



Redes En Acción

The National Hispanic/Latino Cancer Network

Promoting Research

Providing Education & Training



Building Partnerships in the Battle Against Cancer



Raising Awareness

Developing Networks

Diminishing Disparities



Partners in Research Partners in Hope



Deborah Parra-Medina, PhD
Arnold School of Public Health
University of South Carolina, Columbia, South Carolina
Southeast Region

Pilot Study: South Carolina Partnership for Cancer Prevention

Purpose: To build a partnership with community members and professionals to share resources and information about the Latino community; to explore attitudes and behaviors around cervical cancer and detection among Latinas; and to assess availability of culturally competent cervical cancer programs and resources for Latinas in South Carolina

Methods: This community-based participatory research project included the Latino community and health professionals in a twofold partnership: 1) develop and implement research

protocols and 2) analyze qualitative data from focus groups and quantitative data from cultural competency survey of health care providers.

Results to date: Results indicate a need to educate Latinas about cancer prevention and early detection as well as how to identify, access and appropriately utilize health care resources. Results also indicate that health care professionals in South Carolina lack the capacity to serve Latinas in culturally competent or linguistically appropriate manner. As a direct result of our activities, the state's breast and cervical cancer early detection program now includes Latinas as a target community and has dedicated resources to serve this community (e.g., hiring

bilingual/bicultural outreach workers and providing cultural competency training to their providers). Key leaders in the Latino community are now active in statewide cancer control efforts.

Significance: This project demonstrates how partnerships can address unmet community health needs. By bringing the community and providers to the table, the health care community has a better understanding of the gap between the needs of the Latino community and the resources available. This project empowered Latinas in South Carolina by providing a forum to voice their interests and concerns and make them an equal partner in the health care planning process.

"My goal is to conduct collaborative community-based research with Latino communities. The *Redes En Acción* pilot project has afforded me the opportunity to develop relationships, build trust and create an infrastructure that will provide a solid foundation for future collaborative research projects with the Latino community."

—Deborah Parra-Medina, PhD



Isabel C. Scarinci, PhD, MPH
University of Alabama at Birmingham, Birmingham, Alabama
Southeast Region

Pilot Study: Cervical Cancer Primary Prevention in Latina Immigrants

Purpose: To explore contextual variables associated with primary prevention of HPV infection/cervical cancer (i.e., sexual risk reduction) among low-income Latina immigrants

Methods: We are using a theory-based and culturally relevant qualitative and

quantitative approach. The qualitative approach will confirm/generate the components of the proposed theoretical model, and the quantitative approach will be used to validate the theoretical model in this population.

Results to date: Data collection has begun.

Significance: Low-income Latinas who recently immigrated to the U.S. tend to have less access to health information than

high-income Latinas and those who have been in this country for many years. There is a need to explore potential variables that contribute to and/or hinder primary prevention of HPV infection/cervical cancer among low-income Latina immigrants from a theoretical perspective. Once we complete the proposed work, we expect to be well positioned to develop a culturally sensitive and theory-driven intervention addressing sexual risk reduction among Latina immigrants of reproductive age.

"*Redes En Acción* provided me with two great opportunities: training and research. The mentorship I have received through *Redes En Acción* as well as the funding for the pilot project have opened multiple doors in my career in terms of developing expertise in cancer prevention among Latinos. Most importantly, I have received encouragement and support to be a better researcher and have an impact on cancer control efforts among Latinos."

—Isabel C. Scarinci, PhD, MPH



Gregory A. Talavera, MD, MPH
San Diego State University, San Diego, California
Southwest Region

Pilot Study: Smoking Cessation for Spanish-Speaking Latinos

Purpose: To test the efficacy of a culturally sensitive approach to smoking cessation for Latinos using the *promotora*

model.

Methods: Randomized trial comparing the *promotora* model combined with pharmacotherapy to self-help material and pharmacotherapy.

Results to date: Fifty participants have been recruited and randomized.

Significance: Because the program is delivered in Spanish and designed to address the needs of the Spanish-speaking community, it may provide a more culturally appropriate model of smoking cessation.

"The *Redes En Acción* pilot award has provided an opportunity to take one step closer to achieving my goal of becoming an independent researcher. *Redes En Acción* provides opportunity and encouragement in an academic world where little support is provided."

—Gregory A. Talavera, MD, MPH



Martin Alberto Perez, PhD
City of Hope National Medical Center, Duarte, California
Southwest Region

Pilot Study: Coping and Quality of Life in Latino Cancer Patients

Purpose: To examine how various coping styles influence the relationship between cancer beliefs and attitudes such as fatalism, and quality of life

Methods: This study adopts a cross-sectional design, using previously

published questionnaires with established reliability, validity and standardized Spanish versions.

