



FY21

Annual Report

Asian Media Access

July 2021-June 2022

Program Highlights Index

Service Numbers

Overall Service Numbers	3
Demographic Data of Youth Served by AMA	4
Risk Factors Among Youth Employed	5

Products vs. Issues

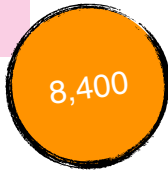
Script Writing, Videos, Radio	7
Website	8

Programs

Performing Arts, Multimedia Education	9
Multimedia Production and	10-11
Multimedia Technology	12-18
RICE	

Service Numbers

Overall Service Numbers



of People Outreached to
(4,000 paid audience, 4,300 Free Admission)



of People Served at AMA's Multimedia Complex
:from sign-in sheet: 8,400 non-regular, 2,514 regular attendance



of Family Served: from sign-in sheet

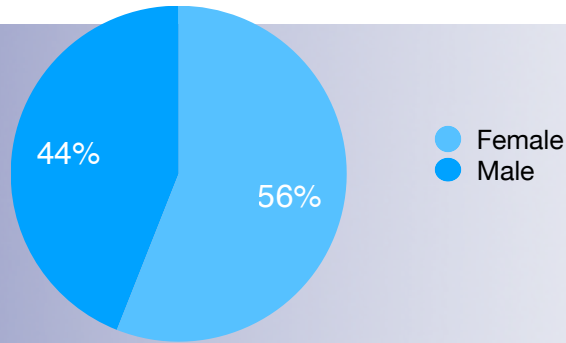


of Youth Employed



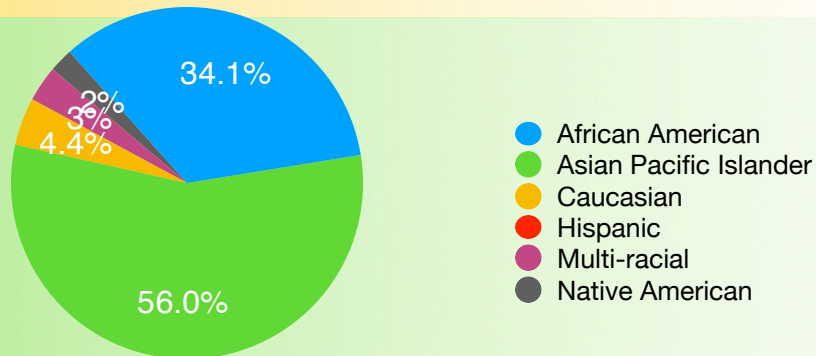
Demographic Data of Youth Served by AMA

Gender

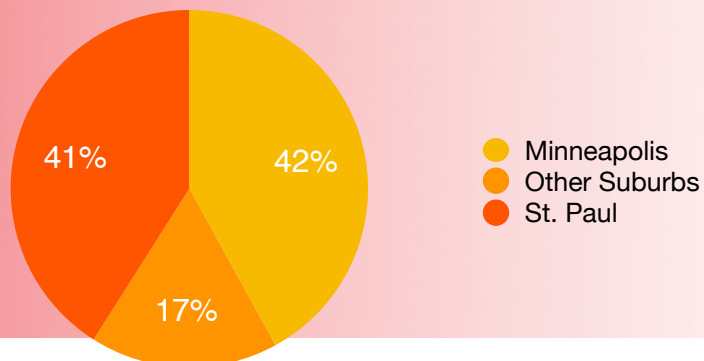


Income Level: Eligible for Free/Reduced Lunch – 59%

Ethnicity



Area of Residency



Risk Factors Among Youth Employed

➡	At Risk of Gang Involvement	18%
➡	At Risk of Runaway/Homelessness	21%
➡	At Risk of Substance Abuse	14%
➡	English Language Learners	51%
➡	Six or More Persons in the Household	32%

Number of Adult Participants in IT Training

of Youth participated in the Let’s Get IT Training: 0

Youth Participant Numbers in Multimedia Arts Education 165 (**dance, music, radio, theater, video, web design, writing, kick-boxing, etc.**)

# of Youth participated in Youth Media Force Team	5
# of Youth participated at the “Youth at Work” Training	26
# of Youth participated in Performing Arts Classes	63
# of Youth participated at the Leadership Camp	0
# of Youth Employed by AMA	71



Products vs. Issues

Community Performance Opportunities

0

Video Produced: 72 Video PSAs

- All of Us - 8
- Bicultural Healthy Living -9
- COVID19 Vaccine - Importance of COVID-19 Precaution or Testing -6
- Dream Job - 10
- Problem Gambling - 19
- Tobacco/Vaping Prevention -12
- Vaccination Hesitancy - 3

24/7 RadioASIA



Website

Youth In Charge (www.youthincharge.org), total 247 products.

