



# BICULTURAL ACTIVE LIVING LIFESTYLE E-MAGAZINE

NOVEMBER, 2025 | VOLUME 2 | ISSUE 10

## Features:

Fruits/Vegetables  
Intakes and Produce  
Prescription Survey

# Project SUPPORT

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# INTRODUCTION



Project SUPPORT (Supporting Under-served through Produce Prescription, and Opportunities to Recreation-activity & Technical-assistance), is led by Asian Media Access (AMA), collaborated with Multi Cultural Community Alliance (MCCA), Project SUPPORT is a cross-cultural, cross-generational, and cross-sectoral initiative, aims to improve health, prevent chronic disease, and reduce health disparities among all members, with a special focus on Black, Indigenous, and People of Color (BIPOCs) who face the highest risk, and bear the highest burden of chronic disease, named: African American/Black, Asian American and will put a special focus on young people from the two poorest but most diverse neighborhoods in MN – North Minneapolis, and Midway St. Paul.

Supported by CDC's REACH funding, AMA will leverage 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. All partners have been involved in co-designing this Initiative – Project SUPPORT through below 2 culturally tailored strategies to promote Bicultural Healthy Living, especially for immigrant and refugee communities:

- **Nutrition:** Increase healthy cultural food access by implementing Food Service Guidelines (FSG) at area Asian Temples and Black Churches, and establishing Produce Rx at area clinics/hospitals.
- **Physical Activity:** Increase policies, plans and community designs through North Minneapolis Blue Line and St. Paul Sears Redevelopment to better connect residents with activity friendly routes to everyday destination to live/learn/work/play, and provide safe, culturally based places for increasing physical activities.

Please check the Project SUPPORT updates through our Bicultural Active Living Lifestyle (BALL) website, weblog, Facebook, and e-Magazine:

- BALL Facebook at – <https://www.facebook.com/ballequity/>
- BALL Monthly eMagazines: <https://ballequity.amamedia.org/project-support/>
- BALL Website: <https://ballequity.amamedia.org/>
- BALL Web Blog: <https://www.behavioralhealthequityproject.org/>

For More Information: 612-376-7715 or [amamedia@amamedia.org](mailto:amamedia@amamedia.org)



# NUTRITION



**STRATEGY INTRO:** Increase healthy cultural food access by implementing Food Service Guidelines (FSG) at least one Asian Temple, establishing Produce Rx at three clinics/hospitals.

## FRUITS/VEGETABLES INTAKES AND PRODUCE PRESCRIPTION SURVEY

Over the past ten months, Asian Media Access has collaborated with the Northside Produce Prescription Advisory Committee to assess neighborhood needs for a Produce Prescription Program in North Minneapolis. The Advisory Committee has developed a **"Fruits/Vegetables Intakes and Produce Prescription Survey"** to help to understand the community's current habits around fresh fruit and vegetable consumption and their awareness of programs such as "Produce Prescription" or "Fresh Prescription." By gathering this information, we aim to assess access to healthy foods, cultural food preferences, and potential barriers to nutrition. The insights collected will help guide the Northside Produce Prescription pilot, and ensure they reflect the real needs and priorities of local residents.



Photo Courtesy: [Emily Liu](#)

## WHO PARTICIPATED IN THE SURVEY?

A total of 145 individuals participated in the survey. Participation primarily comprised local community members engaged in community events, ensuring the survey captured perspectives from individuals actively involved in the area. Respondents reflected a broad range of ethnic backgrounds, including Asian, Latino, Native American, African American, biracial, and Caucasian populations.

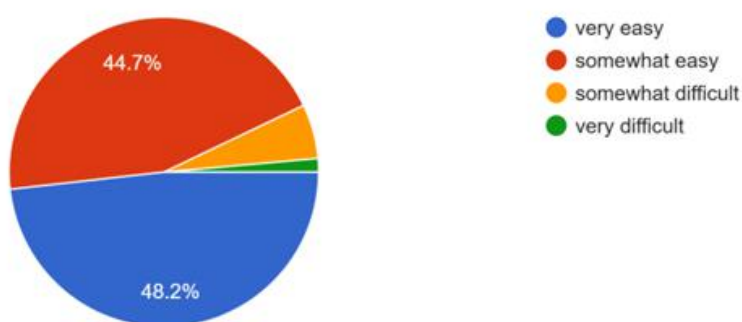
## WHAT THE SURVEY COVERED?

