

A P P E A L



ANNUAL  
REPORT 2010

Asian Pacific Partners for  
Empowerment, Advocacy and Leadership

Dear APPEAL Family and Friends,

2010 marked a year of many accomplishments for Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL). Among these accomplishments was the celebration of 15 years of work toward health parity and justice with our 15th Anniversary Conference. The theme of our conference, "Talk Story," is not only a Hawaiian Pidgin term meaning to converse informally, but it also served as a metaphor for how APPEAL partners with communities to create positive change.

Indeed, "Talk Story" was about sharing compelling stories exploring how our communities developed successful and innovative strategies to create change. It was also about how APPEAL builds networks through relationships and collaborations. The 15th Anniversary Conference celebrated APPEAL's role as a leader in building community capacity, training and nurturing community leaders in health justice, mobilizing cross cultural collaborations and creating a movement toward social change in our communities.

2010 was also the year that APPEAL, with funding from the Centers for Disease Control and Prevention (CDC), made the transition to incorporating food justice and active living into our health justice work with Asian Americans (AAs) and Native Hawaiians and Pacific Islanders (NHPIs). According to the World Health Organization, 75 percent of cardiovascular diseases can be attributed to the risk factors of tobacco use, unhealthy eating and inactive lifestyles. These three risk factors are also the major preventable causes of cancer.

But even as we work to improve the overall health and well-being of AAs, NHPIs and other diverse communities, we continue to face challenges in combating tobacco and obesity related diseases and look to our growing networks to continue building the community-led movement toward achieving health equity.

We would like to take this opportunity to thank our network members and the many others who have been fighting for health justice over the past 15 years. Your dedication and hard work has been an integral part of this movement. Thank you for your continued support and for being a critical part of both the APPEAL Family and the movement to create change in our communities.



Rod Lew, MPH  
*Founding Executive Director*

# Highlights in 2010 & Strategic Directions for 2011



## 15th Anniversary Celebration

In early June 2010, APPEAL celebrated our 15th year of work towards health parity and justice. To commemorate the occasion, we hosted a 15th Anniversary Conference and Fundraising Dinner entitled, "Talk Story: Sharing Strategies for Sustainable Change." As the name of the conference implies, the event served as an opportunity for attendees to share compelling stories about how our communities are impacted by tobacco and obesity and to discuss innovative strategies to create necessary and sustainable change.



Rod Lew presents Dr. Arthur Chen and Ms. Peggy Saika with the inaugural APPEAL Mentor Spirit Award during the awards ceremony.

Among other things, speakers participated in leading plenary sessions and forums on emerging issues in tobacco control and food policy, shared both stories and lessons-learned on promising practices, and participated in group discussions and strategy sessions about the future of this movement. Indeed, the Conference featured an array of panels and presentations, including an opening session by George Cruz (Pacific Partners for Tobacco-Free Islands), Noilyn Abesamis-Mendoza (Coalition for Asian American Children and Families) and LorrieAnn Santos (formerly of Papa Ola Lōkahi), as well as presentations by Dr. Phillip Gardiner (Tobacco-Related Disease Research Program) and Kate Moraras (White House Initiative on Asian Americans and Pacific Islanders).

APPEAL's 15th Anniversary celebration also recognized the hard work and dedication of community members and organizations, and celebrated their many achievements over the years. Among the attendees of this year's Fundraising Dinner, which was emceed by author and journalist Mr. Ben Fong-Torres, were the evenings honored guests, Dr. Arthur Chen and Ms. Peggy Saika, who received APPEAL's inaugural Mentor Spirit Award in appreciation of their tireless dedication and support for NHPI and AA communities.

Recognition was given to the following awardees:

- Dr. Howard Koh, Assistant Secretary for Health in the Department of Health and Human Services (APPEAL Courage Award)
- Guam Comprehensive Cancer Control Coalition (APPEAL Courage Award)
- Papa Ola Lōkahi (APPEAL Community Award)
- Suc Khoe La Vang! (APPEAL Community Award)
- Mr. Jaime Martinez, ClearWay Minnesota (APPEAL Health Parity Award)
- Educated Men with Meaningful Messages (Global APPEAL Youth Award)
- Dr. Arthur Chen and Ms. Peggy Saika (Mentor Spirit Award)



15th Anniversary Fundraising Dinner attendees enjoy food, entertainment and a "talk story" interview session with the evenings honored guests.

