

Hermanas de Sangre

Provide culturally relevant support for Hispanic women, girls, and people with potential to menstruate with bleeding disorders through a national program

Why it Matters

3.1 million Hispanic women with bleeding disorders in the US need accessible, culturally relevant support—simply translating websites into Spanish is inadequate. Many of these women prefer communication methods such as word of mouth, interactive discussion, and TV/film media.

Without this type of support, Hispanic women with bleeding disorders often feel isolated and alone.



Solution

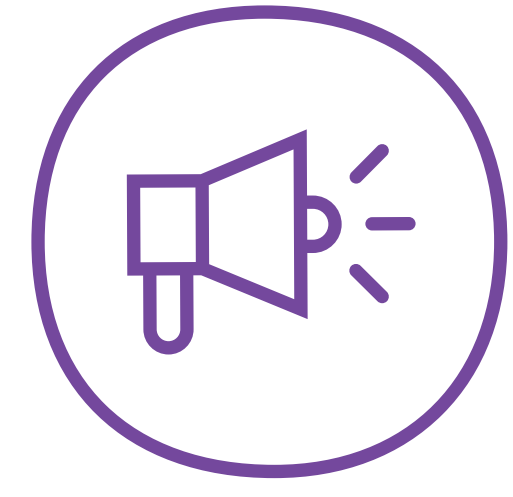
Hermanas de Sangre will provide accessible, culturally relevant support for Hispanic women with bleeding disorders through:



Online bilingual support

Monthly virtual coffee mornings for Hispanic women with bleeding disorders to connect and share their experiences

Quarterly educational events via Zoom where bilingual medical professionals will offer advice and support to the Hispanic community



Traditional media partnerships

Collaborations with prominent Hispanic media outlets like El Dia and Telemundo to disseminate stories and information about challenges faced by Hispanic women and girls with bleeding disorders



Empowering visual archive

Filming the experiences of eight or more Hispanic women with bleeding disorders will create a relatable visual resource showcasing stories, struggles, and triumphs to inspire others facing similar situations

Impact

The Hermanas de Sangre program will measure improvements in three areas:



Awareness and understanding of bleeding disorders: Gauged by levels of web and social media engagement and participation in online support events



Quality of support and resources: Measured through event participant surveys and feedback, and number of referrals made to healthcare professionals



Visibility of challenges faced by Hispanic women: Measured by media coverage, reach of created case studies, and social media analytics



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