- All of Us - 17
- Anti-Racism - 10
- Bicultural Healthy Living -22
- COVID19 Vaccine- Importance of Covid-19 Precaution or Testing - 45
- Problem Gambling Prevention -27
- Tobacco/Vaping Prevention -25
- Vaccination Hesitancy - 93
- Worldview -5





Programs

Multimedia/Performing Arts Exhibition - 5 limited community performances



Multimedia Education - All moved to online training due to the pandemic

- Youth Media Force: Weekly youth empowerment activities on diverse themes, such as: All of us, ATOD prevention, Bicultural Active Living Lifestyle, COVID-19 Vaccination Hesitancy, Runaway/Homelessness Prevention, Teenage Pregnancy Prevention, Violence Prevention, and Anti-Asian Hate Crime reduction with multimedia creation
- Summer employment programs for youth, June-August 2022
- Edx Frontline Web Development Training with Industry recognized certificates

Multimedia Production

- East Meets West - Youth IN Charge: Intermittently
- Production and Distribution of various program materials in print and video/ radio PSAs including Alcohol/Tobacco and Drug Prevention, Body Image and Bicultural Healthy Living
- Conducting the Bicultural Active Living Lifestyle (BALL) Initiative and Youth In Charge Initiative



Multimedia Technology

- AMA Connect (contract works)
- BALL (**B**icultural **A**ctive **L**iving **L**ifestyle) Multimedia Campaign, supported by Multi Cultural Community Alliance (MCCA), with monthly Advisory Committee Meeting, supporting programming development
- Radio ASIA: 106.1 HD3



Reaching Immigrants with Care and Education (RICE):

- Family Assets for Independence in Minnesota (FAIM) program
 - COVID-19 Emergency Relief effort and supporting testing events
 - Hosting total 52 Vaccination Pop-up Clinics (outreached to 36,594 and vaccinated 1,583):
1. **07/31/21** – Hmong Day at the Park, at 6301 Shingle Creek Parkway, Brooklyn Center, MN 55430, outreached 247 people with **27 vaccinated**
 2. **08/21/21– Vaccination Pop-up Clinic** at 6301 Shingle Creek Parkway, Brooklyn Center, MN 55430, outreached 50 people with **18 vaccinated**
 3. **08/21/21– Vaccination Pop-up Clinic** at MN International Chinese School at South View Middle School, 4725 South View Ln, Edina, MN 55424, outreached 30 people with **3 vaccinated**
 4. **08/22/21– Vaccination Pop-up Clinic** at Hmong Shaman and Herb Center at 1324 Payne Avenue, Saint Paul, MN 55130-3434, **outreached 289 people** with **18 vaccinated**
 5. **09/11/21– Vaccination Pop-up Clinic** at MN International Chinese School at South View Middle School, 4725 South View Ln, Edina, MN 55424, **outreached 30 people** with **3 vaccinated**
 6. **09/12/21– Vaccination Pop-up Clinic** at Hmong Shaman and Herb Center at 1324 Payne Avenue, Saint Paul, MN 55130-3434, outreached **158 people** **outreached** with **12 vaccinated**
 7. **09/23/21– Vaccination Pop-up Clinic** at Sejong Academy, 1885 University Ave. W. St. Paul 55104 , **outreached 500 people** with **10**

vaccinations (All Asians, mostly Korean and KaRen people)

8. **09/26/21– Vaccination Pop-up Clinic at** New Millennium Academy, 5105 Brooklyn Blvd, Brooklyn Center, MN 55429 – **200 people reached, engage 40 people** with **23 vaccinations** – all Hmong
9. **10/17/21– Vaccination Pop-up Clinic at** Chinese American Chamber of Commerce – MN, 7901 12th Ave S, Bloomington, MN 55425 USA – **120 people reached** and **16 vaccinate**
10. **10/22/21– Vaccination Pop-up Clinic at** 121 Washington Ave N, Minneapolis MN 55401. EL Event will be indoors on the 4th floor, **reached 100 people** and **12 people vaccinated**
11. **10/30/21– Vaccination Pop-up Clinic at** Grow Connect at 2100 Penn Ave. N., Mpls., MN 55411 with Native Americans, **with 70 people outreached,** and **10 vaccinated and 10 flu shot**
12. **11/07/21– Vaccination Pop-up Clinic at** Chinese American Chamber of Commerce – MN, 7901 12th Ave S, Bloomington, MN 55425 USA – **182 people reached** and **31 vaccinated**
13. **12/18/21– Vaccination Pop-up Clinic at** Olmsted County Public Health, 2100 Campus Dr SE., Rochester, MN 55904, with **12 people got shots**
14. **12/18/21– Vaccination Pop-up Clinic at** Cora McCorvey Health & Wellness Center, 1015 Fourth Avenue North, Minneapolis, MN 55405, with **500 people outreached,** **215 got vaccinated.**
15. **12/18/21– Vaccination Pop-up Clinic at** African American Youth Educational Forum at Spirit Of Liberation Center, 1410 Energy Park

