



**Redes
En Acción**



The National Hispanic/Latino Cancer Network

***Developing Culturally Appropriate Communication
Campaigns for Underserved Communities***

**NCI Health Communications Forum
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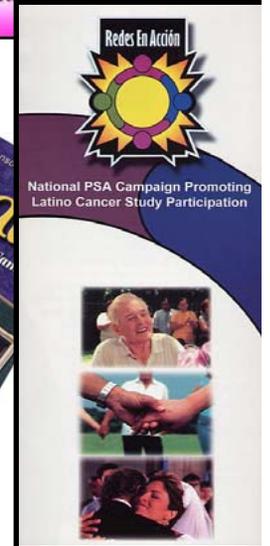
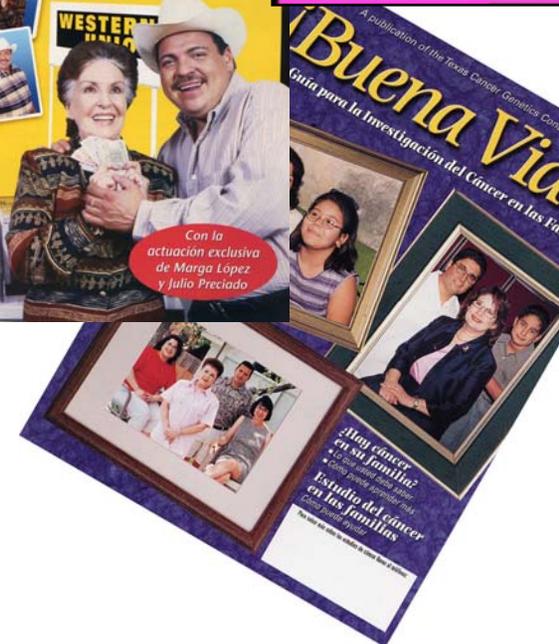


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Overview

- History/theoretical model
- Culturally appropriate publications
- PSA national media campaign
- *Historias* – survivorship issues
- Clinical trials recruitment

