

APPEAL ANNUAL REPORT 2014



**Pathways
of Change**

*Advancing Equity on Tobacco,
Obesity & Cancer Control*



*"Vision with action can
change the world."*

APPEAL 2014



LETTER FROM APPEAL



Rod Lew, MPH
Founding Executive Director

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



HIGHLIGHTS IN 2014

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.



*Tim McAfee, MD, MPH
Conference Plenary Speaker*



*Phillip Gardiner, DrPH
Conference Plenary Speaker*



*Dolores Huerta
Dinner Keynote Speaker*



*Tung Nguyen, MD
Conference Keynote Speaker*

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.



July 2014 Appeal Congressional Briefing



July 2014 San Diego Tobacco Policy Leadership Conference



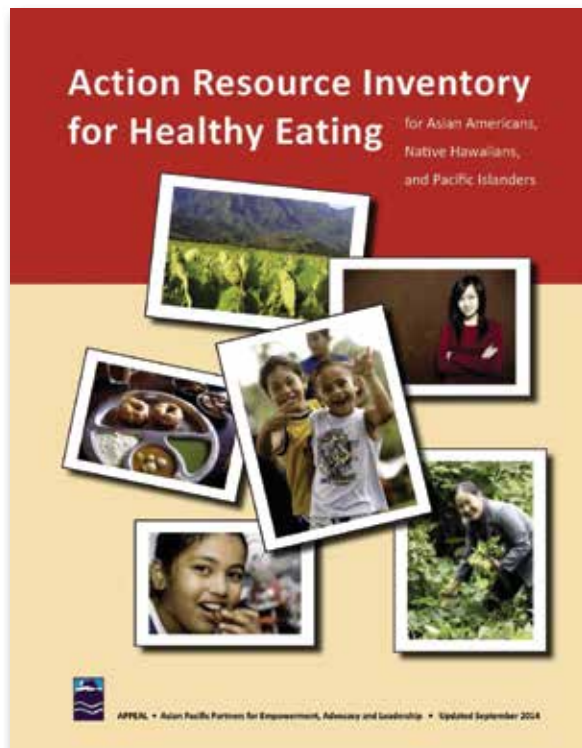
HIGHLIGHTS IN 2014

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.





STRATEGIC DIRECTIONS FOR 2015

Networking

Since 1994, APPEAL has served as the go-to national, tobacco-control network for Asian Americans, Native Hawaiians, and Pacific Islanders (AAs and NHPs). 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 NHP 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 NHP 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).

APPEAL works to expand the breadth and capacity of the movement by growing a network focused on empowering members of AA and NHP communities to become leaders in the tobacco and obesity prevention and control movements.

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 NHP 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 NHPs on tobacco control. APPEAL will continue partnering with the Cambodian community in Long Beach and Pacific Islander communities in San Diego.

APPEAL has developed proven strategies that build community capacity to implement tobacco and obesity control programs that lead to meaningful and sustainable change.

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



STRATEGIC DIRECTIONS FOR 2015

IV potentially 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.



The Phoenix Equity Group

“Vision with action can change the world.”





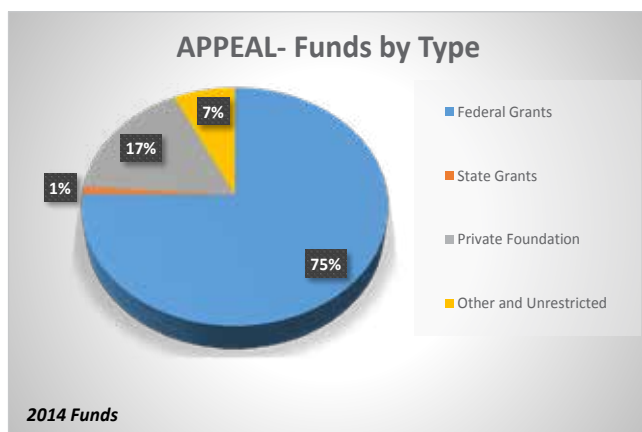
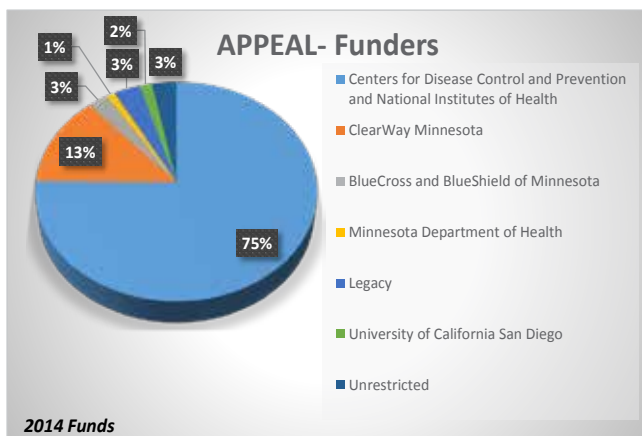
STATEMENT OF FINANCIAL POSITION

APPEAL

Statement of Financial Position

As of September 30, 2014 (preliminary unaudited figures)

Assets	
Bank Accounts	162,052
Accounts Receivable	472,567
Other Current Assets	14,093
Total Assets	\$ 648,712
Liabilities and Equity	
Accounts Payable	302,781
Accrued Vacation	31,651
Other Current Liabilities	5,718
Total Liabilities	340,150
Unrestricted Net Assets	41,667
Prior Year Retained Earning	189,529
Current Year Net Income	77,366
Total Equity	308,562
Total Liabilities and Equity	\$ 648,712



The APPEAL Staff

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Our most sincere thanks to those who have generously supported our work. (partial list)

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Donations of \$2,500 and greater.

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Sierra Health Foundation

Donations of \$2,000 and greater.

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Association of Asian Pacific Community Health Organizations
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Asian American Health Coalition
Arena Eyeworks Optometry
Coalition for a Tobacco-Free Palau
HOPE Clinic
Lee's Florist and Nursery
PICSN
PureLife Portraits (Tarita Holm)
Sports Basement

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

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