

TOOLKIT



CERVICAL CANCER AWARENESS MONTH



Department of
Health



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About this Toolkit

This toolkit is designed to help women's health partners implement evidence-based practices and unique strategies when communicating about cervical cancer awareness. The messaging surrounding CCAM is "Learn. Prevent. Screen." These three strategies will help decrease the morbidity and mortality of cervical cancer.

About Cervical Cancer Awareness Month

Cervical Cancer Awareness Month, sometimes also referenced as Cervical Health Awareness Month, takes place in January every year.

About the Reproductive & Women's Health Section

[Reproductive & Women's Health Homepage \(tn.gov\)](https://www.tn.gov/health/reproductive-womens-health)

The Reproductive & Women's Health (RWH) section is a group of programs within the Tennessee Department of Health (TDH) Division of Family Health & Wellness (FHW). The programs that make up the RWH section include the Family Planning Program (FPP), the Tennessee Breast & Cervical Screening Program (TBCSP), Teenage & Adolescent Pregnancy Prevention Program (TAPPP), Comprehensive Cancer Control Program (CCCP), Presumptive Eligibility (PE) TennCare program, Maternal Health Innovation, and Maternal Deaths Due to Violence. Specific information about each program can be located on the RWH Homepage at the link above.

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"Learn. Prevent. Screen"

"Learn. Prevent. Screen." are the three core principals at increasing awareness and screening uptake for cervical cancer.



Anatomy

[About Cervical Cancer](#) | ACS

The cervix connects the vagina to the upper part of the uterus. Anyone with a cervix can develop cervical cancer; however, those with some risk factors have a higher chance of developing the disease.

Cervical cancer is one of the few cancers that has pre-cancerous cells (cells that are not yet cancerous) that can be treated to prevent the development of cervical cancer. Early detection of these cells combined with treatment prevents cervical cancer.

Symptoms

[What Are the Symptoms of Cervical Cancer?](#) | CDC

Early stages of cervical cancer may not have any signs or symptoms. As cervical cancer progresses, it may cause abnormal bleeding or discharge from the vagina.

Statistics

Every day in Tennessee, a woman is diagnosed with cervical cancer, and every three (3) days one dies from the disease. Compared to white women, Black and Hispanic women are more likely to be diagnosed and die from cervical cancer.

Risk Factors

[What Are the Risk Factors for Cervical Cancer?](#) | CDC

The three main risk factors for cervical cancer include using tobacco products, persistent HPV infection, and missing regular screenings.

HPV causes over 90% of all cervical cancers. While many people get HPV at some time in their lives, they are usually able to clear the infection. Those whom are not able to clear it, have persistent HPV infection which may cause cervical cancer. By getting regular screenings, persistent HPV infection can be caught early.

Cultural Norms

It is important to have cultural humility to recognize the history and norms of different cultures that may impact why an individual does or does not get screened. Ensuring materials cater to different groups of individuals in their own language or appropriately representing their culture ensures that our communities recognize the importance of screening.

HPV Vaccination

[About the HPV Vaccine | ACS](#)

The Human Papillomavirus (HPV) vaccine protects against the types of HPV that can cause cervical cancer.

HPV Vaccine Schedule and Dosing	
Routine vaccination	Age 9-12 years
Catch-up vaccination*	Age 13-26 years, if not adequately vaccinated
Shared clinical decision-making*	Some adults age 27-45 years, if not adequately vaccinated

**Updated recommendations from ACIP*

Early Detection

Regular cervical cancer screening can help find the changes that could become precancer or cervical cancer. See screening recommendations below.

Modifiable Risk Factors

[Tobacco and Cancer | CDC](#)

Tobacco is closely linked to a number of different cancers, including cervical. Not using tobacco products can help reduce the risk for developing the disease.



Early Detection

Regular cervical cancer screening can help find the changes that could become precancer or cervical cancer. By finding these changes early, there are more treatment options.

