



**University of Pennsylvania
Penn Asian Health Initiatives
10-Year Anniversary Report**

2004-2014

Introduction

The Penn Asian Health Initiatives (PAHI) was established in 2004 in order to promote health equity for Asian American communities through community engagement, research, and training of medical and public health professionals.

The Asian American community is the fastest growing racial group in the United States, and Asian American immigrants have surpassed Latinos as the largest group of new immigrants entering this country each year.

Despite some misconceptions about Asians being the “model minority,” clinicians and public health professionals working with this community know that tremendous health disparities affect this population. Compared to other Americans, Asian Americans have exceptionally high rates of viral hepatitis, liver cancer, and tuberculosis. Unlike Caucasians and African Americans, Asians have elevated diabetes risk even at weights that would traditionally be considered “normal.”

Language access is another challenge facing Asian American patients, and the lack of a single “Asian” language creates a diversity that is both enriching and challenging, especially in terms of healthcare delivery and community coalition building.

At the University of Pennsylvania, we have endeavored over the past decade to address these challenges by working closely with community partners to deliver health-related services for Asian American communities, and to perform public health research that can point healthcare providers and policy-makers toward viable solutions.



As we celebrate our 10th year, I wish to take a moment to reflect upon our activities during that time, and the groups and individuals who have helped to shape the success of our programs. We have been fortunate to have dozens of community partners both regionally and nationally who have helped to connect us with those in need, and to disseminate our programs and research activities. We have also worked with hundreds of learners at various stages of professional development, from high school students to resident physicians and fellows. I must also recognize the tireless efforts of our former Program Coordinator, Ethan Nguyen, who helped to forge many of our working relationships from 2007 to 2012. I am also thankful for our many funders and very grateful to the Department of Family Medicine and Community Health in the Perelman School of Medicine as well as the Center for Public Health Initiatives at the University of Pennsylvania, for their ongoing support of this work.

As we look to the future, I am happy to welcome Dr. Claude Nguyen, who will be our new Director of Community Outreach and will serve as the primary advisor for our medical students.

A handwritten signature in black ink, reading "Giang T. Nguyen".

