

2024-2025

ANNUAL REPORT



***National Asian Pacific American Families Allied
for Substance Awareness and Harm Reduction***



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Online**

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Message from Leadership



**Marielle A. Reataza, MD, MSHPL (she/siya)
Executive Director & Chief Executive Officer**

This past year has made us question what we know about being a neighbor. We've lost so many loved ones too early, and the times ahead seem even more precarious. Just three decades ago, we had so much optimism about the technological revolution and how it would make life easier, simpler. Yet, despite all advances, who gets to control them still decides who deserves to live a decent life. So this year, we kept things simple. We turned to our communities and asked them about what they knew about mental health and drugs. We shared tears but also laughter about past experiences—the kind that's painful and we hope to forget but rarely do. We explored different kinds of art and how to communicate beyond a singular language. This coming year, we're taking what we heard to heart, strengthening our work and partnerships across cultures and state borders. We thank you for your ongoing support and trust in our vision of a world where everyone has what they need to thrive and experience joy no matter the circumstances they were born into.

About NAPAFASA

Our Story

Since 1988, the National Asian Pacific American Families Against Substance Abuse (NAPAFASA) has served and worked with Asian American, Native Hawaiian, and Pacific Islander communities on initiatives and projects addressing behavioral health in our communities.

As of 2024, we officially retired our founding name and updated our name to the National Asian Pacific American Families Allied for Substance Awareness and Harm Reduction, keeping our long-time acronym NAPAFASA.

We aim to involve

This means direct participation by everyday people, sharing their views and experiences.

We aim to connect

It means bringing people together to share knowledge, tools, personal stories, and encouragement with each other.

We aim to represent

While we are rooted in serving Asian American, Native Hawaiian, and Pacific Islander communities, we know that the well-being of one community is bound up with the well-being across diverse communities, so we work with people from all backgrounds.



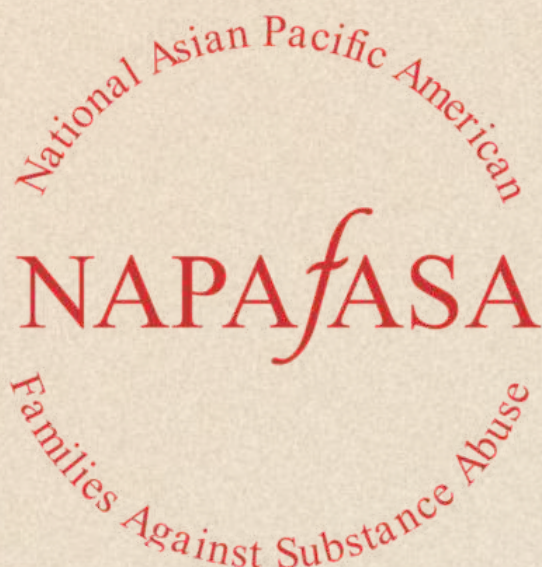
About NAPAFAASA

ON CHANGING OUR NAME AND LOGO

There is no “one size fits all” approach to addressing substance misuse and substance use disorder, and recovery from substance use disorder can look different from one person to the next. For some—complete abstinence and sobriety from all drug use is their best option. For many others, total sobriety is not sustainable, and failing to meet this expectation can drive folks further into shame and isolation from their loved ones, causing harm and pain to all involved. This often fuels defenses towards being vulnerable and honest, which only worsens the stigma we experience when talking about mental health and why it can be hard to stay well. At its worst, isolation and shame can lead to tragedy. For this reason, it’s important for us to name our own limitations as an organization and advocates and focus on planting seeds of change by meeting people where they are and without judgment. These are foundational values of the harm reduction movement. In changing our logo and name, we honor this work, its advocates and leaders, the importance of community, and most importantly—those lost to and harmed by addiction.



Our new name, the **National Asian Pacific American Families Allied for Substance Awareness and Harm Reduction**, and logo took three years to develop alongside community input. NAPAFAASA's Board of Directors approved these changes in July 2024.



NAPAFAASA was founded in February 1988 as the National Asian Pacific American Families Against Substance Abuse. Our previous logo and name had remained unchanged since our founding. We honor our history in keeping our acronym NAPAFAASA.

