



REDES REPORT

The National Latino Cancer Research Network

www.redesenaccion.org

Winter 2006 • Vol.6, No.2

Redes pilot research program renewed under CNP initiative

The highly successful *Redes En Acción* pilot project program, which has enabled investigators across the country to receive \$800,000 in new research funding over the past five years, is seeking new candidates under the National Cancer Institute Community Networks Program (CNP) initiative.

The program serves as a venue for funding pilot studies focusing on Latino cancer issues. Primary goal of the program is to provide opportunities for new or junior investigators to conduct scientific research, potentially paving the way for larger-scale studies on these cancer issues in the future.

Under the new CNP initiative, the Request for Application (RFA) is being issued twice a year, with deadlines of April 1 and November 1. All projects must have the potential to reduce cancer health disparities in the Latino population. Criteria also include originality, feasibility, scientific merit and likelihood that the project can be developed into a larger investigation.

(For more information, including eligibility and application procedures, see Pilot Project Guidelines at the *Redes* Web site: www.redesenaccion.org)

Under the original *Redes En Acción* Special Populations Networks initiative, from 2000 to 2005, nationwide 16

researchers received pilot project funding. As a principal measure of the program's success, nine of those initial grantees have since leveraged their pilot project results into larger investigations supported by the National Institutes of Health (NIH) and other funding agencies.

"This is exactly what the NCI hoped to achieve by instituting the pilot project program," said Dr. Amelie G. Ramirez, *Redes En Acción* Principal Investigator. "Not only has the program resulted in new studies addressing Latino cancer disparities, but it has opened the door for research careers for new scientists, many of whom are young Latino researchers."

Among the success stories is Dr. Isabel Scarinci, a University of Alabama at Birmingham investigator who earlier benefited from the *Redes En Acción* junior faculty training program. Findings from her pilot project focusing on primary prevention of cervical cancer provided the basis for two subsequent 5-year NIH-supported projects totaling more than \$4 million in grants.

"My *Redes* pilot project provided me with invaluable research and personal resources, opportunities to network with other minority health researchers, and guided my research work to the next level," said Dr. Scarinci.

New look, new format for the *Redes Report*

As you've no doubt noticed, the *Redes En Acción* newsletter has undergone some dramatic changes. This issue, the winter 2006 *Redes Report*, is the first e-newsletter for the *Redes En Acción* initiative, now in its sixth year.

Although the physical changes are noticeable, the objective of the *Redes Report* remains the same. Through the quarterly newsletter, *Redes En Acción* will continue to spotlight a wide range of Latino cancer research, training and awareness activities and issues.

In addition to the newsletter, *Redes En Acción* is launching a new communications effort, the monthly *Redes* E-Alert. Disseminated to the *Redes En Acción* partnership database via e-mail, the E-Alert will offer timely information focusing on Latinos and cancer. E-Alert "blurbs," pointing out new research funding opportunities, reports, publications, mass media articles, training opportunities and other items of interest, will provide links or other contact information to help readers find more detailed accounts.

As we endeavor to bring you significant and timely information, we invite your input and feedback. With our focus on Latinos and cancer in mind, we welcome any suggestions, news items and story ideas you may have. Please send information for both the newsletter and the E-Alert to RedesEnAccion@bcm.edu.

Redes En Acción: The National Hispanic/Latino Cancer Network is a major Special Populations Networks initiative supported by the National Cancer Institute.

The primary purpose is to create a national and regional infrastructure for collaboration among grassroots leaders, local communities, researchers and public health professionals to stimulate cancer control research, training and awareness. Through network activities, *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 cancer awareness activities.

The *Redes Report* is produced quarterly by *Redes En Acción*: The National Hispanic/Latino Cancer Network, NCI Grant No. UO 1 CA 86117-01

RECOGNITION

Nuestras Historias garners awards

A book devoted to the Latina breast cancer experience has earned a host of local, regional and national awards for quality and creativity.

The bilingual publication, *Nuestras Historias: Mujeres Hispanas Sobreviviendo el Cáncer del Seno / Our Stories: Hispanic Women Surviving Breast Cancer*, was produced by *Redes En Acción* in 2004. For the book, 26 South Texas women who have fought this deadly disease describe the Latina breast cancer experience in their own words.

