



SCHOOL OF
PUBLIC HEALTH

BUILT ENVIRONMENT IN PRINCE GEORGE'S COUNTY

THE ASIAN AMERICAN CONTEXT

Prince George's County Planning Department

Prince George's County, MD



Partnership for
Action Learning
in Sustainability

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Executive Summary

Problem

- The Asian American community in Prince George's County is understudied, limiting culturally relevant data for effective planning and public health efforts.

Methodology

- Our team conducted semi-structured interviews with students, residents, and Asian-owned businesses owners through online and in-person outreach.

Key Findings

- Businesses and community spaces are vital for cultural preservation and social support.
 - ◆ Challenges: Language barriers, limited access to culturally appropriate healthcare, rising chronic disease risks, and lack of shared cultural spaces.

Recommendations

- Preserve cultural sites, improve culturally and language-appropriate healthcare access, and increase community involvement in planning decisions.

Introduction

Background:

- Prince George's County is home to a small and diverse Asian American community.
 - ◆ The Asian population makes up 4.33% of the total population in Prince George's County.
 - ◆ This community remains underrepresented in local data and research.
 - ◆ Cultural needs are often overlooked in planning and public health initiatives.
- Previous work by the University of Maryland's School of Public Policy established a foundation for understanding these issues.
- Our team reviewed existing materials and recent context studies.





Problem Statement

There is a lack of culturally specific data and community input on Asian American populations in Prince George's County, which makes it harder to create effective plans and programs. This is an important issue because without this data, decisions may not meet the needs of the community.



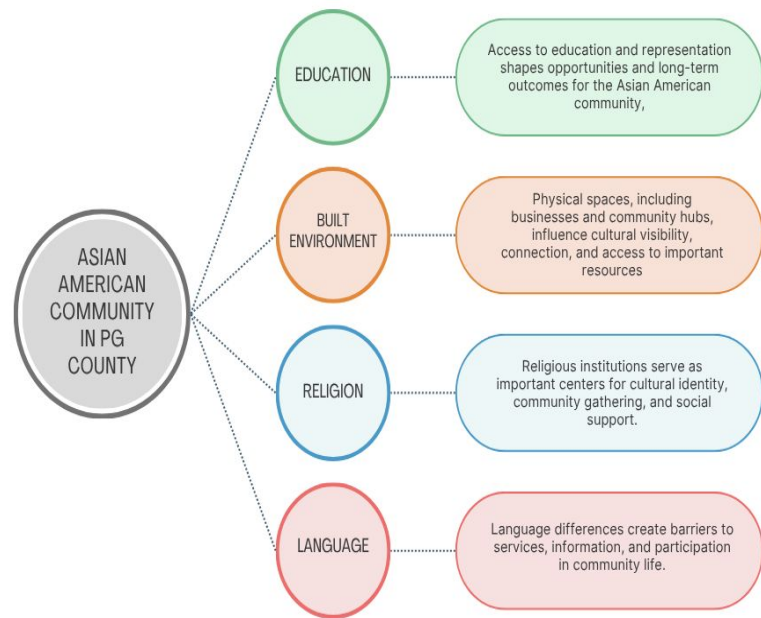
Project Overview:

Objectives:

- Synthesize demographic, historical, and socioeconomic data, including key public health indicators like access to care and social determinants.
- Assess historically significant sites and how they relate to community health and place-based disparities.
- Create specific, actionable steps for Prince George's County to improve Asian American representation and support future health-supportive initiatives.

Key Research Themes:

- Education
- Built Environment
- Religion
- Language



SWOT Analysis

Strengths

- Able to research in depth
- Able to keep documents organized through Google Drive and Notion
- Able to communicate respectfully and professionally.
- Team Diversity: Team B comes from a large range of backgrounds, with two coming from an Asian American background.

Weaknesses

- Limited experience working with this community.
- Lack of time/time management
- Scope: Our population is the Asian American population of Prince George's county. This is a very large scope to cover and centralize.

Opportunities

- Existing community programs/organizations can be used as models.
- UMD Resources- Libraries, PALS
- Gaining fieldwork experience
- Untapped niche: Asian American health is a sector of public health that has not been a focus of the management and development departments of Prince George's county. This project could progress this niche.

