



# 2024 CERVICAL CANCER EDUCATION & OUTREACH RESOURCE GUIDE

The Maryland Department of Health's Center for Cancer Prevention and Control is proud to present the 2024 Cervical Cancer Awareness Education and Outreach Resource Guide. The Guide describes cervical cancer, provides information about prevention, and also contains statistics about this important health issue in Maryland. Programs can use this Guide to aid in the development of cervical cancer awareness educational and outreach materials and resources.

This Guide also provides outreach and education information and materials from reputable sources, including the American Cancer Society, the Centers for Disease Control and Prevention, the National Cancer Institute, and National Cervical Cancer Coalition. Resources include ready-made media such as videos, factsheets, resource guides and social media toolkits to help you create, update and tailor health education materials for the communities you serve.

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## What Is Cervical Cancer?

**Cervical cancer is a disease in which cells in the cervix grow out of control.** The cervix is the lower part of the uterus. The cervix connects the body of the uterus to the vagina. The uterus is where a baby grows when a woman is pregnant.

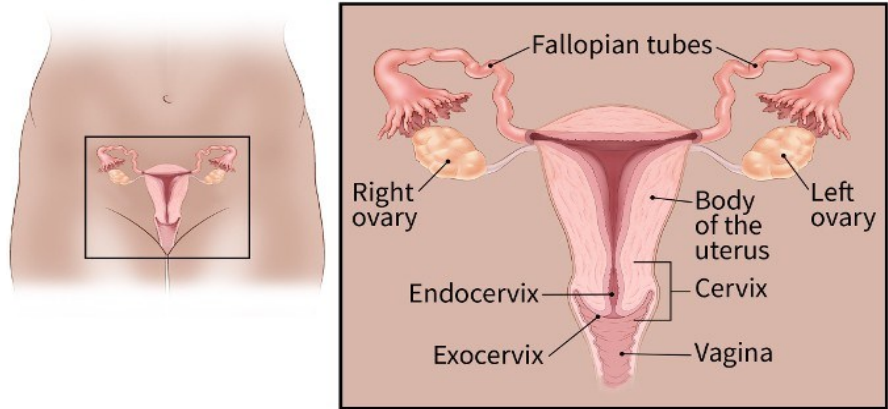


Image is from American Cancer Society: <https://www.cancer.org/cancer/cervical-cancer/about/what-is-cervical-cancer.html>.

## What Are the Signs and Symptoms of Cervical Cancer?

**There may not be any signs or symptoms during early stages of cervical cancer.**

Here are some common signs and symptoms when the cancer becomes larger and grows into nearby tissue:

- Abnormal vaginal bleeding, such as bleeding after vaginal sex; bleeding and spotting between periods; or vaginal bleeding after menopause.
- Having menstrual periods that are longer or heavier than usual.
- Unusual discharge from the vagina.
- Pain during sex.
- Pain in the pelvic region.



Signs and symptoms of advanced cervical cancer may include:

- Swelling of the legs.
- Problems urinating or having a bowel movement.
- Blood in the urine.

*Note: These symptoms above can also happen with other conditions that are not related to cervical cancer. A healthcare professional should be consulted if any of these signs or symptoms are present.*

### References

1. Centers for Disease Control and Prevention. (2023, August 21). *Basic Information About Cervical Cancer*. [https://www.cdc.gov/cancer/cervical/basic\\_info/index.htm](https://www.cdc.gov/cancer/cervical/basic_info/index.htm).
2. American Cancer Society. (2020, January 3). *Signs and Symptoms of Cervical Cancer*. <https://www.cancer.org/cancer/cervical-cancer/detection-diagnosis-staging/signs-symptoms.html>.
3. Centers for Disease Control and Prevention. (2023, August 21). *What are Symptoms of Cervical Cancer?* [https://www.cdc.gov/cancer/cervical/basic\\_info/symptoms.htm](https://www.cdc.gov/cancer/cervical/basic_info/symptoms.htm).

## What Are the Risk Factors for Cervical Cancer?

**Almost all cervical cancers are caused by human papillomavirus (HPV)**, a common virus that can be passed from one person to another during sex.

- There are many types of HPV.
- Some HPV types can cause changes on a woman's cervix that can lead to cervical cancer over time, while other types can cause genital or skin warts.
- HPV is so common that most people get it at some time in their lives. HPV usually causes no symptoms so you can't tell that you have it.

For most women, HPV will go away on its own; however, if it does not, there is a chance that over time it may cause cervical cancer.

