



2019

# ANNUAL REPORT



**Asian Pacific Partners for  
Empowerment, Advocacy  
and Leadership**

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*Towards health equity and justice*

# A Letter from our Executive Director



Dear Friends and Colleagues,

As we near the end of the 2010's, we can reflect on all the challenges our Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities have faced over the past decade. Anti-immigrant policies and growing health disparities has added to an already stressful environment for our communities in the U.S. and the Pacific. And yet, our communities endure with growing advocacy and a new generation of leaders. Similarly, tobacco, food, and cancer disparities among AANHPIs continue to rise and the e-cigarette epidemic adds a layer of complexity that makes our work in public health and public policy that much more challenging. Yet, APPEAL and our many partners have responded with a laser focus on advocacy and policy strategies to eliminate particularly flavored and menthol tobacco products, e-cigarette use, and sugar-sweetened beverages' negative impact on AANHPIs.

2019 was the Year of Cessation. We focused our work on educating our community about the harms of both combustible tobacco and that of e-cigarettes as well. Advocating for cultural tailored tobacco cessation resources was at the top of our agenda. While we support the work of the Asian Smokers' Quitline in four Asian languages, many more of our communities need access to cessation resources. Native Hawaiian and Pacific Islander middle school youth now have the highest smoking prevalence among all youth in that age group. With the diversity of our communities, data disaggregation becomes an even more important issue for us to advocate.

*Continued on next page*

# A Letter from our Executive Director

We embrace 2020, the first year of a new decade, as the Year of Equity. For us, health equity means systems change and building community power. We have led efforts to build health equity through conferences, webinars, and scientific articles, and define what that means for our community. We continue to partner with other communities of color and LGBTQ communities, as our work together enriches our own individual communities. Building community power means facilitating efforts to leverage new leaders. We convened the SPARC Leadership Program last June as a first step to renew our leadership core on social justice issues.

We thank our community partners for their continued collaboration in working toward fulfilling our mission. We are grateful to those who have financially supported APPEAL over the years and encourage others to think of APPEAL for their end of year giving.

We look forward to partnering to eliminate health disparities in the coming years. And we wish you and yours a very Happy Holidays!

Sincerely,



Rod Lew, MPH  
*Founding Executive Director*

## Board of Directors

Joon-Ho Yu, MPH, PhD - Chairman  
Peter Cruz, BA - Vice Chairman  
Kaying Hang, MPH - Treasurer  
Liza Merrill, BA - Secretary  
Jinny Palen  
Rod Lew, MPH

# Highlights

## 2019: The Year of Cessation

APPEAL recognizes the importance of providing culturally and linguistically appropriate tobacco prevention resources, and this year was no different as we participated in the Center for Disease Control's (CDC) *Year of Cessation* Campaign.

We continued to leverage our partnership with the Asian Smokers' Quitline (ASQ) by promoting their services at community events and to state tobacco control programs across the country. ASQ also joined us at our second annual Communications Institute in Atlanta, presenting on their successes as a national quitline that provides in-language counseling and smoking cessation services.

Our ASPIRE partners also carried out cessation focused activities:

- ★ The Rohingya Culture Center implemented a pilot Ramadan smoking cessation program to support Rohingya refugees in their community.
- ★ The National Tongan American Society established their annual Friendly Island Festival as a smoke-free event.
- ★ Asian Health Services worked with the Oakland Chinatown Chamber of Commerce to combat the high tobacco use in Chinatown workplaces.



*To the right: Rohingya Culture Center iftar dinner  
To the left: Communications Institute in Atlanta*

## APPEAL Launches the ASPIRE Network

*In its  
first  
year,*



*ASPIRE partners and staff at their first in-person meeting in Minneapolis, MN.*

ASPIRE accomplished a number of important milestones, setting the groundwork for advancing health equity in Asian American (AA) and Native Hawaiian and Pacific Islander (NHPI) communities during the next 4 years.

In January, our National Advisory Committee drafted a policy framework containing recommendations to advance health equity in AANHPI populations. The ultimate goal for these recommendations is to reduce the burdens of commercial tobacco use among our diverse communities.



*National Advisory Committee meeting in San Diego, CA.*

APPEAL also brought in 4 new ASPIRE Network partners to round out our total of 7 partners. This diverse group of organizations will help amplify our work at the local and state levels.

ASPIRE is one of 8 National Networks funded by the CDC's Office on Smoking and Health (OSH) and the Division of Cancer Prevention and Control to reduce the burden of commercial tobacco use and eliminate cancer disparities in underserved communities.