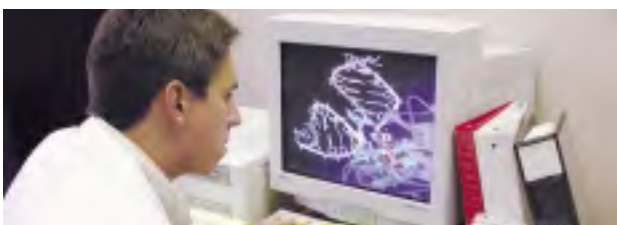
Results to date: We have recruited 70 percent of our proposed sample (n=70), and are beginning preliminary analyses of the data.

Significance: This is a quality-of-life study that aims to establish whether psychosocial

interventions for Latino cancer patients should be tailored to cultural beliefs about cancer and its treatment. Because the study sample is comprised entirely of Latino cancer, data will be clinically meaningful and particularly useful for clinicians involved in the development of appropriate psychosocial programs for this population that aim to improve quality of life following diagnosis and treatment.

"Involvement in *Redes En Acción* and this pilot project has allowed me an opportunity to build an independent research program that focuses on Latino cancer patients. This in turn has given me more visibility in my institution and has helped me demonstrate my ability to independently get federal funds for research. I am honored to be part of *Redes En Acción*."

—Martin Alberto Perez, PhD





Ana Natale Pereira, MD
New Jersey Medical School, Newark, New Jersey
Northeast Region

Pilot Study:
Improving Cancer
Screening Among
Hispanics/Latinos

Purpose: To increase knowledge and awareness about colorectal cancer screening, and to improve screening and early detection rates among Hispanics/Latinos

Methods: Conducting focus groups; designing and implementing a multi-component educational module; administering a comprehensive survey to the target population at the screening sites; and analyzing the data with primary

end points being the rate of FOBT test requested and returned by participants in both groups

Results to date: After conducting five focus groups, we have learned the following: Visits to each site are a more efficient way to schedule the focus groups. Scheduling flexibility is required particularly for sites that congregate during weekends, such as churches. Participant enablers such as meals are very welcomed. A tremendous interest exists at the community sites for health education and information regarding colorectal cancer. Community leaders are

interested in educating themselves in order to be prepared to answer questions about cancer. Transcription of focus group data will take place during this month.

Significance: To increase screening rates among Latinos, preconceived ideas about cancer need to be clarified. This project's goal is to improve education, knowledge and awareness about colorectal cancer, and to change the perception of the target population regarding this disease to help increase screening rates in the Hispanic/Latino community.

"Redes En Acción has given me the opportunity to develop my personal interest in cancer prevention and control for Latinos. It has provided the opportunity to network with brilliant researchers in this area... I have been able to grow intellectually in this arena, and develop a strong research agenda that includes the impact of cultural competence and health literacy to cancer specifically in the Latino population."

—Ana Natale Pereira, MD



A. Monica Yepes-Rios, MD, FACP
San Diego State University and San Ysidro Health Center,
San Diego, California
Southwest Region

Pilot Study:
Colorectal Cancer
Screening: Identifying
Barriers to Screening in the Latino Population

Purpose: To identify barriers to colorectal cancer screening in a low-income Latino

population
Methods: In a cross-sectional survey design, 300 eligible patients who present for routine care at a large community health center will be invited to complete a self-administered survey on their knowledge, attitudes and

beliefs regarding colorectal cancer screening.

Results to date: None

Significance: Latinos comprise a rapidly growing minority group that currently has the lowest rates of participation in colorectal cancer screening. This study aims to gain knowledge about and identify barriers to that participation in the Latino population.

"I am very thankful for this outstanding opportunity for professional and personal growth. The Redes En Acción pilot project program provides invaluable resources and networking so that Latino investigators may pursue research in cancer and cancer prevention. By directing the focus of research towards the Latino population, Redes En Acción facilitates, encourages and promotes researchers to engage a population that often lags behind in health promotion and cancer prevention. The Latino community stands to gain tremendously..."

—A. Monica Yepes-Rios, MD, FACP



Anna Nápoles-Springer, PhD
University of California San Francisco, San Francisco, California
Northwest Region

Pilot Study:
Enhancing the
Participation of
Latinas in Breast Cancer
Support Groups

Purpose: To identify barriers and facilitators to participation in breast cancer support groups among Latinas with breast cancer, and to develop an

intervention that will enhance participation in these types of groups.
Methods: A cross-sectional telephone survey of 350 Latinas diagnosed with breast cancer in the past five years

Results to date: None
Significance: An in-depth understanding of the barriers and facilitators to participation in breast cancer support

groups among Latinas will assist development of an intervention to enhance their participation, leading to improvements in quality of life. The majority of breast cancer support groups are attended primarily by white, educated, middle- to upper-middle-class women; Latina women have not obtained equal benefit from these types of groups.

