# Cervical Health/ HPV Awareness Month



2017 Social Media Tool Kit

Created by:

Colorado Cancer Coalition



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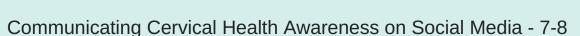
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### Why a Tool Kit?

#### What is Cervical Health Awareness Month?

January has been designated as Cervical Health Awareness Month by the US Congress. Issues related to cervical cancer, HPV disease and the importance of early detection are highlighted in this month-long push for awareness. Cervical cancer was once one of the most common causes of cancer death for American women, but screening tests and vaccinations against human papillomavirus (HPV) have played a major role in decreasing the death rate by more than 50% in the last 30 years (American Cancer Society, 2016). With early diagnosis and treatment, the lifetime risk of invasive cervical cancer for a Colorado female has dropped to 1 in 191 women.



To protect against cancers caused by HPV infections, the HPV vaccination can be given to both males and females between ages 9-26. The CDC recommends that boy and girls 11-12 years old get the vaccine as preteens as they have a higher immune response to the vaccine at that age. Additionally, boys and girls 9-14 only need 2 doses of the vaccine 6 months apart, compared to teens and young adults (ages 15-26) who need 3 doses of the vaccine.

National and state-wide agencies are joining forces to raise awareness of the importance of screening and immunization through the month of January, as well as raise funds to support new research to help prevent, detect, and treat cervical cancer (CDC, 2016).

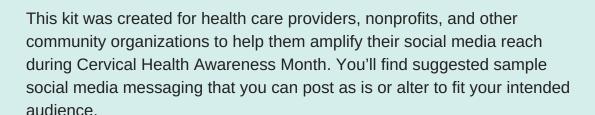
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#### **About this Kit**

This kit was created to raise awareness through social media about cervical cancer prevention and early detection. We hope you use this guide to help spread awareness during the month of January and throughout the year.

#### Who Should Use this Kit?

This kit is for anyone who wants to help spread the word about screening for and immunizing against cervical cancer. It is important for every Colorado woman to know her options for staying healthy. As the CDC says, "No woman should die of cervical cancer."





### **Colorado Cervical Cancer Stats**

- An average of 150 cases of invasive cervical cancer are diagnosed annually in Colorado.
- 2 out of every 100,000 women in Colorado will die from cervical cancer.
- 80% of people will contract HPV in their lifetime and is the leading cause of cervical cancer.
- 14 million people become newly infected with HPV each year in the United States; half are 15 to 24 years old.
- Two strains of the HPV virus are responsible for 70% of all cervical cancer cases.
- 21% of women in Colorado do not receive the recommended pap test screening.
- Only 42% of Colorado girls and 22% of Colorado boys aged 13-17 were vaccinated against HPV in 2015.
- For each year that we stay at the average of 30% vaccination coverage instead of the goal of 80% we will fail to prevent 4,400 future cases of cervical cancer and 1,400 cervical cancer deaths.
- Racial/Ethnic minorities and low-income individuals suffer poorer HPVassociated cancer outcomes.

#### HPV VACCINATION IS CANCER PREVENTION

81%
of new cases of cervical cancer every year could be prevented by HPV vaccination

(CDC, 2013)
(George Washington Cancer Institute, 2013)
(Colorado Central Cancer Registry, 2016)
(Colorado Children's Immunization Coalition, 2016)

# The Colorado Cancer Plan and Cervical Cancer



## **CANCER PLAN: GOAL 3**

INCREASED UPTAKE OF CLINICAL INTERVENTIONS TO PREVENT CANCER

#### **MEASURES**

Females/Males ages 13-17 who have received at least one dose of the HPV vaccine Baseline: 62.5%/40.7% 2020 Target: 80%/80%

Females/Males ages 13-17 who have received three or more doses of the HPV vaccine

Baseline: 42.1%/21.9% **2020 Target: 80%/80%** 

Adults ages 18-26 who have received an HPV vaccine Baseline: 36.5% **2020 Target: 80%** 

