



Recovery, Resilience, and Reconnection for Hope

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CAMPAIGN BACKGROUND

The “Recovery, Resilience, and Reconnection for Hope” will implement social media campaign and invite expert speakers to the Asian American Cancer Health Symposium and the Youth Cancer Health Conference to address the followings topics:

1. Motivate adults to be more physically active.
2. Encourage adolescents to be more physically fit.
3. Enhance the physical and mental health of cancer survivors.
4. Keep children, adolescents, and young adults from using tobacco products (including e-cigarettes).
5. Teach people more healthy living practices so they will change their lifestyles (e.g., cancer screening, nutrition education, wellness, etc.)

CAMPAIGN TASKS

Asian American Cancer Health Symposium (Nov 13, 2021) – the annual symposium will be conducted in English with simultaneous Chinese, Korean, and Vietnamese interpreters

Youth Cancer Health Annual Conference (Sept 18, 2021) - will be led by the ACS youth cancer health ambassadors who can offer insights into issues faced by young people that they themselves experience

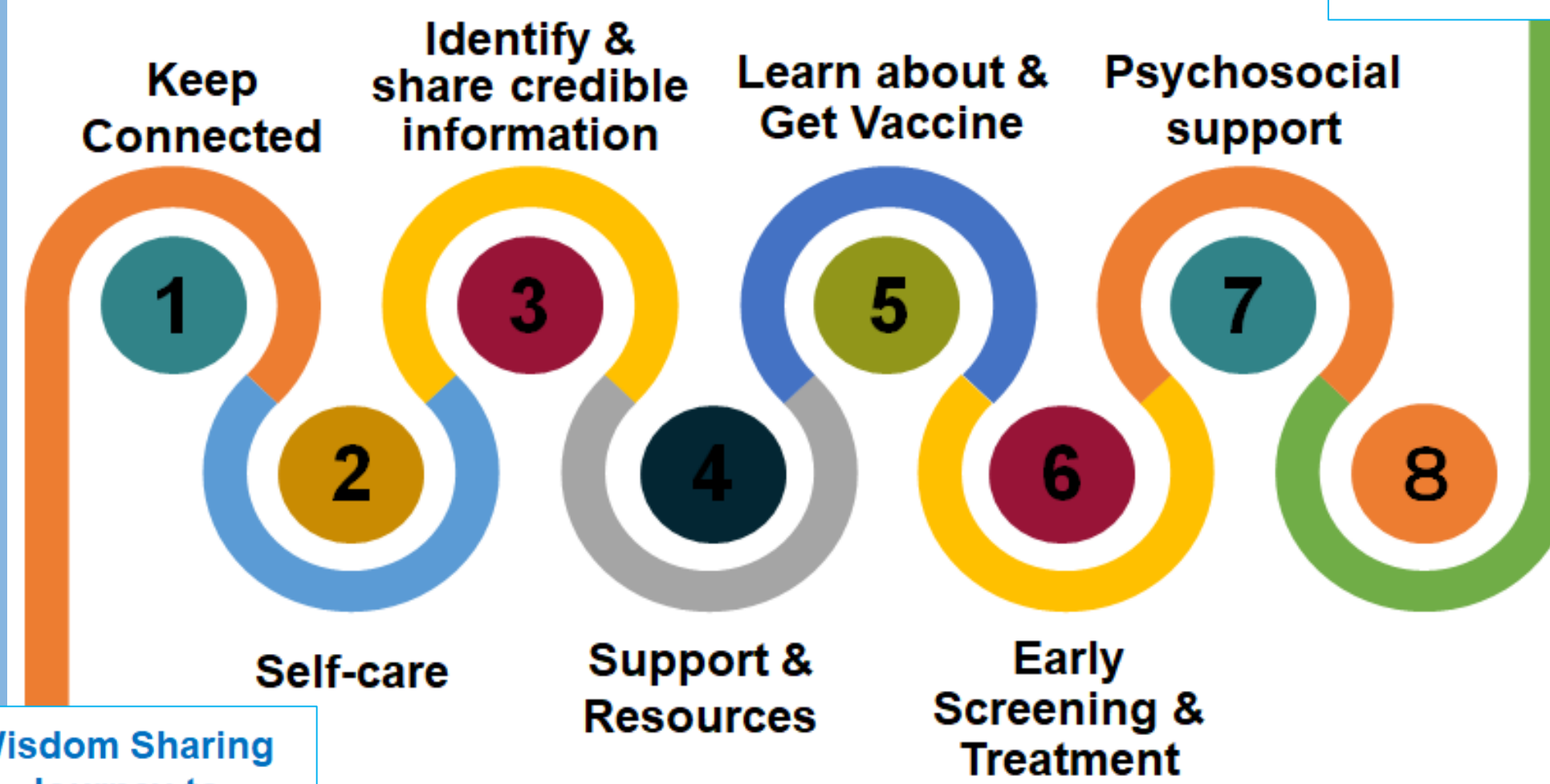
Chinese American Cancer Health Monthly Support Network (ongoing) – led by ACS Chinese Unit and the City of Hope Asian-Pacific Community

