TABLE 1.
Eras of Change Culminating in the Emergence of the Mexican American of the 1990s

40,000 B.C.–A.D. 1500	Migrations from Asia to the Americas via Bering land bridge. In Mesoamerica (historically southern Mexico and Central America), the domestication of food plants allows permanent settlements. The complex civilizations of the Olmec, Toltec, Maya, and Aztec peoples develop with egalitarian treatment of women.
1515–1521	Spanish explorations of coastal and interior Mexico. Discovery of Tenochtitlan, the great Mexica/Aztec civilization. In 1521, Cortes destroys Tenochtitlan. Mexico City built on ruins of Tenochtitlan.
1600s–1800s	Missions and presidios (fortified settlements) established throughout the Southwestern areas of the United States, especially in Texas and coastal California. Frontier life brings some independence for women, with less emphasis on sexual division of labor.
1821	Mexican independence from Spain. Permanent settlements in coastal California, southern Arizona, Texas, Colorado, and most of New Mexico. Mexican culture becomes a permanent part of the Southwestern United States.
1846–1848	The U.S. War with Mexico leads to the Treaty of Guadalupe Hidalgo in 1848. Mexicans in areas of California, Texas, New Mexico, and Arizona are given 1 year to decide to remain and become U.S. citizens. Most families remain in what had been their homes for 100 years or more.
1880s–1930s	Although U.S. citizens, Mexican Americans are excluded from mainstream society and suffer severe civil rights violations. There are increases in immigration until the repatriation program of the 1930s. The labor movement gains in strength, resulting in the increased political participation of Mexican Americans.
1960s–1980s	Increased demands for civil rights. Chicana movement brings study

about women's roles in historical and contemporary society. Many myths and misconceptions about Mexican American women are addressed and corrected.

1990s–2000   Immigration and increased bureaucracy, urbanization, and industrialization continuously challenge Mexican American culture; thus, efforts are needed to further understanding of the Mexican American population and culture.

Table 2.
States with the Largest Mexican American Populations, 1990 Census

	Total Population[a]	Non-Hispanic White		Non-Hispanic Black		Hispanic		Mexican American	
		Number[a]	Percent	Number[a]	Percent	Number[a]	Percent	Number[a]	Percent
U.S. Total:	248,710	199,686	80.29%	29,986	12.06%	22,354	8.99%	13,496	5.43%
California	29,760	20,524	68.97	2,209	7.42	7,688	25.38	6,119	20.56
Texas	16,987	12,775	75.20	2,022	11.90	4,340	25.55	3,891	22.91
Illinois	11,431	8,953	78.32	1,694	14.82	904	7.91	624	5.46
Arizona	3,665	2,963	80.85	111	3.03	688	18.77	616	16.81
New Mexico	1,515	1,146	75.64	30	1.98	579	38.22	329	21.72
Colorado	3,294	2,905	88.19	133	4.04	424	12.87	282	8.56

[a] Number in 1,000s.
Source: U.S. Census Bureau, 1992b.

Table 3.
Educational Attainment of Women[a] in U.S., 1988 and 1991

Percentage of Women Completing:

	Elementary School			High School		College		
	0–4 yrs	5–7 yrs	8 yrs	1–3 yrs	4 yrs	1–3 yrs	4+ yrs	Median School Years Completed
1991								
Total population[b]	2.4%	3.8%	4.4%	11.0%	38.6%	18.4%	21.4%	12.7
Non-Hispanic White[b]	1.8	3.3	4.5	10.5	41.8	18.8	19.3	12.7
Non-Hispanic Black[b]	3.3	6.6	3.9	19.4	37.2	17.9	11.6	12.4
Hispanic[b]	12.1	14.7	6.5	15.5	30.1	11.7	9.4	12.0
1988 Mexican American[c]	16.3	17.0	7.4	16.0	26.8	10.6	6.0	10.6

[a] Women 25 years and older.
[b] U.S. Census Bureau, 1992b.
[c] Schick and Schick,1991.

