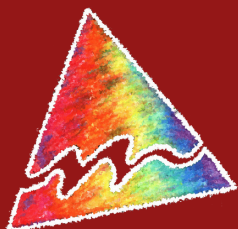


2025



TOBACCO CONTROL

To support a Media Campaign to educate BIPOC communities about the proposed statewide tobacco flavor ban, and work with area sports teams to find out what parents/youth know and feel about flavored tobacco products. Focus groups and media message testing will be done to determine what the community likes to know and what messages related to flavor bans would appeal to which cultural groups. We will focus on young athletes from pan-Asian and pan-African communities, and a media campaign featured the young athletes based on what the message testing reveals.



Asian Media Access



YEAR 2 EVALUATION REPORT

AMA Tobacco Control Efforts

INTRODUCTION

Project SUPPORT is a cross-cultural, cross-generational, and cross-sectoral initiative, aims to improve health, prevent chronic disease, and reduce health disparities among Black, Indigenous, and People of Color (BIPOCs). Supported by CDC's REACH funding, AMA leverages our extensive network of trusted community partners who provide subject matter expertise and have a history of successful engagement with the respective cultural and geographic communities.

Tobacco Control is one of the primary elements addressed by Project SUPPORT. The goal is to support a Media Campaign to educate BIPOC communities about the potential statewide tobacco flavor ban, and work with area sports teams to find out what people/youth know and feel about flavored tobacco products. Focus groups and media message testing will be done to determine what the community needs to know and what messages related to flavored tobacco would appeal to which cultural groups. We will focus on young athletes from pan-Asian and pan-African communities, and a media campaign featured the young athletes based on what the message testing reveals.

YEAR 1 LANDSCAPE REPORT

The Year 1 Landscape Report focused on the goal of ending retail sales of menthol and flavored tobacco products. Two main strategies underpin successful implementation of the policy recommendations:

STRATEGY 1: INCREASE COMMUNITY ENGAGEMENT BY HIGHLIGHTING THE FLAVORED TOBACCO HARMFUL IMPACTS ON DISPROPORTIONATELY AFFECTED GROUPS

- Identify and involve affected communities
- Listening sessions and feedback loops
- Broad stakeholder engagement
- Data driven approach



STRATEGY 2: STRENGTHEN COALITION IMPACTS BY COLLABORATION WITH STATE-WIDE NETWORK, INCREASING MULTILEVEL LEADERSHIP AND PARTICIPATION FROM UNDERREPRESENTED COMMUNITIES

- Provide a unified strategy for MSFG statewide flavor tobacco ban
- Execute point action plan including workshops and community sessions
- Align goals and objectives for engaging minority communities
- Collaborate on resource creation with culturally and linguistically relevant resources

YEAR 2 PROGRESS UPDATE

STRATEGY 1: INCREASE COMMUNITY ENGAGEMENT BY HIGHLIGHTING THE FLAVORED TOBACCO HARMFUL IMPACTS ON DISPROPORTIONATELY AFFECTED GROUPS

MORE THAN A CAMPAIGN—IT'S A MOVEMENT

Through this campaign, AMA and its partners are building more than awareness—we're building a movement. Through engagement with youth leaders, cultural organizations, and communities in authentic dialogue, the campaign aims to inspire collective action for policy and behavior change. Because when we uplift health, family, and culture—We Win the Game. If you would like to learn more about our effort, please feel free to visit our website: <https://ballequity.amamedia.org/project-support/>

1 5 REASONS TO CHOOSE SPORTS OVER TOBACCO

2 STRESS RELIEF!

3 BETTER HEALTH!

4 BUILD CONFIDENCE!

5 HEALTHY HABITS!

6 EVERYONE WINS!

13

During Year 2, AMA successfully implemented a comprehensive, culturally tailored communication strategy supporting Tobacco Flavor Ban policy including social media campaign, sport team ambassadors, and community feedback sessions to refine messaging. The multi-pronged campaign features youth athletes from Pan-Asian and Pan-African communities and was co-developed with community members. Youth who participated in the KaRen Football Association (KFA) created "We Win the Game" and "Choosing Sports Not Tobacco" messaging, serving as campaign ambassadors with community leaders and parents supporting outreach through Karen-led organizations (left).



STRATEGY 2: STRENGTHEN COALITION IMPACTS BY COLLABORATION WITH STATE-WIDE NETWORK, INCREASING MULTILEVEL LEADERSHIP AND PARTICIPATION FROM UNDERREPRESENTED COMMUNITIES

During Year 2, AMA completed three Partnership Trainings and four “Train the Trainer” sessions with MCCA partners. Participants demonstrated significant knowledge gains in policy alignment with community needs. AMA also successfully facilitated over 60 organizations involved in Minnesotans for Smoke-Free Generation coalition. The coalition undertook a variety of activities to involve community members in learning and advocacy opportunities.