Giang T. Nguyen, MD, MPH, MSCE
Founder, Penn Asian Health Initiatives

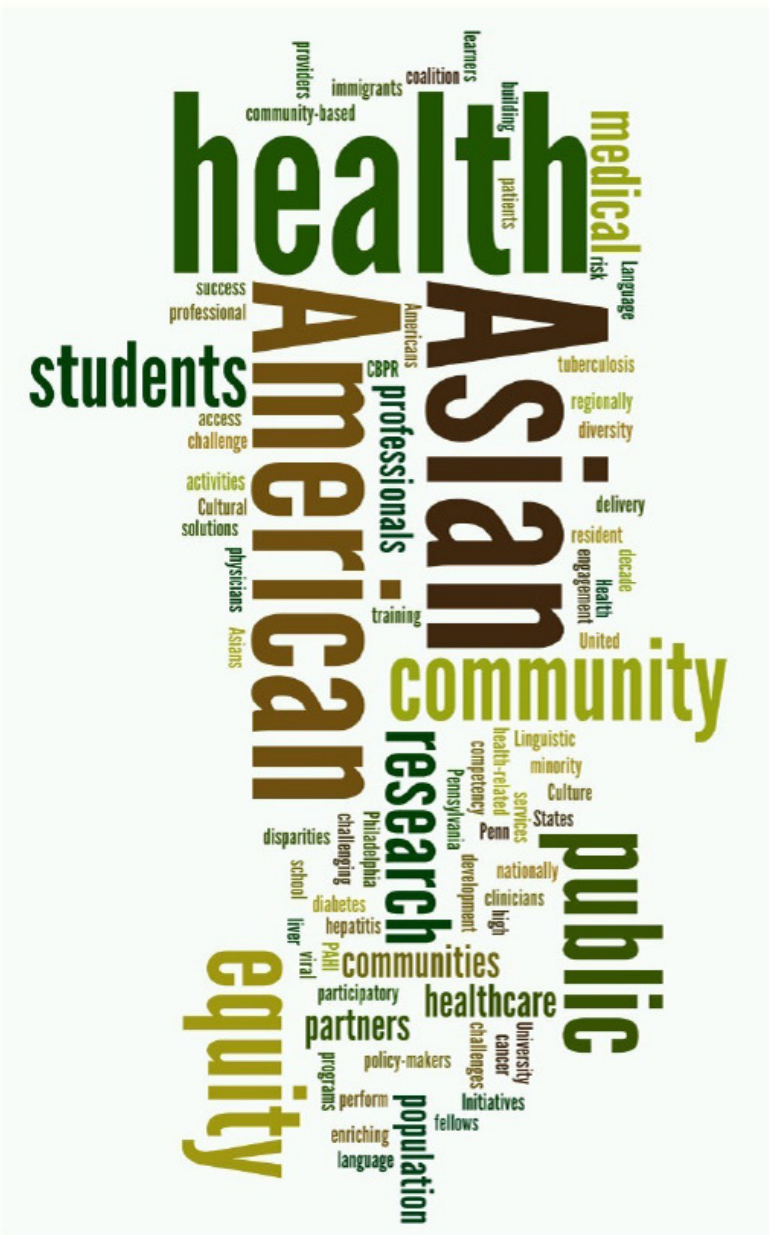


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COMMUNITY ENGAGEMENT

- **Vaccination Initiatives**
- **Health Fairs targeting Asian Communities**
- **Health Education for Asian Communities**
- **VietBiet Hepatitis B Project**
- **Our Stories, Our Health**
- **Ready, Set, Let's Move! Asian Zodiac Physical Activity**
- **Unity Clinic**



Vaccination Initiatives

Every fall, the Penn Asian Health Initiatives goes out to the Asian immigrant community and provides free immunizations against influenza and pneumococcal disease to people who are uninsured and underserved. Medical students representing the Asian Pacific American Medical Student Association (APAMSA) from University of Pennsylvania, Drexel University, Temple University, and Thomas Jefferson University have participated in our events, which sometimes attract hundreds of community members. Since 2004, we have administered over 3,300 doses of free vaccine while giving valuable community service experience to over 300 volunteers. The student volunteers are coordinated by Penn's APAMSA chapter, and vaccine is provided by the Philadelphia Department of Public Health Adult Immunization Program. The events are hosted by PAHI's community partners, including non-profit and faith-based institutions throughout Philadelphia.



The health fairs are usually coordinated by non-profit and community-based organizations, such as the Philadelphia Corporation for Aging and Vietnamese United for Health.



Health Fairs



3



Most of our volunteers are Penn medical students, coordinated by the Penn chapter of APAMSA.



Health Education



Working with community partners, we have delivered health education to hundreds of community members on topics such as breast cancer prevention, colon cancer screening, high blood pressure, and diabetes.



Tiếng Việt

English

中文



Viêm Gan B

Nhưng Điều Cần Biết

B형 간염
당신이 알아줘야 할 것

Hepatitis B Advocacy Network

What You Need to Know

**Viet
Biet**

Ethnic
Media
Partners



In 2009 and 2010, the Penn Asian Health Initiatives worked with media partners China-Viet News, Philadelphia Asian News, and Vietnamese Public Newspaper to raise awareness in the Asian American community regarding Hepatitis B. Titled “ViệtBiết” (“Biết” means “to know” in Vietnamese), this project aimed to provide evidence-based health information to local ethnic media so that it can be disseminated to the immigrant community. In addition, an Internet blog was created, providing hepatitis B-related health information in English, Vietnamese, and Chinese.



*Our Stories,
Our Health*





With funding from the Benton Foundation/Robert Wood Johnson Foundation, PAHI partnered with SEAMAAC (the Southeast Asian Mutual Assistance Associations Coalition), WHY? Public Media, Temple University Project SHINE, and Thomas Jefferson School of Population Health to address health issues important to Philadelphia's Southeast Asian community. The team engaged the SEAMAAC Elders Council, a group of Laotian and Vietnamese senior citizens; the Council provided oversight and direction-setting to the project, which (based on the Elders' recommendation) focused on high blood pressure and on doctor-patient communication. Community members were interviewed about their experiences with health and healthcare, and in-language digital videos were created and incorporated into health education workshops that could be used in the immigrant community.





*Ready, Set,
Let's Move!*



Ready, Set, Let's Move! The Asian Zodiac Physical Activity Program

This interactive program has been giving community members a burst of energy since 2011.

The program uses a 10-minute exercise break, which incorporates movement inspired by the 12 animals of the zodiac familiar to many Asian communities.

Since its creation, over 3,400 people have participated in this activity, at 28 events in cities including Philadelphia, San Francisco, and Atlanta. In addition, the program's YouTube videos have had over 1,000 views on YouTube from over 40 countries.



