



## **APPEAL Newsletter – August 2010, Volume 10, Number 5**

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### **Organizational News**

#### **APPEAL's Needs Assessment Survey Now Available!**

APPEAL is currently conducting a needs assessment to learn more about the organizations in our networks, the communities our members serve and how APPEAL can provide more support around addressing tobacco, food policy and active living issues.

Please take a few moments to complete this needs assessment by visiting our online survey which can be found [here](#).

The survey should take no more than 15 minutes to complete and the information you provide will be completely confidential. Please note that your responses may be included in reports (published or unpublished) and presentations, however your identity will not be disclosed.

If you have any questions, please contact Gillian Asido at (510) 318-7804 or [gasido@appealforhealth.org](mailto:gasido@appealforhealth.org).

Thank you for your participation!

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

#### **APPEAL Testifies to FDA on Menthol's Impact on NHPI and AA Communities**

On July 16, 2010, Rod Lew, Executive Director of APPEAL, provided testimony to the FDA Tobacco Products Scientific Advisory Committee and urged the FDA to ban menthol in tobacco products because of its devastating impact on Native Hawaiians and Pacific Islanders (NHPIs), Asian Americans (AAs) and other communities of color.

Lew's testimony centered on the need to disaggregate research and data for AAs and NHPIs, as well as the effects menthol flavoring has had on communities of color. Though data is limited, studies have shown that more than 50% of Asian American youth smoke menthol, and there have been increasing rates of menthol use for both middle and high school youth in the Native Hawaiian community as well. The reason behind this trend is that menthol, like the 13 other already-banned tobacco flavorings, makes it easier to smoke cigarettes and therefore acts as an ideal started product for our youth.

Lew advocated for the broadening of the definition of harm of menthol beyond its biochemical impact and urged the FDA to begin considering it as a social justice issue instead. "If we use a narrow definition of harm of menthol...then we are missing the larger picture of harm," said Lew. "Menthol is the 'icing' that makes the poison of tobacco go down that much easier."

These comments will hopefully be taken into consideration to ensure funding for a culturally-tailored approach to tobacco control that will increase the involvement of AA and NHPI communities in the implementation and enforcement of future FDA legislation.

A video of APPEAL's testimony to the FDA can be viewed [here](#).

To read the position paper to the FDA on Minority and Youth drafted by both APPEAL and the Asian & Pacific Islander American Health Forum, please click [here](#). Currently, 32 national and community organizations have signed on in support of these comments.

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## LAAMPP II Hosts Tailored Topic Training

On July 9-10, 2010, the LAAMPP II Program (Leadership and Advocacy Institute to Advance Minnesota's Parity for Priority Populations) held its final training of the fellowship year in Minneapolis, MN. The convening was the last training of a series of leadership trainings held since the kick-off of the LAAMPP Institute in September 2009.

The Tailored Topic Training featured workshops tailored to the specific needs of each priority population team. The topic areas covered included: data and research, public speaking and communication, group process and facilitation, and computer skills. Fellows in the data and research session were engaged in discussions around the implications of the lack of disaggregated data for our communities and why we should be critical of mainstream data. Fellows attending the communication sessions participated in exercises that strengthened public speaking skills and also explored strategies for improving cross-cultural communication.

Though the trainings are complete, the leadership institute doesn't end there. As part of the leadership curriculum, each priority population team will soon begin applying the knowledge and skills gained from the LAAMPP trainings through the development and implementation of a tobacco control project. This year, fellows projects will focus on influencing tobacco policy change within their respective communities. To continue supporting the fellows, APPEAL will be providing technical assistance for these projects.

Good luck to all the LAAMPP II Fellows!

For more information on APPEAL's LAAMPP Program, please contact Julie Wong at (510) 318-7817 or [jwong@appealforhealth.org](mailto:jwong@appealforhealth.org).

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## Food & Active Living

### TAPP INTO Highlights CLUES Success in Healthy Eating

In April 2010, APPEAL's TAPP INTO Program (Technical Assistance for Priority Populations to Implement a Norm change on Tobacco) developed a Success Story on the Comunidades Latinas Unidas En Servicio (CLUES) *Fiesta de Salud Latinas* Program.

The program works to educate Latinos in Minnesota about healthy eating and nutrition and is modeled after CLUES successful tobacco control efforts using community health workers. *Fiesta de Salud Latinas* uses a unique method to deliver health education to Latino families and communities: home health parties, community events, and grocery store demonstrations. Since its inception in 2007, thousands of residents have learned about the importance of eating at least five servings of fruit and vegetables per day and other disease prevention measures.

This Success Story is part of an ongoing series of articles on successful programs provided by organizations receiving technical assistance from APPEAL's TAPP INTO Program in Minnesota.

To view the full success story in PDF, please see [here](#).

For more information on APPEAL's TAPP INTO Program, please 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](#).

**Asian Pacific Partners for Empowerment, Advocacy and Leadership**  
**300 Frank H. Ogawa Plaza, Ste. 620**  
**Oakland, CA 94612**  
**(510) 272-9536**  
**[appeal@appealforhealth.org](mailto:appeal@appealforhealth.org)**  
**[www.appealforcommunities.org](http://www.appealforcommunities.org)**

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