



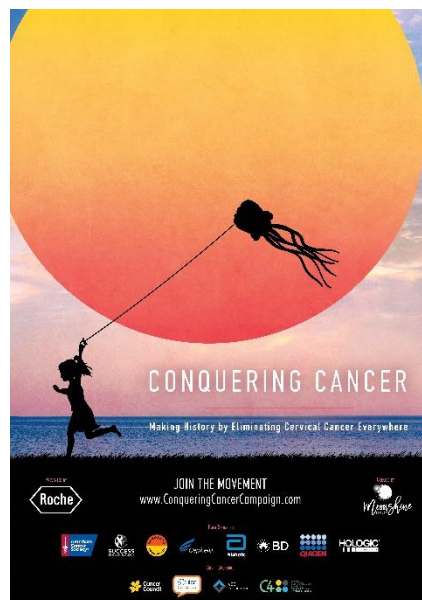
## New Cervical Cancer documentary available for your advocacy and fundraising events

### Introduction

UICC is proud to be a supporting partner of the documentary *Conquering Cancer – Making History By Eliminating Cervical Cancer Everywhere*, and part of the executive production team. Despite the challenges to global travel during the COVID-19 pandemic, this feature documentary has been developed with perspectives from around the globe, including from UICC member organisations.

The official trailer was launched at the [Preventing Cervical Cancer conference](#) on 26<sup>th</sup> March. It is now [available to watch on YouTube](#).

UICC is encouraging all its members to add their voices to the global movement calling to eliminate cervical cancer, by organising one or more screenings of the feature documentary upon its release in late August 2021. Here you can make your formal commitment: [pledge to host an event screening](#)



A screening of the documentary is an excellent way of supporting advocacy work and furthering objectives aimed at influencing policy makers or programme implementers, engaging new stakeholders or raising community awareness.

## 5 different ideas to inspire your own events

As a host, you can organise an event promoting cervical cancer elimination as an advocacy tool, an educational tool, a fundraising opportunity or as a mix of all three. The documentary is 70 minutes long. Consider how you build the programme around the screening and plan for other events that contribute to your objectives for Q3-4 2021 and in 2022.

### 1. Provide a platform for policymaker commitments to elimination

All governments are being asked to make a public commitment to girls, women and communities for the national elimination of cervical cancer. Political leaders in your country could open the documentary screening by making such an announcement or to reinforce pan-government support, launch new guidelines or present a new national strategy aligned with the 90:70:90 targets. Invite the media and plan a Q&A session after the screening with political leaders and your spokespeople.

### 2. Raising the profile of your organisation and your partners in the push for elimination

Elimination in your country will require coordinated efforts across key stakeholder groups. UICC members are building coalitions to champion the cause nationally, regionally and globally. A documentary screening will showcase your leadership role and could be used to recruit new partners, announce a new partnership, a joint call to action or showcase new research results you have generated together. Working with a local health centre, clinic or a private sector partner could provide the venue for the screening of the documentary.

### 3. Community education and awareness on individual actions to contribute to elimination

Building demand for cervical cancer elimination services will be key in accelerating towards elimination. A documentary screening is a great way for communities to learn where cervical cancer services are offered and perhaps visit the health centres for the first time. Such an event can highlight prevention, early detection and cancer management services and share educational materials to build cervical cancer health literacy with the local community. A great tip from Program ROSE in Malaysia is to provide a walk through the cervical cancer prevention services enabling viewing and even sign-up of the services for communities and the media. Experts from your organisation or that of partners can provide a panel discussion and respond to questions and answers from the audience. Cancer survivors from the community can share their stories and women with a positive screening experience can often be good at answering unwarranted fears about cervical cancer screening. You could even integrate a focus group activity.

### 4. Raising funds for your organisation or to enable girls and women to access key elimination services

With a small entrance fee, hosted documentary screenings can generate income for your organisation or a chosen cause. You could augment this with voluntary donation envelopes on each seat. You could invite potential donors to make a presentation on why they support this cause and announcing their donation, or you could work with partners to launch a fundraising appeal at the documentary screening.

### 5. The core of your event on the 17<sup>th</sup> November 2021

All over the world, people are coming together to create a cervical cancer-free future. In 2020, communities celebrated the launch of the Global Strategy to accelerate the elimination of cervical cancer with local companion events and the lighting up of key buildings and locations in the colour teal. See here for events in 2020: <https://www.who.int/news/item/23-11-2020-the-city-of-lights-glows-teal-for-cervical-cancer-elimination>

UICC is calling for 17<sup>th</sup> November to be a recognised WHO day, celebrated annually. You can help this happen by making it a dedicated day in your own calendar – that's only 10 annual days through to 2030, so let's make them count! A documentary screening in 2021 can kick start your series of 10 annual days to 2030.

You can also get involved in other ways:





## CONQUERING CANCER


Making History by Eliminating Cervical Cancer Everywhere

Conquering Cancer is celebrating the global efforts to eliminate cervical cancer for the next generation of women and girls.


### 5 WAYS TO GET INVOLVED

1. Join the movement! Visit [conqueringcancercampaign.com](http://conqueringcancercampaign.com)
2. Subscribe to Conquering Cancer on YouTube 
3. Follow Conquering Cancer on social media

 @ConqueringCancr

 @ConqueringCancerCampaign

 @ConqueringCancerCampaign

 @ConqueringCancerCampaign

4. Comment on or re-post campaign content with the hashtags:

**#ConqueringCancerCampaign**

**#EliminateCervicalCancer**

**#JoinTheMovement**

Remember to tag Conquering Cancer in your post.

5. Host an event and start a conversation around how to eliminate cervical cancer. Contact [hello@moonshine.agency](mailto:hello@moonshine.agency) for more information.

Your efforts to share, like and follow will ensure Conquering Cancer has the greatest chance of making a meaningful impact in the lives of women and girls throughout the world.



**Let's make history and eliminate cervical cancer everywhere.**