Adults ages 18-26 who have received three doses of the HPV vaccine Baseline: 19.9% **2020 Target: 80%** 

\*11- to 12-year-olds are now recommended only two doses at least six months apart rather than the previously recommended three doses



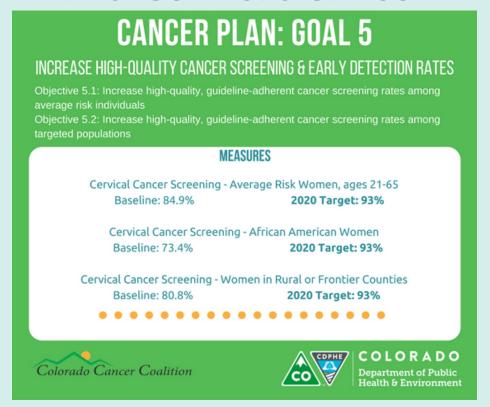


#### STRATEGIES:

- Educate parents about the HPV vaccine as a cancer prevention method
- Implement provider assessment and feedback quality improvement processes
- Implement provider reminder systems to discuss vaccines with parents/guardians
- Implement standing provider orders for the HPV vaccination
- Implement vaccine reminder and recall systems targeted at providers and clients in pediatric and primary care provider offices
- Participate in the Colorado immunization Information System to track vaccine uptake within clinics
- Promote vaccination programs and requirements in schools and hospitals

# The Colorado Cancer Plan and Cervical Cancer





#### STRATEGIES:

- Educate primary care providers on the importance of a provider recommendation and adhering to nationally recognized, evidence based cancer screening guidelines
- Educate providers on cervical cancer screening guidelines, including when to conduct an HPV
- co-test.
- Implement client reminder systems (e.g., print or phone) to advise individuals in need of a cancer screening; messages may be tailored or general.
- Implement provider-oriented strategies, including provider reminders and recalls to identify
- when an individual is in need of, or overdue for, a cancer screening test based on individual or
- family history risk, and provider assessment and feedback interventions that present information about screening provision, in particular through use of an electronic health record system.
- Deliver one-on-one or group education conducted by health professionals or trained lay people to
  motivate individuals to seek screenings by addressing indications for and benefits of screening,
  and what to expect during screening services. Use small media to support this education (e.g.,
  brochures or newsletters).
- Implement workplace policies to provide paid time off for individuals to complete recommended cancer screenings.
- Collaborate with health plans to achieve increased cancer screening compliance rates, for
- example through the use of National Committee for Quality Assurance (NCQA) Healthcare Effectiveness Data and Information Set (HEDIS) cancer screening measures.
- Implement evidence-based practices through engagement of patient navigators in cancer



# Communicating #CervicalHealthMonth on Social Media

#### Educate on the importance of the **HPV vaccination**.

- When given before initial exposure to the virus (before engaged in sexual activity), the vaccine Gardasil was found to provide nearly 100% protection.
- HPV infections are so common that nearly all men and women will get at least one type of HPV at some point in their lives, but 9 out of 10 infections go away by themselves.
- But, sometimes, HPV infections will last longer and can cause certain cancers including:
  - cancers of the cervix, vagina, and vulva in women
  - cancers of the penis in men
  - cancers of the anus
  - cancers in the throat, including the base of the tongue and tonsils
- Since the first HPV vaccine was recommended in 2006, there has been a 64% reduction in vaccine-type HPV infections among teen girls in the U.S.



#### POWERFUL, yet SIMPLE

Don't bombard people with information. Hook them with something short and powerful, then refer them to supporting, reliable and trusted resources to learn more.

#### Educate on the importance of **screening**.

- Every year in the U.S., HPV causes 30,700 cancers in men and women
- Cervical cancer is the easiest gynecologic cancer to prevent thanks to regular screening tests and follow up
- Two screening tests can help prevent cervical cancer or find it early:
  - The Pap test (or Pap smear) looks for *pre-cancers*, cell changes on the cervix that might become cancerous if not treated appropriately (recommended for all women 21-65)
  - The HPV test looks for the human papillomavirus (HPV) that can cause these cell changes (can be performed by your doctor at the same time as the Pap test)
- Women ages 21-29 are recommended to have a Pap test every three years
- Women ages 30-65 should get a Pap test and HPV test together every five years, or a Pap test alone every three years.

