

# CREATIVITY **cross-cultural marketing**

American Psychological Association – SESRCD Program Administrative Coordinator

**Issue:** Images originally selected and placed within the United States image for program logo did not accurately depict the program, which largely impacted ethnic populations in the US.

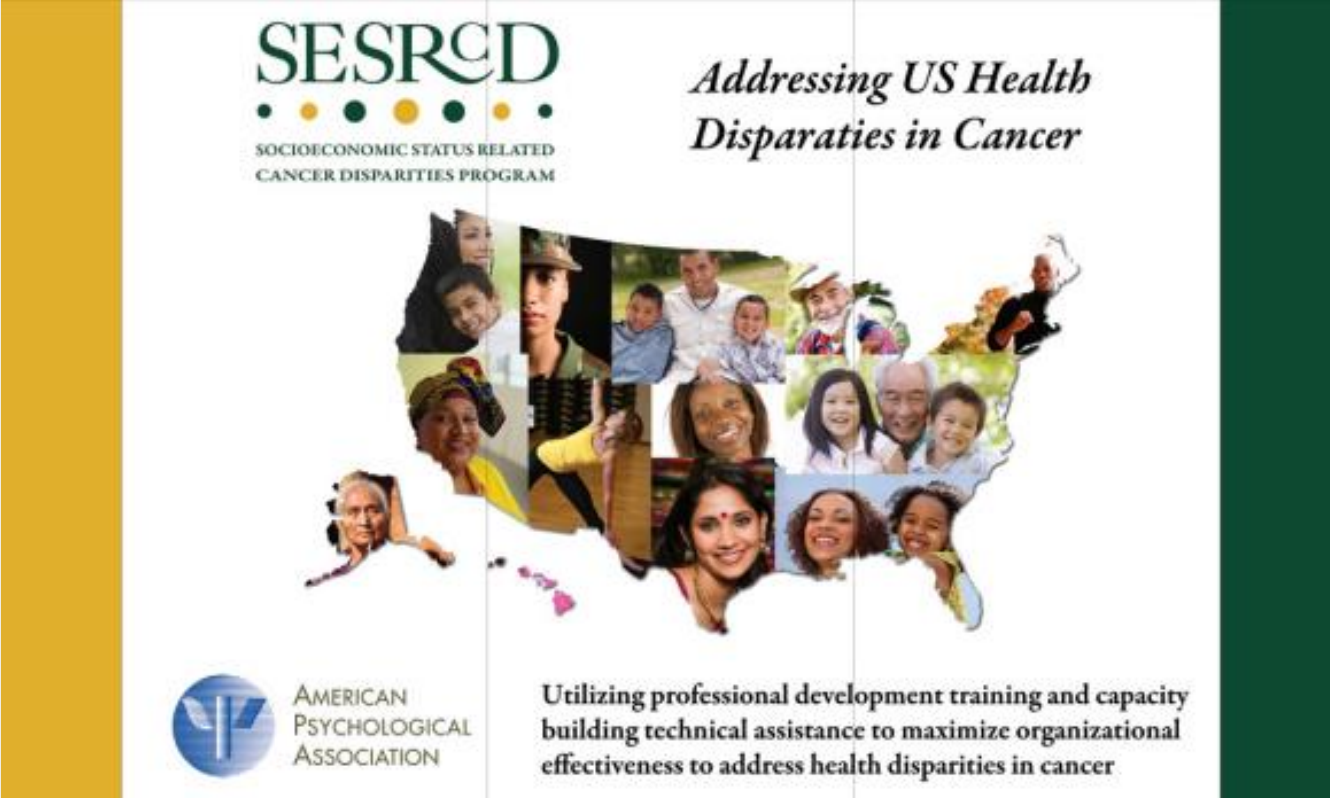
**Objective:** Create an image that better described the SESRCD Program.

**Solution:** Selected new images that represented a variety of ethnicities, ages, religions, and work/life balance.

# Final Product



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**SESRCD**  
SOCIOECONOMIC STATUS RELATED  
CANCER DISPARITIES PROGRAM

*Addressing US Health  
Disparities in Cancer*

AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

Utilizing professional development training and capacity building technical assistance to maximize organizational effectiveness to address health disparities in cancer