
BALL Campaign honored – Local Public Health Hero Award from the Minneapolis Department of Health Tales from the Garden, #12



By: Xianping He



BALL (Bicultural Active Living Lifestyle) Campaign was given the Public Health Local Hero Award during the April 5th, 2016 Award Ceremony with more than 200 in attendance at Minneapolis City Hall. Multi Cultural Community Alliance members - (Asian Media Access, BV Untamed, Pathway Learning Center, and Unique Beginnings Foundation) were all present to receive the honor from the Minneapolis Health Commissioner - Gretchen G. Musicant.

The Public Health Local Hero Award was given to individuals and organizations for their outstanding achievements in public health, and for holding critical roles in making Minneapolis a healthier place to live, work and play. There were 9 Local Hero Award Winners in 2016 Public Health Week, other awardees included: Hennepin County Healthcare for the Homeless as Team nominee winner; Leroy Leftwich as an Individual winner; The Tubman Group (Youth workers + Director) as a Team nominee winner; Clare Housing as an Organizational winner; Mary LaGarde-MAIC as an Individual winner; AEON as an Organizational winner, Farhiya Farah/ Bette park as a Team nominee winner; Little Earth of United Tribes as an Organizational winner; and BALL as a Team nominee winner.

The BALL Campaign was honored for its innovative ways of connecting with youth and cultural groups throughout the Northside, and for introducing Bicultural Healthy Living concepts to people of color, furthering the discussion on their perspectives regarding good health. In addition, BALL has been honoring the immigrant and native communities through an asset based approach by identifying the cultural implications in health and skills that people have from diverse life experiences and how they can integrate them into health wellness processes, instead of using a deficit-based approach (which starts with what people don't have), then teaching them only Western health beliefs. More importantly, MCCA's BALL Campaign has made Minneapolis a better place to live by:

- 1) empowering the residents of color to recognize their cultural assets and take control of their own health;
- 2) opening up the health/wellness conversation in a two way/bicultural approach;
- 3) encouraging Minneapolis residents to exercise more with cultural exercise options.

All of this activity reveals why the BALL Campaign deserves a Local Public health hero Award.

For more upcoming BALL events around North Minneapolis in the summer, please check us out at: www.ballequity.amamedia.org