

Community IMPACT

REACHING PEOPLE

Personal contact with mass media reinforcement. That's how cancer prevention messages reach target populations in each city.



ONE-TO-ONE CONTACT IS MADE BY MORE THAN 800 VOLUNTEERS, WHO DISTRIBUTE MONTHLY NEWSLETTERS (768,000 A YEAR) TO FRIENDS, FAMILY AND NEIGHBORS.

How *En Acción* Changes Behavior

En Acción media messages are designed to move people through four stages of change.

- 1 Thinking about it
- 2 Deciding to do it
- 3 Doing it!
- 4 Continuing to do it!

The messages feature people who share the same characteristics of the target population. We call them role models. Communication research shows that people are more influenced by others who are like them.

For example, if the desired behavior change is that a person stop smoking...

A person who has quit:

- "models" what he or she does to stay away from cigarettes.
- talks about how he or she made the decision to quit, shows how much better life is since quitting.
- encourages others. "I did it, you can, too."



POSITIVE BEHAVIORS DEMONSTRATED BY COMMUNITY ROLE MODELS IN THE NEWSLETTERS ARE REINFORCED BY 1,248 STORIES IN LOCAL NEWSPAPERS AND ON TV AND RADIO ANNUALLY.



THE MESSAGE IS FURTHER REINFORCED BY *EN ACCIÓN* STAFF AT CHURCHES, SCHOOLS, SENIOR CENTERS AND OTHER COMMUNITY SETTINGS.

To help fill gaps in available Hispanic/Latino population health information, *En Acción* has initiated the first comprehensive assessment of cancer risk factors in these communities and obtained preliminary research results.

Screening Data

Research in screening practices shows that Hispanic women are:

- Least likely to receive Pap screening¹
- Least likely to receive mammogram screening¹
- More likely to be diagnosed with breast cancer at later stages and have lower survival rates²

Baseline data collected by researchers in the six *En Acción* sites revealed that 61% of Hispanic women had received a Pap smear and mammogram in the previous two years. Recent research shows this proportion has increased to 67%. This means that, as a result of *En Acción*, more than 4,000 additional Hispanic women over 40 visited health care facilities for Pap smears and mammograms.

¹Harlan et al, 1991; Fox and Stein, 1991

²Suarez et al, 1991

Smoking Among Hispanic Men

Baseline data from the six *En Acción* sites include the following smoking behavior statistics.*

	Never Smoked	Former Smokers	Current Smokers
Mexican Americans	44%	32%	24%
Cuban Americans	44%	32%	24%
Puerto Ricans	48%	27%	25%
Central Americans	42%	37%	21%
All American men			29%

* Comparable measurements for current smoking behaviors have not been completed.



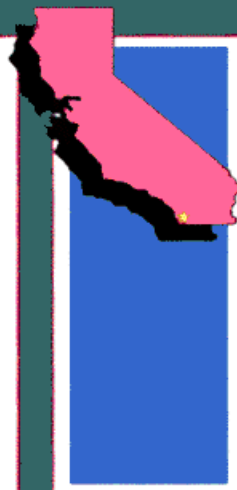


San Francisco

- ◆ Central Americans & other Hispanics

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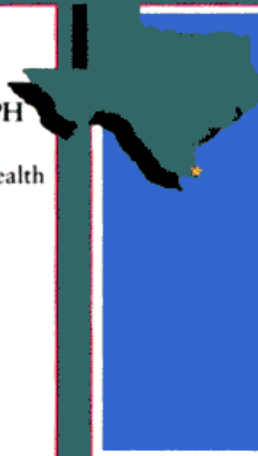


San Antonio

- ◆ Mexican Americans

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- ◆ Puerto Ricans
- ◆ Central Americans
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Coordinating Center *En Acción* is located at the South Texas Health Research Center. Established in 1989, the STHRC conducts population-based research and education programs to improve the health status of South Texas. The *En Acción* program is funded by an NCI cooperative agreement grant to The University of Texas Health Science Center at San Antonio. One of 15 components in The University of Texas System, the Health Science Center has an annual enrollment of 2,500 students in its medical school, dental school, school of nursing, graduate school of biomedical sciences and school of allied health sciences.

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