"It has been personally rewarding to be involved in a project with direct ties to the community and that seeks to increase support services to Latino families affected by cancer. The Redes En Acción pilot project program has provided seed money to initiate a program of research that is community-based and contributes in a meaningful way to alleviating the burden of cancer..."

—Anna Nápoles-Springer, PhD



Ana Maria Lopez, MD, MPH, FACP
Arizona Cancer Center, Tucson, Arizona
Southwest Region

Pilot Study: The
Feasibility of
Telecolposcopy in a
Gynecology Clinic

Purpose: To determine if examinations for cervical cancer can be achieved by long-distance video

connections as well as they can in person.
Methods: Women examined for cervical cancer after an abnormal Pap smear will also have the exam videotaped so that researchers can see how the video compares to what can be seen in person.
Results to date: None

Significance: If found to be as reliable as an in-person examination, cervical cancer video exams can help reduce cervical cancer by allowing women who live far from an examiner to receive the same screening as those who live near an examiner. This study is especially important to Latina women because they have more cervical cancer than other ethnic groups.

"This Redes En Acción pilot project will allow me to further my interests in reducing differences in health care services and the overall health of different ethnic and gender groups."

—Ana Maria Lopez, MD, MPH, FACP

SURVEY RESEARCH

Nationwide Key Opinion Leaders Survey (n = 624)

Redes En Acción researchers surveyed stakeholders in Latino communities across the country on cancer issues to develop a national Hispanic/Latino cancer agenda designed to help guide further research, training and awareness efforts.

Nationwide Hispanic Physicians Survey (n = 744)

A nationwide survey was conducted to compare knowledge, attitudes and behaviors regarding cancer education, screening and care between Hispanic/Latino and other physicians. Results are intended to help guide future directions in physician education materials and programs.

EXTRAMURAL RESEARCH (Regional)

Factors Related to Recruitment of Latinas and Whites in Long-term Clinical Trials: Preliminary Results from the Women's Health Initiative (WHI) – (Southwest Region)

Purpose of this study is to identify factors related to recruitment of Latinas compared to Anglos in WHI. Findings may explain differences in dynamics affecting decisions to participate in clinical trials.

San Francisco Bay Area Lung Cancer Study – (Northwest Region)

This research is evaluating recruitment methods in a case-control lung cancer study among Latinas and African Americans. Results show that most effective recruitment resulted from community-based methods (60%) vs. recruited controls using random-digit-dialing (26%) and Health Care Finance Administration (14%).

The Cancer Control Network of Texas – (National Network Center)

This project is developing plans for establishment of a cancer prevention and control network for Latinas living in Texas. A later phase will develop a set of goals, objectives and action plan to implement and evaluate cancer control activities.

Nuestras Historias: Mujeres Latinas Sobreviviendo el Cáncer del Seno – (National Network Center)

Redes En Acción researchers are creating a bilingual, culturally sensitive book drawing upon the experiences of Latina breast cancer survivors. The book will provide educational and inspirational information to underserved Latinas who have been diagnosed with breast cancer.

EXTRAMURAL RESEARCH (National)

Breast Cancer Genetics Education Materials and Programs Development

In phase 1, a survey was developed and tailored to five special populations groups. The instrument is designed to assess knowledge, attitudes and behaviors regarding breast cancer genetics among Latinas, African Americans, Appalachians, Asian Americans and Native Americans.

Hispanic/Latino Genetics Community Consultation Network

This project is identifying, prioritizing and reporting critical issues in genetics relevant to Latinas by conducting a Hispanic/Latino "community consultation" summit meeting, drawing NIH agencies and other Hispanic health stakeholders from different sections of the country.

Hispanic Trial Recruitment Magazine Evaluation Project

This study is determining whether a bilingual publication, "Buena Vida: A Guide to Cancer Family Research," produced by Redes En Acción and the Texas Cancer Genetics Consortium, increases Latino cancer registry participation.