Wellness with the Stars (Dec 2021 – Mar 2022) - will invite Asian influencers, community leaders, and celebrities to exercise with the community. This event is targeting both adults and teens

Post-event surveys were collected at the end of the cancer health forum to evaluate the effectiveness of the event.

Emerging Stronger after Pandemic. Community Participation for Hope

8-Step Pandemic Recovery



Wisdom Sharing Journey to Recovery and Resilience

YOUTH CANCER HEALTH AMBASSADORS

Featured Speakers:
Jeffrey Klausner, MD, MPH
Clinical Professor of Population and Public Health Sciences
Keck School of Medicine of USC
Maria Martinez-Poulin, EdD
Deputy Superintendent
Los Angeles County Office of Education
Kimlin Ashing, PhD
Professor and Founding Director - CCARE
City of Hope
Mark Hernandez, M.Ed.
Program Coordinator
Los Angeles County Office of Education
Ms. Irene Lin
Former board member of Friends of Arcadia Library Foundation
Advisor for Gifted and Outreach Research
Lillian Y. Hsu, MD
Pulmonologist
UCLA Health

ANNUAL VIRTUAL CONFERENCE



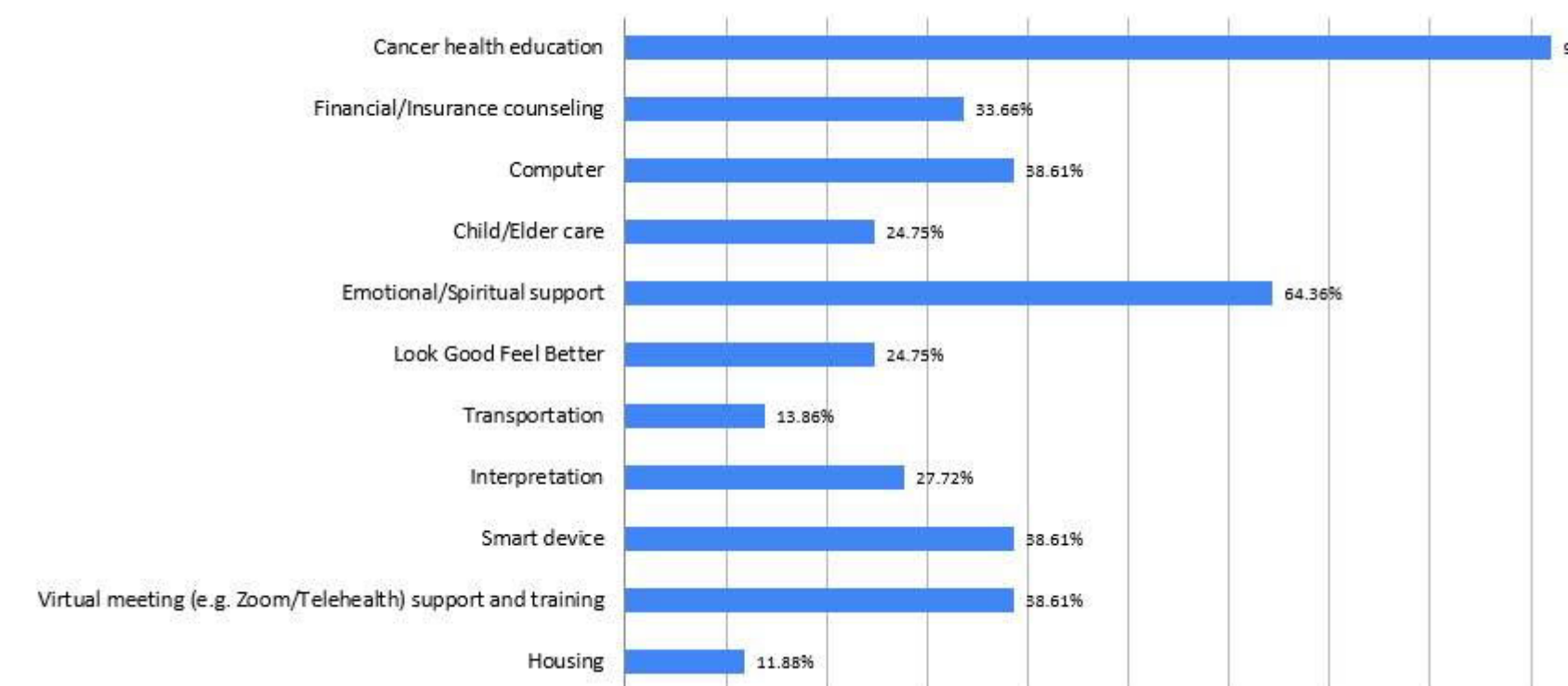
Event Registration:
<https://tinyurl.com/ACS-YA-Conference-Registration>

Join ACS-YA:
<https://forms.gle/qi9QjorJdKh eRTMx7>

Support American Cancer Society:
<http://main.acsevents.org/goto /ACS-YA>



What type of services you will find it helpful for someone who is fighting cancer?



GOALS AND OBJECTIVES MET

The objectives of the Asian symposium and the youth conference this year are:

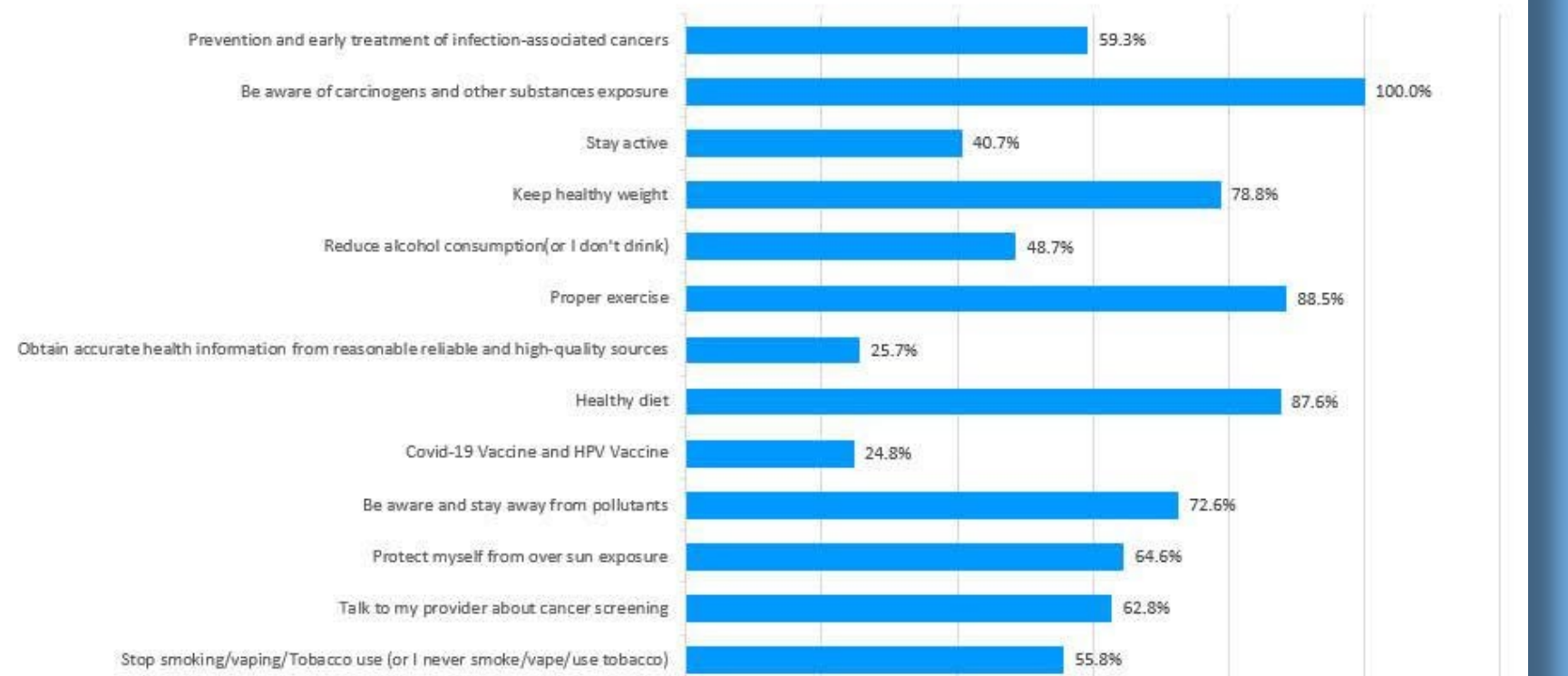
- At least **80%** of the campaign participants will take actions to healthy diet and proper exercise
- At least **70%** of the campaign participants will increase awareness and/or commit to cancer screening and early treatment
- At least **80%** of the campaign participants will increase knowledge about the negative health effects of tobacco to cancer, coronavirus, COVID-19, and mental health
- At least **60%** of the campaign participants will increase awareness of the community cancer health related events and resources
- At least **70%** of the campaign participants will continue participate the future events the campaign put forth

