



APPEAL Healthy Eating Active Living Webinar Sep 20, 2012

Creating a Healthy Eating Active Living Movement for Asian Americans, Native Hawaiians & Pacific Islanders

For audio, dial:

Toll free: 1 (866) 614-2162

Participant code: 4265581593



Website: www.appealforcommunities.org

Moderator



Welcome!

Gilbert Achay

Webinar Reminders

- All callers are muted upon entry into the webinar.
- Q & A session will follow presentations.
- If you experience technical difficulties:
 - Write your concern to “APPEAL Staff” in private chat box.
 - Contact Jacqueline Thanh at jthanh@appealforhealth.org

Overview

1. To increase awareness of healthy eating and active living (HEAL) as a social justice issue for AAs and NHPIs;
2. To highlight evidence-based and practice-based strategies on community level, mainstream institutional level, legislative level, and corporate level;
3. To increase awareness about APPEAL's Strategic Framework to achieve health parity and increase interest in the APPEAL Network

PRESENTERS



Rod Lew, M.P.H.
Executive Director



Gilbert Achay
Program Coordinator

Our Mission



To champion social justice and achieve parity and empowerment for Asian Americans, Native Hawaiians and other Pacific Islanders by supporting and mobilizing community-led movements through advocacy and leadership development on critical public health issues.

Who Are Asian Americans, Native Hawaiians & Pacific Islanders?

Asian Americans, Native Hawaiians and Pacific Islanders trace our heritage to more than 50 countries and speak more than 100 different languages.



The U.S. Associated Pacific Islands (USAPIs) include Federated States of Micronesia, Republic of Marshall Islands, Republic of Palau, American Samoa, Commonwealth of Northern Mariana Islands and Guam.

Winnable Battle

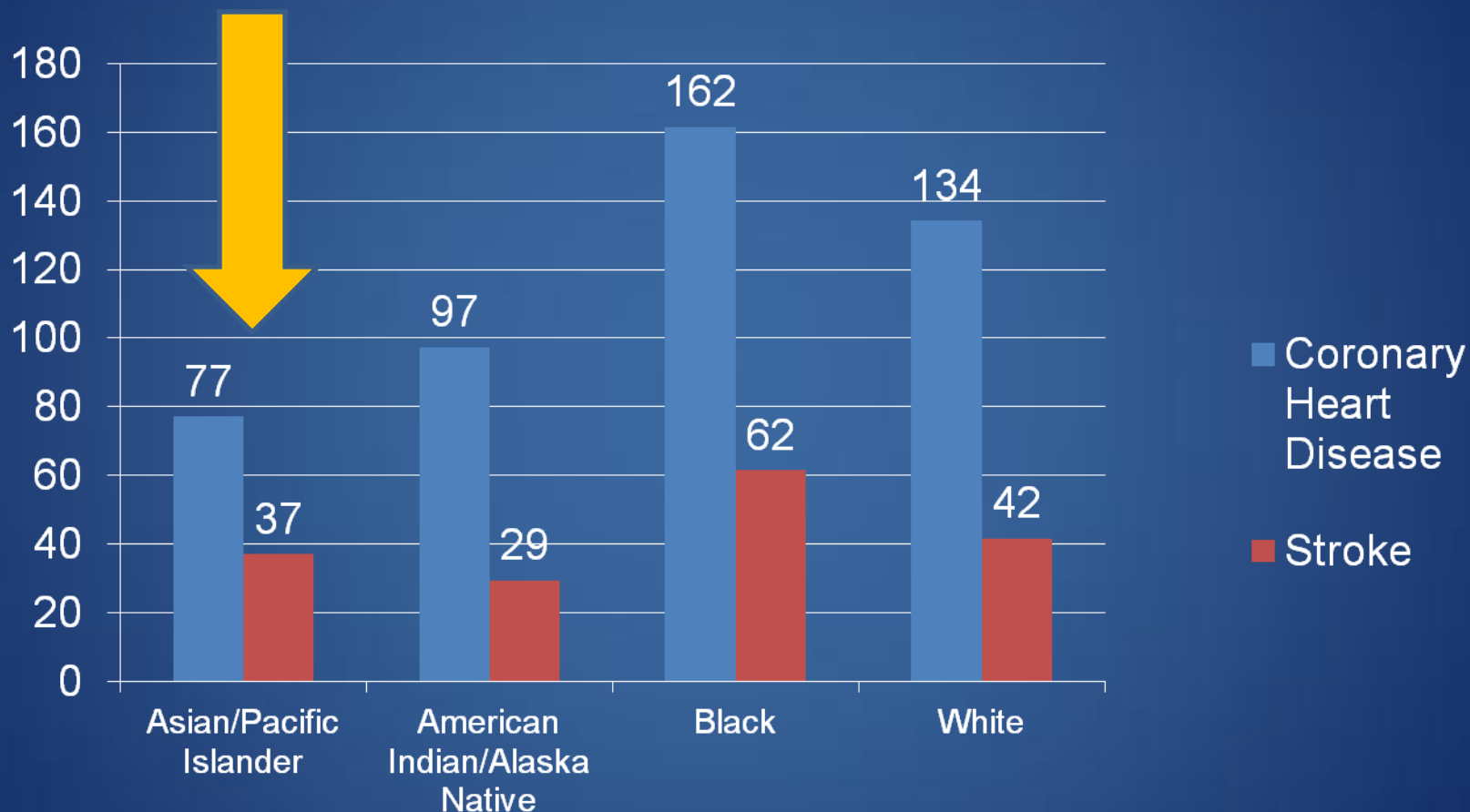
At least 80% of premature heart disease, stroke, and type 2 diabetes could be prevented through healthy diet, regular physical activity and avoidance of tobacco products.

