



Join the Pearl of Wisdom Campaign to Prevent Cervical Cancer

The *Pearl of Wisdom™ Campaign to Prevent Cervical Cancer* (www.PearlofWisdom.us) is a united, global effort to raise awareness of the opportunities now available to prevent cervical cancer. The campaign will increase awareness of the new means for preventing cervical cancer, encourage women to take full advantage of these methods, and advocate for the implementation of these tools for girls and women everywhere. By working together, partners involved in the campaign will showcase a united front in the efforts against cervical cancer.

The campaign promotes the Pearl of Wisdom as the global symbol of cervical cancer prevention, along with simple, consistent key messages about cervical cancer.

- Cervical cancer is the second most common cancer in women worldwide. In the U.S., 11,070 women will have been diagnosed with cervical cancer and 3,870 will have died from it in 2008.
- Cervical cancer can be prevented using the Pap test, the HPV test and the HPV vaccine.
- Working together, we can make sure that girls and women everywhere have access to these life-saving tools.

Support the Campaign

- **Start the conversation.** Purchase your Pearl of Wisdom, designed specifically in support of cervical cancer awareness and prevention, at www.PearlofWisdom.us. Then, wear your pearl and tell others why. (All profits go to the U.S. Pearl of Wisdom Campaign Fund to support cervical cancer prevention activities.)
- **Pass it on!** Go to www.PearlofWisdom.us, where you can:
 - Purchase pearls for friends, family members and colleagues or send a virtual pearl to all of the women in your life at www.PearlofWisdom.us.
 - Obtain a digital pearl or banner for your website, Facebook page, blog, Myspace page, etc. as a symbol of your commitment to prevent cervical cancer.
 - Invite other women to support the campaign.
 - Print out the Pearl of Wisdom Poster to hang in your office or the Campaign Flyer to hand out at events.
 - Get the latest information on the campaign.
- Become a Partner. Promote the Pearl of Wisdom campaign and its messages to your organization and its members. Wear – and encourage others to wear – the pearl. When asked, offer the campaign’s three messages. Post the digital pearl or banner on your organization’s website to show your support. Visit www.PearlofWisdom.us to learn more.

Together, we can STOP cervical cancer. Pass on this Pearl of Wisdom.



Supported by an unrestricted educational grant from QIAGEN, Inc.



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Global Fast Facts On Cervical Cancer



- Cervical cancer is the second most common cancer in women worldwide
- In East, Central and Southern Africa, South-Central Asia, and the Caribbean, cervical cancer is the most common female cancer, even more common than breast cancer.
- About 500,000 women are diagnosed with cervical cancer every year and more than half of them die from this disease.
- Nearly 80% of new cases of cervical cancer occur in women in developing countries.
- Cervical cancer primarily affects younger women with the majority of cases occurring between the ages of 30 and 50.
- Cervical cancer is caused by the human papillomavirus (HPV), a very common sexually transmitted infection. In fact, three of every four adults will have HPV at some time in their lives.
- Cervical cancer is almost completely preventable through screening programs that include Pap testing and HPV testing, along with HPV vaccination programs.
- Cervical cancer could be virtually eliminated if girls and women everywhere have access to life-saving tools and treatment.

Cervical Cancer in the U.S.

- In the U.S., it is estimated that 11,070 women will have developed cervical cancer and nearly 4,000 will have died from it in 2008 (American Cancer Society).
- Hispanic women are twice as likely to be diagnosed with cervical cancer as Caucasian women.
- African American women are twice as likely to die of cervical cancer as Caucasian women.

