



Improving Patient Engagement in Cervical Cancer Prevention:

Communication Toolkit for Health Centers
and Safety-net Settings of Care



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and Safety-net Settings of Care

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« Background

Toolkit Structure

This toolkit was developed to support efforts to increase patient and community engagement in cervical cancer prevention, screening, and management. It provides materials and resources that aim to promote vaccination, screening, and management. The toolkit is divided into four sections:

Section 1. Introduction: A brief overview of the toolkit, importance of patient engagement, and the role of health centers.

Section 2. Materials: A list of six new materials developed to help increase patient engagement, including information on how to use them.

Section 3. Community Partner Guide: A guide with suggestions on how to work with partners in the community.

Section 4. Additional Resources: A list of additional resources, materials, and websites that may be useful in promoting cervical cancer screening, prevention, and management.

All resources are available for download on the HRSA Office of Women's Health [Improving Cervical Cancer Care through Federal Partnerships](#) webpage.

Who Should Use This Toolkit

This toolkit was designed to be used by staff at health centers and safety-net settings of care. This could include office staff, communication coordinators, patient navigators, or other full-time, part-time, or volunteer staff who are interested in and committed to preventing cervical cancer.

Related Materials

This toolkit, *Improving Patient Engagement in Cervical Cancer Prevention: Communication Toolkit for Health Centers and Safety-net Settings of Care* is available in Spanish and English. This toolkit is a companion to [Improving Cervical Cancer Prevention, Screening, and Management: A Toolkit to Build Provider Capacity](#), which helps providers improve cervical cancer prevention, screening, and management through feasible, evidence-based practices. The provider toolkit is designed to be responsive to the unique challenges faced in safety-net settings but can also be helpful to other health care centers seeking to improve cervical cancer care uptake and delivery.

Staying Up to Date

The toolkit materials and references are based upon the 2019 American Society for Colposcopy and Cervical Pathology (ASCCP) [Risk-Based Management Consensus Guidelines](#). These guidelines were designed to be quickly updated to reflect new evidence, provided through the Enduring Guidelines Working Group. Please ensure the materials you use for your practice adhere to the latest guidelines.

Federal Cervical Cancer Collaborative Partners

This toolkit is a product of the Federal Cervical Cancer Collaborative (FCCC). The FCCC is an offshoot of the [Cancer MoonshotSM](#) and is supported by a federal partnership between the U.S. Department of Health and Human Services Health Resources and Services Administration (HRSA) Office of Women's Health, HRSA Office of Intergovernmental and External Affairs, National Institutes of Health (NIH) National Cancer Institute, NIH Office for Research on Women's Health, HHS Office of Population Affairs (OPA) in the Office of the Assistant Secretary for Health (OASH), Centers for Disease Control and Prevention (CDC) Division of Cancer Prevention and Control, and Centers for Medicare & Medicaid Services Center for Clinical Standards and Quality. The FCCC aims to implement the outcomes and realize the vision of the Cancer MoonshotSM in safety-net settings of care. The Cancer MoonshotSM aims to accelerate cancer research, improve cancer prevention and early detection, and make more therapies available to more patients.

« Introduction

Cervical cancer is a preventable disease. Nearly all cervical cancer is caused by infection with carcinogenic types of human papillomavirus (HPV).¹ Most infections with HPV do not cause the cell changes that lead to pre-cancer (and later cancer). HPV vaccination, routine screening (primary HPV testing or co-testing and Pap), and follow-up care can eliminate pre-cancerous changes before they become cancer. No one should die of cervical cancer. Yet, many women and people with a cervix are not receiving vaccinations, screening, or care. In the United States, every year, about 200,000 people are diagnosed with cervical pre-cancer; roughly 12,500 people are diagnosed with cervical cancer; and approximately 4,000 will die of this cancer.²

More than half of all new cervical cancers are diagnosed in women who have never been screened or have not been screened in the previous 5 years. In 2019, the percentage of women overdue for a cervical cancer screening was 23 percent.³ For women with public insurance, it was 28 percent, and for those who were uninsured, it was 42 percent. Rates of overdue screening varied by race, ethnicity, geography, and other factors. For example, women who identified as lesbian, gay, bisexual, queer, other, or unsure were more likely than heterosexual women to be overdue for screening (32 percent versus 22 percent). The COVID-19 pandemic only worsened these trends.

Research also indicates that the most common reason for being overdue for cervical cancer screening was an individual's lack of knowledge that they needed screening.⁴ Increasing awareness and addressing patient education are critical to help prevent cervical cancer. Using the knowledge and tools provided in this toolkit, health centers have the power to make a profound impact on the lives of patients and communities.

Health centers can do many things to help:

- ▶ Consider every interaction with patients as an opportunity to discuss cervical cancer prevention, including reminding parents/guardians of the importance of vaccinating preteens and teens (both boys and girls) against HPV.
- ▶ Help patients understand which screening tests are best for them, when to be screened, and the importance of follow-up actions when these are needed.
- ▶ Partner with others in the community to increase reach and awareness of cervical cancer prevention, especially for those who are not currently being seen in a health care setting ([see our Community Partner Guide](#)).

¹ https://archive.cdc.gov/www_cdc.gov/vitalsigns/cervical-cancer/index.html

² <https://www.cdc.gov/cancer/dataviz>

³ <https://www.cancer.gov/news-events/cancer-currents-blog/2022/overdue-cervical-cancer-screening-increasing>

⁴ <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2788175>



Who is this Toolkit for?

This toolkit is designed to equip and empower staff with tools, materials, and actionable steps to encourage cervical cancer prevention among existing patients and others in the community who may not yet be served by your health center.

While we refer to “health centers” throughout the toolkit, the content is designed for multiple settings, including safety-net settings of care.

Materials can be adapted and tailored to your community's needs.