Table 4.
Female Labor Force Characteristics, 1992–1994

	All[a]	Non-Hispanic White[a]	Non-Hispanic Black[b]	Hispanic[a]	Mexican American[a]
Unemployed (%)	6.5	5.4	12.1	9.8	10.5
Labor force (%)	57.3	58.0	58.7	52.2	51.6
Female head of household (%)	12.2	8.7	47.9	19.8	17.9
Median income	$12,876	$13,397	$9,508	$10,397	$9,264

[a] U.S. Census Bureau, 1992c.
[b] U.S. Census Bureau, 1995.

Table 5.
Insurance Coverage in U.S. by Race and Ethnicity

	All	Non-Hispanic White	Non-Hispanic Black	Hispanic	Mexican American
Uninsured	13.4%	10.2%	19.7%	31.4%	35.4%
Private insurance	53.3	68.2	45.4	50.2	53.7
Medicare	10.8	12.5	7.0	NA	3.0
Medicaid	8.3	5.0	23.3	15.9	6.3
Other public insurance	4.2	4.2	4.6	NA	1.6

Note: NA = Not available.
Source: Treviño et al., 1991; U.S. Census Bureau, 1992b.

Table 6.
Prevalence of Selected Health Status Indicators for Women in U.S.

	Non-Hispanic White (%)	Non-Hispanic Black (%)	Mexican American (%)
Diabetes, 45–74 years[a]	5.8	11.4	15.2
Overweight, 20–74 years[b]	23.9	44.4	41.6
Hypertension, 20–74 years[b]	25.1	43.8	20.3
High serum cholesterol, 20–74 years[b]	28.3	25.0	20.0

[a] Flegal et al., 1991.
[b] National Center for Health Statistics, 1991.

Table 7.
Leading Causes of Death (Percentages) for Hispanic Women in U.S.[a]

Year of Death:	1981–1992	1993–1995	1996–1998
	%	%	%
Diseases of heart	NA	27.2	27.1
All malignant cancers	NA	21.1	21.4
Accidents and adverse effects	NA	4.7	4.8
Cerebrovascular diseases	NA	6.6	6.8
Chronic liver disease and cirrhosis	NA	1.9	1.8
Diabetes mellitus	NA	5.8	6.0
All other causes	NA	32.8	32.2
Total	NA	100.0	100.0

[a] Hispanic mortality statistics derived from all states except Oklahoma, due to incomplete reporting before 1997.
Note: NA = not available; Hispanic mortality data in several states was incomplete during these years. Cause of death information from National Center for Health Statistics is categorized according to SEER site groups.
Source: Surveillance, Epidemiology, and End Results (SEER) Program of the National Cancer Institute (August 2000 submission).

Table 8.
Selected Cancer Incidence, Mortality and Cause-Specific Survival Rates for Women by Race/Ethnicity