About NAPAFAASA

Our Mission

NAPAFAASA is dedicated to mental health advocacy through research, public health and policy reform, and community empowerment through civic engagement. In order to get there, we know it takes putting community voices at the heart of our work. We are committed to health equity and social justice by working to reduce substance misuse and partnering with our communities to promote mental, emotional, spiritual, and physical well-being.

Our Values and Vision

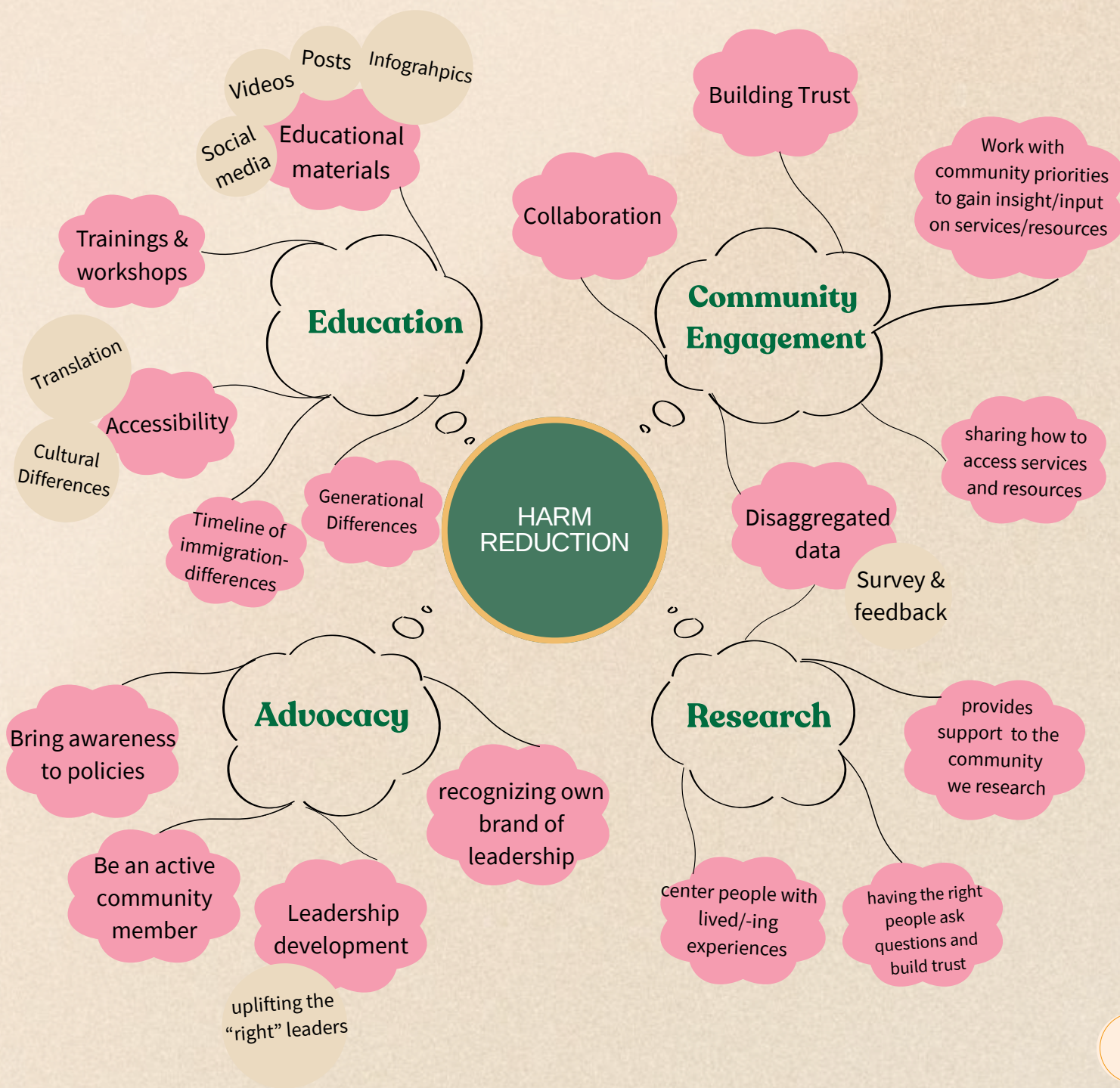
Everyone deserves to have access to fundamental resources to live a healthy and fulfilling life. These resources include adequate housing, nutritious food, consistent employment, quality education, clean water, affordable healthcare and childcare, safety, and a thriving environment. While having a tendency towards addiction may involve some genetic or hereditary component, not having any of these resources are risk factors for behavioral health conditions. Because access to resources can vary from person-to-person and community-to-community, centering the lived and living experiences of people who have mental health conditions and people who use drugs are among the most important parts of what we do. In approaching our work this way, we hope to contribute to a world where people have equitable access to these resources and have the tools and agency to sustain a healthy lifestyle.