YouTube Channel: [PennAsian](#)





*Unity
Clinic*



This weekly free clinic is operated by the non-profit Augustinian Defenders of the Rights of the Poor (ADROP) and is located in South Philadelphia at St. Edmond's Church (it has been hosted at several locations over the years). Care is delivered by Penn faculty, Penn family medicine residents, and Penn medical students, Villanova nurse practitioner faculty and nursing students, and community volunteers. Primary care is delivered to a large population of linguistically isolated, uninsured Indonesian immigrants. Services include screening bloodwork, vaccinations, health maintenance exams, sick visits, and chronic disease management. Common conditions include diabetes, high blood pressure, and musculoskeletal pain. In addition to direct clinical care, Unity Clinic also offers free health education seminars for the Indonesian community. Medical student involvement is organized by the APAMSA chapter at Penn, and family medicine residents are coordinated by the University of Pennsylvania Family Medicine Residency Program.

***EDUCATING STUDENTS
& DEVELOPING FUTURE
LEADERS***

- Residents & Fellows
- Medical Students
- Public Health Graduate Students
- Undergraduate Students
- High School & Pre-College Students
- Leadership Development



Over the past decade, PAHI has provided training, mentorship, and outreach experience to 7 high school students, over 20 undergraduate and post-baccalaureate students, 11 masters students, 27 resident physicians, and over 250 medical students.

Residents & Fellows



Penn Family Medicine residents provide clinical care and health education to Indonesian immigrants every week at the Unity Clinic, as part of their community medicine training. Residents and fellows have also participated in vaccination events and community health fairs.



Medical students from Penn and other local schools participate in PAHI's flu vaccine clinics every year. Penn medical students also help to staff the Unity Clinic in South Philadelphia.

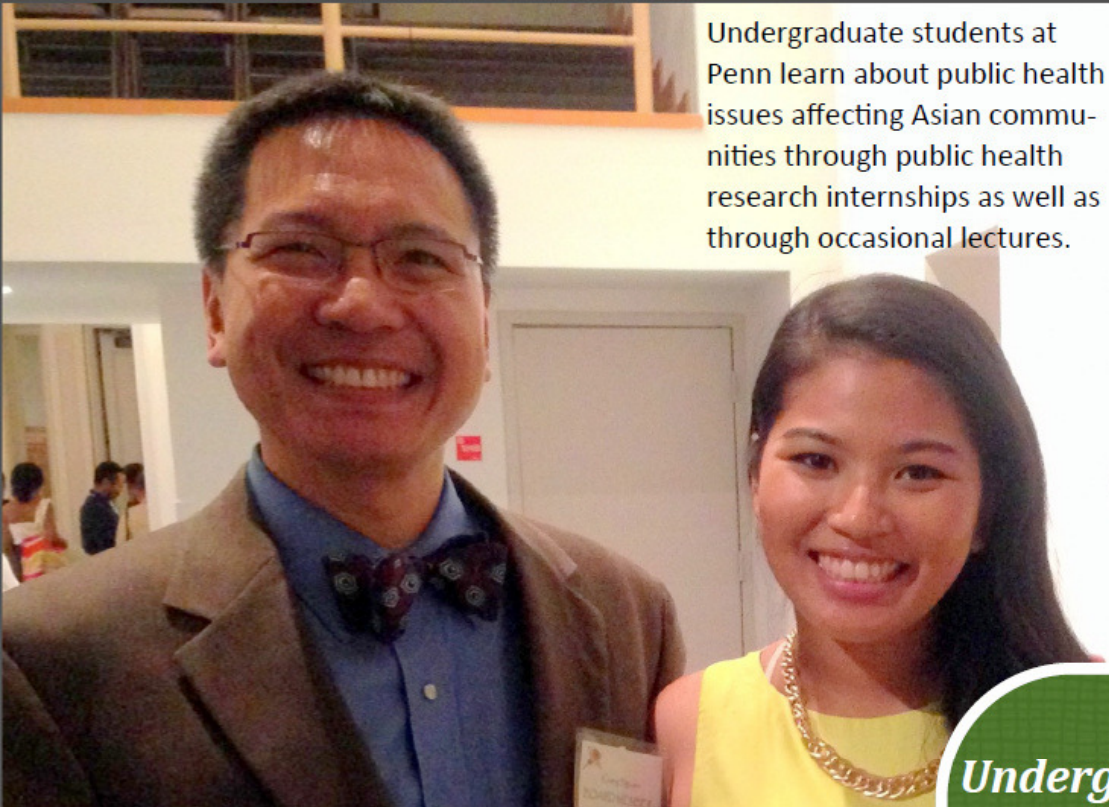


Medical Students



At local and regional APAMSA events, medical students learn from experts in immigrant health.