	Incidence, 1992–1998[a]		Mortality, 1992–1998 [a]		Survival, 1988–1997[b]	
	Hispanic	Non-Hispanic White	Hispanic[c]	Non-Hispanic White	Hispanic (%)	Non-Hispanic White (%)
All cancers	237.7[d]	368.0	84.3[d]	140.8	62.4	62.2
Digestive system	47.8[d]	57.5	23.9[d]	28.7	41.5[d]	48.4
Esophagus	0.8[d]	1.6	0.7[d]	1.3	15.0	18.1
Stomach	7.2[d]	3.5	4.1[d]	2.3	30.5	29.8
Colon and rectum	23.2[d]	37.5	8.0[d]	14.2	60.2[d]	62.6
Liver and intrahepatic bile duct	3.4[d]	1.8	3.3[d]	2.0	17.7[d]	49.3
Gallbladder	3.1[d]	1.0	1.5[d]	0.7	32.6[d]	25.3
Pancreas	6.4[d]	7.6	5.3[d]	7.0	10.7[d]	5.5
Lung and bronchus	18.7[d]	46.6	10.9[d]	36.0	18.0	19.7
Melanomas of the skin	2.9[d]	14.0	0.5[d]	1.8	84.9[d]	91.7
Breast	68.5[d]	121.2	14.8[d]	24.9	82.1[d]	86.2
Cervix	14.4[d]	6.9	3.3[d]	2.3	81.2[d]	76.7
Corpus and uterus, NOS	13.2[d]	23.5	2.5[d]	3.1	84.9	86.5
Ovary	11.4[d]	15.8	4.7[d]	8.0	64.0[d]	51.6
Urinary bladder	3.5[d]	8.4	0.8[d]	1.7	70.7[d]	79.2
Non-Hodgkin's lymphoma	9.8[d]	13.4	3.9[d]	5.9	61.3	60.0
Multiple myeloma	3.2	3.4	2.0[d]	2.3	31.9	31.9
Leukemias	6.6[d]	8.4	3.5[d]	4.9	50.4	49.3

[a] Incidence and mortality rates are per 100,000 women, 1992–1998, age-adjusted to 1970 U.S. standard population.
[b] Survival is presented as a 5-year cause-specific survival percentage for cases diagnosed 1988–1997.
[c] Mortality data include Hispanic women in all states except Oklahoma.
[d] Rate or percentage is significantly different from White rate or percentage (*p* <.05).
a = *The survival rate is subject to large variability (standard error is 5% to 9.99%).*
b = *The survival rate is subject to large variability (standard error is 10% to 14.99%).*
c = *The survival rate is subject to large variability (standard error is 15% or greater).*

Note: Cause of death information from National Center for Health Statistics is categorized according to SEER site groups.
Source: Surveillance, Epidemiology, and End Results (SEER) Program of the National Cancer Institute (August 2000 submission).
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Table 9.
Incidence and Mortality Trends Among Women for Selected Primary Cancers, 1992–1998

	Incidence, 1992–1998			Mortality, 1992–1998	
	Hispanic EAPC	White Non-Hispanic EAPC		Hispanic[a] EAPC	White Non-Hispanic EAPC
All Cancers	-1.0[b,c]	0.6[c]		-0.9[c]	-0.6[c]
Digestive system	-1.2	-0.1		-1.1[c]	-0.9[c]
Esophagus	-7.1	-0.3		4.9	0.9
Stomach	-2.3	-2.2[c]		-2.2	-2.7[c]
Colon and rectum	-1.1	-0.2		-1.6[c]	-1.7[c]
Liver and intrahepatic bile duct	4.6	5.4[c]		3.2[c]	1.9[c]
Gallbladder	-7.3[c]	-4.2[c]		-3.6[c]	-2.2[c]
Pancreas	-2.2	-0.6		-1.3	-0.1
Lung and bronchus	-3.0[b,c]	0.3		0.2	1.0[c]
Melanoma of the skin	4.1	3.2[c]		-2.4	0.0
Breast	0.3	1.4[c]		-0.7	-2.6[c]
Cervix	-5.5[b,c]	-2.0[c]		-3.9[c]	-1.5[c]
Corpus and uterus, NOS	1.3	0.3		-0.2	-0.4
Ovary	-2.3[b,c]	-1.1[c]		-2.8	-0.8
Urinary bladder	-6.1[b,c]	-0.8[c]		-0.8	0.3
Non-Hodgkin's lymphoma	-0.7	1.0[c]		1.7[c]	1.1
Multiple myeloma	-2.3	-1.5		0.2	-0.2
Leukemias	-1.2	-0.5		-1.0	-0.5

[a] Mortality data include Hispanic women in all states except Oklahoma.
[b] Estimated annual percent change (EAPC) for Hispanic women is significantly different from the EAPC for non-Hispanic White women ($p < .05$))

[c] EAPC is significantly different from zero ($p < .05$).
Note: NOS = not otherwise specified.
Source: Surveillance, Epidemiology, and End Results (SEER) Program of the National Cancer Institute (August 2000 submission).

