

## 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/](http://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.