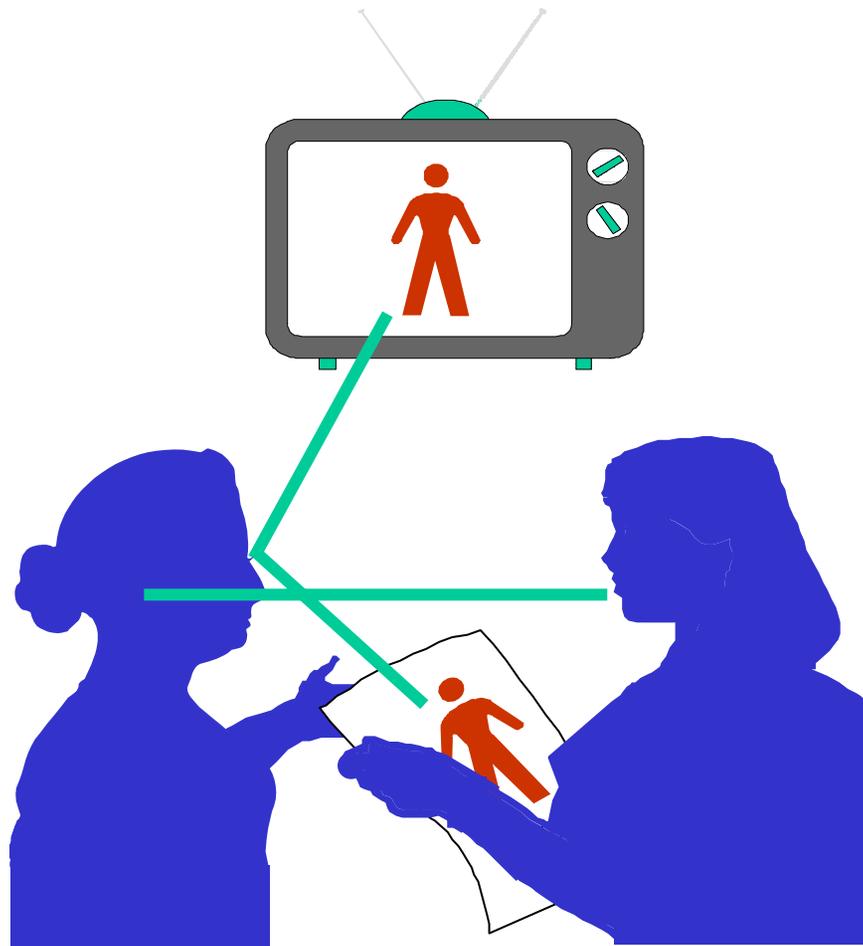




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Dual Communication Model





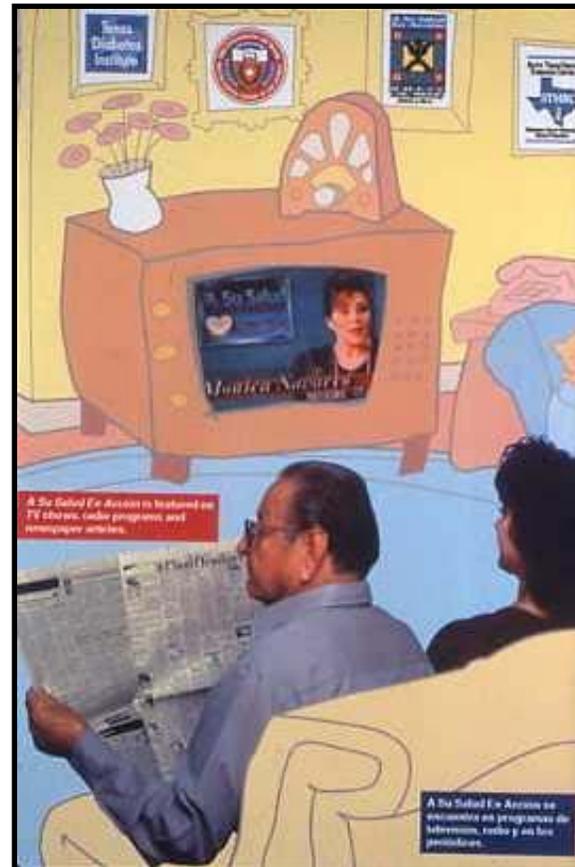
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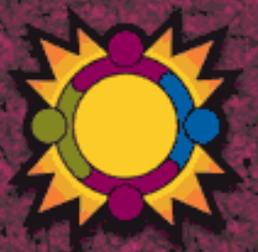


Program Model



Role model stories shared in mass media and newsletters, reinforced through personal contact





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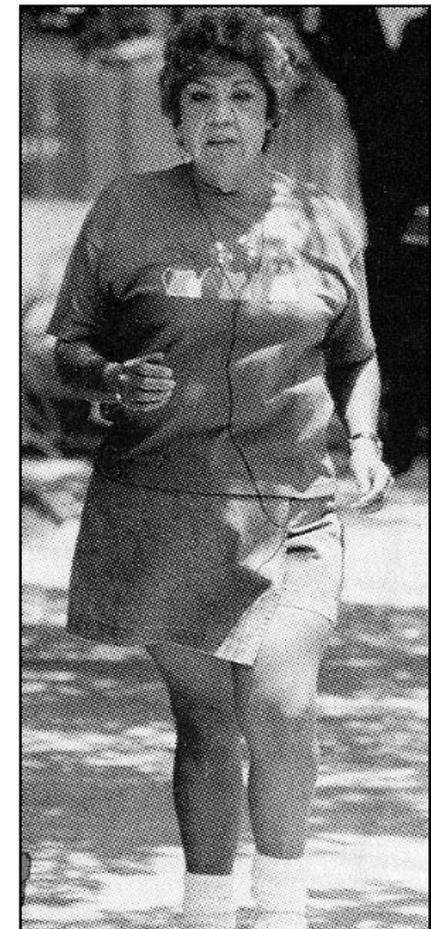


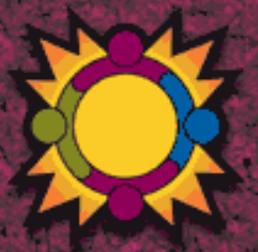
Role Model

“When I started losing weight, it turned my life around. I feel much more energetic and healthy.”

-- Fanny Carrera, 49

Lost more than 100 lbs.