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Table 10.
Cancer Incidence[a] Among Mexican American and Non-Hispanic White Females

	New Mexico [b]			Texas [c]			California [d]			Illinois [e]			Colorado [f]		
	MA	**NHW**	**RR**	**MA**	**NHW**	**RR**	**MA**	**NHW**	**RR**	**MA**	**NHW**	**RR**	**MA**	**NHW**	**RR**
All sites	200.6	245.2	0.8	233.4	343.8	0.7	216.1	369.2	0.6	B	B	B	243.2	332.8	0.7
Oral cavity	2.8	5.2	0.5	3.6	7.0	0.5	2.9	7.4	0.4	3.8	5.5	0.7	B	B	B
Esophagus	0.7	1.1	0.6	1.2	2.3	0.5	0.7	1.8	0.4	1.8	1.4	1.3	B	B	B
Stomach	9.0	5.0	1.8	7.6	3.5	2.2	7.6	4.1	1.9	6.5	4.9	1.3	6.0	3.6	1.7
Colon	22.3[g]	29.6[g]	0.8[g]	13.4	28.0	0.5	14.5	29.2	0.5	17.5	29.5	0.6	34.9[g]	42.6[g]	0.8[g]
Rectum	B	B	B	5.2	7.6	0.7	6.4	10.8	0.6	12.7	10.4	1.2	B	B	B
Liver	1.4	1.0	1.4	3.5	2.0	1.8	2.4	1.1	2.2	B	B	B	B	B	B
Gallbladder	7.2	2.7	2.6	5.4	2.1	2.6	3.6	0.9	4.0	B	B	B	B	B	B
Pancreas	7.1	5.9	1.2	7.6	5.4	1.4	6.8	7.8	0.9	9.5	6.3	1.5	7.4	8.5	0.9
Larynx	B	B	B	0.8	1.4	0.6	0.7	1.9	0.4	B	B	B	1.8	1.8	1.0
Lung	11.91	20.52	0.6	18.1	42.7	0.4	17.4	50.5	0.3	16.5	31.0	0.5	18.7	33.7	0.6
Melanoma	2.3	8.1	0.3	1.6	8.3	0.2	2.6	11.3	0.2	B	B	B	2.4	12.0	0.2
Breast	50.8	71.6	0.7	65.2	114.0	0.6	58.6	120.3	0.5	71.5	101.4	0.7	68.2	114.5	0.6
Cervix	16.0	10.8	1.5	18.8	9.4	2.0	15.8	7.9	2.0	18.5	8.0	2.3	10.3	8.4	1.2
Uterus	11.7	18.2	0.6	9.9	17.2	0.6	11.5	23.1	0.5	18.0	21.3	0.8	9.0	18.4	0.5

	MA	NHW	RR	MA	NHW	RR	MA	NHW	RR	MA	NHW	RR	MA	NHW	RR
Ovary	10.7	11.7	0.9	10.3	16.8	0.6	10.3	16.6	0.6	B	B	B	12.6	12.8	1.0
Bladder	3.6	5.6	0.7	2.7	5.8	0.5	3.0	6.3	0.5	3.6	7.4	0.5	3.8	7.1	0.5
Kidney	2.9	3.5	0.8	7.4	4.2	1.8	5.2	5.7	0.9	B	B	B	5.9	5.1	1.2
Central nervous system	1.7	2.7	0.6	3.0	6.6	0.5	3.4	6.0	0.6	B	B	B	4.5	5.4	0.8
Thyroid	B	B	B	6.1	8.5	0.7	5.2	6.7	0.8	B	B	B	4.6	6.7	0.7
Hodgkin's disease	1.1	1.7	0.7	1.7	2.2	0.8	1.5	2.6	0.6	B	B	B	1.5	2.1	0.7
Non-Hodgkin's lymphoma	5.5	7.6	0.7	8.8	13.3	0.7	8.3	11.5	0.7	B	B	B	8.1	10.1	0.8
Multiple myeloma	2.6	2.5	1.1	3.0	3.2	0.9	3.3	3.0	1.1	B	B	B	3.3	3.3	1.0
Leukemia	5.5	6.7	0.8	7.0	7.9	0.9	5.7	7.7	0.7	B	B	B	B	B	B

