



Healthy People

Program Strategy Overview

We seek to influence policies and practices that increase opportunities for healthy eating and active living and, ultimately, promote healthier living and the reduction of obesity.

REACHING ASIAN AMERICANS THROUGH INNOVATIVE AND SUPPORTIVE ENGAGEMENT

GRANTEE PARTNER: ASIAN SERVICES IN ACTION (ASIA)

ASIA strives to empower and advocate for Asian Americans & Pacific Islanders (AAPIs); and to provide AAPIs and other communities access to quality, culturally, and linguistically appropriate information, health and social services.

WHAT WE FUNDED: The Foundation's grant (\$20,000) supported ASIA's Project RAISE (Reaching Asian Americans through Innovative and Supportive Engagement) community-based social support partnerships with five ethnic voluntary social groups that are committed to community health and wellness.

WHAT IS THE NEED? Support for RAISE's current partnership with five ethnic voluntary social groups to sustain the Health Liaison programming that was established in 2013 to support and coordinate partner agencies, and to expand the program's reach and impact.

WHY WE FUNDED THIS WORK: Community based social support addresses the obesity strategy by increasing physical activity and improving nutrition.

GOALS FOR THIS GRANT

To increase opportunities for healthy eating and active living in AAPI communities by investing in connections and capacity for social support toward healthier living and the reduction of obesity

OUTCOMES

- Four of five coalition members were able to expand with faith-based organization and/or small business to implement healthy eating/active living partnerships and initiatives, which included:
 - Providing resources for chronic disease management and healthy food options
 - Introducing health as a priority for a women's support group
 - Promoting a "water-only" policy with local businesses and stakeholders
 - Implementing Chinese language food-safety training for small, AAPI-owned restaurants
- Secured a CDC REACH grant to expand physical activity access by using school facilities for neighborhood usage.

THE APPROACH WE SUPPORTED

- Identifying coalition members' existing faith-based and small business partners that can promote healthy eating and active living initiatives
- Evaluation of potential partners for priorities related to healthy eating/active living, previous partnership experience with a coalition member, and capacity to sustain the partnership relationship
- Working with coalition partners to implement healthy eating/active living partnerships to systemically fold them into their list of priorities
- Focusing on leadership development, and technical assistance and social support

REPORTED GRANTEE-LESSONS LEARNED

- Build trust with existing groups to expand a network and encourage community leaders to take a lead role in decisions
- Outreach allows organizations to stay true to their services and culture
- Work in phases to keep outcomes manageable for community stakeholders
- Have resources readily available, including technical assistance. Organizations are more willing to adopt a practice or policy if it is already drafted and made available easily
- Building in training, such as programming and communications, fosters sustainability
- Ensure that interventions are culturally tailored for the ethnic communities to keep initiatives sustainable (ie., ethnic food in conversations about healthy eating, and incorporating culturally-familiar physical activities such as yoga or tai chi)