



APPEAL Newsletter – February/March 2011, Volume 11, Number 2

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Organizational News

APPEAL Joins Other NCAPA Members in a Meeting with the Secretary of Health and Human Services

On March 9, 2011, National Council of Asian Pacific Americans (NCAPA) members including APPEAL met with Health and Human Services (HHS) Secretary Kathleen Sibelius and HHS Assistant Secretary Dr. Howard Koh to discuss the Department of Health and Human Services' (DHHS) priorities for Asian American, Native Hawaiian and Pacific Islander communities. Also in attendance was HHS Deputy Assistant Secretary for Minority Health Dr. Garth Graham.

During this landmark stakeholders meeting in Washington D.C., NCAPA members presented a joint list of priorities and recommendations for DHHS and the White House Initiative on Asian Americans and Pacific Islanders on ways to better serve AAs and NHPIs when addressing health disparities. These recommendations included: disaggregating race, ethnicity and primary language data; increasing efforts to make health care reform work for marginalized communities; including AAs and NHPIs on DHHS advisory groups and other decision-making bodies.

In particular, APPEAL advocated for greater investment in prevention services aimed at reducing disparities in chronic diseases through access to culturally tailored approaches to chronic disease prevention. This includes providing funding for specific ethnic/racial and Lesbian, Gay, Bisexual and

Transgender (LGBT) populations both on the local and national level (e.g. through REACH and the Community Transformation Grants). Funding and resources for prevention must be a high priority since the two top causes of death for AAs and NHPIs, cancer and cardiovascular disease, are highly preventable.

It is hoped that meetings with the Assistant Secretary will continue as DHHS implements its 2-year and 5 - y e a r p l a n s .

NCAPA is a coalition of various organizations that represent the interests of the greater AA and NHPI community by advocating at the national level on their behalf and providing a national voice for AA and NHPI issues.

APPEAL to Convene a National Policy Symposium

Planning is now underway for APPEAL's 2011 Policy Symposium, to be held in San Francisco, California on June 24, 2011 at the Hilton San Francisco Union Square*. The goal of this year's event is to educate decision makers from funding institutions, state and federal agencies on APPEAL's 2011 policy recommendations on tobacco control, healthy eating and active living.

Because of the impact these issues have on the incidence of cancer and cardiovascular disease -- the two leading causes of death among AAs and NHPIs -- it continues to be important for us to dialogue with mainstream institutions on the impact of those issues on our communities. Furthermore, given the current economic climate and shrinking budgets as local, state and national resources become increasingly limited, funding for health equity programs has become limited as well. APPEAL's Subcommittees on Research, Cessation, Youth, Policy and Healthy Eating and Active Living will be helping to update our policy recommendations and present to the policy makers at this meeting.

The Symposium will also be held in conjunction with APPEAL's annual fundraising dinner on the evening of J u n e 2 3 , 2 0 1 1 .

**In keeping with APPEAL's philosophy of supporting hotel workers' rights, we are proud to announce that the Hilton San Francisco Union Square recently signed a four-year agreement with the Local 2 Union. Local 2 is encouraging organizations to hold their events at the Hilton San Francisco Union Square.*

Our Inaugural Annual Report Now Available!

APPEAL is pleased to announce that our inaugural 2010 Annual Report is now available on our website! This report features highlights from 2010 and APPEAL's strategic directions for 2011. It includes overviews of our 15th Anniversary Conference and Fundraising Dinner, leadership programs, strategic planning process, our expansion into the food and active living arena, our statement of financial position a n d m o r e !

To view an electronic copy of our Annual Report, please see [here](#).

APPEAL Collaborates with NLTCN and Legacy to Host a Meeting on New Tobacco Products

Even with the recent passing of the Family Smoking Prevention and Tobacco Control Act authorizing the FDA to regulate tobacco products, Big Tobacco is continuously developing ways to push their products and circumvent current regulations. With new products emerging almost daily, we are constantly challenged to remain educated about these products and their effects on our communities. For this reason, on February 7, 2011, APPEAL collaborated with the National Latino Tobacco Control Network (NLTCN) and Legacy Foundation to host a meeting in our Oakland, California offices to discuss these new tobacco products. Invited guests included local and national tobacco control advocates.

During the meeting, Ines Alex Parks of Legacy presented information on the tobacco industry's new and emerging products and the implications these products may have on communities of color, low socio-economic status (low SES) groups, and Lesbian, Gay, Bisexual and Transgender (LGBT) communities. An emphasis on little cigars and cigarillos (LCCs) elicited concern among participants because of their targeting towards communities of color, LGBT communities and youth. Furthermore, within the tobacco control community as well as the general public, there is a lack of knowledge about these products and confusion over the terminology. This may lead to challenges such as under-reporting of sales and prevalence data. Indeed, sales of little cigars and cigarillos have increased in recent years, are subject to lower taxes than cigarettes and are currently not subject to regulation by the FDA.

