

“Tell a Sister”

Toolkit



**Arkansas
Cervical Cancer
Task Force**

Cervical Cancer: Prevent it, Treat it, Beat it!

"TELL a SISTER"



Thank you so much for helping the women in your life understand that they can prevent, treat and beat cervical cancer.
Because of you, more of our Arkansas sisters will survive and thrive than ever before.

How to Use this Tell a Sister Toolkit

This toolkit will help you reach the media, your family, friends, coworkers and citizens in your community. Please feel free to use any or all of the contents in this kit. Here's how. Inside this toolkit you will find:

- ▶ Radio reader card
- ▶ News release
- ▶ Fact sheet
- ▶ Media alert
- ▶ Print public service announcement (PSA)
- ▶ Feedback form

Media

Your community may have a newspaper, radio station and television station.

- If so, you can spread the word to everyone in your community by asking these media outlets to publicize the *Tell a Sister* message.
- Contact your radio station and ask them to read the enclosed radio reader card over the air. You can e-mail, fax, mail or drop off the reader card at the station.
- You also can contact the editor of your newspaper, company newsletter or church bulletin and ask them to report about Cervical Awareness Month now and the importance of cervical cancer awareness year round.
- You can provide them the media alert and news release for more information, and request they print the PSA.
- Ask the editor if he or she would prefer you e-mail or fax the alert and release to them.

Electronic versions of all of the Tell a Sister toolkit material can be found on the Arkansas Cancer Coalition website at www.arkansascancercoalition.org/cctf.html.

Community Presentations

If you are a church member or belong to a community group or professional organization:

- Community groups can distribute the sheets to members as part of a program.
- Ask if you can provide copies of the fact sheets to other members during a regular meeting.
- Your church can include the fact sheets in with their Sunday program or print the media alert in the church newsletter or bulletin or post the information on the organization's website.
- Ask the pastor or group leader how he or she would like to distribute these.
- E-mail the fact sheet to members or your group or church. Ask them to visit the Arkansas Cancer Coalition website for more information.

At Home, Work or Among Friends

If you have Internet access at home or work:

- You can e-mail the fact sheet to your contacts and ask the recipients to forward it to their friends, family and coworkers.
- You also can post the fact sheet on community or work bulletin boards.

Feedback Form

Your experience and input is important. After you have used this kit, please complete the feedback form and return it to:

Tatiana Swanigan, Health Educator
BreastCare Program
Arkansas Department of Health
4815 West Markham St., Slot H-11
Little Rock, AR 72205

E-mail: Tatiana.Swanigan@arkansas.gov

Questions?

Please contact Arkansas Cervical Cancer Task Force chairman, Charlie Stayton at 501-661-9603 or by e-mail at staytoncharliel@uams.edu.

MEDIA ALERT

Contact:

Ed Barham

Office of Communications

Arkansas Department of Health

(501) 280-4147

Cervical Cancer Task Force Partners with National Sorority to Promote Awareness and Early Detection of Cervical Cancer

- WHO:** Arkansas Cervical Cancer Task Force
Arkansas Department of Health
BreastCare
Rep. Wilhelmina Lewellen
Alpha Kappa Alpha (AKA) Sorority
- WHAT:** Grassroots “Tell a Sister” public education campaign to increase awareness and early detection of cervical cancer in Arkansas
- WHEN:** January 15, 2008

“Tell a Sister”: Arkansas 2nd in the Nation in Cervical Cancer Deaths

Arkansas Rep. Wilhelmina Lewellen, in partnership with the Arkansas Cervical Cancer Task Force, is announcing a major grassroots public education effort on January 15, 2008, beginning with Alpha Kappa Alpha (AKA) sorority and its “100 Days of Awareness Campaign.”

In 2007, the American Cancer Society estimated 11,150 cases of invasive cervical cancer were diagnosed in the U.S., and an estimated 3,670 women died from this disease.

From 2000 - 2004, Arkansas ranked second nationally in cervical cancer mortality; however, when diagnosed early, cervical cancer has a five-year survival rate of 92 percent.

Learn more about ways to prevent, treat and beat cervical cancer and download a “Tell a Sister” toolkit to spread the word about cervical cancer prevention and awareness by visiting www.arkansascancercoalition.org/cctf.html.

Media Release

Contact:

Ed Barham

Office of Communications

Arkansas Department of Health

(501) 280-4147

For Release: January 15, 2008

Cervical Cancer Task Force Partners with National Sorority to Promote Awareness and Early Detection

JANUARY 15, 2008; Little Rock, Ark. – January is national Cervical Cancer Awareness Month and members of the **Arkansas Cervical Cancer Task Force (CCTF)** have joined forces with Alpha Kappa Alpha (AKA) sorority to promote awareness and early detection by launching its “Tell a Sister” public education campaign.