**Other things can increase the risk of cervical cancer:**

- Having human immunodeficiency virus (HIV) or another condition that makes it hard for the body to fight health problems.
- Smoking.



**RISK  
FACTORS**

### Reference

1. Centers for Disease Control and Prevention. (2023, August 21). *What Are the Risk Factors for Cervical Cancer?* [https://www.cdc.gov/cancer/cervical/basic\\_info/risk\\_factors.htm](https://www.cdc.gov/cancer/cervical/basic_info/risk_factors.htm).

## Can Cervical Cancer Be Prevented?

One of the best ways to help prevent cervical cancer is to have regular screening tests starting at age 21.

- The Pap test (or Pap smear) looks for abnormal cells, including cancerous or precancerous cells in the cervix.
- The human papillomavirus (HPV) test looks for the virus that can cause cervical cells to become abnormal.

**CANCER  
PREVENTION**

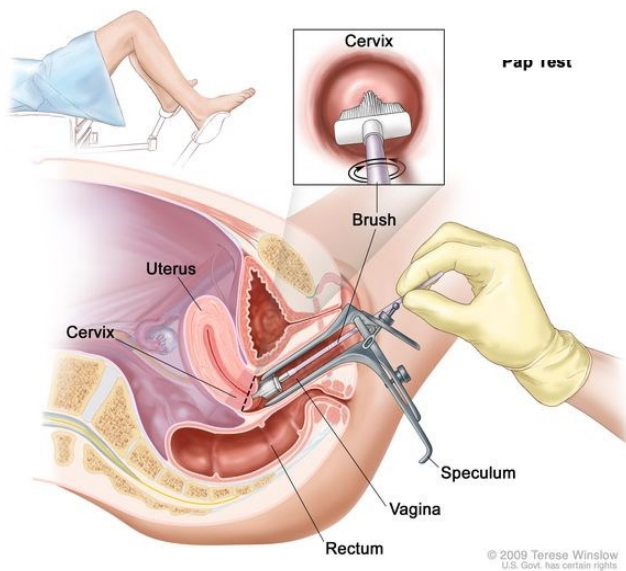


Image is from NIH: <https://www.cancer.gov/publications/dictionaries/cancer-terms/def/pap-smear>

### **What happens during an HPV and Pap test?**

Both the HPV and Pap tests can be done in a doctor's office or clinic. During the Pap and HPV test, the doctor will use a plastic or metal instrument, called a speculum, to widen the vagina. This helps the doctor examine the vagina and the cervix, and collect a few cells and mucus from the cervix and the area around it. The cells are sent to a laboratory.

For the Pap test, the cells will be checked to see if they look normal.

For the HPV test, the cells will be tested for HPV.

### **Another way to prevent cervical cancer is by getting the HPV Vaccine.**

- The HPV vaccine protects against the types of HPV that most often cause cervical, vaginal, and vulvar cancers.
- HPV vaccination is recommended for both males and females ages 11 to 12 years, but can be given starting at age 9.
- HPV vaccine also is recommended for everyone through age 26 years, if they are not vaccinated already.

#### **Reference**

1. Centers for Disease Control and Prevention. (2023, August 21). *What Can I Do to Prevent My Risk of Cervical Cancer.* [https://www.cdc.gov/cancer/cervical/basic\\_info/prevention.htm](https://www.cdc.gov/cancer/cervical/basic_info/prevention.htm).

## What are the Cervical Cancer Statistics in Maryland?

- According to the American Cancer Society, it is estimated that in 2023:
  - About 230 new cases of invasive cervical cancer were diagnosed.
  - About 70 died from cervical cancer.
- 78.3% of women ages 21-44 who reported receiving a Pap smear within the past three years.



## What Are the Cervical Cancer Statistics in the United States?

- According to the American Cancer Society, it is estimated that in 2023:
  - About 13,960 new cases of invasive cervical cancer were diagnosed.
  - About 4,310 women died from cervical cancer in the United States.
- In 2020, there were an estimated 296,981 women living with cervical cancer.
- The 5-year relative survival rate for cervical cancer is 67% overall and in White women, but 56% in Black women. Survival is also lower for older women: 46% for those 65 years of age and older versus 61% for women ages 50-64 and 77% for women under 50.
- More than 42 million Americans are infected with types of HPV that cause disease including cervical cancer; and about 13 million Americans, including teens, become infected each year.

