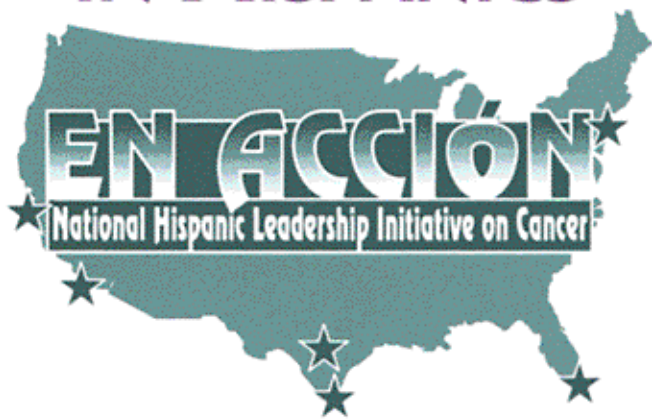


PREVENTING CANCER IN HISPANICS



A project of the National Cancer Institute

En ACCIÓN

EN ACCIÓN

Prevenir el Cáncer en los Hispanos

En Acción: National Hispanic Leadership Initiative on Cancer is the first comprehensive assessment of risk factors for cancer in all Hispanic/Latino populations and among both men and women. Experts in public health and in medicine, together with grass-roots community-based organizations, are forming a national network to develop programs to reduce these risk factors.

Their common mission is to empower Hispanic/Latino populations with the knowledge and the resources they need to prevent and control cancer among their own people.

EN ACCIÓN in **6** cities:

Brownsville
Miami
New York

San Antonio
San Diego
San Francisco



Promoviendo el uso de mamografías en Brooklyn

EN ACCIÓN against **6** types of cancer:

- Breast
- Cervical
- Colon
- Lung
- Prostate
- Skin



Diseminando Información acerca del cáncer en los Barrios de San Antonio

EN ACCIÓN in **4** Hispanic /Latino population groups:

- Mexican American
- Puerto Rican American
- Cuban American
- Central/South American

EN ACCIÓN against these **6** behaviors that increase cancer risk:

- Smoking cigarettes
- Drinking alcohol in excess
- High-fat, low-fiber diet
- Lack of exercise
- No cancer screening examinations
- Sun exposure

"Hispanics/Latinos are subject to significant barriers in screening and early detection and, due to cultural gaps, they are often not well-served in patient care and follow-up." Lamentar. (Remember, it is better to prevent than lament.)

Tenemos que recordar "Mas Vale Prevenir que —Amelle G. Ramirez, DrPH, principal investigator.

EN ACCIÓN USING 5 approaches:

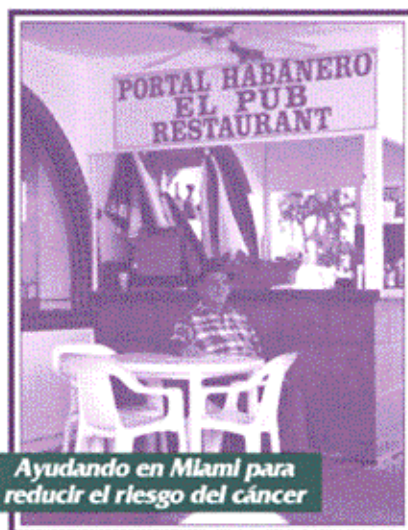
Research—Taking the latest knowledge National Cancer Institute has gathered about cancer—from the laboratory and from patient research—and applying it to the community. Collecting baseline data about the risk factors in each population studied.

Demonstration—Using “real people,” role models from the community tell their healthy lifestyle stories in a mass media campaign. The campaigns will be tailored to the target population in each city, but will be similar enough to compare similarities and differences in each population’s knowledge, attitudes and behavior. Recruiting and training community volunteers to educate their neighbors about the need for cancer screening, helping them get to doctor appointments, counseling them about proper nutrition, the need to quit smoking, increasing their awareness of environmental and occupational risks.

Dissemination—Sharing the EN ACCIÓN model with relevant community organizations and other health professionals.

Evaluation—Using telephone surveys, focus groups and historical data to see if the program hits the mark.

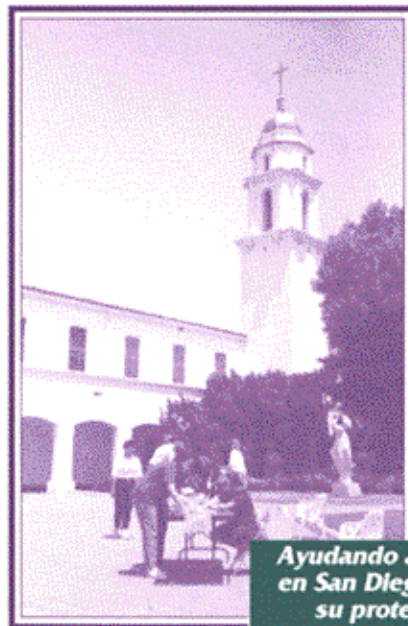
Policy—Building coalitions at the local, state and national level that will become advocates for cancer prevention programs targeted at Hispanic/Latino populations.



Ayudando en Miami para reducir el riesgo del cáncer



Promoviendo modelos saludables en el distrito de la Misión en San Francisco



Ayudando a una comunidad en San Diego para aumentar su protección cultural contra el cáncer



Aprendiendo los riesgos acerca del cáncer en las Colonias de Brownsville

*A 5-year study funded by the National Cancer Institute.
Grant UO1 CA59379*

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NATIONAL HISPANIC LEADERSHIP
INITIATIVE ON CANCER
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