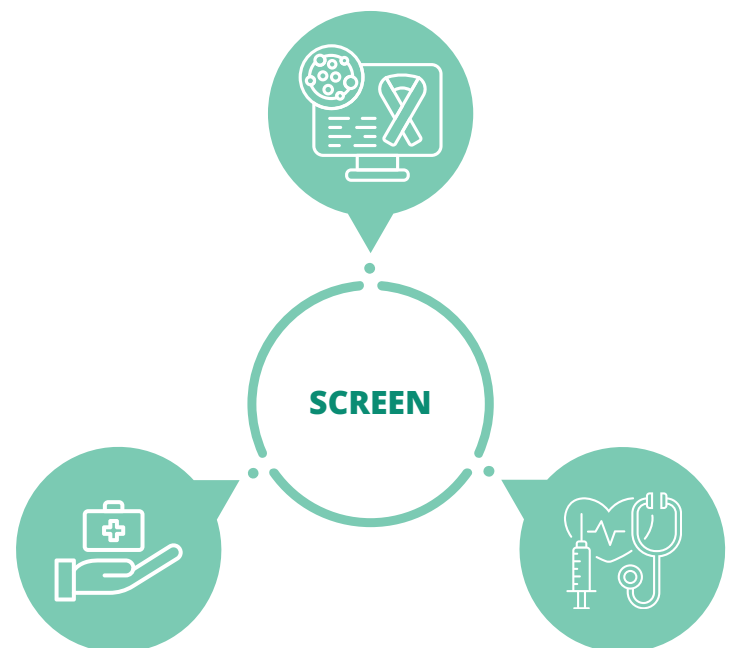
Screening Recommendations

[About Cervical Cancer Screening | CDC](#)

Cervical cancer screenings may consist of one or two tests to look for changes to cells or the presence of an HPV infection. A person's medical history, family history of cervical cancer, and other risk factors, may change how often or what types of tests are done to screen for cervical cancer. There are several cervical cancer screening guidelines, but it is most important for the patient and their healthcare provider to discuss what screening looks like for the individual.

Treatment of Pre-Cancerous Conditions

Cervical precancer are cervical cells that are abnormal but not yet cancerous. These may be the first signs of cancer that can develop years later. By catching these cells early, they can be treated to prevent the development of cancer.



SOCIAL MEDIA

06

Sample Posts

Post

Annual wellness exams are important for maintaining good health. Annual visits start conversations with your healthcare provider to help you understand your risks for certain diseases and detect any problems early. Encourage the women in your life to get their annual wellness exams and be an example by getting yours as well.

January is Cervical Cancer Awareness Month. Encourage the women in your life to make their health a priority and be an example by getting your annual wellness exam.

Cervical cancer is one of the few cancers that can be prevented. More than 90% of all cervical cancers are caused by the Human Papillomavirus (HPV) and there is a vaccine to prevent infection. Cervical cancer screening can find pre-cancerous cells (cells that are not yet cancerous) and early treatment can prevent the development of cervical cancer. Ensuring that children in your life are vaccinated against HPV and encouraging those with a cervix to get screened regularly can prevent cervical cancer. For more information visit www.tn.gov/cervicalcancer.

Hispanic and Black women are more likely to be diagnosed with and die from cervical cancer. Encouraging the women in your life to get regularly screened can prevent cervical cancer. For more information visit www.tn.gov/cervicalcancer.

While there is no clear evidence that certain foods affect your risk of developing cancers, healthy eating and good nutrition can improve your overall wellness, help you maintain a healthy weight, and may prevent other chronic diseases

Maintaining a healthy weight is one way to reduce your risk of developing many cancers and chronic diseases. A healthy weight reduces the risk for cervical cancer. Increasing physical activity and eating healthy can help maintain a healthy weight. Talk to your healthcare provider to understand more ways to achieve and maintain a healthy weight and how certain health conditions may play a part.

Screening is important in the prevention and early detection of breast and cervical cancers. It is also important to understand your risks, including ones you can change, such as being physically active, and ones that you can't change, like getting older and family history. Talk with your healthcare provider about your risks and the screening that is right for you.

SOCIAL MEDIA, CONT.

07

Sample Posts for Specific Programs

Post	Program
If you are low-income, do not have insurance or have insurance that does not cover screening services, you may qualify for free breast or cervical cancer screenings. Contact your local health department or go to www.tn.gov/tbcsp to find out more.	TBCSP
Family Planning clinics are critical in ensuring access to a broad range of family planning and preventive health services, including cervical cancer screenings. Learn more about the services offered by calling your local health department or by going to https://www.tn.gov/health/health-program-areas/fhw/rwh/fp.html .	FP
If you are pregnant and need insurance assistance, you may be eligible for Presumptive Eligibility through TennCare. Presumptive Eligibility is a special type of TennCare that allows you to see medical providers sooner than regular TennCare. Contact your local health department for information about this program and how to apply for https://www.tn.gov/health/health-program-areas/fhw/rwh/tenncare-presumptive-eligibility0.html .	PE
The Tennessee Cancer Coalition is dedicated to reducing the burden of cancer through prevention, early detection, treatment, and survivorship. Membership is free and provides networking, education, and partnership opportunities for individuals and organizations. For more information visit https://www.tn.gov/health/health-program-areas/fhw/tennessee-comprehensive-cancer-control-program/coalition-leadership.html .	TCCCP/TC2



