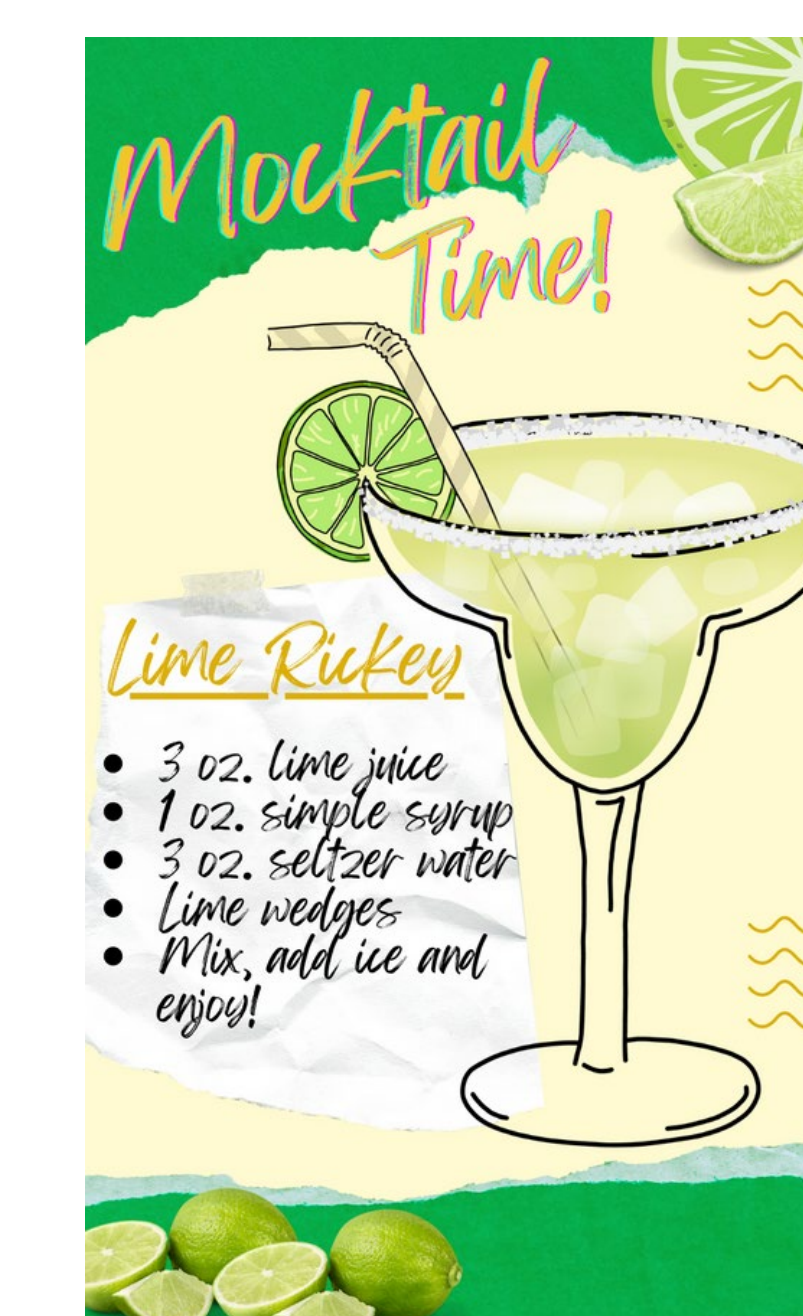
