



CAMPAIGN BACKGROUND

CDC'S GYNECOLOGIC CANCER AWARENESS CAMPAIGN

The Centers for Disease Control and Prevention's (CDC) *Inside Knowledge: Get the Facts About Gynecologic Cancer* campaign raises awareness among 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. 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, the *Inside Knowledge* campaign 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.

AUDIENCES

- Women of all ages, races, and ethnic groups, especially those aged 35 years and older
- Health care providers

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 human papillomavirus (HPV) vaccine if you are in the age group for which it is recommended.

In 2013, the most recent year for which information is available —

- **More than 91,500 women in the U.S. were diagnosed with a gynecologic cancer.**
- **Approximately 29,800 women in the U.S. died from a gynecologic cancer.**

†Source: U.S. Cancer Statistics Working Group. [United States Cancer Statistics: 1999–2013 Incidence and Mortality Web-based Report](#). Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; 2016. Available at: www.cdc.gov/uscs.

CAMPAIGN DEVELOPMENT

Inside Knowledge messages and materials are developed based on several things, including—

- Consultation with gynecologic cancer experts and cancer survivors.
- Formative research and focus group testing with women across the U.S. to better understand their knowledge, attitudes, and beliefs related to gynecologic cancers, and to identify creative approaches and strategies to ensure the campaign's messages are delivered effectively.
- Formative research with gynecologists, primary care physicians, and nurse practitioners to understand their knowledge, attitudes, and clinical practices related to gynecologic health and gynecologic cancer, and to assess the usefulness of campaign educational materials.
- Analysis of data from national surveys in which CDC commissions questions about women's and health care providers' knowledge, attitudes, and practices related to gynecologic cancer.

CAMPAIGN RESOURCES

Inside Knowledge provides many resources for women, such as—

- [Fact sheets](#),
- [Brochures](#),
- [Posters](#), and
- [Symptoms diaries](#).

Materials are available in English and Spanish and can be previewed, downloaded, printed, and ordered in hard copy from the [Inside Knowledge Web site](#).

For health care providers, the campaign developed [educational modules](#) to increase knowledge of cervical, ovarian, uterine, vaginal, and vulvar cancers; increase knowledge of genetic causes of gynecologic cancers; and increase knowledge of HPV and the HPV vaccine.

CDC also develops and produces [television](#), [radio](#), and [print public service announcements \(PSAs\)](#).

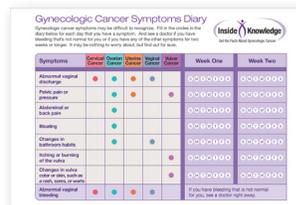
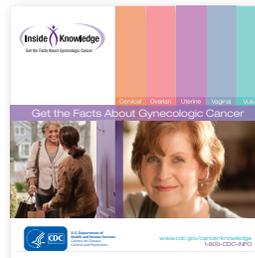
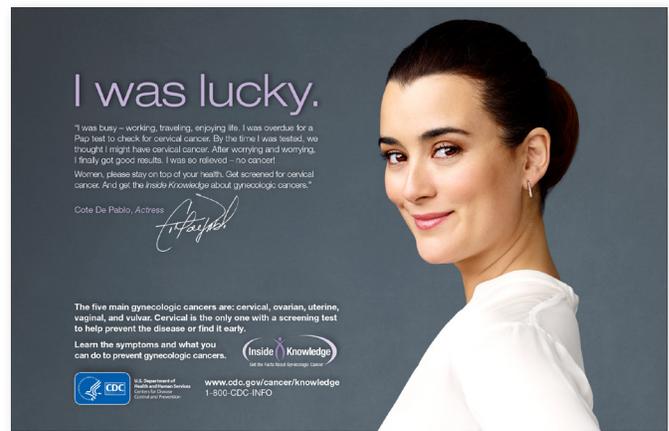
MEDIA DISTRIBUTION/ PROCESS EVALUATION

Inside Knowledge uses a multimedia approach, involving a mix of digital, earned, and paid media tactics, to ensure campaign messages reach the broadest audience possible.

The campaign's PSAs are distributed to television, radio, and print media outlets in all 210 U.S. media markets. *Inside Knowledge* display ads have been placed in shopping malls, bus shelters, subways and trains, buses, and airports, garnering more than 600 million impressions in cities across the country, including Atlanta, Boston, Chicago, Dallas, Los Angeles, Miami, New York, and Washington, DC.

As funding allows, *Inside Knowledge* also pays to place advertisements on television and Internet sites to promote awareness of gynecologic cancers and direct women to the campaign's Web site.

CDC conducts process evaluation by tracking audience impressions (PSA and paid media placements), click-throughs (digital display ads), material requests, and visits to the *Inside Knowledge* Web site. Tracking data show that since the first *Inside Knowledge* PSAs were released in 2010, campaign PSAs have generated \$150 million in donated ad value and more than five billion total audience impressions (the number of times PSAs were seen or heard).



PARTNERS

Inside Knowledge works with CDC's [National Comprehensive Cancer Control Program](#) grantees to disseminate and evaluate campaign materials at the local level.

The campaign also provides free materials to state and local health departments and the general public, including medical practices, hospitals and clinics, physicians, community groups, gynecologic cancer advocacy groups, and women's groups.

CAMPAIGN EVALUATION

In 2015, an evaluation of *Inside Knowledge* campaign advertising was completed, as mandated by Congress. Overall, the evaluation found that *Inside Knowledge* ads were effective in increasing awareness of gynecologic cancer symptoms.



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

WWW.CDC.GOV/CANCER/KNOWLEDGE
1-800-CDC-INFO