### Access and Consumption of Fresh Fruits and Vegetables

This survey examined participants' typical intake of fresh fruits and vegetables, as well as their access to culturally appropriate and affordable food options in their local area. When asked about fresh vegetable consumption, 24% reported eating one serving per day, 23% ate two servings, and 20% had three. For fruit, 28% consumed one serving per day, 22% had two servings, and only 14% reached three servings daily.

Regarding access, 48% of respondents found it very easy to obtain fresh produce in their area, while 45% found it somewhat easy. However, when it came to finding food that reflects their culture and is affordable, only 34% reported it was very easy, while a combined 33% experienced some or significant difficulty.

3) How easy or difficult is it for you to get ... a. Fruit and vegetables in your local area  
141 responses

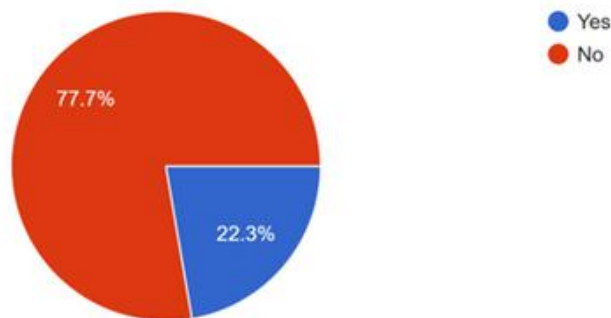


### Awareness and Delivery Preferences for Produce Prescription Program

The majority of respondents (78%) were already familiar with the term "Produce Prescription" or "Fresh Prescription," indicating strong community awareness of food assistance programs aimed at improving access to healthy foods. Additionally, 85% of participants identified themselves as experiencing food insecurity or being at risk for diet-related health issues, underscoring a high level of need.

Have you heard about the term — "Produce Prescription" or "Fresh Prescription"?

139 responses



When asked about preferred methods for receiving fresh produce through a potential program, 57% favored weekly home delivery of a pre-selected produce box. Other popular options included using vouchers at designated grocery stores or farmers' markets (46%) and ordering online with a weekly code for free delivery through Amazon (46%), showing interest in both convenience and flexibility.

## CONCLUSION

The survey results highlight both a clear need and strong community interest in programs that improve access to fresh, healthy, and culturally relevant foods. While many respondents are aware of Produce Prescription initiatives, barriers such as food insecurity and limited access to culturally appropriate options remain. These findings will help shape the Northside Produce Prescription pilot to ensure it aligns with community preferences—particularly for convenient delivery methods like home-delivered produce boxes—and addresses the real challenges faced by local residents.

