



## Redes cancer campaign features new PSA series

Set for launch in early 2009, a national *Redes En Acción* public awareness campaign will encourage Latinos to learn more about how they can protect themselves from cancer.

Six new PSAs (public service announcements) – produced by *Redes En Acción* in both Spanish and English – will be disseminated to television stations across the country. The PSAs and accompanying print materials are being developed in partnership with the National Cancer Institute's Cancer Information Service (CIS).

“Educating the Latino community about cancer is a major facet of the *Redes En Acción* mission,” said Amelie G. Ramirez, DrPH, *Redes* Principal Investigator. “These PSAs will help raise awareness by showing how we can all learn more and take action to protect ourselves and our families from this disease.”

Specifically, the 30-second TV spots encourage people to learn more about screening tests available for breast, cervical and colorectal cancers by calling

the CIS toll-free telephone number (1-800-4CANCER). In addition, one of the PSAs focuses on the vaccine that can be taken beginning at age 9 to protect Latinas from the human papillomavirus (HPV), which causes cervical cancer.

The public education campaign addresses priority cancers and cancer issues facing the Latino population, as outlined in the *Latino Cancer Report*. The report, which was produced by *Redes En Acción*, found that access to care (and screening) was the number one issue and that the most important cancer sites with regard to Latinos are breast, cervical and lung cancers.

By topic, the PSAs focus on:

- Breast cancer – one promoting regular mammograms for women 40 and older, and a second PSA developed for younger Latina women with a strong family history of breast cancer
- Cervical cancer – one PSA promoting Pap tests and another discussing the HPV vaccine
- Colorectal cancer – two PSAs raising awareness of the test for colorectal

cancer – one TV spot specifically for men and the other for women

This is the second national mass media campaign developed by *Redes En Acción* raising awareness of Latino cancer health issues. In 2001, under the Special Populations Networks initiative of NCI, *Redes En Acción* produced a 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 throughout the United States, won Telly Awards for their high quality. The spots are still airing on stations in some cities and have even found new venues in Puerto Rico and elsewhere.

As in the 2001 campaign, the new PSAs are culturally appropriate and rely on the knowledge and talents of a team of experts. Before final production, the PSAs were pre-tested by a representative sample of the target audience.

When the campaign launches, the PSAs will be available online at [www.redesenaccion.org](http://www.redesenaccion.org).



Scenes from PSAs promoting cancer screening among Latinos

*Redes En Acción*: The National Latino Cancer Research Network is a major Community Networks Program 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 Latino Cancer Research Network, NCI Grant No. 1 U01 CA114657-01

**RESEARCH**

**Guillermo Tortolero-Luna, MD, PhD, Puerto Rico**

**A new perspective**

**T**wo years ago, Dr. Guillermo Tortolero-Luna's career took an abrupt turn. After years on the faculties of prestigious medical institutions in Houston, he moved to Puerto Rico, where he is Director of Cancer Control and Population Sciences at the University of Puerto Rico Comprehensive Cancer Center.



If anything, the experience has served to broaden his perspective regarding cancer disparities among Latinos.

"In Puerto Rico, 99 percent of the population is Hispanic and race is not collected as part of any official document," said Dr. Tortolero-Luna. "Therefore data on race/ethnic cancer health disparities are not available. However, cancer health disparities in the Puerto Rican population are related to other socioeconomic factors, such as age, area of

residency, income, education level, employment status and availability of health insurance."

Before moving to Puerto Rico, Dr. Tortolero-Luna was an Associate Professor in the Department of Gynecologic Oncology at the University of Texas M.D. Anderson Cancer Center for 16 years and Associate Professor of Epidemiology, Behavioral Sciences and Environmental Sciences at the UT-Houston School of Public Health for five years.

His research interests primarily lie in cancer prevention and control of gynecologic cancers and health disparities in cancer. He has extensively studied the epidemiology, carcinogenesis, screening, diagnosis and management of gynecologic cancers and breast cancer.

Dr. Tortolero-Luna currently is one of the Principal Investigators of the *UPRCCC/MDACC: Partnership for Excellence in Cancer Research*. The endeavor, which partners the University of Puerto Rico Comprehensive Cancer Center and M.D. Anderson Cancer Center, is supported by a \$15 million NCI grant.

**TRAINING**

**Paulina M. Martinez, San Diego, California**

**'Paving the road'**

**T**wo years ago, Paulina Martinez served as a *Redes En Acción* summer intern. Now, as a program specialist for the San Diego State University Research Foundation, she's the one providing the training for young researchers.