Scan To Give

STRATEGIC GOALS

As our main projects begin to sunset and we look to the future, we remain committed to bringing SAMHSA's Harm Reduction framework to life. Harm reduction (often stylized as harm redux) often appears in a more clinical context with direct services such as the needle exchange program. We believe harm reduction can go beyond a clinical meaning. **Education, community engagement, advocacy, and research** are different aspects of harm reductions, ones that we take pride in and how we hope to inspire change.



THREE YEAR FLASH BACK

For the past three years, we have been able to complete multiple projects that encapsulate multiple facets of substance awareness. These projects have all played an important role in our understanding of what harm reduction is and how we show up in this space.

Beginnings of Pulse

PULSE began in 2020 as a way for interns and staff to articulate their feelings in such a tumultuous time. Staff was able to put out an issue in July and another in August. It then took a three year hiatus before being picked up again by new staff as a part of our community engagement strategy. PULSE, now stylized as pulse, evolved from a newsletter to a mag, publishing three issues in 2023.



Beginnings of Tobacco Control and Prevention Program (TCPP)



Breathe Easy SGV began in 2022. We started by studying and gathering information about the smoke-free ordinances in Duarte and San Gabriel to gauge how each city views smoke-free policies. We collected data on residents in Duarte and San Gabriel and accumulated 900 surveys. We got to know each community intimately through speaking with residents and participating at city events such as the Lunar New Year Festival and National Night Out and building relationships with local organizations such as Kiwanis chapters in both San Gabriel and Duarte, the YMCA, and the Chamber of Commerce.

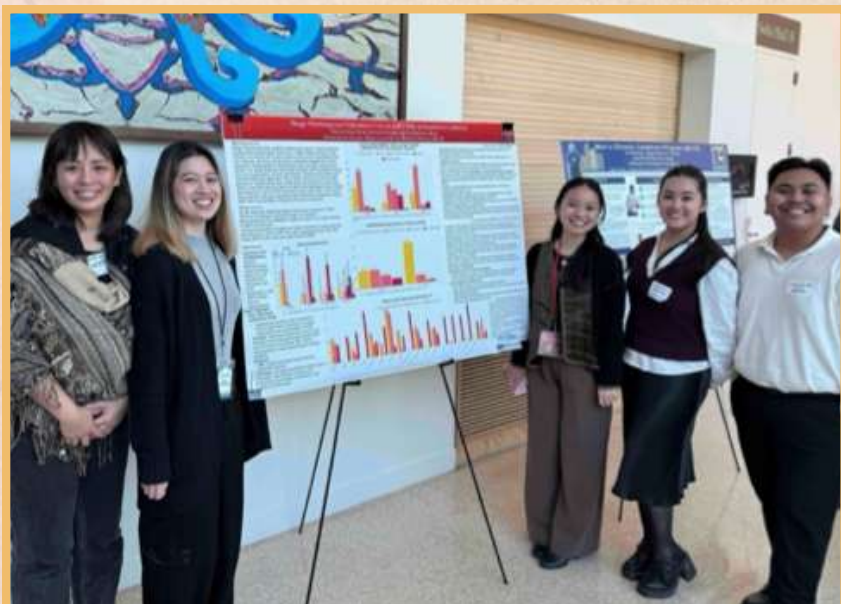
THREE YEAR FLASH BACK

Project Human Every Day

Project Human Every Day (PHED) is a series of video and podcast interviews aimed at addressing the stigma in seeking mental health services, treatment for substance use disorder (SUD), and other related barriers to care, including access and other social determinants of health. Staff was able to complete three interviews that thoroughly discuss the participants' experiences of navigating their recovery from substance misuse and the unique challenges they face as Asian Americans. Videos can be found on our Youtube.

