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APPEAL Newsletter - April 2010, Volume 10, Number 2

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1) SAVE THE DATE! APPEAL's 15th Anniversary Conference

Mark your calendars, APPEAL's 15th Anniversary Conference is just around the corner! This exciting event will be held in San Francisco, CA on June 3-4, 2010. Please watch for registration information on the APPEAL website in the coming weeks. We look forward to seeing you all there!

Talk Story: Sharing Strategies for Sustainable Change
Tobacco and Food Justice for Native Hawaiians, Pacific Islanders, and Asian Americans
June 3-4, 2010
The Westin St. Francis Hotel, San Francisco, CA

2) APPEAL announces new partnerships to address cardiovascular disease through NAPNEHD

APPEAL is happy to announce an exciting new collaborative partnership for the first year of our National Asian American and Pacific Islander Network to Eliminate Health Disparities (NAPNEHD Network). Along with two other partner organizations - [Washington Asian Pacific Islander Community Services](#) and the [Coalition for Asian American Children and Families](#) - APPEAL will now also be working with the Pacific Partners for Tobacco Free Islands to address cardiovascular disease by focusing on environmental and policy change surrounding food and active living.

The APPEAL NAPNEHD Network is funded by the [Centers for Disease Control and Prevention](#) as part of

the national program, Racial and Ethnic Approaches to Community Health Across the U.S. ([REACH U.S](#) .).

For more information on the NAPNEHD Network, please contact Arfana Sogal at ahsogal@appealforhealth.org.

3) APPEAL hosts Stakeholders' Meeting to develop priority recommendations

On March 3-4, 2010, APPEAL held a Stakeholders' Meeting in Oakland, CA to begin developing policy recommendations on tobacco control and food and active living for the AA & NHPI community. In attendance were many of APPEAL's partners from across the U.S. and Pacific Islands.

Though the meeting itself was facilitated by APPEAL, the process was driven by input from APPEAL's partners. This included a review of existing documents, a preliminary organization assessment, and initial surveys of community members and fellows. A highlight of the meeting was the community SCOT (Strengths, Challenges, Opportunities and Threats) analysis. During this activity, meeting participants were separated into regions - East and Southeast, Midwest, Southwest, Northwest, California, Hawaii, Pacific Islands - and, using a graphic recorder, were asked to document and share their needs, challenges and successes in tobacco control and food and active living policy. An underlying theme which resulted from the SCOT analysis was the need for more community-based leadership development and community tailored approaches to both these issues.

The next step in developing APPEAL's recommendations will be to further refine and focus the policy priority areas discussed during this meeting, and will take place during APPEAL's 15th Anniversary Conference on June 3-4, 2010.

4) Palau Strategic Plan on tobacco and health is ready for viewing!

APPEAL is pleased to announce the completion of Palau's Strategic Plan of Action 2010-2015: *Ending the Exploitation of the People of Palau; Eliminating Tobacco and Related Health Disparities*. This 5-year Strategic Plan is a result of the successful collaboration between The Coalition for a Tobacco Free Palau, the [Palau Ministry of Health](#), and APPEAL. It provides a clear direction for addressing tobacco and its consequences, and is a major step toward combating health disparities and the negative affect tobacco has had on the people of Palau.

APPEAL would like to congratulate The Coalition for a Tobacco Free Palau and the Ministry of Health for their hard work and dedication!

To view a PDF of this publication, please visit [Palau's Strategic Plan](#).

5) Legislative Update: APPEAL commends important legislative work taking place in the Pacific

APPEAL would like to congratulate all of our partners in the Pacific Islands on their work and support for the following outstanding legislative efforts:

Guam: On February 5, 2010, Guam passed Bill 150-30 (now Public Law 30-80) which increases tobacco tax rates and earmarks tax revenues for tobacco and cancer prevention and control. This is a significant milestone for Guam, which had the highest adult smoking rate per capita of all U.S. states and territories from 1998-2007. The Bill, entitled, "An Act to Amend §26603 (A), (B), and (C) of Article 6, Chapter 26, of Title 11 of the Guam Code Annotated, Relative to Increasing Tobacco Taxes, The Healthy Futures Fund,

and Creating a Guam Cancer Trust Account," will raise the current \$1 tax on tobacco to \$3, and the current \$3.50 tax on various other tobacco products to \$14. This is the largest one-time tobacco increase ever seen nationwide!

6) TAPP INTO facilitates collaboration on LGBT health issues in Puerto Rico

APPEAL's Technical Assistance for Priority Populations to Implement a Norm change on Tobacco ([TAPP INTO](#)) Program recently helped to facilitate the collaboration of two of its project stakeholders, [Rainbow Health Initiative](#) (RHI) and the [National Latino Tobacco Control Network](#) (NLTCN), to increase Puerto Rico's ability to successfully address LGBT health issues.

RHI, an organization funded by the [Blue Cross Blue Shield of Minnesota](#), provided key expertise to support the NLTCN's efforts to reach out to the LGBT community, which still faces high levels of stigma and discrimination in Puerto Rico. The Minnesota-based organization shared with NLTCN a two page survey developed by another TAPP INTO partner, the [National LGBT Tobacco Control Network](#), which specifically addressed health, tobacco use and opinions toward tobacco in the LGBT community. This survey was then adapted, translated and distributed by NLTCN at the 3rd National LGBT Conference in San Juan, Puerto Rico. With information collected through the survey, NLTCN will be able to partner with local coalitions to strengthen their outreach efforts to this community.

APPEAL commends the great work of its stakeholders, and hopes the TAPP INTO Program continues to be a resource which can foster these sorts of important collaborations.

For more information on the TAPP INTO Program, please contact TC Duong at tcduong@appealforhealth.org.

7) Leadership Update: LAAMPP II Institute hosts Policy Advocacy Training

On March 19-20, 2010, the Leadership and Advocacy Institute to Advance Minnesota's Parity for Priority Populations ([LAAMPP Institute](#)) hosted Part 2 of its Policy Advocacy Training in St. Paul, MN. In attendance were LAAMPP Fellows, Coaches, and both APPEAL and [ClearWay Minnesota](#) staff. Minnesota-based trainers Cynthia Campos and Peggy Flanagan of [Wellstone Action!](#) facilitated the 2-day training.

The core objective of Part 2 of the Policy Advocacy Training is to build capacity in the area of policy, organizing and legislative advocacy. During the training, Fellows explored organizing strategies and the process for developing local and state policies. As a result, Fellows strengthened skills in mobilizing communities, effective messaging for legislators, and telling their stories to promote change.

APPEAL would like to thank the participants, coaches and staff for another successful training!

The next LAAMPP Training is scheduled for April 23-24, 2010 and will cover Media and Media Advocacy.

For more information on the LAAMPP Institute, please contact Julie Wong at jwong@appealforhealth.org.

8) Staff Update: New staff member joins APPEAL!

APPEAL would like to welcome new staff member Claire Fung to the team! Claire joined APPEAL in February 2010 as Senior Accountant.

Claire came to the United States from Hong Kong eight years ago and earned her MBA in Finance from Notre Dame de Mamur University in Belmont, CA. Prior to joining APPEAL, she worked for a benefits company and a private school system. She is currently pursuing her CPA license.

Visit the APPEAL website at www.appealforcommunities.org.

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