Partners in The Network Partners in Collaboration

Regional Resource Database

1,533 Partners:

- 387 academic institutions
- 142 cancer centers
- 942 community-based organizations
- 62 other

Funding Collaborators

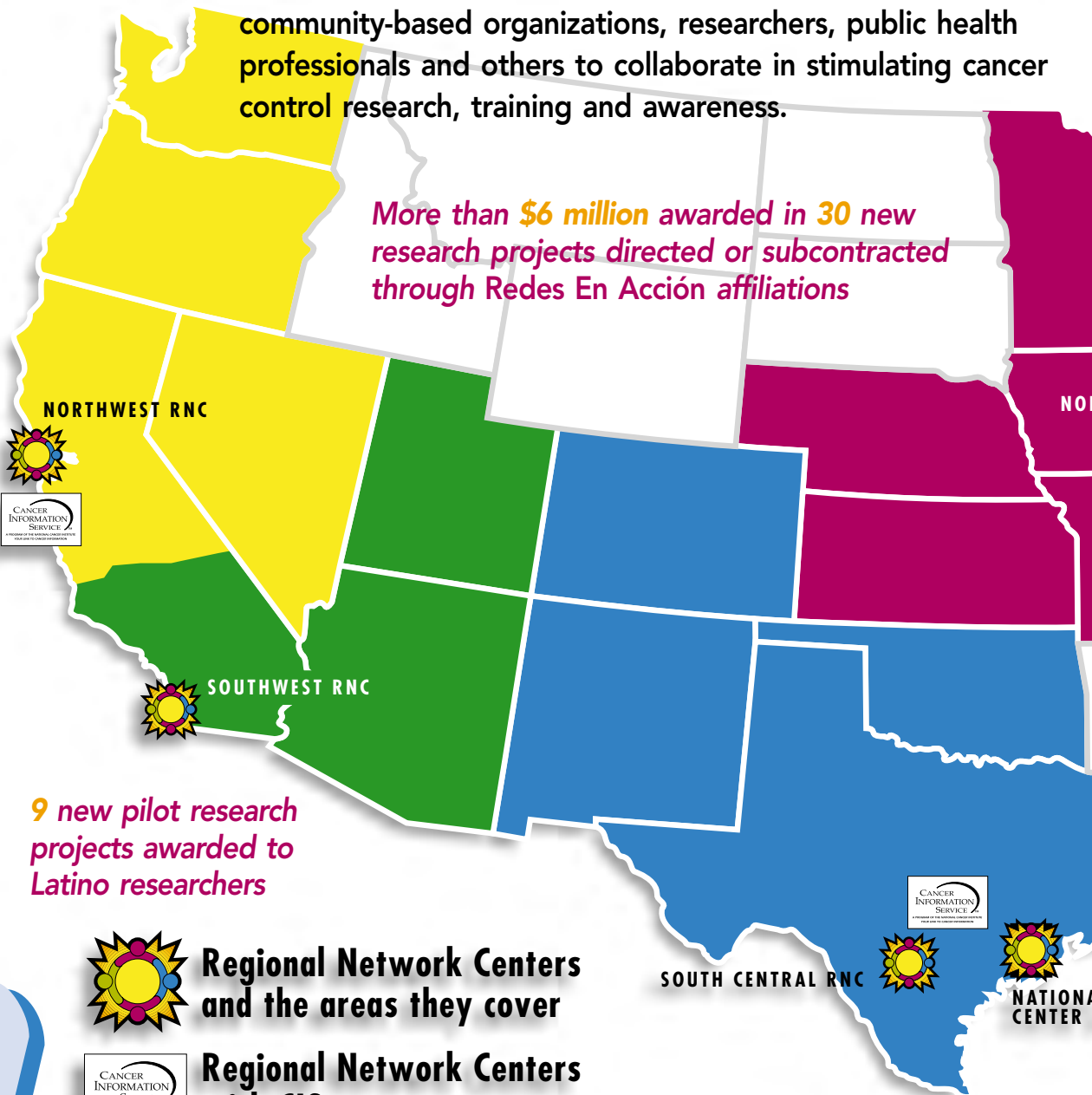
- Susan G. Komen Breast Cancer Foundation
- Latino Council on Alcohol and Tobacco
- National Institute of General Medical Sciences
- National Human Genome Research Institute
- NCI Specialized Programs of Research Excellence
- NCI Cancer Genetics Network
- NCI Special Populations Networks
- Women's Health Initiative
- M. D. Anderson Cancer Center
- San Antonio Cancer Institute

Collaborators Funded by Redes En Acción

- Cancer Information Service
- University of California, San Francisco
- San Diego State University
- Sylvester Cancer Center, University of Miami
- University of Illinois, Chicago
- Brooklyn Hospital Center, New York
- University of Texas Health Science Center, San Antonio
- National Hispanic Medical Association
- University of South Carolina
- University of Alabama, Birmingham
- New Jersey Medical School
- City of Hope National Medical Center

Redes En Acción: The National Hispanic/Latino Cancer Network is bringing together grassroots leaders, local communities, federal agencies, academic institutions, community-based organizations, researchers, public health professionals and others to collaborate in stimulating cancer control research, training and awareness.

