

# UN TE

Campaign for National Minority Health Month  
with a focus on Minority Cancer Awareness Week  
April 2017

**FUCK**  **CANCER™**

**#UNITE**

FCANCER WELCOMES ALL

WE STAND WITH YOU

YOU ARE SAFE HERE

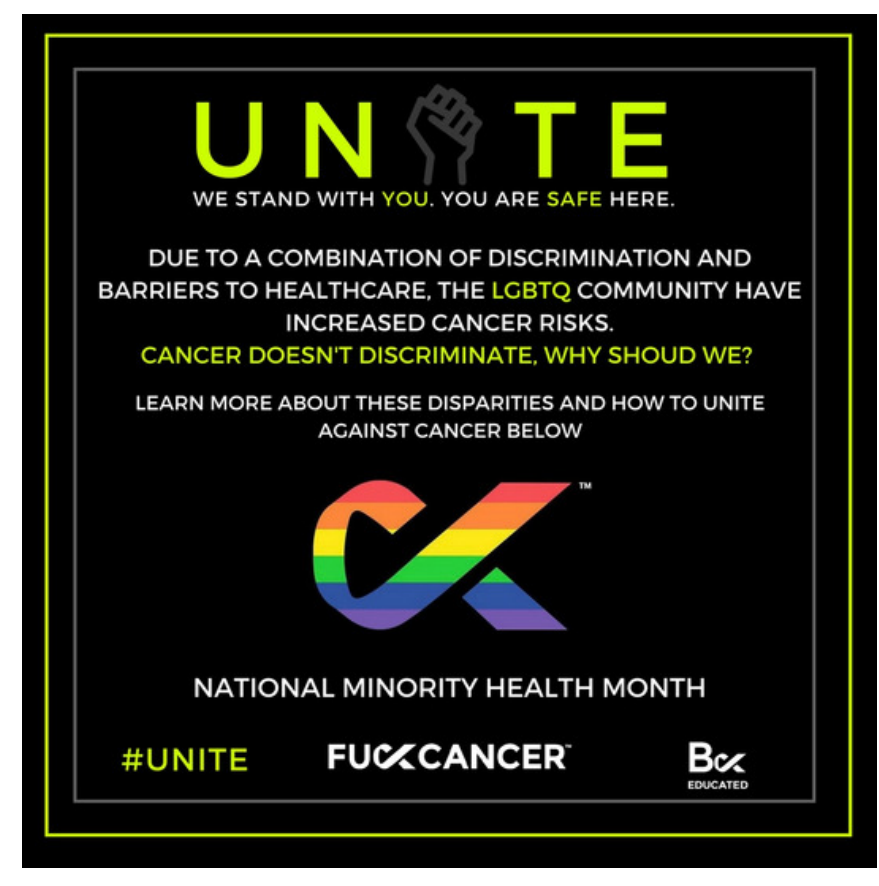
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# OBJECTIVE

**MARKETPLACE PERTINENCE:** Businesses are standing up and hanging signs that are showing tolerance for all minorities. We will do the same through a digital campaign using educational materials with a focus on prevention and early detection of cancers that affect minority groups including but not limited to; **LGBTQ, American Indian, African American and Hispanic.**

# LGBTQ




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DUE TO A COMBINATION OF DISCRIMINATION AND BARRIERS TO HEALTHCARE, THE LGBTQ COMMUNITY HAVE INCREASED CANCER RISKS.

**CANCER DOESN'T DISCRIMINATE, WHY SHOULD WE?**

LEARN MORE ABOUT THESE DISPARITIES AND HOW TO UNITE AGAINST CANCER BELOW



NATIONAL MINORITY HEALTH MONTH

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EDUCATED

**LGBT** communities are disproportionately affected by cancer for various reasons. Learn more about what's being done to address disparities across the continuum of care at **LGBT Healthlink** [HERE](#)

# AMERICAN INDIAN

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AMERICAN INDIANS & ALASKA NATIVES HAVE THE HIGHEST SMOKING RATES IN THE US

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Did you know that **American Indians** and Alaska Natives have the highest smoking rates in the U.S. and face lack of equality in cancer prevention and control? Learn what Keep It Sacred is doing to make a difference **HERE**

# AFRICAN AMERICAN

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**1 IN 4** AFRICAN-AMERICAN MEN  
WILL BE DIAGNOSED WITH  
**PROSTATE** CANCER





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**African American** men are most at risk for getting prostate cancer, followed by White, Hispanic, Asian/Pacific Islander, and American Indian/Alaska Native men. Learn ways to **#prevent** and **#detect** prostate cancer **HERE**

# HISPANIC



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HISPANIC WOMEN HAVE ABOUT TWICE THE RISK OF DEVELOPING CERVICAL CANCER COMPARED TO NON-HISPANIC WOMEN. LEARN WAYS TO PREVENT HPV AND CERVICAL CANCER, BELOW.

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EDUCATED

**Hispanic** women have about twice the risk of developing cervical cancer compared to non-Hispanic women. **#BeEducated** about gynecologic cancers and what you can do to get screened and protect yourself. Check out our resources and the **#NotUs** campaign **HERE**

# RESOURCES

**KEEP IT SACRED**

<http://keepitsacred.itcmi.org/>

**LGBT HEALTHLINK**

<http://www.lgbthealthlink.org/>

**FCANCER NOT US CAMPAIGN**

<http://letsfcancer.com/notus/>

**CENTERS FOR DISEASE CONTROL  
AND PREVENTION**

[https://www.cdc.gov/cancer/prostate/basic\\_info/get-screened.htm](https://www.cdc.gov/cancer/prostate/basic_info/get-screened.htm)