« Overview of Materials

The materials in this section were developed using a multi-step approach. This included:

- ▶ Gathering information from the FCCC 2023 Roundtable Series – a convening of cervical cancer experts from across the nation, federal agencies, and U.S. territories and Freely Associated States, including the U.S. Virgin Islands, Puerto Rico, and the U.S. Affiliated Pacific Islands
- ▶ Input from safety-net staff and providers
- ▶ Review of existing patient-facing materials
- ▶ Focus group testing

Health centers are an important part of a community. As a health center staff member, you understand, respect, and respond to the values, attitudes, and beliefs of patients in your community. These values may differ across communities. This toolkit was designed to be flexible and to meet the needs of people from a variety of cultures and backgrounds. The toolkit's images, text, and supplementary materials were created to resonate with many audiences from different cultures and with different health literacy levels and health needs.

Wherever possible, materials were designed to be customized and used in multiple environments. We encourage you to use the materials where they work best for your community. For instance, a message in the text message library can be inserted into a monthly newsletter to encourage screening. A poster for your waiting room can be included on your website or printed and shared at a health fair.

You can also modify materials, as needed, to resonate with your intended audience and community. You can increase patients' trust and comfort by using language and terms that address audiences respectfully and respond to their specific cultural, linguistic, environmental, social, and historical situations. The resources section of this toolkit includes a link to [CDC's Health Equity Guiding Principles for Inclusive Communication](#) for more information on developing inclusive communication.

The materials developed for this toolkit include:

1. [Social Media Calendar](#): The Social Media Calendar provides sample posts and graphics to share on Facebook, Instagram, X (formerly Twitter), and other platforms. These are written to promote cervical cancer prevention during two key times during the calendar year: Cervical Health Awareness Month (January) and back to school (August/September).
2. [Screening by Age Poster](#): This poster outlines recommended cervical cancer screening guidelines by age and across a person's lifespan. It serves as a visual aid to help patients understand the ongoing importance of cervical cancer prevention and screening.

3. **Live Read Script:** A “live read” script is a short message developed for someone to read aloud (or to record for later broadcast) in a variety of settings. It can be used in numerous ways: as telephone on-hold messages, public service announcements (PSAs) on local radio stations, or in community settings.
4. **Text Message Library:** This is a collection of pre-written text messages. Messages can be sent to remind patients of screenings, offer educational tips, and encourage proactive health measures. These are meant to supplement existing text messages that may already be used, such as appointment reminders or birthday wishes.
5. **LGBTQIA+ Poster:** This is designed to promote cervical cancer screening among lesbian, gay, bisexual, transgender, queer, intersex, and asexual (LGBTQIA+) individuals. It features inclusive language and imagery to ensure that all members of the community feel welcome and informed.
6. **Cervical Screening Follow-Up Card:** This customizable follow-up information card offers health care settings a chance to provide additional information to support and empower patients after screening.

« Social Media Calendar

Social media is an integral part of most people's daily lives. In 2021, roughly 7 in 10 Americans used social media. These high rates hold true regardless of race, gender, income, education, and community type (rural, suburban, or urban).⁵ Using social media is a great way to reach a large, diverse audience, and can be a cost-effective means for sharing timely information. Social media posts also allow health centers to link to or provide more in-depth educational content, provide clinic information such as hours of operation and phone numbers, and, depending on software systems, allow immediate appointment scheduling.

How to use the calendar: The pre-written text and images below are meant to be easy-to-use, ready-to-go information that can be posted to social media channels. These messages and images can be woven into your existing social media calendar if you have one, or posted weekly. They were written to be used during two key times during each calendar year: Cervical Health Awareness Month (January) and back to school (August/September). They can also be used throughout the year to encourage preventive actions. We encourage you to select the copy for social media posts and images most likely to resonate with your audiences. You can also use your own images if you feel they will appeal to and engage with your audience. We have included links to additional health communication tools in our resources section.



Social Media Tip:

Use hashtags to help people find your social media content. Cut and paste any of the following to your posts:

#CervicalCancer
#CancerPrevention
#CervicalCancerPrevention
#ScreeningSavesLives
#WomensHealth
#HPVvaccine

Cervical Health Awareness Month (January)

Copy for Social Media Posts

Cervical Health Awareness Month	January is Cervical Health Awareness Month. Be sure to make your appointment today to get screened. Call [INSERT # FOR CLINIC] or visit [INSERT WEBSITE LINK]. #CervicalCancer
HPV Vaccination	Cervical cancer can be prevented with routine screening and vaccination against human papillomavirus (HPV). Make your appointment today and make sure the women in your life make their appointments, too. #HPVprevention [INSERT # FOR CLINIC AND WEBSITE LINK]
Cervical Cancer Screening	When was your last Pap or human papillomavirus (HPV) test? When are you due for your next one? Take time for you this month and make your routine screening appointment today. #CervicalCancer Prevention [INSERT # FOR CLINIC AND WEBSITE LINK]
Find Care	You can prevent cervical cancer by getting screened. Take control of your health. Contact your health care provider. #CervicalCancerPrevention [INSERT # FOR CLINIC AND WEBSITE LINK]
Resources	Do you have questions about the human papillomavirus (HPV) vaccination, screening tests, or ways to protect yourself from cervical cancer? Information is always available at www.cdc.gov/cancer/cervical/ or contact your health care provider. #CervicalCancerPrevention [INSERT # FOR CLINIC AND WEBSITE LINK]

⁵ <https://www.pewresearch.org/internet/fact-sheet/social-media/>

Social Media Images



It's Cervical Health Awareness Month. Get screened.

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January is Cervical Health Awareness Month.

Take time to be sure you are up to date on routine screening.

January						
MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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How can cervical cancer be prevented?

With vaccination and screening.

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How can cervical cancer be prevented?

With vaccination and screening.

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Shareable Videos

CDC's Inside Knowledge campaign has a suite of videos to share on web or social platforms, including short-form content specific to cervical cancer. You can post them on your social media pages. Include the text copy from the toolkit to provide additional information.

