



Cervical  
**Cancer-Free**  
America

# Cervical Cancer-Free America

## A multi-state initiative

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UNC Gillings School of Global Public Health



[www.cervicalcancerfreeamerica.org](http://www.cervicalcancerfreeamerica.org)  
Chapel Hill, NC



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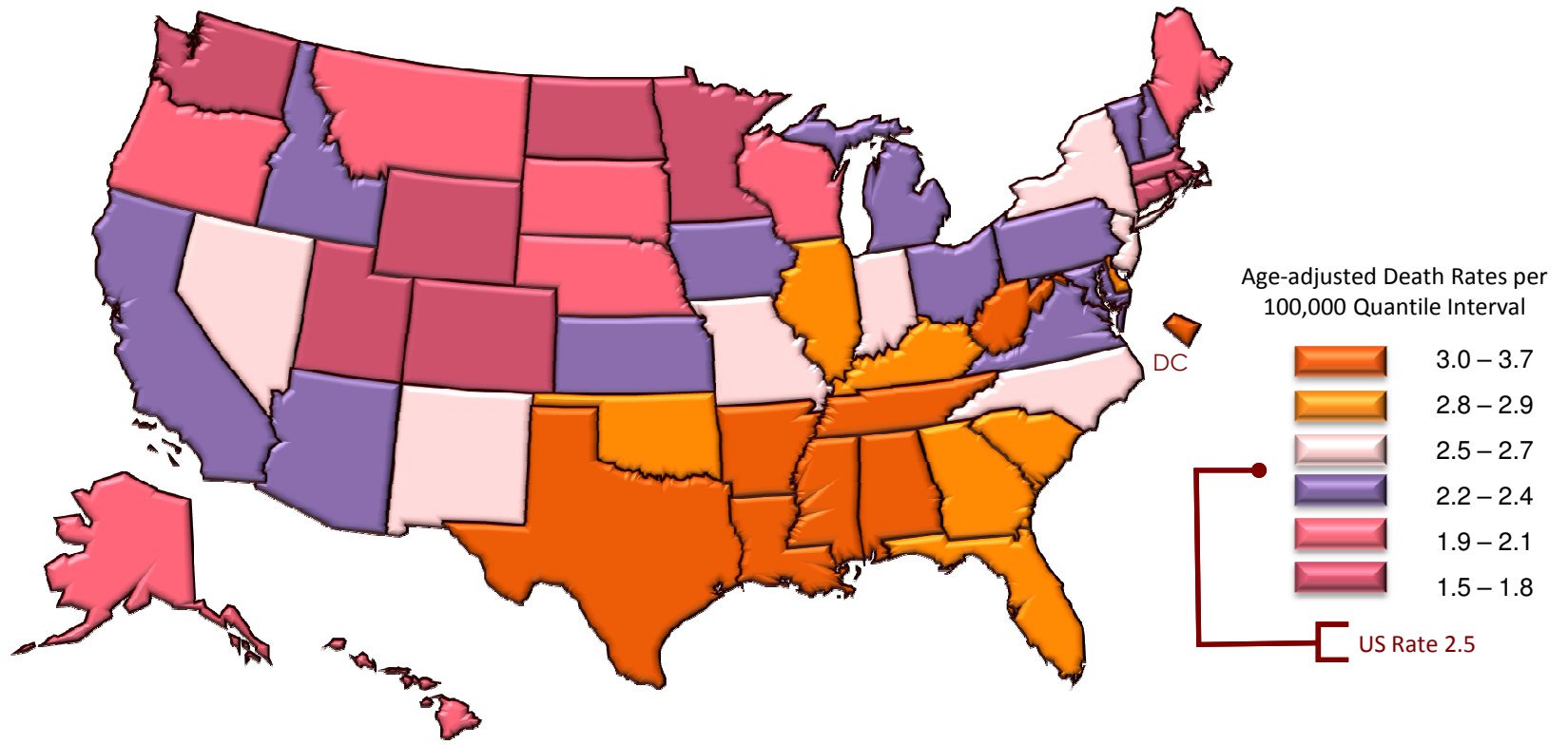
# Cervical Cancer

## **2010 estimates:**

- 12,200 women diagnosed
- 4,200 deaths

# Age-adjusted CC Mortality

per 100,000, 2001-2005 SEER Data



SEER = Surveillance, Epidemiology, and End Results

1. Surveillance, Epidemiology and End Results (SEER) Cancer Stats NCI, 2001-2005.



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## **CCFA Mission**

To end or substantially reduce cervical cancer in  
the United States.