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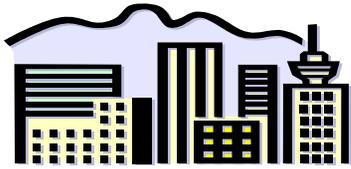


Role Model



“I get my Pap smear every year because knowing that I am healthy gives me peace of mind. This enables me to share my time with my children, grandchildren and friends.”

Joaquina Saavedra, 70

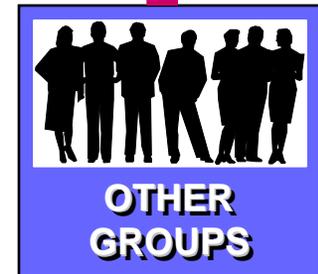
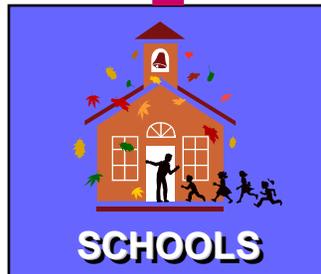
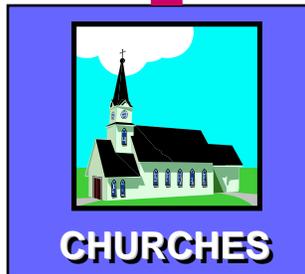


SPECIFIC REINFORCEMENT THROUGH SOCIAL NETWORKS

Contacts With Neighbors



Block Recruitment and Training



Educational Materials

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The National Hispanic/Latino Cancer Network

Latino Cancer Report

Summary Recommendations for a National Hispanic/Latino Cancer Control Agenda

¿Por qué los Latinos debemos participar en los estudios de



- Haciendo parte de un estudio de cáncer por recibir los tratamientos más avanzados.
- Lo que los investigadores aprenden con participación ayudará a todos los Latinos.
- Participando ayudamos a encontrar de combatir el cáncer.
- POR TODAS LAS RAZONES.**

¡Sin investigación, no hay avance!

Averigüe como usted, o alguien que usted conoce, cómo puede participar en un estudio de cáncer. Llame ya al Cancer Information Service.

1-800-4-CANCER
CANCER INFORMATION SERVICE

HCI Grant No. UO-1 CA 8017-01

2003 HISPANIC/LATINO GENETICS Community Consultation Summit

Event Report

June 22-24, 2003
Washington, D.C.



Campaign Promoting Community Participation

Redes Report Cancer Awareness Research • Training

Setting Goals, Aiming High

Major goals of the Redes En Acción program are to:

- Develop national and regional networks of cancer research centers, community-based organizations, and health partners to foster a national infrastructure and sharing practices for Hispanic cancer awareness, research and training.
- Establish training and research opportunities for Hispanic students and researchers.
- Develop pilot research projects on key cancer issues impacting Hispanics.
- Develop pilot projects into full competing grant applications.
- Support cancer awareness.

A Publication of "Sin Fumar" - Vol. 1, No. 1

¡QUE Onda!

2004

SOUND BITES

IF ARTURO WERE 14 AGAIN...

TRIVIA CONTEST! WIN A BOOM BOX!

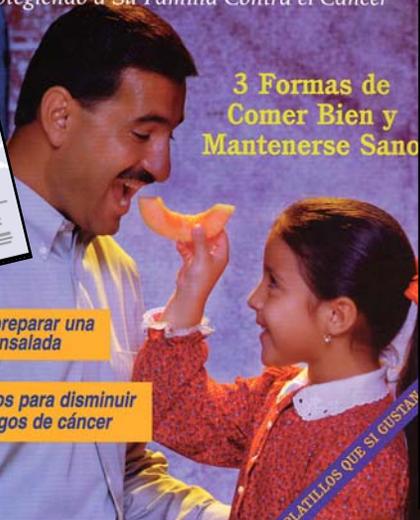
Trivia question:

Sin Fumar Humano.

Buena Vida!

Protegiendo a Su Familia Contra el Cáncer

3 Formas de Comer Bien y Mantenerse Sano



Como preparar una super ensalada

Consejos para disminuir los riesgos de cáncer

PLANCHILLOS QUE SU GUSTAN

PRESENTA

SALUD ES LO PRIMERO

Una historia llena de suspense, amor materno y milagros médicos.