Video 1. [Knowledge Is Power: Cervical Cancer](#)

Link: <https://www.youtube.com/watch?v=fXwvdN4XnKU>

Video 2. [Jasmine's Story: Preventing Cervical Cancer](#)

Link: <https://www.youtube.com/watch?v=SWXZftsFstQ>

Video 3. [Cindy's Story: Preventing Cervical Cancer](#)

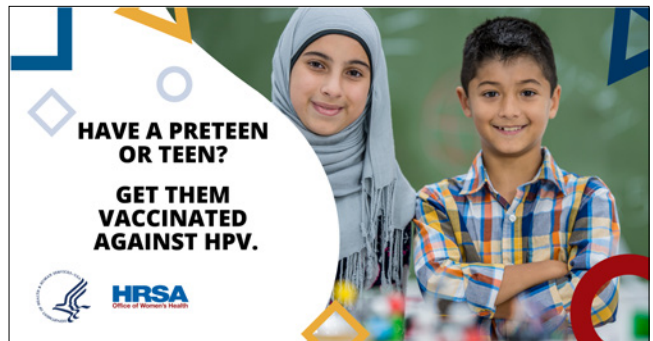
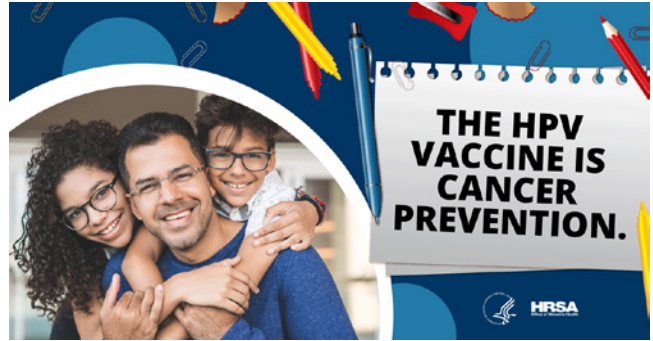
Link: <https://www.youtube.com/watch?v=hg7OH-oGJU8>

Back to school (August-September)

Copy for Social Media Posts

Annual Checkups, Sports Physicals	It's back to school time and that means sports physicals and updated vaccinations. Be sure to get your preteen vaccinated for the human papillomavirus (HPV) at their appointment. HPV vaccination is #CancerPrevention. Make an appointment. [INSERT # FOR CLINIC AND WEBSITE LINK]
All Children	Is your child vaccinated against #HPV? Boys and girls 9 and older can get the human papillomavirus (HPV) vaccine. Protect your child from cancers later in life that are caused by HPV. Ask your child's health care provider at the next appointment. #HPVprevention [INSERT # FOR CLINIC AND WEBSITE LINK]
Cancer Prevention	Boys and girls aged 9 and older can get the human papillomavirus (HPV) vaccine to protect against cancers caused by HPV infections. Get your child vaccinated today. HPV vaccination is #CancerPrevention. Watch this video to learn more https://www.youtube.com/watch?v=E36aShFIEYo [INSERT # FOR CLINIC AND WEBSITE LINK]
Young Adults	Are you under 26 years old? Have you gotten your human papillomavirus (HPV) vaccine? If not, talk to your health care provider today about #HPVvaccine. It's cancer prevention! Make an appointment. [INSERT # FOR CLINIC AND WEBSITE LINK]
HPV Information	Protect your child from certain cancers later in life that are caused by the human papillomavirus (HPV). HPV vaccination is #CancerPrevention. Learn more www.cdc.gov/hpv and ask your health care provider. [INSERT # FOR CLINIC AND WEBSITE LINK]

Social Media Images



For young adults

The HPV vaccine is cancer prevention.

Protect yourself.



The HPV vaccine is cancer prevention.

Protect yourself.



The HPV vaccine is cancer prevention.

Protect yourself.



The HPV vaccine is cancer prevention.

Protect yourself.



The HPV vaccine is cancer prevention.

Protect yourself.



The HPV vaccine is cancer prevention.

Protect yourself.



The HPV vaccine is cancer prevention.

Protect yourself.



The HPV vaccine is cancer prevention.

Protect yourself.



« Screening by Age Poster

Cervical cancer preventive actions are important throughout a person's lifespan. They start with HPV vaccination in children as young as 9 years old, and require ongoing actions up to, and often beyond, age 65.

How to use the poster: The screening by age poster is intended to be a simple decision-making tool with age-specific guidelines to help people make informed decisions about their health. You can hang it in waiting rooms, offices, or non-traditional settings such as libraries [see the [Community Partner Guide](#)]. It can also be printed and shared with individuals inside, or outside, the health care setting.

WAYS TO PREVENT CERVICAL CANCER AT ALL AGES

Cervical cancer can be prevented with human papillomavirus (HPV) vaccination, routine and timely cervical screening, and early treatment.

AGES 9+
Get vaccinated for HPV. HPV vaccines can be given starting at **age 9** for all children.


40s & 50s
Your risk of developing cervical cancer is still present if you have a cervix. **Continue to get regular cervical cancer screening.**


20s
If you were not previously vaccinated against HPV, talk to your health care provider. Begin regular **cervical cancer screening.**

60+
Continue with regular screenings. After 65, your health care provider may say you can stop screening if you've never had cervical precancer and you meet specific criteria.

30s
Continue to **get screened for cervical cancer** based on your health care provider's recommendation. If your results are normal, this could mean testing every 3-5 years.

Your Results
If your cervical cancer screening results are ever abnormal, your health care provider will let you know. You should schedule your next step as soon as possible. You may need more frequent screening or treatment based on your individual health history. Treatment can remove precancer and prevent cervical cancer from developing.

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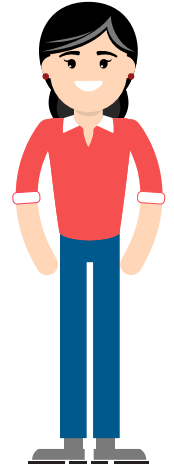


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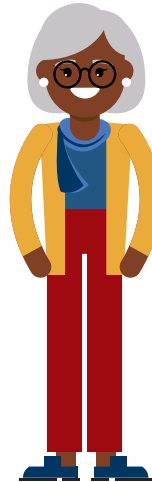
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Your Results

If your cervical cancer screening results are ever abnormal, your health care provider will let you know. You should schedule your next step as soon as possible. You may need more frequent screening or treatment based on your individual health history. Treatment can remove precancer and prevent cervical cancer from developing.



