

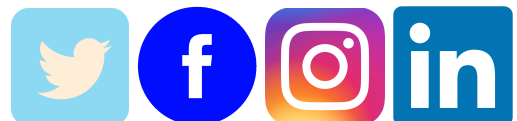


CureCervicalCancer

Social Media Toolkit

#CureCervicalCancer

Please use the following resources to help guide your social media activity when sharing CureCervicalCancer's mission to end cervical cancer!



OUR WHY

No woman should die of a preventable disease. Yet cervical cancer claims the lives of over **300,000** women every year simply because they do not have access to the most basic care. That tragic statistic informs our mission statement: **CureCervicalCancer is dedicated to the early detection and prevention of cervical cancer around the globe for the women who need it most.**

Cervical cancer *is nearly 100% preventable*, yet it claims the life of another woman every two minutes, making it one of the greatest threats to women's health. A disproportionate 90% of deaths occur in resource-poor regions where women lack access to basic screening and treatment services. The [World Health Organization](#) (WHO) projects that the deaths from cervical cancer will only continue to increase by 50% by year 2040 unless there is an urgent scale up of services. *The world's most vulnerable women are unjustly dying from a disease that we have the knowledge and tools to prevent.*

CureCervicalCancer stops cervical cancer before it starts by detecting and treating precancer. We have established 100 sustainable screening/treatment clinics in 9 different countries, which have screened over 140,000 women. We count that as 140,000+ lives saved!

The global pandemic has widened the gap between those who have access to care and those who do not. Now more than ever, we must fight for the women who need it most.



CLICK BELOW TO CHECK OUT AND SHARE
OUR VIDEO



**Cervical Cancer: The Crisis and
Our Approach**

Cervical Cancer 101

Cervical cancer is one of the most common causes of cancer-related death

ALL sexually active people with a cervix are at risk for cervical cancer*



*Even if you consistently wear condoms or only have a few sex partners

Risk factors include:

- Multiple or high-risk sexual partners
- Smoking
- Autoimmune deficiencies (e.g., HIV)
- STIs
- Family history of cervical cancer

Common symptoms:

- Abnormal vaginal bleeding
- Abnormal vaginal discharge
- Pain during sex
- Pelvic pain

*Cervical cancer can have NO symptoms or signs

HPV causes
about 91% of
cervical cancers



What is HPV?

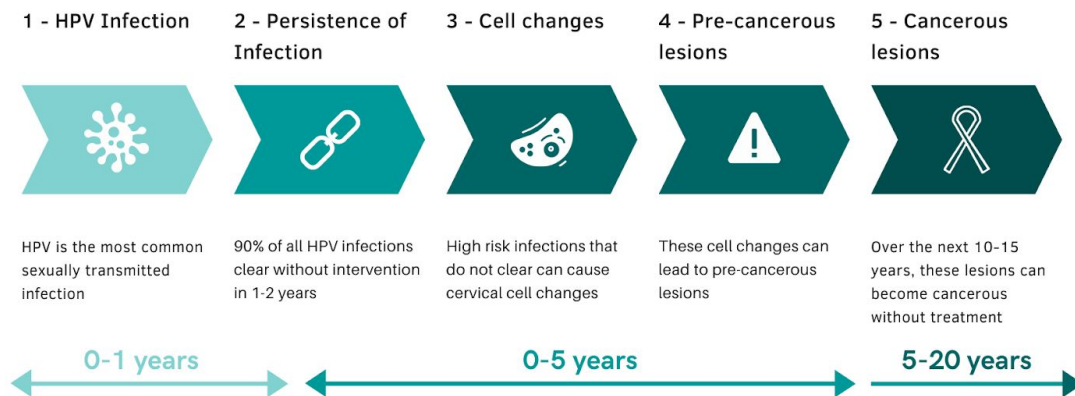
Human papillomavirus (HPV) is a viral infection. There are over 100 types of HPV.

Who Does HPV affect?

4 out of every 5 people will have HPV at some point in their life.

How does HPV lead to cancer?