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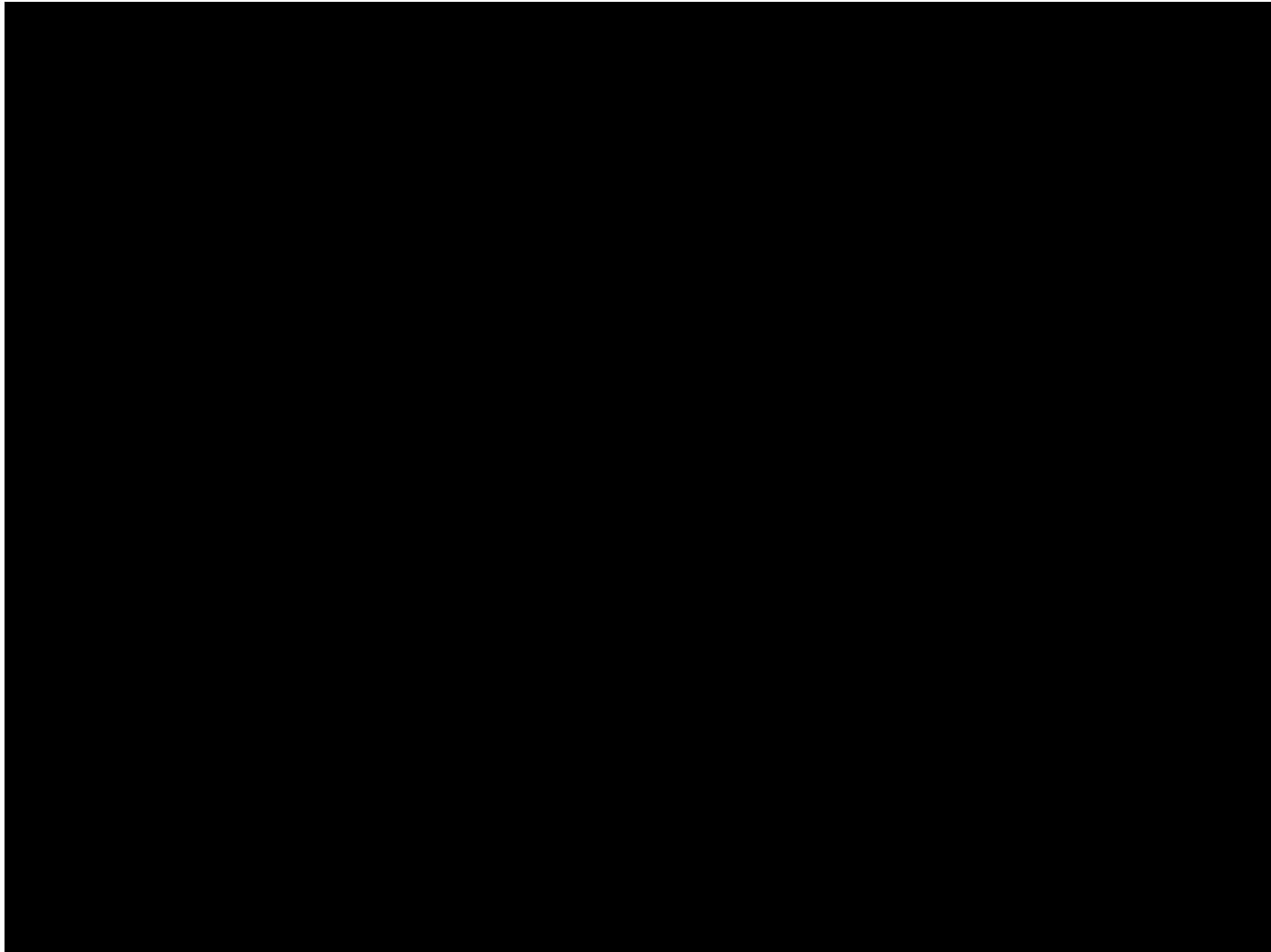


## **May 5<sup>th</sup> 2011 – Organizational Launch**

- CCFA had a formal launch event at the National Press Club in Washington, DC.
- Next is a video of the highlights of the event.