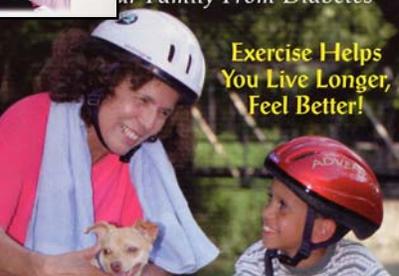
Con la actuación exclusiva de Marga López y Julio Preciado

of The Texas Diabetes Institute

Buena Vida!

Protect Your Family From Diabetes

Exercise Helps You Live Longer, Feel Better!



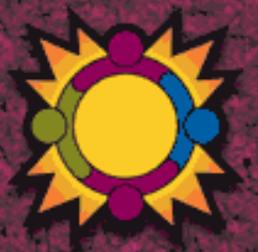

1-800-4-CANCER
The Cancer Information Service

Los asesinos principales pueden evitarse!

Está pasando...



Estos asesinos pueden evitarse... ¡Todo depende de usted!



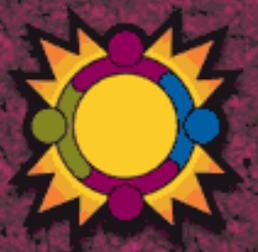
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Redes Clinical Trials PSAs

Purpose:

- Raise Latino awareness and participation in cancer research / clinical trials
- Increase calls by Latinos to the CIS
1-800-4-CANCER line to request information about cancer studies



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Methods

- Evaluate PSA concepts prior to field production
- Dallas and Los Angeles shopping malls (5/01)
- 150 respondents: men 44%, women 56%
- Latino adults >30 who are cancer survivors or have cancer in immediate family
- Bilingual interviews (29% in Spanish)
- 10 minutes with audio tracks and still pictures
- Random rotation of 4 PSAs with variations
- Survey items: demographics, rate PSAs, name recall, overall message, participate in study



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Collaborators



- *Redes* national network
- Cancer Information Service
 - Phone
 - Materials content review
 - Data reporting
- TV, radio and print national media
 - English and Spanish

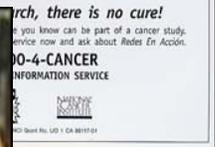
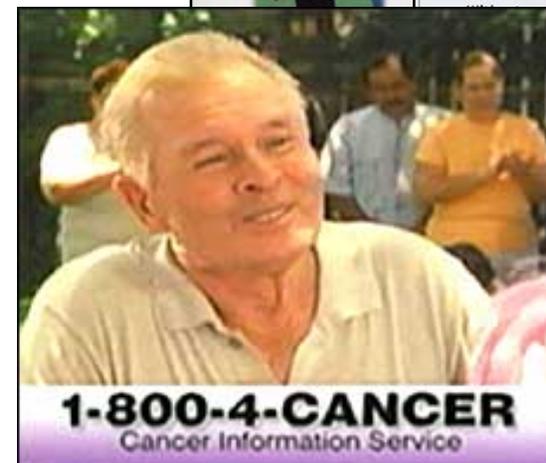
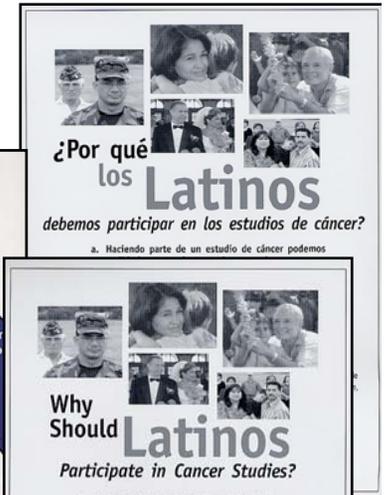
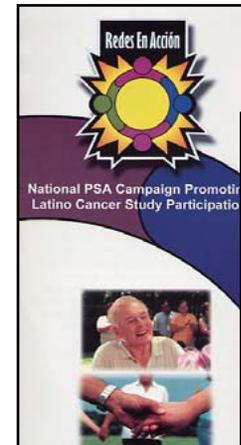


