



APPEAL Newsletter – April/May 2011, Volume 11, Number 3

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Organizational News

Betty Lee Hawks Elected as New APPEAL Board Chair



Betty Lee Hawks, Board of Directors Chair

APPEAL is excited to announce that former Vice Chair of the APPEAL Board of Directors, Betty Lee Hawks, has been elected as Board Chair. Betty's unanimous election demonstrates the Board's utmost confidence in both her commitment to our mission and her ability to effectively lead APPEAL as we continue to strive for health justice and the betterment of the Asian American, Native Hawaiian and Pacific Islander communities.

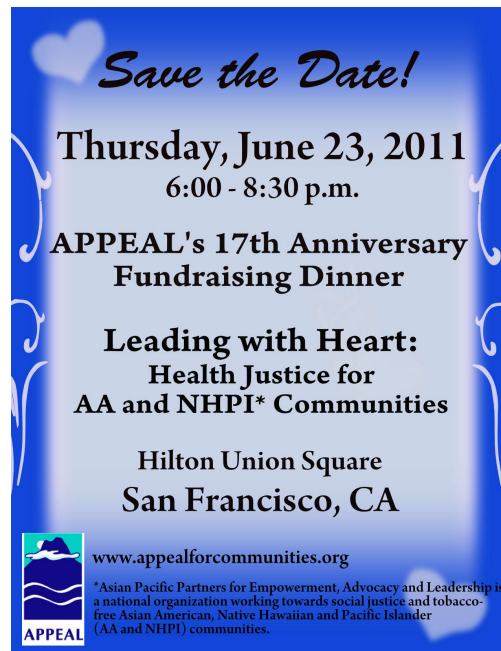
Betty brings to her position a wealth of experience and an ability to encourage collaboration and progress among those she works with. During her 35-year tenure with the Federal Government, she has exemplified her dedication to the health and well-being of priority populations by spending her career building bridges between communities and government. Indeed, prior to retiring in 2008, she spent her last 20 years at the Office of Minority Health and worked on policies and programs affecting the health of racial and ethnic minorities. Her primary areas of focus were women's health, cancer, tobacco, cultural competency and AA and NHPI health. Betty has been a member of the APPEAL Board of Directors since 2010.

The Board has also elected Board Member Dr. Caleb Otto as our new Vice Chair. As a former Senator in Palau, Caleb has been a respected leader for decades, advocating tirelessly for addressing tobacco use throughout the Pacific Islands and playing pivotal roles in the international arena. In 2004, Caleb was also the recipient of APPEAL's Courage Award, which is given to individuals or organizations that demonstrate tremendous courage in fighting against tobacco disparities in the AA and NHPI community.

We are confident that, under Betty and Caleb's combined leadership, APPEAL will continue to thrive and grow in ways that undoubtedly benefit the organization, our friends and partners and the AA and NHPI community as a whole.

The APPEAL Board of Directors and the entire APPEAL family would like to express our heartfelt gratitude and admiration for the leadership of outgoing Board Chair Elaine Ishihara, who has served as the Founding APPEAL Board Chair since 2005. Elaine will continue to be a source of guidance to the Board as we move forward.

SAVE THE DATE: APPEAL Hosts 17th Anniversary Fundraising Dinner!




Save the Date!

Thursday, June 23, 2011
6:00 - 8:30 p.m.

**APPEAL's 17th Anniversary
Fundraising Dinner**

**Leading with Heart:
Health Justice for
AA and NHPI* Communities**

Hilton Union Square
San Francisco, CA

 www.appealforcommunities.org

*Asian Pacific Partners for Empowerment, Advocacy and Leadership is a national organization working towards social justice and tobacco-free Asian American, Native Hawaiian and Pacific Islander (AA and NHPI) communities.

APPEAL Facilitates Policy Agenda Retreats for Community Partners

In March and April of 2011, APPEAL facilitated two strategic planning retreats to develop policy agendas for Asian American and Pacific Islander communities in New York and Arizona.

APPEAL collaborated with New York City's Coalition for Asian American Children and Families and its healthy eating coalition, APA HEALIN', to identify and prioritize potential policy initiatives. Results from a participant's survey showed that the retreat provided coalition members with the opportunity to collaboratively develop policy priorities in sync with a strategic plan and that it increased cohesion among coalition members.

APPEAL also worked closely with Asian Pacific Communities in Action (APCA), based in Phoenix, AZ, to outline policy priorities for the next five years. Board members, staff and stakeholders participated in a 2-day retreat to develop initial priorities that focused on health access, language access and immigration issues.

For more information on APPEAL's strategic planning technical assistance, please contact us at appeal@appealforhealth.org or visit us online at www.appealforcommunities.org.

PROMISE Network - Tobacco Control

Smoke-Free Air Webinar Highlights Community-led Efforts for Tobacco Control Policy

According to the latest Surgeon General's Report, there is no safe level of exposure to tobacco smoke. As such, in the past decade roughly 26 states have enacted comprehensive smoke-free laws and policies to safeguard the public against dangers like secondhand smoke. However, despite this seemingly positive trend, disparities continue to persist.

"Tobacco policy change is something that's been very important to APPEAL for many years," said Rod Lew, Executive Director of APPEAL. "But the big question has always been how can mainstream tobacco control policy initiatives better involve diverse communities -- including Asian Americans, Native Hawaiians and Pacific Islanders -- in creating smoke-free legislation."