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# Stakeholders

## Communities

- Parents, adolescents
- Cervical cancer survivors
- Minority and religious leaders

## Public Health

- Division of PH
- Local health departments

## Health Care Providers

- OBGYNs, Pediatricians, Physicians, nurses, PAs, NPs
- Pharmacists
- Community health centers
- Cancer centers, hospitals

## Schools

- School-based health centers
- School administration

## Private sector

- Insurers
- Employers
- Vaccine and test makers

## Researchers, Non-profits, and more!



# Carolina Framework for Action against Cervical Cancer

The Framework identifies four main causes of cervical cancer.

100%	HPV infection
54%	Not screening
29%	Screening errors
12%	Not completing treatment



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# HPV Vaccine

CCFA Goal: To increase HPV vaccination among young female adolescents ages 10-18.



## HPV and Cervical Cancer

- Human papillomaviruses (HPV) that can lead to cervical cancer are sexually transmitted.
- 13-15 types of sexually transmitted HPV cause cervical cancer.
- Persistent HPV infections are now recognized as the cause of essentially all cervical cancers.

## HPV Vaccine

70 – 80% of women get HPV in their lifetime

HPV vaccines can prevent most infections

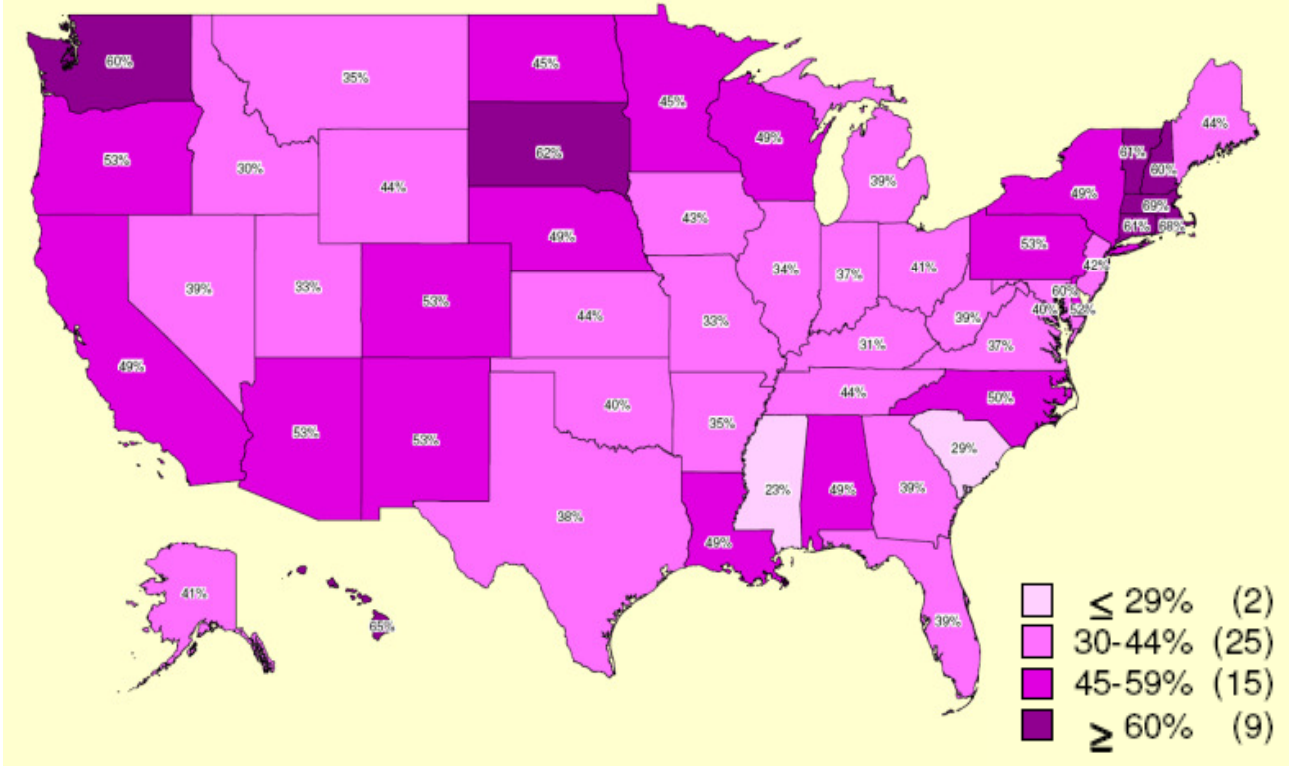
- Safe & highly effective
- Covered by private insurance and Vaccines for Children





# Low HPV Vaccination Uptake

Females 13-17. NIS Teen data confirmed by medical chart review



**National coverage:**

- 2007, 25%
- 2008, 37%
- 2009, 44%



## HPV Vaccine Uptake

In Australia and UK: ~80%



In the US: 44%





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# Cervical Cancer Screening

CCFA goal: To increase cervical cancer screening among women ages 25-70 who have not been screened in the last four years.

