

EDUCATION AND HEALTH GIVE US LIFE: Spanish Language Cancer Screening Awareness Campaign



ICG Communication Group

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WHO ARE WE?

ICG Innovare Communication Group is a Latina-owned communication firm in Hillsboro, Oregon. ICG produces Elemento Latino, a Spanish-language television program broadcasted on Telemundo Portland.

PROBLEM



Almost 1/3 of Oregon Latinos lack health insurance. Lack of access is linked to higher cancer rates.



Latinos have lower rates of cancer screenings, which results in late cancer detection and high mortality.



Cancer is not a death sentence. However, 43,942 Latinos died of cancer in 2022 just in the United States.

GOAL

Increase the access of Oregon Latinos to cancer and screening-related information through original, culturally responsive, and linguistically appropriate content.



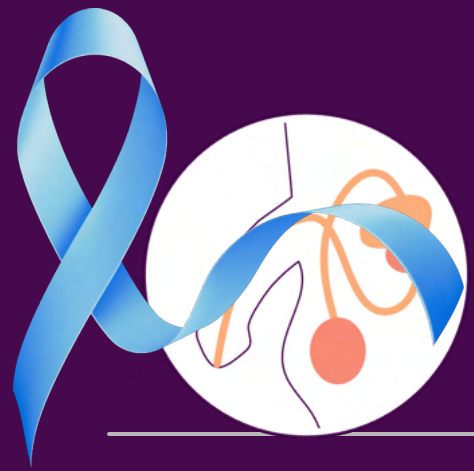
PROJECT

PRODUCE 5 THREE-MINUTE VIDEOS
IN SPANISH AND TRANSLATE 2 OF
THEM INTO A MESOAMERICAN
INDIGENOUS LANGUAGE

- PURÉPECHA
- MAM
- MIXTECO BAJO
- MIXTECO ALTO



5 THREE - MINUTE VIDEOS



PROSTATE CANCER



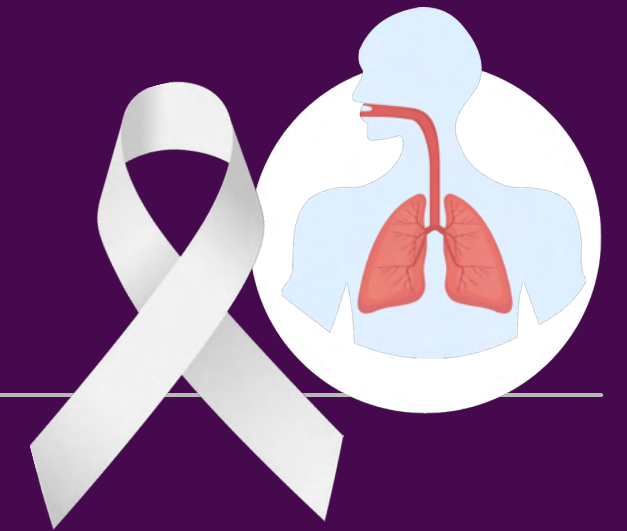
BREAST CANCER



UTERUS CANCER



COLON CANCER



LUNG CANCER

Animation (Educational) • Expert (Prevention, Detection and Treatment) • Survivor • Call to Action

ICG INNOVARE PARTNERS



ELEMENTO LATINO

- SPANISH SPEAKING AUDIENCE
- 16K FOLLOWERS
- OVER 100K VIEWS FACEBOOK PAGE
- OTHER SOCIAL MEDIA ACCOUNTS



TELEMUNDO PORTLAND

- 13 OREGON COUNTIES IN OREGON
- VANCOUVER WASHINGTON
- 150+ LATIN HOUSEHOLDS

STRATEGY

PROCESS OVERVIEW



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PHASE 1

Network with agencies and non-profits to find clinicians, surgeons, and medical professionals, as well as patients/survivors who were willing to participate in the project.



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PHASE 3

Film in ICG Innovare Studio, and have participant read the script off a teleprompter.

WHAT HAVE WE LEARNED?

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IS NECESSARY



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SOME PATIENTS/ SURVIVORS HAVE
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LACK OF ACCESS TO
MEDICAL/HEALTH INFORMATION
LEADS TO SURVIVORS NOT
KNOWING TERMINOLOGY IN
SPANISH OR NATIVE LANGUAGE.

PLAY VIDEO





THANK YOU!

VERÓNICA VÁZQUEZ
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**POR UNA COMUNIDAD HISPANA
LIBRE DE CÁNCER**

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