



2021 CERVICAL CANCER EDUCATION & OUTREACH RESOURCE GUIDE

The Maryland Department of Health's Center for Cancer Prevention and Control is proud to present the 2021 Cervical Cancer Awareness Month Education and Outreach Resource Guide. Programs can use this guide to aid in the development of cervical cancer awareness educational and outreach materials and resources.

This guide provides outreach and education information and materials from reputable sources, including the American Cancer Society, the Centers for Disease Control and Prevention, the National Cancer Institute, and National Cervical Cancer Coalition. Resources include ready-made media such as videos, factsheets, resource guides and social media toolkits to help you create, update and tailor health education materials for the communities that you serve.

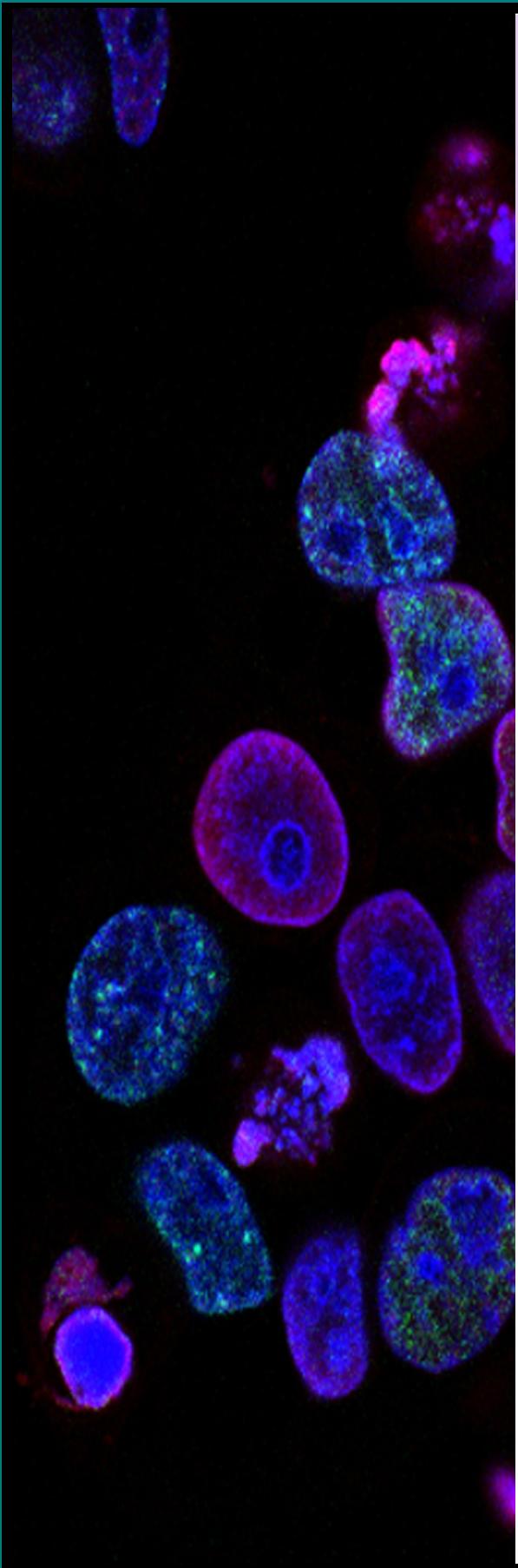


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What is Cervical Cancer?

Cervical cancer is a disease in which cells in the cervix grow out of control. The cervix is the lower part of the uterus. The cervix connects the body of the uterus to the vagina. The uterus is where a baby grows when a woman is pregnant.

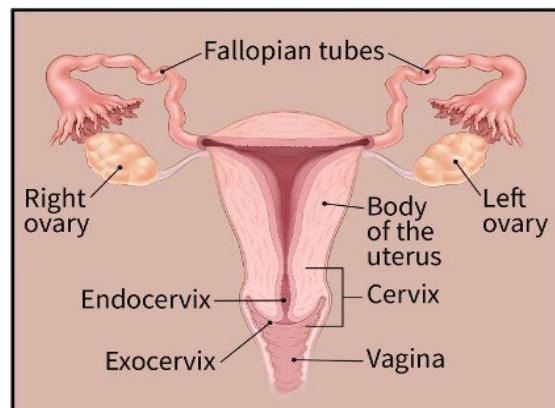
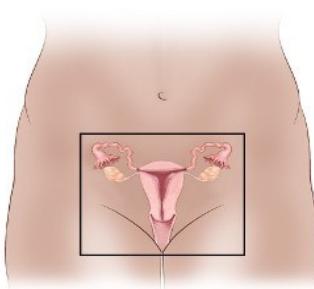


Image is from American Cancer Society: <https://www.cancer.org/cancer/cervical-cancer/about/what-is-cervical-cancer.html>.