#CCAM
#CervicalCancerAwareness Month
#CCAMTN



www.tn.gov/cervicalcancer

ACTIVITIES

08

Cervical Cancer Screening Day

Together with TBCSP, external clinics, and metro health departments can provide a day/partial day of cervical cancer screenings.

Clinics can pre-screen patients registering to determine if the patient is eligible.

Preference for extended hours to reduce structural or scheduling barriers is preferred but not mandatory. Healthcare providers completing a full wellness exam is preferred but not mandatory.

Post

Annual wellness exams are a very important piece of your health. Annual visits start conversations with your healthcare provider to help you understand your risks for certain diseases and detect any problems early. Encourage the women in your life to get their annual wellness exams and be an example by getting yours as well.

Cervical cancer is one of the few cancers that can be prevented. More than 90% of all cervical cancers are caused by the Human Papillomavirus (HPV) and there is a vaccine to prevent infection. Also, there are pre-cancerous cells (cells that are not yet cancerous) that be detected early and treated to prevent the development of cervical cancer. Ensuring that children in your life are vaccinated against HPV and encouraging the women in your life to get screening regularly can increase their chance of preventing cervical cancer. For more information visit www.tn.gov/cervicalcancer.

Hispanic and Black women are more likely to be diagnosed with and die from cervical cancer. Encouraging the women in your life to get regularly screened can increase their chance of preventing cervical cancer. For more information visit www.tn.gov/cervicalcancer.

January is Cervical Cancer Awareness Month. Encourage the women in your life to make their health a priority and be the example by getting your annual wellness exam. You may be eligible for a free cervical cancer screening. Contact [clinic] at [clinic number]. [Include website if applicable]

January is cervical Cancer Awareness Month. [Clinic] is offering a Free Cervical Cancer Screening Day on [date]. Call [clinic number] to see if you are eligible. [Include website if applicable]



#CCSTN
#CervicalCancerScreeningTN

*Promotional flyers can be created at the request of the clinic.
Contact Ellie Berardi at Elizabeth.Berardi@tn.gov for more information*

Facebook Live Events

Planning an Event

1. Identify and contact community partners to help host an event
2. Set a date and time to host your event
3. Contact speakers or instructors
4. Identify which Facebook page to host the event on
5. Create a flyer about your event with your Facebook page information
6. Create a Facebook live event by selecting schedule a live video
7. Identify someone to answer questions in the comment box during the event
8. Select what type of equipment to use laptop, smartphone or tablet, webcam
9. Stream your webinar on zoom [Live streaming meetings or webinars on Facebook – Zoom Help Center](#)
10. Send reminders including agenda, brief speaker bios, intended audience and share-ability of the event prior to the event date

Day of Event Tips

1. Login a few minutes early to make sure everything is working properly
2. On the Facebook page, select the live video option and start your event
3. Welcome everyone and introduce your speaker and host
4. Share the agenda and start the program
5. Track the number of views at the bottom of the live video
6. Once you do a live event, people can view your video on your Facebook page



RESOURCES &

PARTNERS

10

Resources

American Cancer Society (ACS)

- [Cervical Cancer | ACS](#)
- [Cáncer de Cuello Uterino | ACS](#)

Centers for Disease Control & Prevention (CDC)

- [Cervical Cancer | CDC](#)
- [Cáncer de Cuello Uterino | CDC](#)
- [Inside Knowledge About Gynecologic Cancer Campaign | CDC](#)
- [AMIGAS | Cervical Cancer | CDC](#)

National Cervical Cancer Coalition

- [National Cervical Cancer Coalition \(NCCC\)](#)
- [Cervical Health Awareness Month | NCCC](#)

Tennessee Department of Health (TDH)

- [Tennessee Breast & Cervical Screening Program \(tn.gov\)](#)
- [Cervical Cancer \(tn.gov\)](#)
- [Tennessee Comprehensive Cancer Control Program \(tn.gov\)](#)
- [TennCare Presumptive Eligibility \(tn.gov\)](#)
- [Family Planning \(tn.gov\)](#)

