Lazos que Perduran Public Service Announcements

Target audience:
Women of different ages

Purpose:
This information is a call to action and motivation to take care of yourself and the important women in your life.

Suggested venues:
Can be used at nearly any venue

Minimal time needed for use:
Up to 10 minutes, including time for discussion

Languages:
English/Spanish

Key Messages:
• Get screened

Learning/Behavioral Objectives:
• Share this information with at least one person you care about.

This material can be used:
• To motivate and encourage women to take action and get screened
• To market or promote your event or program
• As part of a presentation
• On a continuous loop in a waiting room

Suggested talking points and evaluation questions:
• Refer to the What is the Message? section of the Toolkit for guidance.
Tool format:
Public Service Announcement videos

To view the PSAs, please click a language below to be directed to the web page.

English
Spanish