Let’s Make Some Noise About Cervical Cancer Awareness Month

As a Cervivor community, we come together each January to promote Cervical Cancer Awareness Month (CCAM). We make it easy for you to join with us to educate, advocate and story-share!

As we enter 2023 and celebrate 18 years as an organization, we cannot and will not be silent about cervical cancer. Help us make some noise and drive the CCAM conversation! Use this toolkit:

1. **Tell and share your story through selfies and photos**, with:
   - **Selfies**: take a photo of yourself with our Cervivor message boards, or personalize your own.
   - **Facebook Frame**: place cervical cancer awareness front and center on your Facebook profile photo

2. **Educate visually**, with
   - **CCAM graphics** to share over your social media feed

3. **Post and share**, with
   - **Pre-written social media posts** to help make sure you have plenty to talk about, all month long.
     - Facts & figures posts
     - Education & call to action posts
     - Personal story posts
     - Fundraiser posts

4. **Reach out to local media**, with the help of
   - “How to reach out to local media” tips

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**Take a CCAM Selfie**

Nothing is more powerful than a personal message from you, to your community. Create your own message on our Cervivor CCAM signs, or use one we’ve prepared. Take a photo of yourself holding the sign and share it with your online community. Tag your post with #Cervivor so we are all sure to see it (and share it!). Not on social media? Share with us via email at info@cervivor.org.

**This is What Cervical Cancer Looks Like (Selfie 1)**  
**English**  
**Spanish**

**I’m Committed to Stopping Cervical Cancer (Selfie 2)**  
**English**  
**Spanish**

**You Can Prevent Cervical Cancer By (Selfie 3)**  
**English**  
**Spanish**

**Fill in the Blank (Selfie 4)**  
**English**  
**Spanish**

Have your own CCAM message to share? Use our “blank” selfie sign and get your message out!
CCAM Action: Educate, visually, with colorful graphics

Cervivor CCAM graphics to download and share
Share these colorful, graphics across your channels to make some noise and elevate the visibility of Cervical Cancer Awareness Month!
- Grab these from Cervivor’s Cervical Cancer Awareness Month webpage cervivor.org/what-we-do/ccam/. If you put your cursor on the image and right-click, you should have the option to “save image as” and save it to your computer for posting and sharing.

We Are Cervivor.
We are patients, survivors, and thrivers.
We are a community of love, support, and compassion.
We are motivators, advocates, educators, and change-makers.
We are brave, resilient, and visible.
We are the faces of cervical cancer.
WE ARE CERVivor AND WE ARE UNSTOPPABLE.

Manifesto

CCAM Action: Post and share over social media
Below is a range of social media posts you can copy-paste or customize for your social media channels. You can post any of these with the graphics above, or on their own. Important: with any of your CCAM posts, use some (or all) of these hashtags to connect your posts with the Cervivor community and to the broader CCAM conversation:

#Cervivor #EndCervicalCancer #CervicalCancerMonth #IamCervivor #endSTIgma
#Cervisory #WeAreCervivor #CervicalCancerAwareness #CCAM
CCAM Social Media Toolkit

CCAM Action: Post and share over social media

A. Cervical cancer facts & figures posts:
- In the U.S. 14,100 new cases of cervical cancer will be diagnosed this year. About 4,280 women will die as a result of this diagnosis.
- Screenings and early detection are the key to preventing cervical cancer but so many of us have delayed our cancer screenings due to the pandemic. The rate of cervical cancer diagnoses are back on the rise and our community is here to remind you to schedule your 2023 cervical cancer screening!
- January is Cervical Cancer Awareness Month. Can you find your cervix? Do you know where it is? A woman’s cervix is at the opening of the uterus. Cancer occurs when cervical cells change, divide more rapidly, and eventually form a mass of tissue called a tumor.

B. Call to action & education posts:
- Public CERVIX Announcement: Cervical cancer is caused by HPV. So the simplest way to prevent cervical cancer is to prevent HPV infection in the first place. Get the HPV vaccine. It’s cancer prevention!
- Cervical cancer is preventable. Routine screenings are the best way to detect abnormal changes to the cervix before they develop into cancer. Start the conversation with your doctor and find the proper screening guidelines for you!
- January is Cervical Cancer Awareness Month. Know the facts about screening and prevention.