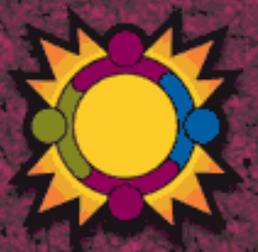
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Results

- >700 nationwide TV and radio stations receiving PSAs
- >550 calls generated to CIS help line; still being broadcast
- 2 Telly Awards for PSA excellence
- Still airing in many markets



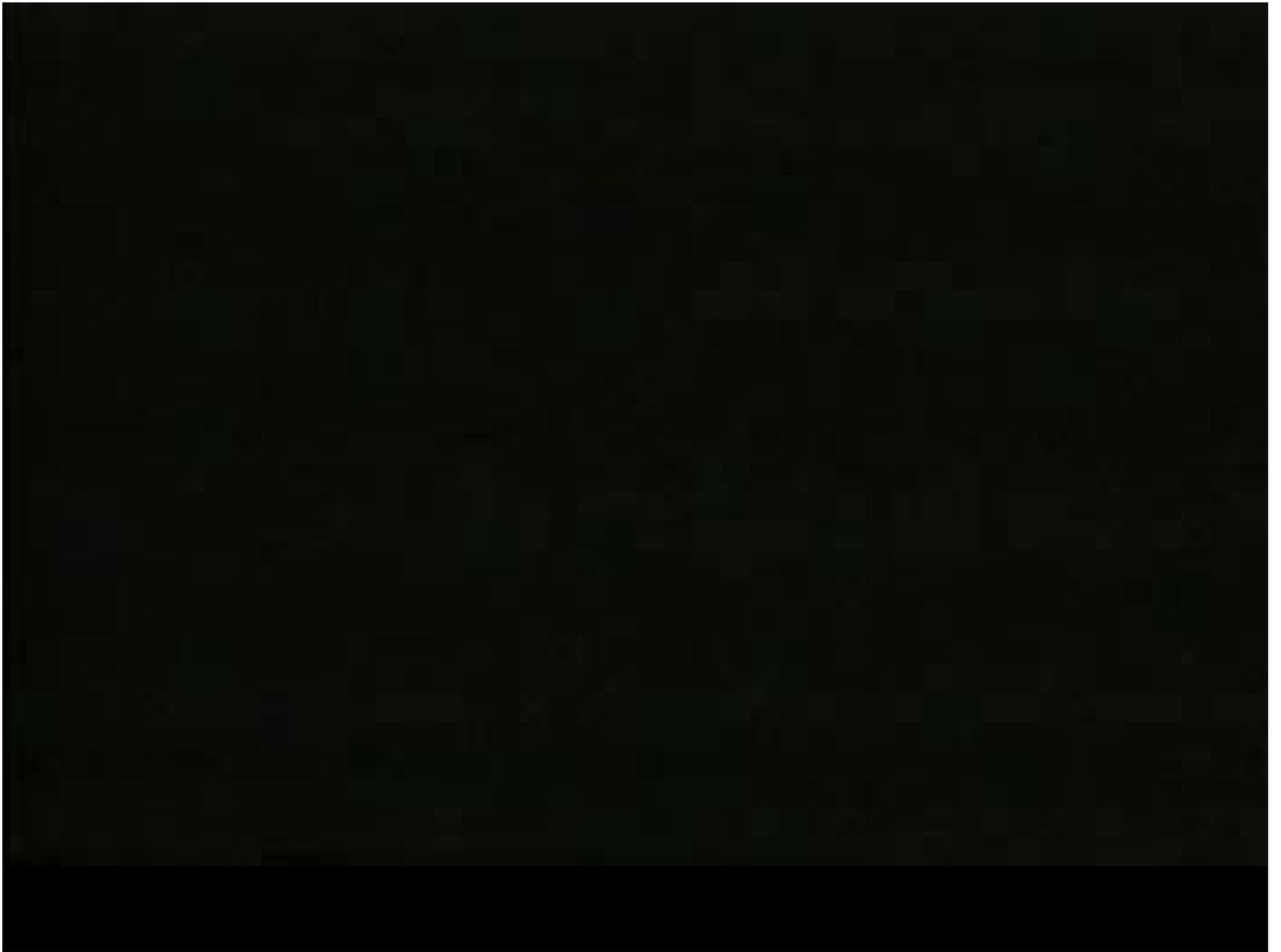


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Recommendations

- Ensure that there are local trials in the media market
- Utilize most powerful media channel (TV)
- Analyze effects of paid vs. non-paid media