More than \$6 million awarded in 30 new research projects directed or subcontracted through Redes En Acción affiliations



Regional Network Centers and the areas they cover



Regional Network Centers with CIS contracts



"Redes En Acción has given Latino investigators the opportunity to develop research proposals that could translate into effective practice to improve cancer awareness, diminish barriers, and advance cancer prevention in our community...Redes En Acción has built a strong infrastructure across the nation to provide strong statistical data in line with the changing demographics and subgroups of the Latino population, and this needs to be applauded."

—Ana Natale Pereira, MD
Cancer Researcher
New Jersey Medical School, Newark, New Jersey

"In South Texas, Redes En Acción has made an impact, increasing cancer treatment awareness. Within traditional Hispanic communities, when someone was diagnosed with cancer, they felt it was a death sentence. Hispanic communities have been injected with a sense of hope that cancer is a treatable disease. Es más (in addition), there are now new state-of-the-art treatments available to our community via clinical trials that enhance our hope of a cancer cure in the future."

—Martha A. Medrano, MD, MPH
Co-Principal Investigator, Redes South Central Region
Assistant Dean of CME, Director, Hispanic Center of Excellence, University of Texas Health Science Center at San Antonio
San Antonio, Texas

"Through the Regional Network Centers, Redes En Acción meets all of the community-based public health research principles to enhance knowledge and promote change in ways that benefit the community, public health agencies and educational institutions."

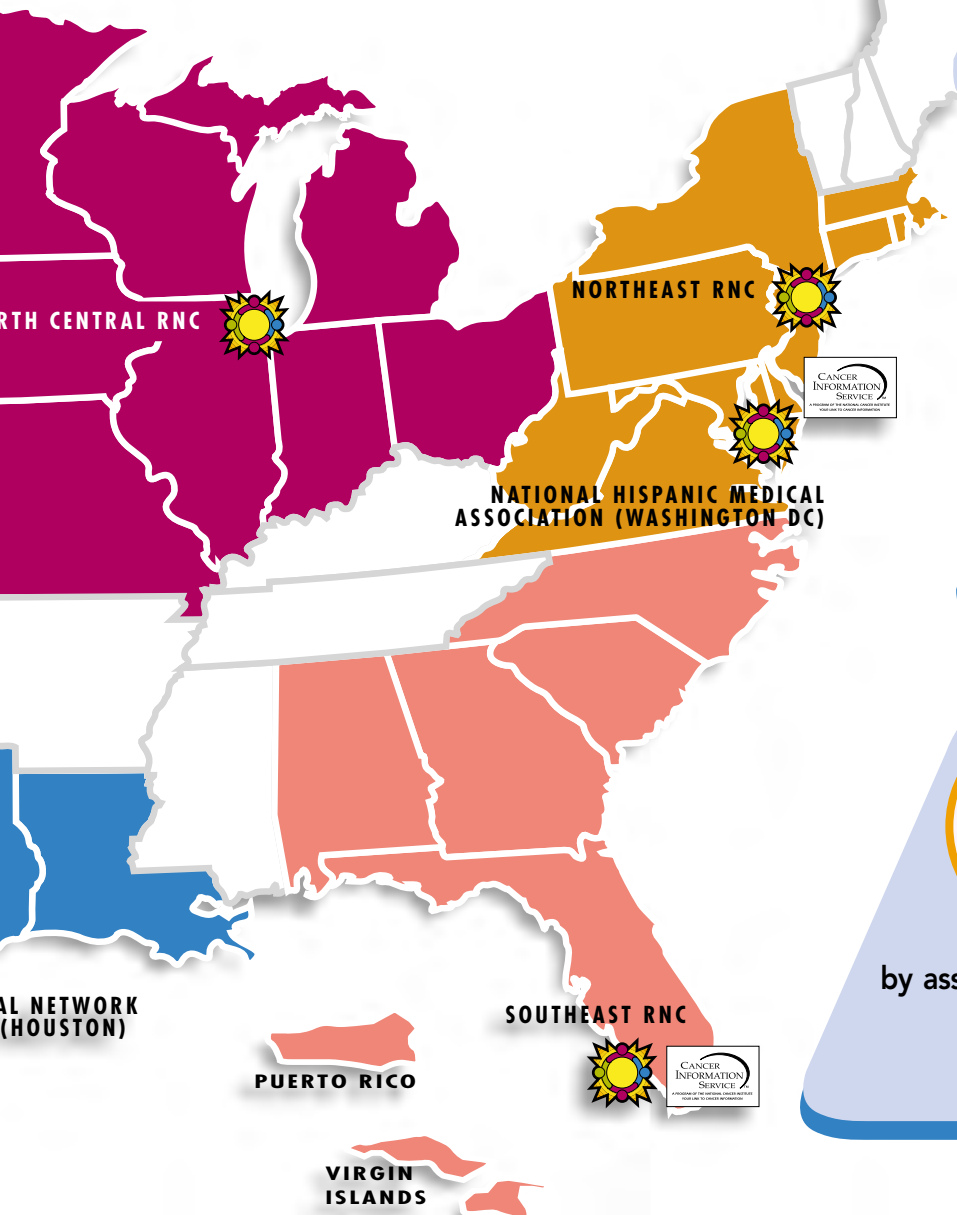
—Haydee Encarnación-García, PhD, MPH
Training Recipient
Indiana University, Bloomington, Indiana



