

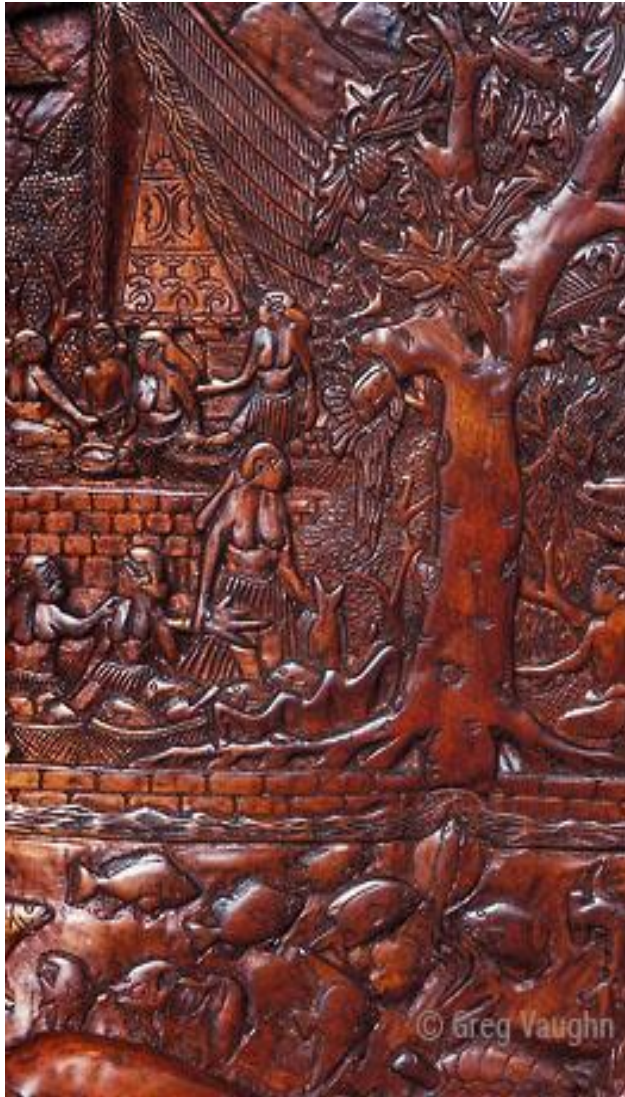


# The Breadfruit Tree

PALAU Storyboard

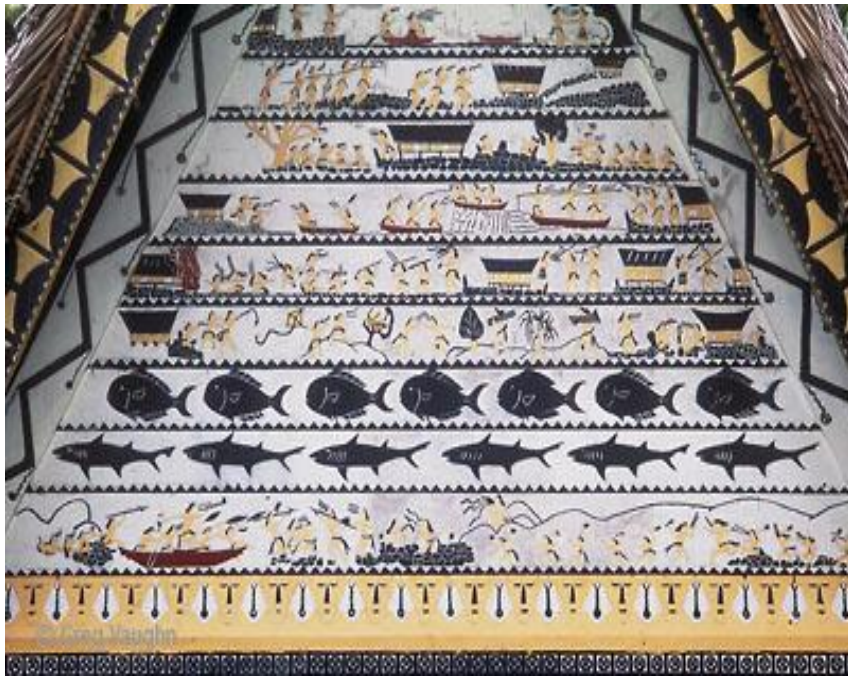


What is a PALAU STORY BOARD?



Breadfruit Tree  
Storyboard as well as  
other stories has become  
one a favorite collections  
for locals and tourists  
who are visiting Palau.