Nuestras Historias

Mujeres Hispánicas Sobreviviendo el Cáncer del Seno



Our Stories: Hispanic Women Surviving Breast Cancer



Historias' Author / Breast Cancer Survivor, Julie LaFuente Louviere

“ If you want to live, you'll do what you have to do. This thing called cancer was not going to take me down.”

“Si uno quiere vivir, uno tiene que hacer lo que sea. Esta cosa llamada cáncer no iba a derrotarme”.

Julie was born in Eagle Pass, Texas and currently resides in San Antonio. Julie with husband Chris and daughters Ava (left) and Alis Ami

Julie nació en Eagle Pass, Texas y actualmente reside en San Antonio.

Julie con su esposo Chris y sus hijas Ava (izquierda) y Alis Ami



Just Do It

Julie La Fuente Louviere

At 29, I was living in Puerto Rico, and I was in the best shape of my life, training for a triathlon and weighing only 115 pounds of muscle. I felt like I was in total control of my life.

I found a knot near my collarbone, which I believed was nothing, but my husband made me get it checked out. The diagnosis was breast cancer.

I was in shock. I thought cancer was something that only old people got. I learned the ugly side effects of chemotherapy, like losing hair and eyebrows, but I could give them up if I had to. If I had to lose a breast to survive, I was ready. My motto became “Just do it.” If you want to live, you'll do what you have to do. This thing called cancer was not going to take me down. I put temporary tattoos on my bald head and wore a T-shirt that my niece gave me that said “I'm Too Sexy for My Hair.”

After my treatment, there was no sign of cancer. More than four years later, I became pregnant again. But the cancer came back, now in my liver and bones. The doctors recommended termination of my pregnancy because they said it would be easier to treat. For me that was not an option. On Valentine's Day, 1998, I gave birth to my second daughter, Alis Ami. I found out later that the doctors

Sólo Hazlo

La edad de 29 años, vivía en Puerto Rico y estaba en la mejor condición física de mi vida porque estaba entrenando para un triatlón y pesaba solamente 115 libras de puro músculo. Sentía como si tuviera el control total de mi vida.

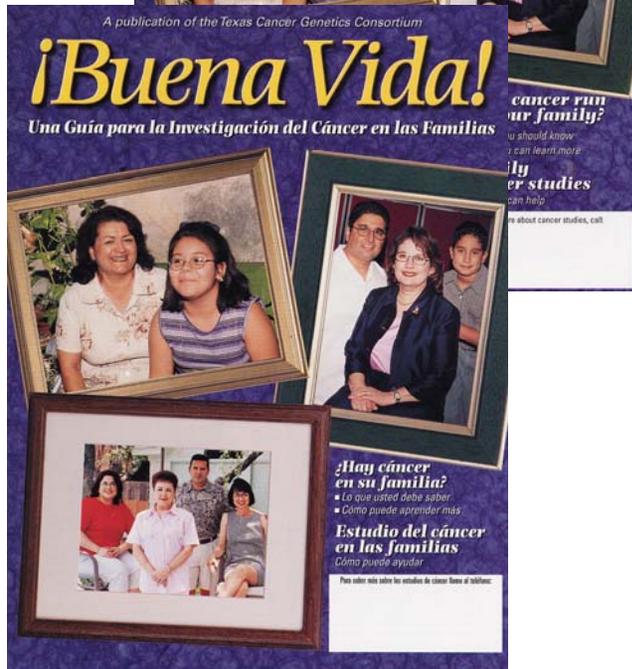
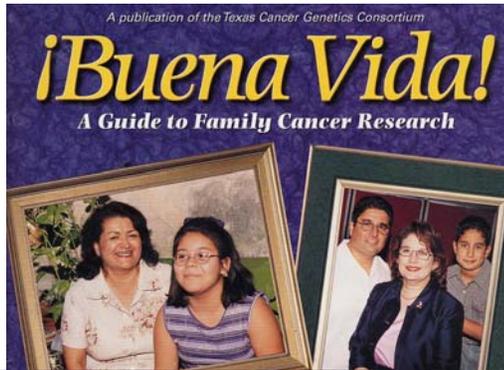
Encontré un nudo cerca de mi clavícula, el cual pensé que no era nada, pero mi esposo me convenció para que me lo chequeara. El diagnóstico fue cáncer del seno.

