

## Cancer Outreach Aimed at Chinese Hispanic Latino Communities in Cali

Written by Robert ID4325  
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In an extraordinary collaboration, two California based ethnic-media advertising agencies and the American Cancer Society, California Division, Inc., will launch a media campaign aimed at educating the state's Chinese and Hispanic/Latinos about cancer and free Society programs and services available in their communities. The statewide effort includes public service announcements and print ads in Mandarin, Cantonese and Spanish that will run in ethnic media outlets throughout California. The ads were unveiled at a press conference held today at an American Cancer Society Research Forum On Cancer Disparities in Oakland.

"As the premier source of information about cancer prevention and treatment, the Society provides important education, programs and services that address the unique needs of the many cultures and communities which reflect the people of California," said California Division, Inc. CEO David F. Veneziano. "With over 56% of our population comprised of minorities, this campaign is an important part of our mission to eliminate cancer as a major health problem for all Californians."

The advertisements were developed by TEN Communications and Pochteca Media, both based in Los Angeles. The American Cancer Society served in an advisory capacity. "It is our great pleasure to work with American Cancer Society to help launch an in-language media campaign in the Chinese market," said TEN Communications President Karen Park. "This effort will not only generate awareness about the Society and its great services, but will also benefit medically underserved Chinese Americans in California. We hope more Chinese Americans will contact the Society for information and resources when dealing with cancer."

The PSAs encourage Asian and Hispanic/Latino Americans to turn to the American Cancer Society for cancer-related information, education and services by calling the Society's toll-free number, 1-800-ACS-2345 (1-800-227-2345) or visiting [www.cancer.org](http://www.cancer.org) ( [http://pochtecamedia.com/images/ACS\\_HispanicAd\\_8.5x11\\_2008.pdf](http://pochtecamedia.com/images/ACS_HispanicAd_8.5x11_2008.pdf)

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"It is our distinct honor to partner with the American Cancer Society for this extremely important cancer awareness campaign targeting the Hispanic community," said Pochteca Media CEO, Mario Cobián. "Together, we hope to inspire the Hispanic community to take action for themselves and their families."

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The Society will work with the agencies and several Asian and Spanish -language media organizations to place the PSAs. <http://pochtecamedia.com/media-acs-psa-span.shtml>

"Nearly 50% of Californians will be diagnosed with cancer at some point in their lives. Although we have made great strides in our mission to eliminate cancer, there is significant disparity in detection and treatment among the medically underserved," said the California Division's Chief Mission Delivery Officer, Carolyn Bruzdinski, Ph.D. "Our goal with this campaign is to reach out to these communities and to let them know that we are here to help with in-language information and services that support California's diverse communities." <http://pochtecamedia.com/media-acs-psa-span.shtml>

In ongoing efforts to foster and grow relationships with minority and medically underserved communities, the American Cancer Society offers a host of programs and services such as:

- Information - Through the Society's toll-free National Cancer Information Center (1-800-ACS-2345), callers who speak English, Spanish and other languages can obtain information about cancer prevention, early detection and treatment, and can be linked with community resources. The Society's Web site ([www.cancer.org](http://www.cancer.org)) contains Spanish content and Asian language materials.
- Asian Tell A Friend® - Tell A Friend breast cancer program with a tailored component for Korean, Filipino, Vietnamese and Chinese women
- Aconseje a su Amiga® - Encourages Hispanic/Latina women to get a mammogram and a Pap test
- Look Good--Feel Better® - Includes cosmetic offerings for women and is available in Spanish (Luzca Bien--Sientase Mejor)
- Relevó por La Vida - Works to place Relay For Life events in Hispanic/Latino communities