"Redes En Acción is working to bring a powerful united Latino voice across the nation. Additionally, the Redes En Acción program is helping to attract Latinos to higher education in the science fields and to clinical trials."

—Maria Castillo-Couch, MPA
Regional Community Advisory Committee Member
Senior Management Analyst, City of Las Vegas
Vice President of Latinos Together Against Disease
Las Vegas, Nevada

Through network activities involving more than 1,500 nationwide partners, *Redes En Acción* is establishing training and research opportunities for Latino students and researchers, generating research projects on key cancer issues impacting Latinos and supporting a broad array of cancer awareness activities.



At the 3rd Annual *Redes En Acción* National Steering Committee Meeting, August 22, 2002

"...*Redes En Acción* stands out as an organization engaged with the community through education and outreach. What you do is very important – not only here today – but throughout the nation."
 —Ciro D. Rodriguez
 United States Congressman

"How many other Latino- and cancer-specific opportunities are there for research and training for young scientists? Not many. This is why *Redes En Acción* is so invaluable to the Latino community."
 —Alejandro Garcia Baña, MPH
 Training Recipient
 University of Miami School of Medicine, Department of Epidemiology and Public Health, Miami, Florida



by associating with *Redes En Acción*."

"*Redes En Acción* makes an effort to seek out worthy research projects...that will have a positive research impact in the community. It has been valuable for me to see the breadth and depth of experience available to the CIS program
 —Doug Wagner, MSW
 Cancer Information Service, Program Director
 CIS of the Mid-South, Lexington, Kentucky

More than 80 young Latino students and researchers trained through internship, pre/post-doctoral and junior faculty positions

"The *Redes En Acción* national and regional networks have helped to bring attention to common issues/concerns of Latino researchers who seek to conduct research that benefits Latino communities."
 —Deborah Parra-Medina, PhD
 Cancer Researcher
 Arnold School of Public Health
 University of South Carolina, Columbia, South Carolina



"*Redes En Acción* has solidified a base for research that involves communities and has become a critical and trusted mechanism for the delivery of accurate and up-to-date research in culturally appropriate ways to our various community groups. The needs are great, the challenges are many, and *Redes En Acción* has found a way of inspiring faculty and students, researchers and community leaders to engage in cancer control in significant ways. It has been instrumental in enhancing and strengthening a culturally competent cancer control research infrastructure, building capacity among Latino researchers and service providers and creating awareness and conditions for behavioral changes among individuals, families and community groups in the various segments of the Latino population nationwide."

—Lourdes Baezconde-Garbanati, PhD, MPH
 Director, Hispanic/Latino Tobacco Education Network; Director, Southern California Partnership Program Office of the CIS; Assistant Professor in Preventive Medicine, USC Keck School of Medicine, USC Institute for Health Promotion and Disease Prevention Research and Norris Comprehensive Cancer Center, University of Southern California, Alhambra, California

Partners in Training Partners in the Future



Alejandro Garcia Baña, MPH
Pre-Doctoral, University of Miami School of Medicine,
Department of Epidemiology and Public Health,
Miami, Florida
Southeast Region

Training Experience: After conducting literature searches, I assembled a bibliography regarding the incidence of cancer in Hispanic populations. Using this, along with statistics from the Florida Cancer Data System, I developed research questions

and compared standardized incidence ratios for different sites between ethnic groups. I presented my results and conclusions at the *Redes En Acción* regional meeting at the end of last summer.

"Being Hispanic and interested in cancer research, I cannot think of a better learning environment than having worked with *Redes En Acción* at the Sylvester Cancer Research Center in Miami. The training program gave me access to people and data that hold invaluable interest and opportunity for me. I hope to continue in this line of research and hopefully address the issues our community faces with respect to tobacco and cancer."