C. Personal story posts: Why CCAM is meaningful to you:
(Examples are below. Customize and create your own to share your story.)
- This is what cervical cancer looks like. This is what I looked like when I was in the throes of it. Now I’m on the other side, and I’m using Cervical Cancer Awareness Month to educate about cervical cancer prevention. Did you know screening and vaccination can prevent as many as 93% of cervical cancers?!
- January is Cervical Cancer Awareness Month. I lost my fertility to cervical cancer. I don’t want this to happen to anyone else. Get screened. Get vaccinated. Keep up with your cancer screenings. Be informed about prevention.
- I had cervical cancer. Now, I live with its after-effects. I don’t want anyone else to have to go through what I went through. So this is my call to action: keep up with your cancer screenings. It could save your life.
- Someone I love has cervical cancer. In her honor, I’m sharing information about cervical cancer prevention. Get screened. Get vaccinated. Keep up with your cancer screenings. Learn more.

D. Fundraiser posts:
- I had cervical cancer. Now, I’m raising funds so that no other woman needs to. It’s Cervical Cancer Awareness Month. Please donate to Cervivor today so that women like me can get the support and encouragement they need to thrive.
- 4,280 women die from cervical cancer each year in the US. During Cervical Cancer Awareness Month in January, I’m asking my social media community to consider donating $42 to Cervivor in their honor to help stop cervical cancer and help support women who are battling it today.
- I take Cervical Cancer Awareness Month personally. I had cervical cancer. I lost my “lady parts” to it. I still deal with its after-effects. My mission now is to make sure that women across the country and around the world are informed about cervical cancer prevention with the latest screening and HPV vaccination information.

#Cervivor #WeAreCervivor #EndCervicalCancer #CervicalCancerAwareness #CCAM
Tips: How to Engage Local Media

Step 1: Create a local “media list” to reach out to
Develop a list of the daily and weekly newspapers, magazines, TV and radio stations in your community. Research online to find contact information for reporters, editors and/or the news desk. It can take some time to find contacts at all the news outlets, but the end result will be a list you can use for future outreach.

Step 2: Identify your “spokespeople”
Reporters often want to speak with both a patient and a medical professional when covering a health issue. In addition to being prepared to share your story, reach out to your gynecologist or oncologist to see if they—or someone in their practice—would make themselves available to speak to media. TV or radio shows might be interested in having you and a physician on, and/or if you organized several local Cervivors, a news program may be interested in a panel to share your experiences and your Cervivor advocacy work.

We can have a tremendous impact by sharing our stories. This impact can be amplified by working with the media. Cervical Cancer Awareness Month happens each January and is a timely opportunity to reach out to reporters and editors at your local newspapers, TV and radio stations to encourage them to cover cervical cancer prevention.

Step 3: Prepare your “pitch” in a short email or call script explaining why cervical cancer prevention is an important — local and personal — topic to cover in January. For example:

- I live in (town/city) and I’m a survivor of cervical cancer. The disease and its impact are felt here in (town/city). Cervical cancer prevention is both a national and a local issue that is important to women in our community. It is also the world’s most preventable cancer, with Pap testing, HPV screening and HPV vaccination. We can be the generation to eliminate cervical cancer.
- January is Cervical Cancer Awareness Month, an opportune time to cover cervical cancer in our community and educate readers/viewers about prevention.
- I’m happy to share my own personal story and experiences confronting cervical cancer, and my gynecologist/oncologist at (name of clinic / hospital) can also be available.
- I encourage (news outlet) to cover about cervical cancer this month to ensure our community is informed about the importance of screening and prevention. Cervical cancer has traditionally been a very hidden and stigmatized cancer, and we can change that.

Step 4: Be ready to provide background on HPV, cervical cancer and Cervivor.
We have loads of information on Cervivor.org. You can also share CDC’s cervical cancer fact sheet HPV fact sheet and HPV & men fact sheet, and/or the Immunization Action Coalition’s HPV vaccine fact sheet.

Step 5: Have a call to action:
Often during an interview, a reporter will end the interview with asking you what is the last thing you want to tell your audience. And if the reporter doesn’t ask, you can say, “I have one final message for the audience.” This message should be your call to action. Our suggestion:

“Get your girls and boys the HPV vaccine at ages 9 or 10. And be sure to get your cervical cancer screenings.”

Thank you for helping us drive the conversation during Cervical Cancer Awareness Month.

Thank you for making your voice heard, for sharing your story, and for putting cervical cancer education and prevention front and center each January, and throughout the year.

#Cervivor #WeAreCervivor #EndCervicalCancer #CervicalCancerAwareness #CCAM