During the Vietnamese New Year Festival, the volleyball team created cultural art and craft booths alongside sports activities to connect with youth aged 5-12 and their parents. These efforts revealed that leveraging cultural pride serves as a protective factor against risky behaviors like smoking and vaping, while also educating parents on communication strategies for discussing tobacco use with their children. Similarly, the TTL Foundation hosted the Girls Empowerment Conference (May 28-31, 2025) at Northend Community Center. This event engaged 100+ East African, Karen, and Somali youth in transformative leadership development and tobacco prevention outreach. Such initiatives highlight the innovative practices of coalition partners in providing leadership development and support to community members.



In some cases, community members have become leaders in the flavor tobacco ban advocacy initiatives. AMA mobilization of Pan African and Pan Asian refugee communities has led to BIPOC youth leading statewide policy advocacy initiatives, such as participating in Capitol visits (left) and providing legislative testimony.

CONCLUSION

Creative and community-led initiatives have proven successful during the second year of AMA's programming. Integration of cultural elements and sporting teams have increased community responsiveness to conversations about tobacco use, and innovative strategies to encourage leadership development have increased community advocacy practices.

Project SUPPORT

(Supporting Under-served through Produce/Park Prescription, and Opportunities to Recreation-activity & Tobacco-control)

Tobacco Control



Strategy includes focus groups to understand the level of knowledge and feeling towards flavored tobacco products, education on potential statewide flavor bans, and tailored messages to appeal to specific cultural groups.

1 Policy Engagement through “We Win the Game: Choosing Sports, Not Smoking” Media Campaign with **62,658** members reached

16 cultural partners and **9** community sports team focus groups to mobilize Pan African and Pan Asian community power to stop Tobacco

Conclusion

We collaborated with Pan African and Pan Asian sports teams to engage in the Minnesota Smoke-Free Generation initiative and sat on the Racial and Health Equity (RHE) committee, focusing efforts on statewide flavor ban policy mobilization. Although no statewide flavor ban policy was enacted during the 2024-2025 legislative session, we successfully inspired many cultural sports teams to lead community engagement processes and develop policy mobilization messages in culturally and linguistically appropriate ways.

Project SUPPORT is led by Asian Media Access, collaborated with Multi Cultural Community Alliance, for more information at 612-376-7715 * amamedia@amamedia.org

Successful Stories of Partnership

01

Collaborated with **state-wide Minnesotans for a Smoke-Free Generation (MSFG)** to unit **60+ organizations** to combat tobacco use targeting BIPOC communities, and focuses on ending flavored tobacco sales and providing cessation support. Additionally, with a Buddy System in place to engage Pan African and Pan Asian communities throughout MSFG coalition work. Creates structured outreach, meeting reminders, and follow-ups for new members. Partners with sports teams promoting "We Win the Game: Choose Sports, Not Tobacco" campaigns in culturally responsive ways



02

Our Partner **TTL Foundation** hosted - **the Girls Empowerment Conference (May 28-31, 2025)** at Northend Community Center engaged 100+ East African, Karen, and Somali youth in transformative leadership development. Girls attended USWNT practice sessions, received autographs from elite athletes, and witnessed a 3-1 victory over China. The event integrated tobacco prevention outreach with sports and cultural activities, building confidence while promoting substance-free lifestyles through community engagement and athletic inspiration



03

Our partner **KaRen Football Assn** works within the **Karen refugee community** with a youth led advocacy efforts from **January-August 2025**, and developing culturally responsive anti-tobacco campaigns. 14 youth at Humboldt High unanimously supported statewide flavored tobacco ban after reviewing 2024 survey showing 92% believe flavored tobacco should be banned. Youth created "We Win the Game" and "Choosing Sports Not Tobacco" messaging, serving as campaign ambassadors with community leaders and parents supporting outreach through Karen-led organizations.



04



AMA partners with Pan-Asian and Pan-African youth athletes to support Minnesota state-wide **flavored tobacco ban effort** with a **social media - "We Win the Game: Choosing Sports, Not Tobacco" campaign**. Creates culturally relevant messages in 6 languages targeting BIPOC communities via postcards, PSA videos, social media, surveys, and community outreach to promote healthy choices over tobacco use. As of today, the Campaign has reached **62,658 members**.

Learn more at -
<https://ballequity.amamedia.org/project-support/>

