



# A P P E A L

ASIAN PACIFIC PARTNERS FOR EMPOWERMENT, ADVOCACY AND LEADERSHIP  
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## NEWS RELEASE

### Families to celebrate the Lunar New Year by breathing easier

Asian American community groups promote Asian Smokers' Quitline and discourage e-cigarettes for youth

OAKLAND, California – With the Lunar New Year approaching, free food, bicycles and a community mural painting are some of the ways that Asian Pacific American health groups are attracting families to promote healthy living, including a tobacco-free environment.

On February 6, a coalition of local Oakland organizations called Friends of Madison Park is hosting a "Celebrate the Year of the Pig" event expected to draw up to 200 children, youth and their parents from 12:30 to 3 p.m. The free event is part of Oakland Chinatown First Wednesdays, a monthly activity held in Oakland's Madison Park at the corner of 8<sup>th</sup> and Jackson streets.

"As a community, we need to show how the choices we make affect the health of our families," said Rod Lew, executive director of Asian Pacific Partners for Empowerment Advocacy and Leadership (APPEAL), a national health advocacy and leadership development organization. "Tobacco use related to disease, disability and death is a message we need to communicate broadly across languages."

Among the alarming facts are studies that show a prevalence of tobacco use with [Asian Americans and Pacific Islanders in California](#) and a recent public health advisory by U.S. Surgeon General Jerome Adams on the [e-cigarette epidemic among youth](#). In the Asian American Pacific Islander community, smoking prevalence in the state is highest among Korean American men and women, Vietnamese American men, and Native Hawaiian/Pacific Islanders. One typical e-cigarette, often packaged with designs alluring to kids and teens, contains about as much nicotine as a pack of 20 regular cigarettes.

The Lunar New Year, a family tradition, provides an opportunity to celebrate that good fortune can come from good health. Red envelopes from the [Asian Smokers' Quitline](#) with their information will be distributed by the groups while they give away fresh produce in partnership with the [Alameda County Community Food Bank](#), restored bicycles, and raffle prizes.

As part of the education about the ills of e-cigarettes, Asian Health Services is organizing a colorful mural painting activity for youth to appreciate clean air and breathing freely and to share that message among their peers.

The Friends of Madison Park participating organizations include:

Asian Health Services

[API Legal Outreach](#)

[Asian Pacific Partners for Empowerment Advocacy and Leadership](#)

[Asian Prisoner Support Committee](#)

[AYPAL: Building API Community Power](#)

[Banteay Srei](#)

[Buddhist Church of Oakland](#)

[East Bay Asian Local Development Corporation](#)

[Oakland Asian Cultural Center](#)

[Oakland City Councilmember District 2, Nikki Fortunato-Bas](#)

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