### References

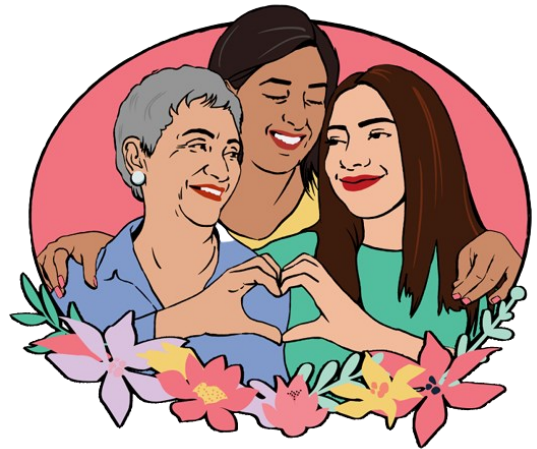
1. National Cancer Institute. (2023). *Cancer Stat Facts: Cervical Cancer*. <https://seer.cancer.gov/statfacts/html/cervix.html>.
2. American Cancer Society. (2023). *Cancer Facts & Figures 2023*. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2023/2023-cancer-facts-and-figures.pdf>.
3. American Cancer Society. (2023). *Cancer Statistics Center: Maryland at a Glance*. <https://cancerstatisticscenter.cancer.org/states/maryland>.
4. America's Health Ranking. (2023). *Cervical Cancer Screening in Maryland*. [https://www.americashealthrankings.org/explore/measures/cervical\\_cancer\\_screen\\_women/MD](https://www.americashealthrankings.org/explore/measures/cervical_cancer_screen_women/MD).
5. Centers for Disease Control and Prevention. (2023, February 10). *HPV Infection*. <https://www.cdc.gov/hpv/parents/about-hpv.html>.

## **AMIGAS**

AMIGAS stands for “Ayudando a las Mujeres con Información, Guía y Amor para su Salud.”

In English, this means “Helping Women with Information, Guidance, and Love for their Health.”

**AMIGAS is designed to help community health workers or other lay health educators increase cervical cancer screening among Latinas who have rarely or never been screened.**



AMIGAS helps women understand:

- That a Pap test can find changes in the cervix before they turn to cancer.
- That a Pap test can find cervical cancer early, when treatment works best.
- That a human papillomavirus (HPV) test looks for the virus that may cause cell changes on the cervix that can lead to cervical cancer.
- Current cervical cancer screening recommendations.
- Where and how to get a cervical cancer screening test.
- Why they should commit to an action plan to get screened for cervical cancer.

For more information about this program, click: <https://www.cdc.gov/cancer/cervical/amigas/index.htm>.



**Article: Five Things to Know About Cancer Prevention, Screening and the LGBTQ+ Community** from Prevent Cancer Foundation

1. HPV-related cancers are higher among gay and bisexual men.
2. Transgender people are less likely to be screened [for HPV-related cancer] and more likely to have a negative health care experience.
3. Breast, cervical and ovarian cancer rates are higher among lesbian, bisexual and queer women.
4. LGBTQ+ people experience barriers to accessing care [for suspected or diagnosed HPV-related cancer].
5. Many LGBTQ+ people fear discrimination from the health care system.

For more information, click: <https://www.preventcancer.org/2023/06/five-things-to-know-about-cancer-prevention-screening-and-the-lgbtq-community/>.

**Archived Webinar: *Cervical Cancer Screening for Sexual and Gender Minority***

This webinar discusses:

- Barriers preventing sexual and gender minority individuals who are assigned female at birth from taking care of their cervical health.
- Steps to take to make “traditional woman-only” spaces more LGBT welcoming as well as alternative options for cervical Pap tests, such as self-sampling kits.

⇒ <https://www.lgbthealthlink.org/Resources/Webinar/Wellness/37>



## Useful Websites

- **American Cancer Society (ACS)**

The ACS provides various resources for health professionals and the general public about cervical cancer.

⇒ <https://www.cancer.org/cancer/types/cervical-cancer.html>

This webpage provides an overview of cervical cancer in women and includes free and downloadable PDF fact sheets about the following cervical cancer topics:

- ◇ About Cervical Cancer
- ◇ Causes, Risk Factors, and Prevention
- ◇ Early Detection, Diagnosis, and Staging
- ◇ Treatment
- ◇ After Treatment

- **The Centers for Disease Control and Prevention (CDC)**

The CDC provides basic cervical cancer information and facts that are useful for developing or updating your educational materials.