Undergraduate students at Penn learn about public health issues affecting Asian communities through public health research internships as well as through occasional lectures.



Speaking to freshman class at the 2014 orientation

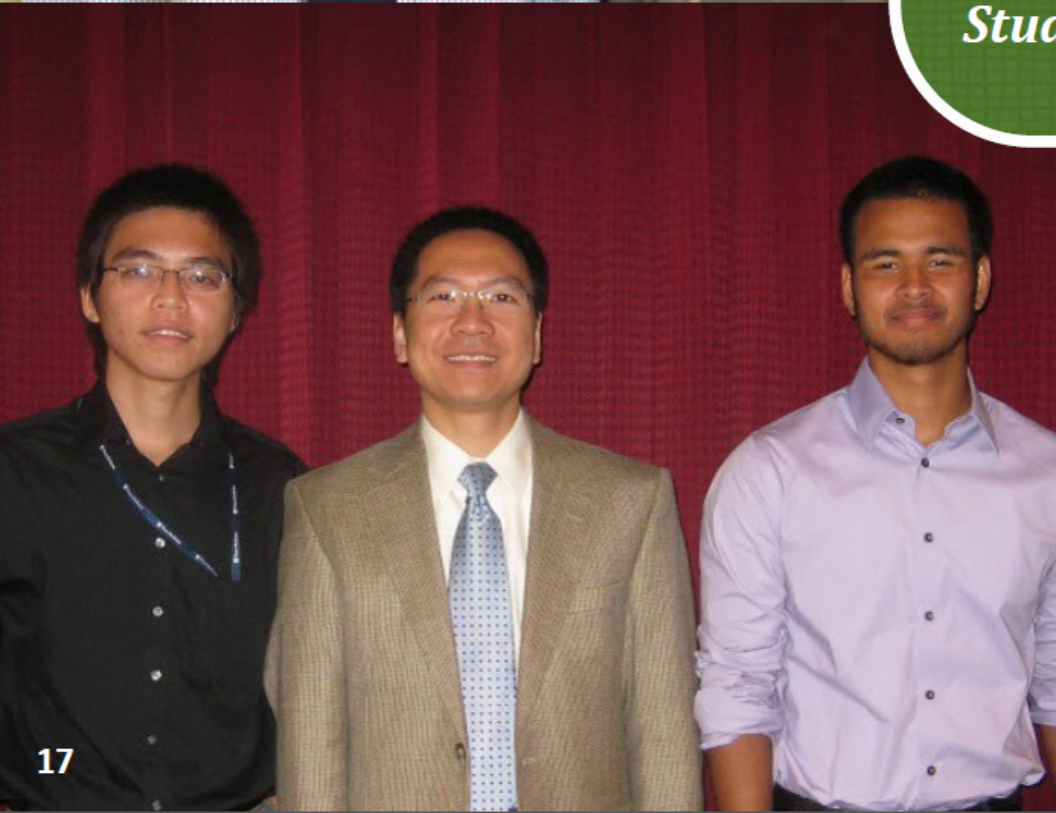
Undergraduate Students



Working with community partners, PAHI offers summer Work-Ready placements where high school students gain valuable work experience and mentorship.