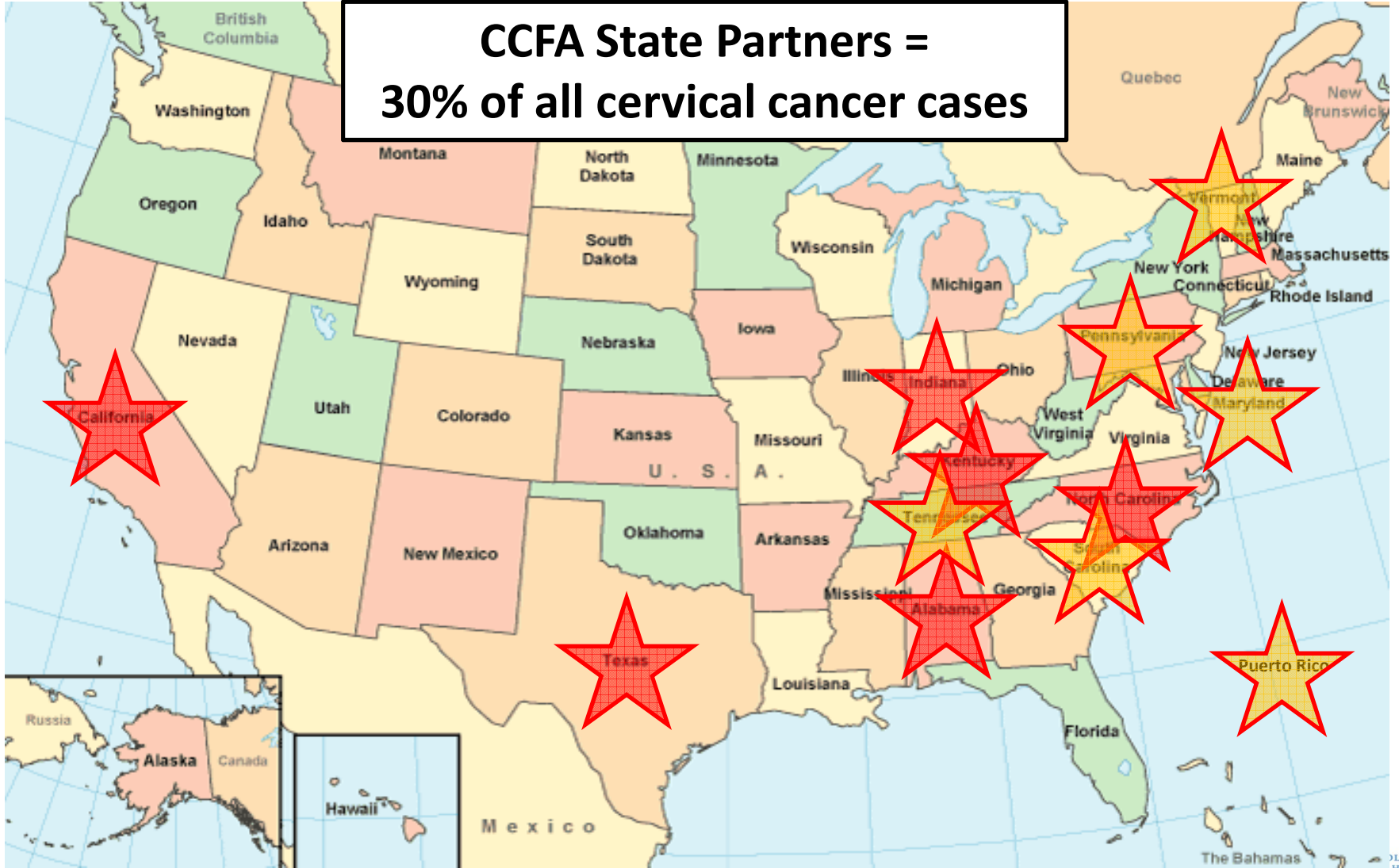


## Lack of screening

- At least 50% of cervical cancer deaths are due to lack of Pap smear screening.
- 25% of women in the United States have not been screened in the last three years.