What are Signs and Symptoms of Cervical Cancer?

There may not be any signs or symptoms during early stages of cervical cancer.

Here are some common signs and symptoms of advanced cervical cancer:

- Bleeding from the vagina after sex, between periods, or after menopause.
- Having menstrual periods that are longer or heavier than usual.
- Unusual discharge from the vagina.
- Pelvic pain or pain during sex.

Other signs and symptoms of advanced cervical cancer may also include:

- Swelling of the legs.
- Problems urinating or having a bowel movement.
- Blood in the urine.

Note: These symptoms above can happen with other conditions that are not related to cervical cancer.



References

1. Centers for Disease Control and Prevention. (2020, July 29). *Basic Information About Cervical Cancer*. https://www.cdc.gov/cancer/cervical/basic_info/index.htm.
2. American Cancer Society. (2020, January 3). *Signs and Symptoms of Cervical Cancer*. <https://www.cancer.org/cancer/cervical-cancer/detection-diagnosis-staging/signs-symptoms.html>.
3. Centers for Disease Control and Prevention. (2019, August 7). *What are Symptoms of Cervical Cancer?* https://www.cdc.gov/cancer/cervical/basic_info/symptoms.htm

What are the Risk Factors for Cervical Cancer?

Almost all cervical cancers are caused by **human papillomavirus (HPV)**, a common virus that can be passed from one person to another during sex.

- There are many types of HPV.
- Some HPV types can cause changes on a woman's cervix that can lead to cervical cancer over time, while other types can cause genital or skin warts.
- HPV is so common that most people get it at some time in their lives. HPV usually causes no symptoms so you can't tell that you have it.

For most women, HPV will go away on its own; however, if it does not, there is a chance that over time it may cause cervical cancer.



Other things can increase the risk of cervical cancer:

- Having human immunodeficiency virus (HIV) or another condition that makes it hard for the body to fight off health problems.
- Smoking.
- Using birth control pills for a long time (five or more years).
- Having given birth to three or more children.
- Having several sexual partners.

Reference

1. Centers for Disease Control and Prevention. (2019, August 7). *What Are the Risk Factors for Cervical Cancer?* https://www.cdc.gov/cancer/cervical/basic_info/risk_factors.htm.

Can Cervical Cancer Be Prevented?

One of the best ways to help prevent cervical cancer is to have regular screening tests starting at age 21.

- The Pap test (or Pap Smear) looks for abnormal cells, including cancerous or precancerous cells in the cervix.
- The human papillomavirus (HPV) test looks for the virus that can cause cervical cells to become abnormal.

CANCER
PREVENTION

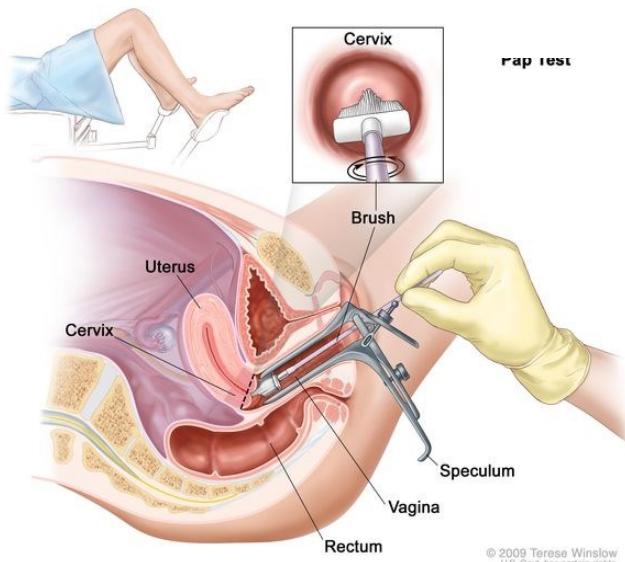


Image is from NIH: <https://www.cancer.gov/publications/dictionaries/cancer-terms/def/pap-smear>

What happens during an HPV and Pap test?

Both the HPV and Pap tests can be done in a doctor's office or clinic. During the Pap and HPV test, the doctor will use a plastic or metal instrument, called a speculum, to widen the vagina. This helps the doctor examine the vagina and the cervix, and collect a few cells and mucus from the cervix and the area around it. The cells are sent to a laboratory.

For the Pap test, the cells will be checked to see if they look normal.

For the HPV test, the cells will be tested for HPV.

Another way to prevent cervical cancer is by getting the HPV Vaccine.

- The HPV vaccine protects against the types of HPV that most often cause cervical, vaginal, and vulvar cancers.
- HPV vaccination is recommended for preteens aged 11 to 12 years, but can be given starting at age 9.
- HPV vaccine also is recommended for everyone through age 26 years, if they are not vaccinated already.