In an effort to engage the community on this very issue, APPEAL hosted a webinar entitled "Sharing Strategies for Smoke-Free Air" on April 26, 2011. One of the presenters featured during the webinar was APPEAL Network member Alex Tom, Executive Director of the Chinese Progressive Association (CPA) in San Francisco, CA. In his presentation, Alex emphasized the importance of language and culturally appropriate grassroots organizing as key for engaging diverse communities and developing relationships, especially within immigrant communities. He spoke about how CPA has successfully engaged communities in discussions about tobacco through storytelling, where community members were able to share how tobacco has impacted them personally. Indeed, a survey conducted among 300 residents of San Francisco's Chinatown neighborhood revealed that many were being exposed to secondhand smoke due to cramped conditions. In response, and with the help of community members and community

champions, CPA worked to pass secondhand smoke legislation in San Francisco which closed loopholes previously allowing for smoking in common areas and outdoor dining.

The webinar also featured a presentation by Juan Moncada, Deputy Director of the Coalition for a Tobacco-Free Hawaii. During his discussion, Juan spoke about the importance of finding and growing leaders at all levels of the community, and offered a rich example of how the Coalition worked to engage communities from diverse backgrounds in their efforts to support and enforce a ban on smoking at beaches and other county-owned recreational facilities in Hawaii.

Materials from the webinar can be downloaded on the APPEAL website by visiting www.appealforcommunities.org/presentations.

APPEAL Discusses Tobacco Control and AA and NHPI Youth at *Reducing Tobacco Use 2011* Conference

In early April 2011, APPEAL's Leadership Program Coordinator, Julie Wong, presented at the Virginia Foundation for Healthy Youth and Prevention Connections' two-day conference, *Reducing Tobacco Use 2011: Keeping It Relevant for Kids, Teens and Young Adults*. The conference, which was attended by approximately 350 people, focused on tobacco use prevention and cessation efforts with youth and young adults.

The important sub-plenary session in which Julie presented focused specifically on tobacco control within priority populations. During this session, Julie discussed the impact of tobacco on Asian American, Native Hawaiian and Pacific Islander youth, the recent successes of APPEAL's Leadership Program and project highlights from regional partners working with youth. The conference provided an opportunity to share the work of APPEAL as a national network and connect with states making an effort to engage AA and NHPI communities -- and youth, specifically -- in their work.

For more information on the conference, please visit www.preventionconnections.org/youth_conference_2011.shtml.

LAAMPP II Joins Others to Demand *Health Equity Now!* at Minnesota's Day at the Capitol

On April 7, 2011 in St. Paul, MN, APPEAL's second Leadership and Advocacy Institute to Advance Minnesota's Parity for Priority Populations (LAAMPP II) Fellows and ClearWay Minnesota teamed up with American Cancer Society, American Lung Association and American Heart Association for a Day at the Capitol. The purpose of this gathering was to fight back against the tobacco industry and to keep tobacco in mind as a public health priority this legislative season.

Throughout the day, LAAMPP II Fellows met with legislators to share the impact of tobacco on their communities and to urge them to support their tobacco control efforts, including tobacco taxes. In particular, Fellows prompted lawmakers to defend the statewide smoking ban, Freedom to Breathe.

The Day at the Capitol served as a great opportunity for our communities to organize, get their voices heard and fight for parity for priority populations. Indeed, LAAMPP II Fellows were able to successfully rally their communities to ensure a huge presence at the event. They wore bright yellow t-shirts adorned with the words, *Health Equity Now!*, across their backs to increase their visibility among the crowd and make their message clear.

For more information on LAAMPP II, please visit www.appealforcommunities.org/laamppii, or contact Leadership Program Coordinator Julie Wong at jwong@appealforhealth.org.

Food & Active Living

APPEAL Convenes Healthy Eating Active Living Subcommittee

APPEAL is pleased to announce that we have convened 17 leaders and experts from the diverse Asian American, Native Hawaiian and Pacific Islander community to form the Healthy Eating and Active Living (HEAL) Subcommittee. This committee is chaired by Noilyn Abesamis-Mendoza, Health Policy Manager with the Coalition for Asian American Children and Families (CACF), which is based in New York City. Noilyn oversees the APA HEALIN' collaborative, which works on a project funded by APPEAL to foster healthier lifestyle choices by increasing access to healthy food as well as safe places to play, work and worship.

Subcommittee members represent geographically diverse regions from the U.S. and the Pacific, and collectively possess wide-ranging expertise in policy-making, advocacy, research and program development which will serve to increase the capacity of our NAPNEHD Network. Subcommittee members will conference regularly to discuss critical issues on a variety of HEAL topics and monitor advances, trends or opportunities within the topic area so as to drive policy changes. Correspondingly, information generated through Subcommittee discussions will be used to guide APPEAL's programmatic work on the national level.

The HEAL Subcommittee had their first conference call on April 18, 2011, during which members discussed APPEAL's 2011 national policy recommendations that will eventually be presented at our June Policy Symposium. These recommendations had been developed collaboratively by APPEAL and our community partners through a series of previous meetings. They address five main areas, namely: research and data; capacity building; community policy; mainstream institutional policy; and corporate policy (e.g. countering agri-food and fast food industries). On this first call, members engaged in a lively discussion that generated suggestions to further refine the recommendations. The dialogue will continue and our perspective made richer as these subcommittee members bring the conversation back to their respective communities so as to solicit further input.

Through mutual learning and networking through our HEAL Subcommittee activities, it is our goal to identify effective strategies for the elimination of cardiovascular diseases and build a movement on HEAL that addresses the needs of the AA and NHPI communities.

For information on joining any of the APPEAL Networks, click [here](#).

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