

January



National Health Observances



ODPHP

Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services

Cervical Health Awareness Month

Sponsor: National Cervical Cancer Coalition (<http://www.nccc-online.org>) 

Cervical Health Awareness Month is a chance to raise awareness about how women can protect themselves from HPV (human papillomavirus) and cervical cancer. HPV is a very common infection that spreads through sexual activity. It's also a major cause of cervical cancer.

About 79 million Americans currently have HPV. Many people with HPV don't know they are infected. And each year, more than 11,000 women in the United States get cervical cancer.

The good news?

- The HPV vaccine (shots) can prevent HPV.
- Cervical cancer can often be prevented with regular screening tests (called Pap tests) and follow-up care.

A Pap test can help detect abnormal (changed) cells **before** they turn into cancer. Most deaths from cervical cancer can be prevented if women get regular Pap tests and follow-up care.

How can Cervical Health Awareness Month make a difference?

We can use this opportunity to spread the word about important steps women can take to stay healthy.

Here are just a few ideas:

- Encourage women to get their well-woman visit this year. (<http://www.healthfinder.gov/HealthTopics/Category/everyday-healthy-living/sexual-health/get-your-well-woman-visit-every-year>)
- Let women know that most insurance plans must cover well-woman visits and cervical cancer screening. This means that, depending on their insurance, women can get these services at no cost to them.
- Talk to parents about how important it is for their pre-teens to get the HPV vaccine. Both boys and girls need the vaccine.

How can I help spread the word?

We've made it easier for you to make a difference. This toolkit is full of ideas to help you take action today. For example:

- Add information about HPV and cervical cancer prevention to your newsletter.
- Tweet about Cervical Health Awareness Month.
- Add our Web badge to your website.
- Host a community event to raise awareness about cervical health.

Get the Word Out

Sample Announcement for Newsletter, Listserv, or Media Release

Cut and paste this text into your newsletter, listserv, or media release. Add local details and quotes from your organization.

January is Cervical Health Awareness Month, and **[your organization]** wants you to know that there's a lot you can do to prevent cervical cancer.

HPV (human papillomavirus) is a very common infection that spreads through sexual activity. About 79 million Americans currently have HPV, but many people with HPV don't know they are infected. HPV is also a major cause of cervical cancer. Each year, more than 11,000 women in the United States get cervical cancer.

The good news?

- The HPV vaccine (shot) can prevent HPV.
- Cervical cancer can often be prevented with regular screening tests (called Pap tests) and follow-up care.

In honor of National Cervical Health Awareness Month, **[your organization]** encourages:

- Women to start getting regular Pap tests at age 21
- Parents to make sure pre-teens get the HPV vaccine at age 11 or 12

Teens and young adults also need to get the HPV vaccine if they didn't get it as pre-teens. Women up to age 26 and men up to age 21 can still get the vaccine.







Thanks to the health care reform law, you and your family members may be able to get these services at no cost to you. Check with your insurance company to learn more.

Taking small steps can help keep you safe and healthy.

- **[Add details about your local activities.]**
- **[Include quote from your organization.]**

For more information, visit **[insert your organization's information]**.

Sample Tweets

- January is #CervicalCancer Awareness Month! Spread the word and get involved: <http://bit.ly/1OsOhjD>
 - Tweet this message: <http://ctt.ec/bB5L9> 
- Did you know? #HPV is the most common sexually transmitted infection. Learn more: <http://1.usa.gov/TlwCaE>
 - Tweet this message: <http://ctt.ec/ken14> 
- #HPV affects men, too. Find out how you can protect yourself and your partner: <http://1.usa.gov/Y1tCN>
 - Tweet this message: <http://ctt.ec/L0HFw> 
- Both boys and girls need the #HPV vaccine at age 11 or 12. Ask your child's doctor about it at your next visit! <http://1.usa.gov/1Mldqvi>
 - Tweet this message: <http://ctt.ec/4eeo4> 
- Find out what to expect during a pelvic exam: <http://mayoclinic.in/S333my>
 - Tweet this message: <http://clicktotweet.com/5M6E4> 
- Help prevent #cervicalcancer by getting regular screening tests. For more information: <http://1.usa.gov/uclfGR>
 - Tweet this message: <http://ctt.ec/e05ky> 

E-cards





- CDC – Cervical Cancer: The most preventable female cancer (<http://t.cdc.gov/ecards/message.aspx?cardid=258>)

Web Badge

Add this free Web badge (<http://www.healthfinder.gov/nho/nhoBadges.aspx#jan>) to your website, blog, or social networking profile to show your support for Cervical Health Awareness Month.