- WHO, 2009

Healthy Eating Active Living As a Social Justice Issue

Model Minority?

Age-adjusted mortality rates for coronary heart disease and stroke, by race



National Vital Statistics System, United States, 2006

Data Disaggregation Dilemma

Cardiovascular disease (CVD) is one of the leading causes of death among AA&NHPIs. In 2007, it accounted for about one in four deaths among AA&NHPIs (24.4%).

Asian Americans

- Findings from the World Health Organization indicate that Asians are at a higher risk of weight-related health problems at a lower body-fat count than their Caucasian counterparts.
- Reports show that childhood obesity is leveling off for the general population, but the percentage of Asian American kids who are at risk of obesity has risen faster than the rest of the population over the past 10 years.

Native Hawaiians Pacific Islanders

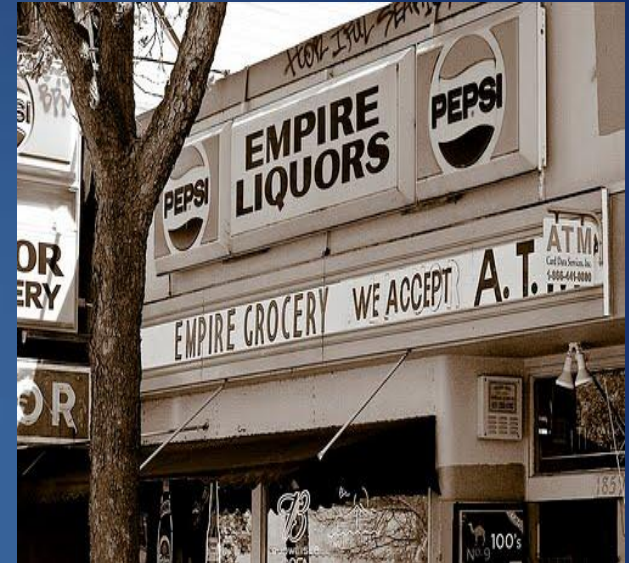
- Native Hawaiians/Part-Native Hawaiians die at a younger average age (65.2 for males, 72.3 for females) from CVD compared to other major ethnic groups in Hawaii.
- Heart disease is leading cause of death for NHPIs in California.
- Samoan children have the largest percentage (54%) of all children in CA whose BMI is not within the Healthy Fitness Zone.

Impact of Obesity in the Pacific



Place Matters: The Food Environment

- Availability of food outlets that sell nutritious and affordable food promotes healthy diet among individuals and reduces obesity and diabetes risk.¹⁵⁻¹⁶
- Lower income neighborhoods populated by communities of color have fewer grocery stores, greater abundance of fast food outlets and convenience stores.¹⁷⁻²¹
- Those who live near an abundance of fast-food restaurants/convenience stores have a significantly higher prevalence of obesity and diabetes.²²



Our Food Environment

- In California, NHPIs and AAs are more likely (10% and 5 % respectively) to be food insecure compared to Whites (5%). Among AA subgroups, Laotians (26%) and Cambodians (24%) reported the highest rates of food insecurity. Among NHPI subgroups, Tongans had the highest rate (27%).
- Communities in Hawai`i with higher proportion of Native Hawaiians have greater abundance of fast food outlets and least number of exercise facilities.²³
- Queens NY, Honolulu, Hawaii, and Maui, counties with high numbers of AAs and NHPIs rated below national average in household food insecurity as well as child food insecurity.



Place Matters: The Built Environment

- Creating, improving and promoting places for physical activity can result in a 25% increase in the percentage of residents who exercise at least three times a week.²⁵
- Residents who lived in the most walkable neighborhoods were 35% less likely to be obese than those who lived in the least walkable areas.²⁶
- Residents of low-income neighborhoods and communities of color have less access to recreational facilities, and live in areas that had higher crime rates, more vehicle crashes, less aesthetic appeal and poorer maintenance that deters them from physical activity.²⁷



Place Matters = Social Determinants of Health



Why treat people...



then send them back
to the conditions that made them sick?

Socioeconomic Status

- AA&NHPIs have a higher rate of poverty (single-race Asians 10.9%, 16.0% single-race NHPI) than the Whites (non-Hispanic) (9.4%).
- More likely to be linguistically isolated (77% of Asian alone, 43% of NHPI spoke a language other than English)
- AA&NHPI non-elderly adults are less likely to have employer-sponsored health coverage - 65% for Asian Americans and 58% of Native Hawaiian and Pacific Islanders compared to 69% of White Non-Hispanic.

