

**Environment and Natural Resources Trust Fund
2010 Request for Proposals (RFP)**

LCCMR ID: 185-F

Project Title:

Fishing: A Cross Cultural Gateway to Environmental Education

LCCMR 2010 Funding Priority:

F. Environmental Education

Total Project Budget: \$ \$155,830

Proposed Project Time Period for the Funding Requested: 3 years, 2010 - 2013

Other Non-State Funds: \$ \$0

Summary:

Develop fishing as a gateway for communicating meaningful environmental information; teaching skills for lifelong outdoor participation; and instilling values of stewardship in three generations of Southeast Asian communities

Name: Ly Vang

Sponsoring Organization: Association for the Advancement of Hmong Women in MN

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Location:

Region: Metro

County Name: Anoka, Dakota, Hennepin, Ramsey, Washington

City / Township: Saint Paul

_____ Knowledge Base	_____ Broad App.	_____ Innovation
_____ Leverage	_____ Outcomes	
_____ Partnerships	_____ Urgency	_____ TOTAL

MAIN PROPOSAL

PROJECT TITLE: Fishing: A Cross Cultural Gateway to Environmental Education

I. PROJECT STATEMENT

Minnesota's natural resources are increasingly threatened by pressures of urbanization and development. Recent studies show that participation in outdoor recreation is in decline. Minnesota's increasingly diverse cultural populations, especially the youth, are not as involved with the environment and experiences in nature. For the future, all Minnesotans must understand the value of natural resources and participate in the protection and stewardship of those resources.

Communicating and effectively interacting with people across cultures on the topic of natural resources, conservation, pollution prevention and stewardship is challenging. Most environmental information is designed for reaching native English readers. Translating and printing information often does not reach the intended audiences, who are most often part of an oral culture. While important, educating for compliance with regulations is not environmental education and only reaches the minority involved in regulated activities. As a result, environmental literacy in Minnesota's diverse communities is low, little stewardship is taking place, and there is a lack of emerging environmental leadership from immigrant communities.

The purpose of this project is **to develop the activity of fishing as a gateway for communicating meaningful environmental information, teaching skills for lifelong outdoor participation and instilling values of stewardship** to multiple segments of Southeast Asian immigrant communities such as the Hmong and Karen. After nearly 30 yrs in Minnesota, Southeast Asian communities still function as an extremely connected, family-oriented oral culture. Many Hmong enjoy fishing in the summer, but there is concern and hesitancy about fish consumption, rules and licenses, where to go, equipment, public attitudes, and little knowledge about winter fishing. By creating high quality fishing experiences for Southeast Asian families, these concerns will be addressed, and opportunities will be created for talking about pollution prevention (e.g., such as littering), water quality (e.g., lead-free tackle), invasive species (e.g., proper disposal of unused bait) and individual choices that can reduce environmental impacts.

The goals of this project in the Southeast Asian communities are to:

- Increase participation in year-round fishing opportunities
- Provide environmental awareness and education
- Increase stewardship of natural resources and water resources in particular.
- Develop local environmental leadership and capacity in Southeast Asian communities

Day-long fishing field trips and intensive water education (seven in each of two summers and three each of three winters) will be organized for Southeast Asian elders, youth and family groups. A full time multilingual environmental coordinator staff person will work with partners to learn and become a key resource for environmental information and will work from inside the community to conduct the trips, workshops on environmental topics and community outreach at events and on Hmong radio.

II. DESCRIPTION OF PROJECT RESULTS

Result 1: Day- long fishing and water education field trips

Budget: \$ 15,550

Day-long fishing field trips will be held for Southeast Asian elders, youth and families at various parks and recreational areas in both the summer and winter. Each field trip will be a focused clinic devoted to fishing and stewardship. Education will be conducted in a fun, culturally appropriate way and be linked to community values and traditions. At least 700 will be reached through this activity (50 per trip, 14 trips; winter trips will overlap).