## Increasing Presence Across California

The Statewide Pacific Islander and Asian American Resource and Coordinating Center (SPARC) had a successful year. Our continued outreach into the AANHPI community has led to the growth of strong partnerships, increased capacity building, and leadership development. Throughout the year we attended a number of national and statewide conferences, where we continued to advocate for representation of our communities.

*Health equity is always at the forefront of our work,*

whether it's empowering members of our communities to champion their needs or advocate for policy and systems change.



*The API Caucus for I&E Day at the CA State Capitol.*

### Here's a few highlights from this year:

- ★ Launched the first cohort of SPARC Leadership Fellows!
- ★ Educated assembly members in Fresno and Visalia on the burden of tobacco in underserved communities, particularly on youth
- ★ Informed state legislators about tobacco related issues in our AANHPI communities in collaboration with the Asian and Pacific Islander Legislative Caucus and American Lung Association
- ★ Held a joint press conference in Fresno, CA with other California Statewide Priority Population Coordinating Centers to raise awareness about tobacco industry targeting to underserved communities
- ★ Hosted 3 AANHPI focused webinars with over 100 participants



**[API communities need]  
"more people that look like them, that understand their language, that have the same cultural background."**

- 2019-2020 SPARC Leadership Fellow

## **SPARC's Inaugural Leadership Program**

This year SPARC launched its first leadership program. Participants selected for their knowledge and expertise of the diverse AANHPI communities in California convened at the first summit in San Diego in June. Guided and supported by coaches, fellows worked together to enhance their leadership and knowledge of how tobacco impacts AANHPI communities.

Organized in groups based on region, fellows engaged in team building exercises and presentations, transforming their individual knowledge and experiences into shared cultural wealth. Fellows left the summit feeling grateful and excited to use the knowledge they had learned and connect with one another again. The successes of the summit would not have been possible without the incredible support from our staff, advisory committee, regional project partners, coaches, and trainers.



*The South Coast Region Fellows join hands during their cultural mapping presentation*

SPARC Leadership fellows, coaches, and staff will all meet again in May 2020!

**"Every person made this summit such a beautiful [experience] and full of hope for all we can do to bring great leadership opportunity into our communities, and [it] gives me hope that one day smoking will no longer be an issue in our community."** - 2019-2020 SPARC Leadership Fellow

# Our Donors

Thank you to those who generously supported our work from December 27, 2018 to December 30, 2019.



## \$1,000 and greater

Rebecca Engrav and Joon-Ho Yu  
Juanita Lott  
Francisco Sy

Dominique Lallement  
Denise Sherer  
Jean Doong



## \$400 and greater

Betty Lee Hawks  
Linda Bosma  
Moon Chen  
Candace Lew  
Laura Hamasaka  
Brenda Lee



## \$100 and greater

Vayong Moua  
Helen Daniel  
Jacqueline Huey  
Christine Soyong Harley  
Sally Brown  
Robert Lee  
Liza Merrill  
Kathleen Ko-Chin  
Joan Jacobs  
Arthur Seiji Hayashi  
Jeannie Engel  
Jackie Wright  
Blanca Zayas  
Frances Gabbay



## \$200 and greater

Marcia Lim  
The Kresge Foundation  
Debra Fried Levin  
Canta Pian  
Rod Lew  
Betty Lam  
Jean Simons  
Peter Cruz  
Kate Moraras  
Sora Tanjasiri  
Deeana Jang



## \$25 and greater

Kathleen Thomas  
Carol Matteini  
Susan Stroud  
Suzanne Furuya  
Kim Birnie



# Our Finances

As of September 30, 2019 (preliminary unaudited figures)

## ASSETS

Bank Accounts	147,399.11
Accounts Receivable	92,405.98
Other Current Assets	3,219.49
Other Assets	3,500.00

**TOTAL ASSETS** 246,524.58

## LIABILITY & EQUITY

Accounts Payable	43,805.84
Accrued Vacation	19,526.08
	<u>63,331.92</u>

Unrestricted (retail earnings)	155,506.48
Net Income	27,686.18
Total Equity	<u>183,192.66</u>

**TOTAL LIABILITIES & EQUITY** 246,524.58

# Looking Ahead...

Next year APPEAL will celebrate its 25th Anniversary with a conference in San Francisco, CA. Please save the date for September 10-11, 2020!



**SAVE**  
*the*  
**DATE**

**APPEAL'S 25TH  
ANNIVERSARY  
CONFERENCE**

September 10-11, 2020  
San Francisco, CA  
Hilton SF Financial District



## The APPEAL Staff

Rod Lew, MPH  
*Executive Director*

Camille Mendaros  
*Program Manager*

Beatriz Aurelio, MPH  
*Program Manager*

Cassandra Park  
*Program Associate*

Allison Barcelon  
*Communications Associate*



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Advocacy and Leadership**

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