



## **APPEAL Newsletter – September 2010, Volume 10, Number 6**

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### **PROMISE Network - Tobacco Control**

#### **APPEAL's Regional Partner Awards "Youth Friendly, Youth Healthy" Certificates to Merchants**

Educated Men with Meaningful Messages (EM3), a program of APPEAL's Regional Partner Families in Good Health, recently concluded an educational campaign to reward merchants (primarily Asian) in Long Beach, California who maintain "youth friendly" practices and refrain from selling tobacco to minors.

APPEAL previously worked with EM3 on a Photovoice project during which youth took photos of pro- and anti-tobacco influences in their communities and "mapped" the data on Geographic Information Systems (GIS). These findings were then presented to the Long Beach City Council in 2008 in an effort to advocate for stronger tobacco policies. Furthermore, using the maps generated from the Photovoice project, and after hearing from the youth in their programs that many underage smokers tend to buy single cigarettes (which can be purchased for approximately \$0.25/each) rather than entire packs, EM3 conducted compliance checks of stores which were known to sell cigarettes to minors. With free trainings from the City of Long Beach Tobacco Education Program, EM3 performed "sting" operations to investigate whether or not retailers would sell cigarettes to the youth in their program. Of the 100 stores investigated, not one merchant sold tobacco to the "sting" participants.

EM3 believes that Long Beach retailers are not selling to youth in large part because of a measure passed in 2008 requiring all tobacco retailers to be licensed before selling tobacco. This permit requirement was enacted to discourage the sale of tobacco products to minors.

In an effort to recognize these "youth friendly" merchants, EM3 identified 10 of the 100 retailers investigated who also offered fresh fruit and health snacks, made youth feel comfortable while shopping, and did not feature a considerable amount of tobacco advertisements in their stores. EM3 promoted these retailers in local media and presented them with "Youth Friendly, Youth Healthy" certificates. EM3

ultimately hopes that this type of positive reinforcement campaign will be an incentive for merchants to continue to refrain from selling tobacco products to youth.

APPEAL will publish a detailed case study of this project in the upcoming months for others in the network wishing to conduct similar merchant educational campaigns. This is particularly important because the FDA will require Asian merchants to enforce the new regulations mandated by the Family Smoking Prevention and Tobacco Control Act.

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## LAAMPP II Fellows Launch Cross-Cultural Project

With generous support from ClearWay Minnesota<sup>SM</sup>, the LAAMPP II Fellows recently launched a Multicultural Coalition for Leadership in Health Equity as part of the Institute's Cross-Cultural Project. Fellows hope that this coalition will be able to advocate and influence policy that impacts the health and well-being of Minnesota's priority populations.

Adapted from the APPEAL Leadership Model, LAAMPP II (the second Leadership and Advocacy Institute to Advance Minnesota's Parity for Priority Populations) is an innovative and culturally tailored leadership program designed to train and mobilize 35 leaders from priority populations throughout Minnesota to implement tobacco control interventions and policies. The LAAMPP II Cross-Cultural Project is rooted in the Institute's core values of cultural competence, leadership development, advocacy and cross-cultural collaboration, and is led by a philosophy which seeks to continue building leadership capacity and advocacy for a social change movement driven by communities. Working cross-culturally is vital to achieving collective power and making change in the African/African American, American Indian, Asian American/Pacific Islander, Chicano/Latino, and Lesbian, Gay, Bisexual, Transgender, Queer communities.

While still a work in progress, the Project's planning committee has made tremendous strides toward developing a strong foundation for this coalition and hopes to continue to engage LAAMPP alumni and other stakeholders in this process. Furthermore, the Fellows involved in this project have been very active in developing a vision for a cross-cultural coalition that would be *a recognized source for leadership and transformation that fundamentally impacts the well-being of Minnesota's priority populations.*

For more information on the LAAMPP II Institute, please visit the [LAAMPP II page](#) of the APPEAL website, or contact Julie Wong at (510) 318-7817 or [jwong@appealforhealth.org](mailto:jwong@appealforhealth.org).

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### Food & Active Living

## TAPP INTO Partners Convene to Discuss Healthy Eating and Active Living

On July 29, 2010, APPEAL's TAPP INTO Program hosted its second convening of the year in North Minneapolis. The convening, attended by partners from Blue Cross and Blue Shield of Minnesota's (BCBS) priority population projects, focused on the integration of healthy eating and active living into their tobacco work.

This one-day meeting was designed for partners to help inform BCBS's leadership of food policy and active living issues, as well as for partners to explore gaps and potential opportunities to address these

health issues in culturally responsive ways. While the TAPP INTO team contributed their energy to helping shape the conversation during this convening, it is important to note that the topic and agenda of this meeting were both driven by program partners.

The TAPP INTO Program (Technical Assistance for Priority Populations to Implement a Norm change on Tobacco) is a comprehensive technical assistance and training program which supports community organizations working with Africans/African Americans, Latinos, LGBTs, and Southeast Asians in Minnesota. To learn more about the TAPP INTO program, please visit the [TAPP INTO page](#) of the APPEAL website, or contact TC Duong at (510) 318-7816 or [tcduong@appealforhealth.org](mailto:tcduong@appealforhealth.org).

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

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