⇒ <https://www.cdc.gov/cancer/cervical/index.htm>

This resource provides:

- ◇ Basic Information
  - \* What are the risk factors?
  - \* What can I do to reduce my risk?
  - \* What are the symptoms?
  - \* What should I know about screening?
  - \* What do my test results mean?
  - \* How is cervical cancer diagnosed and treated?
- ◇ Statistics
- ◇ Low-Cost Screening
- ◇ Featured Resources

- **National Cancer Institute**

This website provides information and resources for patients and health professionals about cervical cancer.

⇒ <https://www.cancer.gov/types/cervical> (for patients)

This resource provides:

- ◇ Overview
- ◇ Treatment
- ◇ Causes and Prevention
- ◇ Screening
- ◇ Statistics
- ◇ Coping with Cancer
- ◇ Research

⇒ <https://www.cancer.gov/types/cervical/hp> (for health professionals)

This resource provides:

- ◇ Treatment
- ◇ Causes and Prevention
- ◇ Screening
- ◇ Research
- ◇ Statistics
- ◇ Supportive and Palliative Care

- **National Breast and Cervical Cancer Early Detection Program (NBCCEDP)**

The NBCCEDP is a program within the CDC that provides funding to 67 state, tribal, and territorial programs to provide low-income, uninsured, and underserved women access to timely breast and cervical cancer screening and diagnostic services.

⇒ <https://www.cdc.gov/cancer/nbccedp/>

This webpage provides information on:

- ◇ A Success Story
- ◇ Enhancing Clinic Services
- ◇ Health Equity Strategies

- **National Cervical Cancer Coalition (NCCC)**

The NCCC is a non-profit and grassroots organization advocating for cervical health in all women by promoting prevention through education about early vaccination, pap testing and HPV testing.

⇒ <https://www.nccc-online.org/>

This webpage provides:

- ◇ General information about HPV and cervical cancer
- ◇ Resources, such as videos, educational materials, and events

- **Planned Parenthood**

This non-profit organization provides reproductive health care information, including cervical cancer screening and information for women.

⇒ <https://www.plannedparenthood.org/learn/cancer/cervical-cancer>

This webpage provides general information, such as:

- \* How do I know if I have cervical cancer?
- \* What's a Pap test?
- \* What's an HPV test?
- \* What is a colposcopy?
- \* What happens after my colposcopy?
- \* What is cryotherapy?
- \* What's LEEP?
- \* What happens after LEEP?
- \* What if I'm diagnosed with cervical cancer?

## Ready Made Media (e.g., Videos, Factsheets, and Social Media Toolkits)

- Factsheets

- ♦ **Cervical Cancer** from the CDC

- ⇒ [https://www.cdc.gov/cancer/cervical/pdf/cervical\\_facts.pdf](https://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf) (English)

- ⇒ [https://www.cdc.gov/spanish/cancer/cervical/pdf/cervical\\_facts\\_sp.pdf](https://www.cdc.gov/spanish/cancer/cervical/pdf/cervical_facts_sp.pdf) (Spanish)

- ♦ **Cervical Cancer** from the American Cancer Society

- ⇒ <https://www.cancer.org/content/dam/cancer-org/cancer-control/en/booklets-flyers/cervical-cancer-fact-sheet-patient-version.pdf>

- ♦ **Cervical Cancer** from the American Society of Clinical Oncology

- ⇒ [https://www.cancer.net/sites/cancer.net/files/asco\\_answers\\_cervical.pdf](https://www.cancer.net/sites/cancer.net/files/asco_answers_cervical.pdf)

## Ready Made Media (e.g., Videos, Factsheets, and Social Media Toolkits)

- Videos

- ♦ **Television Public Service Announcements** from the CDC

- ⇒ <https://www.cdc.gov/cancer/cervical/resources/index.htm#videos>

- \* Knowledge is Power: Cervical Cancer
- \* Cote de Pablo for *Inside Knowledge*
- \* HPV Vaccine is Cancer Prevention
- \* Preventing Cervical Cancer in the 21st Century

- ♦ **Protecting Ourselves and Our Families from Cervical Cancer/Protegernos a Nosotras Mismas y a Nuestras Familias del Cáncer Cervical** [Spanish] from the National Cervical Cancer Coalition

- ⇒ [https://www.youtube.com/watch?v=qid1etNQEvA&feature=emb\\_logo](https://www.youtube.com/watch?v=qid1etNQEvA&feature=emb_logo)

- ♦ **Human Papillomavirus (HPV) Statistics | Did You Know?** from the National Cancer Institute

- ⇒ [https://www.youtube.com/watch?v=l1LrOWwlgCg&feature=emb\\_logo](https://www.youtube.com/watch?v=l1LrOWwlgCg&feature=emb_logo)

- **Social Media**

- ♦ **Cervical Cancer Awareness Month Social Media Toolkit** from the George Washington Cancer Institute

- ⇒ <https://smhs.gwu.edu/cancercontroltap/resources/social-media-toolkits>

- (Click on Health Awareness Campaigns, then enter “cervical cancer” in the search box.)