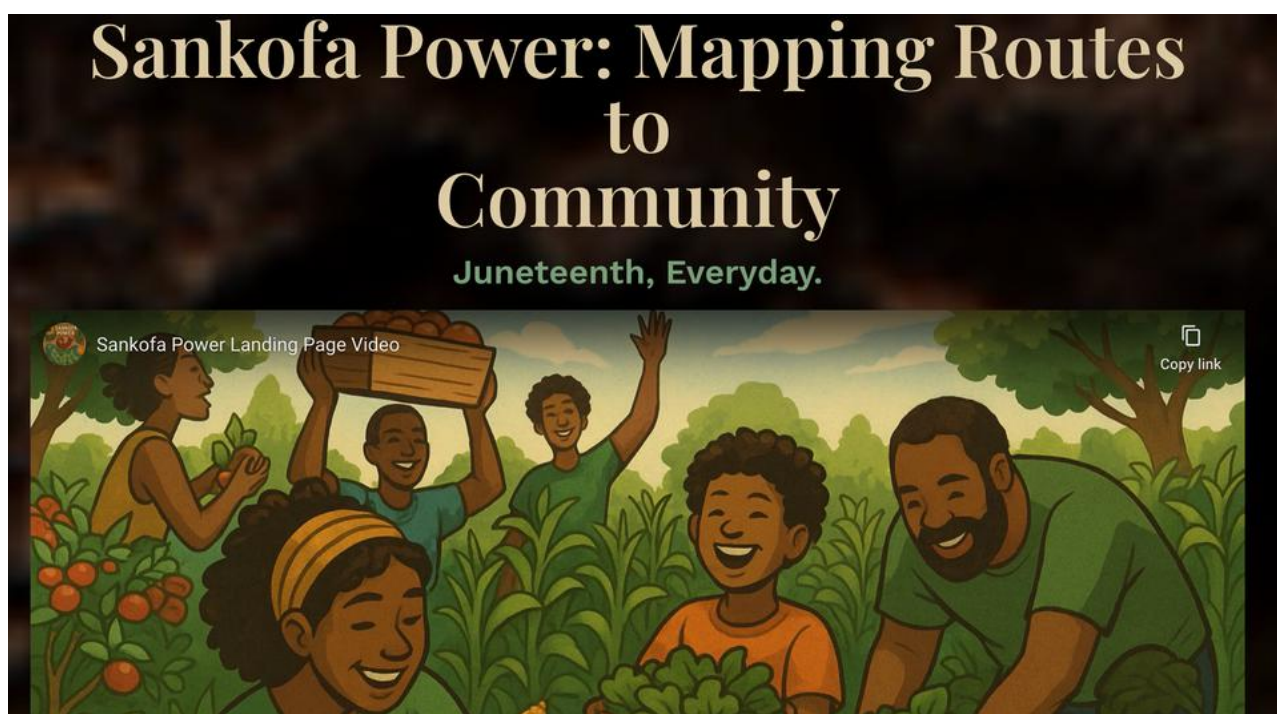


Photo  
Courtesy:  
[Yu Dai](#)

## SANKOFAPOWER – THE INITIATIVE SUPPORTING ACCESS TO FRESH PRODUCE (FRUIT & VEGETABLE ACCESS)

Asian Media Access is proud to announce our collaboration with Project Sweetie Pie to host the SankofaPOWER Initiative, a groundbreaking community empowerment program that brings together diverse voices to address shared challenges and build collective strength across cultural lines in North Minneapolis neighborhoods in order to improve the access to the fresh produce.

The SankofaPOWER Initiative draws its name from the West African Sankofa principle, which teaches us to look back at our history to move forward wisely. This philosophy aligns perfectly with both organizations' commitment to honoring cultural heritage while creating positive change in our communities.



SankofaPOWER operates as a comprehensive digital platform specifically designed for North Minneapolis neighborhoods (zip codes 55411, 55412) that functions like a community-interactive digital map and resource network. The platform connects neighbors directly to neighbors, building a stronger local food system while preserving community culture and supporting economic development, with below 4 components:

- 1) **NorthStar Urban Farm & Food Digest** serves as the community's "Yellow Pages," providing real-time food information through interactive maps that show where food

is available, community gardens are located, and neighbors might need assistance. This multimedia resource includes community-created videos, and podcasts that document local food traditions while connecting food surplus with community needs across urban farms and backyard growers.