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## Leadership

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*Fellows participate in the LAAMPP II Core Leadership Summit at Cloquet Forestry Center in Minnesota.*

APPEAL has continued its landmark leadership trainings in 2010 by working with Asian American communities in Atlanta, Georgia and Phoenix, Arizona. APPEAL also facilitated a strategic planning process for the Tongan Community Service Center in southern California and returned to train another cadre of community leaders in Washington state where our first regional leadership program began nearly a decade ago. Furthermore, our cross cultural leadership work continued with the successful completion of the core bimonthly trainings of the Second Leadership and Advocacy Institute to Advance Minnesota's Parity for Priority Populations (LAAMPP Institute) in Minnesota.

In 2011, APPEAL will expand its leadership work to other states and jurisdictions. The LAAMPP Institute has been so successful that ClearWay Minnesota has already committed to funding a third cycle which will be launched in late-2011.



*2009-10 LAAMPP II Fellows and Coaches*



## Vision and Partnership

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In 2010, APPEAL launched a 5-year strategic planning process to update programmatic priorities for Asian American and Native Hawaiian and Pacific Islander communities on tobacco control, food and active living policy. The strategic planning process involves staff, board, funders, stakeholders and community and mainstream partners. To ensure their input, we held two critical stakeholder meetings this year on March 3-4, 2010 (Oakland, California) and June 4, 2010 (San Francisco, California). Several assessments have also been conducted to gather input on APPEAL's new directions including an APPEAL network members' survey, a CDC-sponsored national network survey and individual interviews of

organizational partners, board and staff. We have drafted new APPEAL policy recommendations on tobacco and food through input gathered from the Stakeholders meetings and interviews as part of the APPEAL strategic planning process.

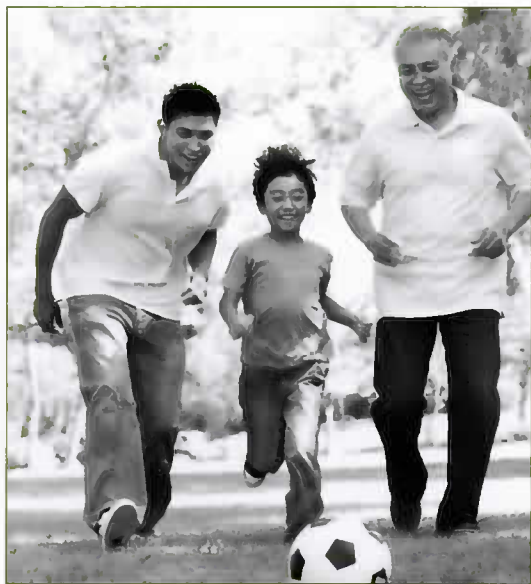
During the last year, APPEAL has also worked to strengthen its partnership with the Pacific Islands. The APPEAL PROMISE Network developed an official partnership with the Pacific Partners for Tobacco-Free Islands (PPTFI), a coalition with representatives from Pacific Island jurisdictions that came together to ensure tobacco control was addressed where smoking rates among youth and adults have continued to climb.

In early 2011, we will finalize the APPEAL 5-year strategic plan and begin its implementation. The APPEAL Policy Recommendations will be presented at a meeting of policymakers and funders in the summer of 2011. APPEAL will continue to nurture its partnerships with AA and NHPI communities including faith-based leaders and food justice advocates.



## Food Justice and Active Living

APPEAL embarked upon a new area of food and active living policy when it received funding from CDC in late 2009 to advance health equity by focusing on cardiovascular disease among AAs and NHPIs. APPEAL began to implement this project, titled the National Asian American and Pacific



Islander Network to Eliminate Health Disparities (NAPNEHD), in 2010 with three regional partners: Coalition for Asian American Children and Families (CACF) in New York City, Washington Asian Pacific Islanders (WAPI) Community Services in Seattle and the Pacific Partners for Tobacco-Free Islands (PPTFI) with a pilot site in Palau.

In Minnesota, APPEAL has also expanded its expertise in food and active living policy. Blue Cross and Blue Shield of Minnesota, which funds our Technical Assistance for Priority Populations to Implement a Norm change on Tobacco (TAPP-INTO) program, has supported the efforts to integrate food and active living as parallel issues to address with tobacco control for the four funded priority population organizations. As the primary technical assistance provider on tobacco control for TAPP-INTO, APPEAL and our national partners have begun to integrate food and active living with the tobacco control technical assistance activities.

2011 will see a growth in our work on food and active living policy as NAPNEHD expands and as other states look to integrate tobacco control with food and active living policy. APPEAL is also looking forward to the annual national food security conference as well, which will be held in Oakland, California in the coming year.