History and Race Matters

- Chinese Exclusion Act 1882 and other acts of dispossession
- Pacific Nuclear Legacy
- History of racial and economic inequalities built into the zoning ordinances and other policies (e.g. Oakland Chinatown redlining)



Targeting by Food Industry

- Some food companies used to be part of tobacco companies
- Agri-food industry lobbies Congress to promote their interests, eliminate regulations perceived as unfavorable
- Expanding sales directly to children, minority groups, and people in developing countries

Advertising

- Nearly *70% of food advertising is for convenience foods, candy, snacks, alcoholic beverages, soft drinks and desserts*, whereas only *2.2% is for fruits, vegetables, grains, or beans*.
- Advertising costs for any single, nationally distributed food product far exceed (often by 10 to 50 times) federal expenditures for promotion of the Pyramid or to encourage people to eat more fruit and vegetables.

Marion Nestle, "Food Politics", 2007

Advertising to Minority Groups

- Fast food marketing targets teens and ethnic and minority youth – often with less healthy items.
- McDonald's and KFC specifically targeted African American youth with TV advertising , websites, and banner ads. ***African American teens viewed 75% more TV ads for McDonald's and KFC compared to white teens.***
- ***Hispanic preschoolers saw 290 Spanish-language fast food TV ads in 2009*** and McDonald's was responsible for 1/4 of young people's exposure to Spanish-language fast food advertising.



"Each place in the world seems to have its signature food festival. You may have heard about tomatoes, ribs, onions or pumpkins, but you have never seen anything like this, a SPAM® festival! It's the annual WAIKIKI SPAM JAM® Festival, the cultural tradition in Hawaii."

-Hawaii Spam Jam Website



“First, Hormel gutted the union. Then it sped up the line. And when the pig-brain machine made workers sick, they got canned.”

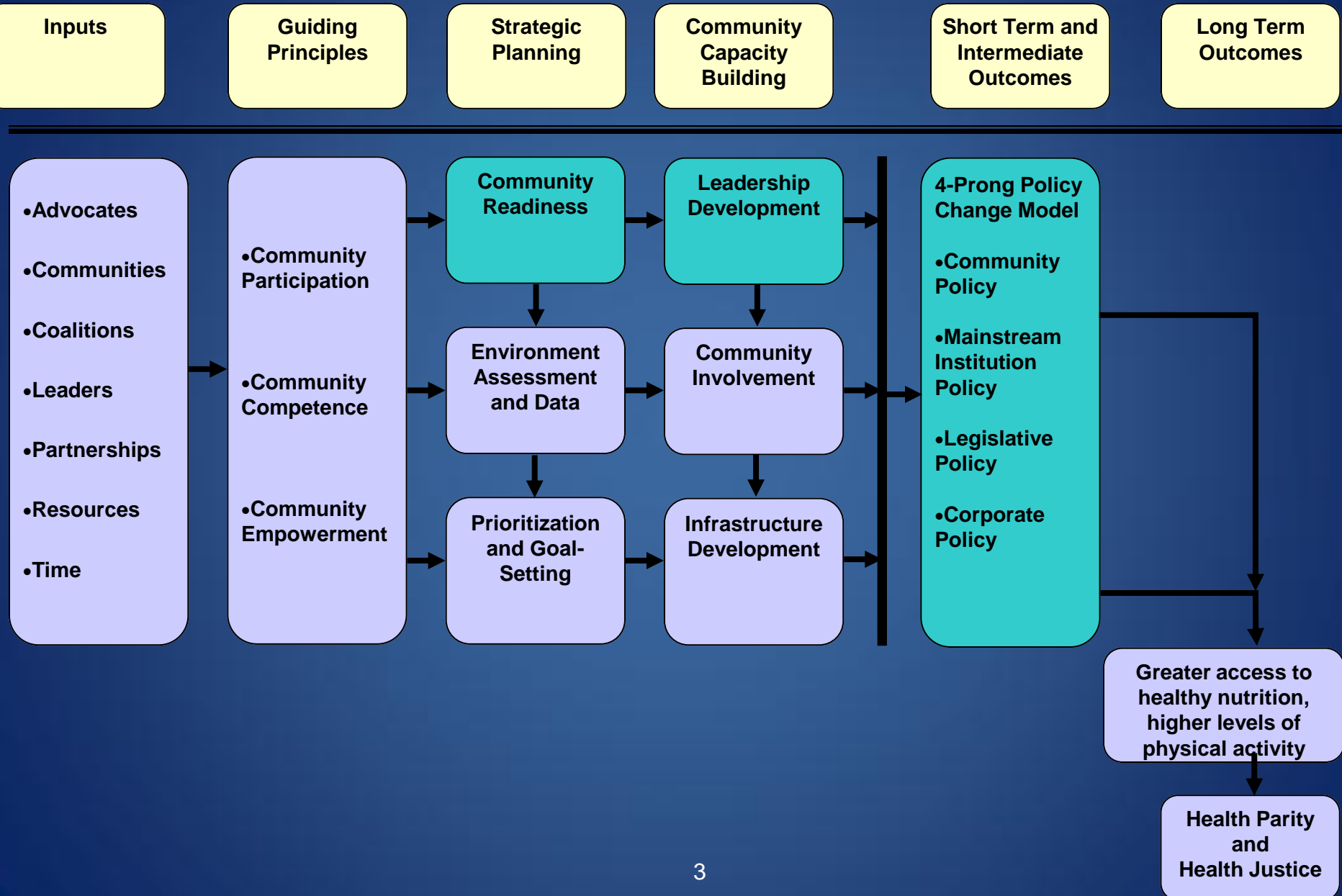
Ted Genoways, Mother Jones, “The Spam Factory’s Dirty Secret”.