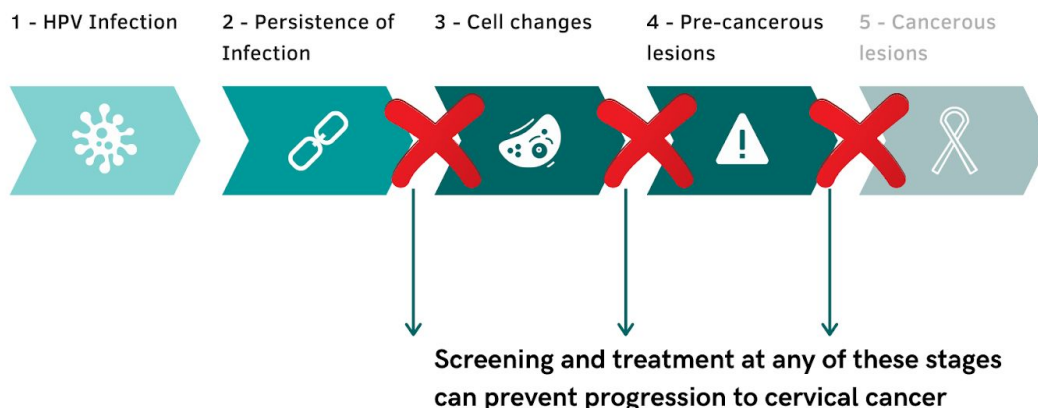
PROGRESSION OF HPV TO CERVICAL CANCER



HPV 101 Summary

4 out of 5 people will have HPV at some point in their lives. Most of the time, a person's immune system can clear the infection without any intervention in 1-2 years. For those who are unable to fight off HPV, persistent infection can lead to cell changes and ultimately lead to cervical cancer if left untreated. However, this can take anywhere between a few years to decades to develop, so this means that we have an extended period of time to catch and treat it before it can progress.

PROGRESSION OF HPV TO CERVICAL CANCER



THREE MAIN PREVENTION TOOLS



HPV Vaccine

Preventing HPV infection drastically reduces the risk of developing cervical cancer. Even with vaccination, you must have routine screening.

Early Detection via Routine Screening

Routine screening via methods like pap smear or "See & Treat" allows precancerous lesions to be detected before they become cancerous.

Early Treatment

When precancerous lesions are detected, they can be destroyed with ablation before they can progress to cancer.

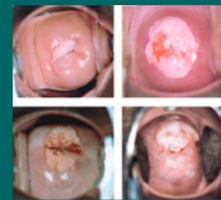
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Three Main Screening Methods

Three main techniques are used to identify precancerous lesions on the cervix so they can be treated before they can become cancerous

Visual Inspection with Acetic Acid (VIA) "See and Treat"

Precancerous lesions will turn white upon contact with acetic acid (vinegar), allowing them to be identified with the naked eye.



HPV Testing

Identifies presence of high-risk HPV infections. HPV Positive individuals are at risk of developing cervical cancer.



Pap Smear

Involves looking at cervical cell samples under the microscope and checking for abnormal cells. This is not feasible in low resource settings.



Why can't pap smears be used in low resource settings?

Pap smears are a resource-heavy test, as they require a pathologist to interpret cell samples under a microscope. Low resource settings may lack the necessary lab equipment or personnel to conduct pap smears, or utilizing such resources may be cost prohibitive. Furthermore, the results of a pap smear are not immediate, which can lead to loss to follow up if women with abnormal results are not able to be located or not able to return for further care.

A Global Health Crisis

Every 2 minutes, a woman dies of cervical cancer, yet it is nearly 100% preventable. Cervical cancer has no symptoms until it is too late. Women around the world are dying from this preventable disease because they lack access to preventative care like regular screening. Screening a woman just *once* in her lifetime can significantly reduce the risk of mortality from and incidence of cervical cancer.



Our Clinic in a Suitcase

Each suitcase is stocked with the necessary supplies to establish a screening & treatment clinic anywhere in the world!



The “Clinic in a Suitcase” makes healthcare accessible by bringing these life-saving services to some of the most remote regions of the world in a single suitcase. CCC has screened nearly 140,000 women, treated over 8,000 women, trained 600+ healthcare professionals, 150+ community health educators, and established 100 sustainable cervical cancer prevention clinics in 9 different countries.

Through our clinics and community outreaches, CCC increases access to basic healthcare and health education for women living in some of the most remote and resource-poor regions around the world. CCC targets medically underserved and socioeconomically disadvantaged women including LGBTQ, indigenous peoples, those with HIV, sex workers and refugees.

WHAT WE DO



CCC is dedicated to the early detection and prevention of cervical cancer for the women around the world who need it most. We accomplish this with the following three-part model:

ESTABLISH

We identify the highest need communities around the globe, provide the necessary equipment for "See & Treat", and establish permanent cervical cancer prevention clinics.



EDUCATE

We conduct specialized training for local healthcare professionals and community health workers, so that they can continue to provide life-saving services to the women in their communities..

EMPOWER

We aim to achieve sustainability by building local capacity. We increase the impact of our community-driven model by leveraging the resources/expertise of national and local ground partners.