OTHER IMPACTS AND OUTCOMES

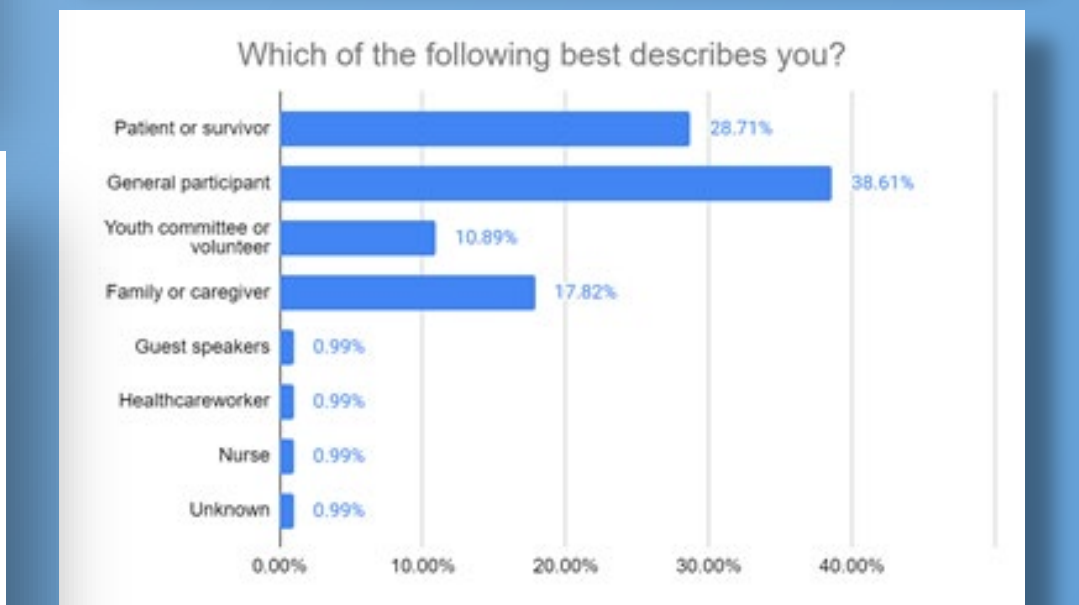
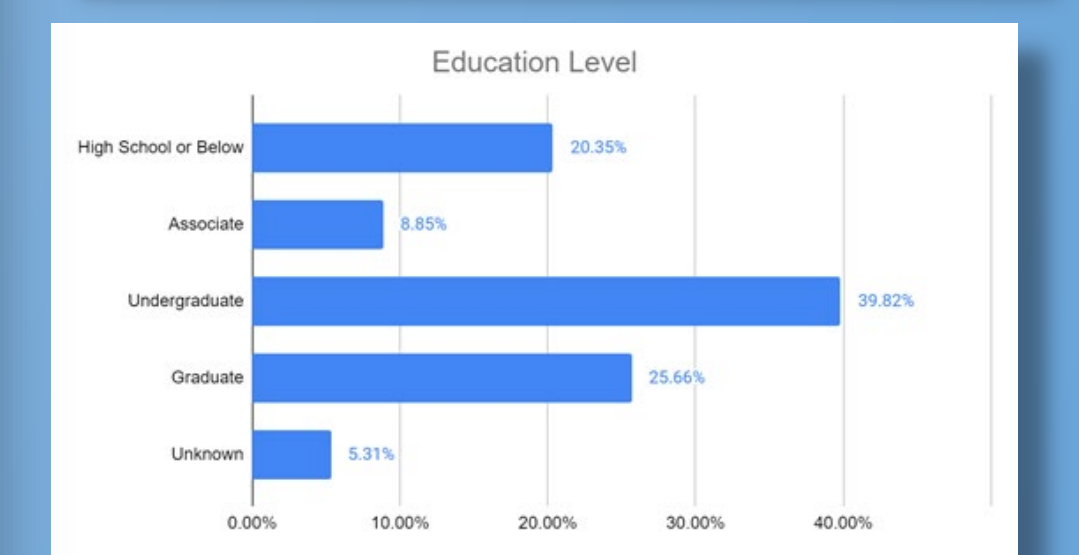
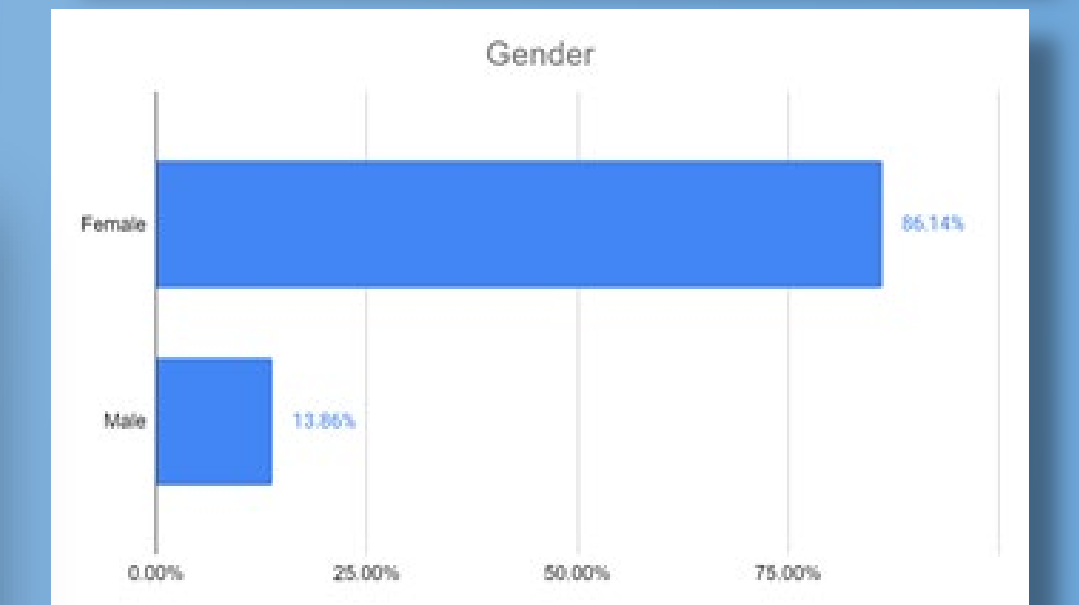
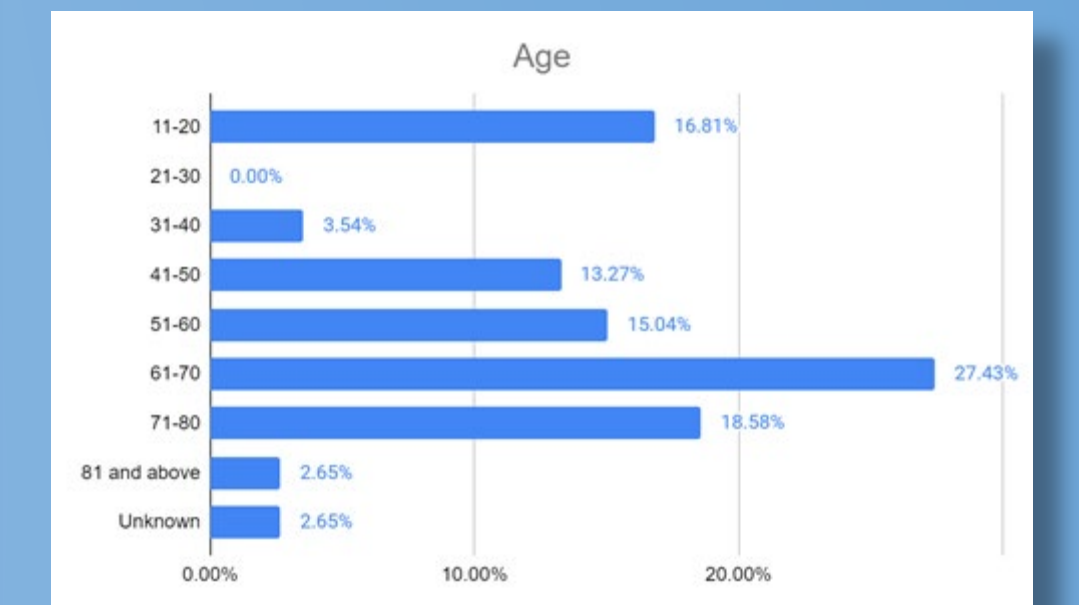
Women's Recovery Response Grant: ACS Asian American Cancer Prevention Task Force

- Engagement of nationwide and international audiences and participants
- Free wellness classes and events collaboration

After participation, I will do the followings to reduce my cancer risk.



Participants Demographics



Symposium in English, Mandarin, Vietnamese, and Korean

STRATEGIES

- The events will be broadcasted via Zoom, YouTube, and Facebook
- The ACS Youth Cancer Health Ambassadors will lead the efforts to create social media public health and engagement campaigns
- Our care team navigators will connect needed community members to state or community health resources and classes