Although the tourist may  
recognize that the board  
tells a traditional story in  
a pictorial form and  
figurative form, they are  
unlikely to realize that it is  
a modern descendant of  
a traditional architectural  
form.



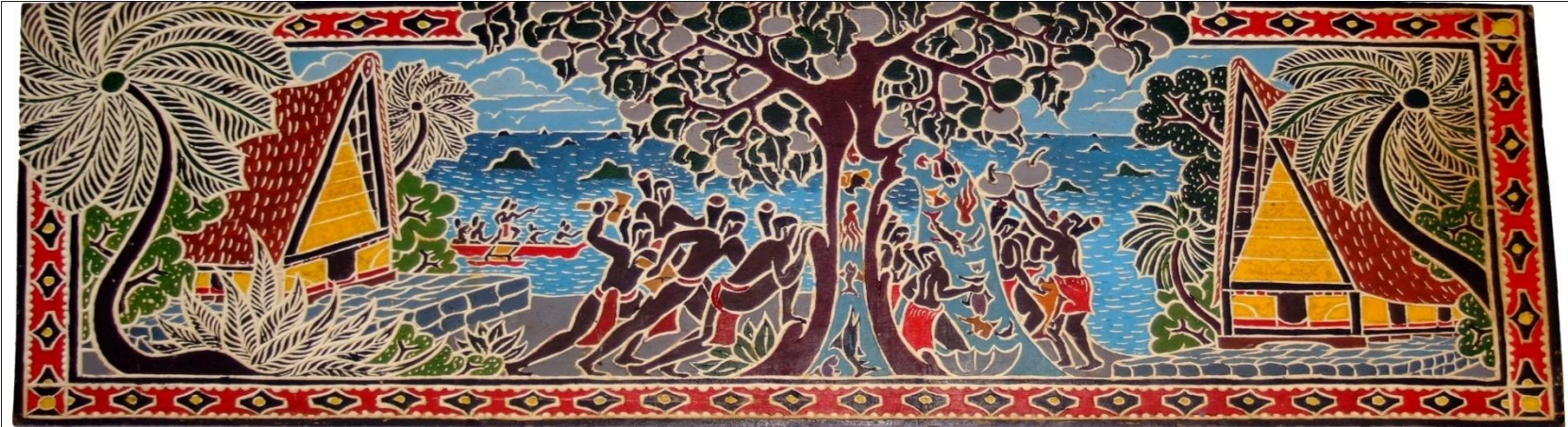
Its architectural parents  
were the carved beams and gables of the Bai.

# Bai



A men's club house which traditionally formed the social nucleus for males in a Palauan community.