—Alejandro Garcia Baña, MPH



Veronica Gutierrez, BS
Intern, San Diego State University
Starting Master's in Public Health, fall 2003
Southwest Region

Training Experience: As a research assistant for Project Sol: Smoking Cessations in Latinos Using Pharmacotherapy, I helped create and translate a curriculum for the program that combined the use of nicotine

replacement therapy and the community health advisor (CHA) model. I was also involved in a variety of community projects, including assisting with CHA training.

"Interning at *Redes En Acción* has greatly impacted my life on a personal and academic level...I was given the opportunity to develop an understanding of the needs of the Latino community. If I had not had the experience of interning at *Redes En Acción*, graduate school would not be in my future plans. Most important of all, this experience greatly impacted my passion for reaching out to the Latino community and making a positive difference."

—Veronica Gutierrez, BS



Joaquin Barnoya, MD, MPH
Post-Doctoral, University of California, San Francisco, California
Northwest Region

Training Experience: My training has mainly focused on epidemiological methods and model design skills. I am in the process of writing a paper analyzing the

prevalence of smoking and obesity among Latinos by their acculturation level.

"...My research on the tobacco industry and Latin America has been widely distributed in that region thanks in part to the *Redes En Acción* network. Given that I have had the opportunity to present my research in the *Redes En Acción* seminars, other researchers have shown interest in doing research on the tobacco industry and Latinos in the United States and Latin America."

—Joaquin Barnoya, MD, MPH



Haydee Encarnación-García, PhD, MPH
Junior Faculty, Indiana University, Bloomington, Indiana
North Central Region

Training Experience: My interest in the issue of Latinas and cancer, particularly the use of the *promotoras* intervention model to promote breast and cervical cancer awareness and screening behavior, was sparked by my activities at the Midwest Latino Health Research, Training, and Policy Center, under the mentorship of Dr. Aida Giachello (*Redes En Acción* Co-Principal Investigator, North Central Region) at the University of Illinois, Chicago Circle Campus. In 2002, I was awarded a *Redes En Acción* Research Fellowship and as a result I focused on the importance of cancer prevention and control issues affecting Latinos. My pilot project proposal received several

recommendations from the *Redes En Acción* evaluation committee, and those recommendations have been incorporated in a community-based program that will be implemented in Indiana this summer. Currently, I am collaborating with the *Redes En Acción* project coordinator for the North Central Regional Center in Chicago.

"*Redes En Acción* has allowed me to develop program planning and research skills to establish collaborative projects for our Latino community. The initiative has given me the opportunity to have a Latino mentor and valuable support network as one of the most beneficial aspects of this training program. I am grateful for this unique opportunity..."

—Haydee Encarnación-García,
MS, MPH, PhD





Teresa C. Juarbe, RN, PhD
 Junior Faculty, School of Nursing, University of California,
 San Francisco, California
 Northwest Region

Training Experience: I am currently a *Redes En Acción* Fellow working under the leadership of Dr. Celia Kaplan and Dr. Eliseo J. Pérez-Stable, *Redes* Co-Principal Investigator for the Northwest Region. The aim of this fellowship is to conduct analysis and

submit two manuscripts for publication from "Managed Care, Cancer Screening and the Underserved: The Pathfinders Project." I have received statistical analysis guidance to submit two abstracts for presentation at a national conference and two papers for publication. I am conducting

analysis on breast cancer risk factors history among African American, Chinese, Latina and White women with an abnormal mammogram index. The next step is to complete analysis on the SF-12 physical and mental health measure comparisons among these ethnic groups diagnosed with an abnormal mammogram.

"This fellowship has allowed me to secure the time needed to enhance my development and training in breast cancer research on ethnic women. With the mentorship and resources provided through *Redes En Acción*, I have been able to focus on the analysis and dissemination of findings from this study. I am extremely excited with the analytical and statistical training I am currently receiving."

—Teresa C. Juarbe, RN, PhD



María Luisa Zúñiga, PhD
 Junior Faculty, Department of Pediatrics, University of California,
 San Diego School of Medicine, San Diego, California
 Southwest Region

Training Experience: Through a minority supplement with *Redes En Acción* Southwest Regional Network Center at

San Diego State University, I have had an opportunity to explore further aspects of culture in Pap test screening behavior with Latino Spanish-language-dominant participants. Four focus

groups were planned as part of this exploratory study and, to date, two have been conducted. I presented preliminary findings at the *Redes En Acción* meeting of the Regional Community Advisory Committee.

