



APPEAL

Project and Event Planning for Tobacco-Free Asian American and Pacific Islander Communities



This action kit is designed to provide you with strategies to plan and implement tobacco control projects in Asian American and Pacific Islander (AAPI) and other diverse communities. Inside you'll find:

- a question and answer section
- a project planning guide
- a list of potential project ideas
- information on gathering community resources, working with the media, and evaluating your efforts

Use this kit as a complete package, or refer to specific sections that apply to your needs.



Table of Contents

Section 1. Overview	3
<i>Questions and Answers</i>	
Section 2. Where Do We Start?.....	5
<i>Planning for Your Project</i>	
Section 3. What Should We Do?.....	10
<i>Project Ideas for Youth and Adults</i>	
Section 4. Gathering Community-Based Resources	12
<i>Finding Support for Your Activities</i>	
Section 5. Media	13
<i>Developing a Media Plan</i>	
Section 6. Reflection and Evaluation.....	18
<i>Measuring Your Project's Success</i>	
Appendices.....	19

Overview

Questions and Answers



Section 1

Why is it important to mobilize AAPI communities around tobacco?

Although tobacco is the most preventable cause of death and disease among AAPIs, tobacco use prevalence is high in AAPI communities.

- Local studies have shown high smoking rates for specific AAPI groups including a range of 48-72% for Laotian males, 33-71% for Cambodian males, and 42% for Native Hawaiian males;
- Tobacco is routinely mixed with betel nut in some Pacific Island and South Asian populations; and
- Smoking rates among Asian American youth increase seven-fold from 7th to 12th grade, the highest rate of increase among all ethnic groups.

When the tobacco industry directly targets AAPI communities through community-specific marketing tactics and sponsorship of community organizations and events, it becomes a social justice issue. As advocates, we must build social awareness and mobilize the community in order to counteract the tobacco industry's actions and improve the health and well-being of AAPIs.



How does tobacco impact other communities around the world?

Tobacco is a huge problem in other countries around the world. This has an effect on our communities here as well. Many of us have families in other parts of the world or live in communities among immigrants and refugees from other countries. Therefore, looking at tobacco as a global issue is important for truly addressing the problem.

- Currently, approximately 1.1 billion people around the world use some form of tobacco.
- Tobacco is predicted to be the leading cause of death and disability by the year 2020.
- Around 5 million people die every year from tobacco-related illnesses, which translates to about 13,500 deaths per day. One-half of these deaths will occur in developing countries.
- The global tobacco epidemic will prematurely claim the lives of some 250 million children and adolescents, a third of whom are in developing countries.

Just as tobacco disproportionately affects minority communities in the U.S., we see weak tobacco control policies resulting in illness and death in developing countries around the world. Designed to stem the global tobacco epidemic, the World

Health Organization's Framework Convention on Tobacco Control (FCTC) is the first international public health treaty. This treaty mandates limits on tobacco advertising, health warning labels, setting price and tax rates to discourage youth tobacco use, anti-smuggling laws, and increased tobacco cessation efforts. To date, nearly 100 countries (but not the U.S.) have ratified the treaty (making it legally binding), and more are expected to do so soon.

It is important to recognize the influence that the tobacco industry has globally when we engage in tobacco control activities here in the U.S. and join in solidarity with others committed to changing tobacco's impact not only here, but abroad.

What can I do to help mobilize my community to be tobacco-free?

There are many things you can do to get others involved and mobilized in your community. If the issue of tobacco is new or not considered as important as other issues within your community, holding events where community members can come and learn more about tobacco's health and social impact is a great way to start. A successful event will raise community awareness and even recruit or identify additional partners or volunteers for future tobacco control activities. Be sure to have a list of community accessible resources on hand, such as cessation services, youth programs, or free educational materials, so that community members know where to go if they want to learn more.

Although a single event can have an effect, its impact will be limited unless the event results in long-term changes (such as new policies) or is part of a larger strategy consisting of multiple events. When planning an event, ask yourself what impact the event will have a year or two from now.

For more information on tobacco and strategies to mobilize community members against tobacco, please refer to APPEAL's "Making Tobacco Relevant for AAPI Communities" educational kit.

Where Do We Start?