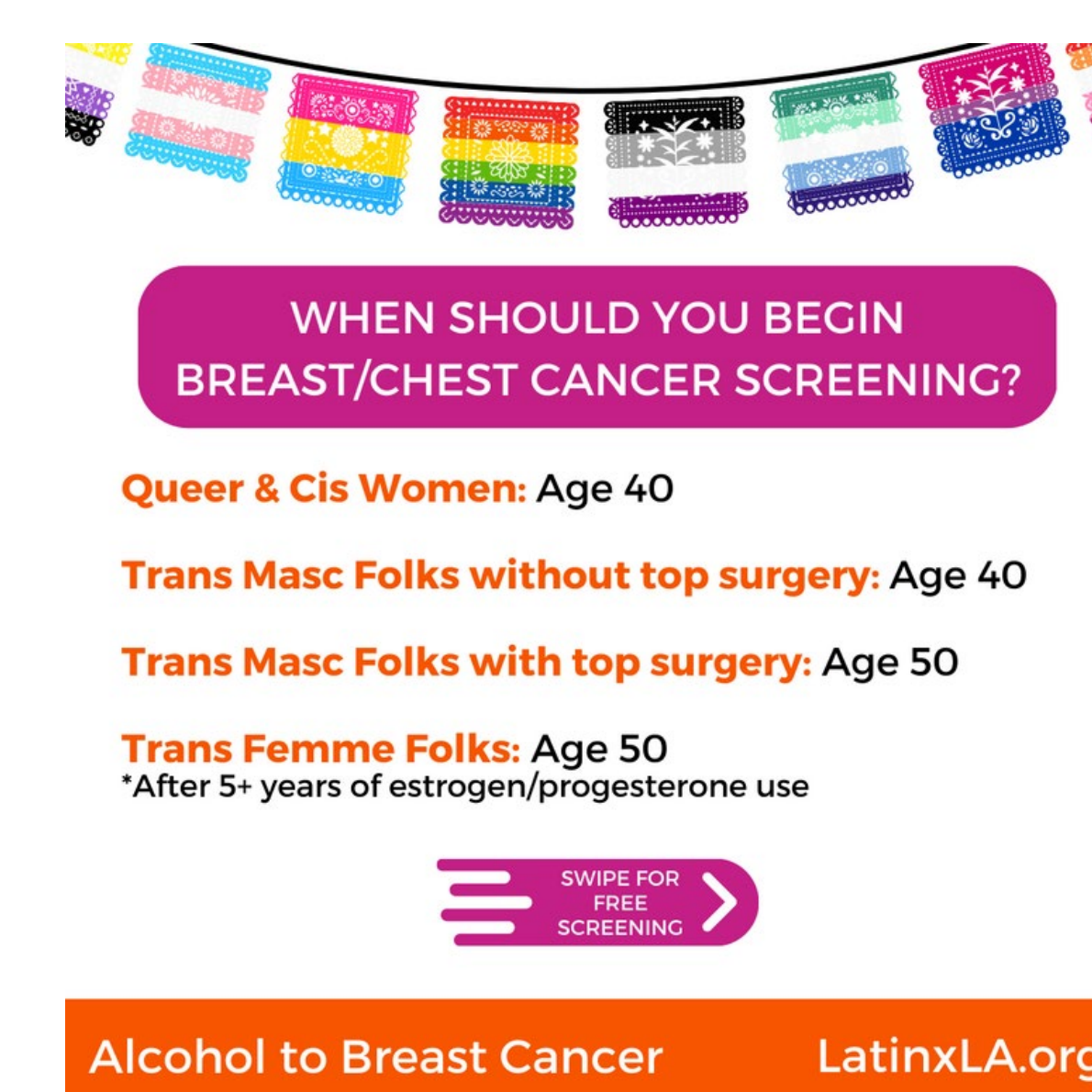
