



Tips for Communicating with the Media

Communications Goal:

The two main messages to communicate to the media are that Say Something is trying to increase:

- awareness about HPV and cervical cancer, and
- the number of women who are screened and vaccinated against cervical cancer, using the most up-to-date and effective technologies available.

Key Media Messages (targeted to women):

Problem: Women are needlessly dying of cervical cancer and too many don't have the information they need to protect themselves.

- This year, 9,710 women in the U.S. will be diagnosed with cervical cancer and 3,700 women will die of the disease.
- Too few women know that cervical cancer is caused by a common virus – the human papillomavirus (HPV).

Solution: New technology – including an HPV test for screening and an HPV vaccine – are now available and can better protect women against cervical cancer.

- The Pap test has significantly helped to reduce cervical cancer rates. However, it is not perfect.
- A liquid Pap is more accurate (up to 85%) than a regular Pap (up to 60%)
- Research shows that adding an FDA-approved HPV test to a Pap test in women aged 30 and older will increase the accuracy of screening to 100%, improving a clinician's ability to identify women needing early intervention.
- An HPV vaccine was recently approved by the FDA for girls and women aged 9-26 and studies show it is 100% effective at preventing infections with the HPV types that account for 70% of all cervical cancers.

Solution: Girls and young women should get the HPV vaccine and all women should be screened using the most up-to-date and effective technologies available.

- All women should get the Pap test.
- All women age 30 and over should ask for an HPV test along with their Pap test.
- All girls and women aged 9-26 should talk to their clinician about getting the HPV vaccine.

End Result: By ensuring that all women get regular and accurate screening and that girls and young women get vaccinated against HPV, we can eliminate cervical cancer in the U.S.

- Cervical cancer can be our first "win" in the War on Cancer.