

# SHARE YOUR STORY

COMPARTE  HISTORIA

Es nuestra fuerza contra el cáncer.

DECEMBER 2010 – MAY 2012

## OBJECTIVES

- REDUCE STIGMA
- ENGAGE COMMUNITIES
- CREATE DIALOGUE
- CHANGE PERCEPTIONS

Over the past 18 months, the Lance Armstrong Foundation worked to reduce stigma associated with cancer through culturally-relevant and targeted messaging while raising awareness of the global cancer burden.

## RESEARCH AND EVALUATION

### SURVEYS



1762 SURVEYS



16 FOCUS GROUPS

### STIGMAS

“PEOPLE THINK CANCER IS **CONTAGIOUS**”

“LIKE A FORECAST OF **DEATH**”

“YOU WANT TO SUFFER **BY YOURSELF**”

## ACTION

### COMPONENTS

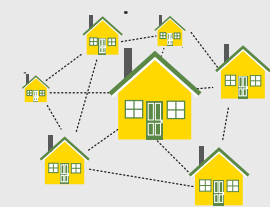
The stories of 12 survivors were shared throughout the campaign across the following outlets



PUBLIC RELATIONS



SPECIAL EVENTS



COMMUNITY  
OUTREACH



MASS MEDIA

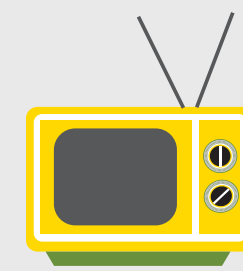
### TARGETED AREAS



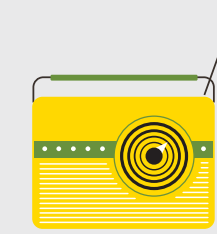
GUADALAJARA  
MEXICO CITY  
NEZAHUALCOYOTL  
MERIDA

## RESULTS

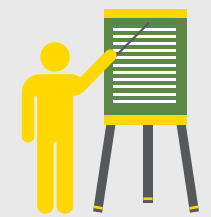
### IMPACTS



104 MILLION  
IMPRESSIONS

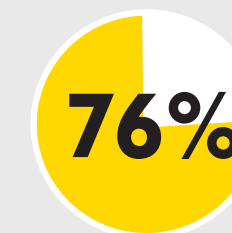


18 MILLION  
IMPRESSIONS

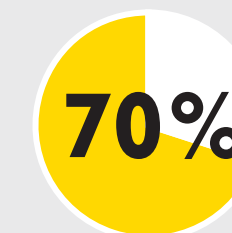


244 ADVOCATES  
TRAINED

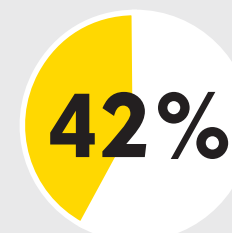
Of those exposed to the campaign:



Said they learned something new about cancer



Said it influenced them to talk more openly about cancer



Did something different because of what they learned