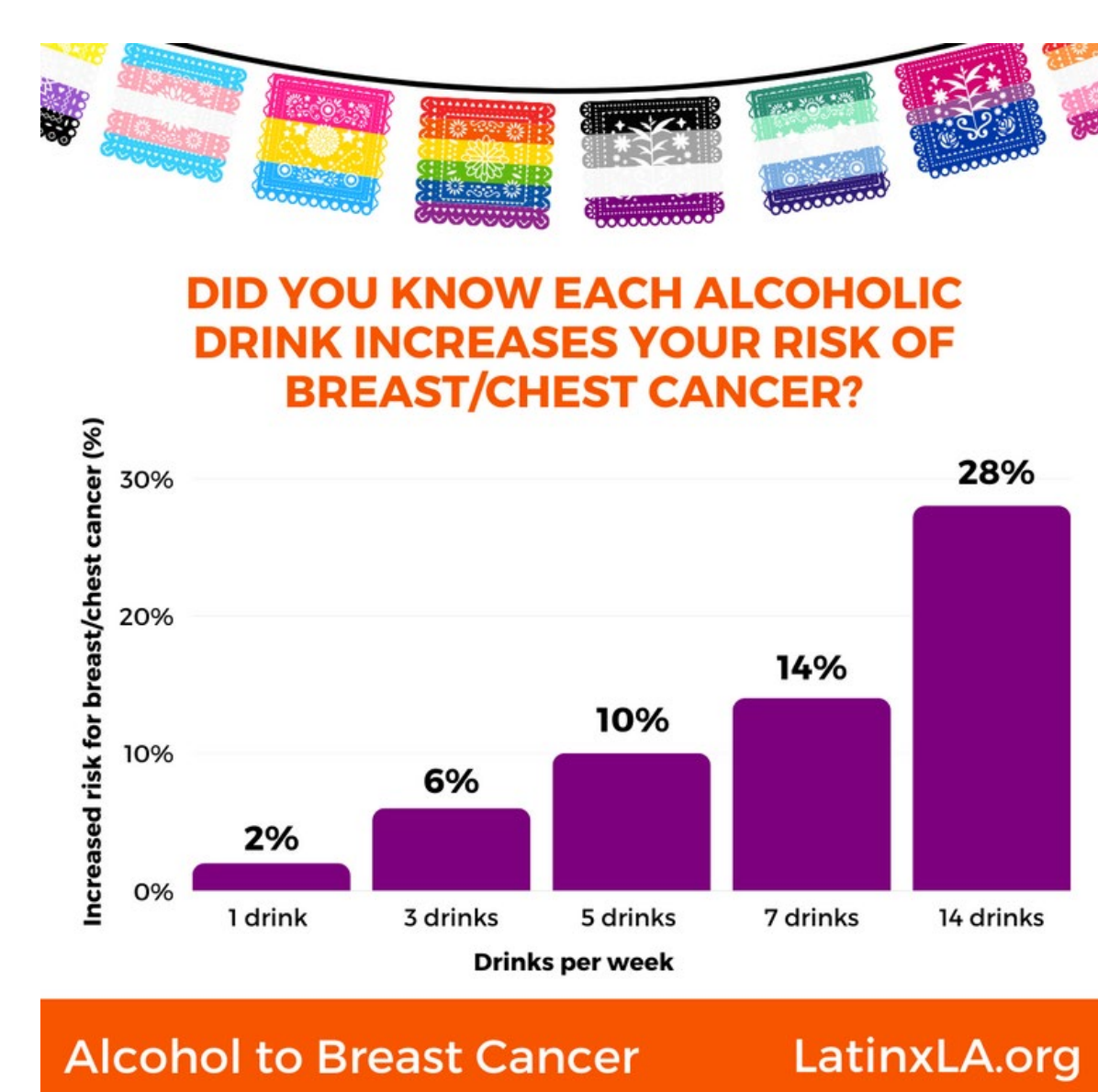