Meeting participants discussed their desire to advocate for the regulation of little cigars and cigarillos and also underscored the need to create distinct definitions and tax categories for these new products.

APPEAL hopes to conduct a webinar in April to share information on new tobacco products with the Network.

FDA Discussion Session on Minority Communities Opens the Door for Dialogue

On February 8, 2011, APPEAL participated in the FDA Center for Tobacco Products (FDA CTP) Discussion on Minority Communities Affected by Tobacco-Related Health Disparities in Oakland, California. APPEAL and other National Networks helped to develop the agenda and identify participants, and presented on each of our respective Networks. The meeting also provided a unique and historic opportunity for minority communities to provide recommendations to FDA CTP, collaborate with the agency and understand the main provision of the Tobacco Control Act and the status of its implementation. Dr. Lawrence Deyton (Director of FDA CTP) emphasized that this was just the beginning of dialogue around addressing health disparities.

Some of the main points that were underscored by communities during the meeting were: the recommendation to create an FDA CTP Disparities Advisory Group; a call to ban menthol in tobacco products; the need for an office of disparities within FDA CTP; better coordination of FDA CTP with other federal agencies; the demand for more specific data on some communities and utilization of existing data for others; suggested strategies for enforcement of the Tobacco Control Act; assertion of jurisdiction over all tobacco products; the need to provide resources to communities.

APPEAL would like to encourage all of our friends and partners to make your voices heard on these important issues. One of the key ways that the FDA considers input from the public is through comments on [their website](#) or by mailing comments to the FDA CTP (please note: providing any type of evidence with your comments makes a stronger case). You can also sign up to receive direct updates from the FDA

CTP to stay informed and provide input on their various activities by visiting <http://www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm>.

Food & Active Living

Partners Share Projects and Build Relationships at NAPNEHD Convening and the Active Living Research Conference

On February 22-24, 2011, APPEAL staff and National Asian American and Pacific Islander Network to Eliminate Health Disparities (NAPNEHD) Partners attended the Active Living Research Conference in San Diego, California. The conference highlighted successful partnerships from multiple disciplines that have implemented or evaluated policy or environmental approaches for increasing physical activity, decreasing sedentary behavior or preventing obesity.

APPEAL NAPNEHD-funded partner, Asian Pacific Americans Healthy Eating and Active Living In our Neighborhoods (APA HEALIN') -- a project of the Coalition for Asian American Children and Families -- presented at the conference and spoke about their Photovoice project which examined knowledge, attitudes and behavior on nutrition and active living, and evaluated the cultural appropriateness (and reach) of current food and active living initiatives in New York City. For more information on APA HEALIN', please see [APPEAL's December/January newsletter](#).

Post-conference, APPEAL convened a NAPNEHD Partners meeting which provided an opportunity for partners to meet, build relationships and increase their understanding of one another's expertise on their respective projects. APPEAL was also able to offer technical assistance and training to attendees. One Partner shared that the best part of this event was "meeting other grantees and hearing about their projects."

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NAPNEHD is a national network aimed at eliminating health disparities in the AA and NHPI communities by focusing on environmental and policy change. For more information on NAPNEHD, please contact Program Coordinator Siang Sin Goh (sgoh@appealforhealth.org) or visit the [NAPNEHD page](#) of the APPEAL website.

TAPP INTO Unveils "Success Story" of United Cambodian Association of Minnesota

APPEAL's Technical Assistance for Priority Populations to Implement a Norm change on Tobacco (TAPP INTO) Program is pleased to share the latest "Success Story from Blue Cross Funded Organizations," which came

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This Success Story specifically highlights the activities and achievements of the United Cambodian Association of Minnesota's (UCAM) elder nutrition program. The program takes a holistic approach to increasing fresh fruits and vegetables, decreasing the prevalence of processed foods and incorporating activities such as exercise and participation in community gardens as a way to improve the overall health of elders in the community. UCAM has also partnered with mainstream health providers and restaurants to promote a balanced diet and healthy lifestyle for Cambodian elders.

UCAM is a member of the STEEP collaborative -- a Blue Cross & Blue Shield of Minnesota funded organization.

To read the full Success Story on UCAM, please visit:
http://appealforcommunities.org/media/docs/5822_TAPP_Food_AsianElders_r1.pdf.

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

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