Deliverable

1. *Conduct 14 warm season field trips in three years*
2. *Conduct 9 winter field trips in three years*
3. *Provide education about water quality, invasive species, lead-free tackle, fish consumption advisories and regulations and stewardship to approximately 700 Southeast Asian primarily Hmong persons*

Completion Date

June 2013
 March 2013
 June 2013

Result 2: Community outreach and environmental education**Budget:** \$ 140,280

Hire a full time multilingual environmental coordinator to work within the culture and context of a community nonprofit. Coordinator will expand capacity, focus and involvement of DNR and MWMO partners in the Hmong community. Thousands, many who only speak Hmong will be reached by radio alone.

Deliverable

1. *Work with partners to plan, coordinate and implement the field trips*
2. *Conduct 12 workshops about toxicity and waste reduction and water quality (4 different workshops one each year; developed with funding from the Solid Waste Management Coordinating Board).*
3. *Coordinate three public meetings and workshops on existing and emerging fish consumption advisories and the preparation and cooking of fish (3 total).*
4. *Present environmental information on Hmong Radio (12 programs total)*
5. *Present environmental information at community events (Hmong Resource Fair, National Soccer Tournament, Hmong New Year, (12 events total)*

Completion Date

June 2013
 June 2013
 June 2013
 June 2013
 June 2013

III. PROJECT STRATEGY**A. Project Team/Partners**

1. Association for the Advancement of Hmong Women in MN (AAHWM), Ly Vang, Executive Director
2. Mississippi Watershed Management Organization (MWMO), Jenny Winkelman, Education & Outreach Manager
3. Department of Natural Resources (DNR) , Tong Vang, Southeast Asian Program Community Liaison

Project goals will be achieved by developing the capacity of AAHWM, a credible and highly connected Hmong nonprofit organization, which also serves Karen people, to deliver environmental information. The knowledge and resources of the MWMO and DNR will be directed at empowering the staff to learn and deliver information to their clients and the larger Southeast Asian community. DNR's programs, Southeast Asian Program, Project WET, FIN and MinnAqua, will help deliver environmental content on field trips and at workshops. Having AAHWM lead this effort enhances community participation because they have social access to the Hmong and Karen communities and are established as a credible messenger of important information; they are also familiar with the culture and how people learn, and speak the languages needed.

B. Timeline Requirements

The project is planned for three years (two years of summer trips and three years with winter trips to accommodate a July funding cycle). To increase impact, there will be annual outreach at community events.

C. Long-Term Strategy

This proposal is a product of the partnerships and collaborations that have developed out of the Hmong Water Education Project (HWEP), initiated in 2006. The purpose is to develop environmental literacy, stewardship and leadership in the Hmong community by linking environmental issues to other community priorities. The MWMO and the City of Minneapolis co-funded a study entitled "Assessing attitudes, perceptions and behavior about water in the Minnesota's Hmong Community" (2007), developed a water education plan and funded the production of a DVD entitled "The Nature of Water" in Hmong, Lao, Khmer, Vietnamese and English. A Hmong Advisory Board (which includes both partners) guides current efforts to systematically invest in developing the capacity of the community. Through this project AAHWM will continue to provide workshops on toxicity and waste reduction which were developed by another Hmong-mainstream partnership. The HWEP approach is replicable and will be customized to reach other cultural communities. As a result of this project, the other mainstream DNR education programs will gain access to a hard to reach community for future and expanded educational activities.

Project Budget

INSTRUCTIONS AND TEMPLATE (1 PAGE LIMIT)

Attach budget, in MS-EXCEL format, to your "2010 LCCMR Proposal Submit Form".