[a] Rates per 100,000 population; age-adjusted to 1970 U.S. standard population.
[b] Horm, unpublished data.
[c] Texas Cancer Registry, 1996.
[d] Perkins et al., 1993.
[e] Ferre et al., 1989.
[f] Karp et al., 1991 (Denver Metropolitan Area, 1986–1988).
[g] Colon cancer rate includes rectal cancers
. Note: MA = Mexican American; NHW = non-Hispanic White; RR = rate ratio; B = not published

Table 11.
Frequency Distribution of Cancer by Site for Mexican and White Women, 1992–1997

	White[a]		Mexican[b]	
	N = 437,480	Percent	N = 10,404	Percent
Digestive system	69,026	15.0	1,473	14.2
Esophagus	1,826	0.4	22	0.2
Stomach	4,794	1.0	260	2.5
Colon	33,757	7.7	427	4.1
Rectum	7,312	1.7	98	0.9
Pancreas	8,823	2.0	203	2.0
Respiratory system	47,748	10.9	571	5.5
Lung and bronchus	45,335	10.4	535	5.1
Melanoma (skin)	19,007	4.3	123	1.2
Breast	134,747	30.8	2,371	22.8
Female genital system	88,746	20.3	3,716	35.7
Cervix	42,891	9.8	2,693	25.9
Corpus	22,668	5.2	395	3.8
Ovary	15,621	3.6	460	4.4
Urinary bladder	9,010	2.1	100	1.0
Lymphomas	16,175	3.7	423	4.1
Multiple myeloma	3,779	0.9	109	1.0
Leukemia	8,693	2.0	278	2.7
Unspecified	10,467	2.4	309	3.0

[a] U.S.-born, non-Hispanic White women.
[b] Mexican surname or origin.
Source: SEER 3.0, Public Use CD-ROM, NCI/SEER, 2000.

Table 12.

Frequency Distribution of Cancer by Age at Diagnosis for White and Mexican Women in the
Surveillance, Epidemiology, and End Results (SEER) Program Database, 1992–1997

Age	White[a] N = 437,480	Percent	Mexican[b] N = 10,404	Percent
0–14 years	2,524	0.6	163	1.6
15–24	10,329	2.4	486	4.7
25–34	27,383	6.3	1,493	14.4
35–44	40,277	9.2	1,758	16.9
45–54	60,155	13.8	1,740	16.7
55–64	71,291	16.3	1,675	16.1
65–74	104,461	23.9	1,557	15.0
75+	121,060	27.7	1,532	14.7

[a] U.S.-born, non-Hispanic White women.
[b] Mexican surname or origin.
Source: SEER 3.0, Public Use CD-ROM, NCI/SEER, 2000.

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Table 13.
Cancer Mortality[a] Among Mexican American and Non-Hispanic White Females

