

CERVICAL CANCER

AWARENESS

In partnership with:



*West Virginia Cancer Coalition
Collaborating to Conquer Cancer*

January is Cervical Health Awareness Month (CHAM). West Virginia ranks within the top ten in both incidence and mortality when compared to other states. *



bit.ly/screeningToolkits

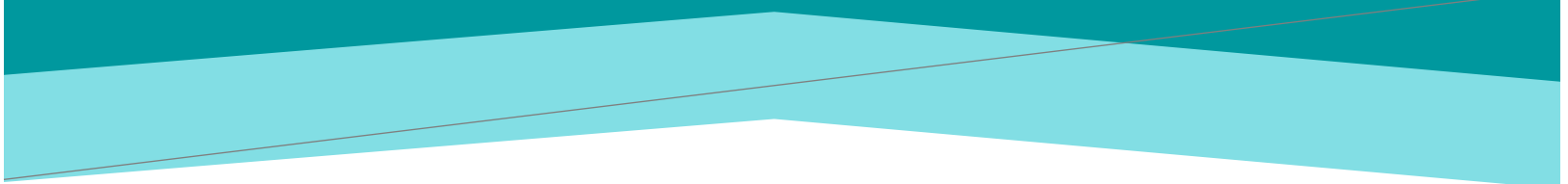
Join us in a Campaign to Increase Cervical Cancer Screening and HPV Vaccination!

About this campaign:

January is Cervical Health Awareness Month. WVU Cancer Institute and Mountains of Hope, the state's cancer coalition, invite you to engage with your community to promote cervical cancer screening and human papillomavirus (HPV) vaccination. Anyone with a cervix is at risk of cervical cancer, though it occurs most often in persons over age 30. Almost all cervical cancers are caused by HPV, a common virus that can be passed from one person to another by close skin-to-skin contact. Cervical cancer screening tests and the HPV vaccine can help prevent cervical cancer. When found early, cervical cancer is highly treatable and associated with long survival and good quality of life.

This toolkit is designed for patients, health professionals, health care organizations, hospitals, community organizations, faith communities, survivor groups, etc. with valuable information about screening and HPV vaccination. This resource is helpful in promoting and increasing cervical cancer screening and HPV vaccination awareness and uptake.

* Data cited in this toolkit comes from the [2022 West Virginia Cancer Burden Report](#). WV Cancer Registry, WV Department of Health and Human Resources, Charleston, WV, November 2022.



The items in this toolkit provide resources to help you reach your specific audience quickly and efficiently. You may use the items as they are or update them with information specific to your organization. Your organization offers unique strengths and expertise. Make sure you capitalize on them to make your campaign effective. All items have been designed according to industry standards to make printing and/or ordering convenient.

This toolkit includes:

- A. **Cervical Cancer Screening Card** - This card is intended for use with patients and communities as an informational guide to understanding who is eligible and what options are available for cervical cancer screening and HPV vaccination. (Please contact Cancer Prevention and Control at wvucancer@hsc.wvu.edu if you need assistance adding your logo or contact information.)
- B. **Sample Press Release** - A sample press release is included as a template. This information is appropriate for local radio, television, and news outlets to share through their networks.
- C. **Cervical Health Awareness Month Proclamation** - This proclamation can be used with local, regional, or state governments to declare and hold official observances of Cervical Health Awareness Month.
- D. **Appointment Reminder Card**- This card is intended for use in a clinical environment to encourage patients to schedule an appointment to discuss their cervical cancer screening and HPV vaccination options.
- E. **Sample Social Media Messages** – This section includes suggested social media posts and graphics for use throughout the month of January to encourage cervical cancer screening and HPV vaccinations.

Attachment A – Customizable Screening Guide Card (Front and Back)

CERVICAL CANCER SCREENING

WHY IS CERVICAL CANCER SCREENING IMPORTANT?