« Live Read Script

A live read script is a pre-written message typically used as a public service announcement (PSA). It is a great way to promote important community information and public health messages. Live read PSAs are frequently used by local radio stations. Radio hosts or DJs read the script on air.

How to use the live read script: While radio stations are a traditional partner for live read PSAs, here are a few additional ideas for using the script. Adapt the “How-to” guide in reaching out to these other locations:

Businesses: Ask businesses to include the PSA in phone system messages or employee meetings.

Community events: Ask the emcee of a community event (charity run, fundraiser, or community gathering) to read the script.

Sporting events: Inquire about the possibility of live read PSAs during local games.

Podcasts: Collaborate with local podcast hosts to read live PSAs during their episodes.

Public transportation: Determine whether local public transportation systems, like buses and trains, broadcast live read PSAs over public address systems. If so, ask to include messages during the fall (Back to School) and January (Cervical Health Awareness Month).

Religious and faith organizations: Ask local places of worship about sharing information in a community announcement, like a written bulletin or after services.

Social media: Use relationships with local organizations who have significant followings to ask whether they will consider reading the script during a live stream on platforms like Facebook, Instagram, X (formerly Twitter), LinkedIn, and Twitch. Or use it on your own channels by reading it yourself or having your in-house clinicians read it.



How to Secure a Radio Station PSA

Identify Your Target Radio Station: Research and identify a local radio station that is popular with the community you are trying to reach, especially with women in the age ranges you are looking for.

Contact the Radio Station: Reach out to the radio station’s management or the person responsible for handling PSAs. You can usually find contact information on the station’s website or by calling their main office.

Follow Their Guidelines: Radio stations typically have guidelines for PSAs. Make sure to ask for and follow these guidelines regarding length, content, and submission procedures.

Submit Your PSA: Submit the PSA script to the radio station according to their guidelines. This may involve sending it via email, using an online submission form, or physically dropping it off at the station.

Follow Up: After submitting your PSA, follow up with the radio station to confirm receipt and ask about when it might be scheduled for a live read. Be courteous and persistent but not pushy.

Timing and Scheduling: Consider asking the station to promote the PSA during Cervical Health Awareness Month in January.

Provide Necessary Information: If the station agrees to read your PSA, give them contact information for the health center and any specific dates and times of upcoming screening events (if relevant).

Express Gratitude: Always thank the radio station and the announcer for their support. Building positive relationships can increase the likelihood of them working with you in the future.

Version 1 Script, 30 seconds:

Did you know, cervical cancer is preventable with HPV vaccination and regular screening?

Contact your health care provider to make sure you are up to date on your cervical cancer screening. Remind others to get screened.

Free and low-cost screening is available at [INSERT LOCATION].

No one should die of cervical cancer.

Version 2 Script, 30 seconds:

Did you know that free and low-cost cervical cancer screening is available in your area?

Regular testing is recommended if you're 21 years old or older.

Talk with your health care provider or call [INSERT HEALTH CENTER NAME] to schedule an appointment. Our number is [INSERT NUMBER].

OR

Talk with your health care provider or find a screening location by visiting: find a health center DOT H R S A DOT gov. That's find a health center DOT H R S A DOT gov.

« Text Message Library

Texting patients with information related to cervical cancer prevention can encourage participation in cervical cancer preventive actions. Text messages are often one of the most convenient, timely, and immediate ways to reach patients.

How to use the library: This text message library encourages general preventive behaviors. If you already have a text message system, incorporate these messages into your existing texts. If text messaging is not part of your communication with patients, these messages can be used in other places, such as emails or newsletters.

If you can, send reminders about upcoming cervical cancer screenings or vaccination appointments, and follow up with patients who may have missed appointments, to encourage rescheduling.



In sending text messages to patients it is crucial to prioritize their privacy, understanding, and well-being. Health care providers must follow all regulations and guidelines related to patient communication and data privacy.

Awareness events:

- ▶ *January is Cervical Health Awareness Month. Call [INSERT PHONE NUMBER] to schedule your cervical cancer screening.*
- ▶ *March 4th is International HPV Awareness Day: Make sure you are fully vaccinated.*
- ▶ *National Women's Health Week is in May. Remind the women in your life to get screened for cervical cancer.*
- ▶ *October is Breast Cancer Awareness Month. Be sure you are up to date on all cancer screenings including breast, cervical, and colorectal cancer. Call now to schedule your appt: [INSERT PHONE NUMBER].*

Appointment reminder:

- ▶ *It's time for your checkup. Call to make your appt and be sure to check to see if you are due for your cervical cancer screening: [INSERT PHONE NUMBER].*
- ▶ *Cervical cancer is preventable. Be sure you are up to date on your screening during your next visit. Call [INSERT PHONE NUMBER] to schedule your appt today.*

General:

- ▶ *Did you know cervical cancer can be prevented? No matter your age, there are steps you can take. Ask your doctor during your visit.*
- ▶ *Cervical cancer is preventable with HPV vaccine and routine tests. Are you due for your screening? Call [INSERT PHONE NUMBER].*
- ▶ *If you have a cervix, have it screened. Cervical cancer is preventable. Call [INSERT PHONE NUMBER] to schedule an appt.*

