



## BREAST CANCER



Hispanic women account for 29% of all new breast cancer cases. Inclusivity of Latinas in breast cancer research is critical to understanding the causes of breast cancer, and to improve prevention and treatment. This requires highly targeted, culturally driven recruitment strategies.

### Background

NIEHS's recruitment efforts for the Sister Study performed well with majority of priority groups, but were falling short among Latina participants. When HCN came on board, NIEHS set a clear goal: recruit 400 Latinas ages 35-74 whose sister(s) had breast cancer to participate in the 10-year NIH breast cancer study – in less than four months.



### Strategy

HCN's strategy focused on increasing NIH's Sister Study brand visibility and credibility among Latina consumers. The solution involved original, culturally driven messages, including testimonials by real-life Sister Study participants and endorsements by a high-profile Latina celebrity; all delivered via a mixture of targeted radio and TV broadcast most consumed by priority audiences. Our teams recruited Mexican telenovela star Sylvia Pasquel, sister of singer, actress and breast cancer survivor Alejandra Guzmán, to endorse and serve as an active spokeswoman for the campaign.

On HCN's La Red Hispana national radio affiliate network, we ran a pulse-flight saturation campaign featuring Ms Pasquel in original productions for broadcast on 120+ radio affiliates throughout the US and Puerto Rico. Ms Pasquel additionally served as a guest columnist for HCN's weekly op-ed syndication with 20+ Spanish-language publications. HCN also saw the opportunity to deliver Sister Study endorsements via a robust media tour on national TV daytime programs popular among US Latina women. Our teams brought Ms Pasquel together with NIH's Sister Study Spanish-proficient experts and real-life sister participants, including the sisters of Puerto Rican TV star and breast cancer survivor Adamari López, to endorse the Sister Study and speak about their enrollment and participation experiences on shows such as *Despierta America*, among others.

### Impact

HCN successfully met and exceeded the Sister Study's 400 Latina participant recruitment goal within the 4 months provided. To successfully convey the value of research participation among US Spanish-speaking Latinas, outreach activities must use original, culturally driven and in-language messaging – not translations, or creative that speaks to “everyone” – to establish credibility with priority consumers. The right message, the right channel, at the right time, and by the right messenger, are all crucial components. Understanding who the target audience considers to be a credible, trusted source and delivering their endorsements via channels consumed and relied upon by the audience are critical to inform, engage, and inspire action in meaningful ways.