In an effort spearheaded by **Arkansas Rep. Wilhelmina Lewellen**, AKA members held a news conference today to announce that their organization will become a grassroots force to help spread the word about the importance of cervical cancer awareness. The sorority is kicking off its “100 Days of Awareness” campaign, which highlights the group’s 100th anniversary. Sorority members were given “Tell a Sister” tool kits that contain cervical cancer public service announcements and education materials for use in their communities.

Arkansas Second in the Nation in Cervical Cancer Deaths

In 2007, the American Cancer Society estimated 11,150 cases of invasive cervical cancer were diagnosed in the U.S., and an estimated 3,670 women died from this disease. From 2000-2004, Arkansas ranked second nationally in cervical cancer mortality; however, when diagnosed early, cervical cancer has a five-year survival rate of 92 percent. This means with the proper tools, such as those outlined by the Arkansas Cervical Cancer Task Force, cervical cancer is preventable and highly curable.

In 2005, Rep. Wilhelmina Lewellen led the passage of Act 1414 by the Arkansas 85th General Assembly, creating the Arkansas Cervical Cancer Task Force (CCTF). The task force spent 2006 conducting research and developing its plan to educate Arkansans about the importance of cervical cancer detection and treatment, as well as to inform the public about the Human Papillomavirus (HPV) and its role in cervical cancer. The CCTF presented its recommendations for addressing cervical cancer in

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Arkansas during Cervical Cancer Awareness Month of last year. These recommendations include:

- **Close funding gaps** - for cervical cancer screening and follow-up for abnormal Pap test results;
- **Create funding** - for HPV vaccination as a preventative measure against cervical cancer;
- **Educate Arkansans about cervical cancer** - through a widespread public information campaign;
- **Provide professional education** - to health practitioners concerning the cervical cancer risks and barriers to care for Arkansas women; and
- **Promote research** - on cervical cancer prevention and barriers to care for at-risk women in Arkansas.

The Arkansas Cervical Cancer Task Force is comprised of members appointed by the Director of the Division of Health. Members of the task force are: Jennifer Dillaha, MD, representing the Division of Health; Kimberly Hayman, representing the Arkansas Foundation for Medical Care; Stella Nelson, representing Emergency Medical Services; Carolyn Patrick and Roy Jeffus, representing the Division of Medical Services; Brenda Powell, MD, representing the Arkansas Medical Society; Bo Ryall, representing the Arkansas Hospital Association; Paul Greene, representing the Fay W. Boozman College of Public Health; Dr. Wynonna Bryant-Williams, representing the Arkansas Minority Health Commission; Charlie Stayton, representing the community-at-large; Dr. Roger Howe, representing the Health Insurance Industry; and Janet Watson, representing the American Cancer Society.

Cervical Cancer and HPV: Pap Test Still Important

Although there have been significant advancements made in the fight against cervical cancer with the discovery of the relationship between cervical cancer and the Human Papillomavirus and the resulting vaccine to prevent the majority of cervical cancers, the Pap test is still the single most effective tool in the early detection of cervical cancer. All women should receive an annual Pap test every year within three years of beginning sexual intercourse, but no later than age 21.

Free Screening and Treatment

BreastCare, a program of the Arkansas Department of Health, provides free Pap tests and treatment, as well as breast cancer screening and treatment, for eligible Arkansas women who are 40 years of age or older. Women with no insurance or who are underinsured may be eligible for free services through *BreastCare*. To find out more, call 1-877-670-CARE or visit their website at

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www.ARBreastCare.com, or visit the Cervical Cancer Task Force website at www.arkansascancercoalition.org/cctf.

Alpha Kappa Alpha Sorority is celebrating its 100-year anniversary on January 15, 2008. Rep. Lewellen, an AKA member, said, "It is a testament to the power, vision and commitment of its founders that Alpha Kappa Alpha has endured and prospered through ten decades. At its core, service is the bedrock of the AKA Sorority. It was true in 1908 and is true today."

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Tell a Sister About Cervical Cancer!



*Arkansas
Cervical Cancer
Task Force*

Arkansas Department of Health

You Can Prevent It, Treat It and Beat It!

Spread the word! We can fight cervical cancer, but you have to know the facts:

- 1.** Get a regular Pap test! Women should have a Pap test within three years after becoming sexually active or by age 21.
- 2.** Talk to your doctor about HPV (Human Papillomavirus) and how to avoid it. Your doctor can give you more information about about HPV testing and the HPV vaccine.
- 3.** Stop smoking now! Smoking increases your chance of getting several cancers including cervical cancer.