- **Infographics**

- ♦ **Prevent Cervical Cancer with the Right Test at the Right Time** from the CDC

- ⇒ [https://www.immunize.nc.gov/family/pdf/hpv\\_prevent\\_cervical\\_cancer\\_eng.pdf](https://www.immunize.nc.gov/family/pdf/hpv_prevent_cervical_cancer_eng.pdf)

- **Posters**

- ♦ **I Was Lucky Poster** from the CDC

- ⇒ <https://www.cdc.gov/cancer/knowledge/pdf/cotedepablo-poster-english-11x17.pdf>

- ♦ **Be Brave. Ask Questions Poster** from the CDC

- ⇒ [https://www.cdc.gov/cancer/knowledge/pdf/jennie\\_allen\\_11x17.pdf](https://www.cdc.gov/cancer/knowledge/pdf/jennie_allen_11x17.pdf)

- ♦ **Get the Inside Knowledge! Poster** from the CDC

- ⇒ <https://www.cdc.gov/cancer/gynecologic/resources/print.htm>

## Other Resources

- **Ensuring Access in Vulnerable Communities Community Conversations Toolkit** from the American Hospital Association
  - ◆ This toolkit aims to help hospitals initiate the conversation about healthcare within their communities. The toolkit contains three main strategies: community conversation events, community health assessments, and social media in healthcare.
    - ⇒ <https://www.aha.org/system/files/content/17/community-conversations-toolkit.pdf>
- **Developing a Marketing and Promotion Plan** from the CDC
  - ◆ This toolkit aims to assist with developing a marketing and promoting plan for chronic disease interventions; however, the principles presented in this toolkit can apply to cancer outreach activities.
    - ◇ Topics include:
      - \* Choosing interventions to promote
      - \* Choosing locations on which to focus your outreach efforts
      - \* Identifying providers or practices you want to target for outreach
      - \* Establishing your marketing team
      - \* Managing your outreach initiative
      - \* Finding strategies for success
    - ⇒ [https://www.cdc.gov/arthritis/marketing-support/1-2-3-approach/docs/pdf/Arthritis\\_Marketing\\_Guide\\_DevMark\\_Promo.pdf](https://www.cdc.gov/arthritis/marketing-support/1-2-3-approach/docs/pdf/Arthritis_Marketing_Guide_DevMark_Promo.pdf)
- **Article: Community Engagement in Public Health** from Contra Costa Health Services
  - ⇒ [https://cchealth.org/public-health/pdf/community\\_engagement\\_in\\_ph.pdf](https://cchealth.org/public-health/pdf/community_engagement_in_ph.pdf)
- **Understanding Cervical Changes: A Health Guide** from National Cancer Institute
  - ⇒ <https://www.cancer.gov/types/cervical/understanding-abnormal-hpv-and-pap-test-results/understanding-cervical-changes.pdf>



## Other Resources

- **Cervical Cancer Screening — Multiple Languages** from National Library of Medicine
  - ◆ This website offers information on female medical exams, Pap smears and colposcopies in various languages, including Arabic, Chinese, French, Hindi, Japanese, Korean, Nepali Russian, Somali, and Vietnamese. In addition, there are numerous resources offered in Spanish.
    - ⇒ <https://medlineplus.gov/languages/cervicalcancerscreening.html>
- **Improving Cervical Cancer Prevention, Screening, and Management: A Toolkit to Build Provider Capacity** from Health Resources and Services Administration
  - ◆ This toolkit is designed to “help providers improve cervical cancer prevention, screening, and management through feasible, evidence-based practices that are responsive to the unique challenges faced in safety-net settings. The information in this toolkit can also be helpful to other settings of care seeking to improve cervical cancer care uptake and delivery.”
    - ⇒ <https://www.hrsa.gov/sites/default/files/hrsa/owh/fccc-toolkit-build-provider-capacity.pdf>

*Please note that not all cancer screening messages contained in the web resources provided are consistent with the Cervical Cancer Minimal Clinical Elements. If you choose to use information from these web resources, we encourage you to carefully check materials for consistency with the guidance we have provided.*

Please contact Thuy Nguyen at [thuy.nguyen@maryland.gov](mailto:thuy.nguyen@maryland.gov) if you have any questions.