Estaba totalmente aturrida. Pensé que el cáncer solo le sucedía a la gente de edad avanzada. Aprendí sobre los desagradables efectos secundarios de la quimioterapia, tales como la pérdida de pelo y las cejas, pero podía prescindir de ellos si tenía que hacerlo. Estaba lista para perder un seno con tal de sobrevivir. Mi lema se convirtió en “Sólo hazlo”. Si uno quiere vivir, uno tiene que hacer lo que sea. Esta cosa llamada cáncer no iba a derrotarme. Me puse tatuajes temporales en mi cabeza calva y usaba una camiseta que mi sobrina me dio la cual decía “Soy demasiado sexy para mi pelo”.

Después de mi tratamiento, no había más señales del cáncer. Un poco después de cuatro años, me embaracé. Pero el cáncer regresó en mi hígado y en mis huesos. Los doctores recomendaron terminar mi embarazo porque sería más fácil tratar mi cáncer sin estar



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Cancer Genetics Network (CGN): Testing 3 Different Cancer Genetics Registry Recruitment Methods with Hispanic Cancer Patients and Their Families



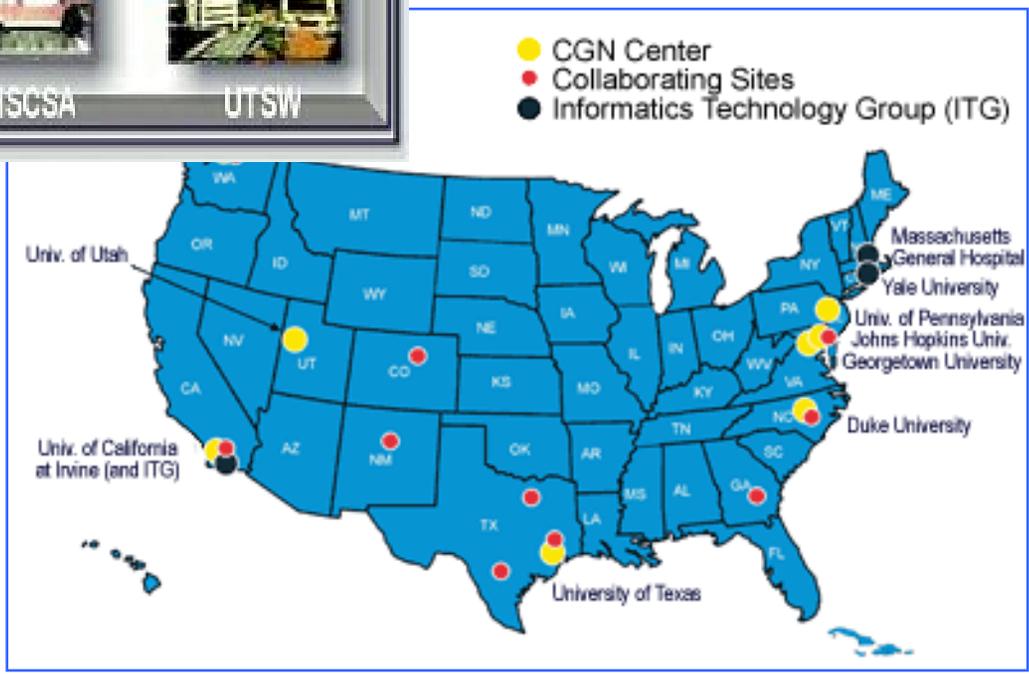
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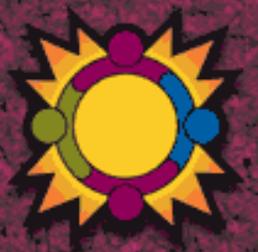


What are the TCGC and CGN?