	New Mexico[b]			Texas[c]			California[d]		
	MA	NHW	RR	MA	NHW	RR	MA	NHW	RR
All sites	98.5	121.9	0.8	99.84	141.04	0.7	84.7	153.7	0.6
Oral cavity	1.10	1.80	0.6	0.43	1.78	0.2	0.7	2.2	0.3
Esophagus	0.40	1.06	0.4	0.79	1.24	0.6	0.8	1.6	0.5
Stomach	7.36	4.70	1.6	6.05	2.15	2.8	4.9	2.8	1.8
Colon[e]	11.1[e]	14.31	0.8[e]	6.73	12.34	0.6	6.3	13.3	0.5
Rectum	B	B	B	1.00	1.55	0.7	1.3	2.2	0.6
Liver	2.30	1.13	2.0	5.69	2.54	2.2	2.3	1.2	1.9
Gallbladder	3.88	2.23	1.7	2.35	0.87	2.7	2.2	0.6	3.7
Pancreas	7.67	7.22	1.1	5.65	6.27	0.9	5.1	7.5	0.7
Lung	10.1	16.9	0.6	11.9	38.2	0.3	10.5	38.6	0.3
Breast	16.4	23.4	0.7	18.9	24.2	0.8	14.6	29.7	0.5
Cervix	3.59	3.36	1.1	4.52	2.54	1.8	3.6	2.4	1.5
Uterus	1.96	3.65	0.5	1.45	1.55	0.9	1.1	1.8	0.6
Ovary	4.97	6.96	0.7	5.82	7.67	0.8	4.8	9.0	0.5
Bladder	0.98	1.68	0.6	0.65	1.49	0.4	0.8	1.6	0.5
Kidney	1.39	1.79	0.8	2.97	2.82	1.1	1.9	2.2	0.9
Central nervous system	1.65	2.37	0.7	2.24	4.29	0.5	1.7	4.0	0.4
Non-Hodgkin's lymphoma	2.40	3.66	0.7	4.79	5.51	0.9	3.3	5.5	0.6
Multiple myeloma	1.31	1.56	0.8	1.85	2.78	0.7	1.9	2.1	0.9
Leukemia	3.58	5.03	0.7	3.40	4.79	0.7	3.3	4.9	0.7

[a] Rates per 100,000 population; age-adjusted to 1970 U.S. standard population.
[b] Horm, unpublished data.
[c] Texas Department of Health, 1995.
[d] Perkins et al., 1993.
[e] Colon cancer rate includes rectal cancers.
Note: MA = Mexican-American; NHW = non-Hispanic White; RR = rate ratio; B = not published

Table 14.

Five-Year Relative Survival Rates for Females Diagnosed with Malignant Tumors in New Mexico, 1975–1984

	Mexican American	Non-Hispanic White
All sites	51.5	56.1
Oral cavity	56.2	55.7
Stomach	14.5	13.7
Colorectal	49.4	50.0
Gallbladder	10.2	6.9
Pancreas	1.0	1.7
Lung	14.6	14.7
Melanoma (skin)	78.1	81.9
Breast	70.6	74.6
Cervix	70.5	70.3
Uterus	77.0	83.5
Ovary	38.7	40.5
Bladder	37.3	68.3
Kidney	41.1	48.1
Central nervous system	42.5	29.2
Hodgkin's disease	74.6	77.2
Non-Hodgkin's lymphoma	39.5	49.0
Multiple myeloma	37.8	37.1
Leukemia	28.1	30.3

Source: Horm, unpublished data.

Table 15.
Frequency Distribution of Cancer by Stage at Diagnosis for White and Mexican Women, 1992–1997

	White		**Mexican**	
	N = 4337,480	**Percent**	**N = 10,404**	**Percent**
In situ	67,269	15.4	2,104	20.2
Localized	164,959	37.7	2,967	28.5
Regional	85,065	19.4	2,242	21.5
Distant	76,370	17.5	1976	19.0
Unstaged	43,817	10.0	1115	10.7

Source: SEER 3.0, Public Use CD-ROM, NCI/SEER, 2000.