ABC: Alcohol to Breast Cancer

CAMPAIGN



BACKGROUND

Breast/chest cancer is one of the most common cancers in the United States and alcohol consumption is one of the major modifiable risk factors for the disease.

The Latinx Task Force of Los Angeles conducted a cancer needs assessment of the LGBTQ+ Latinx community and found that 69% of participants reported consuming three or more drinks per day. These findings, in addition to extensive literature demonstrating that sexual minority women are more likely to report heavy drinking, suggest that there is an urgent need to raise awareness, particularly among the LGBTQ+ Latinx community, regarding the link between breast/chest cancer and alcohol consumption.

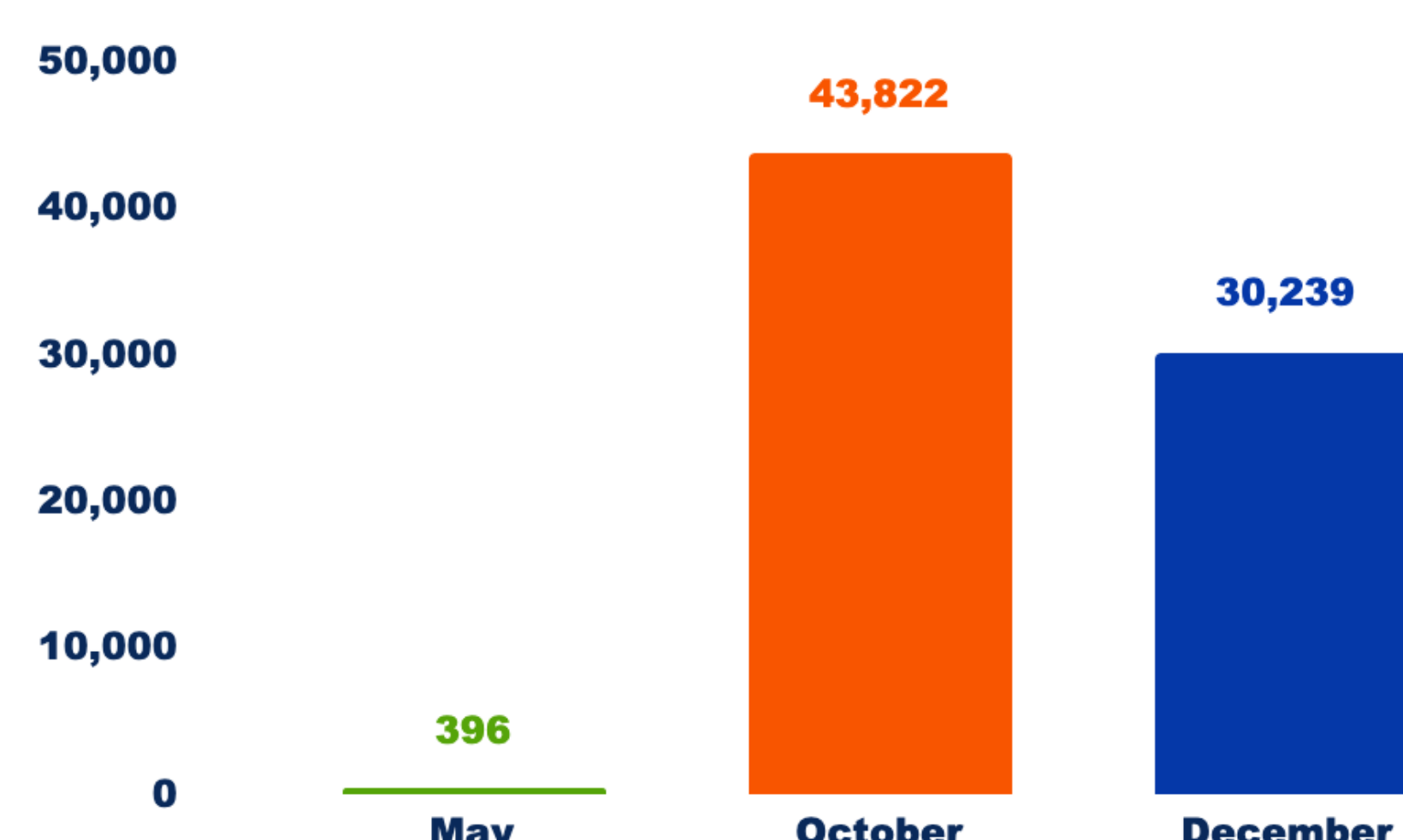
METHODS

In order to raise awareness of the link between breast/chest cancer and alcohol consumption, we tailored the Alcohol Research Group's existing evidence-based Drink Less for Your Breasts campaign to fit the needs and directly address the LGBTQ+ Latinx community in Los Angeles County. We developed a month-long social media campaign detailing the risks associated with drinking alcohol, how to accurately track your drinks, and when to begin breast/chest cancer screening. We also produced a number of guides and mocktail recipes, shared on our website, to support individuals in reducing alcohol consumption.

Our campaign was focus tested with 15 individuals identifying as members of the LGBTQ+ Latinx community and content was adjusted based on their feedback. We hosted a virtual campaign launch, inviting local community partners, and presented research on the link between alcohol consumption and increased risk of breast/chest cancer. We also asked our partners to join us in our Breast Cancer Awareness month campaign, which we shared to our Instagram, Facebook and website. Following the success of our October campaign, we developed additional social media content and holiday-themed mocktail recipes and shared this content throughout the month of December.

