

APIDC ATTENDS APIAHF
“VOICES” CONFERENCE

APIDC Board Members June Kuehn and Doreen Wong along with APIDC Executive Director Daphne Kwok attended the Asians & Pacific Islander American Health Forum “Voices 2011 Purposeful Leadership for Tangible Outcomes”. The conference celebrated APIAHF’s 25th anniversary and was held in Arlington, Virginia on May 16-17.

Sessions attended included: “Building Relationships with Mainstream Allies”, “Building Relationships with National Allies”, “Using Social Media and other Online Tools to Mobilize Your Community”, “Fulfilling the Promise of Health Reform”, “Data/Research about AAPIs”.

Doreen commented, “the session on social/interactive media gave very concrete tools and best practices for increasing awareness about a non-profit, recruiting volunteers, and engaging a larger community to respond to a non-profits ‘call to action’.”

June commented, “the representatives from the local/national media sector were knowledgeable and provided valuable tips on how to get the word out for AAPI communities. Knowing what “key” information to impart to local media outlets as well as how best to establish contact and to get the “story” written was vital information to all.”