"Vision with action can change the world."
Dear Friends and Colleagues,

APPEAL shined in 2014 with its signature leadership development work taking center stage. APPEAL’s leadership model has been the pillar of our movement on tobacco control and healthy eating and active living (HEAL) from local leadership trainings in Texas and California to the landmark yearlong LAAMPP Leadership Institute. Leadership development and capacity building has become a critical element in moving our communities toward creating social norm and policy change on tobacco and obesity.

In 2014, we benefited greatly from community partnerships. Our community partners make the national network what it is in terms of sharing promising practices and implementing change at the local level. For example, in our REACH grant, our two partners pushed the envelope on HEAL policy with the Coalition for a Tobacco Free Palau (CTFP) working on active living and Coalition of Asian Children and Families (CACF) working on community gardens.

Looking at 2015 and beyond, we face increasing challenges. Many products used by the AA and NHPI community, like mentholated cigarettes, little cigars, cigarillos, and e-cigarettes, among numerous others, remain unregulated – Despite the success of the 2009 Family Prevention and Tobacco Control Act. HEAL is a growing concern particularly in the Pacific, where 7 of those island nations occupy the top 10 list of countries suffering the highest obesity rates in the world.

In the coming years, APPEAL will continue to build on its foundation of a strong network—both in terms of breadth and depth—to ensure that we grow a sustainable movement that reaches our communities by investing in community institutions and emerging leadership.

We thank our members and supporters for your continuing commitment to bettering the health status of Asian Americans, Native Hawaiians, and Pacific Islanders.

Betty Lee Hawks
Chair of the Board
20th Anniversary Year

APPEAL’s journey towards health equity started 20 years ago and 2014 saw the celebration of that heritage with a landmark 20th Anniversary Conference and Gala Fundraising Dinner entitled, “Pathways of Change.”

The conference brought together a dedicated group of community advocates, medical, health, and education professionals, elected officials, and highly-engaged grassroots individuals for three days of programming focused on “Advancing Equity on Tobacco, Obesity & Cancer Control” in the Asian American, Native Hawaiian, Pacific Islander, (AANHPI) and other underserved communities.

Congressional Briefing

APPEAL and local partners from New York, Palau, Ohio, and California headed to Capitol Hill in July of 2014 to educate members of congress about the impacts of tobacco and obesity on AANHPI communities. Education is key to providing policy makers with the information they need to make the decisions necessary for healthy communities and is therefore a priority leadership focus of APPEAL.
Successful Program Completion

This past year also saw the successful completion of two of APPEAL’s healthy eating, active living (HEAL)-focused programs, National Asian American and Pacific Islander Network to Eliminate Health Disparities (NAPNEHD), as well as Empowering Communities for Health Opportunity, Equity, and Sustainability (ECHOES).

Working with program partners, both the NAPNEHD and ECHOES programs delivered positive and highly impactful results to a number of AANHPI communities throughout the Pacific and U.S.

Please read about these programs’ success stories and download the Action Resource Inventory for Healthy Eating for AANHPIs on the APPEAL website www.appealforhealth.org.
Networking

Since 1994, APPEAL has served as the go-to national, tobacco-control network for Asian Americans, Native Hawaiians, and Pacific Islanders (AAs and NHPIs). APPEAL serves as a center of expertise for our communities and has shown national leadership in expanding the tobacco control and healthy eating and active living (HEAL) movements for the diverse AA and NHPI communities. Starting from a small network of advocates in California, APPEAL’s network has expanded to connect more than 1,000 members across all 50 US states and the six US-associated Pacific Islands (USAPIs).

APPEAL was recently funded by the CDC to implement the RAISE Network, which focuses on tobacco and cancer control in partnership with other national health organizations, AAPCHO, APIAHF, AANCART, and local community organizations in the Pacific (Pacific Partners for Tobacco-Free Islands), Ohio (Asian Services in Action), and Texas (Hope Clinic). Our growing network includes a diverse spectrum of members including AA and NHPI community organizations, community health centers, health advocates, cancer-prevention networks, faith-based organizations, immigrant and refugee service groups, youth leaders, and other allies. We are particularly focusing on reaching out to those organizations that have not traditionally worked directly in tobacco control or cancer prevention. In addition, APPEAL will continue to build a network of advocates focused on healthy eating and active living (HEAL).

Strategies

Inherent in APPEAL’s organizational philosophy is the belief that substantive change cannot occur without a network or movement that is guided by a strategic direction and effective tools. APPEAL provides guidance and a network of support for AA and NHPI communities as they envision, plan, and implement strategies to create social norm and policy change at the community, mainstream, legislative, and corporate levels.