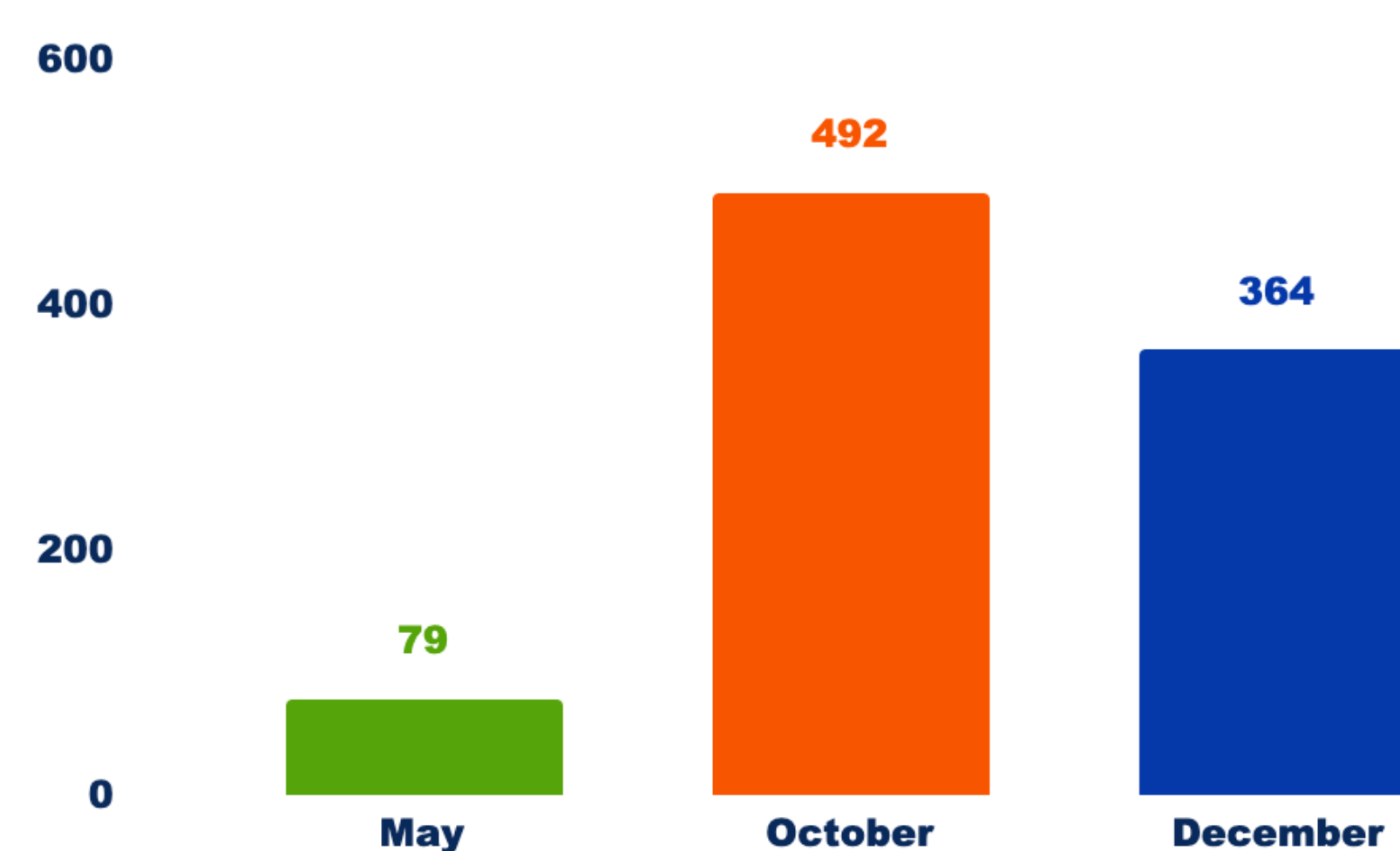
RESULTS

SOCIAL MEDIA REACH



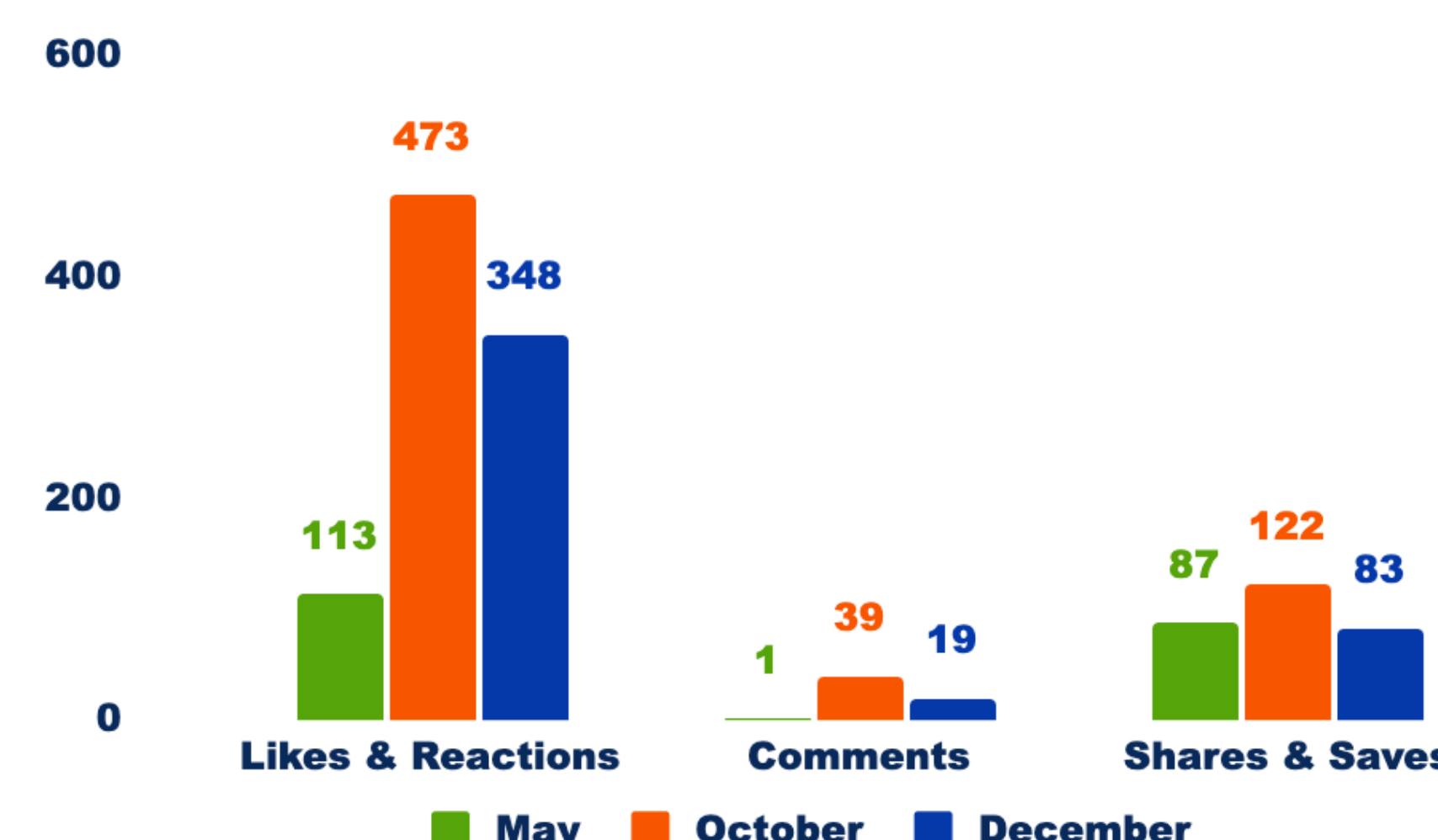
Social Media Reach is defined as the number of unique accounts that viewed our content posted in English and Spanish on our Facebook and Instagram accounts.

