

FOR IMMEDIATE RELEASE

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Cambodian Association of America awarded one of 10 Health Program grants through the Port of Long Beach

The Port of Long Beach announced that it has awarded a \$120,000 grant to the Cambodian Association of America in Long Beach, CA to fund the Air Pollution Mitigation and Education Program (APME). CAA's APME program is a three-component program, designed to prevent children and the elderly from developing air pollution related ailments and help those already experiencing problems learn to manage their symptoms. CAA will:

1. Provide educational community meetings aimed at the elderly and families with children, presenting information on how to minimize exposure to air pollutants and manage any symptoms they are experiencing;
2. Perform door-to-door outreach to find those most in need of this information, and to provide additional information and resources to participants of the community meetings; and,
3. Present a media campaign, using ethnic radio, newspaper ads and fact sheets to create greater community awareness.

While CAA will provide information and education to all interested residents, CAA will focus its efforts on the Hispanic and Cambodian populations. These populations are especially vulnerable due to their inability to access mainstream resources; and CAA is well experienced in providing culturally and linguistically appropriate services to these populations. CAA's program will bring awareness to the sensitive populations described above of the effects of air pollution as they relate to their health, and how they can manage their environment and behavior to minimize these problems. Awareness will bring about change. CAA will also provide access to resources, which will further facilitate changes in the participants' lives. This outreach and educational approach is intended to meet the goal of the Port of Long Beach's healthcare program to lessen the impact of cumulative air pollution.

The Air Pollution Mitigation and Education Program is one of 14 programs run by the Cambodian Association of America, which strives to improve the quality of life in the community by providing linguistically and culturally appropriate social, health, outreach, education and employment services to low income children and families.

"We are excited about this new program for the community," remarks Kirsten Trefflich, Program Director for CAA. "Many families suffer from the effects of air pollution and are not even aware that it's a problem. We hope to bring information and resources to the neediest populations. We look forward to continuing to make an impact in the community."

For more information, contact: Kirsten Trefflich, Program Director, Cambodian Association of America,
562-988-1863x279, kirsten@cambodianusa.com or visit www.polb.com/grants.