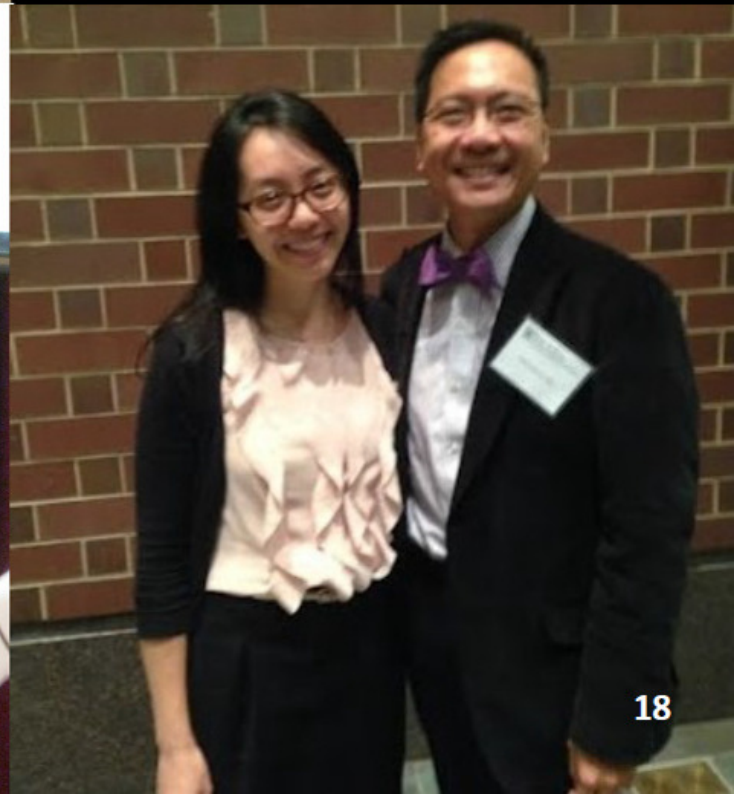
High School Students





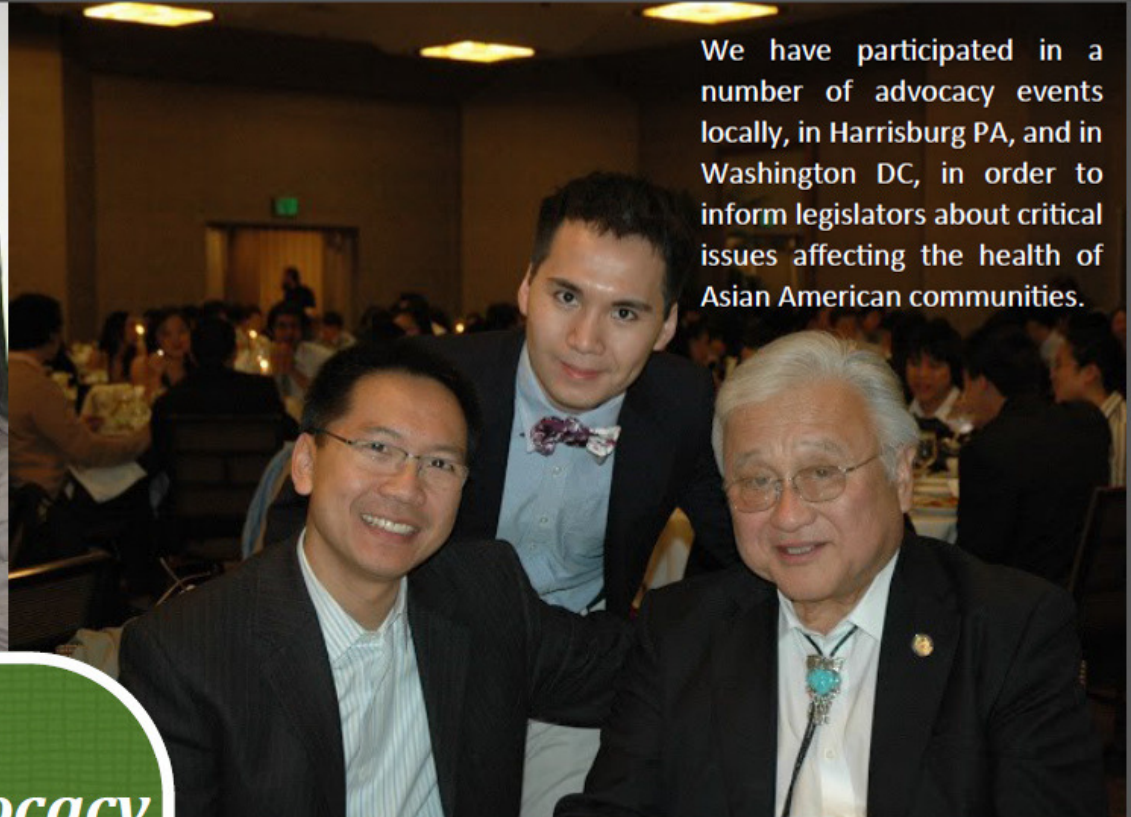
*Leadership
Development*

PAHI helps to build the skills of its student interns in order to develop the next generation of medical and public health leaders. Our high school interns have grown into youth leaders, our undergraduates have become leaders in medical school and graduate programs, and resident trainees have become faculty at leading institutions.



***EDUCATING THE PUBLIC
ABOUT ASIAN
HEALTH ISSUES***

- . Advocacy***
- . Mass Media***
- . Capacity Building***



We have participated in a number of advocacy events locally, in Harrisburg PA, and in Washington DC, in order to inform legislators about critical issues affecting the health of Asian American communities.

Advocacy





Thoai Nguyen
EXECUTIVE DIRECTOR, SEAMAAC



Giang Nguyen, M.D.
University of Pennsylvania

*Mass
Media*



Rorng Sorn
EXEC. DIR., CAMBODIAN ASSOC. OF GREATER PHILADELPHIA

In order to educate the broader public about public health issues important to the Asian communities, we have produced videos that were aired on regional public television and spoken on nationally syndicated TV. We also worked with the CDC and ethnic news media to highlight the importance of immunizations for adolescents.



