



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, increases women's and health care providers' awareness about gynecologic cancer through its *Inside Knowledge: Get the Facts About Gynecologic Cancer* campaign. This initiative supports the Gynecologic Cancer Education and Awareness Act of 2005, or Johanna's Law, passed unanimously by Congress in 2006, and signed into law in January 2007.

Gynecologic cancer is any cancer that starts in a woman's reproductive organs. The five main types of gynecologic cancer are cervical, ovarian, uterine, vaginal, and vulvar. Each year, approximately 71,500 women in the United States are diagnosed with a gynecologic cancer and approximately 26,500 women die from one. While they are often discussed as a group, each gynecologic cancer is unique and has different signs, symptoms, risk factors, and prevention strategies.

Developed and implemented by CDC's Division of Cancer Prevention and Control, *Inside Knowledge*:

- Provides information about the five main gynecologic cancers.
- Educates women and health care providers about the signs and symptoms of gynecologic cancers, screening tests (if available), risk factors, and prevention strategies.
- Disseminates materials in English and Spanish conveying key campaign messages.

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 and know what is normal for you. Gynecologic cancers have warning signs.
- If you have vaginal bleeding that is unusual for you because of when it occurs or how heavy it is, see a doctor right away.
- If you notice any other unexplained signs or symptoms that last for two weeks or longer, see a doctor.
- 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 oncologist, a doctor trained to treat cancers of a woman's reproductive system.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

www.cdc.gov/cancer/knowledge
1-800-CDC-INFO



Development of Campaign Messages and Materials

Development of *Inside Knowledge* messages and materials is based on several things, including:

- An analysis of existing educational materials and messages to identify gaps in information and assess the need for new specialized materials.
- A meeting of gynecologic cancer experts convened by CDC to exchange information on public health messaging and strategies to raise awareness among women about gynecologic cancer. Feedback from this meeting provided CDC with a general framework for the *Inside Knowledge* campaign.
- Analysis of data from Porter Novelli's HealthStyles and DocStyles surveys, from which CDC commissioned questions to gather baseline information on women's and health care providers' knowledge, attitudes, and practices related to gynecologic cancer.
- Formative research and message and concept testing in focus groups conducted by CDC across the U.S. to learn more about women's knowledge, attitudes, and beliefs about gynecologic cancers, and to identify creative approaches and strategies to ensure campaign materials deliver intended messages in the most effective ways.
- Formative research with gynecologists, primary care physicians, and nurse practitioners, to better understand their knowledge, attitudes, and clinical practices related to gynecologic health and gynecologic cancer, and to assess the utility of educational materials developed by CDC.

Campaign Resources

The *Inside Knowledge* Web site (www.cdc.gov/cancer/knowledge), established in 2008, is regularly updated and includes consumer fact sheets, brochures, posters, symptoms diaries, and other information about gynecologic cancers. CDC also has developed and produced five television public service announcements (PSAs) available in various lengths, four radio PSAs, and four print PSAs. Additional resources are added to the site as they become available.

Materials are available in both English and Spanish, and can be previewed at the Web site. Print materials can be downloaded and printed for immediate use.

Distribution

Campaign PSAs are distributed nationally to a broad range of television, radio, and print English- and Spanish-language media outlets. TV PSAs are distributed to approximately 1,500 TV stations in all 210 U.S. media markets, as well as to national networks and national and regional cable systems. Radio PSAs are distributed to nearly 6,200 radio stations. Print PSAs are sent to approximately 2,000 magazines and newspapers.

In 2011, more than 5,000 *Inside Knowledge* PSAs were also placed in shopping malls, at bus shelters, on subways and buses, and in airports in cities across the country, including Atlanta, Chicago, Dallas, Los Angeles, Miami, New York City, Phoenix, and Washington, DC.

Upcoming Activities

As funding allows, CDC plans to conduct further audience research and evaluation activities, increase partner and media outreach, and create new campaign materials and resources for continued broad distribution.



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