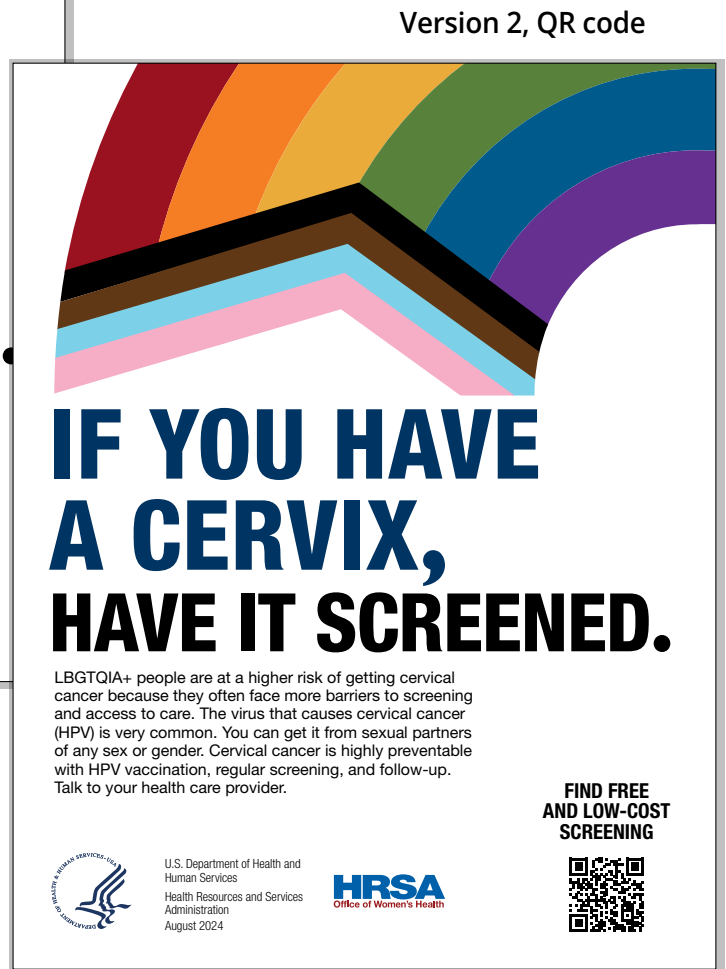
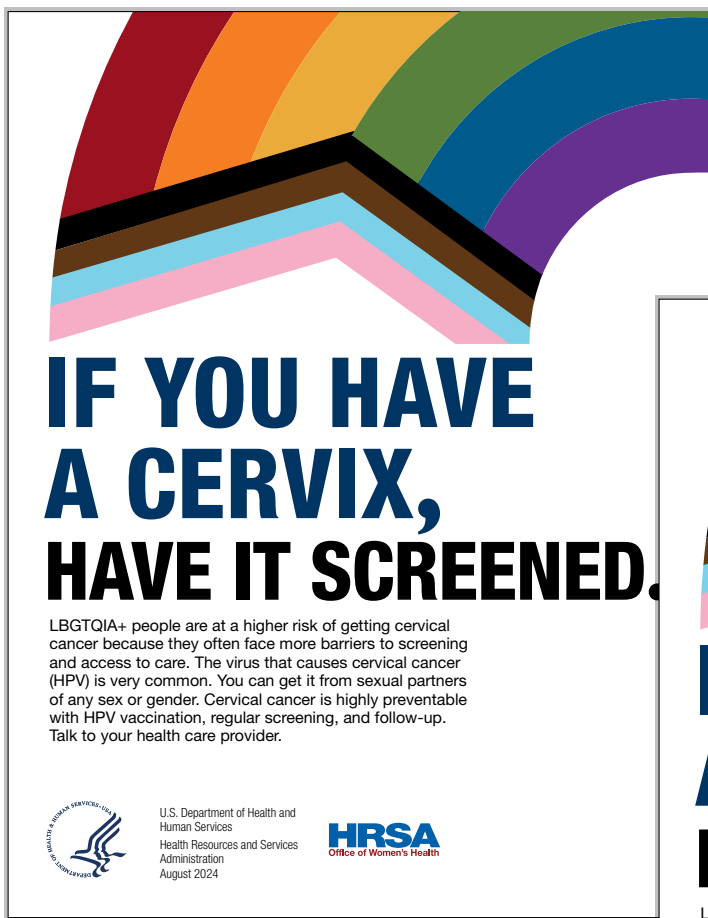
For parents:

- ▶ *You can prevent cervical cancer. Call today to make an appt to get your child vaccinated for HPV: [INSERT PHONE NUMBER].*
- ▶ *Boys and girls age 9+ can be vaccinated for HPV. Call today to schedule their vaccine: [INSERT PHONE NUMBER].*

« LGBTQIA+ Poster

Cervical cancer is a concern for anyone with a cervix. LGBTQIA+ people are more likely to experience certain health-related challenges. This poster, which was informed and refined in focus groups by the population it aims to serve, is a tool to raise awareness. It highlights the importance of cervical cancer screenings and preventive actions, especially for those who are disproportionately impacted by cervical cancer.

How to use the poster: This poster can be hung in the health center (**Version 1**, no QR code) or in the community (**Version 2**, with QR code linking to [HRSA's Find A Health Center Tool](#)) to serve as a visual reminder for cervical screenings. By prominently featuring this poster, a health center can signal its commitment to addressing the unique health needs of LGBTQIA+ individuals.





IF YOU HAVE A CERVIX, HAVE IT SCREENED.

LBGTQIA+ people are at a higher risk of getting cervical cancer because they often face more barriers to screening and access to care. The virus that causes cervical cancer (HPV) is very common. You can get it from sexual partners of any sex or gender. Cervical cancer is highly preventable with HPV vaccination, regular screening, and follow-up. Talk to your health care provider.



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**FIND FREE
AND LOW-COST
SCREENING**



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« Cervical Screening Follow-Up Card

The follow-up card is intended to be given to patients after a cervical cancer screening. It is designed to help health centers build relationships with patients and empower patients with information to increase follow-up care, if needed.

How to use the follow-up card: We suggest printing these cards in advance and sharing with patients after their appointment. They have a blank section that the health center or patient can use to write down additional information (center hours, contact names, etc.).

CERVICAL CANCER PREVENTION

NEXT STEPS FROM TODAY'S VISIT

Date: ____/____/____

WHAT: You had a cervical cancer screening. It will identify anything out of the ordinary with your cervix. The screening is a test or test(s) that must be reviewed by a laboratory. It may take a few weeks for us to receive the results. Once we receive the results, we will share them with you.

WHY: If your test results show things that are not normal, we may ask you to return to the office for a follow-up. If the results are normal, we will let you know when to get your next cervical screening.