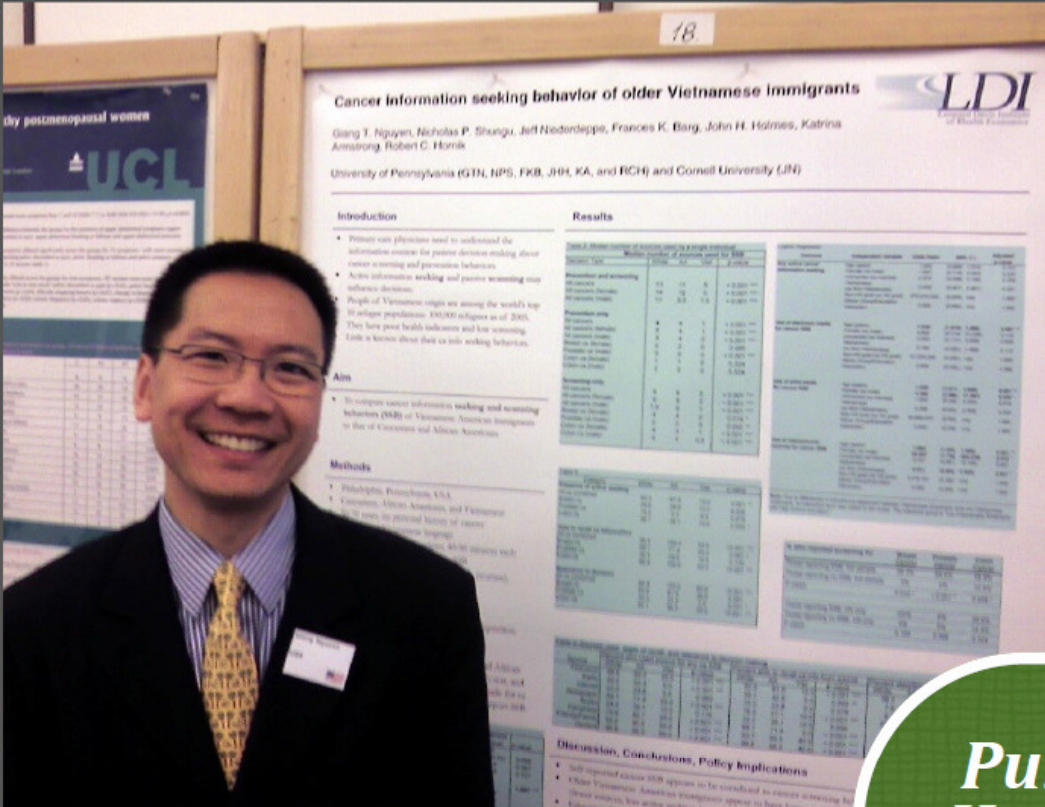
Capacity Building



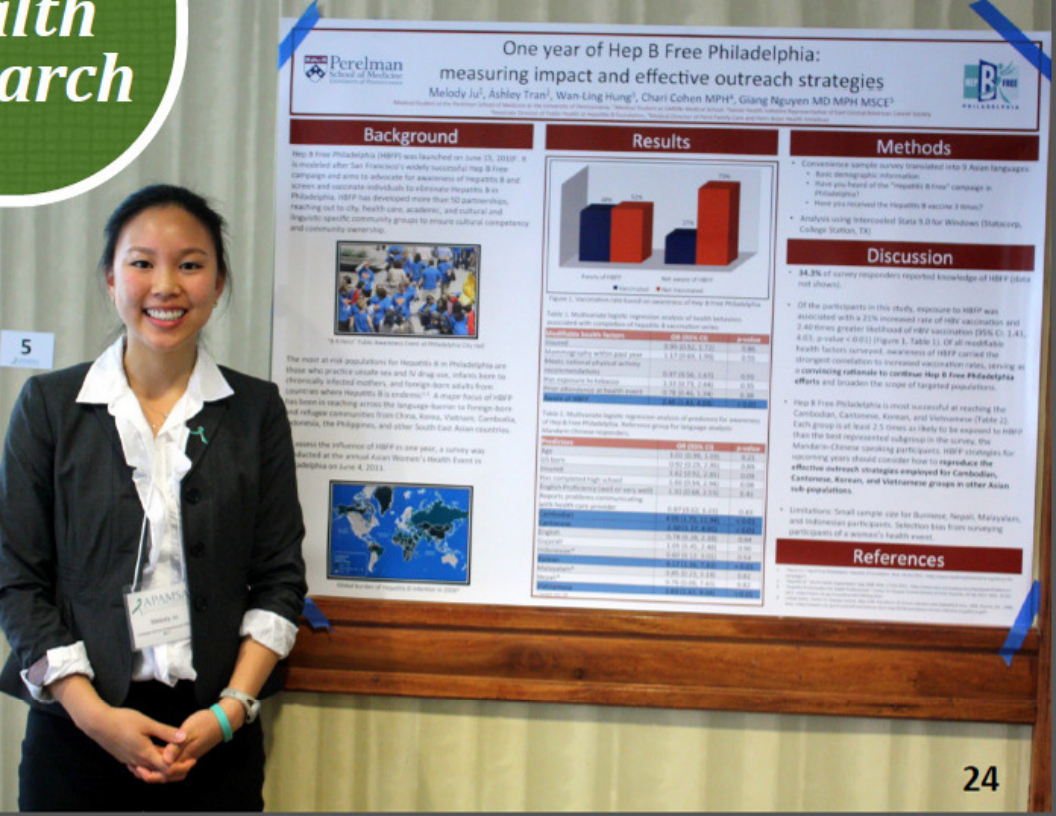
To enhance the community's ability to create positive change, we have helped to organize skill-building workshops for community leaders and outreach workers, and we have worked with non-profit organizations to increase their ability to collect the data they need in order to advocate for their communities.