In the CNMI, lawyers from Hormel have threatened legal action against the local press for running articles decrying the ill-effects of high Spam consumption on the health of the local population.

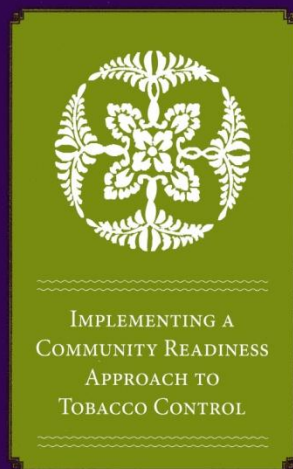
- “....one of the other columnists had made mention of this infamous processed meat brand that starts with “S” and ends with “M” and rhymes with “Pam” in a disparaging way (though I’m not sure that is possible) and the (Saipan) Tribune had received a friendly letter from the lawyers of the corporation that makes the processed meat brand that starts with “S” and ends with “M” and rhymes with “Pam”, saying, in effect, “Stop making fun of us, or we’ll sue your pants off.” -David Khorram, MD, Saipan Tribune “Organic Smoke (and Mirrors)”, July 21, 2006³⁶

APPEAL's Strategic Framework for Healthy Eating and Active Living- Lessons from Tobacco Control

Strategic Framework for Healthy Eating and Active Living Issues among Asian Americans, Native Hawaiians and Pacific Islanders



Community Stages of Readiness Model



KEY OUTCOMES

OVERALL MOVEMENT ALONG THE COMMUNITY READINESS MODEL

From 2001-2005, New York region's targeted priority areas moved from **Contemplation** to **Action** stage (see table 3).

Table 3: Staging of CBWCHC's Priority Areas from 2001-2005

	Research & Data	Infrastructure	Programs	Policy
	Utilization of Data	Coalition Building	Cessation	Clean Indoor Air
Pre-contemplation				
Contemplation	2001	2001	2001	
Preparation	2002		2002	2001
Action	2003-2005	2002-2005	2003-2005	2003-2004
Maintenance				2005

→ = direction of movement along the Community Readiness Model

- Recognizes varying readiness levels
- Tailors TAT
- Measures progress along continuum

APPEAL's Leadership Experience



750 Leaders Trained

“APPEAL trainings are intense, in-depth, refreshing, and understands and embraces the diversity and cultural perspectives of the participants. And most of all you feel good... because for the first time my history, cultural, and experiences -- were allowed at the table.”

- Brandie Flood, Center for Multicultural Health

APPEAL's 4- Prong Policy Change Model

1. Need to work **within our priority populations** where Tobacco and HEAL may not be a high priority
2. ...**within mainstream organizations** where priority populations are not a high priority
3. ...**with policymakers** where neither Tobacco/HEAL nor priority populations are a priority
4. ...**against the tobacco/food industries** where priority populations are one of the priorities

Community Level- Healthy Eating

- The ***Danny Woo International District Community Garden*** is the largest green space in the Chinatown/International District in Seattle Washington that provides community gardening space.
- Came about in the later 1970s when resources specifically targeted for Asian and Pacific Islanders were scarce.
- Now home to 100 community garden plots where elderly Asian gardeners grow vegetables that they are culturally familiar with, e.g., bok choy, bittermelon, daikon, and watercress, and where the younger generation, including children (in a new experimental children's garden) plant fruits and vegetables



Community Level- Active Living

- Developed through a community workshop process, the Revive Chinatown Plan created a blueprint for better and safer vehicular and pedestrian circulation as well as streetscape over multiple city blocks.
- **Before**: Chinatown sidewalks were heavily used, crowded, and poorly lit at night. In 2002, Chinatown intersections had the highest rate of pedestrian-auto accidents in Oakland.
- **After**: “Scramble” intersections created a cycle where all traffic stops and all pedestrians may cross (including diagonally). Corner “bubs” with decorative red paving increased sidewalk waiting room and shortened crossing distances. poles brightened the sidewalks at night.