Table 16.
Summary of Selected Cancer Intervention Programs Targeting Mexican Americans and Other Hispanic Populations

Project Name	Principal Investigator/ Author(s)	Target Audience	Target Area	Goal	Behavior/Health Objectives	Method/Theory
Project *Salsa* (1987–1992)	John Elder	General public, with a special emphasis on recently arrived immigrants	San Ysidro, CA	To enhance the nutritional health of residents of all ages in San Ysidro	Nutritional risk factors for heart disease, cancer, obesity, and diabetes	- Social marketing - Behavioral engineering - Community organization
Compañeros en la Salud (1991–1994)	Felipe Castro and John Elder	Hispanic women	San Diego, CA, and Phoenix, AZ	To promote changes in diet and women's cancer prevention in a church-based program	Knowledge, motivation, access and use of preventive health services	- Community volunteers - Community organization
Por La Vida (1990–1995)	Robert Kaplan and colleagues	Hispanic women	San Diego, CA	To increase the number of women receiving mammograms and Papanicolaou tests	Develop and implement interventions to increase use of Papanicolaou tests, breast self-exams, and improved dietary habits	- Social networks - Social support - *Por La Vida* model
Programa Latino Para Dejar de Fumar (1986–1994)	Gerardo Marin and Eliseo Pérez-Stable	Latinos	San Francisco, CA	To reduce the number of Latino smokers in the target area	Culturally appropriate smoking cessation	- Cultural themes - Family unit - Self-help - Media - Community outreach
Breast and Cervical Cancer	Estevan Flores and Carole	Hispanic women	Colorado	To increase in Hispanic women	Determine screening	- Key opinion leaders

Program	Author	Target population	Location	Goal	Objectives	Strategies
Screening Among Hispanic Women in Colorado (1990–1995)	Chrvala			compliance with breast and cervical cancer screening guidelines	compliance and related factors; Promote CBE, Papanicolaou test, and mammograms; Examine acculturation and screening patterns	- Community role models - "Diffusion of Innovations" - Educational materials - Mass media
Luces de Salud (1991–1995)	Diane Simpson and Lucina Suarez	Women 40 years and older, with a special emphasis on low-income women	El Paso, TX	To reduce deaths due to breast and cervical cancer by increasing regular screening	Expansion of local health department cancer screening to include community centers	- Mass media - Community volunteers
Programa A Su Salud (1985–1990)	Alfred McAlister and colleagues	Mexican American women	San Antonio, Seguin, and Uvalde, TX	To decrease the number of smokers in these cities	Reduce risk factors for cancer	- Social Learning Theory - Mass media - Community volunteers
A Su Salud (1990–1995)	Alfred McAlister and Amelie Ramirez	Mexican American women	Westside San Antonio and Eagle Pass, TX	Increase access to breast and cervical cancer screening and improve diet	Increase use of screening; Increase low-fat, high-fiber, and vitamin-A- and -C–rich diet; Increase restaurant sales of healthful foods	- Social Learning Theory - Mass media - Community volunteers
National Hispanic Leadership Initiative on Cancer: *En Acción* (1992–1997)	Amelie Ramirez and colleagues	Hispanics: Mexican Americans, Cubans, Puerto Ricans, and Central Americans	San Antonio, Brownsville, TX, San Diego, San Francisco, CA, New York and Miami, FL	Accelerate participation of diverse Hispanic/Latino populations in cancer prevention	Examine epidemiological trends; Improve access to care and screening; Modify behavioral	- Social Learning Theory - Mass media - Community volunteers

					and environmental risks	
Su Vida, Su Salud (1988–1991)	Lucina Suarez and colleagues	Minority women: Mexican Americans and African Americans	Corpus Christi and Galveston, TX	To increase Pap test and mammogram screening in minority women	Decrease high cancer mortality rates among targeted populations in these cities	- *A Su Salud* Model - Positive role models - Community volunteers - Mass media - Positive social reinforcement

Note: The top-left portion reads "and control; to decrease cancer risk factors" in the objectives column above the *Su Vida, Su Salud* row.

Sources: Coe et al., 1994; Navarro et al., 1995; Marin and Pérez-Stable, 1995; personal communication, E. Flores, August 25, 1995; McAlister et al., 1992, 1995; Suarez et al., 1993a.