# Tips for **#CervicalHealthMonth** on Social Media

#### **Hashtags for Cervical Health Awareness Month:**

#CervicalHealthMonth

#CervicalHealthAwarenessMonth

#CervicalCancer

#HPV

**#HPVAwareness** 

#GetScreened

#HPVvax

#2shots2stopCancer

#HPVFreeCO



#### **Follow these influencers for #CervicalHealth Month:**

#### **Colorado Cancer Coalition**

Twitter: @CoCancerFund

Facebook: https://www.facebook.com/ColoradoCancerCoalition

Web: http://www.coloradocancercoalition.org

#### **Denver Metro Alliance for HPV Prevention**

Regional collaborative led by Denver Public Health to increase HPV vaccination rates across five counties in the Denver metropolitan area.

Twitter: @DenPubHealth Web: http://hpvfreeco.org

#### **American Cancer Society National HPV Vaccination Roundtable**

Web: http://bit.ly/2hmy0qw

#### **Immunize Colorado (hosted by CDPHE's Immunization Branch)**

Facebook: https://www.facebook.com/ImmunizeCO/,

Twitter: @ImmunizeCO



Date	Facebook	Twitter
Monday, 1-2	January is Cervical Health Awareness Month, a time where we can spread awareness on the cancer that is easiest to prevent! It's a new year, and a new you: follow screening and vaccination recommendations. Click here to see what you should know about HPV and cervical cancer: http://bit.ly/2j8kp3M	January is #CervicalHealth Month! #Get Screened and get the #HPVvax to protect against cancer. http://bit.ly/2j8kp3M
Tuesday, 1-3	HPV, a common STI, is the leading cause of cervical cancer. An average of 150 cervical cancer cases are diagnosed annually in Colorado. How can we prevent this? Get vaccinated and get screened. http://bit.ly/2gKtvqR	#HPV is the leading cause of #CervicalCancer. 150 Colorado cervical cancer cases are diagnosed annually. #GetScreened http://bit.ly/2gKtvqR
Wednesday, 1-4	to the virus (before engaged in sexual activity), vaccines Gardasil	#HPVvax are extremely effective protection for boys and girls. Learn more here: http://bit.ly/2gChcrK
Thursday, 1-5	Regular screenings can prevent cervical cancer, yet 21% of Colorado women don't comply with recommended screenings. When found early, more than 93 percent of women survive cervical cancer. http://bit.ly/2hPie4A	When found early, more than 93 percent of women survive #CervicalCancer. #GetScreened http://bit.ly/2hPie4A



Date	Facebook	Twitter
Friday, 1-6	Almost all people get some form of HPV in their lifetime, but 2 specific strands cause 70% of all cervical cancer. HPV vaccinations can protect against that! The Colorado Women's Wellness Connection wants to make the vaccination as accessible as possible. http://bit.ly/2hn0vV5	#2shots2stopCancer #HPVvax protect against #CervicalCancer http://bit.ly/2hn0vV5
Monday, 1-9	Did you know that 14 million people become newly infected with HPV each year in the United States? Half are 15 to 24 year-olds, who are all in the age range of proven effective vaccination results. Get your loved ones between the ages of 11-26 vaccinated! http://bit.ly/2hGKafb	14 million US people annually are newly infected with HPV. Half are 15 to 24 year-olds. Get loved ones the #HPVvax! http://bit.ly/2hGKafb
Tuesday, 1-10	Only 42.1% of Colorado females aged 13-17 have received three or more doses of the HPV vaccine. Join the force of reaching the 2020 goal of 80% through spreading awareness of the vaccine benefits. http://bit.ly/2hmV4FQ	Only 42.1% of Colorado females 13-17 have received 3 doses of #HPVvax See vaccine benefits here: http://bit.ly/2hmV4FQ
Wednesday, 1-11	Parents need to know: The HPV vaccination prevent cancers in both women and men ages 11-26. Check out HPV survivor Frank Summers' story here: http://bit.ly/2h1ZezV	#HPVvax prevent cancers in both women and men ages 11-26. Check out HPV survivor Frank Summers' story here: http://bit.ly/2h1ZezV