To date, *Nuestras Historias* has received the following awards:

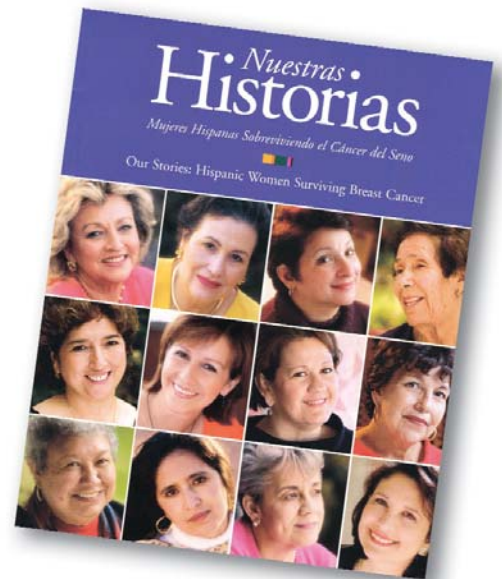
- 2005 Bronze Addy Award, American Advertising Federation San Antonio (local)
- 2005 Bronze Quill Awards, International Association of Business Communicators (local)—Award of Excellence for Publications/ Special Populations

and Award of Merit for Publication Design/Special Populations

- 2005 Silver Quill Award, International Association of Business Communicators (regional) Award of Merit
- 2005 The Communicator Award of Excellence (national)
- 2005 Bronze Award, National Health Information Awards (national)
- 2005 Platinum Award, MarCom Creative Awards (national)

Nuestras Historias is a 114-page, full-color publication. Through the stories of the women, the book relates the influence of the Hispanic/Latino culture on the breast cancer experience and on the coping skills used by many of the Latina women in battling the disease.

The *Nuestras Historias* project was



supported by grants from the San Antonio Cancer Institute, San Antonio Affiliate of the Susan G. Komen Breast Cancer Foundation and Lance Armstrong Foundation.

Nuestras Historias can be viewed online at www.redesenaccion.org.

New Latina cervical cancer resources developed by NCI

The National Cancer Institute (NCI) has produced a new informational booklet to help educate Latina women about cervical cancer and how this disease can be prevented.

The booklet, *Cáncer Cervical: Cómo puede protegerse* (Cervical Cancer: What You Can Do to Protect Yourself), is part of a nationwide outreach effort by the NCI, Office of Minority Health, National Alliance for Hispanic Health, *Redes En Acción* and Migrant Clinicians Network to increase awareness among Latinas about the importance of cervical cancer screening.

As part of this effort, the NCI recently conducted an educational web seminar on cervical cancer in Hispanic/Latina women. *Redes En Acción* Principal Investigator Dr. Amelie Ramirez participated in the online seminar.

Each year, more than 2,000 Latinas are diagnosed with cervical cancer and many of these women will die of the



disease. Cervical cancer can be prevented with regular Pap tests – at least once every three years.

The new booklet contains information in Spanish and English in a plain-language, low-literacy format. To order free copies, call 1-800-4-CANCER (1-800-422-6237) or go to www.cancer.gov/publications.

In addition, promotional materials, including flyers, public service announcements, press releases, newsletter articles, and slideshows in English and Spanish are available online at <http://www.ncipoet.org/promotools.cfm>. These materials can be downloaded to integrate them into health outreach efforts.

For assistance promoting cervical cancer awareness among Latinas, contact your local Cancer Information Service Partnership Program at 1-800-4-CANCER.

MASS MEDIA CAMPAIGN

Redes to produce new Latino cancer PSAs

Redes En Acción will launch a national mass media public awareness campaign promoting Latino cancer health in 2006.

As a major component of the campaign, the initiative is producing a series of Spanish- and English-language public service announcements (PSAs), which will be disseminated to broadcast media nationwide in the fall. The PSAs and accompanying print materials will be developed in partnership with the National Cancer Institute's Cancer Information Service.

The theme and specific topics incorporated into the PSA campaign will address priority cancer issues facing the Latino population, as outlined in the Latino Cancer Report. The report, which was produced by *Redes En Acción* in 2004, found that

access to care, tobacco, patient/provider communication, nutrition and risk communication are the top issues and that the most important cancer sites with regard to Latinos are breast, cervical and lung cancers.

Under the Special Populations Networks initiative in 2001, *Redes En Acción* developed an award-winning series of PSAs promoting Latino clinical trial participation. The bilingual PSAs, which were distributed to hundreds of Spanish- and English-language television and radio stations across the country, are still airing in some cities.

As in the previous campaign, the 2006 mass media effort will be culturally appropriate and rely on the knowledge and talents of a team of experts. Before final production, the PSAs will be pre-tested by a representative sample of the target audience.