"I began my research career almost five years ago," she said. "In those five years I went from being a research assistant to program specialist, and am now going through training on program management. Being a young researcher myself, I receive a personal satisfaction knowing that I am contributing to the professional and academic growth of other young researchers."

Among her many responsibilities as project specialist on

two major studies – Hispanic Community Health Study/Project SOL and *Proyecto Pregunte sobre POLI* – Paulina coordinates training, which includes ensuring that all research assistants are IRB-certified and supervising their duties.

The Hispanic Community Health Study/Project SOL is a multi-site, interdisciplinary epidemiological study of Hispanic populations in the U.S. coordinated by the National Heart, Lung, and Blood Institute. *Proyecto Pregunte sobre POLI*, funded by the National Institutes of Health, is a randomized trial designed to address the social, cultural and system barriers to colorectal cancer screening among Latinos.

"I believe training plays a major role in addressing Latino health disparities," said Paulina. "When students interested in Latino health are just starting their careers in research, they are sometimes not aware of the existing Latino health disparities. By providing training to these novice researchers, you are paving the road and broadening their knowledge that will guide them in their future careers in Latino health research. This in turn will hopefully develop them into professional researchers addressing Latino health disparities."

## A W A R E N E S S

Dinorah Martinez-Tyson, MA, MPH, PhD Candidate, Tampa, Florida

# Inspired by Latina survivors



**M**aking a difference in people's lives is a prime motivator for Dinorah (Dina) Martinez-Tyson.

A research coordinator within Health Outcomes and Behavior at the H. Lee Moffitt Cancer Center and Research Institute, for the past eight years she has worked with the Latino population in Tampa in the development, implementation

and evaluation of culturally and linguistically relevant health education and outreach programs.

Her most significant achievement? "That I am able to use the training and community-based research skills I have acquired over the years to make a difference in the lives of women who have been diagnosed with cancer," said Dina, who will receive her PhD in Applied

Anthropology this month.

Extremely active in the Latino community, she facilitates the LUNA (*Latinos Unidos por un Nuevo Amanecer*) support group for Latinas diagnosed with cancer and has been coordinator and director of Camp Alegria, a Spanish-language retreat providing support, education and outreach for Latina cancer survivors.

In addition, she's served as project coordinator for the Cancer, Culture and Literacy Institute, an educational program that included the delivery of a series of innovative educational and experiential activities and methodologies driven by the integration of cancer, culture and literacy themes. Currently, she is co-investigator on two projects that specifically address the cancer communication, information and educational needs of Latinos.

Dina says she gains strength and inspiration from "the Latina cancer survivors I have met along the way. Their resiliency and personal strength inspire. I have also seen the need and challenges Latinos encounter in obtaining cancer care and the struggles and stressors they face...There is so much more we need to do."

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## CIS offers lung cancer info for Latinos

**A**mong Latinos, lung cancer is the third-leading cause of death in men and the second-leading cause in women. In addition, it is the third most common cancer diagnosed in the Hispanic population. The good news is the number of new lung cancer cases is declining. But there is more to be done.

Although we often cannot tell why one person develops lung cancer and another does not, there are several risk factors that may increase chances for the disease. The major risk factor is tobacco smoke – it causes most cases of lung cancer. Harmful substances in smoke damage lung cells. That's why smoking cigarettes, pipes or cigars can cause lung cancer and why secondhand smoke can cause lung cancer in nonsmokers.

Within 10 years of quitting smoking, the risk of lung cancer is 30-50 percent lower than for those who continue to smoke. Other risk factors include exposure to radon and asbestos, family history of lung cancer, and air pollution.

Common symptoms of lung cancer include a cough that

gets worse or does not go away, breathing trouble such as shortness of breath, constant chest pain, coughing up blood, hoarseness, frequent lung infections such as pneumonia, feeling very tired all the time, and weight loss with no known cause.

The challenge with lung cancer is that there are often no symptoms during the early stage, and at present there is not a good test for early detection. Unfortunately, only 14 percent of Hispanic lung cancer patients are diagnosed at an early stage, before the disease spreads.

Most often, these symptoms are not due to cancer. However, only a doctor can tell for sure. Anyone with symptoms or other changes in health should see a doctor to diagnose and treat problems as early as possible.

To obtain more information about lung cancer or assistance quitting smoking, call the National Cancer Institute's Cancer Information Service (1-800-4-CANCER) or visit online at [www.cancer.gov/help](http://www.cancer.gov/help) or [www.cancer.gov/espanol/contactenos](http://www.cancer.gov/espanol/contactenos). Telephone services are available in English and Spanish.

NEWS & INFORMATION / NOTICIAS Y INFORMACION

# Texas cancer coalition anniversary

The Texas Comprehensive Cancer Control Coalition is celebrating 10 years of service providing cancer control and prevention to the communities of Texas. *Redes En Acción* is a member organization and has been an active participant on Coalition committees.