Reference

1. Centers for Disease Control and Prevention. (2019, August 7). *What Can I Do to Prevent My Risk of Cervical Cancer.* https://www.cdc.gov/cancer/cervical/basic_info/prevention.htm.

What are the Cervical Cancer Statistics in the United States?

- In the past 40 years, the number of cases of cervical cancer and the number of deaths from cervical cancer have decreased significantly which is largely due to cervical cancer screening.
- According to the American Cancer Society, it is estimated that in 2020:
 - * About 13,800 new cases of invasive cervical cancer will be diagnosed.
 - * About 4,290 women will die from cervical cancer.
- The rate of new cases of cervical cancer is 7.4 per 100,000 women per year.
- The death rate of cervical cancer is 2.2 per 100,000 women per year.
- Approximately 0.6 percent of women will be diagnosed with cervical cancer at some point during their lifetime, based on 2015–2017 data.



**CANCER
STATISTICS**

What are the Cervical Cancer Statistics in Maryland?

- According to the American Cancer Society, in 2020 about 250 new cases of invasive cervical cancer will be diagnosed.
- The rate of new cases of cervical cancer was 6.3 per 100,000 women per year.
- The death rate of cervical cancer is 1.9 per 100,000 women per year.
- 81.3% of women ages 21 to 65 years, with an intact cervix have had a Pap test within the past 3 years.

References

1. National Cancer Institute. (2020). *Cancer Stat Facts: Cervical Cancer*. <https://seer.cancer.gov/statfacts/html/cervix.html>.
2. American Cancer Society. (2020). *Cancer Facts & Figures 2020*. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2020/cancer-facts-and-figures-2020.pdf>.
3. Maryland Behavioral Risk Factor Surveillance System, 2018.

Useful Websites

- **American Cancer Society (ACS)**

The ACS provides various resources for health professionals and the general public about cervical cancer.

⇒ <https://www.cancer.org/cancer/cervical-cancer/about.html>

This webpage provides an **overview of cervical cancer in women** and includes free and downloadable PDF fact sheets about the following cervical cancer topics:

- ◊ About Cervical Cancer
- ◊ Causes, Risk Factors, and Prevention
- ◊ Early Detection, Diagnosis, and Staging
- ◊ Treatment
- ◊ After Treatment

- **The Centers for Disease Control and Prevention (CDC)**

The CDC provides basic cervical cancer information and facts that are useful for developing or updating your educational materials.

⇒ <https://www.cdc.gov/cancer/cervical/index.htm>

This resource provides:

- ◊ Basic Information
 - * What are the risk factors?
 - * What can I do to reduce my risk?
 - * What are the symptoms?
 - * What should I know about screening?
 - * What do my test results mean?
 - * How is cervical cancer diagnosed and treated?
- ◊ Statistics
- ◊ Low-Cost Screening
- ◊ Featured Resources

- **National Cancer Institute**

The National Cancer Institute provides information and resources for patients and health professionals about cervical cancer.

⇒ <https://www.cancer.gov/types/cervical> (for patients)

This resource provides:

- ◊ Overview
- ◊ Treatment
- ◊ Causes and Prevention
- ◊ Screening
- ◊ Statistics
- ◊ Coping with Cancer
- ◊ Research

⇒ <https://www.cancer.gov/types/cervical/hp> (for health professionals)

This resource provides:

- ◊ Treatment
- ◊ Causes and Prevention
- ◊ Screening
- ◊ Research
- ◊ Statistics
- ◊ Supportive and Palliative Care

- **National Breast and Cervical Cancer Early Detection Program (NBCCEDP)**

The NBCCEDP is a program within the CDC that provides funding to 67 state, tribal, and territorial programs to provide low-income, uninsured, and underserved women access to timely breast and cervical cancer screening and diagnostic services.

⇒ <https://www.cdc.gov/cancer/nbccedp/>

This webpage provides information on:

- ◊ Breast and cervical cancer screenings
- ◊ The NBCCEDP Grantees
- ◊ Screening Program Summaries
- ◊ Publications

- **National Cervical Cancer Coalition (NCCC)**

The NCCC is a non-profit and grassroots organization advocating for cervical health in all women by promoting prevention through education about early vaccination, pap testing and HPV testing.

⇒ <https://www.nccc-online.org/>

This webpage provides:

- ◊ General information about HPV and cervical cancer
- ◊ Resources, such as videos, educational materials, and events

- **Planned Parenthood**

Planned Parenthood is a non-profit organization that provides reproductive health care information, including cervical cancer screening and information for women.