**PROJECT
HUMAN
EVERY
DAY**

Binge Drinking and Substance Use in AAPI TAYs in Southern California

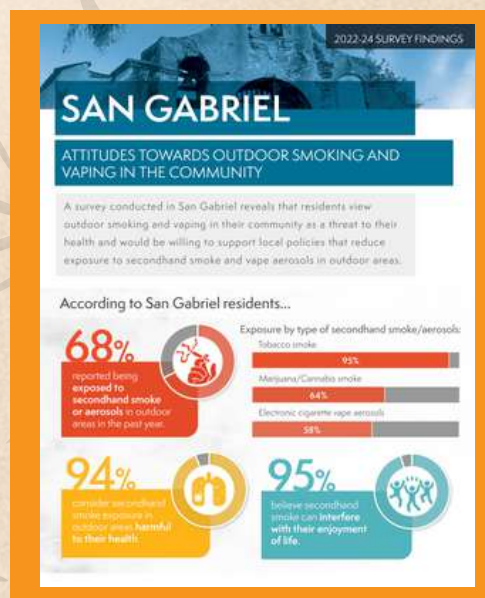


Between October 2023 and March 2024, we conducted a mixed methods pilot study to better understand AAPI-identifying transitional age youth ages 18-26 and their perceptions and behaviors regarding drugs, substance use, peer pressure, and safety. We were able to collect 52 self-reported surveys from AAPI-identifying youth across Southern California. This study was made possible through our collaboration with UCLA KP Center of Health Equity.

ACCOMPLISHMENTS AND IMPACT

Tobacco Control and Prevention Program (TCPP)

Over the past year, Breathe Easy SGV coalition has made remarkable progress in engaging the San Gabriel Valley community around tobacco prevention and smoke-free outdoor area policy efforts in both the city of San Gabriel and Duarte.



Source:
LACDPH TCPP

- **950 public opinion surveys**
- **50 business opinion surveys**
- **13+ community partners**
- **10 consumer testing on secondhand smoke free education materials in Chinese**
- **31,959+ views** on Breathe Easy SGV social media platform
- **12 community educational presentations** on tobacco prevention, health risks, and local policy
- **Attended 34 events** to engage residents and distribute educational materials
- **Events:** Town Hall, Community Tobacco Litter Clean Up, Youth Summer Task Force, Monthly coalition meetings

ACCOMPLISHMENTS AND IMPACT

Tobacco Control and Prevention Program (TCPP)



In the summer of 2024, the coalition had hosted the **Youth Summer Task Force** to bring together youth to raise awareness and take action on the impact of secondhand smoke.



In February 2025, we hosted our **San Gabriel Town Hall**. Over 30+ residents were in attendance and we were able to provide a platform for leaders from organizations such as Aisan Youth Center, Chinatown Service Center, Out Against Big Tobacco, and API RISE.



In April 2025, we hosted our **Duarte Town Hall**. We had knowledge speakers from CA LGBTQ HHS Network, Anti-Vaping Champions at

UCLA, and University of Southern California/Latino Coordinating Center to speak about the nuances of second-hand smoke and how it affects our everyday lives.

ACCOMPLISHMENTS AND IMPACT

Tobacco Control and Prevention Program (TCPP)

Following our town halls, community tobacco litter clean-ups and educational outreach efforts aimed at highlighting the environmental and health impacts of tobacco use in outdoor areas.



breatheeasygvg and napafasa
Blossom Market Hall



15 Students from San Gabriel High School UNICEF club joined us for Tobacco Litter Clean Up Day in San Gabriel



Educational outreach at San Gabriel Senior Center with **over 40+** participants!

ACCOMPLISHMENTS AND IMPACT

Tobacco Control and Prevention Program (TCPP)



IMPACT STORY

Ms. Wilmore, a Duarte resident, speaks at our Breathe Easy Duarte Town Hall, sharing personal experiences and advocating for cleaner air and healthier communities.

“As a local resident and as a former public health retiree of managing a tobacco control program for nearly 28 years, I’ve seen firsthand the death and disability caused by smoking and tobacco. This is a call to action for our mayor to bring this issue forward.

