PSAs Win Film Awards for Raising Latino Cancer Screening Awareness

Watch the Telly-Award-Winning PSAs in English or Spanish at:  
http://www.saludtoday.com/psas.php

San Antonio, Aug. 24, 2010—Two public service announcements (PSAs) that urge Latinos to get screened for cancer have won prestigious “Public Service” Awards at the 31st Annual Telly Awards for the Institute for Health Promotion Research (IHPR) at The University of Texas Health Science Center at San Antonio.

The winning PSAs, “I Admire Them” and “Now You Know,” are 30-second TV spots produced through the IHPR-led Redes En Acción: The National Latino Cancer Research Network, a National Cancer Institute initiative to combat Latino cancer through research, training and education.

In “I Admire Them,” a Latina family with a history of breast cancer talks about the importance of getting a mammogram that can detect breast cancer early.

   Watch “I Admire Them” in English  
   Watch “I Admire Them” in Spanish

In “Now You Know,” a group of Latinas talk about their friend who, thanks to cancer screening, was able to detect colorectal cancer at an early, treatable stage.

   Watch “Now You Know” in English  
   Watch “Now You Know” in Spanish

These two PSAs and four others were released in late 2009 by Redes En Acción to encourage Latinos to learn more about screening tests available for breast, cervical and colorectal cancers by calling the NCI’s toll-free number (1-800-4CANCER). The culturally appropriate PSAs were developed by Redes cancer experts and pre-tested in focus groups before final production by Sprocket Productions of San Antonio.
“We’re extremely excited by the Telly Award recognition for our PSAs,” said IHPR Director and Redes Principal Investigator Amelie G. Ramirez, DrPH. “Latinos are at a disadvantage when it comes to being in good health, so these PSAs are helping Latinos around the country learn more about cancer screening and prompt everyone to take action to protect ourselves and our families from this disease.”

All 6 PSAs, which are currently airing on TV stations across the nation, can be viewed in English and Spanish at Redes or the YouTube page of SaludToday, the IHPR’s new multimedia Web site to promote Latino health.

To request the PSAs in a broadcast-quality format, e-mail saludtoday@uthscsa.edu.

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 online at http://ihpr.uthscsa.edu.

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