

JULY 2019 | ISSUE NO. 2

# APPEAL

Asian Pacific Partners for Empowerment,  
Advocacy and Leadership

*A bimonthly newsletter*



*Pictured here: SPARC Leadership Fellows, staff, coaches, and trainers*

## ALSO IN THIS EMAIL DIGEST:

- New AANHPI Research
- Upcoming Events & Opportunities
- Cancer Survivorship at Light & Salt Association

## SPARC LEADERSHIP SUMMIT

### Reflections

Last month, the APPEAL Statewide Pacific Islander Asian American Resource and Coordinating Center (SPARC) launched the 2019-2020 SPARC Leadership Summit. The summit took place from June 20-22, 2019 in San Diego, California and convened 27 Fellows from across the state. During the summit, Fellows engaged in various activities to promote a greater understanding of health equity in tobacco control.

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Fellows also shared their individual and collective cultural knowledge through group presentations and role playing activities. The Southern California regional fellows, pictured above, shared a spoken word piece on the parallels between their cultural identities which included Filipino, Native Hawaiian, and Samoan.

The 2019-2020 SPARC Fellows represent the diversity of Asian American, Native Hawaiian, and Pacific Islander groups across the state of California. The summit represents the beginning of the 10-month journey each fellow will take towards creating positive social change and health equity in tobacco control.

Learn more about the SPARC Leadership Fellows at <http://www.sparcapi.org>.

## IN THE NEWS

### Examining Juul's Role in the Youth Nicotine Epidemic

The Subcommittee on Economic and Consumer Policy is currently investigating Juul on their marketing tactics and their role in youth nicotine addiction. In a series of hearings last week, witnesses (including community organizations, high school students, and Juul Founder James Monsees) testified before the subcommittee.

Read the testimonies and watch the recordings [here](#).

## UPCOMING EVENTS

### Conferences

#### National Conference on Tobacco or Health (NCTOH)

August 27-29, 2019  
Minneapolis, MN

*Join the APPEAL staff at NCTOH! The NCTOH is one of the largest, long-standing gatherings for top United States tobacco control professionals.*

*For more information, visit: <http://www.nctoh.org>*

### Webinars

#### Sonoma County Social Media Conference Call

October 10, 2019  
10AM - 11AM PST

*The SPARC team will be presenting during this session on AANHPI social media engagement strategies.*

*For more information please contact the SPARC Program Manager, Beatriz Aurelio-Saguin at: [baurelio@appealforhealth.org](mailto:baurelio@appealforhealth.org)*

# OPPORTUNITIES

## Workgroup

### SPARC Smoke-Free Housing Workgroup

For residents of California



*The APPEAL SPARC Program is seeking members to join the Smoke-Free Housing Workgroup. The purpose of this workgroup is to align California statewide AANHPI smoke free multi-unit housing efforts across California.*

*For more information please contact:  
baurelio@appealforhealth.org  
or cpark@appealforhealth.org*

# INCREASING AANHPI TOBACCO RESEARCH

## New study on ENDS

Earlier this month, a new study was published in the American Journal of Health Behavior. The study was conducted to better understand Electronic Nicotine Delivery Systems (ENDS) usage, including e-cigarettes, among Asian Americans.



The study found that Asian Americans who use ENDS are "encouraged by the perception of their family members and value a sense of comfortability and familiarity when choosing their e-juice flavors", such as those reminiscent of boba tea.

These results can help inform public health educators and researchers in creating culturally-specific health campaigns and interventions targeting the Asian-American population.

[Click here to read more about the study.](#)



# PARTNER HIGHLIGHT



*Guest Post*

## Cancer Survivorship at Light and Salt Association

 Houston, TX

The mission of the Light and Salt Association (LSA) is to provide quality health care to the needy and vulnerable, promoting healthy living, and fostering a sense of community responsibility in the greater Houston area since 1997. We work particularly among underserved first-generation immigrants within the Chinese community who tend to have limited English language capabilities and a low socio-economic status. Within this group, a primary focus is on cancer patients and their loved ones and caregivers. In 2018, we served 272 cancer patients and have a database of 1,123 patients and survivors.



The services we provide for or connect to cancer patients include, but aren't limited to, healthcare system navigation, transportation and language assistance to treatment-related appointments, daily living and housing assistance, one-on-one peer support, in-person and online support groups, newsletters, and cancer educational materials. Our survivorship support programs are something that we're particularly proud of. We adopt a "patient-centered" approach and believe cultural competence and sensitivity is incredibly important. Many cancer patients have said to us that they not only found an organization, but a family, a family they can trust and count on. They didn't feel alone when undergoing the lengthy and tough journey towards getting better.

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Many of our volunteers have been cancer patients or family members of cancer patients themselves. They came back to lend their first-hand experience to serve others with similar situations. We've been blessed with the support of the Chinese community, in particular the churches, within the greater Houston area. Our goal is to further improve and expand on our services to reach more of the underserved Asian American communities.

*\*This piece was written by Light and Salt Association. Light and Salt Association (Houston, TX) is one of APPEAL's network partners under the ASPIRE grant (Cooperative Agreement Number, NU58DP006490, funded by the Centers for Diseases Control and Prevention.)*

Learn more about Light and Salt Association's work here: <http://light-salt.org/English/>

## NEW RESOURCES

### Recorded Webinar

#### ***What Works: Increasing Cervical Cancer Screenings for Hispanics and AANHPI Communities***

APPEAL's ASPIRE program collaborated with *Nuestras Voces Network* to highlight resources that support efforts for cervical cancer education and prevention, and present examples of implemented interventions in Hispanic and Asian and Pacific Islander communities.



[Click here](#) to view the recorded webinar



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424 3rd Street, Suite 220  
Oakland, CA 94607  
[www.appealforhealth.org](http://www.appealforhealth.org)

Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL) is a national health justice organization working to achieve health equity for Asian Americans, Native Hawaiians, Pacific Islanders, and other underserved communities.