- Regular cervical cancer screening is the best way to find pre-cancerous cells or cancer early when it is easier to treat and cure.
- Another way to prevent cervical cancer is to get the human papillomavirus (HPV) vaccine.
- The HPV test and the Pap test can help prevent cervical cancer or find it early. Both tests can be done in a doctor's office or clinic.
- HPV is a known cause of almost all cervical cancer, as well as some oropharyngeal, vulvar, penile, and anal cancers. HPV vaccination could prevent more than 90% of cancer caused by HPV from ever developing.

AGE GROUP (YEARS-OLD)	RECOMMENDED HPV VACCINATION GUIDELINES BY AGE GROUP
*9-14	Two doses; second dose administered 6-12 months after first dose OR Three doses**; only for those that received two doses less than five months apart
15-26	Three doses; schedule is 0, 1-2, and 6 months
27-45	Vaccination is available, but requires a shared decision making discussion with a health care provider.

*HPV Vaccination is recommended at age 11 or 12 years old but can be started as early as 9 years old.

**Three doses are also recommended for immunocompromised persons 9-26 years old.

WHO SHOULD BE SCREENED?

AGE GROUP (YEARS-OLD)	USPSTF* CERVICAL CANCER SCREENING RECOMMENDATION
21-29	Women should begin receiving Pap tests at age 21; these tests can be administered once every three years, if your results are normal
30-65	Speak with your healthcare provider to determine which testing option is right for you: <ul style="list-style-type: none"> • Pap test only - Every three years, if results are normal • HPV test only - Every five years, if results are normal • HPV test + Pap test - This is called co-testing; every five years, if results are normal
66+	Your health care provider may tell you that you do not need to be screened anymore if: <ul style="list-style-type: none"> • You have had normal screening test results for several years, or • You have had your cervix removed as part of a total hysterectomy

*USPSTF is the United States Preventative Services Task Force

HOW DO I GET SCREENED?

- Talk to your doctor about getting screened, if you qualify, and the risks associated with screening
- If you do not have a healthcare provider and/or insurance and would like additional info, contact WVU Cancer Institute Cancer Prevention and Control at 877-287-2272
- To see if you might qualify for free cervical cancer screenings, contact the WV Breast and Cervical Cancer Screening Program at 304-558-5388 or 1-800-642-8522 or visit WVDHHR.org/BCCSP



Attachment B- Sample Press Release

Organization Name joins partners in statewide initiative promoting Cervical Cancer Screening and HPV Vaccination

YOUR CITY, STATE – The [WVU Cancer Institute](#), the [West Virginia Mountains of Hope State Cancer Coalition](#), and [WVU Medicine](#) are promoting a Cervical Health Awareness Month and HPV Vaccination campaign during the month of January to raise awareness about the importance of cervical cancer screening in the Mountain State.

(Your organization) recognizes January as Cervical Health Awareness month. Anyone with a cervix are at risk for cervical cancer, though it occurs most often in those over age 30. Almost all cervical cancers are caused by human papillomavirus (HPV), a common virus that can be passed from one person to another through close physical contact. Screening tests and the HPV vaccine can help prevent cervical cancer. When it is found early, cervical cancer is highly treatable and associated with long survival and good quality of life.

The West Virginia Cancer Burden Report identifies that annually about, 89 West Virginia women were diagnosed with cervical cancer, and 32 die as a result of their cervical cancer. **(You may wish to include county projections instead: <https://schs.dph.ncdhhs.gov/data/cancer/projections.htm>).***

Anyone with a cervix, aged 21-65, should be screened for cervical cancer. Pap tests and HPV tests are the two screening tests that can help prevent cervical cancer or find it early. The Pap test looks for precancers which are cell changes on the cervix that might become cervical cancer if they are not treated appropriately. The HPV test looks for human papillomavirus that can cause these cell changes. The main risk factor for developing cervical cancer is having an HPV type that causes cervical cancer, but other things can increase your risk, particularly smoking. The most important thing you can do to help prevent cervical cancer is to get vaccinated, have regular screening tests, and not smoke.

“Quote from leadership in your organization about the importance of the campaign,” name, title, organization, said. “End quote.”