The refining of APPEAL’s 4-Prong Policy Change Model is a key part of an NIH-funded community based participatory research project called ComPLEAT. APPEAL envisions 2014-15 as a landmark year for developing and testing effective pathways to policy change for AAs and NHPIs on tobacco control. APPEAL will continue partnering with the Cambodian community in Long Beach and Pacific Islander communities in San Diego.

Central to APPEAL’s proven strategies is the APPEAL Leadership Program that was initiated in 1997. APPEAL has trained nearly 1000 fellows and leaders from diverse communities in implementing tobacco and other health disparities programs and policy change while modeling leadership on the national level through its advocacy campaigns and policy platforms. The epitome of the leadership efforts has been the (Leadership and Advocacy Institute to Advance Minnesota’s Parity for Priority populations (LAAMPP Institute), which completed its third cycle in 2014. While we await the launching of LAAMPP
In 2015, APPEAL will continue to train leaders using the innovative APPEAL Leadership Program. APPEAL will continue to seek partnerships with other states in developing comparable leadership training opportunities for priority populations.

Change

The goal of APPEAL’s work is to help move communities towards positive social change. This change cannot happen without initial, substantive change in how communities respond to tobacco and obesity, as well as change in the system that perpetuates disparities. In collaboration with other priority population groups and advocates, APPEAL has convened the Phoenix Equity Group to respond to systems change on tobacco. The Phoenix Equity Group is an alliance of dedicated public health professionals, scientists, and community advocates, who are committed to accelerating the process of advancing and achieving health equity. The mission of the Phoenix Equity Group is to serve as an agent of change dedicated to improving systems, organizations, and processes that lead to improved health by reducing commercial tobacco disparities and improved outcomes for populations experiencing disparities, especially for people of color and LGBT communities. Key activities of the Phoenix Equity Group will be to develop initial measures or indicators of equity and partner with state health departments and tobacco control organizations in advancing equity within those states.

“Vision with action can change the world.”
**APPEAL**

**Statement of Financial Position**

As of September 30, 2014 *(preliminary unaudited figures)*

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<th>Assets</th>
<th>Amount ($)</th>
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<td>Accounts Receivable</td>
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<th>Liabilities and Equity</th>
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<td>Current Year Net Income</td>
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<td><strong>Total Equity</strong></td>
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**Total Liabilities and Equity** = **648,712**

**Funds by Type**

- Federal Grants: 75%
- State Grants: 17%
- Private Foundation: 1%
- Other and Unrestricted: 7%

**Funders**

- Centers for Disease Control and Prevention and National Institutes of Health
- ClearWay Minnesota
- BlueCross and BlueShield of Minnesota
- Minnesota Department of Health
- Legacy
- University of California San Diego
- Unrestricted

**The APPEAL Staff**

- **Rod Lew, MPH**
  *Executive Director*

- **Rhodora Ursua, MPH**
  *Director of Programs*

- **Lisa Fu, MPH**
  *Research Manager*

- **Joann Lee, DrPH**
  *Program Manager*

- **Emily Makini**
  *Program Assistant*

- **Khammany Mathavongsy, MPA**
  *Program Manager*

- **Mey Saephan, MPH**
  *Program Assistant*

- **Karma Sherpa, MPA**
  *Senior Accountant*

- **Sean Yokomizo**
  *Communications & Development Manager*
**Corporate and Organizational Donors**

**Donations of $2,500 and greater.**
- ClearWay Minnesota
- Sierra Health Foundation

**Donations of $2,000 and greater.**
- Asian Pacific Islander Coalition Against Tobacco
- Association of Asian Pacific Community Health Organizations
- Blue Cross and Blue Shield of Minnesota
- Guam Communications Network

**Donations of $1,000 and greater.**
- Asian Pacific Islander American Health Forum
- Asian Health Services
- Asian Services In Action, Inc.
- Nana’s Wish

**Donations of $500 and greater.**
- Hilton Hotel Financial District
- Southwest Airlines

**Donations of $250 and greater.**
- African American Tobacco Control Leadership Council
- Anoupab Mud Muay Thai Lao Academy
- Berkeley Muay Thai & Fitness Gym
- Chinese Community Health Resource Center
- Government of Guam

**Donations of $100 and greater.**
- Asian American Health Coalition
- Arena Eyewears Optometry
- Coalition for a Tobacco-Free Palau
- HOPE Clinic
- Lee’s Florist and Nursery
- PICSN
- PureLife Portraits (Tarita Holm)
- Sports Basement

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- Dolores Sablan Santos
- Michael J. Wong

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- Felix Sablan
- Shuke Samba
- Dong Suh

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- Trevor W. Newby
- Karla Sneeggs
- Anne Sullivan
- Michael Young
- Patricia N. Young

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

**Centers for Disease Control and Prevention**
- National Institutes of Health
- ClearWay Minnesota Legacy
- University of California, San Diego
- Blue Cross and Blue Shield of Minnesota