

SAMPLE NEWSLETTER ARTICLE
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**ADVOCATES LAUNCH GLOBAL PEARL OF WISDOM™ CAMPAIGN
TO PREVENT CERVICAL CANCER**

January is Cervical Cancer Awareness Month and advocacy groups across the United States and Europe are partnering in a new, united effort to prevent cervical cancer worldwide. The *Pearl of Wisdom Campaign to Prevent Cervical Cancer* (www.PearlofWisdom.us) will raise awareness of cervical cancer, encourage women to take advantage of the means that are now available to prevent it, and work to make these methods accessible to girls and women around the globe – particularly to the underserved populations that have higher rates of cervical cancer.

The new campaign promotes the Pearl of Wisdom as the global symbol for cervical cancer prevention and helps participants unite behind a core set of messages to effectively reach women and others:

- 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.

“Cervical cancer devastates too many women’s lives around the world, with nearly 300,000 women dying from this disease each year,” said Pamela Morton, president of the Brussels, Belgium-based European Cervical Cancer Association (ECCA), which initiated the campaign. “However, research has established that cervical cancer is caused by persistent infection with a very common virus called the human papillomavirus (HPV), whose presence is seen in 99.7% of all cervical cancers. So, almost every case of cervical cancer is now preventable through organized screening with Pap test, HPV tests and immunization programs with HPV vaccines.”

A Pap test is the traditional method used for cervical cancer screening. An HPV test identifies women who are infected with high-risk types of HPV that could potentially lead to cervical cancer. Clinical studies show that screening with both a Pap test and an HPV test offers women aged 30 and older the best protection against cervical cancer. An HPV vaccine is now FDA-approved for girls and young women ages 9-26. It has been shown to be 100% effective – in women not previously infected – at preventing infection with the two types of HPV that cause 70% of all cervical cancers. HPV vaccination does not protect against all the HPV types that can cause cervical cancer, however, meaning that women who have been vaccinated still need to be screened.

Everyone can contribute to the campaign by wearing a Pearl of Wisdom pin, which will establish the “Pearl” as the recognized and trusted symbol of cervical cancer prevention globally. The pins can be purchased for \$6.95 each at www.PearlofWisdom.us. All profits will go to the U.S. Pearl of Wisdom Campaign Fund to support U.S.-based cervical cancer prevention activities. Visitors can also send virtual Pearls of Wisdom to others, and organizations can join the campaign as partners.

“The prevention of cervical cancer is now a realizable goal and the Pearl of Wisdom is the ideal symbol to spread this powerful message. It is our hope that women around the world and, indeed, everyone takes this symbol to heart and supports our united campaign to ultimately eliminate

cervical cancer. It is vital that we all work together to ensure that women and their families do not continue to suffer from this terrible disease. This battle can and should be won," said Ms. Morton.