



CDC's Gynecologic Cancer Awareness Campaign

Campaign Background

The Centers for Disease Control and Prevention (CDC), in collaboration with the U.S. Department of Health and Human Services' Office on Women's Health, is increasing women's and health care providers' awareness and knowledge about the major types of gynecologic cancer through its national campaign, *Inside Knowledge: Get the Facts About Gynecologic Cancer*. This initiative supports the Gynecologic Cancer Education and Awareness Act of 2005, or Johanna's Law, which was unanimously passed by the U.S. House and Senate (109th Congress) in December of 2006, and signed into law by President George W. Bush on January 12, 2007.

Developed and implemented by CDC's Division of Cancer Prevention and Control, the campaign:

- Provides information about the five major gynecologic cancers: cervical, ovarian, uterine, vaginal, and vulvar.
- Disseminates materials in English and Spanish conveying the key message that when many cancers are found early, treatment is most effective.
- Educates women and health care providers about the signs and symptoms of gynecologic cancers, screening tests (if available), risk factors, and prevention strategies.

Target Audiences

- Women of all ages, races, and ethnic groups.
- Health care providers.

Campaign Messages

- There are several types of gynecologic cancer.
- When gynecologic cancers are found early, treatment is most effective.
- Pay attention to your body: know what is normal for you. Gynecologic cancers have warning signs.
- If you have any unexplained signs or symptoms for two weeks or longer, see a doctor right away.



Campaign Messages (continued)

- Get a Pap test regularly to screen for cervical cancer.
- Consider getting the HPV vaccine, if you are in the age group for which it is recommended.
- If you are diagnosed with a gynecologic cancer, see a gynecologic cancer specialist.

Development of Campaign Messages and Materials

Development of *Inside Knowledge* messages and materials is based on an analysis of existing gynecologic cancer educational materials and messages that identified gaps in information and assessed the need for new specialized materials. In addition, CDC convened a meeting with experts to share information related to public health messaging and strategies to inform women about risk factors, symptoms, and general information related to gynecologic cancers. Using feedback from this meeting, CDC established a general framework for the awareness campaign. The initial campaign messages target women aged 40–60. As the campaign progresses, the initiative will target additional audience segments.

To date, CDC has developed a campaign identity and logo that can be tailored to each of the five major gynecologic cancers. CDC also established a campaign-branded section within the Division of Cancer Prevention and Control's web site that includes a series of consumer fact sheets and other information about cervical, ovarian, uterine, vaginal, and vulvar cancers. The web site and fact sheets have been translated and culturally adapted for Spanish-language audiences. Furthermore, CDC commissioned survey questions that were included in the annual Porter Novelli HealthStyles and DocStyles surveys to help inform the development and evaluation of *Inside Knowledge*.

Moving forward, CDC will conduct additional audience research and campaign evaluation activities, as well as publish articles on key findings. CDC also will develop new campaign resources, such as:

- Print public service advertisements (PSAs) and posters.
- Broadcast PSAs.
- Educational materials, such as a comprehensive brochure for women, and a call-to-action slide set for health care providers.
- Internet marketing initiatives.