Threats

- Lack of time
- Lack of existing resources
- Political climate: We currently live in a very troubling environment for immigrants. As a general statement, many Asian Americans and/or their families are immigrants. Constituents may be unwilling to work with government bodies because of this.

Methodology

Study Design

Qualitative descriptive data was collected through interviews and surveys to assess current and historical information about the Asian American Community in Prince George's County



Interviews

13 interviews were conducted diverse group of participants, including students, residents of Prince George's County, and business owners.



Surveys

4 Google forms were created for each of the themes.

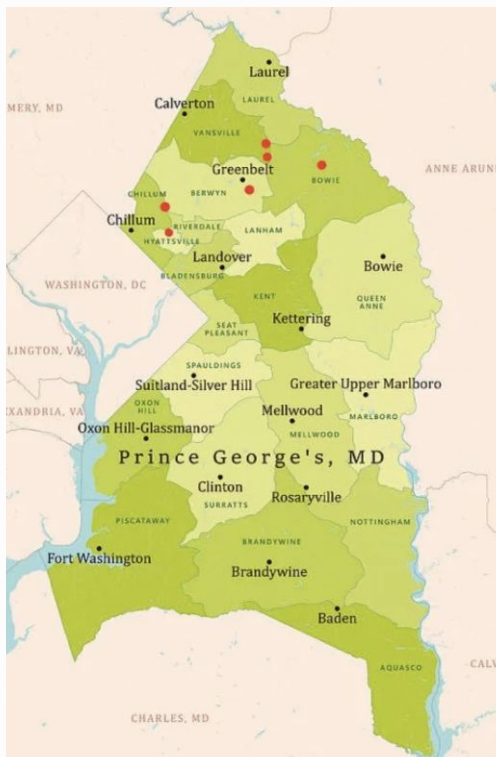
Themes

Initially the themes
were used to guide
our understanding
of the Asian
American
Community



Overtime, the
themes were used
more to guide
interview questions
and make surveys
more approachable.

Locations of People Interviewed



1. Black Belt Academy
2. Da Rae Won
3. UMD
4. Honey Pig
5. Giacson Temple
6. Moge Tea
7. Pho Tham
8. Myoung Dong

Questions Used for Survey on Education

1. Can you describe a time when a school affirmed your cultural identity, or made you feel like you had to suppress it to fit in?

We want firsthand accounts of how schools have handled cultural identity among Asian American students, with specific details that help illustrate both what works and what doesn't.

Short answer text

2. How do parents in your community typically engage with schools? Do they feel welcomed and able to advocate for their children, or do barriers exist?

We're assessing the quality of the relationship between Asian American families and schools, including whether language or cultural difference creates distance from the process.

Short answer text

3. Is there tension between the academic expectations at home and what schools emphasize? How do families manage that?

We want to move beyond stereotypes and understand how differing expectations around achievement actually play out for families in PG County.

Short answer text

4. Have you seen Asian American students steered toward certain subjects or career tracks by teachers or counselors? How has that affected them?

Findings and Analysis: Interviewees

Chinese

Name	Affiliation
Nigel Chai Chong	Black Belt Academy
Abby	UMD & Moge Tee

Findings and Analysis: Interviewees

Korean

Name	Affiliation
Tae	Da Rae Won
Rachel Kim	UMD & Honey Pig
Employee A	Da Rae Won
Employee B	Myoung Dong
Hannah Kim	UMD

Findings and Analysis: Interviewees

Filipino

Name	Affiliation
Daniel Jeronilla	Elementary Filipino Asian American Choir
Carmela Raymundo	Kabataan Alliance
Florence Moreno	Port Towns Elementary School

Name	Affiliation
Elmer Decinal	Singles for Christ, Towson
Cyrill Moreno	Filipino Cultural Association at UMCP
Audrey Tanpiengco	Unknown Catholic youth group

Findings and Analysis: Interviewees

Vietnamese

Name	Affiliation
Kelly Tran	Giacson Temple
Employee C	Pho Tham

Findings and Analysis: “CHANGE”

Interviewees noted how the Asian American **community changed significantly** over time across the study's themes.