Lane St. Paul, MN 55108, with 200 outreached, and 32 vaccinated

16.**01/08/22** - JANUARY 8, 2022 (SAT.) 10AM-2PM at 4462 29TH ST SE, ROCHESTER, MN 55904, 100 outreached, 30 vaccinated

17.**01/09/22** - **at** Chinese American Chamber of Commerce – MN, 7901 12th Ave S, Bloomington, MN , 200 people outreached and 90 vaccinations

18.**01/26/22** – **Black Church Alliance** hosted at Shiloh Cares Food Shelf at 1201 West Broadway, Minneapolis, MN 55411, with 12 people vaccinated, and 50 people outreached

19.**01/27/22** – Encouraging Leaders Time 2-5pm, at 121 Washington Ave No, Minneapolis, Minnesota 55401 (4th Floor), with 34 vaccinated, and 100 people outreached.

20.**01/29/22** – Vaccination Pop-up Clinic at Urban Research and Outreach-Engagement Center(UROC) at 2001 Plymouth Ave N, Minneapolis, MN 55411, and 200 people outreached, and 68 vaccinated, and 34 families received wellness child check up

21.**02/05/22** – **Cambodian Community Pop-up events at the Temple**, 4462 29TH ST SE, ROCHESTER, MN 55904 = 50 outreached, 21 vaccinated

22.**02/12/22** – **Korean Community Pop-up Event** at Arbeiter Brewing Company, 3038 Minnehaha Ave, Minneapolis, MN 55406 = Outreach to 200 people and 6 vaccinated

23.**02/21/22** – **Asian Business Pop Up Vaccination Clinic** at Rose Garden Restaurant, 1925 Coon Rapids Blvd NW, Coon Rapids, MN 55433. COVID 19 Vaccination Pop Up Clinic Feb 21 11 a.m. – 3 p.m. Rose Garden, 1925 Coon Rapids Blvd NW Coon Rapids MN 55433 Pfizer & Moderna, 5+ = 200

outreached, 81 vaccinated

24.02/26/22 – COVID-19 Vaccine Health Event & Circle of HEALING

Saturday, Feb 26 - 10:00 am - 2:00 pm, at Rosemount Community Center, 13885 South Robert Trail Rosemount, MN 55068 – We vaccinated a total of 21 people, 11 children.

25.03/01/22 – HACER - Academia Cesar Chavez - COVID-19 Vaccination

Event, at Tuesday, Mar 01 - 2:30 pm - 5:30 pm, at Academia Cesar Chavez, 1801 Lacrosse Ave, St.Paul, MN 55119 – Vaccinated 21 people

26.03/12/22 - Hispanic Community Vaccination Pop-up at Riverside Central Elementary School, 506 5th Ave SE Rochester, MN 55904 – Vaccinated 28 people

27.04/02/22 (Sat) from 9am - Noon - Pop up Vaccination Clinic at UROC

- Urban Research and Outreach-Engagement Center(UROC) at 2001 Plymouth Ave N, Minneapolis, MN 55411, 58 outreached, 22 vaccinated

28.04/16/22 (Sat) 8am - 4pm at Cambodian New Year Vaccination Clinic at Watt Munisotaram at 2925, 220th St E, Hampton, MN 55031, got a chance to announce 4 times about the importance of vaccination, outreached to 2,000 people, 1 vaccinated.

29.4/17/22 (Sun) 10am - 1pm at KaRen New Year Vaccination Clinic at

KaRen Buddhist Temple at 43695 Peaceful Valley Rd, Harris, MN 55032, outreached to 500 people, vaccinated 18 people

30.04/23/22 from 9am – Noon – Vaccination Pop-up Clinic with Indian

Cultural Association of MN, at 125 LIVE, 125 Elton Hills Dr NW, Rochester, MN 55901, outreached to 100 people, vaccinated 26 people