Those interested in cervical cancer screening and HPV vaccination should talk to their healthcare providers about risk factors and which screening test is appropriate. If you are uninsured or underinsured, you may qualify for free or low-cost cervical cancer screenings through the West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP). WVBCCSP provides free or low-cost breast and cervical cancer screenings and follow-up to eligible women. To learn where WVBCCSP services are provided, call 1-800-642-8522 or visit www.wvdhhr.org/bccsp/.

Those interested in cervical cancer screening and HPV vaccination should talk to their healthcare providers about risk factors and which screening test is appropriate. For more screening information:

- <https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/cervical-cancer-screening>
- <https://www.cdc.gov/vaccines/vpd/hpv/hcp/recommendations.html>

To schedule an appointment at your organization, contact name, title, and phone number or email address.



For Media Inquiries:

Name of media contact, title, phone number, email address

* Data cited in this toolkit comes from the [2022 West Virginia Cancer Burden Report](#). WV Cancer Registry, WV Department of Health and Human Resources, Charleston, WV, November 2022.

Attachment D: Sample Proclamation

West Virginia Cervical Health Awareness Month Proclamation

In 2022, an estimated 14,100 people in the United States were diagnosed with invasive cervical cancer and approximately 4,280 people died from the disease. While the number of deaths from cervical cancer has significantly declined with the increased use of the Pap test and HPV vaccination, West Virginia continues to have one of the highest rates of cervical cancer diagnoses and deaths in the U.S.

Up to 93% of all cervical cancers can be prevented through screening and HPV vaccination. The Pap test saves lives by finding pre-cancers early that can be removed before they develop into cancer. All persons with a cervix should begin screening at age 21 and work with their provider to stay up to date on their screening.

The HPV vaccine helps prevent cervical cancer from ever developing. Currently, the HPV vaccination is recommended at age 11 or 12 years. Catch up vaccinations are recommended for persons through age 26 years who are not adequately vaccinated. Adults 27-45 years of age should speak with their provider to determine if HPV vaccination is right for them.

In recognition of the important lifesaving prevention and early detection practices available for cervical cancer, I _____ of, _____ do hereby proclaim January 2024 as Cervical Health Awareness Month in the Mountain State. I urge all _____ County citizens to work together to promote awareness and understanding of cervical health issues.

* Data cited in this toolkit comes from the 2022 West Virginia Cancer Burden Report. WV Cancer Registry, WV Department of Health and Human Resources, Charleston, WV, November 2022.

Attachment E: Appointment Reminder Card

This card is intended for use in a clinical environment to encourage patients to schedule an appointment to discuss their cervical cancer screening and HPV vaccination options.



The Best Protection is Early Detection

Cervical Screening

Date ____/____/____

Time ____ **am / pm**

Location _____

HPV Vaccination

Date ____/____/____

Time ____ **am / pm**

Location _____



In partnership with:



Attachment F - Social Media Content – This section includes suggested social media posts and graphics for use throughout the month of January to encourage Cervical Cancer Screening and HPV Vaccination.

Almost all #CervicalCancer is caused by HPV. Talk to your doctor to see if the #HPVvax is right for you and your family. <http://bit.ly/2PY9LRu>.



#CervicalCancer is the fourth most common cancer among women globally. Learn how you can protect yourself and all the women and girls in your life: <https://bit.ly/3myBx41>



Beginning at age 21, women should receive routine HPV and Pap testing to detect cervical cancer early, when it is easier to treat. Talk to your doctor about your options: https://www.cdc.gov/cancer/cervical/basic_info/screening.htm



HPV and Pap testing can detect cervical cancer early when it is easier to treat. Women aged 30-65 should talk to a doctor about a screening schedule:
https://www.cdc.gov/cancer/cervical/basic_info/screening.htm



If you are uninsured or underinsured, and a woman between the ages of 21-64 you may qualify for the WV Breast and Cervical Cancer Screening Program. Learn more: <https://dhhr.wv.gov/bccsp/Pages/default.aspx>