WHEN: You can expect text results _____. Please call us any time if you have questions.
Phone Number: (____) ____-_____

NEXT STEPS: It is important to get your results and know what to do next. If you are asked to return to the office, here are some questions you may want to ask the doctor or nurse:

- What is the recommended follow-up?
- Are further tests necessary?
- How often do I need cervical cancer screening?
- Do I need the HPV vaccine?

My Notes:

For more information on cervical cancer screenings, visit: cervicalrisk.com

CERVICAL CANCER PREVENTION

NEXT STEPS FROM TODAY'S VISIT

Date: ____/____/____

WHAT: You had a cervical cancer screening. It will identify anything out of the ordinary with your cervix. The screening is a test or test(s) that must be reviewed by a laboratory. It may take a few weeks for us to receive the results. Once we receive the results, we will share them with you.

WHY: If your test results show things that are not normal, we may ask you to return to the office for a follow-up. If the results are normal, we will let you know when to get your next cervical screening.

WHEN: You can expect text results _____. Please call us any time if you have questions.
Phone Number: (____) ____-_____

NEXT STEPS: It is important to get your results and know what to do next. If you are asked to return to the office, here are some questions you may want to ask the doctor or nurse:

- What is the recommended follow-up?
- Are further tests necessary?
- How often do I need cervical cancer screening?
- Do I need the HPV vaccine?

My Notes:

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NEXT STEPS FROM TODAY'S VISIT

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- What is the recommended follow-up?
- Are further tests necessary?
- How often do I need cervical cancer screening?
- Do I need the HPV vaccine?

My Notes:

« Community Partner Guide

This guide was developed to support health center staff such as administrators, patient navigators, and community health workers in developing partnerships in their community to promote cervical cancer prevention, screening, and treatment. It is intended to facilitate collaboration with community partners, such as faith-based organizations, non-profits, local businesses, and community centers.

Collaborating with partners allows you to reach people not currently receiving care in health care settings and share information in the places where they go in their day-to-day lives. Meeting people where they are is a way to build trust in the information being given. This guide's specific purpose is to help increase awareness about the importance of cervical cancer screening. When people see cervical cancer prevention and screening information in multiple places in their community, it shows the message is important – for the individual and the community.

The guide offers practical advice for identifying the right community partners, engaging them, and providing resources they can use to share information with the community. This guide should be used as a complement to a health care organization's existing effort to promote cervical cancer prevention and screening. [HRSA's Improving Cervical Cancer Prevention, Screening, and Management: A Toolkit to Build Provider Capacity](#)

is an additional resource to support your work. It includes information and scripts to address common questions and concerns related to cervical cancer screening, management, follow-up, and HPV vaccination and may be useful in conversations with community organizations.



Power in Partnerships

Research shows that when public health organizations partner with other community groups that share a common goal, stronger public health interventions are implemented.ⁱ Research also suggests that engaging with trusted community leaders can increase positive health outcomes by addressing misinformation and promoting healthy lifestyle choices.^{ii, iii, iv}

Step-by-Step Guide

Read through this entire guide before starting your efforts. The following steps will help you to:

1. [Identify the communities](#) (audiences) you serve/don't serve, to decide whom you want to reach
2. [Determine the places and settings](#) where people in these communities go
3. [Reach out to contacts](#) to start a partnership
4. [Provide resources](#) to partnering businesses and organizations
5. [Follow up](#) with partners to confirm participation and express appreciation
6. [Share your success](#) with us!

« Step 1 - Identify the communities you need to reach.

Your health care organization currently provides services to a variety of patients. These patients represent different community populations. Are there other populations in the service area that your organization could or should serve, but who currently are not represented? Consider all the populations you reach and those you don't: who are they? To identify them, think about things like race, ethnicity, culture, age, gender identity, sexual orientation (e.g., LGBTQIA+), and religious affiliation. If your community has unique characteristics, such as local industries (fishing, manufacturing, education, sports, etc.) or seasonally-based employment industries, consider those as well. These populations are the audiences for your promotion.



Create a table listing each of those populations. Make it as long as necessary to include all the populations in your service area.

Population Defining Characteristics
Races
Ethnicities
Places of employment
Sexual orientations
Age groups
Religious affiliations
Geographic locations

« Step 2 - Determine the places to reach them. Where do people go?



Now that you've created a list of your communities, think about each one. Where do they go in their day-to-day lives? Consider places like:

- ▶ Religious settings: churches, temples, mosques.
- ▶ Educational settings: daycare centers, schools, adult ed, colleges.
- ▶ Civic venues: community centers, libraries, town hall, food pantries, cultural centers, civic organization headquarters.
- ▶ Non-profits: social service centers or community service organizations.
- ▶ Businesses: hair salons, nail salons, shops, restaurants, bars, grocery stores, pharmacies, bodegas, malls.
- ▶ Housing: community, public, or low-income housing complexes or settings.
- ▶ Recreational settings: bowling alleys, sports venues, youth after-school and recreational venues, gyms, fitness centers, cultural centers, theaters, music venues, restaurants.




Insight

Relationship dynamics can be a barrier to seeking care. Providing information to women in places that they go alone (without husbands, fathers, or brothers) may be helpful.

-  List the places that people go. Name each one and be as specific as possible. This is the start of your outreach list.
-  Review the resources in the toolkit and determine which resources would best work for your potential community partners.

<< Step 3 – Reach out to contacts.

-  Identify contacts at the places you identified and add their names to your list. Start with the places where you already know one of the employees and ask them to connect you with the manager. For the places where you don't already have a contact, do a quick online search to try and identify a manager, owner, or point of contact. Call them during their open hours and ask to speak to the point of contact. If you don't have a name for the point of contact, ask to speak to the manager or owner.
 - ▶ If you know someone who works at a venue or organization, ask them for a person to contact.
 - ▶ If you don't have a contact at a venue or organization, search online for the manager or owner.
 - ▶ If you don't have a point of contact, reach out via phone to identify the right person to contact.
 - ▶ Speak to the right person via phone or in person and explain why you are reaching out to them and what you are asking (see [sample script](#) below).
 - ▶ Talk about potential ways they could help share the information ([see ways that partners can promote resources](#)), such as:
 - ▶ Posting flyers or posters on bulletin boards, and in bathrooms on back of stall doors.
 - ▶ Sharing social media posts on their social media accounts.
 - ▶ Document the contact's name, phone number, best time to reach them, their response, and the type of resource(s) they are interested in.
 - ▶ Note: if you were given their email address instead of speaking to them directly, you can modify the [sample script](#) below to send as an email.