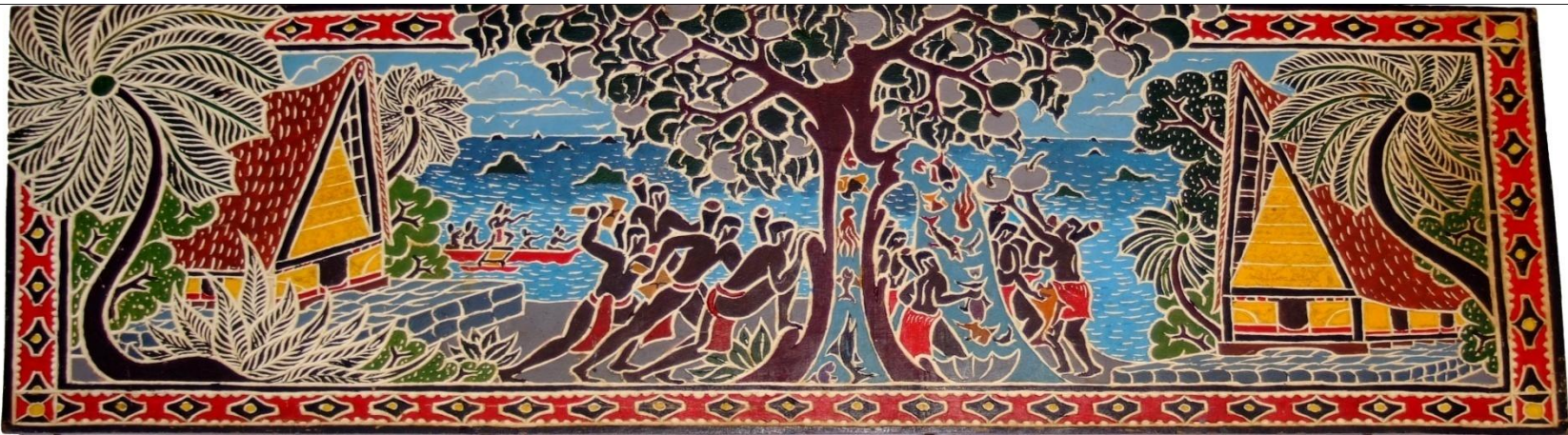
# The Breadfruit Tree Story



- This is a story of an elderly woman who lived alone on the island village of Ngibtal. She had a son named Mangidabrutkoel who often traveled through other villages. The men in the villages often passed her house when returning from fishing, but they never shared their fish with her as was customary practice. When Mangidabrutkeoel visited his mother, she complaint to him that while the other villagers had fish to eat, she only had breadfruit. Mangidabrutkeoel felt sorry for his mother. He went to the breadfruit tree in the yard near the water's edge, and cut one of the stumps from which water and fish came gushing out. The villagers, seeing the great event, decided to take advantage of the situation and **GREEDILY** cut many branches as they could. The fish and sea came gushing out of each cut branch which eventually sank the island.



- This story has become one of the most depicted stories in Palauan storyboards
- Portraying abundance and evoking intrigue
- In reflection, it tells a sad tale
  - of greed,
  - non-caring,
  - exploitation of the poor
- Resulting in disastrous consequences.



- The tobacco industry makes tobacco products intriguing and attractive like the fish-bearing breadfruit tree.
  - Portraying abundance and evoking intrigue resulting in Greed.
- It exploits resources of the poor
  - The cost of tobacco has place financial hardships on the families
- And in many instances sink whole families.
  - Due to the financial
- Resulting in disastrous consequences.
  - Sinking the community and the Island Nations.

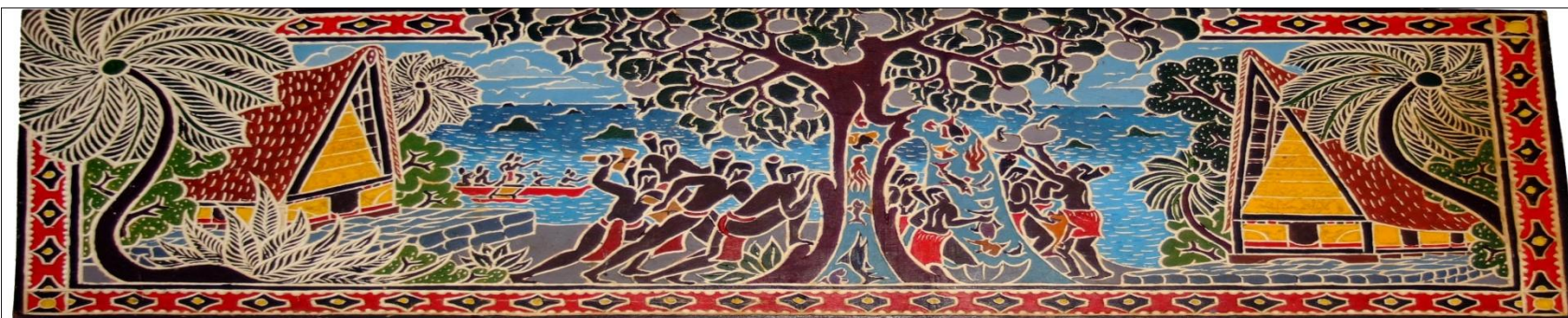
# A Strategic Plan of Action

We are proud to announce:

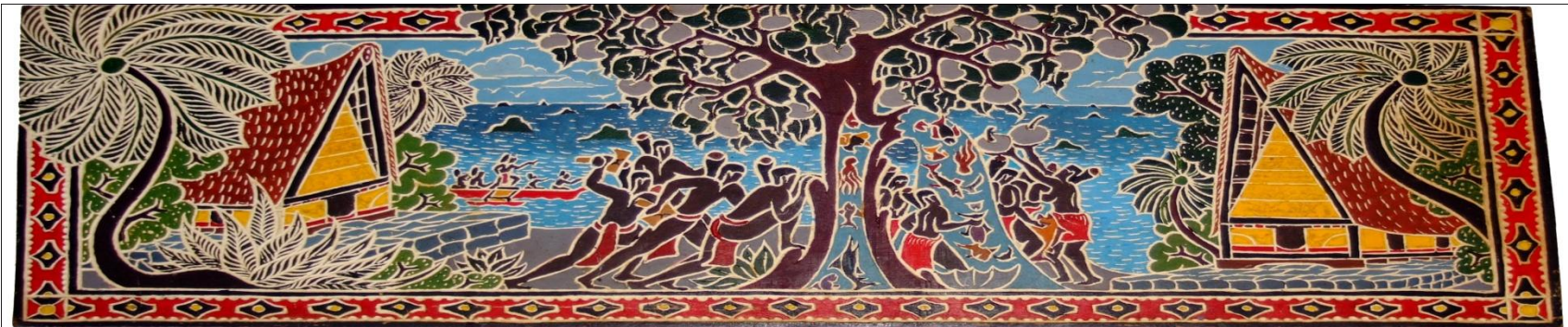
The completion of Palau's Strategic Plan of Action 2010-2015: *Ending the Exploitation of the People of Palau; Eliminating Tobacco and Related Health Disparities.*