# Cervical Cancer-Free America

**CCFA State Partners = 30% of all cervical cancer cases**





## University of Alabama

Warner Huh, Mona Fouad

- Teen Community Health Advisor Program
- Health e-teen: An interactive web + cell phone/text messaging platform for health education among teens
- REACH US: Racial and Ethnic Approaches to Community Health across the US

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## California Medical Association Foundation

Sara Cook, Heidi Bauer

- Roundtable Discussions on Cervical Cancer Prevention in the Latina Community
- A Statewide Cervical Cancer and HPV Vaccine Summit
- CMAFoundation Champions for Health Project. <sup>SS5</sup> will host a one-day training for CC experts on practice excellence, cultural competency and working with media.

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**Slide 18**

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**SS5**

**Is there a space here?**

Sara Smith, 7/11/2011



## Indiana University

Rivienne Shedd-Steele, Kirk Forbes

- Collaborative effort with the Indiana University Simon Cancer Center and the Kristen Forbes EVE foundation
- Maintains multiple partnerships to raise cervical cancer awareness state-wide
- Works with the office of Health Disparities and Outreach on one-on-one HPV/CC Education in clinical settings





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## University of Kentucky Baretta Casey, Rick Crosby

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- Hosted a CCFKY Statewide Spring Conference in 2011
- Disbursed five grant awards to reduce the burden of cervical cancer locally.
- Distributed free Public Service Announcements to all KY radio stations during January Cervical Cancer Awareness month





## University of North Carolina

Noel Brewer, Pamela Entzel



- Developing a Screening Resource Directory
- Conducted a survey of US extramural programs and NC school health centers
- Aim to increase adolescent vaccine uptake - 5 high school demonstration sites





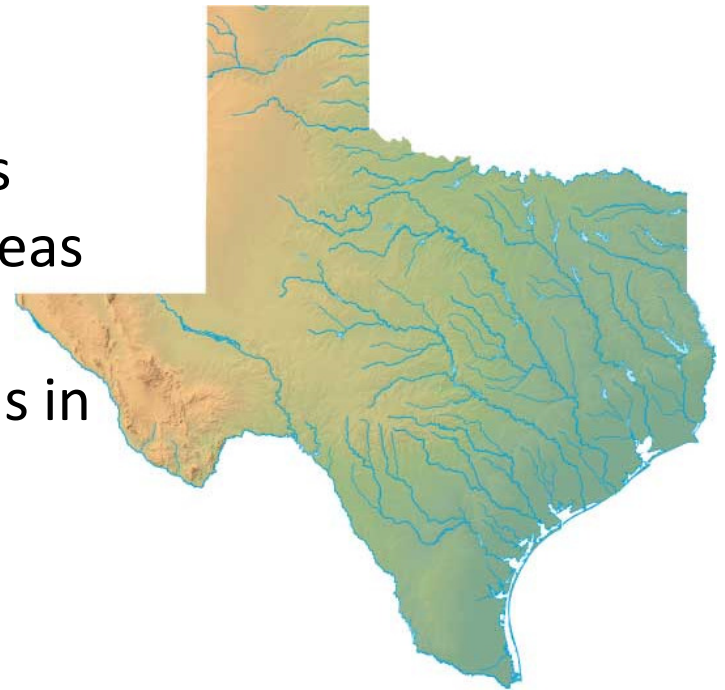
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## University of Texas

Sally Vernon, Maria Fernandez

- Statewide network of partners
- Implements educational interventions and activities in identified high-risk areas
- Working to provide HPV vaccination through school-based health programs in Houston

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## CCFA 5 Year Plan

- CCF states will increase HPV vaccination and screening rates, make lasting changes in healthcare systems and effect changes in policy.
- As many as 50 states will establish cervical cancer-free initiatives.
- Collaborative funding from private and public sectors.
- Several multi-national companies will commit to vaccination + screening for all employees.



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**Together we can reduce  
or eliminate cervical  
cancer.**

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## Find CCFA online

[www.cervicalcancerfreeamerica.org](http://www.cervicalcancerfreeamerica.org)

- Facebook: [www.facebook.com/CCFAmerica](https://www.facebook.com/CCFAmerica)
- Twitter: [www.twitter.com/CCFAmerica](https://www.twitter.com/CCFAmerica)
- CCFA Clearinghouse:  
<http://clearinghouse.cervicalcancerfreeamerica.org/>



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# Thank you!

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