Example outreach list. Update this as you go.

Place	Manager/owner	Phone number	Email	Best time to call	Date called	Reply	Resources	Resources delivered
Town library	Joe Doe	(777) 444-5555	JDoe@Library.com	10-11 a.m.	June 30	Yes	Flyers, poster, social media	Jul 8, in person
Nail salon	Kelly Smith	(777) 444-5555	Ksmith@email.com	2-3 p.m.	August 4	Yes	Poster	August 8, in person

Ways partners can promote and share resources:

Partners can share resources in ways appropriate for their setting. The key to reaching audiences is to put the information where people will most likely see it in each location. Come up with ideas for each partner before you talk to them so you can suggest them during your call. Ways to share information at partner organizations:

- ▶ Observe Cervical Health Awareness Month (January) by sharing flyers, posters, and information by promoting it in newsletters, on websites, on social media, and in their venue in key areas like cafeterias, bathrooms, conference rooms, waiting rooms.
- ▶ Put messages in bulletins or newsletters.
- ▶ Read a PSA message before an event.
- ▶ Hang posters or flyers on bulletin boards, in bathrooms on back of stall doors, in waiting areas or communal areas, in offices where people are seen one-on-one.
- ▶ Make flyers available in communal areas at health or community fairs and other events.
- ▶ Share social media messages on business or personal page.
- ▶ Share messages and flyers with staff in staff meetings and via email.
- ▶ Read a script over your intercom system or record the script for your social media page and/or phone on-hold message.

Sample outreach script:

Good morning/afternoon [contact first name],

My name is [YOUR NAME]. I'm calling from [YOUR Health care ORGANIZATION]. I'm reaching out today because we're looking for community partners to help share resources like posters or flyers to encourage cervical cancer prevention and screening. We know a lot of people come into your [TYPE OF ESTABLISHMENT], and you're a trusted organization/business in our community. We're partnering with well-respected organizations/businesses like yours because you can play a role in helping to prevent cervical cancer. When people see the information at your place, they might be more inclined to get screened.

We're not asking for money, only that you share a resource in the following ways [USE WHICHEVER SEEMS APPROPRIATE TO THEIR VENUE]:

- ▶ Observe Cervical Health Awareness Month (January) by sharing flyers, posters, and other information in newsletters, on a website, on social media, and in your venue in key areas like cafeterias, bathrooms, conference rooms, or waiting rooms.
- ▶ Put messages in bulletins or newsletters.
- ▶ Read a PSA message before an event.
- ▶ Put up posters or flyers on bulletin boards, in bathrooms on back of stall doors, in waiting areas or communal areas, and/or in offices where people are seen one-on-one.

- ▶ Make flyers available in communal areas at health or community fairs and other events.
- ▶ Share social media messages on a business or personal page.
- ▶ Share messages and flyers with staff in staff meetings and via email.
- ▶ Read a script over your intercom system or record the script for your social media page and/or phone on-hold message.

Would you be willing to help?

I can deliver the resources to you [IN PERSON/VIA EMAIL] on [DATE] or a date that will work for you.

[IF YOU NEED TO EXPLAIN MORE ABOUT THE IMPORTANCE OF PROMOTING CERVICAL CANCER PREVENTION AND SCREENING, TELL THEM:]

- ▶ Each year in the United States, about 12,500 new cases of cervical cancer are diagnosed and about 4,000 women die of this cancer. (See: <https://www.cdc.gov/cancer/dataviz>)
- ▶ In our state alone, there were [NUMBER] cervical cancer cases reported in [YEAR]. (See: <https://gis.cdc.gov/Cancer/USCS/#/AtAGlance/>)
- ▶ The good news is that cervical cancer is preventable and treatable. We care about our community; that's why we're asking for your help.

« Step 4 – Provide resources for promotion.

Delivering the promotional resources to your partners in a timely manner and in an agreed-upon format is



key to building a trusted partnership. If you agreed to drop off posters and flyers, do so at the agreed-upon date and time. If you're sharing the resources with community partners via email, you can copy and paste the toolkit resources or links to this toolkit and share them in an email. You can modify the sample email below.

Sample email for sharing resources

Dear [CONTACT NAME],

It was great to speak with you this morning [OR INSERT DATE AND TIME] about promoting awareness of cervical cancer prevention and screening in our community. We really appreciate your willingness to share information with your [STAFF, CUSTOMERS, MEMBERS, GUESTS]. Below are links to some of the resources you agreed to share:

- ▶ [NAME RESOURCE AND INSERT LINK OR ATTACH FILE]
- ▶ [NAME RESOURCE AND INSERT LINK OR ATTACH FILE]
- ▶ [NAME RESOURCE AND INSERT LINK OR ATTACH FILE]

You can share the following social media messages by copying and pasting them into your posts:

▶ [COPY AND PASTE MESSAGE FROM SOCIAL MEDIA MESSAGES RESOURCE]

Thank you again for your participation and support. Please let me know if you have any questions or need more information or resources. [INCLUDE CONTACT INFORMATION.]

Sincerely,

[YOUR NAME]

« Step 5 – Follow up.

Help maintain your community partnerships by following up to acknowledge their participation and express appreciation for their assistance. If an organization or contact participated, you may want to consider them for future initiatives. Follow-up is also important because you want to know what partners did with the resources you provided, if they need more, if they received feedback, and if there are other opportunities to explore.



Plan to follow up with each contact a few weeks after you deliver the resources. Use your outreach list to capture what they did and any additional opportunities for engagement.