———— **Ms. Wilmore**



Scan and watch the full video on our social media @breatheeasySGV

ACCOMPLISHMENTS AND IMPACT

Healing heARTS

Healing heARTS is a safe space and transformative justice circle intended to fostering toughing conversations and creating community. By combining emotional expression through art, conflict management training, and critical analysis of history and the media, we hope to empower the participants of Healing Hearts with tools to become leaders in their communities during this rapidly-changing era.



- **47 individuals** participated in Healing HeARTS sessions from 2022 through March 2025, engaging in creative, trauma-informed healing activities
- **75 community members** attended the Healing HeARTS Festival 2024, promoting emotional wellness through art and cultural expression.
- Our Healing heARTS content on Instagram consistently reaches **500+ accounts per post**, expanding community awareness and engagement through social media.

ACCOMPLISHMENTS AND IMPACT

Healing heARTs



**Healing
heARTs**
a project by NAPAFA

Over the course of seven months, Healing heARTs has hosted 9 educational spaces discussing pertinent social justice topics ranging from cross-racial solidarity to indigenous resistance to economic liberation. In total, we have had **35 participants** from all over the San Gabriel Valley.



This year, our Healing heARTs cohort is twice as big as it was last year. 13 artists make up this year's cohort with a wide range of mediums from fine arts to visual arts. We are so excited to spotlight them at our art show on July 26th, 2025.



ACCOMPLISHMENTS AND IMPACT

Healing hearts



IMPACT STORY



'Tough Conversations' – Using Art to Talk About Hate in Monterey Park

By ACoM 📅 May 9, 2024

The Healing HeARTS Community Art Festival comes one year after a tragic mass shooting that traumatized the area's sizable API community.



“

Many people began to target Asian Americans after losing their jobs during the pandemic, going after people, homes and whole communities regardless of whether they were Chinese, Japanese, or Vietnamese, among other ethnicities. ‘We need more programs like this, full of positivity to reduce the hate,’ says Chan. We know we can never eliminate hate completely, but we can reduce it and in this way, people will start to understand that we have to coexist as a society.’ Yuri, 22, is Vietnamese American and traveled from Huntington Beach to attend the event, which she said caught her attention. ‘Every time I leave the house, my parents worry that something could happen to me,’ she explained. ‘That’s why I think these types of programs are a way to connect with other Asian Americans in the community, have a conversation with other people and share your worries.

——— *La Opinión’s Agustín Durán*

ACCOMPLISHMENTS AND IMPACT

PULSE

July 2024: For our summer edition of pulse, we wanted to pay homage to five encampments across the world from London to Los Angeles. We highlighted an essay that looked beyond the “perpetual foreigner” concept and the trauma and resilience of being a migrant. We also spotlighted a review of a cozy Filipino brunch spot. This newsletter garnered 49 opens and 11 clicks on links to articles within the newsletter.

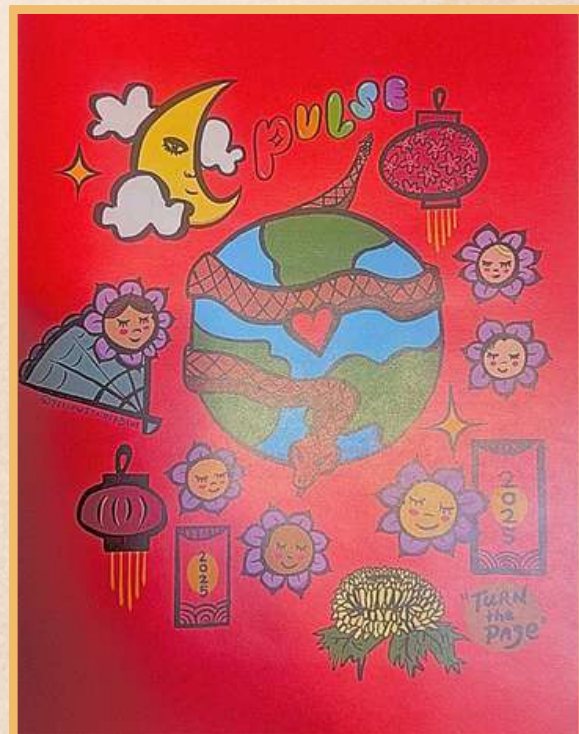


October 2024: Since this past fiscal year was an electoral year, the theme for this issue was Civic Engagement. We were able to feature two guest writers and one poet. One of the writers wrote about the difference between advocacy and lobbying. Another discussed the disillusionment of voting and how to show up in other forms of civic engagement. Our guest poet used side by side parallels to articulate the experiences both she and her mother shared. This issue featured the most amount of guest writers pulse has had.

