Raising Awareness About Cancer & Addressing Needs of Minority Communities

Office of Communications and Education
National Cancer Institute

December 17, 2012 (historical)
Addressing the Need

NCI Grantees Working with AI/AN Communities

- The American Indian/Alaska Native Initiative on Cancer – Mayo Clinic College of Medicine
- Northwest Tribal Cancer Navigator Program-Northwest Portland Area Indian Health Board
- Regional Native American Community Networks Program - University of Washington
- Southwest American Indian Collaborative Network - Mel and Enid Zuckerman College of Public Health
- University of Oklahoma Community Networks Project - University of Oklahoma Health Sciences Center
EPEC™-O
(Education in Palliative and End-of-Life Care for Oncology)
the CD-ROM
with American Indian and Alaska Native Cultural Considerations
Why Outreach Through Multicultural Media?

• Ethnic media is the \textit{fastest-growing} segment of American journalism.

• The number of U.S. adults consuming ethnic media is up 16\% since 2005.

• Nearly 60 million Americans regularly get information from ethnically oriented media.
Ethnic media reaches ¼ of the entire U.S. population and 80% of adults in minority communities.*

*Source: New America Media
NCI Multicultural Media Outreach

• MMO disseminates targeted cancer information and news to minority communities through minority media outlets.

• MMO *proactively* reaches out to ethnic and cultural media outlets including:
  • Radio
  • Print
  • Television
  • Internet/Social Media

• Important element of outreach efforts is *partnership*. 

National Cancer Institute
Lifelines™ is an educational series that addresses cancer prevention, treatment, survivorship, clinical trials and other cancer-related topics for African American, Hispanic, Asian American and Pacific Islander and Native American populations.
Celebrity Battles with Pancreatic Cancer Help Increase Awareness of a Cancer

Learn About Clinical Trials: Are They Right for You?

Reducing Your Risk for Oral Cancer – Something to Smile About

African American Communities Working With NCI to Address Disparities

Cervical Cancer Awareness for Women: Knowledge and Action is Power

Hispanic Americans Can Get Skin Cancer: This Summer, Protect Yourself

Enhancing Life after Cancer Treatment

National Cancer Institute
Fight cancer disparities with lifestyle changes

Lifelines

Conciencización sobre el cáncer colorrectal

Tribune

LA VOZ

National Cancer Institute
In the Beginning … YouTube
The Appeal of Video

- Using existing spokespersons
- Tracks language and message of existing NCI product -- *Lifelines* articles
- Limited to 2 minutes
- Taped at present facilities
Multicultural Media Outreach Program

The Multicultural Media Outreach (MMO) Program at the National Cancer Institute's (NCI's) Office of Communications and Education is the contact point for multicultural media outlets seeking evidence-based cancer information, education materials, and news tailored to minority communities affected by cancer health disparities. NCI works with media partners to disseminate culturally relevant information through media interviews, drop-in articles for ethnic newspapers, video vignettes, and other Web-based and social media.

We encourage reuse of the materials listed here. If you are a reporter, editor, or producer of multicultural media and want to develop a story or obtain population-specific cancer information, please contact us (see end of page for contact information).

Media Resources

**Lifelines Cancer Education Information for Multicultural Media**
Ready-to-use articles and videos about cancer topics that are tailored to minority communities affected by cancer health disparities.

**Lifelines videos**
Featuring videos on a wide range of topics, including colorectal, breast, and cervical cancer, tobacco use and lung cancer, complementary and alternative medicine, and nutrition and cancer risk.

Connect with the Multicultural Media Staff

**@NCImmMedia**
Multicultural information and news, including tools developed specifically for journalists reporting on cancer at minority media outlets.

E-mail us: ncmulticultural@gmail.pnn.gov

Call us: 301-486-0066

Write to us:
Multicultural Media Outreach
Office of Communications and Education
National Cancer Institute
8116 Executive Blvd., Suite 410

www.cancer.gov/mmo
Social Media

YouTube

Twitter

Facebook

National Cancer Institute
AI/AN Media Partners

- Koahnic Broadcasting (producers of “Native America Calling”)
- Indian Country Today (newspaper)
- Native American Journalists Association
- Native Media Resource Center
AI/AN Media Venues

- Radio
- Newspapers - Lifelines articles
- Videos – Lifelines YouTube
- Lifelines Audio Files
- Online - Webinars
For More Information

E-mail: ncimulticultural@mail.nih.gov

Visit: www.cancer.gov/Lifelines

www.twitter.com/ncimcmedia
www.youtube.com/ncigov

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