Date	Facebook	Twitter
Thursday, 1-12	Almost all cervical cancers are caused by HPV, but smoking, having several sexual partners, or being on birth control for more than five years can also increase your risk. See the other risk factors and what you can do to reduce your risk here: http://bit.ly/2h1YXNt	#CervicalCancer is caused by HPV, but there are other risk factors and ways to reduce your risk here: http://bit.ly/2h1YXNt
Friday, 1-13	closing the door on cancer. http://bit.ly/1KasMah	#HPVvax are the key to closing the door on #CervicalCancer. http://bit.ly/1KasMah
Monday, 1-16	Cervical Health Awareness Month is a great time to spread awareness on the effectiveness of the HPV vaccine, as it is the best way to prevent cervical cancers. But just how effective is the vaccine?  Since the first HPV vaccine was recommended in 2006, there has been a 64% reduction in vaccine-type HPV infections among teen girls in the U.S. http://bit.ly/2hPpzBm	Since #HPVvax was recommended, a 64% reduction in #HPV infections among teen girls in the U.S. has resulted. http://bit.ly/2hPpzBm

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Date	Facebook	Twitter
Tuesday, 1-17	Cervical cancer doesn't have to be faced alone. Join the Gynecological Cancer Support Group at the Penrose Cancer Center in Colorado Springs TOMORROW (January 18) from 11:30 am - 1:00 pm. For more info contact Sherry Martin sharonmartin@centura.org	Gyn Cancer Support Group at the Penrose Cancer Center in Colorado Springs TOMORROW 11:30 am - 1:00 pm. http://bit.ly/2hOKhp3
Wednesday, 1-18	Listen to the stories of HPV and cervical cancer survivors, and see why they advocate for the vaccination. http://bit.ly/2aO4yrb	Why do these #HPV and #CervicalCancer survivors advocate for the #HPVvax http://bit.ly/2aO4yrb
Thursday, 1-19	Early on, there may be no signs or symptoms of cervical cancer. The only way to know is to see your doctor and be screened regularly. Find screening options here: http://bit.ly/1P6JOaW	Sometimes the only way to know if you have #CervicalCancer is to #GetScreened. Find screening options here: http://bit.ly/1P6JOaW
Friday, 1-20	What should I expect from a cervical health screening test? There are two screening tests that can help prevent cervical cancer or find it early: The Pap test (or Pap smear), which is recommended for all women 21-65, and the HPV test. See when and how often you should get tested here: http://bit.ly/2gCxHUx	#CervicalHealth See when and how often you should #GetScreened here: http://bit.ly/2gCxHUx



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Date	Facebook	Twitter
Monday, 1-23	If the test comes back healthy, do I still need to be screened regularly? Find what you need to know about HPV and cervical cancer in the CDC's Cervical Cancer screening guidelines for women ages 30+ http://bit.ly/2gMLAmp	How often should I #GetScreened Find what you need to know about #HPV and #CervicalCancer here http://bit.ly/2gMLAmp
Tuesday, 1-24	Is the HPV vaccination safe?  Find out here, along with many other questions and answers you may have:  http://bit.ly/2gKSJ8C	Is the #HPVvax safe? Find out, along with many other questions and answers about #CervicalHealth you may have here: http://bit.ly/2gKSJ8C
Wednesday, 1-25	Cervical cancer is the easiest gynecologic cancer to prevent, so long as women are dedicated to getting screened and following up with healthcare providers. Don't let anything stand in your way of being screened.  http://bit.ly/1P6JOaW	#CervicalCancer is the easiest gynecologic cancer to prevent. #GetScreened and get the #HPVvax http://bit.ly/1P6JOaW
Thursday, 1-26	In addition to cervical cancer, HPV can also cause cancers of the mouth, neck and throat. Find out more here: http://bit.ly/2hn5Hs1	#HPV can also cause cancers of the mouth, neck and throat. Find out how here: http://bit.ly/2hn5Hs1



