising for this exciting project. Food trucks will be open to purchase food, and complimentary drinks will be provided.



LITTLE MEKONG NIGHT MARKET 2025

DATE/TIME: Saturday, June 28, 2025, 5:00pm, Sunday, June 29, 2025, 9:00pm

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

PANDA FEST

DATE/TIME: July 11-13, 2025,

PLACE: Mall of America North Lot, 7900 Lindau Ave, Bloomington, MN 55425

Panda Fest is one of the nation's premier outdoor Asian food festivals, celebrating Asian cuisine, culture, and community. Formerly known as Dragon Fest, the event has grown into a multi-city festival that provides a platform for the Asian American and Pacific Islander (AAPI) community to showcase their culinary and artistic talents while fostering cultural appreciation and connection.





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