Get Involved

Take action to increase awareness about cervical health.

1. Partner with other local groups, like cancer networks and community health clinics, to host an education event (<http://www.nccc-online.org/get-involved/host-an-education-event/> .
2. Encourage healthcare providers to offer free or reduced-cost “Pap Days.”
3. Start a local National Cervical Cancer Coalition (NCCC) chapter in your community (<http://www.nccc-online.org/local-chapters/start-a-local-chapter/>) .
4. This January, encourage local radio stations to air public service announcements (PSAs) to raise awareness about cervical health (http://www.nccc-online.org/images/pdfs/Radio_PSA.pdf) .
5. Recruit local bands to perform a benefit concert to raise money for cervical cancer prevention in your community (<http://www.nccc-online.org/get-involved/host-a-fundraising-event/>) .

Adapted from the National Cervical Cancer Coalition (NCCC).

Contact the [National Cervical Cancer Coalition](#)  at nccc@ashasexualhealth.org for more information.

Share These Resources

Health Topics

- Get Tested for Cervical Cancer (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=13>)
- Get Your Child the HPV Vaccine (<http://healthfinder.gov/HealthTopics/Category/parenting/doctor-visits/get-your-child-the-hpv-vaccine>)
- Get Your Well-Woman Visit Every Year (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=98>)
- STD Testing: Conversation starters (<http://www.healthfinder.gov/prevention/ViewTool.aspx?toolId=17>)

Healthy People Topic Area

- Cancer (<http://healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicId=5>)

Personal Health Tools

- Family Medical History Tracking (<https://familyhistory.hhs.gov/FHH/html/index.html>)
- Build Your Questions for the Doctor (<http://www.ahrq.gov/apps/qb/>)

More Information (Related Resources)

- HPV (Human Papillomavirus) (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=427>)
- Cervical Cancer (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=149>)
- Women's Health (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=920>)

Find More Information

- The National Cervical Cancer Coalition
(<http://www.nccc-online.org>) 
Cervical Health Awareness Month Sponsor
- Human Papillomavirus (HPV)
(<http://www.cdc.gov/hpv/>)
Centers for Disease Control and Prevention
- Genital HPV Infection Fact Sheet
(<http://www.cdc.gov/std/hpv/stdfact-hpv.htm>)
Centers for Disease Control and Prevention
- Cervical Cancer Prevention
(<http://www.cancer.gov/cancertopics/pdq/prevention/cervical/Patient/page3>)
National Cancer Institute
- Cervical Cancer Fact Sheet
(<http://www.womenshealth.gov/publications/our-publications/fact-sheet/cervical-cancer.html>)
Office on Women's Health
- HPV Fact Sheet
(<http://www.womenshealth.gov/publications/our-publications/fact-sheet/human-papillomavirus.html>)
Office on Women's Health
- Pap Test Fact Sheet
(<http://www.womenshealth.gov/publications/our-publications/fact-sheet/pap-test.html>)
Office on Women's Health
- HPV and Cervical Cancer
(<http://www.nccc-online.org/hpvcervical-cancer/>) 
National Cervical Cancer Coalition
- HPV Vaccine Fact Sheet
(<http://www.vaccines.gov/diseases/hpv/>)
U.S. Department of Health and Human Services

Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize co-workers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/nho/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and materials. (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.
- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure he or she is available to answer questions and follow up on media requests.

- Start by creating a local media list.
- Use local-access television, radio, newspaper, and community calendars to promote your event.

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- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.
- Send a press release.
- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, libraries, post offices, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.
- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!
- Make signs to direct participants and reporters to your event.

Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.


Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic email alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer email alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media

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coverage on your organization's Web site. No matter the size or success of your event, remember that your efforts are key to educating the public about important health issues.

Last but not least, share your feedback and results with us here at healthfinder.gov. You can contact us at info@nhic.org or send us a tweet @healthfinder (<http://twitter.com/healthfinder>) .



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