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## Advocacy

Through all of its funded programs including the APPEAL PROMISE Network, NAPNEHD, LAAMPP and TAPP-INTO, APPEAL facilitates community involvement in advocacy and policy change on multiple levels. In the past year, APPEAL supported the work of many of our regional community partners in their efforts to implement policy change on tobacco control. For example, we provided technical assistance to Guam and its partners in the Pacific Partners for Tobacco-Free Islands (PPTFI) for exploring ways to disseminate its successes on issues such as tobacco control policy change. There have been successful policy change measures implemented in the Pacific in 2010 including the landmark passage of the tobacco tax in Guam.

Furthermore, APPEAL has been monitoring and assisting with the implementation of the recently-passed legislation, the Family Smoking Prevention and Tobacco Control Act. While this landmark legislation includes the regulation of flavored tobacco products, menthol is noticeably absent. APPEAL became more involved with bringing attention to the menthol issue by participating in the Second Menthol Conference, drafting a position statement on the impact of menthol on AAs and NHPIs and testifying with the Federal Drug Administration's (FDA) Tobacco Products Scientific Advisory Committee on July 16, 2010 to advocate for the banning of menthol.

In 2011, Oakland will host a meeting of the FDA on the implementation of the new tobacco control legislation in minority communities. APPEAL will continue to provide a voice for AA and NHPI communities to state health departments, CDC and other federal agencies and national tobacco control organizations.

See APPEAL's updated website at [www.appealforcommunities.org](http://www.appealforcommunities.org) and national networks website at [www.tobaccopreventionnetworks.org](http://www.tobaccopreventionnetworks.org)

### **Board of Directors**

- Elaine S. Ishihara, MPA - *Chair*
- Betty Lee Hawks, MA - *Vice Chair*
- Barbara S.N. Benavente, MPA - *Secretary*
- Michael J. Wong, JD - *Treasurer*
- Dileep G. Bal, MD, MS, MPH
- Rod Lew, MPH - *Executive Director*
- Vayong Moua, MPA
- Caleb Otto, MHA, MBBS
- Lola Sablan Santos

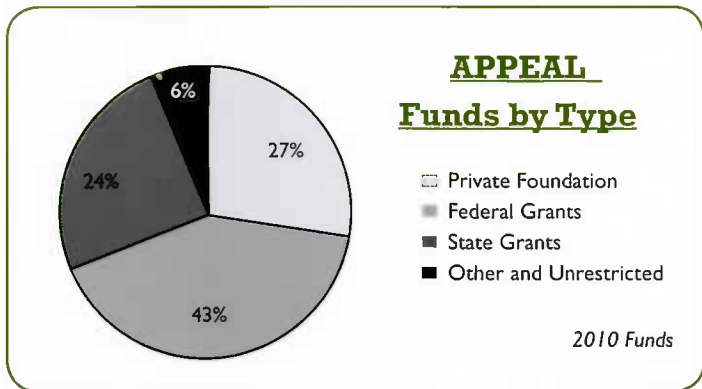
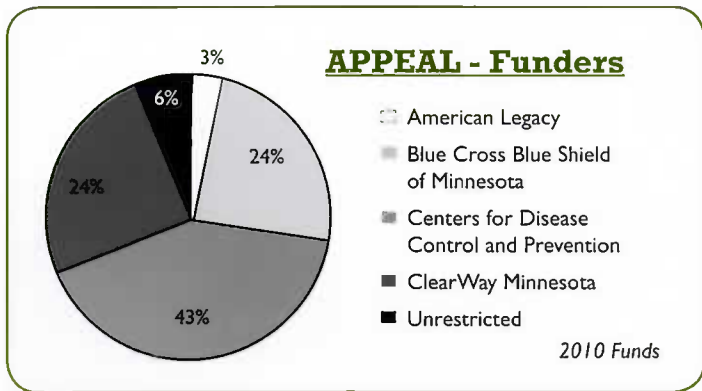


From left to right: Dr. Caleb Otto, Vayong Moua, Betty Lee Hawks, Rod Lew, Barbara S.N. Benavente, Michael J. Wong, Elaine S. Ishihara, Dr. Dileep G. Bal.  
Not pictured: Lola Sablan Santos.

