



Founded by Mexican American Women in 1974

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## **MANA Partners with FDA on ¡Nunca Mas! Campaign**

Washington, DC, August 11, 2011 --- MANA, A National Latina Organization with a nationwide reach, has partnered with the Food and Drug Administration's (FDA) Office of Women's Health on a unique educational vehicle. ¡Nunca Mas! (Never Again!) is a four-episode video novela that educates Latinas of all ages on the importance of safe medication use. MANA will be featuring the novela at their 22nd Annual Las Primeras Awards Gala beginning a nationwide push, among MANA chapters and affiliates, to spread the word about its use as a vital health education tool.

"FDA approved medications help millions of people live longer and better lives. According to the CDC, 25% of adults take five or more medications. However, about half of people do not take their medications as directed leading to thousands of injuries and deaths every year" says Marsha Henderson, MCRP, Acting Assistant Commissioner for Women's Health, Office of Women's Health. "Our office has always taken the lead as a one-stop health information source. We are pleased to team with MANA in raising public awareness on the safe use of medicines and other FDA regulated products, and serving as a prime messenger on the video novela's value to Latinas," she adds.

The overall goal of the campaign is to encourage Latinas and the broader Hispanic community to utilize the FDA Office of Women's Health informational materials and website regarding safe medication use. "There is no better time to inform our network of what the Office of Women's Health provides in support of their wellness," says Alma Morales Riojas, MANA's President & CEO. "The health of our women is central to building healthy Hispanic families and communities. Nunca Mas! is a significant educational vehicle to support these aims," she concludes.

For more information about the campaign, contact Amy Hinojosa at 202-833-0060 or [ahinojosa@hermana.org](mailto:ahinojosa@hermana.org). To learn more about the FDA Office of Women's Health products and services visit [www.fda.gov/womens](http://www.fda.gov/womens).

### **About the Food and Drug Administration Office of Women's**

The Food and Drug Administration Office of Women's Health (OWH) was established by Congressional mandate in 1994. The mission of the office is to protect and advance the health of women through policy, science, and consumer outreach efforts.

### **About MANA, A National Latina Organization**

MANA, A National Latina Organization, is a nonprofit advocacy organization headquartered in Washington, DC. With chapters across the country, it is the oldest national Latina membership organization in the United States. MANA, whose mission is to empower Latinas through leadership development, community service, and advocacy, envisions a national community of informed Latina activists working to improve the quality of life for all Hispanics. MANA also has the only national Latina mentoring program for girls 11 to 18, known as "HERMANITAS®."