"The *Redes En Acción* training program has allowed me the opportunity to meet with and learn from other Latino researchers working in cancer prevention. Our most recent Southwest Regional meeting provided an opportunity not only to present but also to obtain feedback from other Latino researchers. Engaging in discourse with and receiving the support of research colleagues has been a very valuable experience."

—María Luisa Zúñiga, PhD



Sandra San Miguel de Majors, MS
 Pre-Doctoral, Chronic Disease Prevention & Control Research
 Center, Baylor College of Medicine, San Antonio, Texas
 South Central Region

Training Experience: My training experience as a research associate for *Redes En Acción* National Network Center can be described as very diverse and enriching. I have had the opportunity to write protocols, and to be responsible for project coordination, evaluation and reporting. I have also assisted in developing and administering a breast cancer genetics survey.

Moreover, I have conducted focus group sessions with middle-school children for a smoking cessation project. I've also had the opportunity to contribute to the development of publications by working on literature reviews. I've been able to develop and deliver presentations on clinical trials, breast cancer and other related subjects at professional meetings. My bilingual skills have been instrumental for translating study-related documents and communicating with

the Latino community and the local media. Through a new book project called *Nuestras Historias*, I'm learning how to develop culturally sensitive educational materials for Hispanic breast cancer survivors. My research experience in the areas of Latino health, psychosocial studies, breast cancer genetics, clinical trials and community research has enabled me to be an active participant in various professional health committees at a local and national level.

"My association with *Redes En Acción* has provided exposure to Latino cancer issues on many different levels. I have no doubt that I will draw upon and benefit from the various facets of this training experience throughout my future career."

—Sandra San Miguel de Majors, MS



Partners in Raising Awareness Partners in Community Education

Web Site

- 70,000 visits per year
- 40 user sessions per day (average)

Newsletters

- 12 issues
- 200,000 copies distributed

Events & Presentations

- 300 community/other events
- 183 professional events

Mass Media

- More than 200 news stories, ads and press releases

General Publications

- 750,000 "FotoNovelas" distributed in major Hispanic/Latino markets
- "Buena Vida" magazines on breast and cervical cancers, screening, nutrition and cancer research

PROMOTING CLINICAL TRIALS

Mass Media Campaign

- 4 PSAs (video & audio) in Spanish & English
- Distributed to more than 700 TV/radio stations nationwide
- 2 Telly Awards for PSA production excellence

Buena Vida: A Guide to Family Cancer Research

- Developed in partnership with the Texas Cancer Genetics Consortium

Clinical Trials Education Program

- Developed and implemented in partnership with the CIS
- Delivered to community groups in all 6 *Redes En Acción* regions

Media & Public Relations Study in South Texas

- Television/radio station advertising in the Border Region
- Public relations campaign in San Antonio
- Conducted in partnership with the CIS



"Partnering is essential and required to be more effective in promoting awareness and social services in the Hispanic community. This is why I am

committed to supporting the *Redes En Acción* program, because there is an urgent need to establish a network and promote organizations that will identify issues and increase representation for Hispanics."

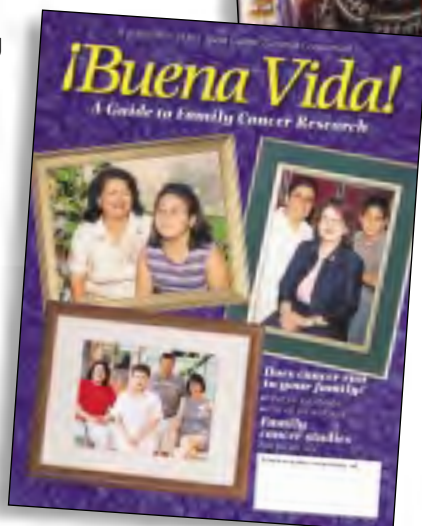
—Alexander Fiuza, MPM, MSM
Radio Talk Show Host
830AM WACC - Radio Paz, Miami, Florida



"*Redes En Acción's* work in San Diego's Hispanic community has led to more men and women leading longer lives. When people see the

public service announcements, they are more apt to listen to the message and follow the advice."

—Eric Collins
Television News Reporter
XETV Fox 6 News, San Diego, California



"The CIS has benefited from *Redes En Acción's* promotion of clinical trials to Hispanics...the PSA campaign has

increased awareness among Hispanics. This increased community awareness has resulted in increased calls to the 1-800-4-CANCER line. This enables the CIS to provide more informational and outreach opportunities to Hispanics."

—Linda Civalero, MPH
Partnership Program Manager
Cancer Information Service, Houston, Texas