Texas Cancer Genetics Consortium

 MDACC	 BCM	 UTHSOSA	 UTSW
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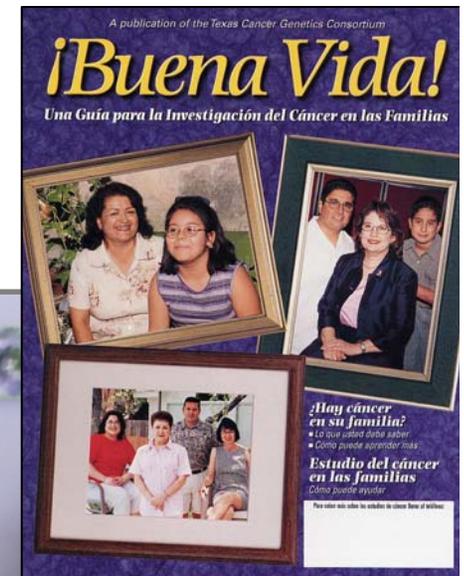


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Purpose / Methodology

- Purpose: Test 3 different recruitment strategies to the Cancer Genetics Network among Hispanics
- Methods:
 - 3000 cancer registry patients and family members identified
 - 3 experimental conditions





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Collaborators

- *Redes* national network
- Texas Cancer Genetics Consortium
- NCI's Cancer Genetics Network
 - Seattle, WA – Asian Americans
 - Irvine, CA – Asian Americans
 - Baltimore, MD - African Americans
 - S. Texas/New Mexico – Hispanics/Latinos
- CIS, South Central Office



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Results

- 29% response rate X1
- 27% response rate X2
- 38% response rate X3





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Recommendations

- Compare recruitment strategies
- Consider cost effectiveness analysis
- Increase research on recruitment strategies with different ethnic groups



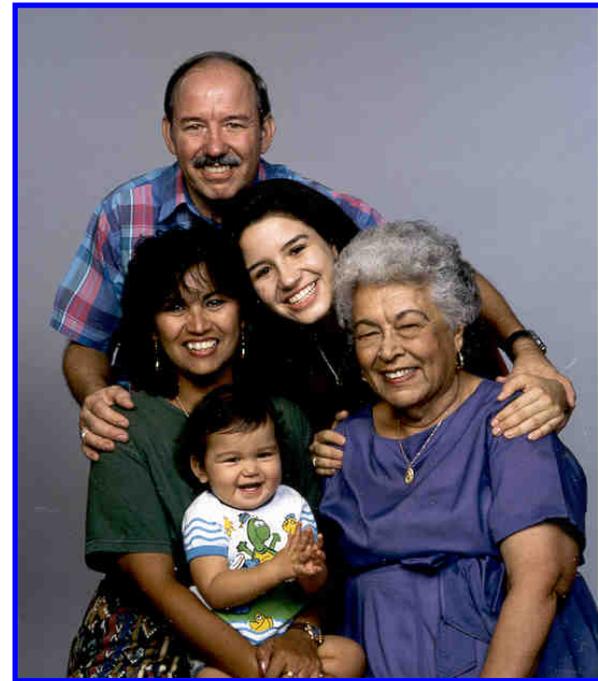


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Conclusions

- Resource intensive
- Partnerships
- Timelines and planning
- Tailored materials
- Appropriate technology
- Audience acculturation
- Health system cultural competence





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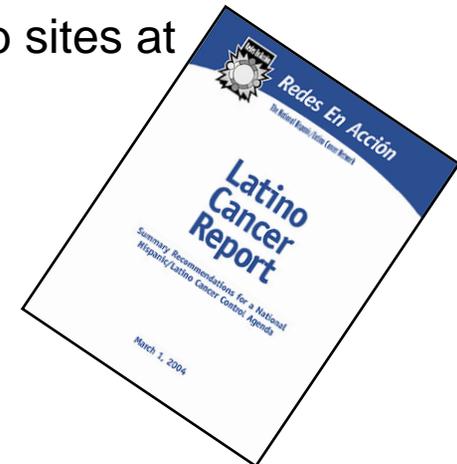
The National Hispanic/Latino Cancer Network

For more information on cancer control policy recommendations produced by *Redes En Acción*, visit our Web sites at

www.redesenaccion.org

or

www.saludenaccion.org



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