ACCOMPLISHMENTS AND IMPACT

PULSE

February 2025: This issue is our inaugural Lunar New Year issue. However, this year we decided to celebrate new years from all cultures and expand our scope to not leave cultures and communities behind. For this issue, we had a guest writer illustrate the front cover and one guest writer discuss what it is like to teach a culturally-inclusive curriculum surrounding the Lunar New Year. We also featured some photography from the wildfires responders to recognize how Californians came together in a time of crisis.



June 2025: Our final issue for volume two of pulse is our Queer Resistance issue. In this issue, we featured one guest writer who discussed the intersections between his queer identity and neurodivergency.

Across four issues, we were able to bring together seven writers and artists to create a spectacular publication that speaks the Asian and Pacifica diasporas.

ACCOMPLISHMENTS AND IMPACT

PULSE

IMPACT STORY



“

When I first started volunteering with NAPAFAASA's PULSE, my writing experiences were mainly within higher education settings so I was new to community journalism that PULSE engages. I saw the creativity of new writers being given the chance to articulate their newfound thoughts into a cogent voice to amplify otherwise hidden stories and issues within the Eastern Los Angeles community of the San Gabriel Valley area. Encouraged by the PULSE team, I wrote a piece myself for the quarterly newsletter on the 2024 national election campaigns and various diverse populations' reactions towards it. I enjoyed my time writing the piece and also seeing how similar stories and voices were thread together onto the website and even a physical paper copy of the zine overall. It felt good holding the zine in my hands, reading the very article I wrote: it was a certain pride I didn't expect to cultivate but glad I received it in my time with the PULSE program of NAPAFAASA. I love the energy of this team and it's more important than ever that local journalism especially by smaller/grassroots programs like PULSE are able to shed light on what's going on so these stories can be in the mainstream eventually and respected equally just as well.

Deep, NAPAFAASA Volunteer

ACCOMPLISHMENTS AND IMPACT

JUICY BYTES

View this email in your browser



Ring ring, your Juicy Bytes are here.

Welcome to "Juicy Bytes", the bi-weekly newsletter from NAPAFASA, the National Asian Pacific American Families Allied for Substance Awareness and Harm Reduction.

Calendar of Events

UCI @Chao Family Comprehensive Cancer Center

Join us for a Special Event:
Raising Awareness of Cancer Risks and Health Prevention in the LGBTQ+ Community

This event is a collaboration between the Chao Family Comprehensive Cancer Center Community Outreach & Engagement, UCI Gender Diversity, Alliance Transmedia, and the LGBTQ Center OC's Transitions Health and Wellness Committee.

It includes a panel discussion surrounding cancer and health disparities in the LGBTQ community. We invite you to be part of a shared conversation that will inform, empower, and unite. This event will include the documentary screening of "Trans Bodies with Lady Cancer," followed by a Q&A open forum where we will hear from one of the filmmakers, and community leaders.

In honor of LGBTQ+ Health Awareness Week

Wednesday, March 19
5:00 - 8:30 PM
Scan to register for this event



TRANS BODIES WITH LADY CANCER

A film by the filmmaker, a transgender woman, and a transgender man, this film explores the experiences of transgender people in the healthcare system. It is a powerful and moving story that will inspire and educate.

For more info & to host a future screening event, go to [transbodieswithladycancer.com](https://www.transbodieswithladycancer.com)

- Join NAAPIMHA in conversation with Dr. Yesel Yoon, author of *Letting Go of Perfectionism: Stop Striving and Start Living* (2024), for a presentation followed by Q&A + listening session space focused on unpacking perfectionism pressures.
 - Conversation will take place on March 11th at 4PM PST. [Register today!](#)
- County of Los Angeles Public Health will be hosting FREE Flu & COVID Vaccine Events
 - Mobile Vaccine and Testing Team will be present at the following locations:
 - Cudahy Library (5218 Santa Ana Street, Cudahy, CA 90201)
 - 03/07/25 1 PM - 3 PM
 - La Puente Library (15920 E Central Avenue, La Puente, CA 91744)
 - 03/12/25 1 PM - 3 PM
 - \$25 Covid incentive cards for Seniors 65+ will be available
 - Pico Union Branch Library (1030 S Alvirado St., Los Angeles, CA 90006)
 - 03/13/25 1 PM - 3 PM
 - \$25 Covid incentive cards for Seniors 65+ will be available