Crosswalks were designed by FTS with decorative red and yellow Chinese patterns using cost effective “Streetprint” material. Supplementary pedestrian-height streetlight

Policy Change at the Mainstream Level

Examples:

- Increase inclusion of AA&NHPIs on decision-making bodies
- Increase resources for AA&NHPI policy change initiatives
- Increase research that recognize importance of disaggregated data



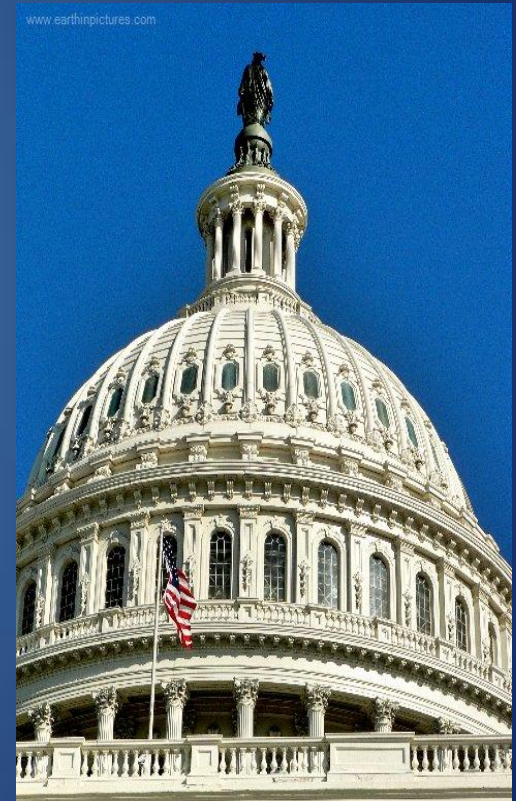
D-Town African American Farmers (mainstream)

- Detroit: urban dis-investment, high unemployment, under-education, foreclosure crisis
- Grocery flight: supermarket shortage, influx of liquor stores, convenience stores.
- Detroit Black Community Food Security Network started in 2006
 - Created comprehensive food-security policy that would provide citizens with nutritious, culturally relevant foods . Food policy unanimously adopted by Detroit City Council.
 - Developed Detroit Food Policy Council
 - Operated U-Ujamaa Food Buying Co-op
 - Started the D-Town Farm



Policy Change at the Legislative Level

APPEAL does not engage in lobbying activities nor mobilize our Network around specific legislation., but may provide education on tobacco or HEAL to policymakers that affects AA and NHPI communities.



Policy Change at the Corporate Level

Monitoring of tobacco industry, fast food companies and food conglomerates



APA Heritage Month

Join McDonald's in celebrating Asian Pacific American Heritage Month

In recognition of the extraordinary accomplishments and contributions of the Asian Pacific American community, McDonald's is proud to celebrate Asian Pacific American Heritage Month.

Asian Pacific American Heritage Month is celebrated every May to commemorate the contributions Asian Pacific Americans have made to the United States. On October 2, 1978, President Jimmy Carter signed a Joint Resolution establishing the first week in May 1979 as Asian Pacific American Heritage Week. The recognition was permanently expanded to one full month as Asian Pacific American Heritage Month 14 years later. May was designated as Asian Pacific Heritage Month because of two historic events: the arrival of the first Japanese immigrants in America on May 7, 1843 and the completion of the Transcontinental Railroad (by many Chinese laborers) on May 10, 1869.

Asian Pacific Americans are greatly impacting mainstream American culture. Trends such as yoga, *feng shui* and Asian fusion cuisine are only a few examples.

Food Technology Sports Music Entertainment Home Décor Art

MyInspirasian.com

ds they love and cherish.
s. Soy sauce, sesame and ginger
re American households are

My Story

More My Story

I'm the kind of person that believes in setting goals in life. In fact, before I start anything - whether it's preparing for a golf tournament, homework assignments or even blogging with friends - I always lay out a plan for myself. Guess you could say I'm pretty driven that way.

But what really inspires me is seeing that same drive and passion in other kids my age. We all know that college is a pretty big step in life, and let's face it - there's no rulebook or scorecard to follow; especially when it comes to things like applying for financial aid and scholarship programs. Yikes! It can all be pretty intimidating.

That's the reason why I decided to team up with McDonald's to support their sponsorship of the Education Workshops. I certainly understand the dilemma many students face when it comes to choosing the right college and getting the most from their education. I'm all about finding happy solutions and I think it's really cool that McDonald's gives back to the community through the Education workshops.

If I can be a role model and help inspire others along the way, then that's just as rewarding to me as winning in golf. So if you want my recipe for success, it's this: 1 cup of inspiration, 2 1/2 teaspoons of enthusiasm, 1/4 cup confidence and a large heap of positive energy. Mix that all together and you can accomplish anything.