MARK YOUR CALENDAR / MARQUE SU CALENDARIO

NHMA 10th Annual Conference **March 23-26, 2006**

Titled *SOMOS UNIDOS: United to Eliminate Healthcare Disparities for Hispanics*, the National Hispanic Medical Association conference will be at the Marriott Wardman Park Hotel, Washington, DC. The annual Hispanic Health CME conference promotes awareness of research, medical curriculum, faculty development, medical practice and clinical care updates, and health policy dealing with Hispanic patients and physicians. Confirmed speakers include Dr. Garth Graham, Director, Office of Minority Health; Dr. Mark McClellan, Director, Centers for Medicare and Medicaid Services; and Dr. Jose Cordero, Assistant Surgeon General and representing the Centers for Disease Control and Prevention. For more information on the conference agenda and registration, see www.nhmamd.org.

National Cancer Symposium **April 19-23, 2006**

The 10th Biennial Symposium on Minorities, the Medically Underserved & Cancer, presented by the Intercultural Cancer Council and jointly sponsored by Baylor College of Medicine, will be at the OMNI Shoreham Hotel, Washington, DC. Focusing on the disproportionate incidence, morbidity and mortality of cancer in minority and medically underserved populations, the symposium brings together those who represent all aspects and perspectives of the disease in collaboration with the leadership and front-line personnel from the affected communities. Purpose of the conference is to engage in a dialogue that explores issues, finds solutions and makes recommendations for the various complex problems related to cancer. For more information, go to www.iccnetwork.org/symposium.

Cancer & Culture Conference **May 18-20, 2006**

The 5th Biennial Conference, titled *Cancer, Culture and Literacy: Solutions for Addressing Health Disparities through Community Partnerships*, will be at the Sheraton Sand Key Resort, Clearwater Beach, Florida. Presented by the H. Lee Moffitt Cancer Center & Research Institute at the University of South Florida, the conference will address ways to impact cancer health disparities through effective community partnerships and community-based participatory research methods. The event provides a national forum for the exchange and dissemination of important information covering current research and education in the area of cancer, culture and literacy. For details, see the calendar of events at www.moffitt.usf.edu.

NEW PROJECTS / NUEVOS PROYECTOS

Minority Research Participation

Redes En Acción researchers are part of a major new collaboration to improve participation of minorities and underserved patients in clinical research trials.

Redes En Acción joins Baylor College of Medicine's Chronic Disease Prevention and Control Research Center, the Intercultural Cancer Council and Genentech, Inc., a leading biotechnology company, in the effort. Genentech is providing funding support for the 4-year initiative.

This alliance of academic, private and non-profit organizations is designed to address two critical components – policy and intervention research – in the recruitment and retention of patients in oncology and asthma clinical trials.

Tobacco Study

A new research project led by *Redes En Acción* researchers at the National Network Center is using mass media and peer networking to prevent or reduce tobacco use among high-risk young Latino adults.

Funded by the Centers for Disease Control and Prevention, the 3-year study is designed to influence smoking behaviors of Latino workers aged 18-25 who are not enrolled in college. The at-risk Latinos live and work in the East End District of Houston, an area between downtown and the Port of Houston characterized by predominantly Latino neighborhoods and industrial work sites.

For the project, two experimental groups are testing the effects of 1) mass media messages only and 2) mass media plus peer networking. Culturally appropriate mass media messages are being developed using theory-based objectives and diagnostic research. A control group in the Southwest District of Dallas is receiving no intervention.

NOTICIAS: AROUND REDES



Dr. J. Emilio Carrillo was named one of the most read authors of 2005 by the journal *Health Affairs*. An article he co-authored, Cultural Competence and Health Care Disparities: Key Perspectives and Trends, ranked as the 17th most read paper of the year in *Health Affairs*. Dr. Carrillo is Northeast Region Co-Principal Investigator of *Redes En Acción*.



Dr. Amelie G. Ramirez has been appointed Director of the Office of Outreach and Health Disparities Research in Cancer at the Baylor Cancer Center at Baylor College of Medicine. Dr. Ramirez is Principal Investigator of *Redes En Acción*.

REDES REPORT

The *Redes Report* is produced quarterly by *Redes En Acción*: The National Hispanic/Latino Cancer Network, NCI Grant No. UO 1 CA 86117-01

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*We welcome your news items,
story ideas and suggestions.*

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