Established to bring together key stakeholders dedicated to cancer control from communities across Texas, the Coalition works to promote, enhance and expand all public and private partners' efforts to implement the *Texas Cancer Plan 2005: A statewide blueprint for cancer prevention and control in Texas, 4th Edition*.

Initiated in 1998 with grant funding from the Centers for Disease Control, the Coalition has helped create various useful resources and documents, including the *Texas Cancer Control Toolkit*.

For more information on activities, reports and publications of the Coalition, visit [www.dshs.state.tx.us/tcccp/coalition.shtm](http://www.dshs.state.tx.us/tcccp/coalition.shtm).

## 6th Annual APOS Conference

The American Psychosocial Oncology Society (APOS) will host its 6th Annual Conference February 5-8, 2009 in Charlotte, North Carolina.

The conference theme is *Integrating Psychosocial Research and Practice in Quality Cancer Care: Setting the Standard*. APOS welcomes physicians, psychologists, nurses, social workers, mental health counselors, marriage and family therapists, patient advocates and anyone interested in identifying and treating psychosocial effects of cancer.

*Redes En Acción* has served as a conference affiliate for

APOS since 2006. For more information about APOS and the conference, go to <http://apos-society.org/>.

## LAF SurvivorCare en español

The Lance Armstrong Foundation has made its SurvivorCare program available to the Spanish-speaking public. LIVESTRONG SurvivorCare is a free service that offers professional assistance with the everyday physical, emotional and practical challenges of cancer.

The service, available online or via telephone, offers one-on-one counseling service and help with financial, employment or insurance concerns, as well as information about treatment options and connecting to new treatments in development.

Getting one-on-one assistance from LIVESTRONG SurvivorCare is easy and confidential. Those interested may call 866-927-7205 or request help online at [www.livestrongspanol.org/site/c.mwLlKkN0LvH/b.407834/](http://www.livestrongspanol.org/site/c.mwLlKkN0LvH/b.407834/)

## Salud America! Call for Proposals

*Salud America!* The RWJF (Robert Wood Johnson Foundation) Research Network to Prevent Obesity Among Latino Children is calling for proposals to identify the most promising policy-relevant strategies to reduce and prevent obesity among Latino children and increase the skills and experience of researchers who are working to reduce and prevent obesity among Latino youth.

Application deadline is February 6, 2009. For details, go to <http://www.rwjf.org/applications/solicited/cfp.jsp?ID=20506&c=EMC-FA138>.



Camp Alegria. A three-day retreat in South Florida, Camp Alegria is a grassroots community-based effort that provides support, education and outreach for Latina cancer survivors. The camp's planning committee includes Latina cancer survivors, social workers, nurses and advocates from the Tampa Bay community. While English-language cancer survivor retreats have been in existence for some time, until Camp Alegria in 2005, no such endeavor for Spanish-speaking women had been reported. The *Redes Report* cancer awareness role model this month, Dinorah Martinez-Tyson, serves as camp coordinator and director.

SUCCESS STORIES

# Dr. Wendy Lorizio: Following her dream

After completing medical school and training as a physician in Venezuela, Wendy Lorizio could have settled down and developed a comfortable practice in her home country. But she chose a different path. She moved to the United States, not knowing the language or culture, with an ambition to learn more about particular diseases that afflict Latinos.

“During my medical studies, I had the motivation to develop myself as a physician who not only works to relieve people from diseases but also to prevent and find the causes that produce them,” said Dr. Lorizio.

In California, she trained as an epidemiologist and obtained a Master’s Degree in Public Health. Four years ago, she served a *Redes En Acción* summer internship at the University of California, San Francisco (UCSF).

That summer of participation in Latino cancer research, training and awareness activities – and the exposure to *Redes* investigators – proved to be a pivotal point in her journey. Since that time, she has worked as a research assistant and coordinator of several cancer research projects at UCSF. And she was invited to participate in discussion panels at the 2006 and 2007 *Redes* National Steering Committee meetings in San Antonio.

Recently, Dr. Lorizio took another major step in her evolving – and most promising – research career. She accepted a Postdoctoral Fellowship position in the Clinical Pharmacology Training Program at UCSF and began in November.

Dr. Lorizio credits *Redes En Acción* with making an impact “not only in my career but also in my life.”

“After coming by myself to the U.S. without knowing the language and the culture, and experiencing a lot of obstacles,” she said, “I feel that all the people I have met at *Redes* have always given me a lot of courage and support to move forward and go for my dreams.”



