



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 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, 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 to identify gaps in information and determine the need to develop 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 individual gynecologic cancers. It also has established a campaign-branded section within the Division of Cancer Prevention and Control's web site, including a series of consumer fact sheets and other information about cervical, ovarian, uterine, vaginal, and vulvar cancers.

Moving forward, CDC will conduct audience research and campaign evaluation activities. It also plans to develop additional campaign resources, such as:

- A series of consumer fact sheets that is culturally and linguistically appropriate for Spanish-language audiences.
- A comprehensive brochure that discusses all five major gynecologic cancers.
- Print ads and posters.
- Broadcast ads.
- Resources for health care providers.
- Internet marketing initiatives.