Michelle Wie
Michelle Wie
for McDonald's

My Story

More My Story

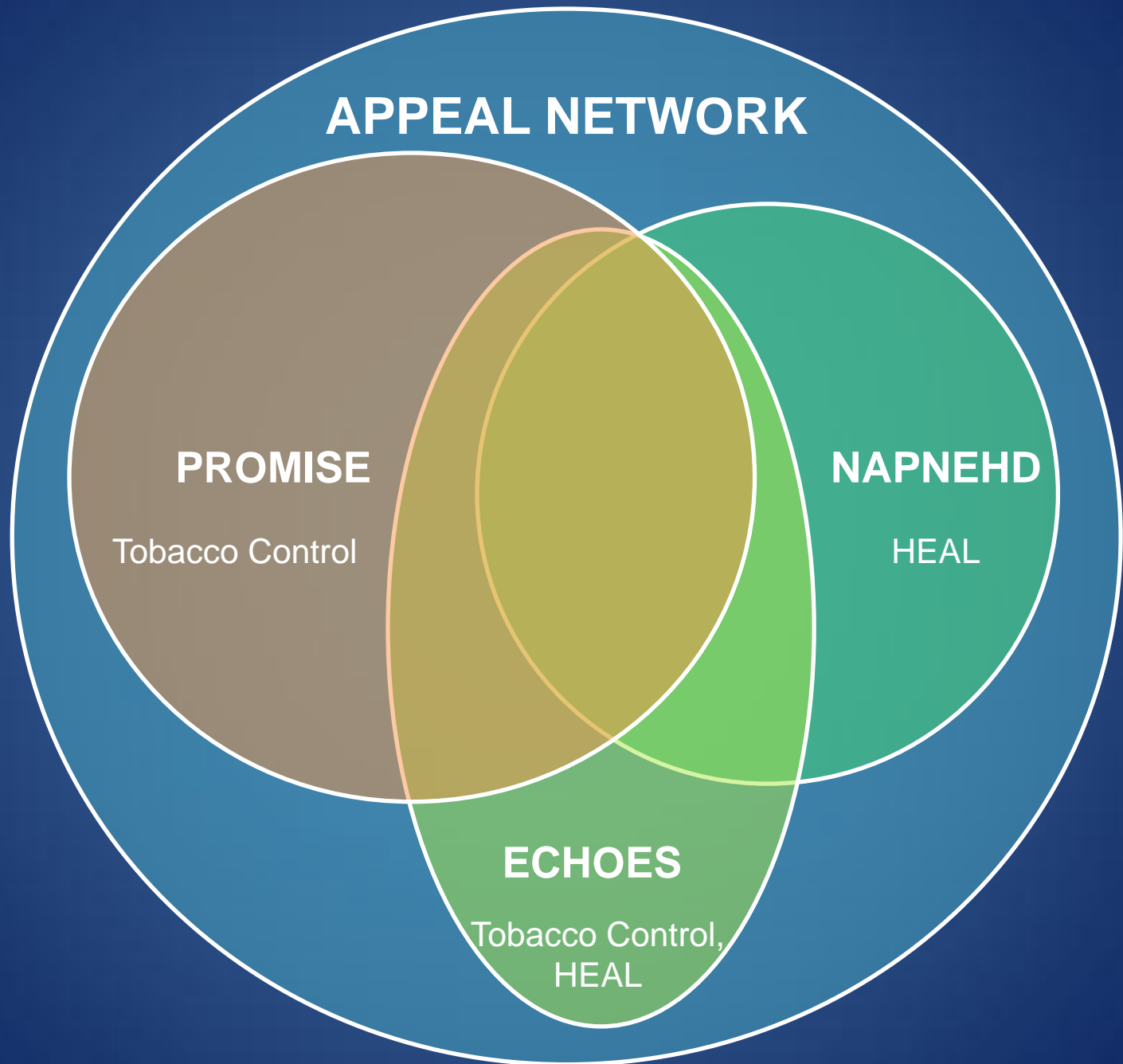
I'm always looking for greater challenges. Whether it's debating politics with friends, lobbying for my community or just trying to survive on a deserted island. But, I wasn't always this way. In fact, as a kid I was so shy that I literally had to force myself to raise my hand in class.

However, as I got older I began to explore new ways to break out of my comfort zone. So, by the time college rolled around I began setting long-term goals for myself. That's why I stand behind a program like the Education Workshop sponsored by McDonald's. They expand the range of resources so that students can receive all the guidance they need and be better prepared for college.

Look, if it wasn't for the supportive network of friends and relationships I built while in college, I might not be where I am today. My education helped me believe in my abilities, take risks and become confident on a social level. After all, college is not just a stepping-stone to something better, but a major step in the right direction.

Yul Kwon
Yul Kwon
Winner of Survivor: Cook Islands
Host of America Revealed on PBS

