

## Our Mission

ACSí Se Puede works to reduce cancer disparities in Hispanic/Latino communities and guides ACS CAN's initiatives and campaigns through increasing awareness, strengthening partnerships, influencing public policy priorities, diversifying messaging and materials, and recruiting and engaging volunteers that reflect the unique heritages, cultural backgrounds, and lived experiences of our diverse communities.

## Disparities in the Community



- About 1 in 3 Hispanic men and women will be diagnosed with cancer in their lifetime, and 1 in 5 men and 1 in 7 women will die from the disease.
- Cancer is the leading cause of death among Hispanic/Latino people.

## ACSí Se Puede in Action

ACSí Se Puede members are planning activities that increase awareness, strengthen community engagement, and advance policy focused on the unique challenges and cancers disparities their communities face.

- Raise awareness of cancer disparities in Hispanic/Latino communities through working with Spanish-language media outlets and community groups and organizations (such as Promotoras) to promote the advocacy work of ACS CAN and the Alliance.
- Host events in Spanish that centers the cancer prevention, diagnosis and treatment needs of Hispanic/Latino communities and offer ways for people to get involved with ACS CAN campaigns and initiatives.
- Provide guidance and feedback on materials, messaging, and social media content ACS CAN develops for Hispanic/Latino communities in English and Spanish.

**For more information [fightcancer.org/acsisepuede](https://fightcancer.org/acsisepuede)**