



CDC's Gynecologic Cancer Awareness Campaign Campaign Background

The Centers for Disease Control and Prevention's (CDC) *Inside Knowledge: Get the Facts About Gynecologic Cancer* campaign informs women and health care providers about the five main types of gynecologic cancer: cervical, ovarian, uterine, vaginal, and vulvar. Gynecologic cancer is any cancer that starts in a woman's reproductive organs.

Each year, about 71,500 women in the U.S. are diagnosed with a gynecologic cancer and approximately 26,500 women die from one. While gynecologic cancers are often discussed as a group, each is unique and has different signs, symptoms, risk factors, and prevention strategies.

Developed and implemented by CDC's Division of Cancer Prevention and Control in collaboration with the Department of Health and Human Services' Office on Women's Health, *Inside Knowledge* raises awareness about each of the main gynecologic cancers. Campaign resources are available in both English and Spanish.

Inside Knowledge supports the Gynecologic Cancer Education and Awareness Act of 2005, or Johanna's Law. The law is named for Johanna Silver Gordon, who died of ovarian cancer in 2000.

Target Audiences

- Women of all ages, races, and ethnic groups, but particularly those aged 40 years and older.
- Health care providers.

Campaign Messages

- Pay attention to your body and know what is normal for you. Gynecologic cancers have warning signs.
- When gynecologic cancers are found early, treatment is most effective.
- If you have vaginal bleeding that is unusual for you because of when it occurs or how heavy it is, see a doctor right away.
- If you notice any other unexplained signs or symptoms that last for two weeks or longer, see a doctor.
- Get a Pap test regularly to screen for cervical cancer.
- Consider getting the HPV vaccine if you are in the age group for which it is recommended.

Development of Campaign Messages and Materials

Development of *Inside Knowledge* messages and materials is based on several things, including:

- Consultation with gynecologic cancer experts and cancer survivors.
- CDC's formative research and message and concept testing with English- and Spanish-speaking women across the U.S.. CDC conducted focus groups to learn more about women's knowledge, attitudes, and beliefs related to gynecologic cancers, and identify creative approaches and strategies to ensure campaign materials deliver intended messages in the most effective ways.
- Formative research with gynecologists, primary care physicians, and nurse practitioners, to better understand their knowledge, attitudes, and clinical practices related to gynecologic health and gynecologic cancer, and to assess the usefulness of educational materials developed by CDC.
- Analysis of data from national surveys in which CDC commissioned questions about women's and health care providers' knowledge, attitudes, and practices related to gynecologic cancer.



Campaign Resources

The *Inside Knowledge* Web site (www.cdc.gov/cancer/knowledge) includes fact sheets, brochures, posters, symptoms diaries, and other information about gynecologic cancers. CDC has also developed and produced several television and radio public service announcements (PSAs) and print public service advertisements. Materials are available in both English and Spanish, and can be previewed, downloaded, printed, and ordered in hard copy at the campaign Web site. CDC is also developing a gynecologic cancer educational module for health care providers to teach evidence-based recommendations for clinical care and screening, and address basic information about the gynecologic cancers.

New Partner Activities

Inside Knowledge is working with CDC's National Comprehensive Cancer Control Program (NCCCP) to develop a coordinated approach to gynecologic education and awareness through NCCCP grantees. Selected grantees will work to increase dissemination, utilization, and evaluation of *Inside Knowledge* campaign materials in their communities.

PSA Distribution

Inside Knowledge PSAs are distributed nationally to a broad range of television, radio, and print English- and Spanish-language media outlets in all 210 U.S. media markets.

In 2011, more than 5,000 *Inside Knowledge* PSAs were also placed in shopping malls, at bus shelters, on subways and buses, and in airports in cities across the country, including Atlanta, Boston, Chicago, Dallas, Los Angeles, Miami, New York City, Philadelphia, Phoenix, San Francisco, and Washington, DC.

Paid Media

As funding allows, CDC plans to conduct further audience research and evaluation activities, increase partner and media outreach, and create new campaign materials and resources for continued broad distribution.

Evaluation

The campaign conducts regular process evaluation, including monthly tracking of audience impressions (PSA and paid media placements), click-throughs (digital display ads), material requests, and traffic on the *Inside Knowledge* Web site. In addition, the campaign regularly solicits qualitative feedback from partners, health care providers, and gynecologic cancer survivors at various conferences throughout the year. CDC is also embarking on a study to assess campaign delivery, outcomes and effects, and cost-benefits.



**U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention**

www.cdc.gov/cancer/knowledge
1-800-CDC-INFO

March 2013