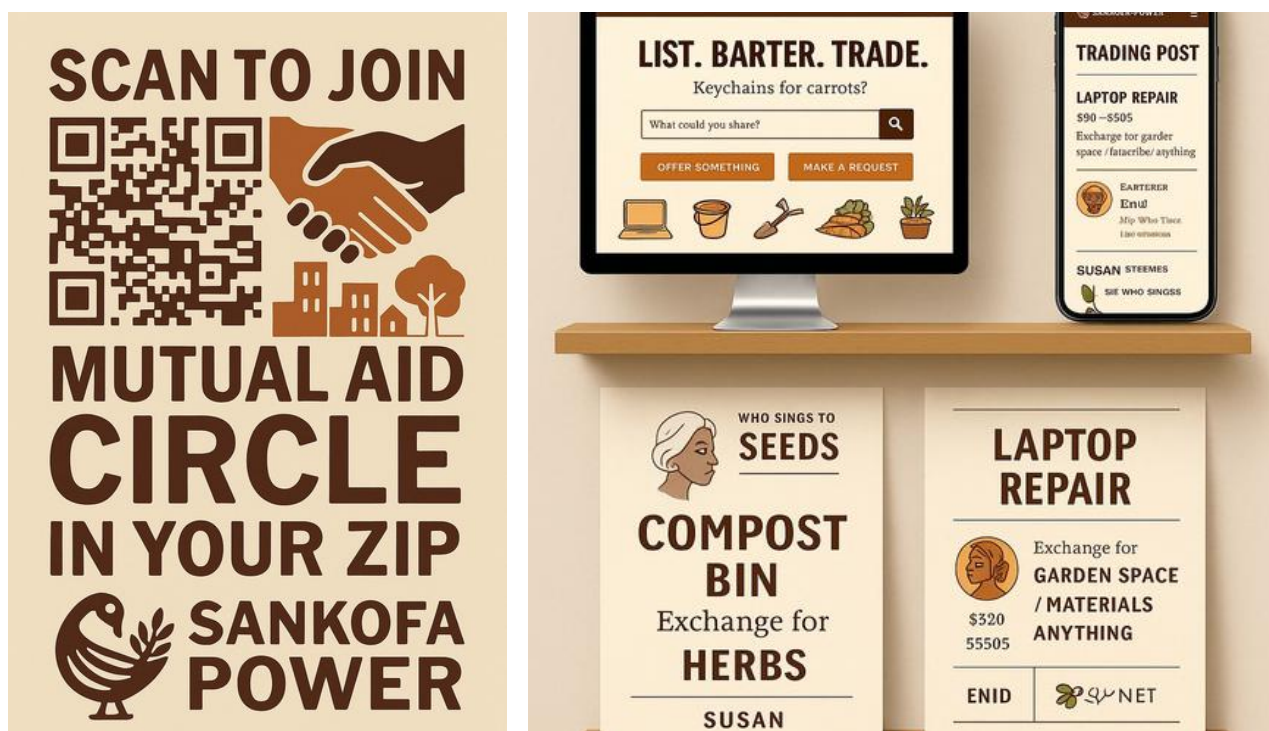
2) **NorthStar Urban Farm & Food Registry** functions as the neighborhood's "White Pages," offering a comprehensive directory of every food-related resource including community gardens, farmers' markets, food shelves, restaurants, and urban farms. This registry serves as both a contact database and collaboration hub, making it easy for neighbors, organizations, and businesses to connect and work together on community food system development.

3) **The NorthStar Trading Post** operates as a community bartering and exchange marketplace where neighbors can sell, trade, or exchange items and services directly with each other. Similar to Facebook Marketplace but focused specifically on the local neighborhood, residents can post items they want to sell or trade, services they can provide (like tutoring, home repairs, or cooking), and things they need from other community members. The platform facilitates direct neighbor-to-neighbor transactions, whether that's trading homegrown vegetables for childcare services, exchanging household items, or connecting people who need help with those who can provide it.

4) **Minneapolis Community BEAM (Building Economic Assets & Memory)** preserves and shares community knowledge through a community-controlled database of cultural foods, oral histories, and economic progress. Using AI-powered searchable archives of interviews, photos, and documents, BEAM provides policy advocacy tools while establishing Community Data Hubs where traditional food practitioners offer culturally grounded nutrition information alongside with the latest food ecosystem development updates.



Over the past summer, Asian Media Access has worked with 2 trainee cohorts to collect crucial data and create digital content that powers the SankofaPOWER platform. Each summer cohort of 20-25 young people spent more than 8 weeks conducting community mapping, interviewing fresh produce providers, and documenting neighborhood food resources through photography and video. The first cohort focused on mapping existing community gardens and fresh produce access points, while creating the foundational geographic data for the platform. The second cohort concentrated on documenting cultural food traditions through video interviews and AR-generated cultural entities' stories.



The participants learned multimedia production skills while gathering community knowledge, conducting 59 video interviews with residents, gardeners, and community leaders across the targeted zip codes. This process built relationships between young people and community members while creating the content database that makes SankofaPOWER a living, community-driven resource for fresh produce.