PUBLIC HEALTH RESEARCH

Our public health research aims to build the understanding of health issues affecting Asian Americans. Much of our work is done in collaboration with community partners, using a process called Community-Based Participatory Research. Many of our scientific papers are co-authored by our community partners.



Public Health Research



Partial List of Publications

- ♦ Nguyen GT, Bellamy SL: Cancer information seeking preferences and experiences: disparities between Asian Americans and Whites in the Health Information National Trends Survey (HINTS). *Journal of Health Communication* 11 Suppl 1: 173-80, 2006.
- ♦ Nguyen GT: [A Vietnamese woman with] Vaginal Bleeding (Endometrial Cancer) [chapter 84] *Essential Family Medicine: Fundamentals and Case Studies*, 3rd edition. Rakel RE (eds.). Saunders Elsevier (Philadelphia PA), Page: 614-619, 2006.
- ♦ Nguyen GT, Bowman MA: Culture, language, and health literacy: communicating about health with Asians and Pacific Islanders. [invited editorial]. *Family Medicine* 39(3): 208-10, 03/Mar 2007.
- ♦ Nguyen GT, Barg FK, Armstrong K, Holmes JH, Hornik RC.: Cancer and communication in the health care setting: experiences of older Vietnamese immigrants, a qualitative study. *Journal of General Internal Medicine* 23(1): 45-50, 01/Jan 2008.
- ♦ Nguyen GT, Leader AL, Hung WL.: Awareness of anti-cancer vaccines among Asian American women with limited English proficiency: An opportunity for improved public health communication. *J of Cancer Education* 24(4): 280-283, 10/Oct 2009.
- ♦ Levy JD, Nguyen GT, Nguyen ET: Factors influencing the receipt of hepatitis B vaccination and screenings in Vietnamese Americans. *J of Health Care for the Poor and Underserved* 21(3): 851-861, 08/Aug 2010.
- ♦ Nguyen GT, Ashfaq H, Pham T-VH.: Health information in Vietnamese American print media: Results of a content analysis. *Am J of Health Promotion* 25(2): 122-125, 11/Nov 2010.
- ♦ Nguyen GT, Hsu L, Kue KN, Nguyen T, Yuen, EJ.: Partnering to collect health services and public health data in hard-to-reach communities: A community-based participatory research approach for collecting community health data. *Progress in Community Health Partnerships: Research, Education, and Action* 4(2): 115-20, 06/Summer 2010.
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- ♦ Giarelli E, Bruner DW, Nguyen E, Basham S, Marathe P, Dao D, Huynh TN, Cappella J, Nguyen GT: Research participation among Asian American women at risk for cervical cancer: Exploratory pilot of barriers and enhancers. *J of Immigrant and Minority Health* 13(6): 1055-68, 04/Apr 2011.
- ♦ Nguyen GT, Yuen EJ, Hsu L, Kue K, Nguyen T.: Surveying linguistically challenged Southeast Asian American populations: Use of a community-partnered methodology. *J of Health Care for the Poor & Underserved* 22: 1101-1114, 08/Aug 2011.
- ♦ Nguyen GT, Altshuler M.: Vaccine-preventable diseases and foreign-born populations. *Primary Care: Clinics in Office Practice* 38(4): 633-642, 12/Dec 2011.
- ♦ Nguyen GT, Chen B, Chen M.: Pap Testing, awareness, and acceptability of a human papillomavirus (HPV) vaccine among Chinese American women. *J of Immigrant and Minority Health* 14(5): 803-808, 10/Oct 2012.
- ♦ Nguyen GT, Nguyen ET, Yuen EJ, Santoro C, Kluetmeier T, Nguyen T.: Our stories, our health: Media partnership with multiethnic elder communities. *Philadelphia Social Innovations Journal* 1(10), 05/May 2012.
- ♦ Nguyen GT.: Cancer: An Ongoing Risk for Asian American Communities (Chapter 15). In: Yoo GJ, Le M-N, Oda AY eds. *Handbook of Asian American Health*. New York: Springer Science+Business Media, LLC, Page: 203-213, 01/Jan 2013.
- ♦ Nguyen GT, Cohen C, Evans AA, Bautista R: Broadening the scope for national database sampling: A critical need. *Am J of Public Health* 104(2): e3, 02/Feb 2014.
- ♦ Nguyen GT: Challenges and opportunities in the care of Asian American patients. *American Family Physician* 90(7): 490-494, 10/Oct 2014.