This 5-year Strategic Plan is a result of the successful collaboration between The Coalition for a Tobacco Free Palau, the Palau MOH Tobacco Control Program, and Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL).

It provides a clear direction for addressing tobacco and its consequences, and is a major step toward combating health disparities and the negative affect tobacco has had on the people of Palau.



Our Mission ~ To promote the concept of a “Healthy Island” where individuals are free from tobacco and its effects by providing support, education and information regarding prevention and cessation, and by collaboration with local, regional and international partners.



As we say in Palau...

“Kom Kmal Mesulang!”

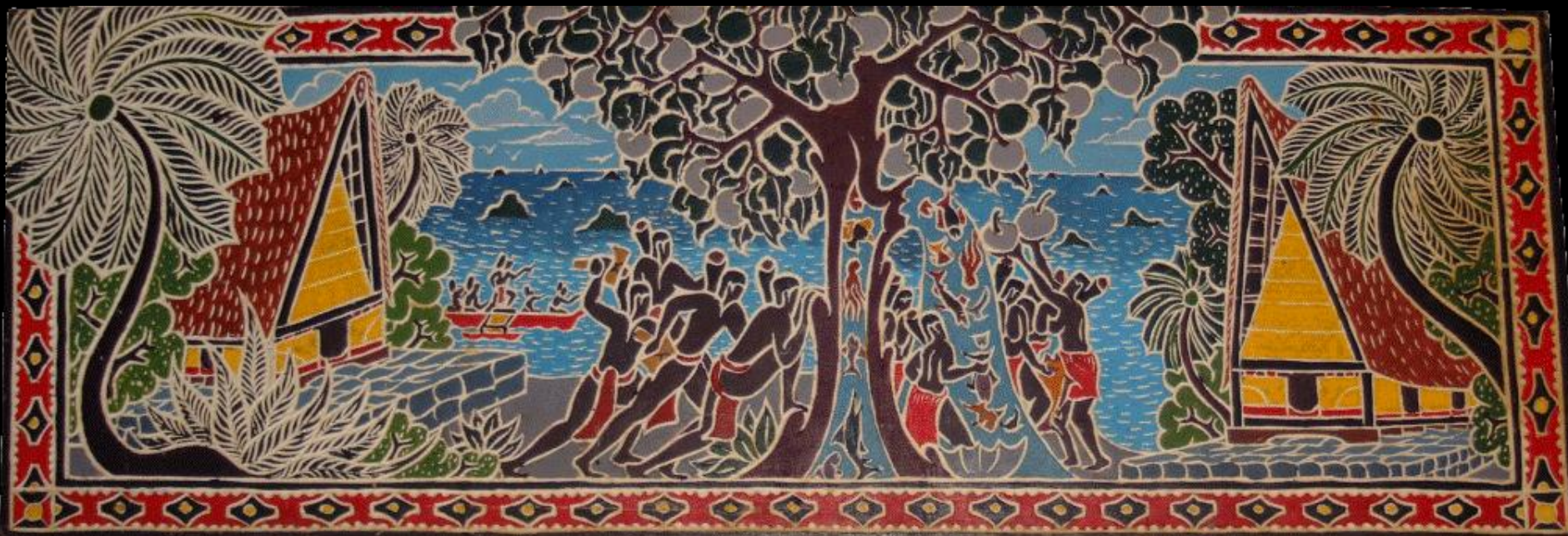
(Thank you!)



Celebrating APPEAL's 15<sup>th</sup> Anniversary!

**Talk Story: Sharing Strategies for Sustainable Change**

Tobacco and Food Justice for NHPs and AAs





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## **APPEAL Health Parity Award**



**Jaime Martínez, M.Ed.**  
Minneapolis, Minnesota