Asian Media Access and Project Sweetie Pie will continue expanding the SankofaPOWER digital platform through ongoing community engagement and resident leadership development. Our two organizations remain committed to ensuring that platform development stays community-controlled, with North Minneapolis residents driving decisions about fresh produce access and resource priorities.

FMI: [www.sankofapower.org](http://www.sankofapower.org)

## PHYSICAL ACTIVITY



**STRATEGY INTRO:** Increase policies, plans and community design changes through China Garden, Minneapolis Open Streets and St. Paul Sears Redevelopment to better connect residents to everyday destination to live/work/play, and provide safe, culturally based places for increasing physical activities.

### COMMUNITY VISION FOR SAFE, WALKABLE NEIGHBORHOODS: SEARS SITE WALK AUDIT SUMMARY

Asian Media Access conducted two comprehensive walk audits around the Sears Site in Saint Paul, Minnesota, as part of the CDC's Racial and Ethnic Approaches to Community Health (REACH) program. These community-led assessments brought together 21 residents to evaluate walkability, safety, and accessibility in the historically significant Rondo neighborhood area.

#### THE WALK AUDIT PROCESS

Participants walked predetermined routes on June 26th and July 10th, examining streets, sidewalks, crossings, and public spaces through multiple perspectives—children walking to school, wheelchair users, parents with strollers, and teens catching buses. At designated stops, community members rated their comfort and safety on a scale of 1-10, with average scores of 5 (north/east route) and 4 (south/west route), indicating significant concerns about current conditions.



## **CRITICAL SAFETY CONCERNS IDENTIFIED**

The audits revealed dangerous infrastructure gaps throughout the area. Marion Street crossings emerged as particularly hazardous, with painted crosswalks located far from logical crossing points, forcing people with mobility challenges to take unsafe detours. Drivers consistently failed to yield to pedestrians. The University Avenue and Marion intersection was described as "chaotic," with buses, trains, four lanes, and turn lanes creating confusion and danger—especially problematic given a nearby school planning to use the new development's facilities.

Sidewalk conditions varied dramatically. While some areas featured wide, well-maintained pathways with shade and seating, others had broken, overgrown sidewalks that felt abandoned. One sidewalk on Kellogg Boulevard ended abruptly at a freeway exit ramp, forcing walkers directly into traffic with nowhere to go.



## **BARRIERS TO COMMUNITY CONNECTION**

Interstate 94 creates a massive physical and noise barrier, reflecting the historic division of the Rondo neighborhood. Community members and St. Paul College students must cross this overwhelming section to access the development site. Inadequate lighting, high traffic speeds, poor winter maintenance, and narrow sidewalks further discourage walking and biking.

## **COMMUNITY PRIORITIES AND VISION**

Participants identified clear priorities: safer crossings with visible markings, dedicated bike lanes with secure parking, traffic calming measures including speed bumps and additional stoplights, cleaner and more inviting public spaces, and improved lighting for nighttime safety.

For the redeveloped Sears Site, residents envision grocery stores, restaurants, fitness centers, parks, green spaces, healthcare facilities, childcare services, and cultural

venues—creating a true community hub accessible by walking, biking, bus, and light rail.

## RECOMMENDED ACTIONS

Recommendations include both short-term fixes—such as demonstration projects—and long-term planning strategies that establish permanent improvements to connectivity around the Sears site:

A. **Short-Term Fixes:** The short-term fix recommendations can be used when paired with identified current barriers that have been identified by participants, and can include below demonstration projects:

- Improved crossings that could include painted crosswalks, curb extensions, and/or median refuge islands
- Temporary bike lanes
- Improved signage for both drivers and people walking to alert them to crossings
- Sidewalk and pothole repairs at locations identified in the walk audit area

B. **Long-Term Planning:**

- Permanent bike infrastructure along Marion and Rice Streets to create a safe space for people riding bikes
- Permanent safe pedestrian crossings at areas that were identified in the walk audit to include the following:
  - Marion Street at the intersection with Aurora as well as near the Sculpture Park
  - University Avenue at the intersection with Marion, where there is confusing infrastructure, including bus lanes, travel lanes, and rail tracks
  - Rice Street at the intersection with Fuller Ave
- Upgraded transit stops along Rice and University to provide space for transit riders as well as no encroach on the sidewalks and space for people to move around
- Community-Led Development: Residents' feedback will directly guide how the area evolves into a safe, inclusive, and active neighborhood hub.