AWARDS & RECOGNITION

Our work has been recognized with a number of awards, and Penn Medicine has frequently highlighted PAHI's accomplishments in their annual community benefit reports.

Center for Public Health Initiatives
 IDEAS • SCIENCE • ACTION



Acknowledgements

Partial List of Partners and Funders:

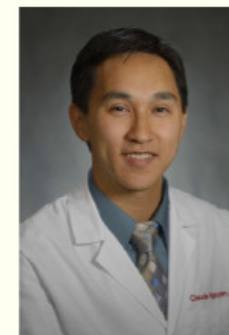
AAPCHO, Association of Asian Pacific Community Health Organizations
Abramson Comprehensive Cancer Center
Alzheimer's Association
American Cancer Society, National Home Office
American Cancer Society, Pennsylvania Division
APAMSA, Asian Pacific American Medical Student Association
ASIAC, AIDS Services in Asian Communities
Asian Americans Cancer Support Network
Asian and Pacific Islander American Health Forum
Asian and Pacific Islander National Cancer Survivors Network
Asian Health Collaborative of Greater Philadelphia
Benton Foundation
Bo De Temple
BPSOS, Boat People S.O.S.
Cambodian Association of Greater Philadelphia
CDC Pre-Teen Vaccine Campaign
Chinatown Preservation Alliance, Health Committee
China-Viet News
Cigna Corporation, Asian Affinity Council
Coffee Cup Program, Philadelphia Senior Center
CPACS, Center for Pan Asian Community Services, Atlanta
Drexel University MPH Program
Giac Lam Temple
Hall Mercer Asian Mental Health Program
Hep B United
Hepatitis B Foundation
Lao Family Community Organization of Greater Philadelphia
Leonard Davis Institute
NAAAP, National Association of Asian American Professionals, Philadelphia Chapter
NAWHO, National Asian Women's Health Organization
Penn CARES
PA Department of Health - Commonwealth Universal Research Enhancement Program
Pfizer Foundation
Phat Quang Temple
Philadelphia Asian News
Philadelphia Corporation for Aging
Philadelphia Department of Public Health, Health Center #2
Project SHINE, Temple University

Robert Wood Johnson Foundation
SEAMAAC, Southeast Asian Mutual Assistance Associations Coalition
St. Helena Parish
St. Mary's Church After-School Program
St. Thomas Aquinas Church
Susan G Komen for the Cure, Philadelphia Chapter
Temple University Center for Asian Health
Thomas Jefferson University School of Population Health
UCLA REACH-US Program
UNAVSA, Union of North American Vietnamese Student Associations
Unity Clinic, Augustinian Defenders of the Rights of the Poor
University of Pennsylvania Center for Public Health Initiatives
University of Pennsylvania Center for Undergraduate Research and Fellowships
University of Pennsylvania Family Medicine Residency Program
University of Pennsylvania Pan-Asian American Community House (PAACH)
University of Pennsylvania, Summer Undergraduate Minority Research Program
Vietnamese Association for Aging in Philadelphia and Suburbs
Vietnamese Hung Vuong Association
Vietnamese Public Newspaper
Vietnamese United For Health
WHYY Public Media


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