These three things can help prevent cervical cancer. Now, tell a sister what you know!

For more information, visit
www.ArkansasCancerCoalition.org/cctf.html

Cervical Cancer Awareness Month

RADIO READER CARD

:30 "TELL A SISTER"

CERVICAL CANCER IS ONE OF THE MOST TREATABLE AND SURVIVABLE CANCERS AFFECTING WOMEN TODAY.

BUT, ARKANSAS HAS ONE OF THE HIGHEST DEATH RATES FROM CERVICAL CANCER THAN ANY OTHER STATE IN THE NATION.

YOU CAN CHANGE THIS. TELL YOUR SISTERS, TELL YOUR GIRLFRIENDS TO SEE A DOCTOR, QUIT SMOKING, EAT A HEALTHIER DIET AND MOST IMPORTANTLY - - GET A PAP TEST.

THIS MESSAGE IS BROUGHT TO YOU BY THE ARKANSAS CERVICAL CANCER TASK FORCE.

FOR MORE INFORMATION GO TO THE CERVICAL CANCER TASK FORCE'S WEBSITE AT WWW DOT ARKANSAS CANCER COALITION DOT ORG.

2008 Facts about Cervical Cancer

January is Cervical Cancer Awareness Month

Cervical Cancer in Arkansas

- An estimated 130 new cases of cervical cancer were diagnosed in Arkansas in 2007.¹
- Arkansas has the third lowest percentage nationally for women age 18 and older receiving Pap Tests.²
- African American women in Arkansas are more likely to get cervical cancer and are two times more likely to die from cervical cancer than white Arkansans.³
- Arkansas ranks second in the nation for cervical cancer mortality for the years 2000-2004.⁴

The Pap Test

- This simple test can detect cervical cancer at its earliest, most curable stage.
- All women should begin having annual Pap tests about three years after becoming sexually active, but no later than age 21.
- Between 60-80 percent of American women with newly diagnosed invasive cervical cancer have not had a Pap test in the past five years.⁵
- In particular, elderly, African-American, and/or low-income women are less likely to have regular Pap tests.⁶

Human Papillomavirus (HPV)

- Scientists recently discovered that HPV causes more than 90 percent of all cases of cervical cancer.
- In 2006, the FDA approved the use of Gardasil[®] in girls/women ages 9-26. Gardasil[®] is a vaccine that protects against four types of HPV, which together cause 70 percent of cervical cancers.
- For more information on HPV, go to www.cdc.gov.

Risk Factors Associated with Cervical Cancer

- Failure to receive regular Pap tests
- Infection with certain types of Human Papillomavirus (HPV)
- Beginning sexual intercourse at an early age
- Having multiple sexual partners
- Smoking

¹ American Cancer Society. *Cancer Facts and Figures 2007*. Atlanta: American Cancer Society; 2007.

² Centers for Disease Control and Prevention (CDC). *Behavioral Risk Factor Surveillance System Survey Data*. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2004.

³ Arkansas Central Cancer Registry. Arkansas Department of Health.

⁴ Centers for Disease Control and Prevention, National Center for Health Statistics. Compressed Mortality File 1999-2004. CDC WONDER On-line Database, compiled from Compressed Mortality File 1999-2004 Series 20 No. 2J, 2007 on CDC WONDER On-line Database.

⁵ American Cancer Society. *Detailed Cancer Guide, Cervical Cancer*.

⁶ American Cancer Society. *Detailed Cancer Guide, Cervical Cancer*.

Tell a Sister Toolkit Feedback Form



Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone/cell: _____ E-mail: _____

Tell us how you used this toolkit:

Presented to community group: _____
(Name of group)

Number of people reached: _____
(Number of people)

Distributed news release to: _____
(Name of newspaper)

Distributed media alert to: _____
(Name of newspaper, radio and/or TV station, website)

Distributed radio reader card to: _____
(Name of radio station)

Distributed fact sheets to: _____
(Number of sheets printed and distributed)

Did the toolkit help you reach people (check all that apply):

In your church _____

At work _____

In your family _____

Among your friends _____

At a club or other community group: _____

How would you improve this toolkit?

Please mail this sheet to:

Tatiana Swanigan, Health Educator

BreastCare Program

Arkansas Department of Health

4815 West Markham St., Slot H-11

Little Rock, AR 72205

E-mail: Tatiana.Swanigan@arkansas.gov