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Date	Facebook	Twitter
Friday, 1-27	"I can't protect them from everything, but I WILL protect them from HPV-related cancer."  Parents might be the best advocate for preventing cervical and other cancers. Girls and boys 11-12 years old need the vaccine NOW to prevent cancer LATER. http://bit.ly/1SY2cCF	"I can't protect them from everything, but I WILL protect them from HPV- related cancer." #CancerSurvivor #HPVvax http://bit.ly/1SY2cCF
Monday, 1-30	Who is too young for the HPV vaccination? Who is too old? Girls and boys ages 11-26 are recommended to be vaccinated, as the vaccine can prevent HPV-related cancers.  http://bit.ly/2gCxQal	Who is too young for the HPV vaccination? Who is too old? #2shots2preventCancer #HPVvax #CervicalHealth http://bit.ly/2gCxQal
Tuesday, 1-31	2 out of every 100,000 women in Colorado will die of cervical cancer, even though it is preventable. Continue to spread awareness of ways to prevent HPV, the leading cause of cervical cancer. http://bit.ly/2gCyxk8	2 in every 100,000 women in Colorado will die of cervical cancer, even though it is preventable. Continue to spread awareness of ways to prevent HPV. http://bit.ly/2gCyxk8



#### **FOR CLINICIANS**

FOR CLINICIANS		
Date	Facebook	Twitter
	"Strong provider recommendation is the best motivator to educating parents on why they should get their child vaccinated."  Clinicians are the key to helping stop cervical cancer. See the importance of recommending HPV vaccinations and screenings. http://bit.ly/2hGXbp1	The provider recommendation is usually the strongest motivator to getting the parent to get their child the #HPVvax http://bit.ly/2hGXbp1
	Clinicians: are you up-to-date on the current HPV Vaccination and cervical cancer screening recommendations? http://bit.ly/2h28iVu	Clinicians: are you up-to- date on the current #HPVvax and #CervicalCancer screening recommendations? http://bit.ly/2h28iVu
	Clinicians, check out these tips and time-savers for talking with parents about the HPV vaccination: http://bit.ly/2hxBofT	Clinicians, check out these tips and time-savers for talking with parents about the #HPVvax http://bit.ly/2hxBofT

## **Cervical Cancer Support in Colorado**

#### Support Group

#### **Gynecological Cancer Support Group**

Penrose Cancer Center - Colorado Springs 2222 N. Nevada Colorado Springs, CO 80907

January 18, 2017 11:30 am - 1:00 pm For more info contact Sherry Martin sharonmartin@centura.org 719- 776-5311



#### Organizations

#### **Colorado Cancer Coalition HPV Vaccination Task Force**

The HPV task force is committed to improving HPV vaccination rates and lowering the burden of HPV associated disease and cancer, through collaboration among diverse partners. By bringing together public health professionals, clinicians, academics, community members and others, the task force is identifying areas of overlap, gaps and opportunities to improve HPV vaccination.

https://www.coloradocancercoalition.org/hpv-vaccination/

#### **National Cervical Cancer Coalition**

The National Cervical Cancer Coalition is dedicated to serving women with, or at risk for, cervical cancer and HPV disease.

http://www.nccc-online.org/

#### **Women's Wellness Connection**

Breast and cervical cancer screenings (clinical breast exams, pap tests, pelvic exams and mammograms) are provided to eligible women at more than 130 sites statewide. See if you are eligible here:

https://www.colorado.gov/cdphe/womens-wellness-connection

# Cervical Health/ HPV Awareness Month



## 2017 Social Media Tool Kit

For More Information:



