



A MEMBERSHIP ORGANISATION  
**FIGHTING CANCER TOGETHER**

## Accelerating action towards elimination of cervical cancer: Social Media Messaging Toolkit



# 1. Objectives

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The objectives of this social media toolkit are to support dissemination of the cervical cancer elimination message and increase engagement. Specifically, the toolkit aims to:

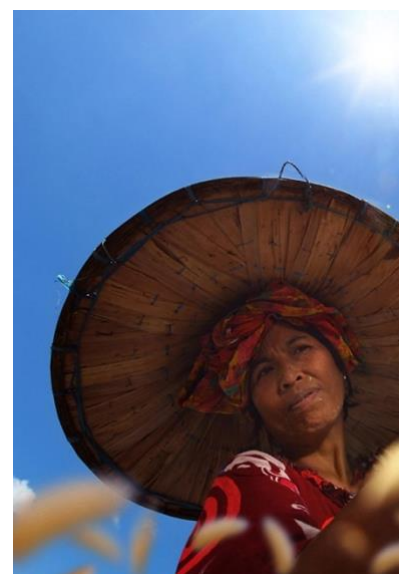
- Align civil society organisations, UN Agencies and other partners working at global, regional and national levels on the acceleration of cervical cancer towards elimination of cervical cancer as a public health concern – around common messages and priorities, based on the global strategy, best practice and lessons learned from key stakeholders.
- Support the diverse voices of all civil society partners in uniting for a strong demonstration of support for cervical cancer elimination – **join the conversation!**
- Garner early feedback to shape the 2020 campaign.

Use the **Social Media Toolkit** to:

- ✓ Increase awareness about the call to action to eliminate cervical cancer and seek government commitments
- ✓ Press for action to establish, implement, scale up and maintain a comprehensive national cervical cancer strategy
- ✓ Call for equitable access to life-saving vaccination; screening treatment and palliative care services for cervical cancer

The global **Call to Action to Eliminate Cervical Cancer** is an opportunity for the world to unite in saving women's lives. But it's not just a high-level campaign. This **World Cancer Day on 4<sup>th</sup> February**, we're inviting you to make a personal commitment against cancer. You are the heroes and heroines of this story. UICC and the cancer community have adopted a campaign theme for 2019 – 2020: **"I Am And I Will"**.

This toolkit reiterates the theme, with a particular focus on how we can all – individually and collectively – take action against cervical cancer.



## 2. Hashtags and Handles

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### Hashtags

- **#CervicalCancer**
- **#EliminateCx**
- **#IAmAndIWill**
- **#WorldCancerDay**
- **#UHC**
- **#TreatmentForAll**
- **#HealthforAll**
- **#UsvsHPV**



*Photo Credit 1: TogetHER for Health*

### Twitter Handles

#### Cervical Cancer Action for Elimination

- @uicc
- @ACSGlobal
- @GIAHC
- @Jhpiego
- @PATHAdvocacy
- @Toget\_HERforhealth
- @WeillCornellGH

#### Partners

- @IAEA
- @IARC
- @CHAI
- @gatesfoundation
- @gavi
- @globalfund
- @ippf
- @MarieStopes
- @PMNCH
- @TheBushCenter
- @UNAIDs
- @UNFPA
- @UNICEF
- @Unitaid
- @UNODC
- @UNWomen
- @USAID
- @WomenDeliver
- @WorldBank
- @Worldhealthorganisation

## 3. Key Messages

### Amplifying our voices, together...

**These messages were developed by partners working together to increase awareness of cervical cancer.**

#### Disease Burden

1. Globocan data states 570,000 women are diagnosed every year with cervical cancer, and there are an estimated 31,000 deaths. Projections indicate that without urgent scale-up of services, the burden will increase to almost 460,000 deaths by 2040, a nearly 50% increase over 2018 levels.
2. The increasing global cervical cancer burden is and will be inequitable, with lower-income countries having the greatest relative increase in the annual number of cases in the period 2012–2040
3. The current wide disparity in rates of cervical cancer incidence and mortality across the world, with nearly 90% of deaths occurring in low- and middle-income countries is set to grow, if no action is taken.
4. In most regions of the world, more women now die from cervical cancer than from pregnancy-related complications.
5. Cervical cancer kills at a relatively young age. Families lose their loved ones and suffer economic loss too. Losing mothers creates a vulnerable orphan base.
6. Women living with HIV are more likely to develop persistent HPV infections at an earlier age and to develop cancer sooner, so they get even more benefit from prevention.

#### Equity and social justice

1. Introduction of HPV vaccine and vaccination coverage are inequitably distributed by geography and income. 84% of high-income countries have introduced the HPV vaccine versus 31% and 12% in middle- and low-income countries, respectively. Equitable access to this prevention tool is critical.
2. Only 22 countries, mainly with high income, report cervical cancer screening programmes achieving 70% coverage or above, coverage is key to impactful screening and early detection.

3. The five-year probability of surviving from cervical cancer varies across the world, from 37% to 77%, stronger health systems to detect, diagnose and treat cervical cancer are critical to address the inequity divide.
4. A disproportionate number of cervical cancer patients die with poor access to pain relief.
5. Women living with HIV are four times as likely to develop cervical cancer and at a younger age.
6. Women infected with human papillomavirus are two times as likely to acquire HIV infection.
7. An estimated 311,000 women die from cervical cancer every year. This is an avoidable tragedy because we know how to prevent cervical cancer and we have the tools to overcome the social, economic, and political disadvantages that contribute to disparities in cervical cancer incidence and mortality.
8. The vast majority of cervical cancer deaths occur in low-resource countries. It is an economic equity issue—cervical cancer is unequally distributed globally in ways that are unnecessary, avoidable and unjust.
9. Health systems in low-resource settings often do not provide sufficient or appropriate services for adult women. Those same health systems similarly seldom provide sufficient or appropriate services for adolescents, whether girls or boys. Basic health services are a human right.

## **Economic Impact**

1. Governments and donors have invested significantly in health advances for women and girls, but those investments are lost if they die from a preventable condition like cervical cancer.
2. Cervical cancer is relatively easy and inexpensive to prevent. Cervical cancer prevention is a smart investment. The WHO calls cervical cancer screening and preventive treatment a “best buy” in public health.
3. Eliminating cervical cancer will have a high return on investment by reducing the cost of treating precancer (through vaccination), reducing the cost and health system burden of treating invasive cervical cancer (through prevention), and preventing the loss of productivity among women at the peak of their working life.
4. Give women access to early detection of cervical cancer as diagnosis with invasive cancer in the early stages have a much higher probability of cure and treatment at an early stage is also cost-effective.

## **Opportunity**

1. Cervical cancer interventions are embedded in the targets and indicators of the WHO Global Action Plan for NCDs, the 2030 SDGs are aligned with the Global Strategies: Women’s, Children’s and Adolescents’ Health, Health Sector

Strategies on HIV, Hepatitis and Sexually Transmitted Infections and the UN resolution on health systems strengthening for social protection and universal health coverage. Now is the time for translating global commitments into national action.

2. Integration of cervical cancer screening with other reproductive and health services has been shown to boost demand for those services.
3. New prevention options — HPV vaccination for girls and young adolescents, and simple, evidence-based screening and treatment approaches for women — can reduce developing-country cervical cancer deaths to the very low levels currently observed in many industrialized countries.
4. Vaccines against HPV are powerful, life-saving technologies that protect young adolescents against future infection with the virus. The vaccines are safe and effective.
5. New technologies for Cervical Cancer screening and preventive treatment protect adult women affordably and effectively.
6. Cervical cancer prevention approaches must take into account local context and resources. There are effective approaches for all situations.

## Elimination

1. Elimination of cervical cancer as a public health concern is within reach for all countries. We know what works, and we know how to prevent and control this disease. By rallying behind the Call for Action to Eliminate Cervical Cancer and strengthening national cervical cancer programmes, governments can have a major impact on the disease.
2. Cervical cancer strategies, when implemented to national scale with good coverage, offer the potential to eliminate cervical cancer as a public health problem.
3. Cervical cancer is an avoidable disease with gross inequities: global, regional and national strategies to eliminate cervical cancer will save lives and reduce inequity.
4. We support WHO Executive Board agenda item 6.5 on Accelerating cervical cancer elimination

## 4. Sample Tweets... #IAmAndIWill

**I Am** (Organisation Name)  
**And**  
**I Will** advocate for global elimination of #CervicalCancer

#WorldCancerDay  
#IAmAndIWill

- I Am a Mother And I Will ensure my daughter is vaccinated against #HPV  
#WorldCancerDay #IAmAndIWill #EliminateCx
- I Am a Brother And I Will encourage my sister to get screened  
#WorldCancerDay #IAmAndIWill #EliminateCx

- I Am a Global Health Advocate And I Will share the Call to Action to Eliminate #CervicalCancer #WorldCancerDay #IAmAndIWill
- I Am a #health worker And I Will ensure women receive treatment
- In most regions of the world, more women die from #CervicalCancer than from pregnancy-related complications. #EliminateCx
- Vaccinating against #HPV is a powerful and cost-effective contributor to eliminating #CervicalCancer. I Am vaccinated And I Will encourage others



Photo Credit 2: TogetHER for Health

## 5. Sample Social Media Posts

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The following are just a few examples of messages which you might share on social media such as Facebook and LinkedIn. Raise awareness by creating your own messages, and help us highlight Cervical Cancer.

- 311,000 women die from #CervicalCancer every year and this could rise to 460,000 deaths annually by 2040. Cervical Cancer is an avoidable disease yet still remains as the fourth most common #cancer amongst women globally. We need global, regional and national strategies to #EliminateCC and reduce inequity.
- In most regions of the world, more women die from #CervicalCancer than from pregnancy-related complications. #EliminateCx
- #CervicalCancer is relatively easy, inexpensive to prevent and is a smart investment. @WHO calls cervical cancer screening and preventive treatment a “best buy” in #publichealth. #EliminateCx
- Vaccines against #HPV are powerful, life-saving technologies that protect young adolescents against #CervicalCancer. The vaccines are safe and effective. #EliminateCx
- Nearly 90% of women who die from #CervicalCancer have poor access to prevention, screening and treatment. Only 22 countries currently achieve screening rates of 70% or more. The Global Action Plan for Cervical Cancer Elimination includes three key pillars: vaccination against human papillomavirus, screening & treatment for pre-cancers, diagnosis, treatment & palliative care of invasive #cancer. #EliminateCx #WorldCancerDay
- New technologies for #CervicalCancer screening and preventive treatment protect adult women affordably and effectively.





## 6. Useful Links

- **WHO Call to Action to Eliminate Cervical Cancer**  
<http://www.who.int/reproductivehealth/call-to-action-elimination-cervical-cancer/en/>
- **Signatories to the Call to Action**  
<https://www.uicc.org/who-we-work/networks/uicc-collective-call-action-eliminate-cervical-cancer#accitem22570>
- **World Cancer Day** <https://www.worldcancerday.org>

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