

Cervical Health/ HPV Awareness Month



2018 Social Media Toolkit

Created by:

 *Colorado Cancer Coalition*



Table of Contents

What is Cervical Health Awareness Month - 3

About this Tool Kit and Who It's For - 3

Cervical Cancer in Colorado - 4

Cervical Cancer: No Woman Should Die From It - 5

The Colorado Cancer Plan & HPV Vaccination - 6-7

The Colorado Cancer Plan and Cervical Cancer - 8

Communicating the Importance of HPV Vaccination on Social Media - 9

Communicating the Importance of Cervical Cancer Screening on Social Media - 10

Tips for Awareness on Social Media - 11

Sample Facebook and Twitter Messaging for Parents - 12 - 13

Sample Facebook and Twitter Messaging for the Public - 14

Sample Facebook and Twitter Messaging for Health Care Professionals - 15

Colorado Cervical Cancer Support Groups, Events, and Organizations -

Contact - 18



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 boys 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).



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."

This kit was created for health care providers, nonprofits, and other community organizations to help them amplify their social media reach during Cervical Health Awareness Month. You'll find suggested sample social media messaging that you can post as is or alter to fit your intended audience.



Cervical Cancer In Colorado

- An average of 150 cases of invasive cervical cancer are diagnosed annually in Colorado.
- About 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.
- 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.
- 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 HPV-associated cancer outcomes.

CERVICAL CANCER IN COLORADO : WHO IT AFFECTS?

IN COLORADO,
CERVICAL
CANCER RATES
ARE **STEADY**

Source: Colorado Central Cancer Registry, 2017

INCIDENCE

6.4

per 100,000

MORTALITY

1.5

per 100,000

INCIDENCE BY ETHNICITY, per 100,000



6.4

All Races



5.8

White, non-Hispanic



9.2

White, Hispanic



6.9

Black

(CDC, 2013)

(George Washington Cancer Institute, 2013)

(Colorado Central Cancer Registry, 2017)

(Colorado Children's Immunization Coalition, 2016)

Cervical Cancer: No Woman Should Die From It

CERVICAL CANCER IN COLORADO: NO WOMAN SHOULD DIE FROM IT



Pap test is recommended
for women aged 21-65
years old

The HPV test looks for
HPV

Early cervical cancers and pre-cancers usually have no symptoms. Advanced cervical cancer can cause:

Abnormal bleeding or discharge
from the vagina

Ask your health care
provider about the right
screening schedule for you.

CERVICAL CANCER: RISK REDUCTION



The HPV Vaccine is Cervical
Cancer PREVENTION!

Boys & girls should get the
HPV Vaccine series at age
11 or 12. *

*Talk with your doctor about the right time to start the series.

HPV infection can cause:

- cancers of the cervix, vagina, & vulva in women
- cancers of the penis in men
- cancers of the anus & back of the throat, including the base of the tongue & tonsils (oropharynx), in both women & men

Every year in the United States,
HPV causes 30,700 cancers in
men and women.

30,700

HPV vaccination can prevent
most of the cancers (about
28,000) from occurring.

28,000

Source: CDC, 2017

The Colorado Cancer Plan and HPV Vaccination



CANCER PLAN: GOAL 3

INCREASED UPTAKE OF CLINICAL INTERVENTIONS TO PREVENT CANCER

Objective 3.2: Increase HPV vaccine uptake in males

Males ages 13–17;
at least 1 dose of the HPV vaccine

Baseline: 40.7% (2014)
Update: 58.8% (2016)

2020 Target: 80%

Source: NIS-Teen



Males ages 13-17;
3 or more doses of the HPV vaccine

Baseline: 21.9% (2014)
Update: 38.4 % (2016)

2020 Target: 80%

Source: NIS-Teen



CANCER PLAN: GOAL 3

INCREASED UPTAKE OF CLINICAL INTERVENTIONS TO PREVENT CANCER

Objective 3.2: Increase HPV vaccine uptake in females

Females ages 13–17;
at least 1 dose of the HPV vaccine

Baseline: 62.5% (2014)
Update: 68.3% (2016)

2020 Target: 80%

Source: NIS-Teen



Females ages 13-17;
3 or more doses of the HPV vaccine

Baseline: 42.1% (2014)
Update: 47.6% (2016)