POSITIVE

- Clientele and number of stores increased over time
- Asian American chain stores opening in more locations

NEGATIVE

- Community members left over time for better opportunities

Common areas of change: population growth/decline and business direction

Sources of change: Better employment and educational opportunities in other counties, cheap(er) cost of living

“CHANGE”

Quotes

“Because of Kpop and Instagram, this restaurant (Da Rae Won) is getting more popular. The customer demographic went from predominantly Asian to 50-60% being non-Korean.” - Tae

“Yeah, people in the community moved, they got out of here. They **wanted better schools, grocery stores, etc.**” - Nigel Chai Chong

“...Ebisu opening up, Peter Chang, mostly food. **NW Chinese food and Pho Tham is being relocated, [with] Kung Fu Tea due to an apartment complex.**” - Rachel Kim

“[How have you seen the Asian American community in this area change over time?]: Lot of Chinese people increased, [incoming] Exchange students, Korean community increase[d].” - Anonymous A

Findings and Analysis: “BARRIERS”

Language is a significant barrier. Many Asian Americans face difficulty in communicating to the larger Prince George's community due to varying English proficiency. So much so that personal experiences of these Asian Americans are often overshadowed and ignored by the government and fellow community members.

Community solutions to this barrier include interpreter access and accessible English language classes.

“BARRIERS”

Quotes

“...I am a community organizer advocating for issues impacting Filipinos here in the U.S. and in the Philippines. Speaking Tagalog allows me to communicate well with elder Filipino migrants because they feel more comfortable to share their experiences and their thoughts in Tagalog to me.” - Carmela Raymundo

“I would say they’re welcoming to newcomers, but only to a certain extent, because of the language barrier. They’ll welcome any race and background, but if you don’t speak Vietnamese it’ll be hard to connect with you and welcome you the way they want to.” - Kelly Tran

“In PG County, schools are among the most responsive institutions in terms of language access, particularly through ESOL/ELD programs that support multilingual learners and their families. Healthcare institutions also provide interpreter services, which are essential for clear communication. [...] While I am comfortable using English, I have observed particularly through my husband’s experience that having access to an interpreter significantly improves comprehension, comfort, and confidence during medical visits.” - Florence Moreno

Recommendations: Improving Language Access



- Staff and/or volunteers who speak community languages are essential
- Language support helps participants feel more comfortable and respected and answer more questions fully and accurately
- Improves outreach and response quality
- Speaking a participant's language builds trust and increases engagement

Recommendations: Simplifying Surveys



- Surveys should be short, clear, and easy to complete
- Long or complex surveys can feel overwhelming, especially with language barriers
- Keep questions concise and straightforward to improve accuracy and completion

Recommendations: Offering Surveys in multiple languages

- Providing surveys in multiple languages increases participation and comfort
- FormTranslator
- Translate Form
- Multilingual survey tools improve accessibility, accuracy, and inclusivity

Please select the language you are most comfortable using *

- ☐ English
- ☐ Español
- ☐ Italiano
- ☐ Français
- ☐ বাংলা
- ☐ 中文
- ☐ 日本語
- ☐ عربي
- ☐ हिंदी

Recommendations: Getting People Connected in the Community

- Strengthen outreach through partnerships with local organizations, churches, community centers, and trusted leaders
- Key partners: AALEAD, KCSC, VAS, PGCMLS
- Hire bilingual community ambassadors to support communication and interviews across language groups
- Build trust through ongoing engagement, including sharing results back with the community



Recommendations: Timing Improvement



- Time is a key factor in ensuring project success
- Each stage should allow enough time for planning, implementation, and review
- A realistic timeline ensures changes are thoughtful and well-tested
- Adjustments based on community feedback improve outcomes

Key Takeaways

- Culture, history, and the built environments shape health & well-being
- Public health lens connects everyday experiences to real outcomes
- Demographics, environment, and social factors influence access to resources
- Community voices add insight beyond data
- Integrating public health, planning, and history gives a fuller picture
- Findings support more inclusive, community focused decisions in Prince George's County



Thank you!

Do you have any questions?



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