FREE Flu & COVID Vaccine Events
Mobile Vaccine and Testing Team

Date	Location	Time
03/07/25	Cudahy Library 5218 Santa Ana Street, Cudahy, CA 90201	1 PM - 3 PM
03/12/25	La Puente Library 15920 E Central Avenue, La Puente, CA 91744	1 PM - 3 PM
03/13/25	Pico Union Branch Library 1030 S Alvirado St., Los Angeles, CA 90006	1 PM - 3 PM

No immigration questions asked.

For more info & to host a future vaccine event, go to [transbodieswithladycancer.com](https://www.transbodieswithladycancer.com)

Community Resources + Highlights




- AAPI Equity Alliance is pleased to invite you to [join a webinar](#) on March 19th 11:30am with [Public Counsel](#) on the rights and responsibilities of nonprofits when interacting with immigration enforcement agents. This training will focus on the rights and responsibilities of a nonprofit in the event of an ICE visit to their office or facility. RSVP [here!](#)
 - Guest speakers from Public Counsel will help your organization understand:
 - Your rights when interacting with ICE; Why you should have a written policy regarding ICE interactions; What the policy should consider and say; How to implement policy to staff if ICE shows up in person



Nonprofits, Know Your Rights When Interacting with ICE! This training will focus on the rights and responsibilities of a nonprofit in the event of an ICE visit to their office or facility.

- Your rights when interacting with ICE
- Why you should have a written policy regarding ICE interactions
- What your policy should consider and say
- How you can implement your policy
- Provide guidance to staff if ICE shows up in person

Speakers: Ritu Mahajan Esler, Planning Director, Community Development Fund; Sophia Wisniewski, Grant Writer, Wells Fargo

March 19, 2025 11:30 AM - 1:00 PM [Register here!](#)

- OUT Against Big Tobacco LA invites you to complete the Spanish translation of [this consumer testing survey](#) and provide feedback and suggestions to the brochure by **Thursday, March 13**. Upon completion of the survey, you will be directed to a separate form to receive a \$5 incentive (available to eligible participants) for providing feedback.
- NCAPA has been tracking H.R. 22 - the Safeguard American Voter Eligibility Act (SAVE Act) which is an extreme voter suppression bill. They have joined APIAVote and Asian Americans Advancing Justice-AAJC to develop a [sign-on letter](#) to uplift the community impact of this harmful legislation and encourage organizations to review the letter and add your names via this [Google Form](#).

The SAVE Act will make it significantly harder for millions of voters to register to vote by placing burdensome requirements that disproportionately target voters in historically marginalized communities. AAPIs are the fastest-growing segment of eligible voters for the last several election cycles. This legislation would impact our community directly. Deadline is **Friday, March 7th COB**.

Juicy Bytes is a newsletter where we highlight and uplift our partners and community members through sharing their resources and events!

Audience Reach:

- 311** Subscribers (International)

Engagement:

- 150** Average Opens
- 13** Average Clicks per Issue

INTERNS AND VOLUNTEERS

This past year, NAPAFASA has been able to serve as an internship site for Cal State University, Los Angeles and Cal State University, Long Beach. Our interns range from freshman undergraduate students to graduate students completing their final semester.