# Statement *of* Financial Position

<b>Assets</b>	<b>As of Sept. 30, 2009</b>
Bank Accounts	\$171,983
Accounts Receivable	\$263,466
Other Current Assets	<u>\$45,319</u>
<b>Total Assets</b>	<b><u>\$480,767</u></b>

<b>Liabilities and Equity</b>	
Accounts Payable	\$113,322
Accrued Vacation	\$23,582
Other Liabilities	(\$387)
Total Liabilities	\$294,882
Prior Year Retained Earning	\$101,188
Current Year Net Income	<u>\$84,697</u>
<b>Total Equity</b>	<b><u>\$185,885</u></b>
<b>Total Liabilities and Equity</b>	<b><u>\$480,767</u></b>



## Staff

Rod Lew, MPH  
*Executive Director*

Gilbert Achay  
*Program Coordinator*

Gillian Asido  
*Program Manager*

Christine Corrales  
*Program Assistant*

TruongChinh Duong  
*Program Manager*

Claire Fung  
*Senior Accountant*

Siang Sin Goh, MSW, M.Ed  
*Program Coordinator*

Amanda Pacheco  
*Executive Assistant/  
Communications Associate*

Julie Wong, MPH, MSW  
*Leadership Coordinator*



*From left to right (back row): Gillian Asido, Gilbert Achay, Julie Wong, Amanda Pacheco, TC Duong, Siang Sin Goh.*

*From left to right (front row): Christine Corrales, Claire Fung, Rod Lew.*

## Acknowledging Your Support

and thanking you for your generosity and commitment to our work.

*Please note that this is only a partial list.*

Asian & Pacific Islander American Health Forum	Moon S. Chen, Jr. Steven Chen	Jack Lee Jane Lee	Vincent B. Reyes Karen Rezai
Asian Health Coalition of Illinois	Douglas L. Chin Debbie Ching	Janice Lee & Wayne Barcelon	Lola Sablan Santos Sharon Senzaki
Asian Health Services Asian Services in Action, Inc.	Emory & Janice Louie Chow	Cynthia Lew Lillian Lew	Ben Servino Leimomi Shearer
Association of Asian Pacific Community Health Organizations	Amelia Chua Douglas K. Chung	Rod Lew Kathy Lin	Alison Shigaki Marjorie Kagawa Singer
The California Endowment Center for Multicultural Health	Monemany Daoheuang Annette M. David	Joe Lucero Annabel Lyman	Janey Skinner Diane Sugimura
Go 4 Broke, LLC JumpSystems.org Pearldiving LLC	Grant Din Chi Do	Laurin Y. Mayeno Reiko Mayeno	Dong Suh Gene Takagi
The Praxis Project Southeast Asian Community Center	Mary Anne Foo Mary Gerber	Mazdak Mazarei Sandra McGuinness	Bill Tamayo Sora Park Tanjasiri
Strategic Solutions Washington	William B. Gideon Tova Harel-Bornovski	Stephen McPhee Sandra Meucci	Daniel Toleran Rom Touy
Vo's Restaurant Hilary Abell Susan Araneta	Betty Lee Hawks Anita Hidalgo	Glenn Miya Kimi Mojica	Tuyet Khanh Tran JoAnn Tsark
Lloyd Asato Dileep G. Bal Ignatius Bau	Sherry Hirota Philip P. Huang	Karry Moore Roland Moore	Lloyd Wake Laura Waterman Wittstock
Nickie Bazell Barbara S.N. Benavente Frank Brown	Priscilla Hung Aya Ino	Vayong Moua David R. Nakashima & Debra A. Fong	Ching Wong Michael J. Wong & Sue Oy Wong
Cheri Bryant Clifford B. Chang Arthur Chen & Peggy Saika May Chen	Elaine Shoji Ishihara Lisa Johnson	Robert Nakatani Wendy Nakatsukasa-Ono	Tamiko Wong Diane Yamashiro-Omi
	Lewis Kawahara Bill & Bernie Keldermans	Thoa Nguyen Tung Nguyen	Karen Yanagisako Chia-Rhu Yang
	Kathleen Ko Audee Kochiyama- Holman	Jason Osajima Caleb Otto	Sherman Yen Stan Yogi
	Lori Kodama Kambes & Portia Kesolei	Sylvia Perez Arnold & Karen Perkins	Hoa P. Young Joon-Ho Yu
	Kenny Kwong Deborah Lao	Lynn Polloi M.R. Prochaska & S.M. Greef	Jing Zhang Shu Hong Zhu
	Debbie Lee	Kaipo Recheungel	

### We would also like to thank those agencies and organizations that have supported APPEAL through grants or contracts.

Centers for Disease Control and Prevention (CDC)  
Blue Cross Blue Shield of Minnesota  
ClearWay Minnesota  
American Legacy Foundation  
Oklahoma Department of Health  
Asian Pacific Community in Action (Arizona)

Asian Pacific Islander Coalition Against Tobacco  
(Washington)  
University of California, San Diego  
Center for Pan Asian Community Services (Georgia)  
Tongan Community Service Center (California)



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