

Challenge to Eliminate Cervical Cancer
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Women In Government



Women In Government Foundation Inc. and our advocacy organization, WIG CAN! Women In Government Coalition for Advocacy and Networking, are national, non-profit, non-partisan organizations of women state legislators providing leadership opportunities, networking, expert forums, and educational resources.



US Cervical Cancer- Facts

- Every 2 ½ hours, a woman dies of cervical cancer in the United States.
- In 2012, approximately 12,170 women in the United States are expected to be diagnosed with cervical cancer.
- Occurs most often in Hispanic women, at a rate that is more than twice the rate for non-Hispanic white women
- African-American women develop this cancer about 50% more often than non-Hispanic white women
- In 2013, 1,769, or 24.0%, of the 7,382 state legislators in the United States are women. (Center for American Women and Politics)



WIG's Challenge to Eliminate Cervical Cancer Campaign

- Established in 2004
- Engaged state legislators nationwide in policy and awareness initiatives to advance cervical cancer prevention efforts
- Sample legislation included:
 - Enhancing access to screening and vaccines
 - Initiating public education campaigns
 - Mobilizing efforts to reach underserved populations

Success of the Campaign

- 409 HPV and cervical cancer bills were introduced in state legislatures
- 127 were passed or enacted
- All 50 states have passed legislation aimed at eliminating cervical cancer





HPV & Cervical Cancer Toolkit

2nd Edition

- ❑ Released in November 2012 at WIG's Third Annual Healthcare Summit in Washington, DC
- ❑ Shares best practices and guidelines with the larger cancer prevention and control community
- ❑ Includes templates and guides aimed at mobilizing policymakers and community leaders
- ❑ Distributed to all women state legislators and state offices of women's health
- ❑ Made available for policymakers and advocates on our website

HPV & Cervical Cancer Toolkit

2nd Edition

- Introduction ([PDF](#))
 - Frequently Asked Questions ([PDF](#))
 - Fast Facts - Diagnostics and Screening ([PDF](#))
 - Sample Guidelines - Diagnostics and Screening ([PDF](#))
 - Fast Facts - Fiscal Impacts ([PDF](#))
 - Fast Facts - HPV Vaccine ([PDF](#))
 - Fast Facts - Payer and Reimbursement Strategies ([PDF](#))
 - How to Guide - Social Media ([PDF](#))
 - HPV & Cervical Cancer Social Media Campaign ([PDF](#))
 - Community Activities and Action Ideas for Legislators ([PDF](#))
 - How to Guide - How to Host a Town Hall ([PDF](#))
 - HPV & Cervical Cancer - Sample PowerPoint Presentation ([PDF](#))
 - Resources and Partners ([PDF](#))
 - Sample Constituent Letter ([PDF](#))
 - Sample Op-Ed ([PDF](#))
 - Sample Legislation ([PDF](#))
- <http://www.womeningovernment.org/oncology/HPV/Toolkit/Edition2>



Educating Policymakers

- **Always the most important aspect of the campaign**
- Identify financial resources
- Provide unbiased and scientific information
 - Centers for Disease Control and Prevention
 - Cervical Cancer Free America
 - American Cancer Society
 - National Cancer Institute
 - American Medical Women's Association



Identifying Public Policy Challenges

- ❑ Preventable incidence and death from cervical cancer
- ❑ Lack of health insurance for constituents
- ❑ Lack of public education
- ❑ Outdated policies
- ❑ Poor uptake of vaccines
- ❑ Screening disparities
- ❑ Cultural barriers



Network of Support & Partners

- Partners provided information and support
 - Scientific community
 - Advocates
 - Healthcare associations
- WIG acted as an outreach vehicle
 - Educated women state legislators
 - Set local resources in place so legislation could be passed when policymakers returned home
 - Provided additional support as needed

Roadmap to Success

- Right issue, right time
- Long-term commitment
- Flexibility and options
 - No one road to success
 - Legislation met the needs of each state
- Network of support and partnerships