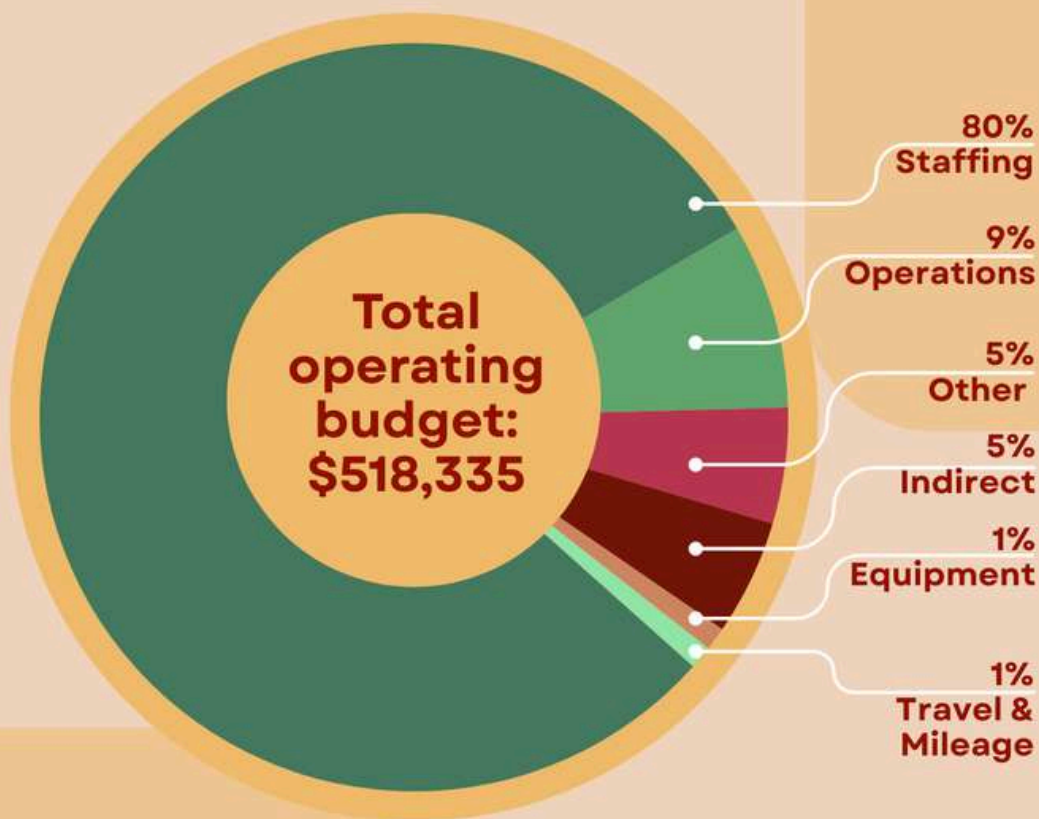
Youth participants from our San Gabriel Coalition were able to present their photovoice at our San Gabriel Town Hall.



We had one intern for the fall semester of this year and four interns for the spring semester. Our interns worked on multiple projects, such as making educational material for our smoke-free ordinance campaign, writing public health updates for our newsletter, and creating a social media campaign for our Healing heARTs cohort.



Financial Statement



Grants & Contracts Total Revenue

- LA County Tobacco Control and Prevention Program FY24-25:
 - **\$200,000**
- AAPI Equity Alliance - Stop the Hate FY24-25:
 - **\$283,032**
- National Council of Asian Pacific Americans FY24-25:
 - **\$20,000**
- Creative Recovery LA FY24-25:
 - **\$10,304**
- Statewide Pacific Islander Asian American Resource and Coordinating Center - Community Engagement Activity FY24-25:
 - **\$4,999**
- **Total: \$518,335**

GRATITUDE AND ACKNOWLEDGEMENT

We want to express our gratitude to all our partners and individuals who helped us get to where we are today. THANK YOU for showing up for our community and being a part of something bigger.

We've especially loved growing our networks in San Gabriel and Duarte with the following organizations:

- Asian Youth Center
- Chinatown Services Center
- Duarte Community Coordinating Council
- Duarte Department of Public Safety
- Duarte Public Library
- Duarte Teen Center
- Harold Christian Health Center
- Kiwanis of Duarte
- Kiwanis of San Gabriel
- LA County Department of Public Health
- Out Against Big Tobacco
- Pamela Park
- San Gabriel Chamber of Commerce
- San Gabriel Public Library



Diving deeper in the healing power of the arts and how it is used in reducing harm has also been insightful in navigating our future goals. Thank you to the following groups who have been a part of this journey:

- AAPI Equity Alliance
- Anise Health
- API RISE
- Arts for Healing and Justice Network
- Comunidades Indígenas en liderazgo
- Iona Workspaces
- Trans Can Work
- United American Indian Involvement



**With gratitude,
NAPAFASA**