IV. TOTAL PROJECT REQUEST BUDGET ([Three years)

BUDGET ITEM (See list of Eligible & Non-Eligible Costs, p. 13)	AMOUNT
Personnel: -New Hire Environmental Coordinator, 1.0 FTE @\$35,500 X three years. = \$106,500	
Tax and benefits @ 28% = 29,820	
TOTAL	\$136,320
Contracts: Bus Company 1.-14 warm season field trips in 3 years \$350 each trip =\$4,900, 2.- 9 winter field trip in three years \$350 /trip =\$3,150	\$8,050
Equipment/Tools/Supplies: Fishing equipment for 500 person at \$15.00 each =\$7500	\$7,500
Acquisition (Fee Title or Permanent Easements): In this column, indicate the proposed # of acres and who will hold title (e.g. DNR, Non-profit).	\$0
Travel: Be specific. Staff mileage \$.55/mile x200 miles/staff/month X three years=\$3,960	\$3,960
Additional Budget Items: In this column, list any additional budget items that do not fit above categories. List by item(s) or item type(s) and explain how number was reached.	\$0
TOTAL PROJECT BUDGET REQUEST TO LCCMR	\$ 155,830

V. OTHER FUNDS

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ Being Applied to Project During Project Period: Indicate any additional non-state cash \$ to be spent on the project during the funding period. For each individual sum, list out the source of the funds, the amount, and indicate whether the funds are secured or pending approval.	\$0	Indicate: Secured or Pending
Other State \$ Being Applied to Project During Project Period: Indicate any additional state cash \$ (e.g. bonding, other grants) to be spent on the project during the funding period. For each individual sum, list out the source of the funds, the amount, and indicate whether the funds are secured or pending approval.	\$0	Indicate: Secured or Pending
In-kind Services During Project Period: Indicate any in-kind services to be provided during the funding period. List type of service(s) and estimated value. Expert environmental educator partner 12 workshop @\$200 =\$2,400, other staff mentoring from MWMO \$800/year x 3 years = \$2,400	\$4,800	
Remaining \$ from Current Trust Fund Appropriation (if applicable): Specify \$ and year of appropriation from any current Trust fund appropriation for any directly related project of the project manager or organization that remains unspent or not yet legally obligated at the time of proposal submission. Be as specific as possible. Describe the status of \$ in the right-most column.	\$0	Indicate: Unspent? Not Legally Obligated? Other?
Funding History: Indicate funding secured prior to July 1, 2010 for activities directly relevant to this specific funding request. State specific source(s) of funds.	\$0	

2010 LCCMR Proposal

Project Manager Qualifications:

Ly Vang has served as Executive Director of AAHWM since September 1988, managing the overall operations of agency and staff, including program and services development, supervision of employees, budgeting, and fundraising. She has 25 years of experience working non-profits on issues of importance to the Hmong community. She is recognized as a community leader who can successfully bridge the traditional and modern Hmong cultures. She is a founding member of AAHWM and has been a dedicated leader for Hmong women from across the country. She completed training as an LPN in Laos and has continued her education in the United States with two years of college at the University of Minnesota where she studied Public Administration and Management.

Organization Description

The Association for the Advancement of Hmong Women in Minnesota (AAHWM) is a non-profit organization, incorporated in 1981, to help Hmong women and girls access the services and education they need to help themselves and their families succeed. It was developed to give Hmong women and girls a voice in the community at a time when the traditional patriarchal culture was ignoring their needs. Today AAHWM's mission is "To strengthen Hmong families through education and leadership development for women, girls and families."

AAHWM is a non-profit 501 (c) (3), Mutual Assistance Association, governed by an 11 member board of directors. The board, which has over 51% representation from the refugee community it serves, decides the strategic direction of the organization, monitors its financial and programmatic well-being, and hires the Executive Director.

AAHWM is experienced in meeting program and financial reporting requirements of both state and local government, and foundations and corporations. Both the program reporting systems and financial systems are in place to assure complete and accurate reporting.

Most important for this grant, the AAHWM and the Executive Director Ly Vang have the respect and understanding of the Hmong community and the flexibility to meet needs through social service, economic development and educational programs for the benefit of all in the community.