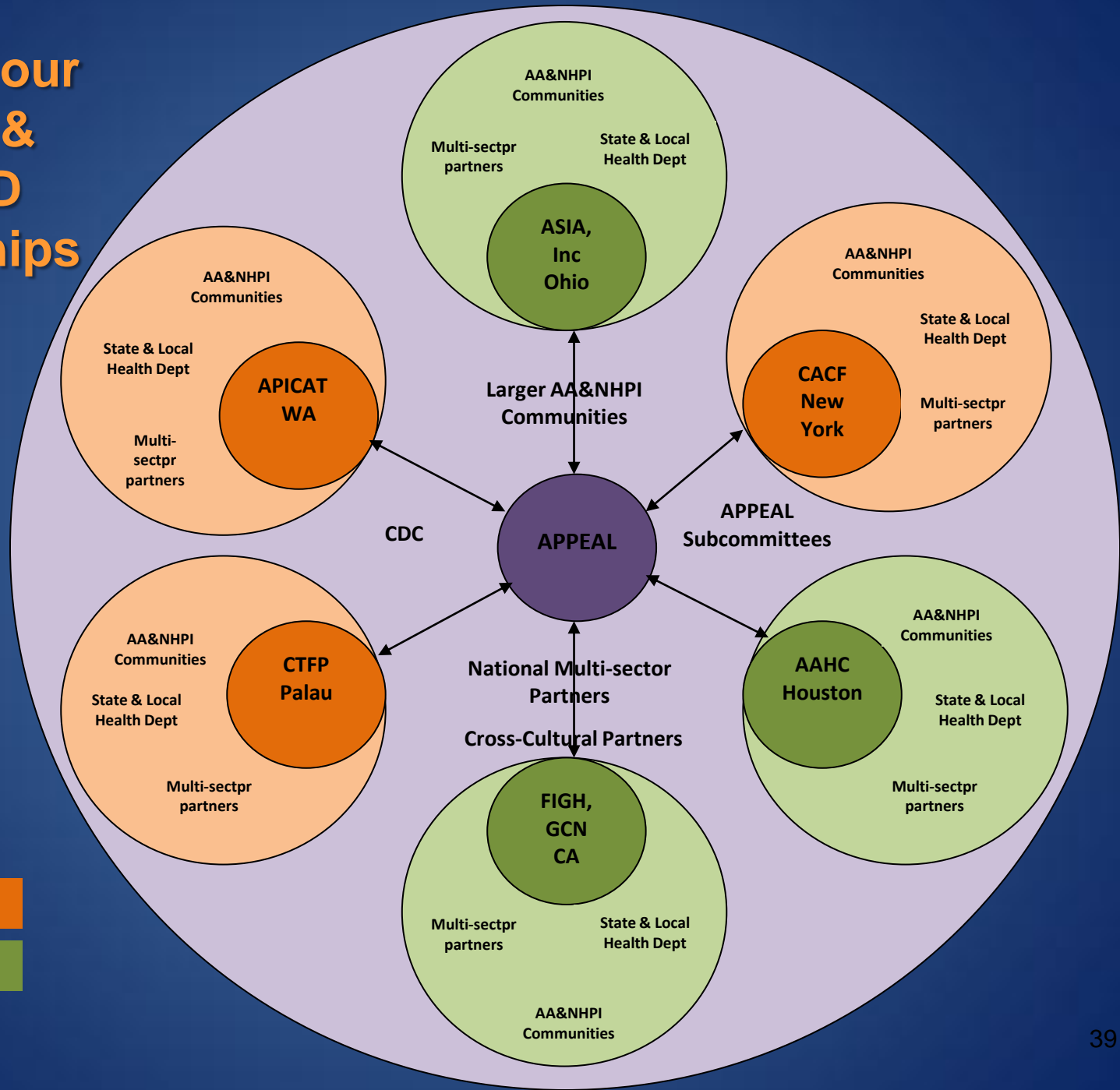
Accomplishments



APPEAL HEAL Activities

- Expand the breadth and depth of APPEAL Network Partnerships
- Facilitate synthesis and dissemination of AA & NHPI research studies
- Leverage resources to replicate culturally-tailored Promising Practices
- Develop and promote policy recommendations