- ▶ Start by thanking them again for participating.
- ▶ Ask them if they were able to share the resources in the agreed-upon ways. If so, how did it go? Did they receive any feedback or questions? If so, what were they? Is there anything you could provide to answer community feedback?
- ▶ Could they use more copies of printed materials to share or additional social media posts? If so, provide them with additional resources.
- ▶ Consider public recognition for those who shared information. If your organization has a newsletter, website, or public way to highlight partners, see if it's possible to include a message of appreciation for their support. Share this with partners. It highlights your gratitude and is a win for all involved.
- ▶ For organizations or contacts who said they would share resources but did not end up doing so, ask them why and whether there is anything you can do to help or support them. If they cannot participate after all, note this in your tracker and consider removing them from future outreach lists.

« Step 6 – Share your success.

Let us know how you've used this guide or the toolkit materials to help engage patients in cervical cancer prevention! Your stories can help us improve the work we do to improve cervical cancer prevention and screening and reduce the number of deaths from cervical cancer. Feel free to email us at HRSAOWH@hrsa.gov.

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- iv. Stokes C, Wilson KJ. Community-based participatory research partnership with faith-based organizations to address obesity and glucose control. *Public Health Nurs*. 2022;39(2):398-404.
- v. Division of Cancer Prevention and Control, Centers for Disease Control and Prevention. Cervical cancer statistics. Retrieved June 11, 2024. <https://www.cdc.gov/cervical-cancer/statistics/>.

« Additional Resources

The following patient education materials may be useful to help your patients understand HPV infection, cervical cancer screening, and their test results. Review these materials and consider whether you would like to share these with patients or use the content to help your patient engagement efforts. We also recommend reviewing materials to make sure content is up to date and accurate before use.

Cancer Support Services

- ▶ [National Cancer Institute's Cancer Information Service \(Spanish version\)](#) | NIH | This webpage has trained specialists available via phone, live chat, or email to answer questions on cancer-related topics. These services are also available in Spanish.
- ▶ [Cancer Organizations Support Services \(Spanish version\)](#) | NIH | This page provides a list of support services from various organizations for families and individuals with cancer.

HPV Vaccination Toolkits and Information

- ▶ [HPV for Adults: Prevention, Testing, and Cancer](#) | American Cancer Society | The purpose of this booklet is to provide information on HPV and the cancers linked to HPV, taking preventative measures, and reducing the risk for adults.
- ▶ [HPV Vaccine Information Statement](#) | CDC | CDC maintains a vaccine information statement. Providers and patients can view and display the web page; download and print the PDF file; import the RTF (text) file into an electronic system; and view on a smartphone, tablet or other web-accessible mobile device.

Resources for Special Populations

- ▶ [Cervical Cancer Screening in Transgender Non-binary, Non-conforming, and Gender Fluid Individuals](#) | ASCCP | A patient resource with general information on preparation tips for a cervical cancer screening exam and prompts to help guide the discussion with a health care provider.
- ▶ [Face Your Health](#) | CDC | An interactive and community-oriented learning session for African American women to use their local cervical cancer screening services.
- ▶ [AMIGAS \(Spanish version\)](#) | CDC | An educational outreach intervention to help community health workers and health educators increase cervical cancer screening and skill development among Hispanics and Latinx.

Other Patient Engagement Toolkits and Relevant Resources

- ▶ [Health Equity Guiding Principles for Inclusive Communication](#) | CDC | A set of resources, best practices, terms, and references that emphasize the importance of addressing all people inclusively and respectfully.

- ▶ [Improving Cervical Cancer Prevention, Screening, and Management: A Toolkit to Build Provider Capacity](#) | HRSA | This toolkit is a guide to help providers improve cervical cancer prevention, screening, and management through feasible, evidence-based practices that are responsive to the unique challenges faced safety-net settings. The information in this toolkit can also be helpful to other settings of care seeking to improve cervical cancer care uptake and delivery.
- ▶ [Cancer Screening: One-on-One Education for Clients — Cervical Cancer](#) | The Community Guide | This community guide provides one-on-one educational information delivered by health professionals using messages to encourage and motivate patients to seek recommended screening.
- ▶ [Cancer Screening: Patient Navigation Services to Increase Cervical Cancer Screening and Advance Health Equity](#) | The Community Guide | This community guide shares recommendations made by the Community Preventive Services Task Force to increase cervical cancer screening and advance health equity utilizing patient navigation services.
- ▶ [Gateway to Health Communication](#) | CDC | This health communication resource provides training, tools, templates, and guidance for health professionals to address all people inclusively and respectfully with health information.
- ▶ [Women's Preventive Services Initiative](#) | American College of Obstetricians and Gynecologists | The Women's Preventive Services Initiative is a coalition of national health professional organizations and patient advocates with expertise in women's health tasked with developing, reviewing and updating recommendations for the Women's Preventive Services Guidelines. This cooperative agreement is funded by HRSA.

General Patient Education Materials

- ▶ [Cervical Cancer Risk Assessor \(Spanish version\)](#) | NIH, CDC, Boston University, American Cancer Society | This website provides information designed for patients and the general public to better understand cervical cancer screening and HPV vaccination.
- ▶ [HPV Infection Fact Sheet \(Spanish version\)](#) | CDC | A fact sheet with basic information.
- ▶ [Screening for Cervical Cancer \(Spanish version\)](#) | CDC | General information about cervical cancer screening, types of tests, when to be screened, and information on test results.
- ▶ [Inside Knowledge about Cervical Cancer \(Spanish version\)](#) | CDC | A fact sheet about cervical cancer symptoms, risk factors, timeframe for testing, prevention, and low-cost screening options.
- ▶ [HPV and Pap Test Results: Next Steps after an Abnormal Cervical Cancer Screening Test \(Spanish version\)](#) | NIH | Information about cervical cancer screening test results and what they mean.
- ▶ [Gynecologic Cancers: Resources to Share "Under the Paper Gown" Comedy Web Series](#) | CDC | A Comedy Web Series consisting of six short episodes empowering women to overcome the fear and concerns and confidently discuss care with a gynecologist.

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