31. **04/23/22** from 11am – 2pm – **Vaccination Pop-up Clinic with MN International Chinese School**, at South View Middle School, 4725 South View Ln, Edina, MN 55424, **outreached to 100 people**, **vaccinated 14 people**
32. **4/30/22** from 1-4pm – **Wellness Day at** North Regional Library, 1315 Lowry Ave N, Minneapolis, MN 55411, **outreached to 120 people**, **vaccinated 11 people**
33. **04/30/22** from 9am – 5pm at 7420 Brooklyn Blvd, Suite 200 Brooklyn Park, MN 55429, with **15 vaccines were given.**
34. **5/14/22: Hmong Day at Lake Phalen's Pavilion**, 1600 Phalen Dr, St Paul, MN 55106. **400+ people outreached**, and **42 people were vaccinated.**
35. **05/15/22** (Sunday) – St. Cloud – Vaccination Event at University A Conference Room, Best Western St Cloud at 100 4th Avenue South, St. Cloud, MN 56301, Homeland Health can provide detail information. We have 17 people come for vaccination, 1 rejected due to 3 drinks before arrival, **16 vaccinated.**
36. **05/17/22: Hmong Senior Center Vaccination Pop-up Clinic.** Tso Siab Adult Daycare Center, 2090 11th Avenue North Saint Paul, MN, 55109. Partners: AMA, Homeland Health, HAP, Keleidoscope. **75+ people outreached**, and **50 people were vaccinated.**
37. **05/23/22 from 10am – 2pm** Hilton Minneapolis/Bloomington, 3900 American Blvd W, Bloomington, MN 55437, **outreached to 150 people** and with **18 people vaccinated**
38. **05/25/22 – Cityview from 4:30 – 7pm with development challenged families**, Wednesday, May 25 at Cityview Community School at 3350 N 4th St, Minneapolis, MN 55412 from 4:30 to 7 PM. Partnered with

Neighborhood HealthSource - with Hennepin County, AMA, CACC, **outreached to 120 people**, **vaccinated 13 people**

39.**05/28/22** (Sat) 12:00pm-4:00pm The Health Hub-Pan African Community Day Vaccination Clinic at Proverbs Christian Fellowship, 3210 Oliver Avenue North, Minneapolis, MN 55412, **15 vaccinated**

40.**05/28 – 05/29/22** 11am – 5pm with Vaccination Pop Up Clinic at Thai Songkran Festival, at St. Paul State Capitol, **outreached to 30,000 people**, **vaccinated 106 people**

41.**06/04/22** - Community Vaccination Clinic 疫苗注射

DATE/TIME: 10:00-12:00pm Saturday, June 04th, 2022

PLACE: Entry Hall of Large Gym, Edina Community Education Services

Address: 5701 Normandale Rd, Edina, MN 55435

Outreached to 200 people, **13 members vaccinated**

42.**06/04/22** (Sat) 12:00pm-4:00pm The Health Hub-Pan African Community Day Vaccination Clinic at Proverbs Christian Fellowship, 3210 Oliver Avenue North, Minneapolis, MN 55412, **Vaccinated 28 people**

43.**06/11/22** (Sat) 12:00pm-4:00pm The Health Hub-Pan African Community Day Vaccination Clinic at Proverbs Christian Fellowship, 3210 Oliver Avenue North, Minneapolis, MN 55412 - Focused on Homeless populations, **Vaccinated 17 first time vaccinated, mostly homeless people.**

44.06/11/22 – Korean Community

DATE/TIME: Saturday, June 11, 2022, Noon-3:00pm

PLACE: White Bear Lake NORTH Campus, 5045 Division Avenue White Bear Lake MN 55110

Outreach to 120 people, **vaccinated 11 people**

45. **06/18/22** (Sat) 1:30 – 4:30pm – Stillwater – Vaccination Event with Chinese Community Center, at Garden Room, Lowell Inn Stillwater, 102 North Second Street, Stillwater, MN 55082., Vaccinated 18 people
46. **06/18/22** (Sat) 12:00pm-4:00pm - The Health Hub-Pan African Community Day Vaccination Clinic at Proverbs Christian Fellowship, 3210 Oliver Avenue North, Minneapolis, MN 55412, Vaccinated 21 people
47. **06/19/22 (Sun)** 11am – 3pm Vaccination Pop-up clinic at Juneteenth Event at West Broadway Block Party for - from Bryant to Emerson Ave. North Minneapolis, Outreach to 1,000 people, vaccinated 28 people
48. **06/19/22 (Sun)** 10am – 2pm at Chinese American Chamber of Commerce – MN, 7901 12th Ave S, Bloomington, MN 55425 USA - as 3rd Sunday Wellness Day at Chamber, vaccinated 46 people
49. **06/25/22** (Sat) 12:00pm-4:00pm * The Health Hub-Pan African Community Day Vaccination Clinic at Proverbs Christian Fellowship, 3210 Oliver Avenue North, Minneapolis, MN 55412, Vaccinated 20 people
50. **06/26/22** – Vaccination Clinic at Kumo Sushi Restaurant, 460 Crossroads Dr, Rochester, MN 55902, Total 14 vaccinated. There are 3 chiefs whose schedule is very busy and get booster shots on site , they are very happy.
51. **06/29/22** Wednesday, June 29th, 2022 Times: 10am – 2pm – Vaccination Clinic at HOPE Community Academy. Total 50 vaccinated, all Hmong and KaRen communities



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