

MOVING To Action

Addressing Cervical Cancer in South Carolina
June 13-14, 2008

Radisson Conference Center, Columbia, South Carolina

Following is a combined summary of the June 13 and 14, 2008 meetings addressing cervical cancer in South Carolina.

MOVING TO ACTION: A Plan of Action

Priorities

1. Public Health Education
 - a. Opportunity for awareness and education to reach those who do not have an understanding of cervical cancer prevention and control, including HPV vaccination
 - b. Opportunity for consistent message to reduce confusion and promote understanding, informed decision making
 - c. Opportunity for health care providers to have the most current information about and tools for cervical cancer prevention and control, including attention to special populations such as adolescents and rapidly evolving recommendations
2. Access to Care
 - a. Policy: Opportunity to advocate for recurring funds to support/expand the Best Chance Network
 - b. Policy: Opportunity to advocate for funds to support adherence to follow-up care of abnormal Pap tests, treatment of abnormal Pap tests
 - c. Policy: Opportunity to advocate for ensuring equal access to HPV vaccination for those who choose to be vaccinated and/or have their daughters vaccinated
 - d. Be mindful of underlying similarities affecting health disparities (not only those related to cervical cancer) and need to join efforts focused on the more global issue of access to care, not only those specific to cervical cancer prevention and control; for example, groups of people experience not only disparities in cervical cancer but also other health conditions due to many factors
3. Partnerships and Collaborations
 - a. Opportunity to bring all partners together to embark upon a joint effort because there are many resources in South Carolina on which these efforts can be based
 - i. Who else needs to be involved in this effort? (*refer to June 13 evaluation for list provided by participants*)
 - b. Champions for the cause: Opportunity to make sure that leaders in South Carolina (especially female leaders; policy makers) are supportive of efforts and are willing to champion the cause; also on a local level, ministers, barbers and stylists, community leaders who are willing to join the effort and be champions

- c. Identify a body to coordinate the efforts in the future; recommendation that the South Carolina Cancer Alliance serve as the “home” for the effort

Plan of Action

The following “Plan of Action” is not necessarily linear. All priority areas can occur simultaneously. All priority areas are not mutually exclusive.

1. Identify a consistent message, such as “Cervical cancer is preventable.”
 - a. Identify and review existing messaging campaigns, such as the CDC HPV campaign, recent Pandemic Flu campaign in South Carolina
 - b. Identify and gather information about current messaging work in South Carolina
 - c. After choosing a consistent message,
 - i. Target the message for groups, such as ministers/faith-based settings, barbers and stylists, culturally-similar groups, language needs (i.e. Spanish speaking)
 - ii. Tailor the message for individuals (as applicable)
 - iii. Take advantage of new technology in addition to more traditional approaches
2. Launch a statewide, coordinated health communication campaign to increase awareness and promote screening, adherence to care, and informed decisions about HPV vaccination in January 2009, which is Cervical Cancer Awareness Month
 - a. Identify partners and collaborators
3. Consider, influence, and join policy efforts (such as the aforementioned) to address cervical cancer prevention and control

Coordination of Future Activities

The South Carolina Cancer Alliance has an existing Breast and Female Cancer Work Group with similar interests. The South Carolina Cancer Alliance has a staff member who provides support to the Work Group and would be able to also support the proposed efforts to address cervical cancer. There is inherent flexibility in the structure to accommodate perceived needs of future activities. As such, it was proposed and supported that a subcommittee of the Breast and Female Cancer Work Group would be proposed, which is was in July 2008. With the strong support of the current chair, Dr. Swann Arp Adams, and consensus of current members of the Work Group, the Cervical Cancer Subcommittee was established. Dr. John Ureda reminded those present that it will be the PEOPLE, not the South Carolina Cancer Alliance, who will determine the success of these efforts. Therefore, he encouraged all present to continue to remain engaged and committed to implement the action steps identified. For more information on the South Carolina Cancer Alliance, go to <http://www.sccanceralliance.org>.

NEXT MEETING:

Cervical Cancer Subcommittee of the Breast and Female Cancer Work Group

Tuesday, August 26 from 10:30 am-12 pm

Teleconference

Call: 1-877-643-6951

Enter passcode: 89132965#

To access Moving to Action materials, go to: <http://cpcp.asph.sc.edu/MTA/>

Note: We are in the process of updating the materials and developing a web page as part of the South Carolina Cancer Alliance website.