Planning for Your Project



Section 2

The best way to ensure a successful project or event is to begin planning early! Here is a step-by-step guide to help you plan:

- Step 1: Assess your community's needs
- Step 2: Create a planning committee
- Step 3: Create a common vision and purpose
- Step 4: Develop goals and objectives
- Step 5: Create a timeline, list of activities
and roles of people involved
- Step 6: Create a realistic budget

Step 1:

Assess your community's needs

Before beginning to plan a project or event, it is important to be aware of what your community's priorities and concerns are and how tobacco fits in. A needs assessment will assist you in finding specific ways to tailor and develop your activities so that they are culturally appropriate and effective in their approach and message. It can also identify potential resources and partners and provide you with information that will save you money and avoid misdirection. The questions below will help you begin to identify and assess your community's needs:

- What are the most important needs within your community?
- What is the impact of tobacco in your community?
- How much does your community know about the harmful effects of tobacco use and its impact locally and worldwide?
- How can your community integrate tobacco control issues with other community issues?

For more information on how to conduct a needs assessment in your community, please refer to APPEAL's educational kit, "Conducting Needs Assessments for Tobacco Control in AAPI Communities."

Step 2:

Create a planning committee

Sometimes the most difficult part of project or event planning is recognizing who else should be involved. Most of us tend to rely on people and organizations we already know. That is a good starting point, but a community event can have greater impact if it brings together people and groups in

new ways. Here are some questions to think about before you begin organizing:

- What are your community's greatest assets?
- Who are your community's leaders (both formal and informal)?
- Where do people gather?

Create a list of key partners in the community. Think about how you can involve them. A sample list of partners may include:

- Cultural organizations
- Local businesses
- Nonprofit organizations
- Elementary/middle/high schools and colleges
- Language schools
- Faith-based groups like churches and temples
- Health professionals
- Religious leaders
- Local elected officials
- Service clubs (Rotary, Lions, civic organizations, etc.)
- Neighborhood associations
- Mutual assistance organizations
- Hospitals and community health centers
- Media (mainstream and ethnic media outlets)
- Youth

Step 3:

Create a common vision and purpose

A vision statement sums up how you would like the future to look (as a result of your activities) and the direction you would like to go. Developing a vision

that reflects your community's needs is an important step in garnering public support for your goals and efforts.

To develop a vision statement that is reflective of your community, include community partners in the process. Discuss, brainstorm and visualize the results you want to see. What is your group's purpose for organizing the project? In an ideal situation, how do you hope to change your community as a result of a successful project?

An example of a vision statement might be:

"AAPI and other diverse communities take action to advance health and freedom from commercial tobacco use."

Step 4:

Develop goals and objectives

Your goals will help to give direction to your vision. Think about what you want your efforts to achieve and what you hope the community will get from participating. Goals are brief, positive statements that can realistically be accomplished.

Examples of goals:

- Encourage AAPI restaurants to adopt smoke-free policies
- Establish policies that encourage AAPI tobacco users to stop using tobacco
- Establish policies that prevent AAPI youth from using tobacco

Once your goals are formed with your planning committee, develop objectives that are manageable action steps towards reaching your goals and vision. When determining your objectives, keep in mind what you are trying to accomplish and why it is important. Consider the size and scope of the

project. Think realistically about your priorities, time and funding limitations. How many people should you expect to participate? Are your objectives S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, Time bound)?

Examples of objectives:

- During May's API Heritage Month festival, 10 volunteers will collect 200 signatures from attendees stating that they support smoke-free AAPI restaurants in town.
- By May 31st, physicians at the local community health center will include smoking as a vital sign in charting protocols and routinely provide cessation referrals to smokers who want to quit.
- On World No Tobacco Day, our organization will hold a smoke-free soccer tournament attended by 75 AAPI youth and publicize it using print ethnic media.

Step 5:

Create a timeline, list of activities and roles of people involved

Once you've set your objectives, discuss what needs to be done and who will be responsible for doing it. Activities might include recruiting volunteers, holding a fundraiser, securing space, preparing materials, or promoting your project. Be sure to include evaluation activities in plans and timelines as well (see Section 6, page 18).

Here are some suggestions to keep in mind:

- Clearly define who will make what decisions, but make sure that planning committee members' suggestions are considered.
- Set generous timelines as it often takes longer than you think to plan a campaign or event.

