SAN ANTONIO (June 3, 2010)—The Lance Armstrong Foundation’s LIVESTRONG campaign is expanding its outreach to Latino cancer survivors through enhanced multi-media Spanish-language resources, which were developed with the help of Sandra San Miguel de Majors, MS, a research instructor at the Institute for Health Promotion Research at The University of Texas Health Science Center at San Antonio.

LIVESTRONG’s effort aims to help more Latinos affected by cancer by increasing visibility and access to bilingual resources on the Internet, cellular devices and media outlets.

The campaign Web site, LIVESTRONG.org/espanol, for example, underwent major enhancements, adding new videos, audio features and links to Facebook and Twitter messages, thanks to content developed in part by San Miguel de Majors.

San Miguel de Majors also developed scripts for educational Webisodes and radio ads.

She also is overseeing efforts to promote LAF’s online training curriculum for promotores, community members trained to educate their peers in healthy behaviors and increase access to resources for cancer survivors. She is leading a workshop June 14 at LAF’s Austin headquarters to train promotores from across the nation.

“Being fully bicultural with 14 years experience in health promotion and working with the Latino community, I was proud to be selected to co-lead the LIVESTRONG National Hispanic/Latino Media Campaign and to lead future efforts to reach this population,” San Miguel de Majors said. “The Latino population, a fast-growing mosaic of cultures, suffers a tremendous cancer burden, and these new multi-media resources are designed to help more Latinos survive and thrive.”

Cancer is the second leading cause of death of Latinos. Latino cancer rates are projected to surge by 142% by 2030, compared to 45% for the overall U.S. population.
Latinos, who tend to have less income, education and insurance, have lower survival rates for many cancers, which may reflect less access to timely, quality treatment.

The ecological model developed by psychologist Urie Bronfenbrenner revealed a complex interrelationship between health and culture: culture influences media choice and, in turn, health behaviors. With Bronfenbrenner’s model in mind, LIVESTRONG set out for the crossroads of culture and health in an effort to close the gap in the health disparities for Latinos diagnosed with cancer.

As part of its effort, LIVESTRONG is joined by Latina telenovela actress and breast cancer survivor Lorena Rojas. Rojas penned an editorial that will run in 80 Hispanic newspapers and recorded radio ads that will air on Latino stations nationwide.

Rojas is especially promoting LIVESTRONG SurvivorCare.

SurvivorCare, available online and by phone at 866-927-7205, offers free professional support in English and Spanish for any person affected by cancer to help:

- Cope with emotional concerns through counseling and support;
- Address financial, insurance and job concerns;
- Match to clinical trials and new treatments in development;
- Locate and access local resources; and more

San Miguel de Majors, who coordinates several research projects at the Institute for Health Promotion Research (IHPR), also is helping promote use of the LIVESTRONG SurvivorCare program through her work at the IHPR.

She is overseeing the training of five LAF-supported promotores who will be positioned at the six regional sites of Redes En Acción, a national Latino cancer research network led by the IHPR and funded by the National Cancer Institute. The promotores then will work to increase Latino cancer survivors’ access to the LAF program.

“The IHPR and LIVESTRONG are both dedicated to improving the Latino cancer survivorship experience,” said San Miguel de Majors, who has a master’s degree in psychology. “We want to ensure that Latinos across the nation can get access to timely, high-quality cancer treatment, and go on to live long, fruitful lives.”

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About the Institute for Health Promotion Research
The Institute for Health Promotion Research (IHPR) investigates the causes and solutions to the unequal impact of cancer and chronic disease among Latinos in San Antonio, South Texas and the nation. The IHPR, founded in 2006, is based at The University of Texas Health Science Center at San Antonio with a satellite office in Harlingen, Texas. The IHPR uses evidence-guided research, training and community outreach to improve
the health of those at a disadvantage due to race/ethnicity or social determinants. Visit the IHPR at http://ihpr.uthscsa.edu or its blog at http://www.saludtoday.com/blog.

About LIVESTRONG
Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and based in Austin, Texas, LIVESTRONG fights for the 28 million people around the world living with cancer today. LIVESTRONG connects individuals to the support they need, leverages funding and resources to spur innovation and engages communities and leaders to drive social change. Known for the iconic yellow wristband, LIVESTRONG’s mission is to inspire and empower anyone affected by cancer. For more information, visit www.LIVESTRONG.org or www.LIVESTRONG.org/espanol.