# PROJECT SUPPORT EVENTS

September 28

## MINNESOTHAIR STREET FOOD FESTIVAL

Asian Media Access had an amazing time at the MinnesoThai Street Food Festival at Wat Promwachirayan. From delicious Thai street food and Thai tea to vibrant cultural performances and live music, the festival was a beautiful celebration of community and culture. We were thrilled to host a table, connect with many wonderful community members, and share our work. Thank you to everyone who stopped by and took part in our Blue Line Extension survey.



October 4

## BLUE LINE EXTENSION SUMMIT

Asian Media Access co-hosted the Blue Line Extension Regional Summit at the University of Minnesota's Urban Research and Outreach-Engagement Center (UROC). The event drew an energized crowd of more than 100 participants, bringing together residents, civic leaders and transit officials to discuss how the METRO Blue Line Extension can become more than just a transit project – a catalyst for community transformation.



October 16

## COMMUNITY DAY 2025

Asian Media Access participated in the University of MN UROC Community Day 2025, celebrating university-community partnerships through art, culture and collaboration in North Minneapolis. Asian Media Access was tabling there to engage with neighbors for Blue Line Extension Stations discussion and collected surveys for the engineering design. The event featured live music, food from Afro Deli and Amazing Thailand Uptown, and engaging displays from community partners. We were thrilled to connect with attendees and share resources, stories, and fun giveaways.



November 1 ~ 2

## 50TH ANNIVERSARY COMMEMORATION OF VIETNAM WAR AND SOUTHEAST ASIA CONFLICT

As we honored the 50th Anniversary Commemoration of the Vietnam War and Southeast Asia Conflict at St. Paul Union Depot, Asian Media Access also took the opportunity releasing our Walk Audit Report to continue meaningful discussions with our Southeast Asian neighbors about building safer, more connected active transportation system around St. Paul Sears site.



## UPCOMING EVENTS

### WATER FORUM

DATE/TIME: Thursday, November 13, 2025, 6:30-8:30pm

PLACE: First Unitarian Society of Minneapolis, 900 Mt Curve Ave, Minneapolis, MN 55403

Minnesota Women's Press is hosting a forum about the water issues associated with hyper-scale data centers, based on examples from other U.S. cities, planned access to residential reserves, and hydrology science.

Minnesota Women's Press presents...

# LET'S TALK ABOUT

## DATA CENTERS AND WATER USAGE

**Read**  
"The Impact on Minnesota Waters"  
Then meet some of the people who are trying to establish protective policy around water usage. Conversation will include action steps.

**Featuring:**

- \* Carly Griffith, MCEA
- \* Carrie Jennings, Freshwater
- \* Cathy Johnson, Coalition for Responsible Data Center Development
- \* Sarah Mooradian, CURE MN
- \* Anabel Sanford, EOR ecology

**November 13**  
Public conversation  
6:30-8:30pm  
(also livestreamed)  
First Unitarian Society of Minneapolis  
900 Mt. Curve Avenue

Thanks to CURE MN for event and content development sponsorship.  
Light refreshments from the Coalition for Responsible Data Center Development.

**Details & Registration**  
[tinyurl.com/DataCenterWaterUse](https://tinyurl.com/DataCenterWaterUse)

PART OF A STATEWIDE SERIES: "WHERE DO WE GO FROM HERE?"

HEALTH & WELLNESS COMMITTEE

MINNEAPOLIS NAACP PRESENTS

## The Heart of the Holidays: Black Wellness & Reflection

Holiday Nostalgia Meets Healing Conversations

November 22nd, 2025  
4:30-8:00 PM  
1100 W Broadway Ave  
Minneapolis, MN 55411  
<https://naacpmpls.com/>

Join us at  
[healthwellness@mplsnaacp.org](mailto:healthwellness@mplsnaacp.org)

RSVP BY November 17th, 2025  
Food & Warm Drinks will be provided

**\*\*Donations for The Warm Hands, Warm Hearts Drive for the unhoused community will be accepted at this event.**

### THE HEART OF THE HOLIDAYS: BLACK WELLNESS AND REFLECTION

DATE/TIME: Saturday, November 22, 2025, 4:30pm-8:00pm

PLACE: 1100 W Broadway Ave, Minneapolis, MN 55411

Holiday nostalgia meets healing conversation, food and warm drinks will be provided.