Reach of our ECHOES & NAPNEHD Partnerships



NAPNEHD

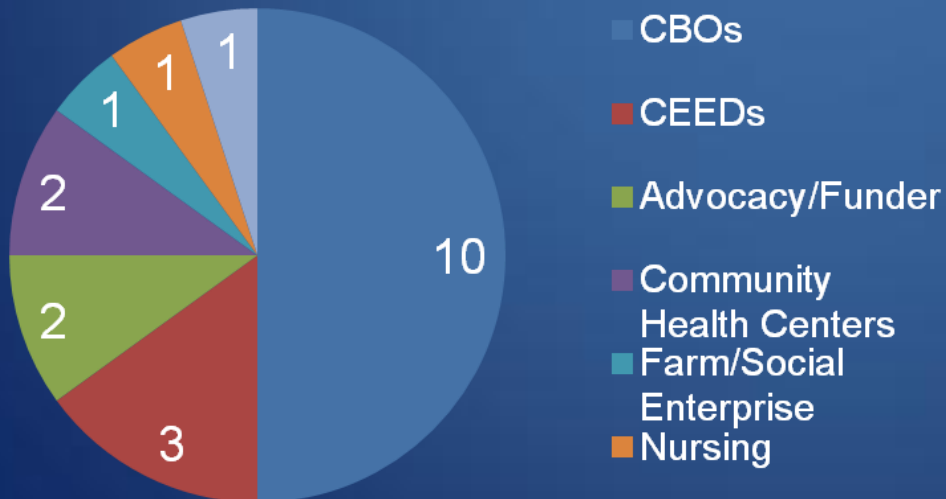
ECHOES

Healthy Eating Active Living Subcommittee

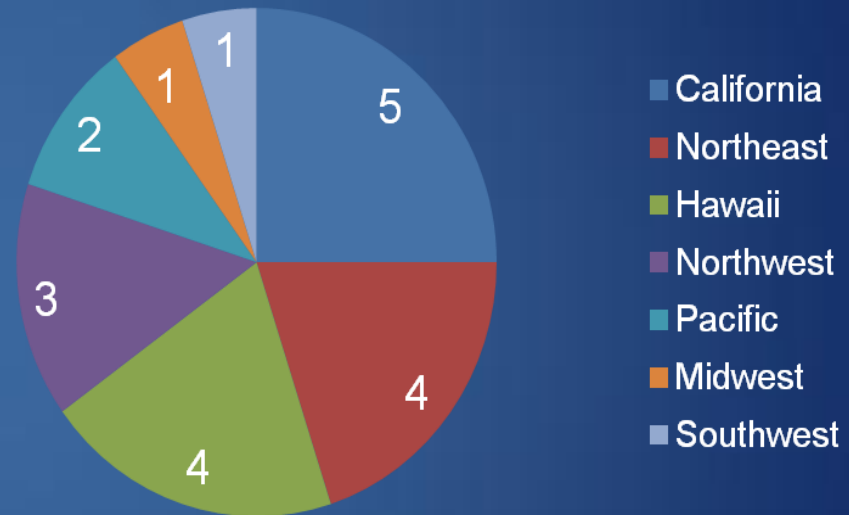


Chair, Noilyn Abesamis-Mendoza,
Coalition for Asian American Children and Families

Partner Type



Region



Gathering and Synthesizing Information



- Lit Search and Bibliography
- Network Needs Assessment
- HEAL 101
- Develop & Promote Promising Practices
- Fact Sheets



"Key informants in all seven communities (Cambodian, Chinese, Filipino, Korean, Lao, Samoan, Vietnamese) expressed the lack of language-specific and culturally appropriate health materials."

CTFP, Palau



"Virtually all (sports) federations have some policies (written and unwritten) addressing alcohol and tobacco; virtually none have policies that address healthy eating and non-alcoholic beverages."

CACF, NYC



"Most notably, the photographs depict a community who has a long history and tie to the food industry and the challenges that come with living as an immigrant or resident in a large Metropolitan area."

Dissemination

Website



Webinars



E-Newsletters

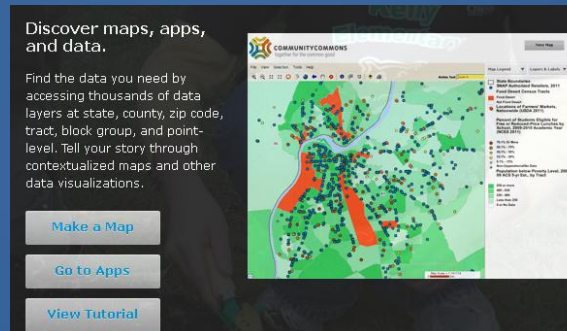


In-Person Meetings & Training



Listserv

Policy Symposium, June 2011



Monthly Resource Digest

Partners Meeting, Feb, 2011

Grants

Community Food Projects Competitive Grants Program (CFPCGP)

Request for Application

Green Places, Play Spaces, Income, and Race:

How Parks and Recreation Can Support Physical Activity among Diverse and Underserved Populations

Leverage Resources & Enhance Capacity

- Increased Utilization of Promising Strategies and Implementation efforts: E.g. CACF, CTFP, APICAT
- Leveraged Resources and Increased Collaborations: E.g. MA'O and CTFP
- Increased network members' access to policymakers and key stakeholders: Policy Symposium
- Increased Sustainability: APPEAL and Ulekerreuil A Klengar CTG awards



Unveiling of "Share the Road" Sign in Downtown Koror, Palau



CACF Photovoice Exhibit

APPEAL Policy Recommendations

- Fund studies to assess food environment and built environment and their relationship to health outcomes of AA and NHPI (including impact of food industry).
- Replicate model programs and policy initiatives for AA and NHPI communities including capacity building initiatives.
- Increase the representation of AA and NHPIs on key national and regional decision-making bodies.
- Corporate Accountability: Monitor the tobacco and agri-food industry including food conglomerates and fast food companies that target AA and NHPI communities with unhealthy food products.

Next Steps



- Increase repository of culturally competent promising practices
- Replicate and expand reach of model HEAL programs and initiatives (promising practices)
- Expand national network and build capacity of network members to engage in HEAL environmental changes
- Increase number of healthier communities at local, state, national levels

Audience Questions

- You may submit questions by:
- Writing your question in the Q & A tab at the top of your window
 - Write your name and affiliation / organization.

Evaluation

- Evaluations will be collected online through Survey Monkey.
- Link to be sent to your email address.



Thank You!

Visit APPEAL's website at
www.appealforcommunities.org
for resources and upcoming events!



Find us on
Facebook