SOCIAL MEDIA PROFILE VISITS



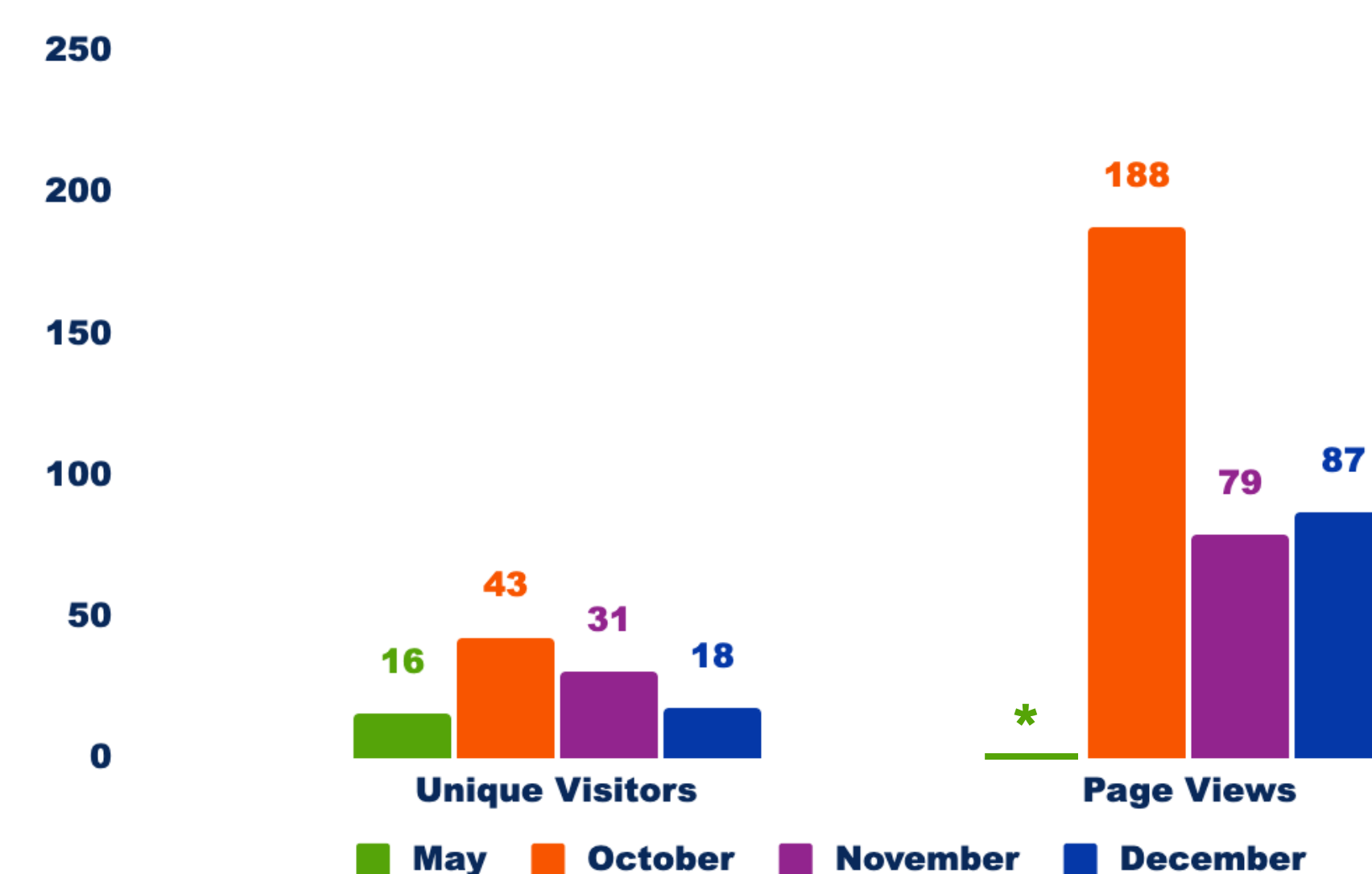
Social Media Profile Visits is defined as the number of unique accounts that navigated to and viewed our complete Facebook or Instagram accounts from one of our posts.

SOCIAL MEDIA ENGAGEMENT



Social Media Engagement is defined as the number of unique accounts that interacted with our content, shown here in the form of likes/reactions, comments, shares & saves.

WEBSITE VISITORS & VIEWS



Visitors is defined as the number of unique individuals who navigated to our website. Views is defined as the number of unique page views, a sum across all our individual web pages.*There were not enough views in May to produce data.

CONCLUSIONS

The ABC: Alcohol to Breast Cancer campaign was extremely successful, reaching nearly 75,000 individuals across all platforms with content presented in both English and Spanish. The reach, profile interactions and engagement with our content during campaign months was higher than any previous campaign our team has developed. While we do not yet have a large enough audience to analyze specific demographics, about 50% of our reach came from content posted in Spanish on our Latinx Task Force pages. We created dedicated campaign pages on our website featuring additional guidance and resources for individuals and saw a boost in our overall website visitors and views, as well.

We envision our campaign as an active resource that will continue to live on our social media platforms and on our website. Our website pages remain active with several tips on reducing alcohol consumption and mocktail recipes for further inspiration. In addition to our online bank of resources and supports, we created magnets guiding individuals to our campaign website. We plan to continue distributing these magnets as in-person events become more frequent and our community partners have requested magnets that they have distributed to their own communities. Our community partners have also pledged to continue sharing our campaign.

While there is still much to be done to raise awareness on the link between alcohol and breast/chest cancer, we are confident that our campaign has sparked the conversation in local communities.

ACKNOWLEDGEMENTS

This campaign was brought to you by the Latinx Task Force, a volunteer-driven coalition working to promote community-wide health and wellness. This campaign would not have been possible without the generous support from a City of Hope® Healthy Living Grant, UCLA Kaiser Permanente Center for Health Equity Community Seed Grant, and a Breast Cancer Care & Research Fund Micro Grant.