



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP100161

Project Title:
Multi-Faceted Outreach Program to Hispanic/Latino Cancer Survivors and
their Loved Ones

Award Mechanism:
Health Promotion, Public Education, and Outreach Programs

Principal Investigator:
Justice, Haley

Entity:
LIVESTRONG

Lay Summary:

The need for cancer survivorship information and resources that are culturally and linguistically appropriate is becoming increasingly important. In 2009, the Hispanic/Latino population within the state of Texas exceeded 9.4 million. Cancer is a leading cause of morbidity and premature death among Hispanic/Latinos. Overall, 1 in 2 Hispanic men and 1 in 3 Hispanic women will be diagnosed with cancer in their lifetime. In 2008, LIVESTRONG began filling the gaps in awareness and services for Hispanic/Latinos and their families by developing comprehensive resources both online and through direct service. LIVESTRONG created LIVESTRONG.org/espanol, a Spanish-language website that provides information on common concerns of cancer survivors through written content, videos and audio recordings. In addition to the website, the LIVESTRONG SurvivorCare program offers free, professional, one-on-one support in English and Spanish to anyone affected by cancer, starting from the moment of diagnosis throughout one's cancer journey. Resources offered through LIVESTRONG SurvivorCare and the website are available to all cancer survivors, including family, friends and caregivers, as well as healthcare providers. Both resources provide dynamic support and education services that reach across language and cultural barriers. LIVESTRONG will develop a health promotion and public education campaign that will not only raise awareness of cancer but also increase cancer survivors' access and utilization of LIVESTRONG's existing resources among Hispanic/Latinos within the state of Texas. Over the two-year period, the LAF will provide education and support through a comprehensive approach including radio, print, online, phone, and outdoor education and support messaging. All outreach conducted will be culturally and linguistically appropriate and tailored to the unique needs and preferences of this population. LIVESTRONG believes that more outreach focusing specifically on Latinos living in Texas will help increase utilization of these resources and knowledge related to cancer concerns, thus receiving comprehensive care coordination throughout their cancer journey.