MORE ON TRAINING

CCC conducts intensive trainings for healthcare professionals in "See & Treat": screening with VIA (visual inspection with acetic acid) and immediately treating precancerous cells with ablation. CCC also trains teams of Master Trainers who serve as mentors to other healthcare professionals as well as advocates for the "See & Treat" project..

COMMUNITY HEALTH WORKERS

CCC trains and engages Community Health Workers as the vital link between the community and the clinic. Community Health Workers create demand by spreading awareness of the life-saving value of screening. They identify and track high risk patients and conduct educational talks in the community setting.

[READ MORE ON OUR WEBSITE](#)

CURECERVICALCANCER IN ACTION

Check out some of our favorites photos from the field!



CCC conducts intensive trainings for healthcare professionals in “See & Treat”: screening with VIA (visual inspection with acetic acid) and immediately treating precancerous cells with ablation. CCC also trains teams of Master Trainers who serve as mentors to other healthcare professionals as well as advocates for the “See & Treat” project.



“See & Treat” trainees practice the Visual Inspection with Acetic acid (VIA) technique under supervision as part of one of CureCervicalCancer’s trainings in Vietnam. Hands-on practice is essential for providers to be confident and competent as they screen hundreds of women every month at their clinics.



CCC prevents cervical cancer through an innovative and community-driven model which includes facility-based service delivery, community outreach/education, and local/national advocacy. We aim to achieve long-term sustainability by building local capacity.



CureCervicalCancer targets medically underserved and socioeconomically disadvantaged communities to bring access to life-saving cervical cancer screening and treatment services. These regions are often in very rural and remote areas where there is a lack of access to basic healthcare. Pictured are women waiting in line to be screened at a CCC “See and Treat” clinic in Ukerewe, TZ. Ukerewe is a remote island only accessible by a 4 hour ferry ride, where healthcare providers and medical care are sparse. By establishing a sustainable cervical cancer prevention clinic and training local healthcare providers, CCC builds local capacity and improves the local healthcare infrastructure to make preventative care more accessible.



Women around the world are unjustly dying from a disease that we have the knowledge and tools to prevent. These women are mothers, sisters, daughters, and friends. We refuse to accept this reality.



To rise to the challenges of COVID-19, CureCervicalCancer worked with our ground partners to provide personal protective equipment (PPE) to our clinic sites to protect both the healthcare professionals and the patients they served. One of our ground partners in Kisumu, Kenya recruited tailors to sew reusable face masks. These masks were then distributed to various facilities throughout Kisumu county, including Kenya's Kodiaga Women's Correctional Facility to provide PPE to the inmates.



We aim to achieve sustainability by building local capacity. We increase the impact of our community-driven model by leveraging the resources/expertise of national and local ground partners. In collaboration with local/national ground partners and government, CCC supports implementation of cervical cancer prevention through advocacy, service delivery, and community-based outreach/education.



CCC's mobile clinics bring screening services to some of the most remote corners of the world where women would otherwise need to travel by foot for hours to reach a facility that offers cervical cancer screening and treatment. 80% of women that develop cervical cancer globally have never been screened, simply because they do not have access.

FACEBOOK & INSTAGRAM POSTS TO SHARE

Save these posts are share with the hashtag #curecervicalcancer

**Together we can
eliminate
cervical cancer**

Cervical cancer is nearly 100% preventable, yet it claims the lives of over 300,000 women every single year

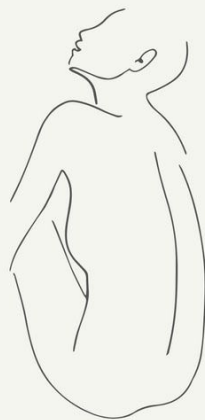
**You can save a
woman's life**

**Just \$10 can screen a woman
for cervical cancer**

TEXT CURECC to 44-321 TO DONATE NOW

Cervical
cancer
is the 2nd
most
common
cancer in
women
worldwide.

Source: World Cancer Research
Fund International



**CHECK
YO
SELF.**

IT'S TIME TO GET
CHECKED FOR
CERVICAL
CANCER.

Feel free to use the following caption ideas, or write your own to share what these posts mean to you! Don't forget to tag **@CureCervicalCancer** when you share!

- I support #CureCervicalCancer because I believe no woman should die from a disease that we have the knowledge and tools to prevent
- Getting checked for cervical cancer can save your life - get in touch with your healthcare provider to schedule your screening! #CureCervicalCancer
- Did you know that we can eliminate cervical cancer? Between vaccination, regular screening, and early treatment, no lives should be lost to this preventable disease. Join me in supporting #CureCervicalCancer's mission to help make cervical cancer a thing of the past!

GET IN TOUCH



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[Click here](#) to view a list of our partner organizations