Join us as [healthwellness@mplsnaacp.org](mailto:healthwellness@mplsnaacp.org)

## 45TH ANNUAL MINNESOTA HMONG NEW YEAR

DATE/TIME: November 29-30, 2025,  
8:00am-8:00pm

PLACE: Saint Paul RiverCentre, 175 W  
Kellogg Ave, Saint Paul, MN, 55102

🎫 General Admission \$15

👶 Children under 42" & Seniors 65+ FREE

Celebrate Culture, Tradition & Community!

Join us for the 45th Annual Minnesota Hmong New Year – a vibrant two-day event filled with music, dance, delicious food, shopping, and cultural pride! Let's welcome the new year together in a celebration you won't want to miss!



Minnesota Women's Press presents...

# LET'S TALK ABOUT

COMMUNITY-BASED HOUSING SOLUTIONS

Read "Experts Set the Stage for Supportive Housing Solutions"

Then meet some of the people quoted, and others, who offer insights to build collective action.

Conversation will include action steps.

**December 1**

Public conversation  
6:30-8:30pm  
(also livestreamed)  
First Unitarian Society of Minneapolis  
900 Mt. Curve Avenue  
Thanks to event sponsor  
Wilson Fund for Social Justice

**Details & Registration**

PART OF A STATEWIDE SERIES: "THE FOUNDATIONS OF HOUSING"

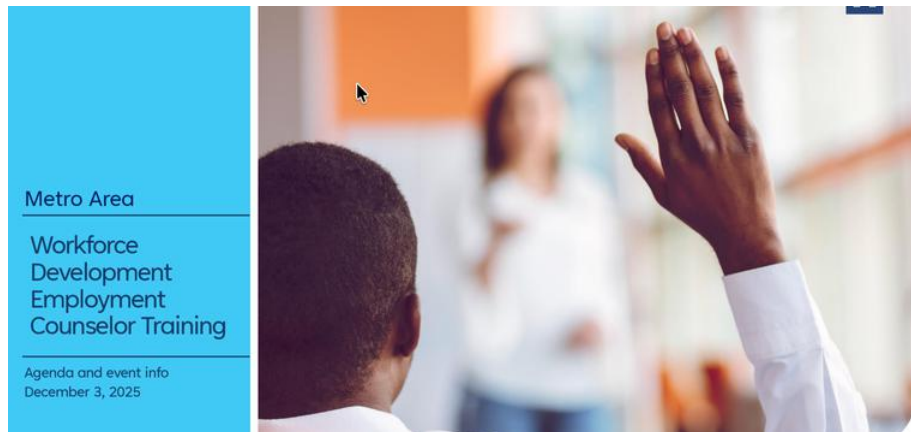
## HOUSING FORUM

DATE/TIME: Monday, December 1, 2025,  
6:30pm-8:30pm

PLACE: First Unitarian Society of  
Minneapolis, 900 Mt Curve Ave,  
Minneapolis, MN 55403

Minnesota Women's Press is hosting a forum about community-based solutions to housing issues.

This forum will focus on five housing-related solutions, explained by nonprofits in the field. Collective action teams will be developed.



## WORKFORCE DEVELOPMENT EMPLOYMENT COUNSELOR TRAINING

DATE/TIME: Wednesday, December 3, 2025, 10:00am-2:30pm

PLACE: 654 4th Ave South Minneapolis

Register: <https://forms.office.com/g/dcwyoTRdLi>

## SENIOR SOCIALS AT THE LOPPET

DATE/TIME: Friday, December 5, 2025,  
10:00am-2:00pm

PLACE: The Trailhead, 1221 Theodore  
Wirth Pkway, Minneapolis, Minnesota,  
55422

Event website:

<https://www.lopep.org/events/community-events/#senior-social>





## Contact Us

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## Partnering with