Tobacco Resources

- [TN QuitLine \(tn.gov\)](#)
- [Tennessee Tobacco Program - Quit Week \(tn.gov\)](#)

St. Jude

- [HPV Cancer Prevention Program](#)

Misc

- [TennCare Connect \(Creating your Profile\)](#)
- [Nutrition \(tn.gov\)](#)
- [Merck HPV Patient Assistance Program](#)

Partners

- [Office of Minority Health and Disparities Elimination \(tn.gov\)](#)
- [Johnson City Community Health Center \(East Tennessee State University\)](#)
- [Tennessee Cancer Coalition \(TC2\)](#)
- [A Step Ahead Foundation](#)
- [Division of TennCare](#)
- Metro Health Departments
 - [Davidson County](#)
 - [Knox County](#)
 - [Shelby County](#)
 - [Hamilton County](#)
 - [Sullivan County](#)
 - [Madison County](#)
- [St. Jude HPV Cancer Prevention Program](#)

SOCIAL MEDIA EN ESPAÑOL

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Sample Posts in Spanish

Post

Los exámenes anuales de chequeo para la mujer son importantes para mantener una buena salud. La visita anual mantiene conversaciones con su proveedor de atención médica para ayudarlo a comprender su riesgo de ciertas enfermedades y detectar cualquier problema a tiempo. Anime a todas las mujeres a su alrededor a que se hagan sus exámenes anuales de ginecológico o chequeo general de salud, y también tu sé un ejemplo al realizártelo también anualmente.

Enero es el mes de concientización sobre el cáncer de cuello uterino. Anime a todas las mujeres cercanas a usted a que hagan de su salud una prioridad y sean un ejemplo a otras mujeres haciéndose su examen anual ginecológico y de chequeo general.

El cáncer de cuello uterino es uno de los pocos cánceres que se pueden prevenir. Más del 90% de todos los cánceres de cuello uterino son causados por el Virus del Papiloma Humano (VPH) y existe una vacuna para prevenir la infección. La detección del cáncer de cuello uterino puede encontrar células precancerígenas (células que aún no son cancerígenas) y el tratamiento temprano puede prevenir el desarrollo de cáncer de cuello uterino. Debe alentar a que los niños cercanos a usted se vacunen contra el VPH y también alentar a aquellas mujeres que conservan su cuello uterino, y se encuentran entre 21 y 64 años de edad, a que se hagan exámenes de chequeo y detección con regularidad para prevenir el cáncer de cuello uterino. Para obtener más información, visite www.tn.gov/cervicalcancer.

La mujer latinoamericana y la mujer afroamericana tienen más probabilidades de ser diagnosticadas con cáncer de cuello uterino y también más probabilidades de morir por cáncer de cuello uterino. Anime a todas las mujeres a su alrededor, que conservan su cuello uterino y tienen entre 21 y 64 años, a hacerse exámenes de chequeo y detección del cuello uterino con regularidad para prevenir el cáncer de cuello uterino. Para obtener más información, visite www.tn.gov/cervicalcancer.

Si bien no hay evidencia clara de que ciertos alimentos afecten su riesgo de desarrollar cáncer, si hay evidencia que una alimentación saludable y balanceada que provean los nutrientes necesarios, pueden mejorar su bienestar general. Una buena alimentación puede ayudarlo a mantener un peso saludable y prevenir la aparición de otras enfermedades crónicas.

Mantener un peso saludable es una forma de reducir el riesgo de desarrollar cualquiera de los tipos de cáncer y enfermedades crónicas. Un peso saludable reduce el riesgo de cáncer de cuello uterino. Aumentar la actividad física y comer sano puede ayudar a mantener un peso saludable. Hable con su proveedor de atención médica para conocer más formas de lograr y mantener un peso saludable y saber cómo ciertas condiciones de salud pueden desempeñar un papel importante en el desarrollo del cáncer de cuello uterino.

El examen de chequeo anual y la detección temprana son importantes para la prevención del cáncer de mama y de cuello uterino. es importante entender sus factores de riesgo. Incluidos los que factores de riesgos que son modificables, como la dieta y la actividad física, y como los factores de riesgo no modificables, como el envejecimiento y los antecedentes familiares. Hable con su proveedor de atención médica sobre su riesgo y la prueba de detección para algunos de estos tipos de cánceres adecuada para usted.