⇒ <https://www.plannedparenthood.org/learn/cancer/cervical-cancer>

This webpage provides general information, such as:

- * How do I know if I have cervical cancer?
- * What's a Pap test?
- * What's an HPV test?
- * What is a colposcopy?
- * What happens after my colposcopy?
- * What is cryotherapy?
- * What's LEEP?
- * What happens after LEEP?
- * What if I'm diagnosed with cervical cancer?

Ready Made Media (e.g., Videos, Factsheets, and Social Media Toolkits)

- Factsheets

- **Cervical Cancer** from the CDC
 - ⇒ https://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf (English)
 - ⇒ https://www.cdc.gov/spanish/cancer/cervical/pdf/cervical_facts_sp.pdf (Spanish)
- **Cervical Cancer** from the American Cancer Society
 - ⇒ <https://www.cancer.org/content/dam/cancer-org/cancer-control/en/booklets-fliers/cervical-cancer-fact-sheet-patient-version.pdf>

- Videos

- **Television Public Service Announcements** from the CDC
 - ⇒ <https://www.cdc.gov/cancer/cervical/resources/index.htm#videos>
 - * Knowledge is Power: Cervical Cancer
 - * Cote de Pablo for *Inside Knowledge*
 - * HPV Vaccine is Cancer Prevention
 - * Preventing Cervical Cancer in the 21st Century
- **Protecting Ourselves and Our Families from Cervical Cancer/Protegernos a Nosotras Mismas y a Nuestras Familias del Cáncer Cervical** [Spanish] from the National Cervical Cancer Coalition
 - ⇒ https://www.youtube.com/watch?v=qid1etNQEVA&feature=emb_logo
- **Human Papillomavirus (HPV) Statistics | Did You Know?** from the National Cancer Institute
 - ⇒ https://www.youtube.com/watch?v=l1LrOWwlgCg&feature=emb_logo

- Social Media
 - ◆ **Cervical Cancer Awareness Month Social Media Toolkit** from the George Washington Cancer Institute
 - ⇒ <https://smhs.gwu.edu/cancercontroltap/resources/social-media-toolkits>
(Scroll down on the page to find the January—Cervical Cancer and Cervical Health Awareness Month.)
- Infographics
 - ◆ **Prevent Cervical Cancer with the Right Test at the Right Time** from the CDC
 - ⇒ https://www.immunize.nc.gov/family/pdf/hpv_prevent_cervical_cancer_eng.pdf
 - ◆ **Current Vaccination and Screening Recommendation** from the CDC
 - ⇒ <https://www.cdc.gov/vitalsigns/cervical-cancer/infographic.html#infographic>
- Posters
 - ◆ **I Was Lucky Poster** from the CDC
 - ⇒ <https://www.cdc.gov/cancer/knowledge/pdf/cotedepablo-poster-english-11x17.pdf>
 - ◆ **Be Brave. Ask Questions Poster** from the CDC
 - ⇒ https://www.cdc.gov/cancer/knowledge/pdf/jennie_allen_11x17.pdf
 - ◆ **Get the Inside Knowledge! Poster** from the CDC
 - ⇒ <https://www.cdc.gov/cancer/gynecologic/resources/print.htm>

Other Resources

- **Ensuring Access in Vulnerable Communities Community Conversations Toolkit** from the American Hospital Association
 - ◆ This toolkit aims to help hospitals initiate the conversation about healthcare within their communities. The toolkit contains three main strategies: community conversation events, community health assessments, and social media in healthcare.
 - ⇒ <https://www.aha.org/system/files/content/17/community-conversations-toolkit.pdf>
- **Developing a Marketing and Promotion Plan** from the CDC
 - ◆ This toolkit aims to assist with marketing and promoting plan for chronic disease interventions; however, the principles presented in this toolkit can apply to cancer outreach activities.
 - ◊ Topics include:
 - * Choosing interventions to promote
 - * Choosing locations on which to focus your outreach efforts
 - * Identifying providers or practices you want to target for outreach
 - * Establishing your marketing team
 - * Managing your outreach initiative
 - * Finding strategies for success
 - ⇒ https://www.cdc.gov/arthritis/marketing-support/1-2-3-approach/docs/pdf/Arthritis_Marketing_Guide_DevMark_Promo.pdf
- **Article: Community Engagement in Public Health** from Contra Costa Health Services
 - ⇒ https://cchealth.org/public-health/pdf/community_engagement_in_ph.pdf

Please note that not all cancer screening messages contained in the web resources provided are consistent with the Cervical Cancer Minimal Clinical Elements. If you choose to use information from these web resources, we encourage you to carefully check materials for consistency with the guidance we have provided.

Please contact Thuy Nguyen at thuy.nguyen@maryland.gov if you have any questions.