

2006 Asian American Health Fair in the Triangle, N.C.

Why an Asian American health fair now?

Asian Americans are the fastest growing minority group in N.C.

While Asian Americans make up a small number (1.4%) of North Carolina residents, they are the fastest growing segment in the Tarheel state. In a decade, from 1990 – 2000, the number of Asian Americans grew at a rate of more than 144% from 53,000 to more than 129,000 people. More than 87% of Asian Americans nationally have high school degrees and 50% have bachelor's degree or higher level of education. The median household income in 2004 for Asian Americans was \$57,518, the highest among all race groups. Despite a strong educational and income background, Asian Americans face a number of health disparities and specific health risks.

Asian American health needs and service gaps

Nationally, the White House Commission on Asian Americans and Pacific Islanders produced a report on health concerns among Asian Americans and Pacific Islanders (collectively called AAPIs). The Commission reported several health disparities.

- Cancer and cardiovascular disease are the two leading causes of death for AAPIs in the U.S. Cancer is the leading cause of death for Asian American women and Asian American women have the lowest cancer screening rates and are thus diagnosed at later stages of cancer.
- AAPIs account for more than half of the 1.3 million chronic hepatitis B cases and half of the resulting deaths in the U.S.
- AAPIs also have a higher prevalence of tuberculosis (TB) than all other racial groups, accounting for 20% of the all TB cases nationwide in 1999.
- Asian American elders experience language and cultural barriers that make them less likely to receive social services and medical care.
- Many Asian Americans have difficulty accessing culturally appropriate mental health care and help with domestic violence issues.

The N.C. Office of Minority Health and Health Disparities has done similar statewide studies of minority health but has not yet directed any resources to the growing Asian American population. A recent visit to the well publicized NBC-17 Health and Fitness Festival revealed that not a single private sector sponsor, outreach group, or government agency had educational materials in Asian languages or staff ready to speak in an Asian language.

Leaders in our community step up to the challenge

Three organizations in the Triangle, NC area are joining forces to put on a health fair that targets Asian Americans. The focus of the fair is information sharing, community service, and ease of reaching out to Asian Americans.

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The **Triangle Area Chinese American Society (TACAS)**, **National Association of Asian American Professionals, North Carolina Chapter (NAAAP)**, and the **Chinese American Friendship Association (CAFA)** have more than 3000 members in total. With extensive professional and social networks, access to Asian language materials from Federal sources and other states, knowledge of cultural and language issues, membership support, and collective experience with event planning, these three organizations are well positioned to deliver a successful, well-attended Asian American health fair. These organizations successfully planned and executed events like the White House Commissioners visit to and Technical Assistance Conference in the Triangle in 2005, a Twelve Girls' Band benefit concert which yielded a donation of \$16,000 to the American Red Cross for Hurricane Katrina relief, the Chinese New Year Festival 2006 which attracted more than 3000 attendees, and most recently, an immigration seminar bringing together nine bilingual attorneys to address and consult with organization members and the general public.

Event Description

A coalition of Asian American community-based organizations will host a one-day health fair to achieve three goals:

- 1) To provide information to Asian Americans about top health concerns affecting Asian Americans;
- 2) To promote services offered by Asian American care professionals; and
- 3) To highlight specific Asian American health needs, data gaps, and service gaps.

The Asian American health will consist of

- Educational sessions of 45-60 minutes in length on topics including issues of greatest importance to Asian Americans like cardiovascular health, hepatitis, SARS, bone marrow registry, mental health, dental health, women's reproductive health, diabetes, and health concerns while traveling abroad, as well as issues relating to elders like elder care, bone density/osteoporosis, Eastern medicine, and exercise;
- 25-30 tables or booths for education/outreach organizations like GlaxoSmithKline, American Red Cross, and individual health care providers to showcase available programs and resources;
- Multi-lingual printed materials and sample products for people to take home;
- Simple refreshments (water and tea) to sustain the crowds; and,
- Volunteer translators for Mandarin, Korean, Japanese, Vietnamese, and Hindi individuals or groups who need translation.

We anticipate an audience of more than 1500 attendees in six hours. From past experience, we expect that 90% of the attendees will be Asian Americans ranging in age from 6 to 60 with a mean age of 40.