During her *Redes* internship, she worked with Drs. Anna Nápoles-Springer, Carmen Ortiz and Eliseo Pérez-Stable as research assistant and Latino coordinator for a study titled *Enhancing the Participation of Latinas in Breast Cancer Support Groups*. The project, funded by NCI through the *Redes En Acción* pilot research program, identified facilitators and barriers to participation in breast cancer support groups among Latina women diagnosed with breast cancer in the past five years.



Dr. Lorizio also participated in *Redes* outreach programs in the San Francisco Bay Area, working with organizations that *Redes En Acción* partners with to help raise cancer awareness and conducting presentations and health fairs.

“Understanding the disparities that Latinos face in terms of cancer prevention, diagnosis and treatment has been invaluable,” she reported after her *Redes* training experience. “*Redes En Acción* has provided me the opportunity to work with Hispanic researchers and academic faculties at UCSF regarding research and clinical training, and has encouraged me to participate in pilot projects targeting disparities, cancer

prevention, control and awareness in the Latino community.

“Moreover, having access to *Redes En Acción* mentors and principal investigators has been extremely beneficial in my professional career guidance. Participating as a research intern and as a clinical coordinator in *Redes En Acción* research projects...helped me to foster confidence and to pursue my educational goals.”

In the past four years, Dr. Lorizio has served as clinical coordinator on a number of research projects, including the following ongoing studies:

- *Genetics of Tamoxifen Response, CYP2D6 Test and Tamoxifen Awareness*, which seeks to understand the utility of pharmacogenetic testing for tamoxifen, and the use of candidate genes for their effect on tamoxifen metabolism and biomarkers of tamoxifen effect.
- *Genetics of Breast Cancer in Latinas*, searching for genetic determinants of breast cancer in Latina women. Latina women with breast cancer and matched Latina controls will be compared at various genetic markers to identify markers that are associated with breast cancer risk in this population.
- *Genetics of Multiple Myeloma*, investigating genetic factors that are involved in multiple myeloma risk.

## What’s on the horizon for Dr. Lorizio?

“In the future, I would like to become a general internist, and I envision a career in academic medicine and clinical research, with a focus on cancer and genetic epidemiology, ethnic differences and drug efficacy,” she said.

“Ultimately, my goal will be to bring my research knowledge and skills to the clinical practice to help other clinicians, improve patient care and treatment, and positively influence health care centers and communities to develop culturally and linguistically appropriate cancer programs and resources for Latinos.”

## NOTICIAS: AROUND REDES

### Southwest Region

With a headline reading “Provost (Nancy) Marlin Recognizes: Gregory Talavera, Professor of Public Health,” *Redes* SW Region Co-Principal Investigator **Gregory Talavera, MD, MPH** was recently lauded in *SDSUniverse*, the faculty and staff news publication of San Diego State University.

The article cited Dr. Talavera’s stellar record of clinical and research achievements, working with San Diego’s underserved Latino population and developing interventions targeting cancer and other chronic diseases prevalent among Latinos.

To view the article, go to <http://universe.sdsu.edu/sdsuniverse/news.aspx?s=410>.

**William Vega, PhD**, a member of the *Redes* National Steering Committee, recently received two significant honors.

First, he was elected as a member of the Institute of Medicine of the National Academy of Science, in recognition of his scientific contributions to health. This is one of the highest honors that a scientist can receive in the United States.

Second, Dr. Vega was appointed founding director of the UCLA Luskin Center for Innovation. The Luskin Center will conduct world-class research on major urban issues in Los Angeles.

### Northwest Region

**Eliseo Pérez-Stable, MD**, *Redes* NW Region Co-Principal Investigator, was a faculty organizer of the recent *UCSF Health Disparities Research Symposium II*. As part of the University of California, San Francisco 2008 Diversity Celebration, the Symposium strived to build communities among health disparities researchers from various disciplines, schools and campus sites. Dr. Pérez-Stable also delivered

commentaries on two of the presentations focused on language factors in health care.

In addition, two former junior faculty trainees of the NW Regional Network Center, Drs. **Leah Karliner** and **Elad Ziv**, and three members of the *Redes* network, Drs. **Celia Kaplan**, **Alicia Fernandez** and **Esteban Burchard**, presented or were co-authors on papers presented at the Symposium.

### Southeast Region

*Redes En Acción* was presented as an exhibitor at a training activity titled *A Workshop on Cultural Competency in Cancer Care for South Florida*, which was attended by **Lisa Abreu**, outreach coordinator for the *Redes* SE Region. The aim of the workshop was to gain a better understanding of the diversity of cultural values, attitudes and beliefs that impact health behaviors and the use of health care services in South Florida.



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