2020 Target: 80%

Source: NIS-Teen



The Colorado Cancer Plan and HPV Vaccination



CANCER PLAN: GOAL 3

INCREASED UPTAKE OF CLINICAL INTERVENTIONS TO PREVENT CANCER

Objective 3.2: Increase HPV vaccine uptake

Adults age 18-26 who have received an
HPV vaccine

Baseline: 36.5% (2014)

Update: 39.3% (2015)



2020 Target: 80%

Source: BRFSS



Adults age 18-26 who have received 3
doses of an HPV vaccine

Baseline: 19.9% (2014)

Update: 23.1% (2015)



2020 Target: 80%

Source: BRFSS



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

*It's now recommended that 11- to 12-year-olds receive two doses at least six months apart rather than the previously recommended three doses

**If the series is started after age 15, it's still a 3 dose series

The Colorado Cancer Plan and Cervical Cancer



CANCER PLAN: GOAL 5

INCREASE HIGH-QUALITY CANCER SCREENING & EARLY DETECTION RATES

Objective 5.1 & 5.2: Increase high-quality, guideline-adherent cancer screening rates

Women ages 21–65; Pap
test within the last 3
years

Baseline: 84.9% (2014)

Update: 80.7% (2016)

2020 Target: 93%

Source: BRFSS

Women ages 21–65; rural
or frontier counties; had a
Pap test within the last 3
years

Baseline: 80.8% (2014)

Update: 78% (2016)

2020 Target: 93%

Source: BRFSS

Women ages 21–
65; African American; had
a Pap test within the last
3 years

Baseline: 73.4% (2012)

Update: 83.1% (2015)

2020 Target: 25.9%

Source: TABS



COLORADO
Department of Public
Health & Environment

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 screening process



Communicating #HPVvaccination 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.

14 million people
become newly infected
with HPV each year in
the United States; half
are 15 to 24 years old.



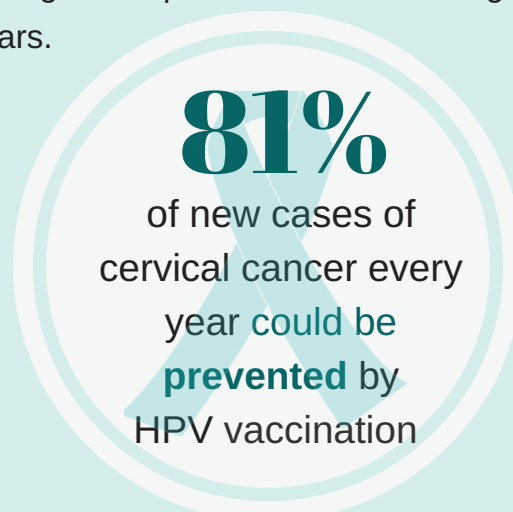
Communicating #CervicalHealthMonth on Social Media

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.



(CDC, 2016)
(Women's Health, 2016)

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: 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

ImmunizeCO is hosted by the Immunization Section at the Colorado Department of Public Health and Environment.

Facebook: : <https://www.facebook.com/ImmunizeCO>

Twitter: @ImmunizeCO



Cervical Cancer Awareness

Social Media Messaging - Parents

Facebook Ideas

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, follow screening and vaccination recommendations. Click here to see what you should know about HPV and cervical cancer: <http://bit.ly/2j8kp3M>

As parents, you do everything you can to protect your children's health for now and for the future. Today, there is a strong weapon to prevent several types of cancer in our kids: the HPV vaccine. <http://bit.ly/2liQNUY>

The earlier the vaccine schedule is completed, the better the immune response is to protect against HPV. HPV Vaccination is important. Learn more here: <http://bit.ly/2gChcrK>

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>

HPV vaccinations are the key to closing the door on cancer. <http://bit.ly/1KasMah>

Twitter Ideas

January is #CervicalHealthMonth #GetScreened and get the #HPVvax to protect against cancer. <http://bit.ly/2j8kp3M>

As parents, you do everything you can to protect your children's health for now & for the future. Today, there is a strong weapon to prevent several types of #cancer in our kids: the HPV vaccine. <http://bit.ly/2liQNUY>

#HPVvax are extremely effective protection for boys and girls. The earlier the series is complete, the better the immune response. Learn more here: <http://bit.ly/2gChcrK>

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>

#HPVvax are the key to closing the door on #CervicalCancer. <http://bit.ly/1KasMah>



Cervical Cancer Awareness

Social Media Messaging - Parents

Facebook Ideas

Parents need to know: The HPV vaccination prevents cancer in both women and men ages 11-26. Check out HPV survivor Frank Summers' story here: <http://bit.ly/2h1ZezV>

Is the HPV vaccination safe? Find out here, along with many other questions and answers you may have: <http://bit.ly/2gKSJ8C>

In addition to cervical cancer, HPV can also cause cancers of the mouth, neck and throat. Find out more here: <http://bit.ly/2ApSR20>

"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>

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/2gCxQaI>

About 2 out of every 100,000 women in Colorado will die of cervical cancer, even though it is preventable. Educate yourself on ways to prevent HPV, the leading cause of cervical cancer. <http://bit.ly/2gCyxk8>

Twitter Ideas

#HPVvax prevents cancer in both women and men ages 11-26. Check out HPV survivor Frank Summers' story here: <http://bit.ly/2h1ZezV>

Is the #HPVvax safe? Find out, along with many other questions & answers about #CervicalHealth you may have here: <http://bit.ly/2gKSJ8C>

#HPV can also cause cancers of the mouth, neck and throat. Find out how here: <http://bit.ly/2ApSR20>

"I can't protect them from everything, but I WILL protect them from HPV related cancer." #CancerSurvivor #HPVvax <http://bit.ly/1SY2cCF>

Who is too young for the #HPVvax? Who is too old? #2shots2preventCancer #CervicalHealth <http://bit.ly/2gCxQaI>

About 2 in every 100,000 women in CO will die of #cervicalcancer, even though it is preventable. Educate yourself on the ways to prevent #HPV. <http://bit.ly/2gCyxk8>



Cervical Cancer Awareness

Social Media Messaging - Public

Facebook Ideas

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>

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 what can be done to reduce the risk of cervical cancer: <http://bit.ly/2IUPXhn>

Cervical Cancer 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>

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>

If the pap and or HPV 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>

Twitter Ideas

#CervicalCancer is the easiest gynecologic cancer to prevent.
#GetScreened
<http://bit.ly/1P6JOaW>

#CervicalCancer is mostly caused by #HPV, but there are other risk factors and ways to reduce your risk here:
<http://bit.ly/2IUPXhn>

Just how effective is the #HPVvaccine? 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>

#CervicalHealth See when and how often you should
#GetScreened here:
<http://bit.ly/2gCxHUx>

How often should I #GetScreened
Find what you need to know about #HPV and #CervicalCancer here <http://bit.ly/2gMLAmp>

Cervical Cancer Awareness Social Media Messaging - Health Care Professionals

Facebook Ideas

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? <http://bit.ly/2gKtvqR>

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>

Only 47.6% of Colorado females aged 13-17 have received three or more doses of the HPV vaccine. help reach the 2020 goal of 80% through spreading awareness of the vaccine benefits. <http://bit.ly/2hmV4FQ>

"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>

Clinicians: are you up-to-date on the current HPV Vaccination and cervical cancer 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/2qmmDoZ>

Twitter Ideas

#HPV is the leading cause of #CervicalCancer. 150 Colorado cervical cancer cases are diagnosed annually. #GetScreened <http://bit.ly/2gKtvqR>

When found early, more than 93 percent of women survive #CervicalCancer. #GetScreened <http://bit.ly/2hPie4A>

Only 47.6% of females in CO 13-17 have received 3 doses of #HPVvax See vaccine benefits here: <http://bit.ly/2hmV4FQ>

A 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 #HPVvax and #CervicalCancer screening recommendations? <http://bit.ly/2h28iVu>

Clinicians, check out these tips and time-savers for talking with parents about the #HPVvax <http://bit.ly/2qmmDoZ>

Cervical Cancer Support in Colorado

Support Group

Gynecological Cancer Support Group

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

January 17, 2018

11:30 am - 1:00 pm

For more info contact Sherry Martin
sharonmartin@centura.org
719- 776-5311

Event

Arts and Wellness 3rd Annual Cervical Cancer/HPV Awareness Campaign

January 20, 2018

3-6 pm

Shorter Community AME Church
3100 Richard Allen Court
Denver, CO 80205

Buy tickets: <http://bit.ly/2IV4YQx>

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:



thecoloradocancercoalition@gmail.com