- Include logistical considerations in your plan, such as whether any equipment is needed or the number of volunteers needed.

When recruiting volunteers, make people feel important and needed! Think of specific tasks you know they would do well. Tell potential volunteers why they are needed and how the project can benefit them personally. Make statements like, “I think our project could really use your experience with budgets and raising money. Would you like to be on the fundraising committee for our activity?” This request is much more likely to yield results than the more general statement, “Do you want to get involved in our project?”

Step 6:

Create a realistic budget

Sit down with your planning committee and create a list of all the costs related to your project or event. Great things can be accomplished with very little money, but make sure you do not underestimate your costs.

Develop a budget itemizing all of your project expenses. Make sure that your budget includes everything you might need for your project (e.g., food, paper, postage, film and developing, photocopying, and promotional materials such as T-shirts, hats, buttons, or posters). You may also need to purchase or rent equipment like a sound system.

If it seems that you will not have enough funds to launch your project or event, do not get discouraged. Consider fundraising. Fundraising events are a great way to publicize the project and to gain community support. Community partners may be able to donate supplies, services or space (see Section 4, page 12 for more information).

Tips for planning your activity

1. Start early and pay attention to planning and strategy

Detailed and timely planning is necessary to build true partnerships and allow meaningful community involvement.

2. Build broad-based community support

Events provide an opportunity for the entire community to come together for a common cause. Bringing together schools, businesses, neighborhoods, faith-based and professional groups, clubs, and community organizations will provide access to an unlimited amount of resources. It creates a positive common ground that can be the foundation for future relationships and collaborations with your community.

3. Increase your community's capacity to address tobacco and other issues

Your actions have the potential to inspire and build upon the current assets of your community. Before you plan, assess both the strengths and needs of your community (see Step 1: Assess your Community's Needs) and consider what relationships, resources, and learning opportunities will increase your community's capacity to address tobacco. These types of assets can be applied to other issues important to your community long after your event is over.

4. Seek out diverse community members to help

Diversity in your community can be defined in many ways (such as age, gender, language, ethnicity). Reach out to those who typically may not be asked to participate (see Step 2: Create a Planning Committee). Listen and consider their



suggestions very closely; they may know segments of the community better than you do and have access to resources that you do not have. Find out what your community members think will work to get community involvement, and encourage their active participation in planning, developing,

and leading community activities. Try to involve youth if possible. Adults sometimes think it is easier to do things “for” youth. However, you would be missing out on the unique skills and enthusiasm youth have to offer.

What Should We Do?

Project Ideas for Youth and Adults



Section 3

There are many ways that individuals and communities can raise awareness and promote community mobilization around tobacco issues. Here are some examples:

- Working with the media to highlight former tobacco users and the strategies that helped them quit.
- Working with community health professionals to promote smoking cessation efforts.
- Publicly recognizing smoke-free restaurants in your community.
- Coordinating letter writing campaigns to state or local elected officials, asking for stronger support of tobacco prevention programs.
- Holding “quit and win” contests to encourage groups of people to quit using tobacco together.
- Organizing youth poster contests illustrating the problem of tobacco use in their communities.

Examples of Tobacco Control Activities

If you're still wondering about what activities you could hold in your community, here are a few examples of what APPEAL network members have done in their respective regions. We hope these examples provide you with some creative ideas.



Hawaii

Maui Tobacco-Free Partnership coordinated a World No Tobacco Day (WNTD) Fair for Maui residents and visitors. Fair attendees learned about tobacco education and cessation resources in their community and how they can quit or help someone they know quit using tobacco. Free “Quit (smoking) kits” were available and demonstrations on activities to do instead of smoking, including fitness demos, were offered. Entertainment was provided to draw a crowd, and anti-tobacco ads and pledge banners from students pledging to be smoke-free were prominently displayed. In line with the 2003 WNTD theme, “tobacco free films, tobacco free fashion, action!” Maui youth unveiled the results of their tobacco movie evaluations, which evaluated the extent and type of tobacco use in films. The youth also provided recommendations of the best and worst movies regarding tobacco.

Florida

The Palm Beach chapter of NANAY (National Alliance to Nurture the Aged and the Youth) used APPEAL’s action kit to plan a number of activities. NANAY successfully incorporated tobacco education with other activities, making tobacco relevant to their community’s interests. For example, after mass at a local West Palm Beach church, volunteers offered free blood pressure screening while at the same time distributing information on how cigarette smoking affects health. At the Freedom Fest Picnic in Lake Worth, FL, NANAY volunteers provided first aid services as well as distributed information on the health effects of cigarette smoking. NANAY also collaborated with Filipino teachers at the Lake Worth High School to present Filipino Folk dances and songs, during which NANAY distributed materials about quitting smoking.

Youth Projects

Nebraska: APPEAL Youth Leadership Fellow, Tam Vo worked with a youth group. They went around the local elementary school and its neighborhood to pick up cigarette butts and other tobacco products that were on the school grounds. He was successful in involving his peers and educating youth about the negative environmental effects of tobacco. They also made youth more aware of the tobacco problem when they recorded a radio ad with the community radio station to make a statement to stop tobacco sales in Nebraska.

Ohio: APPEAL Youth Leadership Fellow, Crystal Phommasathit and her AAYAT (Asian American Youth Against Tobacco) peers held their activity at Crew Stadium, in conjunction with Asian Community Night. She and AAYAT took advantage of the AAPI crowd at the Community Night by having a booth and passing out “stand” (an Ohio state tobacco countermarketing campaign, encouraging people to take a “stand” against tobacco) gear. AAYAT also passed out tobacco informational fliers and presented on a stage outside the stadium.

Gathering Community-Based Resources

Finding Support for Your Activities

What resources or assets exist to address your community's needs?

Take time to identify resources or assets in your community that can help support your plans. Funders are one type of resource. Others include community groups, local health or cultural programs, businesses, religious groups, schools, leaders, or media.

Fundraising includes both monetary support and in-kind donations, such as food, supplies, or space. One strategy is to form alliances with local businesses in your community. Ask them to support your activities. You may need to first educate business owners about the dangers of tobacco. Some businesses may not be able to contribute funding, but they may be able to offer space or volunteers during the event. Other groups, such as cultural centers or schools, may also be willing to offer in-kind donations.

You could also look for local grants or seek donations. For example, the Coalition for World No Tobacco Day (WNTD) offers a Community Grant Funding Program to help support community-based organizations to carry out activities related to WNTD (observed annually on May 31).

Keep in mind that sponsoring community programs or events is a common strategy used by the tobacco industry to garner support from community members. Communities that accept their funding are more likely to not challenge their product. When considering where to go to secure funding for any of your community's needs, it's a good idea to discuss this issue with your partners and draft a policy on whether or not funds offered by industries that conflict with your goals, such as tobacco companies, will be accepted. Events promoted as "free of tobacco sponsorship" (and other types of industries) let others know of your decision.

Finally, join with others who are also interested in working to improve the health of the community (see Section 2, Step 2). This is a great way to share, rather than compete, for resources.



Section 4

Media

Developing a Media Plan



Section 5



Media coverage is a good way to increase community awareness about tobacco control efforts and other events in your community. However, before you contact media representatives from your local television, radio, and community publications you must develop a clear message.

Some of the questions you must ask yourself include: What is my message? Why did I choose this message? Who is going to deliver my message? What do I want people to do with my message?

Step 1:

Identify your goals

Start by establishing what your organization or campaign wants to accomplish. What kind of change do you want to see? Your goals can be political, organizational, or educational.

Sample goals:

- Increase awareness among AAPI community members about the health hazards of tobacco use
- Prevent AAPI youth from smoking
- Encourage AAPIs who smoke to quit
- Encourage community members to vote for tobacco control legislation

Step 2:

Clearly identify your audience

As you think about the specific communities within your audience, ask yourself: Who has the power to affect change on this issue? Who is likely to take the kind of action that I want to see? Then develop a list of your audience members.

Sample audiences:

- Community elders
- Local leaders at your church or temple
- Students and teachers at school
- Community leaders
- Labor organizers
- Local mayor and board of supervisors

Step 3:

Frame the debate

When you work on an issue every day it's easy to get caught up in the details and lose sight of the big picture. There are a lot of people who believe that smoking is harmful to one's health and that the tobacco industry is wrong to profit from marketing and selling a deadly product. There are also those who believe that tobacco use is an individual choice and those who use tobacco are solely responsible for the consequences — not the tobacco industry. It's important to take a step back early in your planning process and frame the debate as you want it framed — or risk someone else framing it for you. Ask:

- What's the big picture? Why is this important now?
- Why should my audience care?
- What are the terms of the debate? What's relevant, and what isn't?
- What will the other side say and how should we respond?

Step 4:

Refine your message

As early as you can, refine the take-away message that you want your target audience to remember. It should be short, compelling and to the point — and should be reiterated in all your materials and by every spokesperson. Check the message you've developed to make sure it answers all these questions:

- What's the problem?
- What do you want?
- Who do you need to see action from, and what do you want them to do?

(Ask yourself: What would I want the headline to say if I read about this in the newspaper tomorrow?)

Sample message:

An estimated 15,000 to 20,000 AAPIs will die each year from tobacco-related illnesses. Tobacco companies are aggressively marketing their products to API communities both in the U.S. and overseas. If you want to invest in the future of our communities, sign a pledge not to attend events sponsored by the tobacco industry.

Try to include a concrete action for your audience, e.g. “Sign a pledge not to attend events sponsored by the tobacco industry. Send APPEAL a copy of your pledge and we will highlight your organization in our semi-annual newsletter.”

Step 5:

Identify the messenger

The person who carries your message is as important as what your message is. As you’re planning your activities, ask yourself which organizations and individuals you should ask to join you.

Qualities of a good spokesperson:

- Credibility
- Expertise on the issue (e.g. a physician, attorney, public official, or community leader)
- Real-life experience (a person with a compelling story that exemplifies the issue, e.g. an ex-smoker who has quit)

Developing relationships with the media

Now that you’ve developed a clear message for your event or activity, read the section below to learn more about developing relationships with the media.

The first step to building your relationship with local reporters will involve developing a media list. A well-

maintained list with information about each reporter is better than a large list.

Computer databases are efficient tools for keeping media lists up to date. However, this list can also be kept in a file or a notebook. Your list should include the following information for each contact:

1. Name
2. Affiliation (publication, station, freelancer, etc.)
3. Title (editor, reporter, producer, host)
4. Mailing address
5. Specialty or beat (What news does this contact cover, e.g. health, politics, etc.?)
6. Phone number, fax number, and e-mail address
7. Deadlines (When do your contacts need the information by?)
8. Type of media (magazine, newspaper, newsletter, radio station, etc.)
9. How often does the publication or program run (daily, weekly, monthly, etc.)

Now that you’ve identified the media representative with whom you would like to speak with, you can convey your information to a reporter by an interview or a written news release. Below are some tips when preparing for an interview.

Helpful tips for interviews

Preparing for the interview

1. Familiarize yourself on recent news stories about your community and tobacco.
2. Be prepared for questions. Use your own knowledge of your project or community to capture the reporter’s interest.
3. Have answers ready for questions. If possible include quotes or phrases that present your answers in an interesting way.



Getting through a reporter's interview

1. Be brief. Chances are that only 20-60 seconds of your interview with TV or radio reporters will be used. Get to the point quickly and with punch.
2. Say your main point or conclusion first, followed by supporting points or arguments if necessary.
3. Prepare several "sound bites" — short snappy answers in 30-second "nuggets." You can also prepare "talking points," brief statements that summarize your message (see Appendix A: Sample Talking Points).
4. Speak clearly and firmly, but be natural. Don't sound rehearsed or as if you are reading, even if it's a prepared statement.
5. Tell the truth. If you don't know the answer to a question, just say, "I don't know, but I'll find out for you. How soon do you need an answer?" Offer to find out the answer as soon as possible. Then get back to the interviewer with the information.

Tips on writing a news release

1. A news release is a document that communicates your message about an event, report, or issue.
2. It should read as a short story, and be written as you would want to see it appear in the newspaper.
3. A news release is sent out the morning of or day before the event.
4. Try to keep the length of your news release to one page. Most reporters will only spend 30 seconds looking at a release. Make your important points early in the release.
5. The more professional looking your release is, the better chance it has of making it into the newspaper. A release should always be typed on letterhead.

Remember the following points on format:

- a) Always include whether a release is "FOR IMMEDIATE RELEASE:" followed by the

date you plan to send it, or “FOR RELEASE ON:” followed by the date.

- b) Always include a contact and phone number (the phone number you want made available to the public).
- c) Type the headline in bold face type, in a large font, and center it. The headline should summarize the story and catch the reader’s interest.
- d) Double-space the body of the release and use wide margins.
- e) If your news release is longer than a page, type “MORE” at the end of page one and include a contact number and shortened headline at the top right corner of the second page.

For more information, see Appendix B: Sample News Release.

Tips on writing a media advisory

- 1. A media advisory is a document that alerts journalists to an upcoming event.
- 2. It should give basic information, including: what, who, when, where, and why.
- 3. The media advisory is sent out a few days before the event. Always make follow up calls the day before your event.

- 4. Try to keep the length of your media advisory to one page. Most reporters will only spend 30 seconds looking at an advisory.

Remember the following points on format:

- a) In the top left corner, type “Media Advisory” and beneath “Media Advisory” include the date of the event.
- b) Always include a contact and phone number (the phone number you want made available to the public).
- c) Type the headline in bold face type, in a large font, and center it. The headline should summarize the story and catch the reader’s interest.
- d) A media advisory should always be typed on letterhead.
- e) If your media advisory is longer than a page, type “MORE” at the end of page one and include a contact number and short headline at the top right corner of the second page.

For more information, see Appendix C: Sample Media Advisory.

Reflection and Evaluation

Measuring Your Project's Success



Section 6

When all is said and done, was your project or event a success? In order to answer this question, it is important to set clear goals and objectives during the planning process, and plan for some way to measure whether you've achieved them.

Be sure you evaluate both the process (what you did) and outcome (what happened) of your efforts.

There are different ways you can evaluate your efforts. For example, if you are conducting an educational presentation, you can have your audience complete an evaluation form after your presentation (see Appendix D: Sample Evaluation Form). While evaluation forms are an important tool, there are other ways you can determine whether or not your event was a success.

If you conducted activities such as a youth rally, demonstration, or art/essay contest you can document the process and outcomes of the event. How many people attended? Who attended your event? Who assisted you in coordinating your event? What were some of the challenges in coordinating such an event?

If you sent a press release to the media, did it get published? If so, in what papers? Have community members read the article?

Finally, what new skills and knowledge have you gained?

For more information on how to conduct an evaluation, please refer to APPEAL's educational kit: "Integrating Evaluation into Tobacco Programs in AAPI Communities."

Conclusion

Organizing events to raise awareness and mobilizing others to take action will not only benefit your local community, but everyone working towards a tobacco-free world. There is no limit to what can happen when a group of people come together to create change for the better. Your dedication and commitment can make a difference!

Appendices



Appendix A:

Talking Points Guidelines 20

Appendix B:

Sample News Release 22

Appendix C:

Sample Media Advisory..... 24

Appendix D:

Sample Evaluation Form 26

Appendix A: Talking Points Guidelines

Remember to use clear, concise, and common terms. Avoid using acronyms, jargon or technical terms, such as “environmental tobacco smoke.” Put your main point or conclusion first, followed by supporting points or arguments, if necessary.

1. What is your activity about? What are your goals, objectives? Who are you trying to reach?
 2. What is your activity’s purpose? Why is this activity important? Emphasize the need for the activity by addressing community problems, statistics, and how it compares to other groups.
 3. How does your activity address the problem? State specific activity components.
 4. What is your overall message? What do you want people to know?
-

Examples

Here are examples of talking points you can use to share your message:

1. What is our goal and purpose for our activity?

Our goal is to increase awareness about the health hazards of tobacco use by holding three interactive educational sessions for AAPI youth.

2. Why is it important to address tobacco use among youth in the Asian American and Pacific Islander (AAPI) community?

- **Tobacco use is a problem among youth.**

Everyday, more than 3,000 kids in the United States become new, regular daily smokers, and roughly one-third of them will die prematurely from smoking-related illnesses. Teens make up 90% of all new smokers.

- **AAPI youth are smoking.**

The smoking rate for Asian Americans increases seven-fold from middle school (4.4%) to high school (33.1%) — this is the highest increase for any ethnic group. More than 25% of female Hawaiian/Pacific Islander youth smoke during middle school. This is almost twice the smoking rate for Hawaiian/Pacific Islander middle school males (16%) and five times the overall smoking rate for Asian American middle school youth.

- **The tobacco industry targets AAPIs.**

Tobacco companies are aggressively marketing their products to AAPI communities both in the U.S. and overseas. According to internal industry documents, the tobacco industry has conducted extensive research on AAPIs to determine effective ways of getting advertis-

ing messages to these communities. The tobacco industry spends millions of dollars on sophisticated marketing campaigns to make smoking cigarettes more appealing to youth.

- **Tobacco use is preventable.**

Tobacco is the number one preventable cause of death for all groups, including AAPIs.

3. What is our overall message?

Tobacco is a problem among AAPI youth; our educational sessions will provide a means to spread the word in our communities that tobacco is hurting us. Our efforts will provide an opportunity for us all to work together, making a positive impact against tobacco use in our community.



Appendix B: Sample News Release

(Use letterhead paper)

FOR IMMEDIATE RELEASE

Date

Contact:

Contact Person's Name

Phone Number

Cell Phone Number *(if possible)*

Email Address

HEADLINE

(An announcement to inform the reader the intent of this news release)

City, State (Date) — Opening paragraph should contain: what is happening, who is involved, where, when, and why.

Body of text should include any relevant information to the event, organization, or announcement of services. Include benefits and why your event, product, or service is significant and newsworthy. Include quote(s) from experts or community members who can emphasize how significant your news is. For events, you may also include other details such as speakers' names and affiliations.

The last paragraph should include additional background information: the history of the organization involved, and/or how the event or news originated.

#

(To indicate the end)



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FOR IMMEDIATE RELEASE

May 12, 2004

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New Study Shows Smoking is a Growing Problem Among Asian American and Pacific Islander Youth

OAKLAND, CALIFORNIA - First of its kind data released by Asian Pacific Partners for Empowerment and Leadership (APPEAL), shows that smoking is a growing phenomenon among Asian American and Pacific Islander (AAPI) youth.

Findings from community surveys with Vietnamese, Chamorro and Cambodian youth in California revealed that 42% of Chamorro boys ages 13 -18 are current smokers compared to the national rate of 23% among high school students. In addition to smoking behavior and attitudes, the study also examined the influence of tobacco industry marketing and found that 22 % of Vietnamese girls and 32% of boys surveyed have received cigarette promotional items. These rates were even higher among Chamorros at 32% for girls and 42% for boys.

"While we are celebrating the achievements of the AAPI community during Asian Pacific Heritage Month, ironically we are facing a growing problem of tobacco use in our community and among our youth," said Rod Lew, Executive Director of APPEAL. "We need to recognize the immediacy of this issue and respond with effective programs and leadership."

The report also revealed that smoking has become the norm among youth in the three populations studied. One youth from the Vietnamese community stated:

"It [smoking] has gotten to the point where it's so normal that you don't even realize there's a lot. Like it's almost in everything you see. So it doesn't feel like it's extreme anymore."

The report further supplements nationwide findings from the 2001 American Legacy Foundation study that revealed a 7-fold smoking prevalence increase among Asian Americans from 7th to 12th grade (4.1% to 33%), the greatest increase of any ethnic group.

The challenge of promoting tobacco control among AAPIs in the U.S. is compounded by a more global problem of tobacco use in Asia and the Pacific Islands, resulting in a severe impact on our AAPI

MORE

APPEAL Press Release - Page 2
Contact: Rod Lew, (xxx) xxx-xxxx ext. xxx

communities with smoking prevalence among Cambodian males ranging from 32%-71% and Vietnamese males at 34%-65%. Guam, the birthplace for many Chamorros living in California, has the second highest smoking prevalence among all U.S. states and territories at 32%.

Asian Pacific Partners for Empowerment and Leadership (APPEAL) is a national social justice network working toward preventing tobacco use among the AAPI community through network development, capacity building, education, advocacy and leadership development. For more information, visit www.appealforcommunities.org.

APPEAL will hold a news conference to release further information about the study on tobacco and AAPI youth.

###

Appendix C: Sample Media Advisory

(Use letterhead paper)

MEDIA ADVISORY

For: Date of Event

Contact:

Contact Person's Name

Phone Number

Cell Phone Number *(if possible)*

Email Address

HEADLINE

(An announcement to inform the reader the intent of this media advisory)

City, State (Date) — The introductory paragraph should compel the media to cover your event. Include any attention-grabbing information or statistics about tobacco use, the number of people attending the event, etc.

What: Describe your event. What will the media see if they attend?

Who: List of the organizations and main people involved. Include the individuals' titles. These people should be available to act as spokespersons at the event.

When: Date and Time of the event

Where: Location of the event. Include the address. If the location is hard to find, include cross streets.

Why: Write a paragraph about why you are hosting this event and why the event is important and newsworthy.

#

(To indicate the end)

NEWS



American Public Health Association
800 I Street, NW
Washington, DC 20001-3710
(202) 777-APHA • Fax: (202) 777-2534
comments@apha.org • www.apha.org

MEDIA ADVISORY
For Monday, April 24, 2000

Contact:

Name: xxxx xxxxxx
Ph: (xxx) xxx-xxxx
Email: xxxxxxxxxxxxxx

HHS and APHA Announce National Campaign to Eliminate Racial and Ethnic Health Disparities

Historic Endeavor to Address Massive Health Inequities Represents First Public-Private Partnership of Its Kind

On Monday, April 24th the U.S. Department of Health and Human Services (DHHS) and the American Public Health Association (APHA) will announce an historic partnership to eliminate racial and ethnic health disparities. The partnership, which will ultimately include a large number of organizations concerned with improving the health of the U.S. population, represents a combined effort of both the public and private sectors.

Racial and ethnic minorities in the United States have significantly higher rates of death and disability than the white majority. In addition to addressing issues related to limits in access to health care among racial and ethnic minorities, the Campaign will also include other aspects of life which contribute to good health such as housing, education, faith, workplace conditions and social welfare.

What: News Conference Announcing National Campaign to Eliminate
Racial and Ethnic Health Disparities

Who: David Satcher, MD, PhD, Surgeon General & Assistant Secretary
for Health at the Department of Health and Human Services
Carol Easley Allen, PhD, RN, President American Public Health Association
Mohammad N. Akhter, MD, MPH, Executive Director American Public
Health Association

Where: U.S. Department of Health and Human Services
1st Floor Conference Room
Hubert Humphrey Building
200 Independence Ave, SW

When: 11:00 am – 12 noon
Monday, April 24th, 2000

For more information, please contact xxxxxx xxxxxxxx at APHA, ph (xxx) xxx-xxxx.

###

Appendix D: Sample Evaluation Form

Addressing Tobacco Use in the AAPI Communities of Seattle
December 10, 2002
Seattle, Washington

EVALUATION FORM

Please take the time to complete this form. Your feedback is important to us, and will assist us in the planning of future trainings. Thank you for your comments!

Overall Training Objectives

	Strongly Disagree	Disagree	Agree	Strongly Agree
I have gained new information about tobacco	1	2	3	4
I have gained new skills relevant to my work.	1	2	3	4
I am now more interested in working on tobacco.	1	2	3	4

Overall Training Evaluation

	Poor	Fair	Good	Excellent	Outstanding
Agenda	1	2	3	4	5
Facilities	1	2	3	4	5
Quality of Speakers	1	2	3	4	5
Opportunities for Networking	1	2	3	4	5
Training as a Whole	1	2	3	4	5

What did you like best?

What would have made this training better for you?

Additional comments:

Have questions? Call, write, or e-mail us at:

APPEAL 300 Frank H. Ogawa Plaza, Suite 620, Oakland, CA 94612

Phone: (510) 272-9536, fax: (510) 272-0817, e-mail: appeal@aapcho.org

Also check APPEAL's web page at www.appealforcommunities.org



APPEAL

Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL) is a national network of individuals and organizations committed to working towards social justice and a tobacco-free Asian American and Pacific Islander (AAPI) community. APPEAL's mission is to prevent tobacco use and improve the health status in the AAPI community through network development, capacity building, education, advocacy, and leadership.

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