



Redes En Acción

(Networks in Action)

www.redesenaccion.org

NEWS RELEASE

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National PSA Campaign Promotes Latino Participation in Cancer Studies

The 2000 Census counted 35 million Latino residents of the United States and labeled this population the nation's fastest-growing minority group.

Yet at every level of cancer research and care, the proportion of Latinos falls dramatically below non-Hispanic whites. This is exemplified in National Cancer Institute studies, in which the proportion of Latino participants is less than 6 percent, as compared to 85 percent representation by non-Hispanic whites.

Redes En Acción, a Latino cancer initiative funded by the National Cancer Institute (NCI), is focusing national attention on this issue with a public service campaign addressing the under-representation of Latinos in cancer studies. Through a series of video and audio public service announcements (PSAs), the campaign encourages Latinos to learn more about the availability of cancer studies and the benefits of participation.

PSAs produced in both Spanish and English are being distributed to television and radio stations around the country. Developed by *Redes En Acción* (Networks in Action), the PSAs provide a toll-free NCI Cancer Information Service telephone number and urge Latinos to call for information about cancer research in general and, in particular, studies taking place in their area.

"Many Latinos are unaware of the opportunities available to take part in cutting-edge cancer research," noted Amelie G. Ramirez, DrPH, *Redes En Acción* principal investigator. "This means that ongoing cancer research does not adequately reflect the needs of Latinos, and that many Latino cancer patients are missing out on opportunities to receive the latest cancer treatments."

The PSA campaign is part of the Latino cancer research, training and public education efforts of *Redes En Acción*, which is one of only five national Special Populations Network grants funded by the NCI. The program is developing a broad-based coalition of cancer research centers, community-based organizations and federal partners to foster a national infrastructure for Latino cancer prevention and control activities.

Redes En Acción is directed nationally by Dr. Ramirez, Associate Professor of Medicine and Deputy Director of the Chronic Disease Prevention and Control Research Center at Baylor College of Medicine (BCM). The program's National Network Center is BCM in Houston and San Antonio, Texas. Regional Network Centers are in six cities with large Latino populations –San Francisco, San Diego, Chicago, New York City, Miami and San Antonio.

In addition to its cancer awareness activities, *Redes En Acción* is establishing training and research opportunities for Latino students and researchers, and developing pilot research projects on key cancer issues affecting Latinos. Program activities also include developing pilot projects into full, competing grant applications.

Redes En Acción and other NCI-funded Special Populations Networks (SPN) for Cancer Awareness, Research and Training are working to build collaborative relationships between large research institutions and community-based programs, said Richard D. Klausner, MD, director of the NCI when the SPN initiative was initiated in 2000.

“This initiative is one of the largest of its kind in the federal government,” Dr. Klausner noted. “It is intended to encourage people from the community to work with scientists to find ways of addressing important questions about the burden of cancer in minority communities.”

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Further information about *Redes En Acción* and the National Latino PSA Campaign may be obtained from the National Network Center or by contacting Regional Network Centers coordinated by the following *Redes En Acción* Co-Principal Investigators:

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