The target date is a Sunday, September 10, 2006. Saturdays are possible but were originally excluded because of the number of Asian families involved in weekend language schools.

Event organizers have already been in touch with many potential and willing exhibitors and speakers. Now we seek a venue and sponsorship.

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Types of Sponsorships

Organizers expect that an event of this magnitude will cost \$3000-\$5000. Costs will include facility rental, audio/visual support, publicity, volunteer refreshments, and printing. We are seeking a venue, corporate sponsorships, and smaller donations of cash or in-kind services.

The Venue sought is an indoor venue with open space totaling 5000 square feet and two nearby classrooms, has ample parking that is wheelchair accessible, and is close to major highways serving the Triangle area. A hospital or medical building, recreation center, a public or private school, or an office center is suitable. A sponsor may offer a free venue.

Corporate sponsors offering \$500 or more in cash or in-kind services would be asked to advise the steering committee, help publicize the event via corporate websites and news (releases, Email, and newsletters), and to have their logo and name associated with the event as a sponsor.

Business or individual donors may contribute \$100 or more in cash or in-kind materials including food and beverages for volunteers, transportation services for senior groups, audio/visual or other services to help our event run smoothly.

Interested?

If your company or organization is able and willing to be a sponsor or to donate either cash or in-kind services, please contact Ms. Cyndy Yu Robinson of TACAS at (919) 541-0682, email: external_affairs@tacas.org or Ms. Lily Chan of TACAS at (919) 434-1210, email: president@tacas.org. The benefits to your organization including publicity within the fair's promotional collateral (website, printed flyers, emails, news release, and program book) as well as presence at the fair are negotiable.

If your organization or program is interested in being an exhibitor, please read the next section and complete the Exhibitor Application enclosed.

If you are a health care provider who would like to speak on a topic of particular interest to Asian Americans, please contact our Programs Lead, Mr. Daling Wen at daling.wen@gmail.com or Ms. Angela Soriano at angela_soriano@yahoo.com.

Exhibitor Information

- Exhibits will be complimentary to non-profit organizations and outreach programs.
- Each exhibit should be staffed the entire duration of the fair with one or more knowledgeable representatives.

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- If there are more exhibitors than space permits, the Steering Committee will select the exhibitors who address priority health concerns of Asian Americans. They include heart disease, respiratory disease, aging, hepatitis, SARS, obesity, and a few others.
- Each exhibitor will be given a 8-foot long table and two chairs and a 10'x10' space for a table top display. If alternative or additional space is required, please indicate on the interest form attached.
- Exhibitors will be able to access the space up to two hours before the start of the event. Fair volunteers will be available to help move large displays, materials or other items. If additional time is needed, please indicate on the interest form.
- We anticipate having more than 1500 visitors during a six-hour fair. Please plan giveaway or handout materials accordingly.
- Smoking and alcohol beverages will prohibited except in designated smoking area.
- All empty boxes, containers, and trash will be removed by the exhibitors and the organizing group throughout and at the end of the fair. Volunteers will be available to help move surplus materials back to exhibitors' vehicles if requested.
- If an exhibitor must cancel within 24 hours of the fair and is not able to provide a substitute organization, please contact the Project Manager Lily Chan at 434-1210.

Special tips for planning an exhibit for the Asian American health fair.

- Materials in English will be fine for most attendees. However, materials translated into Chinese, Korean, Tagalog, and Vietnamese will be useful, enhance your display, and draw more attendees to your exhibit.
- Most attendees will expect that all information, sample products, and services will be given for free. If there are items that you wish to sell, please contact the Project Manager in advance to discuss.

(Exhibitor Application Form follows on the next page)

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Exhibitor Application

Name _____
Title/Role _____
Business/Organization _____
Division/Unit _____
Mailing Address _____
City _____ State _____ Zip _____
Business Phone () - _____ Cell Phone () - _____
Email _____
Materials we plan to bring _____

Short description of your outreach goal for this health fair:

(This will help us describe our fair in promotional material and in the program book.)

Example: The EPA will focus on mercury in fish consumption and it nail salon outreach project.)

Special needs:

◇ Our exhibit needs something other than an 8-foot table and 10'x10' space. We need:

◇ Our display needs an electrical outlet.

◇ Other: _____

**Mail or Email this form and an organizational brochure to either address below.
If you have questions, please contact Project Manager Lily Chan.**